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Why Do People Switch Mobile Platforms?

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Why Do People Switch Mobile Platforms?

A research report submitted

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This report has been
Accepted by the faculty

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Abstract

This study aims to examine the factors that influence customers to switch mobile platforms in Karachi. For this purpose, the study uses Information System Success Model (ISSM) to find out individuals' intention of using mobile platforms and to predict and explain their behavior towards mobile phone devices. Further, the study also intends to analyze the effects of System Quality, Information Quality, Service Quality, User Satisfaction, Perceived Switching Value and Switching Intentions. Using the Information System Success Model (ISSM), data has been collected from telecommunications customers in Karachi, using self-administered questionnaires. A total of 424 questionnaires are found usable. We use Structural Equation Modeling (PLS-SEM) to analyze the effects of System Quality, Information Quality, Service Quality, User Satisfaction, Perceived Switching Value on Switching Intentions. Using the Structural Equation Modeling (PLS-SEM), this study finds that Information Quality (IQ) has negative and significant impact on Perceived Switching Value (PSV) whereas Service Quality (SE-Q) has significant and positive impact on Perceived Switching Value (PSV). While Information Quality (IQ), Service Quality (SE-Q) & System Quality (SY-Q) also have positive and significant impacts on User Satisfaction (US) whereas Perceived Switching Value (PSV) and User Satisfaction (US) have a significant impact on Switching Intentions (SI). Moreover, Perceived Switching Value (PSV) has positive impact on Switching Intention and System Quality has negative and insignificant impact on Perceived Switching Value. Four limitations are available for future studies. First, as our variables are limited so in future other variables could be included in this study. Second, our population was only Karachi's telecommunication customer which influences the results of the study. Third, our sample size was 573 respondents which ultimately decrease the generalizability of the paper because of not having appropriate sample size. Fourth, respondent was not cooperative while filling up

questionnaire which might negatively influence the results. These limitations, however, provide directions for further future research.

Keywords: *Switching Intention, User Satisfaction, Perceived Switching Value, System Quality, Information Quality, Service Quality, Information System Success Model.*

CHAPTER #1

Introduction

1. Introduction

1.1. Background of the study

Communication is simply the act of transferring information from one place, person or group to another. As the technology became advance the medium of communication has changed people move from QWERTY phone to smart phones. Life has become more easily. Everything is just one touch far from you. Smartphone has become the great source of medium which helps us to interact or you can say communicate with your family peers. In this paper the importance of smart phone and its wise usage is discussed.

Increasing computing capabilities, improvements in mobile and wireless technologies, as well as the development of flexible software architecture and automatic identification systems have led to ubiquitous access to data for both consumers and firms (Pantano, 2014; Pantano and Viassone, 2015). In fact, these technologies change both the way consumers access and consume information, and the way in which firms and organizations reach clients and deliver their services (Demirkan and Spohrer, 2014; Gao et al., 2013). Thus, it is not surprising that there is an increasing awareness in marketing of the need to develop new mobile marketing strategies. Mobile marketing is based on the distribution of interactive and personalized information by overcoming the paradigm time-space where traditional marketing strategies took place (Calvo-Porrall and Levy-Mangin, 2015; Varnali and Toker, 2010). In fact, it includes new marketing activities conducted through a ubiquitous network that consumers may access anywhere and anytime from their mobile device, based on a high level of connectivity and context-awareness (Gao et al., 2013; Kaplan, 2012; Strom et al., 2014). This is due to the ability of the system to adapt its behaviour to individual usage, in other words to reply to consumers by automatically recognizing some information about

them, such as their location. For instance, a tourist might get suggestions about attractions to visit because the system recognizes his/her current geographical position (e.g. through GPS).

In this scenario, a huge number of “contactless technologies”, particularly automatic payment and self-checkout, are emerging as the most promising way of supporting the retail process (Lai & Chuah, 2010). These are based on proximity sensors that allow payment (or transactions in general) without entering any pin when the consumer's and retailer's devices are within a certain distance of each other. To reduce queues and waiting times, many retailers are encouraging users to adopt this system. In this framework, ubiquitous retailing is acquiring importance by involving ubiquitous access to information (Pantano, 2013). It is based on ubiquitous computing, a sort of extension of mobile computing based on portable access technologies (i.e. cameras, Location Based Service, Ubiquitous Sensor Network, etc.), always connected to a network, and linked to web-based multimedia content repositories that adapt the content provided to users' characteristics i.e. location (Lin et al., 2011; Pantano, 2013). Therefore, these innovations are extending (removing) the traditional space and time boundaries of traditional retail settings (Bourlakis et al., 2009; Demirkan and Spohrer, 2014; Kourouthanassis et al., 2007; Pantano, 2014), while pushing retailers to redefine the traditional business model and traditional practices, particularly in terms of the mobile channel (Wang, Malthouse, & Krishnamurthi, 2015).

Hence, retailing is shifting to a new concept of space based on the extensive usage of mobile technologies which are much more integrated into daily life. In fact, while the traditional point of sale is limited to the store location, spatial dimensions and opening hours, the new stores are not related to a specific location but distributed, in terms of access, anytime and anywhere

within an area enriched with the above mentioned technologies (Pantano, 2013). Hence, the consumer is always ready to buy and the retailer is always ready to sell.

