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Title

Switching Intentions in the Mobile Telecommunications Sector in Eswatini

Nontsikelelo Ntombenhle Mazibuko

A research report submitted to the Faculty of Commerce, Law and Management, University of the Witwatersrand, in partial fulfilment of the requirements for the degree of Master of Management (ENVC)

Johannesburg, 2021

ABSTRACT

This research study sought to establish factors that influence customer brand switching intention in the mobile telecoms sector in Eswatini. This was done through examining the effects that five key variables those being customer satisfaction perceived customer value, promotional activities, service quality and value-added services that literature has shown to have an effect on customer switching intention. This research study further examined the interrelationships between these variables and lastly determined how socio – economic variables impact customer switching intentions in the mobile telecoms sector in Eswatini. This research study was quantitative and used a survey method to collect primary data through an electronic questionnaire (designed on Google Forms). The population for this research study consisted of subscribers to the two mobile telecoms service providers in Eswatini and used a sample size of 342 respondents. Convenience sampling was utilised to collect data from respondents through sharing the participation invitation on Facebook. The study used a linear regression model to assess the influence of six variables; perceived customer value, value added services, promotional activities, perceived service quality, customer satisfaction and age. The model results showed that the perceived service quality, perceived customer value and customer satisfaction had a significant and positive influence on customers switching intentions. Whilst age had a negative and significant influence on customers switching intentions. The findings indicate that most respondents of the study were subscribers of the MTN network and were aged between 25-34 years, which is the youth age. Respondents reported that they did not fell valued by their network providers.

DECLARATION

I, Nontsikelelo Ntombenhle Mazibuko, declare that this research report is my own work except as indicated in the references and acknowledgements. This work is submitted in partial fulfilment of the requirements for the degree of Master of Management Strategic Marketing (MMSM) in the University of the Witwatersrand, Johannesburg. This work has not been previously submitted for any degree or examination in this or any other university.

Nontsikelelo Ntombenhle Mazibuko ntsikie.m

Signed at …Mbabane

On the 28th day of February 2022

DEDICATION

I dedicate this piece of work to my family. Mom and Dad, thank you for always being by my side and for cheering me on. Even when I have wanted to give up, you did not allow me to quit and were it not for your presence in my life, this work might not have been possible. I dedicate this to my sisters and my niece and nephew. Thank you for loving me, encouraging me and for always believing in me. To the girl I was and the woman that I am becoming, this one is for you!

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CHAPTER 1.INTRODUCTION

1.1 Purpose of the study

Customer brand switching intention is likely influenced by different factors, more than those examined in this research study; the scope of this study only covers five factors. These are; customer satisfaction, customer perceived value, promotional activities, service quality and value added services. Further, this research study attempts to establish the effects of socio-economic factors to customer brand switching intentions.

This research study further examines the relationship between these variables and customer brand switching intention using socio-economic factors as a confounding variable. The examination of these variables is especially important as previous researchers have established that these factors influence customer brand switching intention (Sharma & Kumar, 2010; Saleh et al., 2015; Makwana et al., 2014; Shujaat et al., 2015; Manzoor et al., 2020). In its basic understanding, the switching intention is the likelihood that a consumer will terminate the relationship with one supplier with the aim of signing up with an alternative supplier of the same service (Chuang, 2011: Grigoriou et al., 2018).

1.2 Context of the study

The first mobile telecoms services provider was launched in Eswatini in 1998 and operated as a monopoly until the launch of a competitor in July 2017. According to the Eswatini Communications Commission (ESCCOM, 2020), there were 933 770 mobile services subscribers in Eswatini in the first quarter of 2016, this figure rose to 985 145 in the first quarter of 2017. The number of subscribers stood at 1 086 777 in the first quarter of 2018, of these, 1 009 639 were subscribed to MTN Eswatini whilst 77 138 were subscribed with the ‘new’ service provider. In the fourth quarter of 2019, there were 1 074 298 mobile telecoms subscribers, with 937 370 subscribed to MTN Eswatini whilst 136 928 were subscribed with the ‘new’ service provider.

The introduction of a different service provider meant that consumers now had a choice between the two mobile telecoms services providers, bringing a competitive aspect to the mobile telecoms sector in the country. MTN Eswatini had added pressure to maintain and retain existing clients, as the introduction of a competing firm meant that there was a danger of losing clients. This meant that MTN Eswatini experienced a reduction in market share as clients joined the new service provider. Both firms had to introduce different strategies to acquire and retain customers.

Firms have had to react with an improved focus on service in reaction to intense competition in the mobile telecoms sector (Belwal & Amireh, 2018). Increased competition has given customers options such as; wider range of tariffs and services offered. These have thus resulted in customer switching behaviour being triggered in customers (Malhotra & Batra, 2019). Chuang & Tai (2016) posit that these different services from different providers serve to benefit the consumer and encourage consumers to switch towards the new service provider who promises something different. This is because customer switching costs are relatively low in the telecoms sector therefore, consumers can easily switch to other service providers which offer better service (Shujaat et al., 2015).

There are different activities that can reduce customer defections; this process is customer retention. Retention commences at the first point of contact with a customer and continues throughout the stages of the relationship. Retention rates monitored through looking at long-term clients of a firm. It is important for firms to satisfy retained customers as these are most likely to encourage other people to buy from the firm, this leads to an increase in their spending on company services and it cost less to maintain them (Alzoubi & Inairat, 2020).

Customer retention saves on costs for a firm as it is less expensive when compared to customer acquisition (Chadha, 2015). This means that firms must strive to maximise on current customers as these customers already know the firm, product offering and have a historical reference for experiences with the firm. Retention also leads to long-term relationships. Firms therefore seek to create long-term relationships with existing customers by making sure that these clients are satisfied (Arslan, 2020)

There are specific factors that influence customer retention in the mobile telecoms sector, these include network quality (Brown & Gulycz, 2001; Antreas & Anastasios, 2003) customer perceived value (Oliver, 1997: Bolton & Lemon, 1999; Malhotra & Batra, 2019), customer relational

experience (Clarkson et al., 2013; Li & Ho, 2008; Singh, 2006; Ahmed et al., 2012), commitment (Roberts-Lombard, Mpinganjira, & Svensson, 2017). Other studies have also established that there was a relationship between improved customer satisfaction and customer retention (Ryals & Knox, 2005; Singh, 2006; Trasorras et al., 2009; Stengel, 2003; Gengeswari et al., 2013). Customer retention means, therefore, that there are reduced chances that customers will want to switch service providers.

Brand switching on the other hand, is when a customer stops buying one brand in favour of another (Keller, 2008). There are different factors that affect customer-switching intention. These factors include switching costs (Sharma & Kumar, 2010; Makwana et al., 2014; Malhotra & Batra, 2019). Further, value added services (Sharma & Kumar, 2010; Saleh et al., 2015). There is also poor network coverage (Sharma & Kumar, 2010). Including high call rates (Sharma & Kumar, 2010). Further, influence of family and friends (Sharma & Kumar, 2010). Price (Makwana et al., 2014; Sobia et al., 2015; Roberts-Lombard et al., 2017) is also a variable as well as technical service quality (Makwana et al., 2014; Shujaat et al., 2015; Gustafsson et al., 2005; Saleh et al., 2015) and promotional activities (Manzoor et al., 2020).

1.3 Problem statement

1.3.1 *Main problem*

Currently, very limited research exists on the factors that influence customer-switching intention in the mobile telecoms sector in Eswatini. The background indicates that MTN Eswatini experienced a decline in subscriber numbers upon the introduction of the 'new' service provider. This indicates that customers already had the intention to switch but did not have the option to do so at the time. This research study seeks to examine the factors that influence customer-switching intentions in the mobile telecoms sector in Eswatini as these warrant further investigation. This is especially important now that another mobile telecoms services provider has started operating in the country, thus making it important to establish what factors would influence customer-switching intentions.

1.3.2 *Research Objective's*

This research study will therefore have the following objectives:

- To establish the factors that influence consumer brand switching intentions in the mobile telecoms sector in Eswatini.
- To examine the extent to which socio-economic factors influence the intention for consumers to switch mobile telecoms services providers in Eswatini.
- To establish the extent to which these factors affect each individual mobile telecoms service providers.
- To recommend strategies which mobile telecoms services providers can implement in an effort to discourage consumer brand switching intention in Eswatini.

1.3.3 *Research Questions*

To achieve these objectives, this research study will seek to answer the following questions;

- What are the factors that influence customer brand switching intention in the mobile telecoms sector in Eswatini?
- To what extent do socio-economic factors influence the intention for customers to switch mobile telecoms service providers in Eswatini?
- To what extent do these factors influence each individual mobile telecoms service provider?
- What strategies can mobile telecoms services providers implement in an effort to discourage customer brand switching intention in the mobile telecoms sector in Eswatini?

1.4 Significance of the study

The present study utilises five variables (customer satisfaction, customer perceived value, promotional activities, service quality and value-added services) to determine consumer switching intention in the mobile telecoms sector in Eswatini. These variables were selected to address limitations listed in other studies (Sharma & Kumar, 2010; Saleh et al., 2015; Makwana et al., 2014; Shujaat et al., 2015) Manzoor et al., 2020) which highlighted that these factors should be investigated further in a different context. This research study seeks to address a gap in the literature by first

examining these variables and then further examining the interrelationship between these variables. This research study further uses demographic factors as a confounding variable in examining the relationship between these variables and consumer brand switching intention in the mobile telecoms sector in Eswatini.

This research study further seeks to validate the variables that influence customer-switching intentions. This research study seeks to add to the current body of knowledge whilst simultaneously benefitting managers of mobile telecoms sector firms in the country. Further, this research study is especially important, as there has been no study on customer switching intentions in the mobile telecoms sector in Eswatini. Further, the introduction of a secondary mobile telecoms services provider in Eswatini made it imperative to examine the brand switching intentions of consumers; establishing which customers are most likely to switch and why.

1.5 Delimitations of the study

- This research study only focuses on the mobile services sector in Eswatini; it does not look at the entire telecommunications sector.
- This research study uses close-ended questions in the questionnaire; this may limit the responses from respondents.
- The research problem is important since a new mobile telecoms service provider started operating in the country. Whilst consumer satisfaction is a factor in customer retention, this research study does not seek to do an in-depth analysis of satisfaction levels rather the intention to switch and the factors that influence that decision.

1.6 Definition of terms

Brand Switching Intention - the likelihood that a consumer will terminate the relationship with one supplier with the aim of signing up with an alternative supplier of the same service (Chuang, 2011: Grigoriou et al., 2018)

Customer Satisfaction - The extent to which customers are happy with a service or product that is provided by a firm is customer satisfaction (. Zeithaml et al., 1985)

Customer Retention - Firms undertake activities that reduce customer defections, this is known as customer retention (Bateson & Hoffman, 2002)

1.7 Assumptions

- This researcher assumed that respondents were truthful in their answers. To ensure that was the case, this researcher highlighted that participation was voluntary, and further guaranteed participants of their anonymity. This research implemented a pilot study to test the questionnaire and improve validity.
- This researcher assumed that the chosen sample was representative of the population inferred. To ensure a representative sample, this researcher used the formula for calculation of a representative sample size. To get a representative sample size, there was a ratio analysis that calculated the population of mobile phone subscribers in the country and thus the representative sample size.
- This researcher assumed that it would be possible to replicate and generalise the study. Strategic sample selection and variables supported by literature served to ensure this.

CHAPTER 2.LITERATURE REVIEW

2.1 Introduction

The effort to win customers and to get them to repurchase the services offered by a firm has led to firms being increasingly proactive as they attempt to meet and satisfy customer needs (Chadha, 2015). Organisations have recognised the importance and benefits of making customers the focal point and are thus attempting to retain and sustain long-term relationships with customers through production and customisation (Tauni, Khan, Durraini & Aslam, 2014). This ensures customer satisfaction, which in turn helps companies remain competitive (Mahmoud, Hinson & Adika, 2018).

The following section will give a background to the topic under study; discuss customer retention, customer satisfaction, perceived customer value, promotional activities, and service quality. The final section will see a presentation of the research framework with a proposed model depicting the relationship between the variables under study.

2.2 Overview on consumer behaviour literature

The expectancy disconfirmation theory underpins this research study. This theory states that the performance of a product or service measured against customer expectations. Those expectations of performance are subjective to everyone, based on their prior knowledge of that product. “An individual’s expectations are (1) confirmed when a product performs as expected, (2) negatively disconfirmed when the product performs more poorly than expected, and (3) positively disconfirmed when the product performs better than expected (Gilbert, Churchill, & Suprenant, 1982).

The expectancy disconfirmation theory involves four primary variables: expectations, disconfirmation of beliefs, perceived performance, and satisfaction. Kotler & Keller (2014) define satisfaction as the feeling of either pleasure or disappointment one gets when comparing a products’ perceived performance against own expectations. The authors further define customer perceived value as “the difference between the perspective customer’s evaluation of all the benefits and all the costs of an offering and the perceived alternatives” (Kotler and Keller, 2014). This is why satisfaction

and perception play a major role in determining the likelihood of switching intentions, as stated in the expectancy disconfirmation theory.

This further means that performance becomes the mediator for satisfaction. This is because previous experience influences evaluated performance or experience with a particular brand and consumers without prior expectations base their satisfaction judgements solely on the performance of the product. Thus, researchers and managers pay increasing attention to customer perception, satisfaction and loyalty, as this can influence consumer-switching intentions. Trail et al., (2016) define loyalty as a deep commitment to repurchase a product or service in the future, despite situational influences or marketing efforts with the potential to cause behaviour change. One can therefore assume that a low level of switching intention would be an indicator of loyalty.

Several factors are at play whenever an individual decides whether to keep a relationship with a service provider or to terminate it. These include; first comparing the relationship in its current state to past experiences within the relationship as well as to alternatives that one might have (Thibaut & Kelley, 2008). This comparison of social and economic outcomes occurs constantly as one interacts with current partners and considers available alternatives. This will in turn influence the commitment level of an individual to the current relationship (Otiso, 2015).

It is therefore imperative that companies that are looking to hold on to their customers understand which factors influence brand-switching intention so that these can be explored (H. Zhang, Wu, & Buhalis, 2018). This begins with the appreciation that brand switching can be situational, influential and reactional (Wilson et al., 2018). There are life situations that can force customers to switch brands; in the mobile telecoms sector this could be geographic change which would force customers to switch service providers to get better coverage (N`Goala, 2007). Further, there are also influential situations which are those situations in which competitors influence a customer to switch through using benefits as an influencing factor (Aslam & Frooghi, 2018). Lastly, switches can be reactional. This is when a customer switches based on a negative experience with an existing brand (Ojiaku & Osarenkhoe, 2018).

The brand switching process requires that customers be either active or passive (Fetscherin, 2019). This means that these customers will employ different approaches. Active customers will constantly research opportunities and benefits whilst continuously comparing options (Porthiba, 2019). This is

in contrast with passive customers who do not want to change and would rather stick with the brand (Obiegbu, Larsen & Ellis, 2020). This therefore means that companies should strive to meet customer needs. The benefit of this is that these companies will have lower consumer switching incidences when compared to other companies (Putit & Abdullah, 2019). Meeting the needs of both active and passive customers ensures retention.

Socio-economics factors have an impact on consumer behaviour and thus influence switching intentions. Consumer behaviour are the activities of individuals who are directly involved in obtaining and using goods and services, including the decision-making process on the preparation and determine the specific activities (Al-Weshah, Al-Manasrah & Al-Qatawneh, 2019). Factors that influence consumer behaviour include cultural, social, personal, and psychological. Most of these factors though not considered by marketers should be taken into account to determine how far the factors affect consumer behaviour and consumer purchases (Kotler & Keller, 2014). Such patterns of thinking, feeling and acting are learned during an individual's lifetime, forming what Hofstede, Hofstede and Minkov (1990) called mental programs or culture.