Over the last decades, some authors have started investigating the possibility of consumers buying the product before effective consumption (Xie & Shugan, 2001), in a sort *of* advance purchase, as predicted by Xie & Shugan, 2001, when this kind of purchase would be supported by gift cards or prepaid cards. The current mobile technologies allow a separation of the moment of purchase from the moment of effective consumption, when consumers buy anywhere (where equipped with an internet connection) and collect at home or at the store (pick-up boutique or collection point).

Hence, consumers' experience might change over time due to the introduction of multiple mobile channels, which modify their shopping behaviour in terms of search, purchase, consumption and after-sales behaviour (Dennis et al., 2016, Verhoef et al., 2009). Despite the increasing interest by scholars and practitioners in innovation management for enhancing retailing (Demirkan and Spohrer, 2014, Hristov and Reynolds, 2015, Pantano, 2014), there is still a gap in the literature concerning the new dynamics in consumer behaviour, with emphasis on the consumer experience. For instance, previous studies largely focused on consumers' acceptance of the new systems, in terms of attitude and usage (Blazquez, 2014, Gao et al., 2013, Pantano and Viassone, 2015), or on retailers' management strategies of the technological innovation (Demirkan and Spohrer, 2014, Hristov and Reynolds, 2015, Pantano, 2014), without taking into account the effect of these technological innovations on consumers' experience from a cognitive perspective. By using the Technology Acceptance Model (Davis, 1989), they evaluated consumers acceptance as emerging from a few basic constructs (perceived ease of use, usefulness, attitude and behavioural intention).

The purpose of this research study was to investigate consumers' motivation to change their shopping behaviour in the new mobile marketing context and develop understanding of this new consumer experience and how it might create value for mobile consumers. Mobile retailing can be defined as a new kind of consumer purchasing experience, where the consumer buys by mobile phone and collects at home or at the store (pick-up boutique or collection point). On the other hand, e-retailing can broadly be defined as the selling of goods and services to consumers (business-to consumer, B2C) over the Internet. Our study focuses on how consumers are responding to the new mobile shopping scenario. Due to the increasing attention from scholars and practitioners on this industry, mobile consumers' behaviour seems to be a promising area. Moreover, the present study investigates how generation Y may be a marketing challenge, since this generation is more consumption-oriented than previous ones (Eastman & Liu, 2012) and this is considered a consistent sample for testing new technologies in retail settings (Harris and Dennis, 2011, Pavlou, 2003).

In order to fulfil the research, a qualitative research approach was chosen. The main focus of this research was to understand and interpret the fundamental meanings attached to consumer behaviour and to produce insights, rather than measuring them or testing a theory (Mylona and Piporas, 2008, Piporas and Mylona, 2008). The paper is organized as follows. First, it outlines the relevant literature on mobile marketing and consumer behaviour and consumption, and highlights the gap in theoretical knowledge. Second, it describes the research methodology design. Thereafter, it discusses key empirical findings. Finally, the paper concludes with a summary discussion on relevant implications and limitations of our approach and some directions for future research.

Smartphones have become a serious intermediate by which people remain in contact with

family, friends, and colleagues. A variety of factors have underwritten to the rapid regularity of smartphones (Raza et al., 2020). The most influential factor is definitely the mobile platform or mobile operating system (OS). The purpose of this paper is to employ a notional context based on an information systems success model and a theory values to examine the factors that affect smartphone users' switching mobile OSs. Habit is regarded as a controlling variable to construct a combined research model which helps researchers unveil the riddle of users' switching mobile OSs.

1.2. Problem Statement

Now days the major issue or problem that is faced is the continuous usage of mobile phone and use of social media. There are major issues or problems the First, we scrutinized users' purpose to shift mobile OSs, which is important that is faced by cellular companies but that has received little attention in former trainings. The second, we cohesive the ISs feat model to describe key experiences of users' meaning to switch mobile OSs. Mobile users' switching behavior may be artificial by not only the perceived IS success that highlights quality outcomes but also by the value that emphasizes the switching process and experience.

Furthermore, the results of this study prove the salient of supposed switching value as an top experience for forecasting users' aim toward mobile OSs. This study improves the theory of professed Switching value by covering it to a mobile service framework. Finally, this study enhances the understanding the effect switching intentions and emphasizes the central role of user habits for future studies regarding mobile OS usage. The results of this study confirm the utility and applicability of explaining mobile users' switching behavior.

Furthermore, this study offers new visions into the factors that affect mobile OS switching purposes from a perspective of particular disinterest.

1.3. Research Objective

The goal of this investigation depends on the human related issues. The fundamental goal is to energize the understudies of schools and colleges to chop down the use of advanced mobile phones since it can cause genuine medical problems and can prompt the psychological maladjustment too.

1.4. Research Question

What is the effect of dimensions of quality on perceived switching value and user satisfaction which in turn influences switching intention?

1.5. Significance of the study

This study is benefitted for the students of colleges and universities. By studying this research paper, they will be easily able to understand the pros and corns of using mobiles phones. They can be saved from different types of mental disposition so in this study we included habit as a moderating variable to explain mobiles switching behaviors.

1.6. Limitations and Delimitations

As this research is conducted by the students of Iqra University, therefore, we are unable to reach the required true population which influences the results of the study. Thus, can't generalize the study. Secondly, there are many other variables which could be included in this study but we selected few of them. Moreover, we are guided to do the survey from only 500 respondents which ultimately decrease the generalizability of the paper because of not having appropriate sample size. Lastly, respondent were not cooperative which filling up questionnaire which might negatively influence the results.

1.7. Organization of study

Chapter 1 of this paper discusses the background of the switching intension of the mobile platform, whereas, chapter 2 talks about the literature review, which contains 25 empirical studies related to the topic. Chapter 3 discusses the methodology of conducting the study. Chapter 4 presents the results and Chapter 5 presents the recommendations, limitation and conclusion.

CHAPTER #2

Literature Review

2. Literature Review

2.1. Theoretical framework

In this research we have employed information system success model (ISs success model) and theory. It was proposed by William H. DeLone and Ephraim R. McLean in 1992. The theory was designed to evaluate the six dimensions of success which evolve around the information systems to testify the individual behavior related to information technology. It describes the relationship of the six dimensions that are user satisfaction, information quality, system quality, service quality, usage intentions and net system benefits. Later on this model was further redefined by several authors. DeLone and McLean (2003) further classified the IS qualities which were information quality, system quality and service quality as the key indicators of IS success. In our study, we have used system quality to testify the functionality, reliability, flexibility and importance of information technology related to mobile platforms. Secondly, we have considered information technology to analyze and capture system's potential accuracy, completeness, timeliness and consistency of mobile platforms to get the exact info through the ISs systems. Furthermore, system quality was included in the M&D's model to verify the weakness of the model (DeLone & McLean, 2003) in our research we have consider service system to determine the dimensions related to responsiveness and contextual driven quality of the mobile phone technology through IS model. Therefore, the IS system model purposed by McLean and DeLone acknowledging the six dimensions form which we have extracted and focused more on the three main dimensions which assist to analyze the behavior of consumers towards mobile phones and to understand the whole scenario of information system regards to our study context that what impact does these diversified technology of mobile have on consumers using mobile platforms.

This model is been used as a theoretical foundation as a model to predict and explain the behavior of individuals towards the new devices and technology for instance in acceptance of wireless technology (Dwivedi et al., 2013) intention to continue mobile shopping system (Gao et al., 2015) continue use of mobile payment services (Zhou, 2013). We are using ISs success model in our research to find out individuals intension of usage mobile platforms and to predict and explain their behavior towards mobile phone devices.

2.2. Empirical studies

Gao, Waechter and Bai (2015) determine the understanding of consumer's continuance intensions towards mobile purchase. In which continued intension towards mobile purchase has been used as the dependent variable and system quality, information quality, service quality, privacy and security concerns, trust, flow and satisfaction are used as independent variables. The data collection method was primary and was collected from 462 respondents through online web survey from the website called iResearch. SEM technique has been used to analyze the relationships between the variables. In this research they use AMOS 20.0 as their measurement tool. The result shows that system quality, information quality, service quality positively impacts and increases customers flow, trust and satisfaction which creates a significant relationship with the continuance intention towards mobile purchase, therefore, all these three independent variables satisfies the customer inner instincts to purchase the mobile. However, security and privacy can bother customer that leads to negative flow, trust and satisfaction creating an insignificant relationship with the continuance towards purchasing mobile. Although there could be multiple more variables impacting purchases such as persons personal choices or attributes towards buying a mobile.

Ozer, Argan and Argan (2013) analyze the effects of mobile service quality dimensions on

customer satisfaction. This study determine the dimensions of mobile service quality on customer satisfaction as a dependent variable, where the dimensions effecting are service quality, mobile service, mobile service quality and satisfaction are the independent variables. The study have been conducted in two universities first is Anadolu University and Eskisehir Osmangazi University by collecting the data by random sampling through questionnaire. In both universities they distributed 1200 questionnaire (600 in each) from which they received 1000 appropriate responses, 579 from first and 421 from second. The result shows mobile service quality and customer satisfaction has a positive impact of service quality, mobile service and mobile service quality and satisfaction which leads the customer intension to use mobile phones. Moreover, the compatibility is gain through entertainment services which increases their interests and availability of mobile which lowers the perceived risk are the factors that satisfies customer needs through the proper mobile services.

Malhotra and Kuboweiz (2014) conduct a research over Product Quality vs. Service Quality in mobile industry: is there a dominant driver of customer intension to switch mobile providers. In which customer intension to switch mobile providers is used a dependent variable and mobile device quality, mobile software quality, network work quality are used as independent variables. The data was collected from 237 respondents from undergraduate students from University located in south west region of US through online survey questionnaire. The data was collected through past researches and was further redefined through primary research. PLS-SEM technique is used over here by doing measurements on smart PLS version 2.0. The result shows that in overall product quality mobile software quality is more preferred rather than mobile device quality, whereas network quality in overall service quality plays a vital role in keeping the customers intact which lowers the chances of switching mobile providers. Hence, according to the

research overall service quality is more dominant as it influences customer loyalty.