People in different countries think, feel and act differently (Hofstede, Hofstede, & Minkov, 2010). In a study conducted in Malaysia, Putit & Abdullah (2019) established that trust, service quality, price perception and commitment had an impact on customer loyalty. In the United Arab Emirates, Alzoubi, Alshurider, Kundi & Inairat, (2020) posited that service value, price fairness, service quality and service recovery had a significant impact on customer satisfaction and therefore customer delight. Price, customer satisfaction, service quality and perceived value were determining factors for customer switching intention in Pakistan and India (Kungumapriya & Malarmathi, 2018; Quoguab, Mohammad, Yasin & Abdullah, 2018; Qalati, Yuan, Igbal, Hussain & Ali, 2019). In Ireland, Lunn & Lyons (2018) established that demographics and service characteristics were determining factors in customer switching intention.

Malhotra and Batra (2019) elaborated further that the nature and quality of interactions with the firm played a role in customer switching intention. Pawar (2015) established that promotional offers, family orientation and service affordability were key determinants for customer switching behaviour in India. Shah, Husnain & Zubairshah (2018) elaborated further and posited that network problems, poor coverage by the network, high call rates and the influence of family and friends had an influence

customer switching intention. Willys (2018) established that high switching costs and high customer satisfaction were determinants for customers in Madagascar. In Sri Lanka, Malhotra and Batra (2019) posited that customer perceived value, assurance and responsiveness were all determinants of customer retention.

Fornell (1992) states that loyalty is a function of customer satisfaction and switching barriers. Switching barriers consist of discounts for loyal clients, cognitive efforts customers would make to find another supplier and financial, social and psychological risks for buyers. Elrehail (2020) reaffirms that switching costs play a huge role when it comes to switching intentions. Switching costs were defined by Porter (1998) as those costs involved in changing from one service provider to another, including not only costs that can be measured in monetary units, but also psychological effects of becoming a client of a new provider and effort and time involved in adapting to a new firm.

The above section discussed the factors that play a role in influencing customer brand switching intention. This was through first exploring the situations under which brand switching can occur, through life situations, marketing theories, influential factors, or reactional factors. It is important that brands maintain constant contact with customers so that they are in tune with customer needs. A discussion on the two types of customers that a firm attracts followed. These being active and passive customers. It is important to satisfy both types of customers to ensure a sustainable competitive advantage whilst ensuring that customers get value for money. Lastly, a summary of the studies done on the topic by other authors. This summary revealed the variables studied. Price, customer satisfaction, perceived customer value were the common variables in the different studies.

2.3 Brand Switching

The following section will discuss customer retention, customer satisfaction, customer perceived value, promotional activities, value added services, service quality and the effects of these variables on customer brand switching intention. Previous studies have found a link between the different variables and customer satisfaction. To enable a broader understanding of the importance of each variable and thus how each might in-turn influence consumer brand switching intention, each is discussed further.

2.3.1 *Customer retention*

Reichheld & Sasser (1990) sought to establish what impact customer retention would have for a firm and its profits. The key finding of the study were that firms experienced increased profitability from increased customer retention. This affirmed that customer retention is beneficial for a firm. The study further established that although a 5% customer retention rate might seem insignificant, these customers still made a significant contribution to the company's profits. Mahmoud, Hinson & Adika, (2018) posit that it is for this reason that customer retention is so important for firms in the mobile telecoms sector.

Retaining customers helps firms save on costs, as it is less expensive when compared to customer acquisition (Chadha, 2015). This means that firms must strive to maximise on current customers as these customers already know the firm, product offering and have a historical reference for experiences with the firm. Therefore, retention also leads to long-term relationships. It is important for firms to create long-term relationships with existing customers by making sure that these clients are satisfied (Garga, Maiyaki & Sagagi, 2019). This is because customers will only commit to the relationship based on the perception of the amount of effort the firm puts into nurturing the relationship (Human & Naude, 2014). Firms must build continuous exchange relationships with clients, as this will ensure that the firm will have a reliable customer base and thus a reliable income (Li, Dai & Tseng, 2011).

Historically, transactional marketing was used to attract customers, but this has evolved as firms recognised the importance of customer retention and of customer lifetime value (Jadhav, 2017). It then became important to build long-term relationships with customers as the benefits of being in these relationships became apparent. Roberts-Lombard & Svensson (2017), emphasize the importance of commitment in forming long-term relationships. This, they say, is the exact reason long-term relationships exist; there is commitment from both parties.

Customer retention in the telecommunications industry is resultant from, "customers continuously and with a highlighted level of commitment, consume a firms' products and services and are satisfied with these" (Otiso, 2015). Previous studies have established a positive correlation between improved customer satisfaction levels and customer retention (Kurdi, Alshurideh & Alnaser, 2020; Manzoor, Baig & Usman, 2020; Chun, Tham & Azman, 2019; Willys, 2018; Shah, Husnain & Zubairshah,

2018). This implies that higher levels of customer satisfaction are associated with higher customer retention rates.

2.3.2 *Customer Satisfaction*

The extent to which customers are happy with a service or product provided by a firm is customer satisfaction. It is the feeling of enjoyment when comparing actual performance to expected performance of a product is customer satisfaction (Garga, Maiyaki & Sagarga, 2019). High levels of customer satisfaction play a pivotal role in creating customer loyalty and retention. This is because satisfied customers are more likely to keep using a service or to repeatedly purchase a product from a firm (Zeithaml & Bitner, 2000). Customer satisfaction plays a pivotal role in determining the success and continued existence of the firm (Diaw & Asare, 2018).

Customer satisfaction happens after a customer has experienced a service or product (Mahmmoud, Hinson & Anim, 2018; Bala, Hossain & Mondal, 2018). Customer satisfaction is the emotional state that a customer will find themselves in towards the product or service (Zhou et al., 2019). A service experience that fulfils customers' desires, expectations, needs and wants, from that service, will leave customers satisfied (Elrehail, 2020). This therefore means that customer satisfaction has a direct influence on customer loyalty and retention (Klankaew & Saengnoree, 2018).

Septianto, Northey, Chiew & Ngo (2020), point out several benefits in having a satisfied customer who has high levels of commitment towards a firm. These include the fact that satisfied customers will not spread negative word-of-mouth about a firm, further; these customers will not defect from the firm, thus increasing retention levels. This supports the assertion that customer satisfaction is dependent upon the level of commitment between a firm and a customer (Mahmoud, Hinson & Adika, 2018). This is because commitment is a precursor of customer satisfaction, therefore, a highly committed customer will experience satisfaction deeper (Bojei & Abu, 2014).

The level of commitment displayed within the relationship will determine customer satisfaction levels. Both parties showing commitment will lead to customer satisfaction because the firm will strive to meet and exceed customer expectations and the customer will in turn display commitment to the firm by staying with the firm (Mahmoud, Hinson & Adika 2018). Commitment is key in establishing firm-customer relationships and in managing these relationships after they commence

(Kaur & Soch, 2018). This will in turn serve as a deterrent for customers considering other suppliers that might only be beneficial in the short term. These customers will realise the benefits they can get from being with a firm long-term (Roberts-Lombard et al., 2017).

Keeping promises is a vital part of the relationship-making process. This is very important when a firm is trying to keep customers satisfied (Mahmoud, Hinson & Adika, 2018). This is because trust plays a very important role in maintaining the relationship between a firm and its customers. This therefore means that if clients deem a firm as trustworthy by its clients, it will lead to high levels of customer satisfaction and thus will improve on satisfaction expectation. This will in turn strengthen the relationship and ensure long-term commitment from both parties.

Customer satisfaction can only be determined upon an assessment of a working relationship between parties. It is the affirmative, emotional state a customer will feel about the service (Kundu & Datta, 2015). In contrast, a customer will be dissatisfied if the perceived performance falls short of the expected performance (Otiso, 2015). This therefore means that customer satisfaction cannot happen or occur before there are any dealings with a firm. It is for this reason that customer satisfaction will be adversely influenced by the trust that a customer has towards a firm (Han & Hyun, 2015). Given the above background, the proposed hypothesis is:

H1: The perceived customer satisfaction provided by the mobile telecoms services provider has a positive influence on customer switching intentions.

2.3.3 *Customer perceived value*

Nasser et al. (2012) posit that perceived customer value considers the price paid for the service received and measures this against overall service quality. Customers who feel that they are getting a service that is of high value when compared to the price they pay; will be more satisfied. This therefore means that the perceived value and quality of service interlink and thus satisfaction (Martins et.al, 2013). Strenitzerova & Gana (2018) posit that for the telecoms sector, high-perceived value is resultant from satisfaction with the total amount paid by the customer.

Perceived customer value is resultant from what service providers charge customers when compared to the value that is offered to customers (Nasser et al., 2012). It is for this reason that customers who

feel like they are getting a high value service for the price paid will be more satisfied and thus remain with the current service provider (Lunn & Lyons, 2018). Customer perceived value is further influenced by the time and place of service delivery; the customer should therefore be the one that determines where and when a service should be delivered, not companies (Nasser et al., 2012). Therefore, perceived customer value can be measured either by overall price given quality or overall quality given (Alzoubi & Inairat, 2020)

All customers should receive benefits such as value. Although perceived barriers play a role in influencing customers in deciding which mobile services provider to choose, anticipated perceived benefits are what will ultimately sway the customer (Dawi, Jusoh, Streimikis & Mardani, 2018). It will thus serve the firm well to ensure increased loyalty by offering customers more value as this will increase satisfaction levels (Munyanti & Masrom, 2018). This can be achieved by the effectiveness, efficiency and differentiation of the service which will give the customers net value (Zhou, Wang, Xhi, Zhang & Zhang, 2019). Given this background, the following hypothesis is proposed:

H2: The customer perceived value from the mobile telecoms services provider has a positive influence on customer switching intentions.

2.3.4 *Promotional activities*

Adefulu (2015) defines promotion as a non-personal form of communication with a potential customer. The aim of the communication is to build long-term relationships and increase the profitability of a firm. This is because promotion highlights products and services as well as prices, quality and availability (Purohit, Paul & Mishra, 2021). This, therefore, means that it is important for mobile telecoms companies to focus on advertisement and promotional offers from competitors (Chow, 2016) as promotional activities of the one brand directly affect the other brand.

Promotional offers give companies a competitive edge and further contribute positively to the growth of the business (Oluwafemi & Adebiyi, 2018). It is for this reason that companies use promotional offers to grow customer numbers, accelerate sales and grow market share (Othman, Harun, De Almeida & Sadq, 2020); as sales promotions serve to increase demand (Familmaleki, Aghighi & Hamidi, 2015). Companies that engage in sales promotions tend to attract more customers than those

companies that do not (Ramanathan, Subramanian & Parrot, 2017). Given the above background, the following hypothesis is proposed:

H3: The perceived promotional activities from the mobile telecoms services provider have a positive influence on customer switching intentions.

2.3.5 *Service quality*

Business competitiveness and growth is established through service quality (Saleh et al., 2015)This is because service quality is what differentiates service providers; if all firms had a uniform service quality, there would be no reason for customers to consider switching to alternative service providers (Alsaggaf & Althonaya, 2018). Service quality, therefore, influences the substantial gain in market share by firms (Rita, Oliveira & Farisa, 2018)The heterogeneity of service quality means that service perception changes from one encounter to the other, thus resulting in different effects on customer intention (Pakurar, Haddad, Nagy, Popp & Olah, 2019). Therefore, service quality has direct positive effect on customer intentions to switch or remain with the service provider (Quoquab, Mohammad, Yasin & Abdullah, 2018).

Service quality differs at different stages of the customer purchasing process. This is because service quality pre and post purchase will differ. In the mobile telecoms sector, a customer will look at the intangible aspects such as physical appearance of the service providers' premises pre-purchase; the intangible aspects such as network quality and signal coverage become important post-purchase (Saleh et. al., 2015). The quality of functional and technical attributes measures service quality and thus impact customer satisfaction and behavioural intentions. Factors that influence service quality in the telecoms sector are responsiveness, tangibility, empathy, and assurance (Shava, 2021).

Firms can ensure that they attract new customers and retain existing ones through service quality. Further, service quality serves to influence repurchase intentions of customers (Bello, Jusoh & Nor, 2020). This is because service quality has the primary function of fulfilling customer needs and wants (Elrehail, 2020). Service quality is therefore the best way to eliminate uncertainty and improve customer satisfaction. Therefore, firms need to use service quality strategically to ensure that they acquire and maintain a larger share of the market. Firms that can guarantee service quality for

customers will acquire and retain these customers (Saleh et. al., 2015). Given the above background, the following hypothesis is proposed:

H4: The perceived service quality from the mobile telecoms services provider has a positive influence on customer switching intentions.

2.3.6 *Value added services*

Govind (2021) lists value-added services in the mobile telecoms sector as intangible items such as SMS, MMS, WAP, GPRS, music, news, mobile email and games. This echoes the statement that value-added services are the enhancements that companies provide on services (Manzoor, Baig, Usman & Shahid, 2020). The user friendliness of the application; how regularly it is upgraded and updated and the level of interface, measure the quality of value-added services. Managerial support of these services is vital in influencing customer perception of the offering (Kurdi, Al Shurideh & Alnaser, 2020). Value-added services are just as important as the core business in the telecoms sector; therefore, monitored rates and options for service are necessary (Nekmahmud & Rahman, 2018).

Value-added services are also known as supplementary services. These have forced companies to compete for customers on different grounds and it is for this reason that these services play a role in influencing customer switching (Saleh et al., 2015)This assertion is supported by Yaqub, Halim & Shehzad (2019) who posit that value-added services have been determined to be to drive switching intention amongst customers. This is because value-added services serve to distinguish service providers; although mobile services are not unique, value-added services will serve as a predictor of the most favourable service provider. Since value-added services have been found to be an important factor for almost all customers, companies with relevant value-added services can successfully attract and retain customers (Saleh et al., 2015).

This is especially important because value-added services can lead to an increase in customer satisfaction levels (Govind, 2021). Value-added services are used by companies in an effort to incentivise customers to join and stay with the brand (Goh, Huat, Chin & Yap, 2020). Customer needs vary and it is important that value-added services also vary to meet the varying needs of different customers; convenience and accessibility will positively influence customer satisfaction levels

(Manzoor, Baig, Usman & Shahid, 2020). Given the above background, the following hypothesis is proposed:

H5: The perceived value-added services from a mobile telecoms services provider has a positive influence on customer switching intentions.

2.4 Consumer Socio-economic Factors

The following section will discuss socio-economic factors and their effects on customer switching intention.

2.4.1 *Age*

A study by East, Harris, Wilson and Hammond (1995) established that loyalty levels are higher in older shoppers than they are in younger shoppers. This is because the older group enjoys routine and does not easily accept new ideas which bring in uncertainty (Straughan & Albers-Miller, 2001). Older people use an experience-based evaluation of product features, thus exhibiting higher loyalty when compared to other age groups (Walsh & Mitchell, 2005). Younger people differ in that they do not use satisfaction levels alone to rate a product. They instead use information provided about a product to make a decision (Homburg & Giering, 2001). It is for these reasons that Evanschitzky and Wunderlich (2006) posit that age impacts consumer loyalty, this impact being stronger for older customers.

2.4.2 *Education and income*

Zeithaml et al., (1985) asserts that income strongly affects purchase decisions and choices. Farley (1964) posits that people who earn a higher income have higher level of education. Schaninger and Sciglimpaglia (1981) elaborate further that this therefore leads to people with a higher income spending more time in making a purchase decision because they will gather and process more information whilst those with a lower level of education use less information cues. Homburg and Giering (2001) posit that people who are better educated will be more comfortable when dealing with new information and will not have trouble relying on it. There is a higher probability that educated

people will base their choices on the evaluated information provided. These high levels of information processing capabilities therefore affect customer satisfaction (Anic & Radas, 2006).

2.4.3 *Gender*

When compared to female shoppers, males are less involved in shopping, especially if it is for things they had not planned on buying. Females tend to purchase more and go to the extent of buying products they had not planned to buy. Further, there is a significant difference between males and females decision-making processes as well as emotional expression in shopping. There is a tendency to use emotions when buying, and to evaluate information given on products in detail; thus, limiting the need to do an extensive information search by females when compared to males. This leads to females having a different reaction to satisfaction when compared to males. This therefore means that gender plays a role in customer satisfaction and loyalty (Anic & Radas, 2006). Should a brand display attributes of being trustworthy, females will be more loyal to that brand than men will (Ndubisi, 2007). Given the above background, the following hypothesis is proposed:

H6: Socio economic factors play a confounding role in the relationship between the independent variables and customer switching intentions.

2.5 Conclusion of Literature Review

The previous section was a review of the literature on the topic under study. This review was to introduce the different variables, give a background on the variables and then propose hypotheses. The section first elaborated on the different factors that might influence the decision for one to switch service providers, these could be situational, influential, and reactional. Further, customers are either passive or active, they will search for more information, or they will not. Firms must strive to retain and satisfy both. This is because even if a customer is passive, it does not mean that they should be any less satisfied with the firm.

There are different studies that have introduced different variables that affect customer-switching intention. These variables include customer satisfaction, trustworthiness of the brand, brand image, perceived relationship importance, price, switching barriers, demographic factors, quality of

interactions, promotional offers, service affordability, network problems, poor network coverage, high call rates, influence of family and friends, customer perceived value, assurance and responsiveness. The list of variables is exhaustive, thus time and added resources would allow that one research study evaluates these. Thus, this study uses only five variables. Further, some of the variables are not relevant in the Eswatini context, hence the exclusion of these.

The first variable examined further was customer retention. Customer retention results in increased profits for a firm, even if the percentage of retained customers is low. This means that firms should strive to retain customers. The retention of customers by firms is resultant from customer satisfaction, which in turn leads to long-term relationships. Building long-term relationships with customers has become a priority for firms as they have moved from merely transactional relationships. These long-term relationships also encourage commitment from both the customer and the firm, this is because a committed customer will not leave the firm and a committed firm will strive to ensure high customer satisfaction levels.

A detailed explanation of customer satisfaction followed, and this revealed that customer satisfaction occurs once a customer has already experienced the product. A customer cannot say that they are satisfied prior to the experience. Firms should strive to satisfy customers, as this will lead to customer loyalty and retention. This customer satisfaction is resultant from commitment by both the firm and the customer. This is because a committed customer will seek to stay with the firm, whilst a committed firm will strive to meet and exceed customer expectation. Commitment from the firm will also deter customers from considering the competition. This will afford the firm the opportunity to lay out the benefits of a long-term relationship with the customer.

An exposition of Customer perceived value followed. This is when one evaluates the price paid against the quality of the service, one gets customer perceived value. The higher the customer perceived value, the higher the customer satisfaction levels. This is because if customers perceive that they are getting higher value, they will be more satisfied. Customers should ultimately determine where and how service delivery occurs, not the firm. This will in turn have a positive impact on customer satisfaction, as it will result in an increase in customer perceived value. All customer should get this value, not just some. The perceived benefits will influence customer decisions on which service provider to use.

The section further explained promotional offers. Promotional offers are a non-personal form of communication with the customer. These should build long-term relationships with customers whilst increasing profitability. It is important that firms continually study competitors' promotional offers, as these will affect the brand. This is because promotional offers accelerate sales, grow customer numbers and grow market share. Promotional offers therefore have a positive impact on customer acquisition and retention.

Service quality was shown to influence customer satisfaction and in turn customer retention. The heterogeneity of service quality means that it varies with each encounter and each customer. The tangible and intangible aspects of a firm will determine service quality as service quality differs at different stages of the purchasing process. Service quality eliminates uncertainty and improves customer satisfaction; therefore, firms can use service quality to attain new customers and retain existing ones. Firms should guarantee service quality to remain competitive whilst increasing the market share.

The examination of value-added services was next. Value-added services are intangible services offered by the firm; meaning they are enhancements firms provide on services. These value-added services are just as important as the core services in the telecoms sector. Value-added services are often the leading cause in the intention to switch service providers. This is because value-added services help to set a firm apart from competitors. Value-added services are important for all customers, not just some as these affect customer satisfaction levels. Customers vary and thus have varying needs; value-added services should also vary and strive to meet these varying needs of various customers.

Customer socio-economic factors followed. Older customers tend to be more loyal than younger age groups. These older customers prefer to evaluate products based on experience, unlike younger customers who do not always care about satisfaction and will instead use information. It is for this reason that firms are more likely to retain older customers than younger customers. Further, income has an impact on purchase decision. The link between income and education is that those with a higher income tend to have a higher level of education and thus process information differently. This in turn affects customer satisfaction.

The difference between male and female shoppers followed. Female shoppers are more involved than males and are more likely to buy above the budget. Where females will base the decision to stay with a firm on emotions, males will use information. This therefore means that gender impacts loyalty and retention rates.

This therefore means that this research study proposes the following hypotheses.

Table 1. Hypotheses and core references

Hypothesis	Core references
1. H1: The perceived customer satisfaction provided by a mobile telecoms services provider has a positive influence on customer switching intentions.	(Kurdi, Alshurideh & Alnaser, 2020; Manzoor, Baig & Usman, 2020; Chun, Tham & Azman, 2019; Willys, 2018; Shah, Husnain & Zubairshah, 2018).
2. H2: The customer perceived value provided by a mobile telecoms services provider has a positive influence on customer switching intentions.	(Nasser et al., 2012; Martins et.al., 2013; Strenitzerova & Gana, 2018; Lunn & Lyons, 2018, Alzoubi & Inairat, 2020; Dawi, Jusoh, Streimikis & Mardani, 2018; Munyanti & Masrom, 2018; Zhou, Wang, Xhi, Zhang & Zhang, 2019).
3. H3: The perceived promotional activities from a mobile telecoms services provider have a positive influence on customer switching intention.	(Adefulu, 2015; Purohit, Paul & Mishra, 2021; Chow, 2016; Oluwafemi & Adebiyi, 2018; Othman, Harun, De Almeida & Sadq, 2020; Familmaleki, Aghighi & Hamidi, 2015; Ramanathan, Subramanian & Parrot, 2017).

4. H4: The perceived service quality from a mobile telecoms services provider has a positive influence on customer switching intentions.	(Saleh et al., 2015; Alsaggaf & Althonaya, 2018; Rita, Oliveira & Farisa, 2018; Pakurar, Haddad, Nagy, Popp & Olah, 2019; Quoquab, Mohammad, Yasin & Abdullah, 2018; Shava, 2021Bello, Jusoh & Nor, 2020; Elrehail, 2020).
5. H5: The perceived value-added services from a mobile telecoms services provider have a positive influence on customer switching intentions.	(Govind, 2021; Manzoor, Baig, Usman & Shahid, 2020; Kurdi, Al Shurideh & Alnaser, 2020, Nekmahmud & Rahman, 2018, Saleh et al., 2015, Yaqub, Halim & Shehzad, 2019; Goh, Huat, Chin & Yap, 2020).
6. H6: Socio-economic factors play a confounding role in the relationship between the independent variables and customer switching intentions.	(East, Harris, Wilson and Hammond, 1995; Straughan & Albers-Miller, 2001; Walsh & Mitchell, 2005; Homburg & Giering, 2001; Wunderlich, 2006; Zeithaml et al., 1985; Farley, 1964; Sciglimpaglia, 1981; Giering, 2001; Anic & Radas, 2006, Anic & Radas, 2006; Ndubisi, 2007).

2.5.1 *Hypothesis 1:*

The perceived customer satisfaction provided by a mobile telecoms services provider has a positive influence on customer switching intentions.

2.5.2 *Hypothesis 2:*

The customer perceived value provided by a mobile telecoms services provider has a positive influence on customer switching intention.

2.5.3 *Hypothesis 3:*

The perceived promotional activities from a mobile telecoms services provider have a positive influence on customer switching intention.

2.5.4 *Hypothesis 4:*

The perceived service quality from a mobile telecoms services provider has a positive influence on customer switching intention.

2.5.5 *Hypothesis 5:*

The perceived value-added services from a mobile telecoms services provider have a positive influence on customer switching intention.

2.5.6 *Hypothesis 6:*

Socio-economic factors play a confounding role in the relationship between the independent variables and customer switching intention.

2.6 Research Framework

A number of factors influence customer brand switching intention, much more than are examined in this research study. This research study seeks to establish relationships and interrelationships between five variables and consumer brand switching intention. Further, this research study will use demographics factors as a confounding variable in examining the relationship between the variables and consumer brand switching intention.

Figure 1 outlines the variables under study and seeks to establish a relationship between these. Customer satisfaction was found to have a significant impact on consumer brand switching intention in different studies done by (Kurdi, Alshurideh & Alnaser, 2020; Manzoor, Baig & Usman, 2020; Chun, Tham & Azman, 2019; Willys, 2018; Shah, Husnain & Zubairshah, 2018). The findings from those studies indicated that a satisfied customer is less likely to switch service providers, thus, customer satisfaction results in loyalty and therefore customer retention. These studies occurred in a different geographical context to the one under study currently and it is for this reason that customer satisfaction has been included in this research study. This research study therefore seeks to test the variable; the perceived customer satisfaction provided by the mobile telecoms services provider has a positive influence on customer switching intentions.

Customer perceived value was studied by (Nasser et al., 2012; Martins et.al., 2013; Strenitzerova & Gana, 2018; Lunn & Lyons, 2018, Alzoubi & Inairat, 2020; Dawi, Jusoh, Streimikis & Mardani, 2018; Munyanti & Masrom, 2018; Zhou, Wang, Xhi, Zhang & Zhang, 2019). Those studies revealed that customers are less likely to switch service providers if they perceive that the current provider gives them value. Therefore, customer perceived value results in retention. This research study therefore seeks to test the hypothesis; the customer perceived value from the mobile services provider has a positive influence on customer switching intentions.

Promotional activities have gradually gained momentum in the mobile telecoms sector. It is for this reason that Adefulu, 2015; Purohit, Paul & Mishra, 2021; Chow, 2016; Oluwafemi & Adebiyi, 2018; Othman, Harun, De Almeida & Sadq, 2020; Familmaleki, Aghighi & Hamidi, 2015; Ramanathan, Subramanian & Parrot, 2017, studied this variable in the context of the mobile telecoms sector. Although this was in a geographically different context, the mobile telecoms sector in Eswatini engages in promotional activities and these can have different effects on different customers. It is for this reason that this variable has been included in this research study, to study it further. Studying this variable is especially important as it is utilised as a competitive tool by mobile telecoms sector services in Eswatini. Therefore, it is important to establish the effect of promotional activities customer switching intention. This research study therefore seeks to test the following hypothesis: the better the perceived promotional activities from mobile telecoms services providers, the less likely consumers are to switch mobile telecoms brands.

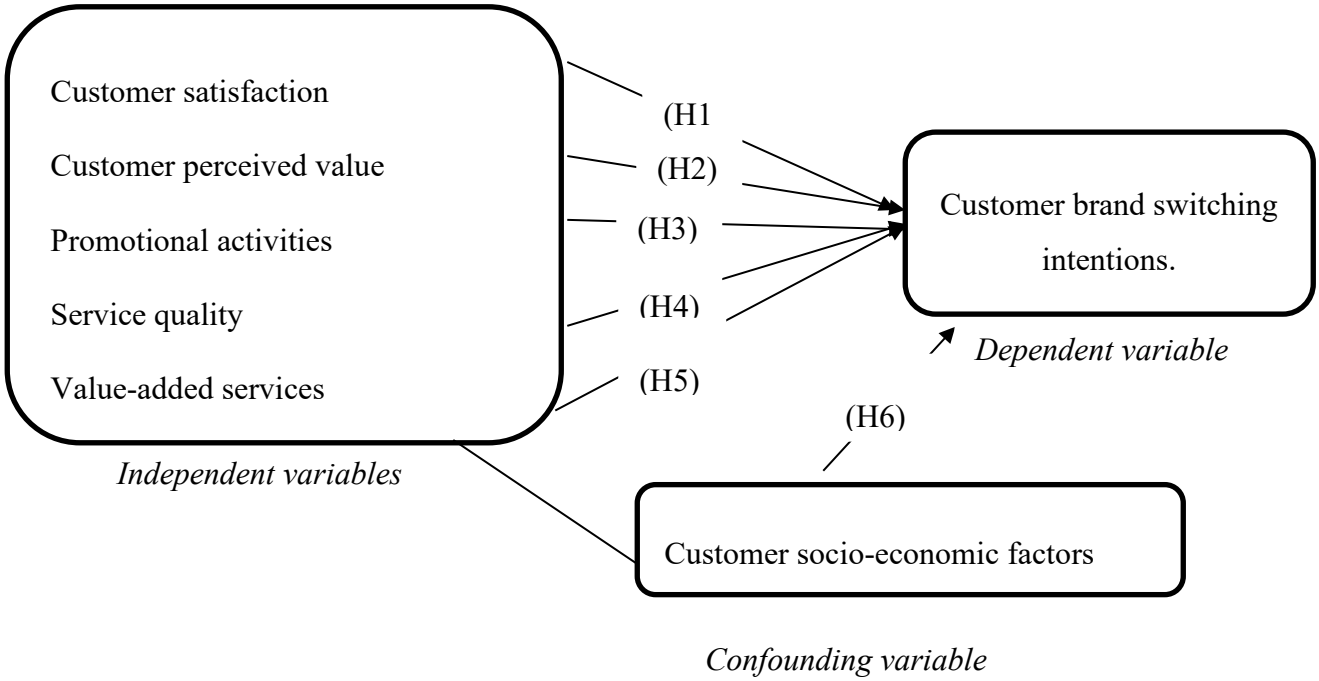


Figure 1: Proposed Model of Consumer Switching Intention

Service quality or technical service quality service quality affects the decision for consumers to switch or retain a mobile services provider (Saleh et al., 2015; Alsaggaf & Althonaya, 2018; Rita, Oliveira & Farisa, 2018; Pakurar, Haddad, Nagy, Popp & Olah, 2019; Quoquab, Mohammad, Yasin & Abdullah, 2018; Shava, 2021; Bello, Jusoh & Nor, 2020; Elrehail, 2020). Previous studies established that poor service (network) limits the customer in what they are able to do and when, thus a quality service will result in satisfaction. This variable will be under study in this research because it is important to establish what impact service quality would have on consumer brand switching intention in the context of mobile services providers in Eswatini. This research study therefore seeks to test the following hypothesis: the better the perceived service quality from a mobile telecoms services provider, the less likely a consumer is to switch mobile telecoms brands.

In studies done by (Govind, 2021; Manzoor, Baig, Usman & Shahid, 2020; Kurdi, Al Shurideh & Alnaser, 2020, Nekmahmud & Rahman, 2018, Saleh et al., 2015, Yaqub, Halim & Shehzad, 2019; Goh, Huat, Chin & Yap, 2020) it was established that value added services have an impact on consumer switching in the mobile telecoms sector. The mobile telecoms sector in Eswatini has several value-added services on offer for customers; it is for this reason that this study examines this variable further. This author seeks to establish the effect of value-added services on consumer

intention to switch mobile telecoms service providers in Eswatini. This research study therefore seeks to test the following hypothesis: the better the perceived value-added services from mobile telecoms services providers, the less likely a customer is to switch.