Malhotra and Malhotra (2013) conducted a research in US named exploring switching behavior of US mobile service customers. In which mobile consumer switching propensity is used as dependent variable and service quality, innovativeness, lock-in strategy used as independent variables. The data was collected from students by two focus group interviews which is a qualitative approach. There were 442 respondents among those one were graduate and the other were undergraduate. The interview was conducted in a public university in the south eastern US. To measure the data they use AMOS software. The research results shows that both innovativeness and service quality have a positive impact which lowers the intention to switch towards another mobile while soft lock-ins urged the continue the same mobile service or to be in the same brand whereas hard lock-ins leads to customer retention. Thus, it's considered to avoid hard lock-ins as it would lead to consumers switching propensity.

Calvo-Porrá and Levy-Mangin (2015) analyze switching behavior and customer in mobile services: analyzing virtual and traditional operators. In which switching intention is used as dependent variable and service value, corporate image, attractiveness of alternatives, search effort, satisfaction, and loyalty are used as independent variables. The survey was conducted online by collecting the data from the locals of Spain through questionnaire. 406 appropriate responses were collected through random sampling technique. The data was run over AMOS software. This study proves that corporate image is the main determinant influencing customer satisfaction and loyalty towards the perceived value of the mobile services. The only factor that effect and arouse the customers to switch is the alternatives that generates a negative relationship.

Liang, Ma and Qi (2013) conducted a research on service quality and customer switching

behavior in China's mobile phone service sector. In which switch mobile phone service providers is used as dependent variable and core service failure, high price, ethical problems, competition, inconvenience, service encounter failure, influence from family or friends are used as independent variable. The data was collected 314 respondents by distributing questionnaire to the mobile phone service customers in the Liaoning Province. The data was run over SPSS 18.0 with principle component analysis and varimax rotation method. In conclusion, the study proves that core service failure, high price and ethical values are the main factors influencing customers to switch to another provider while service encounter failure and influence from friends or family are least factors of customers switching providers.

Saleh et al., (2015) examined customer satisfaction and brand switching intension: a study of mobile service in Saudi Arabia. In which brand switching intension is used as dependent variable and customer satisfaction, service quality, customer service, service pricing, value added services are used as independent variable. The data was collected online through social media plate forms from the customers of mobile service providers of Saudi Arabia. Convenience sampling technique was used in collecting the data. 350 responses were recorded through the online plate forms. SPSS version 21 was test to check the reliability and validity. The result shows service quality, customer service and service pricing have positive relationship as it deviates customer satisfaction. Therefore, the study determines that switching intension can be minimized if service providers add more value to the services through innovation can stop them to shift to another provider.

Quoquab, Mohammad, Yasin and Abdullah (2018) determine the antecedents of switching intension in the mobile telecommunication industry. In which service switching intension is used as dependent variable and service quality, customer satisfaction, consumer innovativeness, service switching cost are the independent variables. In this study non probability sampling is considered

by using judgmental sampling technique for data collection. The data was collected by distributing questionnaire to the universities in the State of Selangor and federal territory, from which 535 responses were collected. The results consumer innovativeness, customer satisfaction and switching cost play an important part in service industry. Hence, service quality is indirectly related to customer switching intention while customer switching cost plays a moderating role convincing customers to stay at same service provider.

Edward and Sahadev (2011) analyze role of switching costs in the service quality, perceived value, customer satisfaction and customer retention linkage. In which customer retention is used as dependent variable, whereas service quality, perceived value, customer satisfaction, switching cost is used as independent variables. Qualitative interviews were conducted in India for the collection of data and validity test was run over exploratory and confirmatory factor analysis (CFA). The results found that customer retention is had indirect relation with customer satisfaction and switching cost. However, customer satisfaction can reduce retention by deploying the unsatisfactory elements and undermining the switching cost.

Walsh, White, Cox and Young (2011) conducted a research over keeping in constant touch: the predictors of young Australian's mobile phone involvement. In which frequency of mobile phone use and involvement is the dependent variables and age, gender, payment method, self-identity, self-esteem, in-group norms, need to belong are the independent variable. The study was cross sectional design. An online report survey was done through questionnaire among the youth of Australia, out of which 292 responses were collected online. The results determine the cognitive and behavioral aspects of youth's frequent use of mobile phone and the psychological traits of involvement. Therefore, age and self- identity significantly assumes the frequency of use while age, gender, self-esteem and in-group norms found to influence significantly their involvement

towards the mobile phone.