This study will study customer socio-economic factors to establish the relationship between the independent variables and the dependent variable. The customer socio-economic variables that will be examined in this research study are age, education and income and gender. These variables have an impact on customer loyalty, therefore the intention to switch. Loyalty levels are higher in older shoppers (East, Harris & Hammond, 1993; Evanschitzky & Wunderlich, 2006; Homburg & Giering, 2001, Straughan & Albers-Miller, 2001).

Socio-economic factors extend to education and income. Zeithaml (1988) asserts that income has a significant impact on decision to purchase and choice. People with a higher income tend to have a higher education and thus take time to process information, this impacts customer satisfaction (Farley, 1964; Schaninger & Sciglimpaglia, 1981; Anic & Rades, 2006). Further, gender affects customer-switching intention. Males are less involved shoppers when compared to females, with the latter buying more. Females are emotional shoppers when compared to males (Anic & Rades, 2006).

A retail context explores customer socio-economic factors, specifically when shopping for groceries. The study explores the confounding variable in mobile telecoms sector context. Further, the effect of this variable on the relationship between the independent and dependent variables is necessary. This will add to the body of knowledge as no study has examined the independent and dependent variable with socio-economic factors as a confounding variable.

CHAPTER 3.RESEARCH METHODOLOGY

The following section discusses the methodology used in this study. An outline of the research framework commences, followed by the research paradigm, then the research design. The population and sample as will be used in this study along with the research along with the sampling method follow. The research instrument and method for data collection, followed by a discussion on how data was analysed and interpreted. A discussion on the limitations of the study and validity and reliability as well as the ethics and how they are upheld in this study follows.

3.1 Research Approach

Research approach is the "systematic and scientific planned procedure used to arrive at the results or findings of a study against which claims for knowledge are evaluated" (Otiso, 2015, p. 46). Saunders, Lewis and Thornhill (2003) identify five perspectives that shape research work which include research philosophy, research purpose, research approach, and time horizon and research strategy. Several research approaches exist in the field of research ranging from descriptive and exploratory approaches.

A descriptive research study seeks to "portray an accurate profile of persons, events or situations" (Robson, 2002) while on the other side an explanatory research study seeks to establish relationships that exist between variables by exploring the existing data (Saunders, Lewis & Thornhill, 2003). A descriptive research study uses definite structures to describe facts about a phenomenon whether as it is perceived or in reality. An explanatory research study, however, seeks to identify the effects one variable may have on another and further provide an explanation to causes and effects of variables. It is also known as causal research (Saunders, Lewis & Thornhill, 2003)

This research study is both descriptive and explanatory. It is descriptive because it describes practices that affect customer-switching intention. This is intended to help in understanding those factors and practices that customers are satisfied or dissatisfied with. It is explanatory because it seeks to determine the effect of these practices on customer switching intention and to examine the relationship thereof.

3.2 Research Design

The research design is more of action-based strategy used to collect the data needed to answer the research questions and achieve the study objectives. The design can vary from quantitative to qualitative designs. Quantitative design utilises numerical data and statistical models to validate results while qualitative designs are about finding themes and deriving deep meaning in the words (Otiso, 2015).

This research study is a quantitative cross-sectional study; there was cross-sectional collection of data from mobile services users once and not at different periods. Saunders et al., (2003), posit that a survey strategy is when a researcher seeks to solicit the opinion of a population about a phenomenon using quantitative methods. This research study is a survey as it solicited the opinions of the population and used quantitative methods. The advantage of this is that a small sample can be surveyed but have the findings be applicable to a wider population especially if quantitative research design is used as it tests for statistical significance and level of confidence on those results.

3.3 Population and sample

3.3.1 *Population*

(Gray, Grove, & Sutherland, 2017) define a target population as "the entire aggregation of respondents that meets a designated set of criteria". The target population for this research study were all the mobile telecoms services users in Eswatini the total of which is 1 074 298.

3.3.2 *Sample and sampling method*

Sampling affords the researcher a chance to study a small group and make conclusions about the whole population. There are two types of sampling procedures; probability and non-probability sampling. Probability sampling is where each element of the population has an equal chance of being selected. Non-probability sampling is where each element of the population does not have an equal chance of being chosen (Saunders, Lewis, & Thornhill, 2003). Each element of the population will

not have an equal chance of being selected in this research study; therefore, non-probability sampling will be employed.

This research study used convenience sampling, a non-probability sampling procedure. When a researcher selects a sample that is convenient to them for one reason or the other, it is considered convenience sampling (Otiso, 2015). This sample can be closer geographically or is easily accessible to the researcher. The advantages of using convenience sampling include that it is cheap, it saves time, the sample is readily available and it is easy to do. It is for this reason that this research study employed convenience sampling. Convenience sampling has some disadvantages; it is prone to selection bias and therefore findings might not always be generalised to the larger population due to lack of proper representation within the sample (Otiso, 2015). This researcher chose convenience sampling because of its low cost and that it saves time.

To increase the number of responses to the questionnaire, this researcher combined convenience sampling with snowball sampling. That is, whilst the researcher shared the questionnaire electronically on Facebook and LinkedIn as a link, participants were not limited to just those that are friends with the researcher on this social networking sites. Friends shared the link with other friends that the researcher might not have had access to ordinarily, this significantly increased the number of responses. Everyone who resides in Eswatini, had access to Facebook or LinkedIn and the internet, had an equal chance of participating.

Nassiuma (2000) asserts that for most surveys to be acceptable, a coefficient variation in the range of 20% - 30% and a standard error in the range of 2% - 5% suffices. This formula does not assume any probability distribution and is thus a stable measure of variability. This research study uses a coefficient variation of 30% and a standard error of 2%. Attempts were made to minimise the degree of error as well as ensure low variability in the sample. These included setting the upper limit for coefficient of variation and standard error.

The formula used in the survey was;

$$S = \frac{N(CV^2)}{CV^2 + (N-1)e^2}$$

S = Sample size **N** = Population size **CV** = Coefficient of variation **E** = Standard error

Therefore;

$$S = \frac{1018298(0.3)^2}{(0.3)^2 + (1018298 - 1) \times 0.02^2} = \frac{91646.82}{407.4088} = 224.9505 \approx 225$$

3.4 The research instrument

Data can be primary or secondary. Primary data is "data that is originated by the researcher for the specific purpose of addressing the research problem" (Malhotra & Birks, 2007). Secondary data are data collected for some purpose other than the population at hand. This research study used primary data to achieve its objectives and answer the research questions.

This study uses a closed ended electronic questionnaire as an instrument for data collection. Google Forms served as a tool for questionnaire design and storage. This application allowed participants to complete the questionnaire remotely. The questionnaire used in this research study was a 7-point Likert scale. The study used close-ended questions to save time and motivate respondents to respond.

Table 1: Operationalization of study variables

Research Variable	**Type of Variable**	**Number of items to be measured**	**Type of measurement**
Consumer Demographic Factors	Independent	6	
Perceived Customer Value	Independent	5	7-point Likert Scale
Value Added Services	Independent	5	7-point Likert Scale

Promotional Activities	Independent	5	7-point Likert Scale
Perceived customer quality	Independent	5	7-point Likert Scale
Customer satisfaction	Independent	5	7-point Likert Scale
Brand Switching Intention	Independent	4	7-point Likert Scale
Brand switching history	Dependent	3	3 Categories

3.5 Procedure for data collection

Questionnaires can be self-administered or interviewer-administered or a combination of the two (Saunders, Lewis & Thornhill, 2003). The research study utilized an electronic questionnaire designed through Google Forms. Creating the questionnaire on that platform enabled the researcher to copy a link to the questionnaire and share this on Facebook and LinkedIn. This was through sharing the link along with a brief description of the study and then inviting those that live in Eswatini to participate.

A Pilot study on 30 respondents preceded the full-scale study. The Pilot Study happened on the 16th June 2021. The purpose of the Pilot Study was to test the validity of the research instrument and to establish if respondents would understand the questions. The Pilot Study used a link shared on Facebook inviting friends to participate. From the Pilot Study, the researcher established that the questionnaire was valid. The researcher also identified the parts of the questionnaire that had not solicited valid responses, and this informed the researcher to rephrase these questions for the study.

Data was collected over a 4-week period, from the 3rd – 29th July 2021. The questionnaire was self-administered and compatible with mobile phones, tablets, laptops, or desktop computers. This meant that the respondent did not need to change devices or print the questionnaire to be able to partake in the study. Further, the questionnaire took 10 – 15 minutes to complete, as stated at the beginning of the questionnaire. This research study sought to collect responses from 225 respondents but ended

up collecting 361 responses. Of the total completed questionnaires, 342 were usable after data cleaning.

This researcher sought to get a wider response rate by requesting friends and those who saw the post on both Facebook and LinkedIn to share the post on their timelines. This resulted in the invitation reaching a wider audience than just those people that are in this researcher's friends list. Although the respondents were still primarily those people that are on Facebook and LinkedIn, because of the extensive sharing, there was a combination of respondents to make the findings 'rich' and applicable to the wider population. This was because collecting data from more respondents than the sample helped to reduce the bias that could come with convenience sampling.

3.6 Data analysis and interpretation

The data from Google Forms was exported into an excel file for further analysis in SPSS. This statistical tool was used to conduct data processing and manage the data for the actual analysis. The analysed data was interpreted and presented in tables and charts using frequencies and proportions. Inferential statistics answered the research questions. Inferential statistics answer questions raised prior to the study and thereby attempt to create conclusions that reach beyond the data observed (Saunders, Lewis & Thornhill, 2003). Further, inferential statistics infer the likely patterns governing the data and aim to decide between hypotheses competing on an even basis. Thus, inferential statistics predict an outcome or estimate a frequency within quantified limits of accuracy using predefined categories. This therefore makes inferential statistics ideal for quantitative interpretation of models where subtle changes are sought (Saunders, Lewis & Thornhill, 2003) .

Linear regression analysis served to establish the statistical significance of the hypotheses. Linear regression predicts a dependent variable given one or more independent variables. The independent variables can be nominal, continuous or interval. This model forms part of the body of regression models for categorical data analysis. The Multiple Linear Regression Model tends to determine the interaction of independent variables with dependent variable and how the independent variables predict the dependent variable (Agresti, 2013). It was therefore ideal for this research study since this research study sought to predict the nominal variable of consumer switching intention using five

independent variables and consumer demographics as a confounding variable and to establish the interrelationship of these variables.

The study also made use of Chi-square test of association to find the relationship between the independent variables, which are in Likert scale. This informed the interconnectedness of the drivers of customer switching.

3.6.1 Multiple Linear Regression

The study employs Multiple Linear Regression (MLR) models to identify the nature of the relationships among variables and thereafter use these relationships to make predictions. The MLR model is merely a multivariate extension of the basic Classical Linear Regression Model (CLRM). Therefore, the fundamental assumptions of the CLRM are also binding on the MLR. Asteriou and Hall (2007) summarized the assumptions of the CLRM as follows:

1. **Linearity**: The dependent variable is a linear function of a specific set of independent variables, plus an error term. That is to say $Y_t = \alpha + \beta_t + \varepsilon_t$ for $t = 1,2, \dots, n$. In the foregoing equation, dependent variable Y_t is linearly related to the two coefficients $\alpha \; and \; \beta_t$.
2. **The independent variable X_t has some variation**: This assumption means that not all values of X_t are the same, such that the sample variance is zero.
3. **X_t is non-stochastic and fixed in repeated samples**. This assumption has two implications. First, we mean that X_t is a variable whose values are not determined by some chance mechanism, an experimenter or investigator determines them. Secondly, that it is possible to repeat the sample with the same independent variable values.
4. **The expected value of the disturbance term is zero**. This means that the disturbance is a genuine disturbance, so that if we took a large number of samples the mean disturbance would be zero. $E(\varepsilon_t) = 0$.
5. **Homoskedasticity**. This requires that all disturbance terms have the same variance, so that $Var(\varepsilon_t) = \sigma^2$ is constant of all t.
6. **Serial independence**. This is the requirement that all disturbance terms be independently distributed such that the expected value of the covariance of disturbance terms is zero. $Cov(\varepsilon_t, \mu_t) = 0$.

7. **Residuals are normally distributed**. The disturbance terms $\varepsilon_1, \varepsilon_2, \ldots\ldots\ \varepsilon_n,$ are assumed to be independently and identically normally distributed with mean zero and common variance σ^2.
8. **n>2 and multicollinearity**. The number of observations must be at least greater than two, or in general it must be greater that the number of independent variables that there are no exact linear relationships among the variables.

3.6.2 Multiple Linear Regression Distribution

Pursuant to fulfilling the aforementioned objectives and responding to the stated research questions, this study employs a series of objective linked multiple linear regression models. The general nature of the regression model takes the form given below:

$$Y_t = \alpha + \beta_{it} X_{it} + \mu_t \ldots\ldots\ldots\ldots (1)$$

Where Y_t represents, customer-switching intention at time t. X_t is a vector of the factors i influencing customer-switching intention at time t. Vector i includes the following variables; perceived customer value, value added services, perceived service quality, customer satisfaction and promotional activities. β_{it} represents the coefficient of factor i at time t.

Having established this fundamental relationship between the identified predictors and switching intention, the study will further employ dummy variables to examine the effects of other factors pertinent to consumer switching intention. The dummy variable model will simply constitute a dummy variable addition to (1). This is presented below:

$$Y_t = \alpha + \beta_{it} X_{it} + \gamma_t D_{st} + \mu_t \ldots\ldots\ldots\ldots (2)$$

Where γ_t is the coefficient of the dummy variable and D_{st} is dummy variable s at time t. Vector s is composed of age, sex, network provider, highest level of education attained and income.

3.7 Limitations of the study

- There was a limitation in generalising the findings to the population of the study due to electronic data collection.
- Limited data availability as well as limited independent variables relationships.
- This research study only looked at mobile telecoms services providers and not the entire telecommunications sector in Eswatini.
- This research study only looked at the consumer perspective and not the firm.
- One service provider did not give permission to have their name mentioned in the study.
- The current Covid-19 pandemic did not allow questionnaires to be printed or for any face to face contact as that would involve some risk of exposure to both the researcher and the participants. This meant that the survey was electronic.
- Not being able to have face to face, interviews with participants meant that some respondents could not ask question or seek clarity on things they did not understand. To avoid this, there was a guide on how to complete the questionnaire.
- One needed to have a Facebook or LinkedIn account with a smartphone, desktop, laptop or tablet to be able to participate in this research study.

3.8 Validity and reliability

Pretesting of the questionnaire helped in performing a reliability and validity check. A Pilot Study tested the questionnaire to determine if the measurement scale within the questionnaire had content and construct validity.

3.8.1 *External validity*

A research instrument that measures what it is intended to measure is valid (Saunders et al, 2007). Validity seeks to establish if findings of a research study are what they appear to be. Babin, Carr, Griffin & Zikmund (2012), state that there are four approaches to establishing validity; face validity, content validity, criterion validity and construct validity. Face validity was established through an inspection of the contents under study. The appropriateness of these in measuring what was to be measured was evaluated after the pilot survey. Content validity was validated through the

determination of variables that have been used and defined in previous literature. The pilot study also added in highlighting ambiguities.