Marimuthu, Nikbin and Ismail (2012). The purpose of this paper is to examine the relationship between distributive, procedural, interpersonal and informational justices on switching intentions. Our independent variables are Mobile communication systems, telecommunication systems, consumer behavior, service failure, service recovery, perceived justice, switching. Intentions and system quality, information quality are the independent variable. Data was collected using self-administered questionnaires from prepaid service users in Malaysia. The questionnaire in this study was designed primarily from previous studies. There have been some modifications to fit the current study. A pilot test was performed by distributing the questionnaire to 30 prepaid users to seek feedback on the questionnaire design. The pilot test was conducted in order to improve the overall quality of the questionnaire and therefore the current study used this survey method. In determining the sample size for this study, sample size selection is based on the criterion set according to Roscoe's Rule of Thumb. A sample that is larger than 30 and less than 500 are appropriate for most research, and the size must be several times larger (ten times of more) for multiple regression analysis to be conducted. Therefore, for this study 21 items multiplied by 10 will give a sample size of 210 which is deemed appropriate for this study (Roscoe's Rule of Thumb (Roscoe, 1975). For this study, non-probability convenience sampling was used. A total of 135 questionnaires were collected from respondents. This gave us a response rate of approximately 64 percent. However, of the 135 questionnaires, only 127 questionnaires could be used. Eight respondents either answered the questionnaires incompletely or questionnaires contained invalid answers. Data collection method was primary. Except for demographic questions all of the variables were measured on interval scales. Therefore, the authors suggest that perception of justice with service recovery have a significant relationship with

customers" switching intentions and particularly. This finding emphasized the importance of recovery efforts in three dimensions of justice, suggesting the direction for mobile service providers to develop service recovery strategies.

Gao, Waechter and Bai(2015) the application of third generation (3G) mobile communication technologies has triggered mobile commerce development. According to E Marketer (2014), there will be more than two billion smartphone users, or one-quarter of the global population, by 2016. Dependent whereas service quality is the main factor affecting flow. System quality, and privacy , the user adoption rate of mobile purchase that represents a transactional application is much lower than that of entertaining applications such as mobile music and TV this was independent variable .Empirical data from 462 users who had experience with mobile purchase were tested against the proposed research model by using structural equation modelling (SEM).Except for demographic questions all of the variables were measured on interval scales .The findings of this study provide from mobile commerce primary research and practice. However, little research attention has been paid to continuance behavior of mobile purchase. Considering the significance of retaining users. . The findings of this study also yield practical guidelines for choosing a customer retention strategy by aiding in understanding factors that affect mobile shoppers" continued purchase intention.

Hsu (2014) .This study is based on Satisfaction has long been considered as one critical determinant of the intention to repurchase, continue usage, or switch. Dependent variable was Service quality, Continuous use intention, Satisfaction Playfulness. Set up the functional, social, and personal parts as independent variables. The subjects of this study were Korean college students in the 20s who had the experience of using LTE smartphones. For this study, 200 copies of the questionnaires were distributed to them .Social influence, which is the extent to which

individuals influence each other and are influenced due to each other's behaviors in social relationships. This study set up the following hypotheses are service quality will have a significant effect on perceived usefulness and service quality will have a significant effect on convenience. This study analyzed the convergent validity of the measurement items using factor values and t-values loaded on the related constructs. The results of the verification of the research hypotheses of this study were analyzed through the path coefficients of the PLS structural or inner model, and the bootstrap.

Chen and Cheng (2012). Raising customer loyalty is one of the most important tasks for telecom companies. Mobile phone service loyalty. This paper centers on mobile phone service loyalty and explores the relationships between service quality, perceived value, satisfaction and loyalty of mobile telecom services. Dependent variable was perceived value; satisfaction; loyalty; mobile telecom services. Service quality has been specified as the driver that predicts and explains customer loyalty is our independent variable. Studies have established the antecedent, mediating, and consequent relationships among customer perceptions of service quality, perceived value, and customer satisfaction, there are clear gaps in identifying the antecedents of loyal Service quality. An on-site survey was conducted at some public places including a rail station, shopping malls, and department stores in Tainan City, Taiwan on both weekdays and weekends. Interviewers were instructed to contact one of every 15 persons passing by the survey sites. Respondents within the ages of 21– 30. In particular, unless core quality leads to a customer's perceived value, it is not guaranteed that customer satisfaction will be gained directly from core quality.

Liua, Guo b and Leea (2011) the effects of relationship quality and switching barriers on customer loyalty. Discussion of service quality has resulted in the realization of the intangible, heterogeneous, and inseparable nature of the concept .Dependent variable was service quality. ,

customer trust, satisfaction, and switching barriers are independent variable. The current study uses data collected from mobile communication users to expand our understanding of relationship quality in a consumer service setting. Paper survey was distributed to mobile phone users. A convenient sample was used. Paper surveys were distributed on the campus of a major Taiwan university to students and their families. A total of 440 questionnaires were distributed and 311 valid questionnaires were returned. Relationship quality research has mostly done in business-to-business markets and products use contexts.). Thus, the following hypothesis is proposed. Service quality has a positive effect on satisfaction and Service quality has a positive effect on trust. A survey research methodology was used. In this section, details of survey design questionnaire distribution and procedures are reported. This research followed a two-stage approach to data analysis. First the construct validity of the measurement model was assessed using confirmatory factor analysis (CFA); then the proposed theoretical model and research hypotheses were tested by structural equation analysis.

Chuang (2011) investigated the relationship between customer service satisfaction, call center satisfaction, subscriber satisfaction with mobile service and switching intention. He collected 873 responses from postpaid mobile service customers in Taiwan through questionnaire. Most of the respondents were college students. Results of factor analysis show that call center satisfaction, call quality satisfaction and mobile phone service satisfaction negatively influence the switching intentions of customers. This study suggests further researcher to add other variables as well like “switching cost” to provide consistent research paper.