3.8.2 *Internal validity*

Pretesting the questionnaire helped with internal validity as it indicated if the survey would work the way it was intended to, does not have any confusing variables and is practical. All this was established during the pilot survey, which helped inform which questions needed to be changed or asked differently so that the model was valid.

3.8.3 *Reliability*

Reliability refers to whether a measurement instrument is able to yield consistent results each time it is applied (Otiso, 2015). Cronbach alpha coefficient was used in this research study. This is a common method used in assessing reliability for a scale with multi-point items (Sekeran, 1992). The coefficient that reflects homogeneity among a set of items varies from 1 to 1. A good reliability should produce at-least a coefficient value of 0.70 (Hair, Anderson, Tatham & Black, 1995).

3.9 Ethical Considerations

- Informed consent was sought from all respondents, this was done through the invitation to participate and the questionnaire. The invitation with the link clearly explained what would be involved and gave a timeframe for participation. It further stated that clicking on the link would attract additional data charges as it opened on a different site. The introduction on the questionnaire further explained what would be involved and that by continuing the respondents consented to the conditions of participating.
- MTN Eswatini gave written consent to be mentioned in this research study and the other mobile telecoms services provider did not give consent and was therefore not mentioned in the study.
- Voluntary participation was emphasised, and respondents were reassured that they were free to withdraw at any time with no penalties to them or any prejudice. This was through the invitation to participate and on the questionnaire itself.

- There was no coercion used to get respondents to respond to this study. There were prizes offered, neither were respondents threatened in any way. It was made clear at all times that the respondents could stop at any time and that they could decide to not partake in the study.
- The information of respondents was kept confidential; the questionnaire did not solicit the names of respondents or any information that would make a respondent identifiable. Google Forms only collected information that was input in the questionnaire, which means this is the information given by respondents. There were no other attempts to collect personal information or further information than was provided by respondents voluntarily.
- Respondents were shown respect and equality. This was through not randomly sending them the link to the questionnaire, but rather posting it on the news feed and specifically on the timeline of the researcher. There was no spamming respondents by sending them unsolicited invitations via their inboxes or on Facebook Messenger. This means that no respondent was treated differently to the other.

CHAPTER 4. RESULTS AND FINDINGS

This chapter presents the findings of the research by first discussing results from the survey and later presenting results of the model to ascertain if the hypothesis were confirmed or not.

4.1 Demographic

The study respondents comprised of both females and males. While there were 175 female respondents, there were 167 male respondents. This depict a gender equal distribution of respondents of the study. The youth age, which is ages from 25 to 34 dominated respondents of the study and the age category of 35 to 44 followed. The study further received responses from respondents aged 65 and above and these amounted to 2 respondents. Figure shows the in-depth results of cross tabulation of age and gender.

Table 2: Results of Gender and Age of respondents

Gender	What is your age						Total
	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65 years and above	
Male	10	81	57	18	0	1	167
Female	19	79	57	15	4	1	175
Total	29	160	114	33	4	2	342

(*Source: Survey Results*)

When assessing the education levels of respondents, the results revealed several respondents had a tertiary level education: with this category recording over 50 percent of responses. The second largest category was comprised of respondents who had postgraduate level education, whilst the education that recorded the least respondents was the secondary level class. Figure 1 shows the results of the distribution of respondents according to education levels reported.

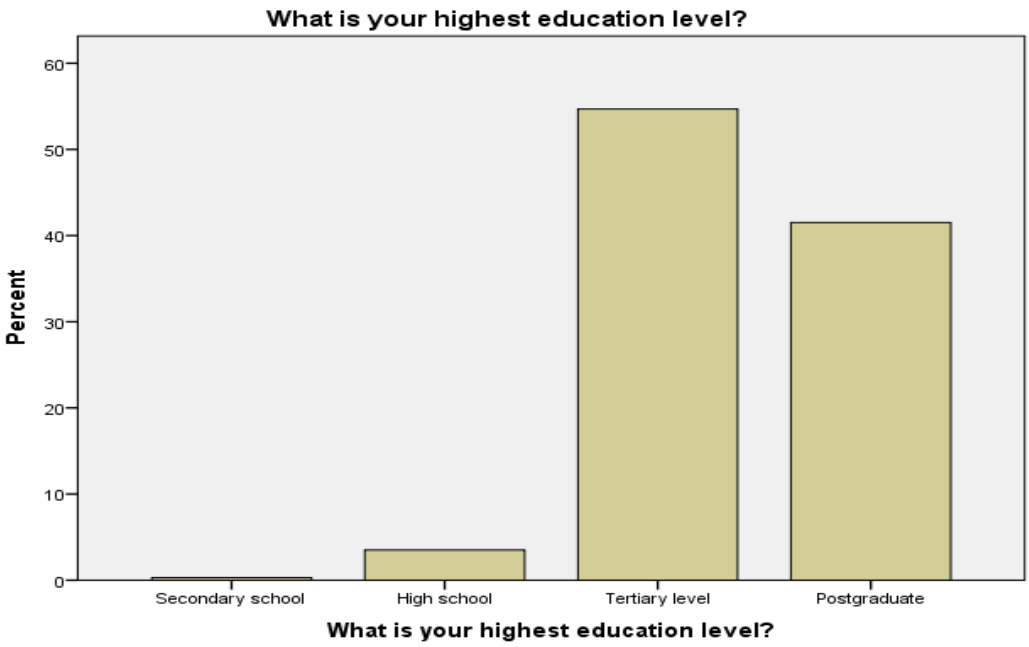


Figure 2: Education level of respondents *(Source: Survey Results)*

The income distribution of respondents was saturated in the E50, 000 – E200, 000 per annum as almost half of the respondents made up this category. A quarter of respondents fell within the annual income of above E500, 000 category. A smaller number of respondents reported to have an annual income between E20, 000 and E50, 000.

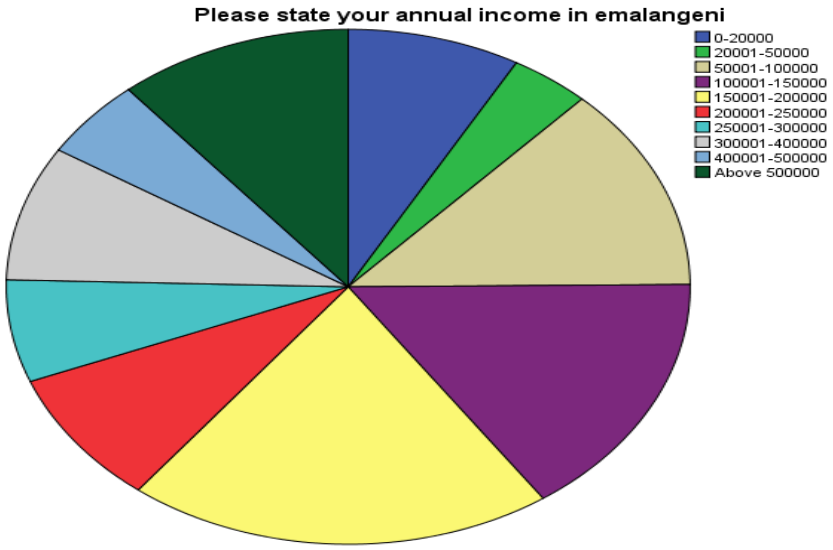


Figure 3: Distribution of Annual income of respondents *(Source: Survey Results)*

The study further assessed the network providers of each of the respondents and it isolated Eswatini MTN, who has been an old service provider in Eswatini. Results from the survey revealed that 70 percent of total respondents were customers using Eswatini MTN, whilst only 30 percent reported to be using other network providers in the survey. Table 3 shows the distribution of respondents according to networks.

Table 3: Distribution of respondents according to network provider

Cell phone Network	Frequency	Percent	Valid Percent	Cumulative Percent
MTN Eswatini	240	70.2	70.2	70.2
Other	102	29.8	29.8	100.0
Total	342	100.0	100.0	

(Source: Survey Results)

4.2 Customer Value

This section of the study presents findings of the study as they pertain to the perception of respondent feeling valued by their network providers. The section used a Likert scale that ranged from strongly disagree - strongly agree. Respondents who reported to strongly disagree to receiving good value from their network provider made up 23.7 percent. An additional 19.3 and 8.8 percent reported to somewhat disagree and disagree, respectively. There were 9.6 percent of respondents, equivalent to 33 people, who reported to be neutral on getting good value from their network provider. Those that agreed accounted for 39 percent of total respondents. Table 4 shows the detailed results.

Table 4: Perceived customer value Q1: (I get good value from my network)

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly disagree	81	23.7	23.7	23.7
Somewhat disagree	30	8.8	8.8	32.5
Disagree	66	19.3	19.3	51.8
Neutral	33	9.6	9.6	61.4
Agree	59	17.3	17.3	78.7
Somewhat Agree	53	15.5	15.5	94.2
Strongly Agree	20	5.8	5.8	100.0
Total	342	100.0	100.0	

(Source: Survey Results)

Results from the survey uncovered that 34.8 percent of total respondents agreed with the notion that they valued the ease of use from their network provider. A further 11.4 and 9.9 percent of total respondents somewhat agreed and strongly agreed respectively. Respondents who did not agree that there was ease of use by their mobile networks comprised of 30.4 percent of respondents. These results are displayed in Table 5.

Table 5: Value of Customers in terms of ease of use of networks

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	40	11.7	11.7	11.7
	Somewhat disagree	27	7.9	7.9	19.6
	Disagree	37	10.8	10.8	30.4
	Neutral	46	13.5	13.5	43.9
	Agree	119	34.8	34.8	78.7
	Somewhat Agree	39	11.4	11.4	90.1
	Strongly Agree	34	9.9	9.9	100.0
	Total	342	100.0	100.0	

(Source: Survey Results)

When assessing the value as dictated by services rendered, the survey showed that 61.1 percent of total respondents did not feel valued when looking at the service they received. Of the 61.1 percent, 26.6 percent were in strong disagreement that the services received showed value, whilst 25.4 percent disagreed with service showing value. Further results are shown in Table 6.

Table 6: Valued from services offered by my network

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	91	26.6	26.6	26.6
	Somewhat disagree	31	9.1	9.1	35.7
	Disagree	87	25.4	25.4	61.1
	Neutral	38	11.1	11.1	72.2
	Agree	49	14.3	14.3	86.5
	Somewhat Agree	28	8.2	8.2	94.7
	Strongly Agree	18	5.3	5.3	100.0
	Total	342	100.0	100.0	

(Source: Survey Results)

When we considered convenience that came from the network provider valuing its clients, 45.9 percent of total respondents strongly disagreed, somewhat disagreed or disagreed that the value translated into convenience. In this consideration, results also took bias to respondents being neutral as 16.7 percent of responses were neutral.

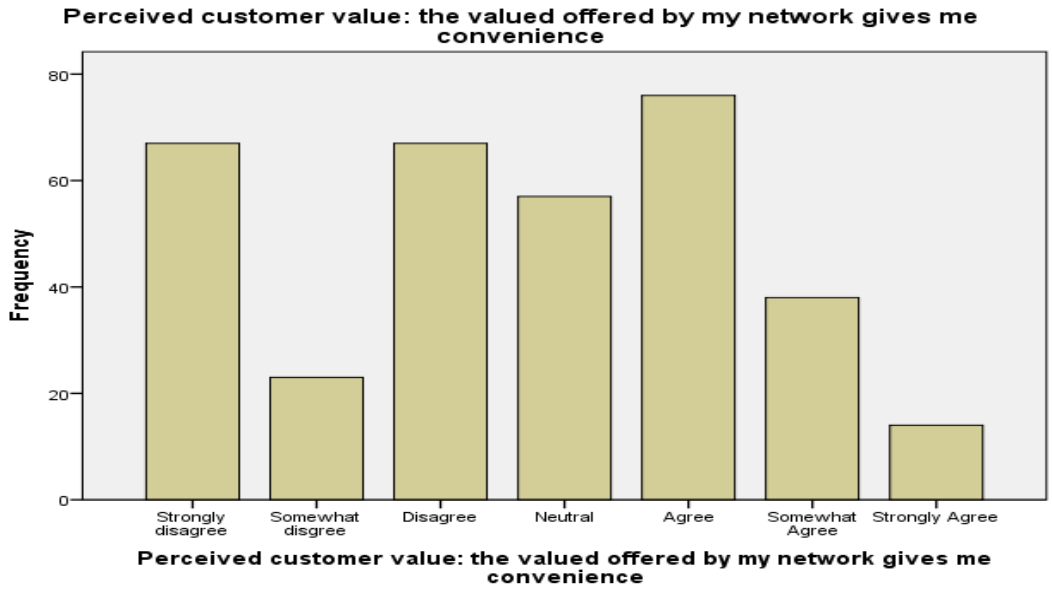


Figure 4: Convenience because of feeling valued by provider *(Source: Survey Results)*

When trying to establish whether customer value influences customer switching intentions, results from the survey uncovered that 57 percent of the respondents reported that perceived value influenced

the intention to switch between networks. A combination of those that agreed and those that strongly agreed that customer value influences switching intentions made up this percentage. Only 22.5 percent of total respondents believed that customer value did not influence switching intentions. Figure 4 displays these results.

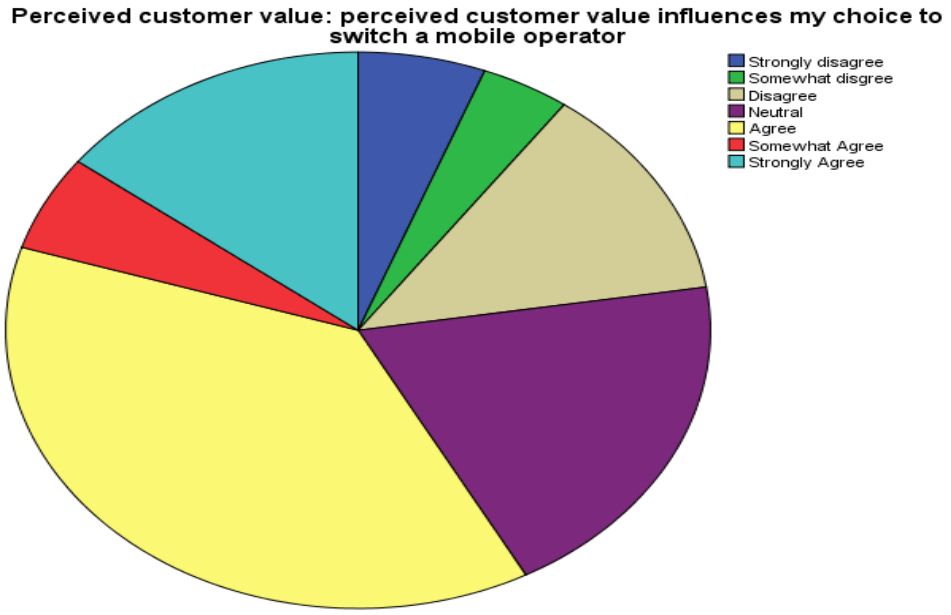


Figure 5: Customer value influence switching behaviours of customers *(Source: Survey Results)*

4.3 Customer Satisfaction

Customer satisfaction in the study was evaluated under aspects such as service satisfaction, advertising expectations, competition expectations, public and social media presence, sales promotions, promotional activities and lastly the overall desire to continue with primary network operator. Table 7 shows the results of respondents in terms of service satisfaction.

Table 7: Customer service satisfaction on service and consistency from primary mobile

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly disagree	60	17.5	17.5	17.5
Somewhat disagree	26	7.6	7.6	25.1
Disagree	82	24.0	24.0	49.1
Neutral	66	19.3	19.3	68.4
Agree	69	20.2	20.2	88.6
Somewhat Agree	28	8.2	8.2	96.8
Strongly Agree	11	3.2	3.2	100.0
Total	342	100.0	100.0	

(Source: Survey Results)

The survey revealed that 49.1 percent of the total respondents were not satisfied with the service and consistency of their primary mobile telecoms service operator. In contrast, 32.1 percent of respondents reported to be happy and satisfied with the service and consistency of their primary mobile operators. However, 19.3 percent of the respondents to the survey were neutral.

When evaluating perception on the advertising approach used by primary network providers for respondents to the survey, respondents indicated that they either disagreed, neutral or agreed with the notion. Neutral respondents constituted of 24 percent of responses. Respondents that were satisfied with the advertising approach of their mobile network providers only accounted for 34.2 percent, whilst those that were not satisfied accounted for 73.1 percent of total responses. Detailed statistics of the evaluation are in Figure 5.

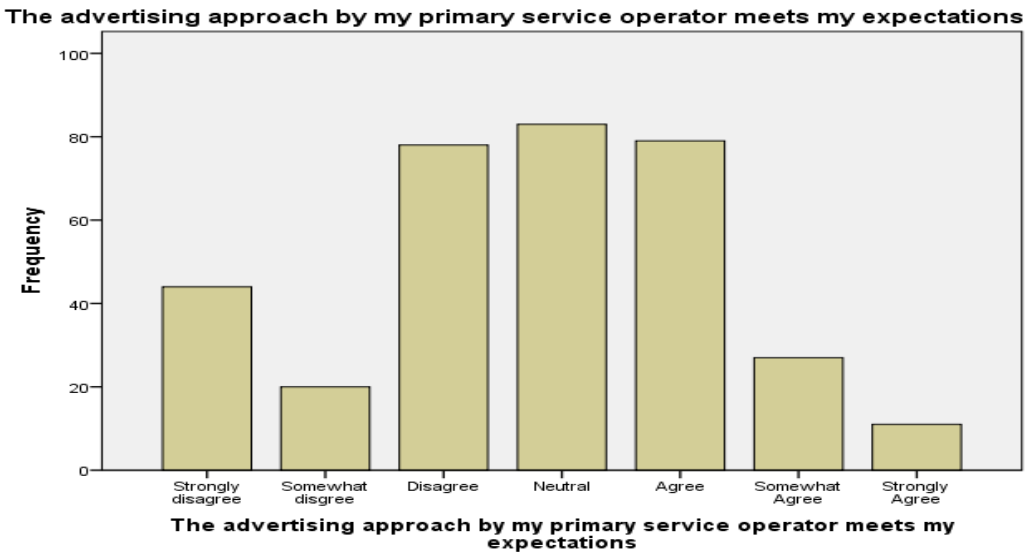


Figure 6: Evaluating the advertising approach by mobile network provider *(Source: Survey Results)*

Competition in the industry did not meet the expectations of the respondents. Results from the survey revealed that 55.3 percent of the respondents in the survey did not agree that the advertising approach met their expectations. Respondents that agreed with the notion that competition of mobile operators met their expectations accounted for 23.5 percent of total respondents. The results of responses of the respondents are in Table 8.

Table 8: Competition by mobile operator meets expectations

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly disagree	67	19.6	19.6	19.6
Somewhat disagree	22	6.4	6.4	26.0
Disagree	100	29.2	29.2	55.3
Neutral	76	22.2	22.2	77.5
Agree	41	12.0	12.0	89.5
Somewhat Agree	25	7.3	7.3	96.8
Strongly Agree	11	3.2	3.2	100.0
Total	342	100.0	100.0	

(Source: Survey Results)

There were 38.3 percent of total respondents who strongly disagreed or a disagreed that the publicity and social media presence of their primary operator met their expectations. Respondents that were satisfied with publicity and social media presence comprised of 40 percent of responses. Neutral respondents made up 22.2 percent. The results are in Figure 7 below.

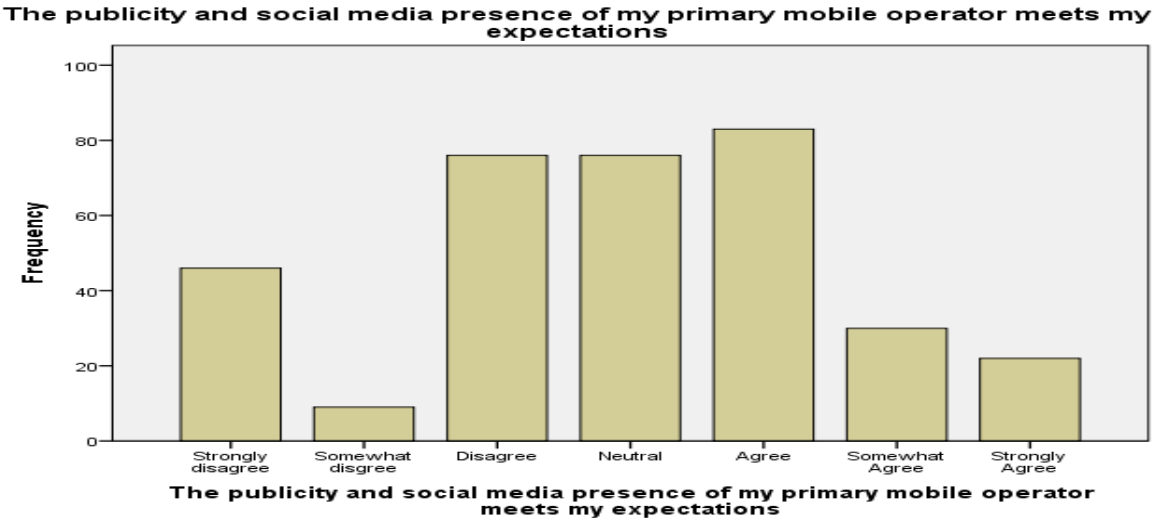


Figure 7: Publicity and Social Media Presence of mobile operator *(Source: Survey Results)*

4.4 Reliability measurement

The study employed the Cronbach alpha coefficient to measure the reliability of the measurement scales developed in the research instrument. Specifically, this coefficient was computed to capture the internal consistency of the measurement scales developed for each concept employed as a factor influencing switching intention. Table 9 presents the Cronbach alpha coefficient for each of the five concepts.

According to Ursachi et al., (2015), an alpha value of 0.6 to 0.7 indicates an acceptable level of reliability while $\alpha > 0.8$ is a very good level. It is worth noting, however, that values of alpha greater than 0.95 are not necessarily good, since they might be an indication of redundancy. Ursachi et al., (2015) further note that this test is reliable if it minimizes the measurement error such that the error is not highly correlated with the true score while at the same time, the relationship between the true score and the observed one has to be strong.

Table 9 reveals that all of the measurement scales developed with the variables affecting switching intention have robust levels of reliability since the range of the Cronbach's alpha is 0.639 to 0.832. The value-added services scale is at the lower end of the range while customer satisfaction is the top end. Finally, the alpha coefficient for consumer switching intentions scale also returned a robust level internal consistency.

Table 9: Reliability Measurement

Concept	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
Perceived Customer Value	0.824	0.817	5
Value Added Services	0.639	0.633	5
Perceived Service Quality	0.736	0.734	5
Customer Satisfaction	0.832	0.828	5
Promotional Activities	0.802	0.800	5
Consumer Switching Intentions	0.881	0.881	4

(Source: Survey Results)

4.5 Model results

Five Ordinary Least Squares (OLS) models were estimated in a bid to establish the impact of foregoing predictors on switching intention. The study used a linear regression model to assess the impact of customer satisfaction, customer's perceived value, promotional activities, service quality, value added services and socio-economic factor on customer switching intention.

The estimated coefficients of the model were tested for reliability by evaluating their internal consistency. Table 8 presents the Cronbach alpha coefficient for each of the five OLS models. This coefficient measures the internal consistency of the model by establishing how closely the five

variables in each regression model relate to each other as a group. According to Ursachi et al., (2015), an alpha value of 0.6 to 0.7 indicates an acceptable level of reliability while $\alpha > 0.8$ is a very good level. It is worth noting, however, that values of alpha greater than 0.95 are not necessarily good, since they might be an indication of redundancy. Ursachi et al., (2015) further note that this test is reliable if it minimizes the measurement error such that the error is not highly correlated with the true score while at the same time, the relationship between the true score and the observed one has to be strong.

Table 9 reveals that all of the estimated models with the variables affecting switching intention have robust levels of reliability since the range of the Cronbach's alpha is 0.639 to 0.832. The value-added services OLS equation is at the lower end of the range while customer satisfaction is the top end. Finally, the alpha coefficient for consumer switching intentions model also returned a robust level internal consistency.

Table 9: OLS Model

OLS model	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
Perceived Customer Value	0.824	0.817	5
Value Added Services	0.639	0.633	5
Perceived Service Quality	0.736	0.734	5
Customer Satisfaction	0.832	0.828	5
Promotional Activities	0.802	0.800	5
Consumer Switching Intentions	0.881	0.881	4

(Source: Survey Results)

Prior to estimating the model, the data was scaled using summated scale method, to estimate the overall effect of each class of questions into the variables listed above. Table 10 shows the results of descriptive statistics.

Table 10: Descriptive statistics

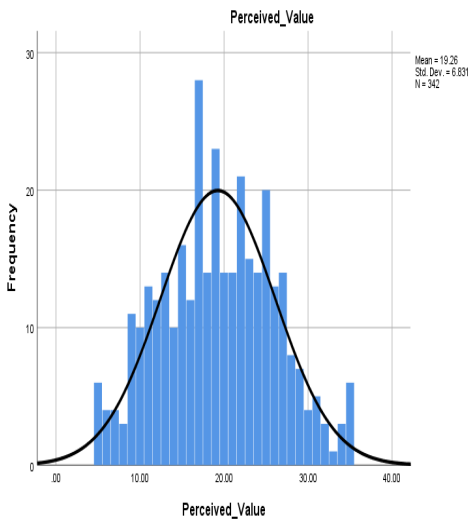
	Perceived Value	Value Added Services	Perceived Service Quality	Customer Satisfaction	Promotional Activities	Switching Intentions
N	342	342	342	342	342	342
Valid	0	0	0	0	0	0
Missing						
Mean	19.2602	19.8684	19.5058	19.4532	18.7982	12.6871
Std. Deviation	6.83055	5.10967	5.81824	6.49357	5.96939	5.97834
Variance	46.656	26.109	33.852	42.166	35.634	35.741
Skewness	.062	-.168	-.105	-.132	-.037	.308
Std. Error of Skewness	.132	.132	.132	.132	.132	.132
Range	30.00	30.00	30.00	30.00	30.00	24.00

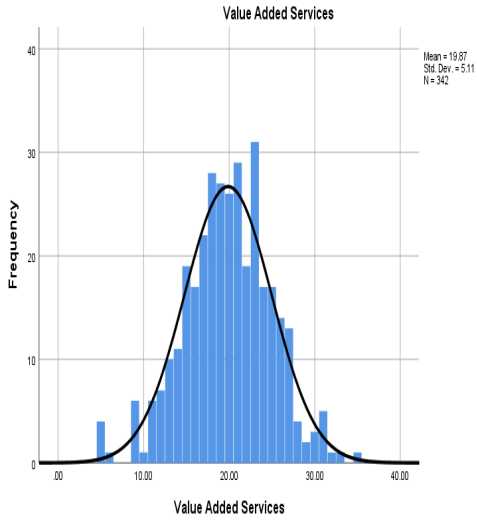
(Source: Survey Results)

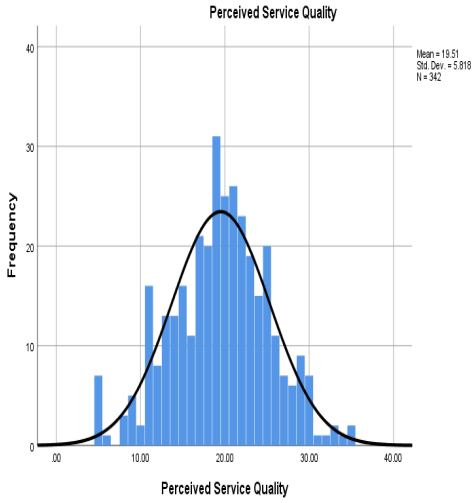
The study interviewed 342 respondents and used SPSS to estimate all model results. Since the results used summated scaled variables, the interpretation was that a low value showed that respondents disagreed whilst a bigger value showed bias towards agree. From the descriptive statistics in Table 10, on average the mean of all variables showed that perceived value, value added services, perceived service quality, promotional activities affected switching intention as most respondents agreed with this notion.

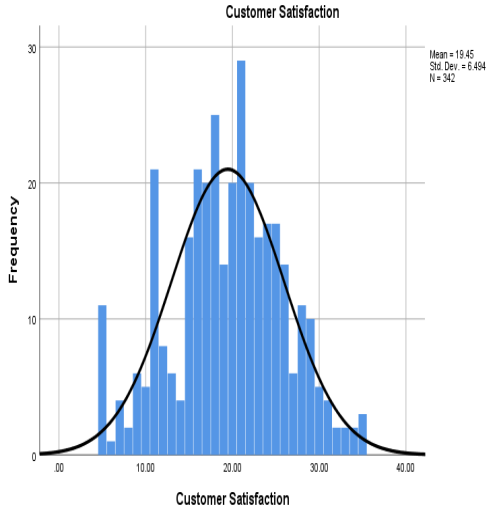
4.5.1 *Normality tests*

The variables were then tested for normality using the Q-Q plots. The Q-Q plots use the normal distribution to fit the data and test whether they fit in a normal distribution. The results show that all variables are normal with a few instances of having outliers.









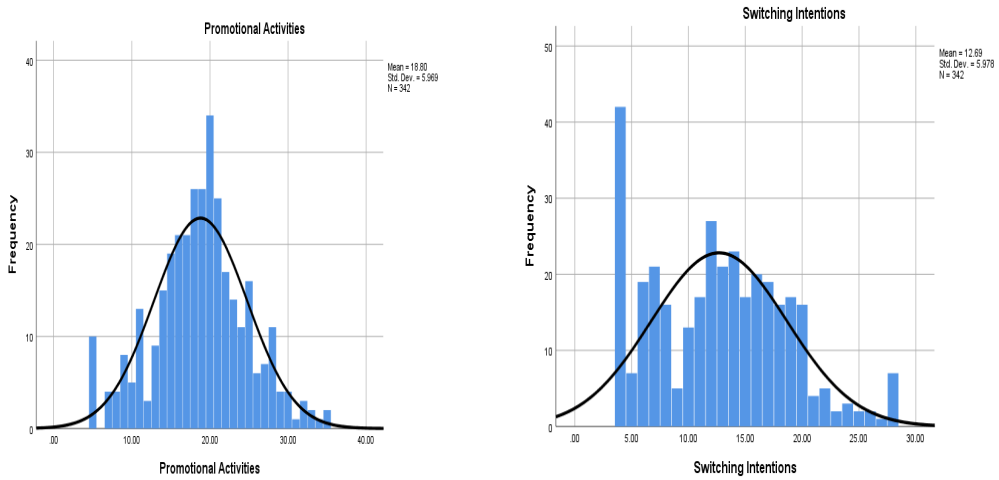


Figure 8: Normality test using Q-Q plot *(Source: Survey Results)*

4.5.2 *Correlation Analysis*

Once the internal consistency of the variables had been established, the total score for the scales used was calculated. This was to produce summated scales for analysis. The correlation between the independent variables and the dependent variable was tested. As depicted in Table 11, the variables showed a moderate positive linear relationship when tested with $r > 0.3$ for all. The relationships between all these variables showed a statistically significant value at $p = .000$.