Nikbin, Ismail, Marimuthu and Armesh (2011) determined the relationship between distributive, procedural, interpersonal and informational justice on switch intentions of mobile communication services. They collected 127 responses from prepaid mobile subscribers in

Malaysia through self-directed questionnaire having 7 point Likert scale. The results of factor analysis showed that interpersonal justice has insignificant relationship with switching intention whereas other variable have significant and stronger relationship with switching intention. Future researchers guided to research on other service industries to increase the generalizability of the paper.

Gray, D'Alessandro, Johnsons and Carter (2017) investigated the relationship between customer inertia, customer satisfaction, service provider switching intentions and actual switching behavior. The model was tested by online survey from 1055 adults of mobile phone service subscriber in Australia. Results show that switching cost indirectly decrease the switching intentions, whereas customer's inertia has moderately negative relationship with service provider switching. This study done through discontinuous longitudinal technique therefore, future researchers are guided to perform proper longitudinal research of this paper.

Lin and Haung (2014) determined the relationship between pull effects and push effects on switching intentions from one technology to another. Data was collected by 296 visitors of mobile communication forum in Taiwan through 43-item questionnaire having seven point likert scales. Results show the pull factors of relative advantage and push factor of low satisfaction positively impact the switching intentions of customers. This is cross sectional study therefore, future researchers are guided for longitudinal study.

Bhattacharjee, Lamayem and Cheung (2012) determined the relation of personal innovativeness and relative advantages on switching intention of product or service. Data was collected by 97 business students of University of Switzerland through longitudinal survey of web browser having 6 constructs. Results believed that the switching intention is driven by the personal dissatisfaction of product or service and the fact of availability of superior's products in the market,

whereas personal innovativeness contributes moderate impact on switching intentions of customers. Future researchers are guided to do research on organizational users because this study included only students as population.

Gao, Waechter and Bai (2015) the data was from web survey from the website called I Research. SEM. The data was located at security and privacy can bother customer. The Sample Size is 462. Independent variable system quality, information quality, service quality, privacy and security concerns, trust, flow and satisfaction are used as independent variables. Dependent variable continued intension towards mobile purchase. Data analyzing tool data collection method was primary. The result system quality, information quality, service quality positively impacts and increases customers flow, trust and satisfaction which creates a significant relationship with the continuance intention towards mobile purchase, therefore, all these three independent variables satisfies the customer inner instincts to purchase the mobile.

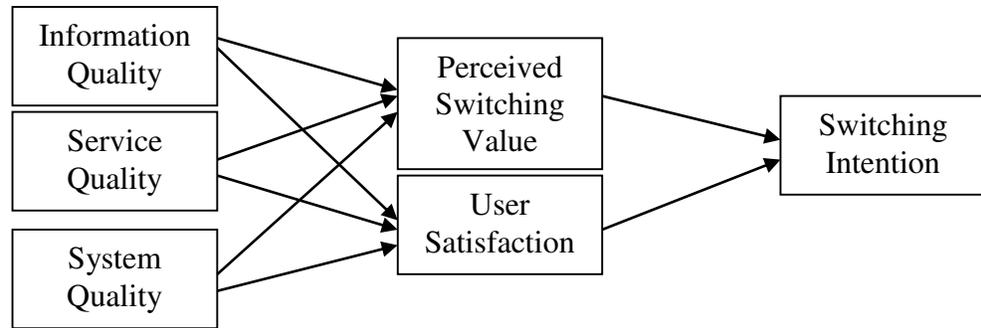
Jack Shih-Chieh Hsu (2013) the tool used a cross-sectional survey using deductive approach. The location and department are the smartphone users. The sample size 237. Independent variable is Value-based decision model Satisfaction. Dependent variable is Switching Smartphone platform. The data analyzing tool was hypothesized. The result was satisfaction changes individuals' sensitivity toward benefits and costs during switching decision-making. This study incorporates satisfaction into a value-based decision model which originated from the rational decision-making concept in economics and has been widely used to understand the adoption and continuance of innovative products or systems. It is hypothesized that the magnitude of the effects of perceived benefits and costs on the value is contingent on the level of satisfaction in a switching context.

Nikbin, Ismail and Marimuthu (2012) the tool used was Data were gathered on distributive,

procedural, interpersonal, informational justices and switching intentions by means of a survey from prepaid mobile subscribers. The article was located and department Malaysian marketing practitioners in the overly saturated and highly competitive mobile telecommunication industry. The sample size a pilot test was performed by distributing the questionnaire to 30 prepaid users independent variable mobile communication systems, telecommunication systems. Independent variables are consumer behavior, service failure, service recovery, perceived justice, switching intentions. The tool used was Data Analyzing tool Data were gathered on distributive, procedural, interpersonal, and informational justices and switching intentions by means of a survey from prepaid mobile subscribers. The result shows that the effects of procedural justices on switching intentions were stronger than distributive and informational justices. However, the results did not indicate a significant relationship between interpersonal justice and switching intentions.

Liang, Ma and Qi (2013) conducted a research on service quality and customer switching behavior in China's mobile phone service sector. In which switch mobile phone service providers is used as dependent variable and core service failure, high price, ethical problems, competition, inconvenience, service encounter failure, influence from family or friends are used as independent variable. The data was collected 314 respondents by distributing questionnaire to the mobile phone service customers in the Liaoning Province. The data was run over SPSS 18.0 with principle component analysis and varimax rotation method. In conclusion, the study proves that core service failure, high price and ethical values are the main factors influencing customers to switch to another provider while service encounter failure and influence from friends or family are least factors of customers switching providers.

2.3. Conceptual model



2.4. Model Hypothesis

H1: Information quality has a significant relation with perceived switching value.

H2: Information quality has a significant relation with user satisfaction.

H3: Perceived switching value has a significant relation with switching intension.

H4: Service quality has a significant relation with perceived switching value.

H5: Service quality has a significant relation with user satisfaction.

H6: System quality has a significant relation with perceived switching value.

H7: System quality has a significant relation with user satisfaction.

H8: User satisfaction has a significant relation with switching intention.

CHAPTER # 3

Methodology

3. Methodology

3.1. Research Purpose

Our research purpose is explanatory because we constructed a cost benefit framework to explain the switching behavior or the usage of mobile phone.

3.2. Research Approach

This study is based on quantitative research because we have collected data through questionnaire and survey.

3.3. Research Design

The sample survey analysis is based on correlational technique. The usage of mobile phone were unavoidable these days and such make a systematic survey through a well prepared questionnaire on making use of mobile phones to the maximum extent. Correlation between the male and female mobile usage. Correlation between the age group.

3.4. Sampling technique

In this research we use convenience or non-random/non probability sampling technique which involves in a technology the sampling being drawn from that part of the population which were closed to the hand. Opinions and viewpoints in easiest possible manner.

3.5. Target audience

We targeted telecommunications customers or youth to understand the relationship among dimensions of quality, perceived switching value, user satisfaction and switching intention.

3.6. Sample size

The sample size selected for the data was based on the guidelines presented by Raza and Hanif (2013), Raza et al. (2020), that the sample of 50 is considered as poor, 300 as good, 500 as very good and 1000 was considered as an excellent sample with respect to factor analysis. Hence, we gathered a total of 424 responses.

3.7. Statistical technique

This paper provide a comprehensive overview consideration and metrics required for the structure equation that's why we apply (PLS-SEM) analyses and result reporting. PLS-SEM suggested test size, chose selected context. In the light of later examination and methodological in the (PLS-SEM) area .rules for the technique use need to persistently broadened and refreshed Questionnaire and measurement instrument. We use measurement instrument. In order to analyst, this collected data needs to be entered into spreadsheet or statically software. Transcribing paper based data is time consuming and associate with error. Such error may be due to an inability to read the data collectors, handwriting, and human mistake during data entry that's why we use this instrument. A system where data automatically data get uploaded in data base during data collection.it help in making data correction. We use a self-report questionnaire for the measurement of our research method. The data collected means of a questionnaire which was based on 5 point from 1) firmly differ 2) differ 3) unbiased 4) concur 5) unequivocally concur .the questioner was adapted from past studies. The validation of questionnaire is done by professionals.

3.8. Questionnaire and measurement instrument

We use measurement instrument. In order to analyst, this collected data needs to be entered into spreadsheet or statically software. Transcribing paper based data is time consuming and

associate with error. Such error may be due to an inability to read the data collectors, handwriting, and human mistake during data entry .that"s why we use this instrument. A system where data automatically data get uploaded in data base during data collection.it help in making data correction. We use a self-report questionnaire for the measurement of our research method. The data collected means of a questionnaire which was based on 5 point from 1) strongly disagree 2) disagree 3) neutral 4) agree 5) strongly agree .the questioner was adapted from past studies. The validation of questionnaire is done by the professionals.

3.9. Ethical consideration

While the considerations related to the data dealing with may act naturally apparent, there is an additional piece of PDA in research that may raise moral issue. Right when we immaterial survey examination of human administrations. Concerned where raised about the impact of the mobile phone use on the voluntaries of the assessment support through an analyst.

CHAPTER # 4

Data Analysis

4. Data Analysis

For analyzing the research model PLS-SEM (partial least squares method to structural equation modeling) was chosen. Data were examined by using the smart PLS 3.1.6 software (Ringle, Wende, & Becker, 2015).

4.1. Demographic Profile

Table 1: Respondent's profile (N=573)

Demographic Items	Frequency	Percentile
Gender		
Male	336	59.6%
Female	233	40.7%
Prefer not to say	04	0.7%
Age		
15 – 20	32	5.6%
21 -25	511	89.2%
26 – 30	26	4.5%
30- above	04	0.7%
Education		
Intermediate	22	3.8%
Undergraduate	508	88.7%
Graduate	26	5.1%
Post Graduate	14	2.4%
Usage of smart phone in a day		
Less than 2 hours	10	1.7%
3-5 hours	490	85.5%
6-10 hours	51	8.9%
More than 10 hours	22	3.8%

The details of demographic profiles are presented in Table 1. As seen from demographic characteristics, out of 573 respondents, 59.6% were males and 40.7% were female respondents. In terms of age brackets, 15-20 is 5.6%, ranging from 21-25 are 89.2%, 26-30 age group are 4.5% and 30 above age people are 0.7%. Furthermore, the education of the respondents depicts that 3.8% are intermediate, 88.7% are undergraduate, 5.1% are graduate and 2.4% are post graduate. Further

with regards to the usage of smartphone in a day of the respondents, it shows that 1.7% people uses smartphone for less than 2 hours, 85.5% uses for 3 to 5 hours, 8.9% uses for 6 to 10 hours and 3.8% uses for more than 10 hours.