Thereafter correlation analysis was performed; this forms assumptions before running a regression. Results show that all variables are correlated to the dependent variable, which is switching intentions except age of the respondent.

The results are in Table 11.

Table 11: Correlation Analysis

	Switching Intentions	Perceived Value	Value Added Services	Perceived Service Quality	Customer Satisfaction	Promotional Activities
Switching Intentions	1.000	.613	.476	.546	.678	.528

Perceived Value	.613	1.000	.689	.555	.758	.551
Value Added Services	.476	.689	1.000	.518	.674	.581
Perceived Service Quality	.546	.555	.518	1.000	.649	.554
Customer Satisfaction	.678	.758	.674	.649	1.000	.674
Promotional Activities	.528	.551	.581	.554	.674	1.000

(Source: Survey Results)

Correlations were done using the person correlation coefficients. Variables such perceived value, perceived service quality, customer satisfaction and promotional activities had correlations that were above 50 percent and were all positive.

4.5.3 *Linear regression estimation*

This section discusses how the model performed and whether it was significant in establishing the factors that customer switching intention. The section will further discuss how each of the variables explains the relationship. Further, models were run to assess the effects of individual network providers. This therefore means that this study ran 4 regression models. Results of the F-tests of the model are in Table 12.

4.4.3.1 Model 1: General Model

This section of the study discusses the results of the model with the 6 variables; perceived value, value added services, perceived service quality, customer satisfaction, promotional activities, and age as independent variables. The F-test results are in Table 13 and the model is in Table 14.

The independent variables were then tested to establish the relationship with the dependent variable. The overall model fit was first established, as depicted in Table 12. The F Change was 68.496 and the Significant F Change value was statistically significant at 0.000.

Table 12: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.710[a]	.505	.497	4.23827	.505	68.496	5	336	.000

a. Predictors: (Constant), Promotional Activities, Perceived Value, Perceived Service Quality, Value Added Services, Customer Satisfaction

(Source: Survey Results)

The model explains 50 percent of the total variations in the customer's intention to switch. However, the R-squared is too low showing that the model is still missing some of the key variables that explains customers switching intentions. Models are significant when the null hypothesis test reveals that all coefficients of the factors are equal to zero. This means that the null hypothesis of coefficient being equal to zero is rejected and instead the conclusion that the identified factors can explain some of the variations in the customers' switching behavior is accepted.

Table 13: F-test for Model significance

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	Sig. F Change	
1	.713[a]	.509	.500	4.22772	.509	57.812	.000	2.088

(Source: Survey Results)

Prior to running the regression model, the variables were tested to establish normalcy and thereby ensure that they did not violate assumptions of the regression model. The variables were then correlated with the dependent variable. The model results are in Table 14.

Table 14: Linear Regression Model results

Model		Unstandardized Coefficients		t	Sig.	Collinearity Statistics	
		B	Std. Error			Tolerance	VIF
1	(Constant)	-.575	1.023	-.562	.574		
	Perceived Value	.214	.055	3.881	.000	.364	2.750
	Value Added Services	-.093	.067	-1.400	.162	.446	2.243
	Perceived Service Quality	.145	.053	2.738	.007	.543	1.841
	Customer Satisfaction	.352	.065	5.405	.000	.290	3.447
	Promotional Activities	.100	.054	1.857	.064	.499	2.003
	Ages	-1.213	.458	-2.649	.008	.989	1.011

(Source: Model Results)

The model results revealed that some variables had a negative relationship, whilst some had a positive relationship. The Constant had a negative relationship with value added services. The relationship between perceived value and switching intentions was positive and significant. A unit change in perceived value resulted in a 0.214 increase in the intention to switch mobile operators. The relationship between perceived service quality and switching intentions was positive and significant. A unit increase in perceived service quality resulted in a 0.145 increase in customer switching intentions. Customer satisfaction was also a significant contributor to switching intentions as it had a p-value of 0.00, which is less than the threshold of 0.05. A unit increase in customer satisfaction resulted in 0.352 increase in customer intentions to switch network providers. Lastly, age contributed significantly to customers switching intentions as a unit increase in age of a customer, resulted into a reduction in customers switching intentions.

On the contrary, the constant, value added services and promotional activities did not have a significant impact on customer switching intentions. This was supported by these variables having insignificant p-values in the model, which were 0.574, 0.162 and 0.064, respectively, which are greater than the significance level of 0.05.

4.5.4 *Results of models incorporating effects of network provider*

This sub-section estimates 3 different models: using MTN as a dummy variable, using services providers outside MTN as a dummy variable and lastly estimating network provider holistically as a dummy variable.

4.4.4.1 Model 2: With MTN as a Dummy variable

The model presented in this section is a model that controlled for customers who reported to have used MTN as their primary network provider. This was to assess the effects of this network provider on customers switching intentions.

Table 15: F-test results for Model with MTN as a dummy variable

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
2	.722[a]	.521	.508	4.19227

(Source: Model results)

The model explains 52.1 percent of the total variations in the customer's intention to switch as shown in Table 15. However, the R-squared is low indicating that the model is still missing some of the key variables that explains customers switching intentions. This effectively means that the identified factors can only affect some and not all the variations in customer switching intention.

Table 16: Regression Model with MTN as a Dummy variable

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.463	1.225		.378	.706
	Value Added Services	-.083	.067	-.071	-1.231	.219
	Perceived Service Quality	.161	.055	.157	2.909	.004
	Customer Satisfaction	.322	.067	.350	4.839	.000
	Promotional Activities	.096	.054	.096	1.771	.078
	Perceived Value	.204	.056	.233	3.660	.000
	Ages	-1.204	.465	-.101	-2.590	.010
	MTN	-.822	.546	-.063	-1.506	.133
	Income Classes	-.853	.586	-.057	-1.457	.146
	Highest Education	.054	.469	.004	.115	.908

(Source: Model Results)

As indicated in Table 16, it can be stated that income, education, value added services and MTN as a network provider do not have a significant impact on customers switching intentions. However, perceived service quality, customer satisfaction and perceived value have a positive impact on the

customers switching intentions whilst age has a negative impact on customers switching intentions. This can be deduced from the coefficients, which are positive and significant for perceived service quality, customer satisfaction and perceived value, which are 0.161, 0.322 and 0.204 respectively. It can thus be inferred a unit increase in each of the 3 variables, will lead to either a 0.161, 0.322 or 0.204 increase in the customers switching intentions. Age on the other hand has a negative and significant coefficient of 1.204. This means therefore that a unit increase in age will lead to a 1.204 increase in the customers switching intentions.

4.4.4.2 Model 3: With other service providers as a Dummy variable

This section covers the model that estimated the effects of using other service providers on customers switching intentions. The results of the F-test of this model are in Table 17.

Table 17: F-test for Model incorporating other service providers as a dummy variable

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
3	.722[a]	.521	.508	4.19227

(Source: Model Results)

The R-squared does not change when changing the type of service provider, remaining at 52.1 percent in explaining the overall variation in customers switching intentions. This therefore warrants further interpretation of the model.

Table 18: Results of Model 3 incorporating other service providers.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
3	(Constant)	-.359	1.083		-.331	.741
	Value Added Services	-.083	.067	-.071	-1.231	.219
	Perceived Service Quality	.161	.055	.157	2.909	.004
	Customer Satisfaction	.322	.067	.350	4.839	.000
	Promotional Activities	.096	.054	.096	1.771	.078
	Perceived Value	.204	.056	.233	3.660	.000
	Ages	-1.204	.465	-.101	-2.590	.010
	Income Classes	-.853	.586	-.057	-1.457	.146
	Highest Education	.054	.469	.004	.115	.908
	OTHER	.822	.546	.063	1.506	.133

(Source: Model results)

The results of the model in Table 18 shows that only 4 variables had a significant impact on customers switching intentions. Perceived service quality, customer's satisfaction and perceived value have a positive and significant impact on customers switching intentions, whilst age had a negative and significant impact. A unit increase in perceived service quality, customer satisfaction or perceived value would result in either a 0.161, a 0.322 or a 0.204 increase respectively, in customers switching intentions. However, a unit increase in age would result in a 1.204 decrease in customers switching intentions.

4.4.4.3 Model 4: With network as a Dummy variable

The model had a low R-squared thus network providers, income and education improved the model after incorporation. The study ran a model with all these variables as dummies to assess their overall impact on customer switching intentions. The results of the F-test of this model are in Table 19.

Table 19: F-test results for Model 4

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
4	.722[a]	.521	.508	4.19227

(Source: model results)

The model explains 52.1 percent of the overall variation in customers switching intentions after adding network operator, education and income. The results of the model are in Table 20.

Table 20: Results of Model 4

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
4	(Constant)	.463	1.225		.378	.706
	Value Added Services	-.083	.067	-.071	-1.231	.219
	Perceived Service Quality	.161	.055	.157	2.909	.004
	Customer Satisfaction	.322	.067	.350	4.839	.000
	Promotional Activities	.096	.054	.096	1.771	.078
	Perceived Value	.204	.056	.233	3.660	.000
	Ages	-1.204	.465	-.101	-2.590	.010
	Income Classes	-.853	.586	-.057	-1.457	.146
	Highest Education	.054	.469	.004	.115	.908
	Network	-.822	.546	-.063	-1.506	.133

(Source: Model results)

Results from the model indicate that even after incorporating network provider, education and income, there are still 4 variables that affect customers switching intentions. Perceived service quality, customer satisfaction and perceived value have a positive and significant impact on

customers switching intentions, whilst education has a negative and significant impact on customers switching intentions.

This implies that a unit increase in perceived service quality, customer satisfaction and perceived value would result in a 0.161, a 0.322 and a 0.204 increase, respectively, in customers switching intentions. A unit increase in age would result in a 1.204 decrease in customers switching intentions. These results are true for a significance level of 5 percent.

4.6 Model Residual diagnostics

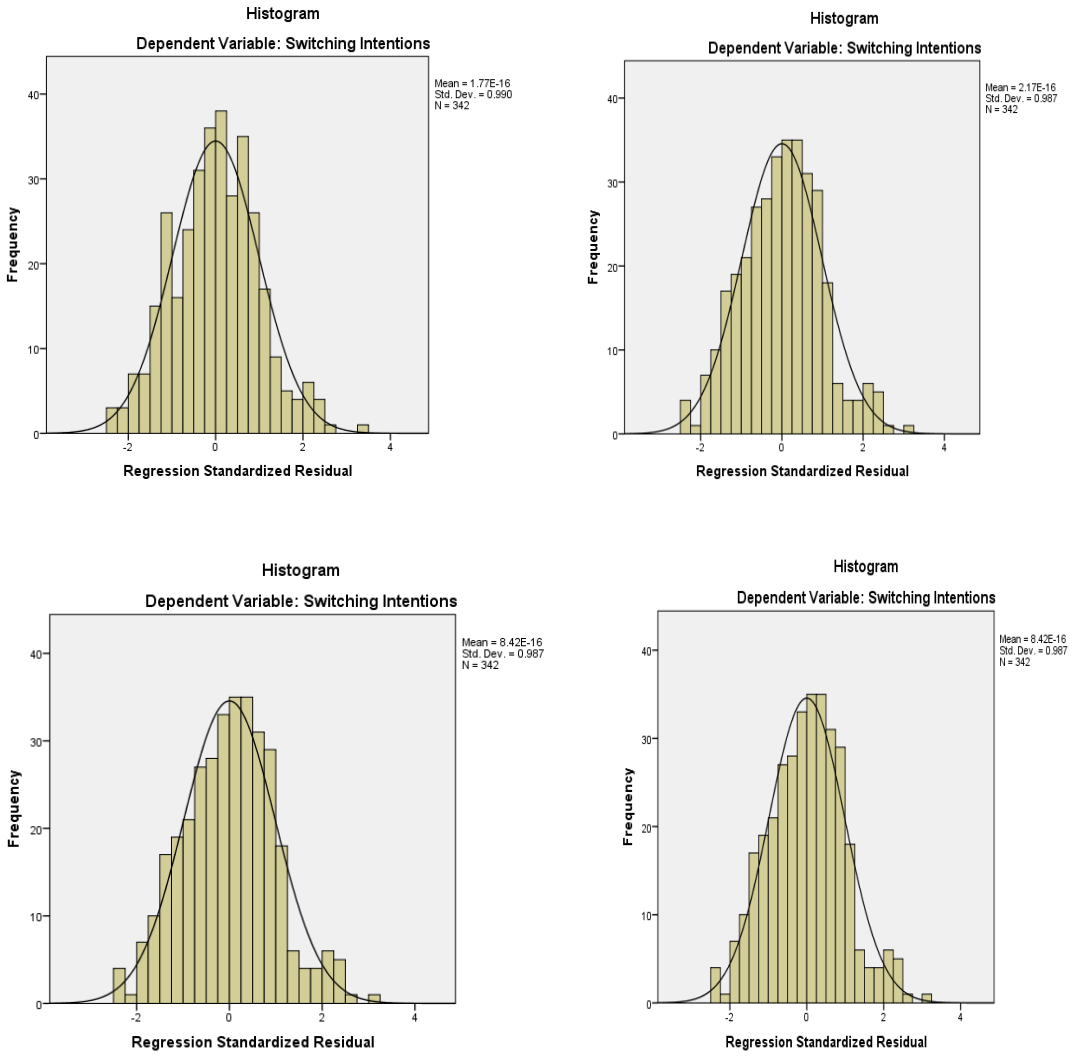


Figure 9: Model diagnostics

All four models passed the residual diagnostics tests for normality and using the Durban Watson test, all models had test statistics that were between 1.9 and 2.0, indicating that there was no serial correlation.

4.7 Hypothesis testing Results

This section shows the results from the model, which test the hypothesis of the study using only significant variables. F-test assessed the significance of the model.

4.7.1 *Hypothesis 1:*

The first null hypothesis of the study was "*The perceived customer satisfaction provided by mobile telecoms services provider does not have a positive influence on customer switching intentions*". Results from this test show that the T-statistics was 5.405 and the p-value was 0.000. Since the p-value of the t-statistic was 0.000 and is thus less than 0.05, the null hypothesis that the perceived customer satisfaction provided by a mobile telecoms services provider does not have a positive influence on customer switching intentions is rejected. Therefore, it can be concluded that the perceived customer satisfaction provided by a mobile telecoms service provider positively influences customers switching intentions. This is further supported by the coefficient of the variable, which is positive and significant estimated as 0.352.

4.7.2 *Hypothesis 2:*

The second null hypothesis was "*The customer perceived value provided by mobile telecoms services provider does not have a positive influence on customer switching intention".* The results of the test revealed a T-statistic of 3.881, with a p-value of 0.00. The p-value is less than 0.05; therefore, the null hypothesis is rejected. Thus, it is concluded that the customer perceived value provided by a mobile telecoms services provider has a positive influence on customer switching intention. This is supported by the positive coefficient of 0.214.

4.7.3 *Hypothesis 3:*

The third null hypothesis of the study was "*The perceived promotional activities from mobile telecoms services provider does not have a positive influence on customer switching intention"*. The results from the test showed a t-statistic of 1.857 and a p-value of 0.064. Since the p-value is greater than the significance level of 0.05, the null hypothesis is not rejected and instead it is concluded that the perceived promotional activities from a mobile telecoms services provider do not have a positive influence on customer switching intention and is not significant in influencing customers switching intentions.

4.7.4 *Hypothesis 4:*

The fourth null hypothesis of the study was "*the perceived service quality from mobile telecoms services provider does not have a positive influence on customer switching intention"*. The results of the t-test estimated a t-statistics of 2.738 and a p-value 0.007. Since the p-value is less than 0.05, the null hypothesis is rejected and it is concluded that the perceived service quality from a mobile telecoms services provider has a positive influence on customer switching intention and this is further supported by its coefficient of 0.145.

4.7.5 *Hypothesis 5:*

The fifth null hypothesis of the study was "*the perceived value-added services from mobile telecoms services provider does not have a positive influence on customer switching intention.* The results of the t-test shows a t-statistics of -1.400 and a p-value 0.162. The p-value of the test statistic is greater than 0.05 therefore the null hypothesis is accepted, and it is concluded that the perceived value-added services from a mobile telecoms services provider does not have a positive influence on customer switching intention.

4.7.6 *Hypothesis 6:*

The sixth null hypothesis was *"the age of the customer does not have a positive influence on customer switching intention"*. The t-test results were a t statistic of -2.649 and a p-value 0.008. The p-value

of the t statistic is less than 0.05, thus the null hypothesis is rejected, and it is concluded that the age of the customer has a significant influence on customers switching intention. This is supported by a negative coefficient of -1.213.

4.8 Conclusion

The findings indicate that most respondents of the study were subscribers of the MTN network and were aged between 25-34 years, which is the youth age. Respondents reported that they did not fell valued by their network providers. This was further supported by the results, as almost 50 percent of the respondents in the survey were unsatisfied by the services rendered by the network providers. In addition, neither were the respondents satisfied with the competition, publicity and social media presences of their mobile operators. The study used a linear regression model to assess the influence of 6 variables; perceived customer value, value added services, promotional activities, age, perceived service quality and customer satisfaction. The model results showed that the perceived service quality, perceived customer value and customer satisfaction had a significant and positive influence on customers switching intentions. Whilst age had a negative and significant influence on customers switching intentions.

CHAPTER 5. Discussion of Findings

The following section discusses the findings of the study through correlating them with the research objectives in Chapter 1. The research objectives are stated, along with the findings and interpretations of these as well as an attempt to provide an explanation for the findings. Further, the findings will be linked back to the Literature Review in Chapter 2. The recommendations will follow once the discussions have concluded.

The study uncovered that most respondents of the study were subscribers of the MTN network and were aged between 25-34 years, which is the youth age. Respondents reported that they did not feel valued by their network providers. This was supported by the results as these indicated that almost 50 percent of the respondents in the survey were not satisfied by the services rendered by the network providers. In addition, neither were the respondents satisfied with the competition, publicity and social media presences of their mobile operators.

The first objective of the study was to ascertain the factors that influence customer brand switching intention in the mobile telecoms sector in Eswatini. In investigating this, the study employed regression analysis. The model results showed that the perceived customer value had a significant influence on customers switching intentions. This is not different from the results of Manzoor, Baig and Usman, (2020), who concluded that price; brand image, network quality, value-added services, and promotional activities directly influence consumer switching behaviour among youngsters. In addition, Correa, Alarcón, and Cepeda, (2021) further reveals that with express parcel services in the B2B sector, as they uncovered that perceived value was positively associated with the customer's perceived satisfaction and trust, which is thought to improve the intention to repurchase and stimulates recommendation of same service.

The study results also revealed that customer satisfaction, which is closely linked with customers' perceived value, had a direct and significant relationship with customers switching intentions. These results are different from the results of Dey et al. (2020), who investigated internet speed as a factor that affects customers' switching intention for the UK mobile telecom market. That study uncovered that perceived value has a direct influence on customer satisfaction and discourages switching intention.

Similarly Muhammad, (2019), employed the hierarchical regression to investigate the effects of customer satisfaction on customer`s switching intention and the results showed dissimilar results as those of the current study as he uncovered that customer satisfaction has a negative effect on the customer`s switching intention. GOH, Mei Ling et al (2020), supported Muhammad (2019), using a total of 200 students from a local private university in Malaysia, and uncovered that customer satisfaction had a negative effect on customers switching intentions of mobile service. These findings support the unrevealed side in the current study necessitating further investigation to the cause of switching intentions, but uncovering a different aspect for the case of Eswatini.

The findings of the study also showed that the perceived service quality had a positive and significant influence on customers switching intentions. This result is not the same as those of Hsu and Nguyen (2019), who explored the factors affecting customers switching intention among smartphone brands using literature and a model which uncovered that service quality was amongst the variables with a negative influence on customers switching intention. Soomro and Al-Sehli, (2020), supported Hsu and Nguyen (2019), in the case of the telecom industry of the Kingdom of Saudi Arabia as their results from 315 respondents through non-restricted random sampling revealed that service quality had a significant impact on switching behaviour and was negatively related to customers switching behaviour.

On the contrary, Abdelreheem, Ragheb, and Tantawi, (2021), who assessed the relationship between the perceived quality, and switching intentions for the case of Egypt, uncovered a significant and positive relationship supporting the results seen in the current study.

On Value added services, the study estimated a negative and insignificant relationship between value added services and customers switching intentions. These results are contrary to the findings from a study conducted by Vaish and Malik (2019), who used a survey on 300 respondents of Delhi, NCR and uncovered that value added services and effective pricing strategies have a positive relationship with telecom companies to customers switching intentions. However, Soomro and Al-Sehli, (2020), revealed the contrary for the case of the Kingdom of Saudi Arabia, as they supported the results of the current study uncovering a negative and significant relationship between value added services and customers switching intentions.

The findings of the study further revealed that for the case of Eswatini, there was no significant relationship between promotional activities and customers switching intentions. This was supported by all model results even in models where the service provider is included as a variable for mediating. Gupta (2017) employed a content analysis to test the hypothesis that promotional activities had a relationship with customers switching intentions. The results revealed that there was significant empirical evidence by Scholars who highlighted a positive and strong brand equity with the relationship between higher advertising generates customers switching intentions as he argued that higher advertising reduced brand switching.

Other authors such as Oluwafemi and Adebiyi, (2018) also argued that promotional offers gave companies the required competitive edge whilst contributing positively to the growth of the business and therefore, supported a strong and direct positive relationship between promotional activities and customer growth, supporting a positive relationship between the two variables. Othman, Harun, De Almeida and Sadq, (2020) further supports the noted positive relationship by stating that companies use promotional offers to grow customer numbers, accelerate sales and grow market share since promotional activities tend to increase demand for products.

Similarly, results from Abdelreheem, Ragheb, and Tantawi, (2021), who assessed the relationship between the CRM strategies, and switching intentions using a deductive approach to collecting data, supported Gupta, (2017) uncovering a significant relationship between CRM Strategies and switching intentions, which is contrary to the results of the study. Veisari and Taghipourian (2021) further support the findings of this research study. In a study conducted using 'The case of Caspian Sea in Iran', they analysed data from 400 questionnaires using the LISREL structural equation to show that brand equity is viewed as a mediator in the relationship between viral marketing and behavioural intentions. That study revealed that viral marketing had a positive influence on word-of-mouth marketing and intention to buy and a negative influence on brand change.

5.1 The Impact of Socio-economic factors

The study revealed that age had a negative and significant influence on customers switching intentions. Furstenberg, Dewar, Sompolinsky, Knight, & Deouell, (2019), tested the effect of age on decision making and compared two age groups: ages 18–25, and ages 41–67. That study uncovered

that age had a positive influence for all groups on switching intentions. However, older age groups were slower in finalizing and letting the information affect them whilst in younger age groups, switching intentions occurred in same time as their age.

Other socio-economic variables considered in the study were education and income class. The results from the study showed that these two variables education and income class were not significant in affecting the customer switching intention. This is contrary to what was revealed by Rajagopal and Rajagopal, (2020), who uncovered that education had a significant and positive impact on customers switching intentions in Mexico.

5.2 Extent of effect of factors

This section of the study discusses the extent of impact of the revealed factors. The results showed a positive and significant coefficient of 0.214 for customer perceived value. The results are similar to those of Dey et al., (2020), who studied the United Kingdom (UK) telecommunications market and estimated a coefficient of 0.427 of customer value effect on service quality and influencing intentions.

The study also uncovered that in terms of ranking of variables, on the positive side, the main 3 variables that increased customer switching intentions were customer satisfaction, perceived service quality and perceived service value. In terms rankings, customer satisfaction was the most critical variable in influencing customer satisfaction. This was followed by perceived value, and thereafter-perceived customer service quality. On the negative side, age was the only variable that decreased the desire for customers to switch, indicating that as customers grow the intention to switch declines significantly.

The study also uncovered that a unit increase in perceived service quality resulted in a 0.145 increase in customer switching intentions. The results of the study show a lower coefficient than indicated by Yan, Shah, Zhai, Khan, and Shah, (2018), who estimated a coefficient of 0.29 for the Restaurant Industry in Indonesia. Similarly Manzoor et al., (2020), who investigated service quality effects on customers switching intentions for the telecommunications industry in Pakistan. That study estimated a positive coefficient of 0.355. Further, Rajagopal and Rajagopal, (2020) estimated a bigger coefficient of 0.813 for the telecommunications industry of Mexico, supporting the findings by Manzoor et. al., (2020).

When evaluating the influence of customer satisfaction, the study uncovered a coefficient of 0.352 impact on customer intentions to switch network providers. This effect is similar to the estimation by Goh, Tan, Chin, and Yap, (2020), who studied the effect of customer satisfaction in university students on switching intentions, and estimated a negative and significant coefficient of 0.463. on the contrary, Rajput and Gahfoor, (2020), estimated a positive and significant coefficient of 0.528

Age contributed significantly to customers switching intentions as a unit increase in the age of a customer, resulted in a 1.213 reduction in customers switching intentions. These results are different from those of Lunn and Lyons, (2018), who tested all age classes using a regression model and discovered that age had a positive and significant relationship with switching intentions in Irelands, with an estimated coefficient of 2.1.

CHAPTER 6. Conclusions and Recommendations

The following section resents the conclusions and recommendations of the study.

6.1 Conclusions

The aim of the study was to examine the factors behind customer switching intentions in the mobile telecoms industry of Eswatini. The study used a questionnaire as an instrument for collecting primary data. The findings of showed that majority of respondents were subscribed to MTN Eswatini as a primary service provider and were aged between 25-34 years, which is the youth age. There was significant evidence to show that customers perceived not to feel valued by their network providers. In addition, customer satisfaction on competition, publicity and social media presences of their mobile operators was low. The study further revealed that factors such as perceived service quality, perceived customer value and customer satisfaction had a significant and positive influence on customers switching intentions, whilst age had a negative and significant influence on customers switching intentions.

6.2 Recommendations for mobile operators:

The research suggests that having high customer satisfaction levels and service quality could result in good business performance. This could be implemented using various strategies, which may include; customer satisfaction surveys to discover dissatisfaction areas of customers, service delivery ratings to track service quality and customer value. Other direct recommendations include;

- Mobile telecoms operators should try to achieve customer satisfaction and better service quality to enhance customers' perceived value and business performance.
- Mobile telecoms operators should also emphasize the alignment of promotional activities in their marketing strategies to acquire new customers and ensure business value.

6.3 Future Research

Future research could focus on customers of mobile telecoms operators to further refine the framework developed and validate the results of this study. Qualitative research could be considered from a mobile telecoms operator perspective and would focus on the challenges of customer satisfaction, and evaluating each strategic initiative mobile operators are using to ensure gains to further get in-depth information. There is also scope for an understanding how mobile operators define service quality and customer satisfaction to ascertain the gap.

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APPENDIX B

Consistency matrix

Research problem; Given the background on the importance of customer retention and its drivers, it is important to establish the factors that determine customer-switching intention in the mobile telecoms sector in Eswatini.					
Sub-problem	**Literature Review**	**Hypotheses or Propositions or Research questions**	**Source of data**	**Type of data**	**Analysis**
	(Kurdi, Alshurideh & Alnaser, 2020; Manzoor, Baig & Usman, 2020; Chun, Tham & Azman, 2019; Willys, 2018; Shah, Husnain & Zubairshah, 2018).	H1: The perceived customer satisfaction provided by a mobile telecoms services provider has a positive influence on customer switching intentions.	Questionnaire	Ordinal data	Factor Analysis Descriptive and inferential statistics. Deviation score analysis.

Research problem; Given the background on the importance of customer retention and its drivers, it is important to establish the factors that determine customer-switching intention in the mobile telecoms sector in Eswatini.					
Sub-problem	**Literature Review**	**Hypotheses or Propositions or Research questions**	**Source of data**	**Type of data**	**Analysis**
.	(Nasser et al., 2012; Martins et.al., 2013; Strenitzerova & Gana, 2018; Lunn & Lyons, 2018, Alzoubi & Inairat, 2020; Dawi, Jusoh, Streimikis & Mardani, 2018; Munyanti & Masrom, 2018; Zhou, Wang, Xhi, Zhang & Zhang, 2019)	H2: The customer perceived value provided by a mobile telecoms services provider has a positive influence on customer switching intentions.	Questionnaire	Ordinal data	Factor Analysis Descriptive and inferential statistics. Deviation score analysis.
	(Adefulu, 2015; Purohit, Paul & Mishra, 2021; Chow, 2016; Oluwafemi & Adebiyi, 2018; Othman, Harun, De Almeida & Sadq, 2020; Familmaleki, Aghighi & Hamidi, 2015; Ramanathan, Subramanian & Parrot, 2017).	H3: The perceived promotional activities from a mobile telecoms services provider have a positive influence on customer switching intention.	Questionnaire	Ordinal data	Factor Analysis Descriptive and inferential statistics. Deviation score analysis.

Research problem; Given the background on the importance of customer retention and its drivers, it is important to establish the factors that determine customer-switching intention in the mobile telecoms sector in Eswatini.					
Sub-problem	**Literature Review**	**Hypotheses or Propositions or Research questions**	**Source of data**	**Type of data**	**Analysis**
	(Saleh et al., 2015; Alsaggaf & Althonaya, 2018; Rita, Oliveira & Farisa, 2018; Pakurar, Haddad, Nagy, Popp & Olah, 2019; Quoquab, Mohammad, Yasin & Abdullah, 2018; Shava, 2021Bello, Jusoh & Nor, 2020; Elrehail, 2020).	H4: The perceived service quality from a mobile telecoms services provider has a positive influence on customer switching intentions.	Questionnaire	Ordinal data	Factor Analysis Descriptive and inferential statistics. Deviation score analysis.
	(Govind, 2021; Manzoor, Baig, Usman & Shahid, 2020; Kurdi, Al Shurideh & Alnaser, 2020, Nekmahmud & Rahman, 2018, Saleh et al., 2015, Yaqub, Halim & Shehzad, 2019; Goh, Huat, Chin & Yap, 2020).	H5: The perceived value-added services from a mobile telecoms services provider have a positive influence on customer switching intentions.	Questionnaire	Ordinal Data	Factor Analysis Descriptive and inferential statistics. Deviation score analysis.

Research problem; Given the background on the importance of customer retention and its drivers, it is important to establish the factors that determine customer-switching intention in the mobile telecoms sector in Eswatini.					
Sub-problem	**Literature Review**	**Hypotheses or Propositions or Research questions**	**Source of data**	**Type of data**	**Analysis**
	(East, Harris, Wilson and Hammond, 1995; Straughan & Albers-Miller, 2001; Walsh & Mitchell, 2005; Homburg & Giering, 2001; Wunderlich, 2006; Zeithaml et al., 1985; Farley, 1964; Sciglimpaglia, 1981; Giering, 2001; Anic & Radas, 2006, Anic & Radas, 2006; Ndubisi, 2007).	H6: Socio-economic factors play a confounding role in the relationship between the independent variables and customer switching intentions.	Questionnaire	Ordinal Data	Factor Analysis Descriptive and inferential statistics. Deviation score analysis.