4.2. Reliability Analysis

Reliability is a way of assessing the quality of research. Reliability analysis is conducted to know whether or not you get the same answer by using an instrument to measure something more than once (Raza et al., 2020; Qazi et al., 2017). In short, research reliability is the extent to which research method provides results which are stable and consistent.

Construct	Cronbach's α	Items
IQ	0.855	6
PSV	0.590	5
SE-Q	0.750	5
SI	0.623	2
SY-Q	0.705	4
US	0.742	6

Notes: IQ= Information Quality, PSV= Perceived Switching Value, SE-Q= Service Quality, SI= Switching Intention, SY-Q= System Quality, US= User Satisfaction.

Interpretation:

Table 2 shows reliability analysis of all variables. According to Uma Sekaran (2003), the closer the reliability coefficient Cronbach's Alpha gets to 1.0, the better is the reliability. According to Tabachnick and Fidell, (2007) the Cronbach's Alpha should be more than 0.55. The overall reliability of 6 loaded items is 0.74 means 74%, which shows that the data is reliable.

The first variable information quality has 6 items and the value of alpha of these items is 0.855. The second variable perceived switching value has 5 items and the value of alpha of these

items is 0.590. Third variable service quality has 5 items and the value of alpha of these items is 0.750. Fourth variable switching intention has 2 items and the value of alpha of these items is 0.623. Fifth variable system quality has 4 items and the value of alpha of these items is 0.705. Sixth variable user satisfaction has 6 items and the value of alpha of these items is 0.742. Thus all variables meet the criteria of 0.55 given by Tabachnick and Fidell, (2007) and ensure the reliability of the data.

4.3. Factor Analysis

Factor analysis is a data reduction method intended to depict a broad variety of characteristics on the grounds of their similarities in a narrower amount of dimensions (Raza et al., 2020; Raza et al., 2018).

Table 3: Factor Analysis

Construct	IQ	PSV	SE-Q	SI	SY-Q	US
IQ1	0.744					
IQ2	0.866					
IQ3	0.893					
IQ4	0.848					
IQ5	0.915					
IQ6	0.742					
PSV1		0.844				
PSV2		0.956				
PSV3		0.782				
PSV4		0.918				
PSV5		0.870				
SE-Q1			0.837			
SE-Q2			0.946			
SE-Q3			0.714			
SE-Q4			0.815			
SE-Q5			0.779			
SI1				0.906		
SI2				0.911		
SY-Q1					0.733	
SY-Q2					0.879	
SY-Q3					0.846	
SY-Q4					0.866	

US1	0.897
US2	0.889
US3	0.726
US4	0.839
US5	0.891
US6	0.889

Notes: IQ= Information Quality, PSV= Perceived Switching Value, SE-Q= Service Quality, SI= Switching Intention, SY-Q= System Quality, US=User Satisfaction.

Interpretation

Table 3 shows that how the variables are grouped into similar dimensions and their correlation values. If value lies in the range of 0.01 to 0.3 this means the relationship between variable and the items is weak. Furthermore, if it falls within the range of 0.31 to 0.7 then it indicates a mild connection and if it is higher than 0.7, it is a strong correlation. Table 3 shows that all four factors have a strong correlation with their corresponding products because the value is higher than or equal to 0.7. Table 3 shows factor analysis. The total items were 28 and in total, the 6 factors were made. Factor 1 consisted of six load factor items ranging from 0.742 to 0.915, Factor 2 consisted of five load factor items ranging from 0.782 to 0.956, Factor 3 consisted of five load factor items ranging from 0.714 to 0.946, Factor 4 consisted of two items varying from 0.906 to 0.911 with factor loads, Factor 5 consisted of four load factors items ranging from 0.733 to 0.866, Factor 6 consisted of six load factor items ranging from 0.726 to 0.897.

4.4. Regression Analysis

Regression analysis is performed to determine the relationships between the variables (Qazi et al., 2020).

Hypothesis	Regression Path	Effect type	B-Coefficients	P Values	Remarks
H1	IQ -> PSV	Direct effect	-0.066	0.085	Supported
H2	IQ -> US	Direct effect	0.173	0.000	Supported

H3	PSV -> SI	Direct effect	0.595	0.000	Supported
H4	SE-Q -> PSV	Direct effect	0.988	0.000	Supported
H5	SE-Q -> US	Direct effect	0.324	0.061	Supported
H6	SY-Q -> PSV	Direct effect	-0.067	0.211	Not Supported
H7	SY-Q -> US	Direct effect	0.441	0.000	Supported
H8	US -> SI	Direct effect	0.411	0.000	Supported

Notes: IQ Information Quality, PSV= Perceived Switching Value, SE-Q= Service Quality, SI= Switching

Intension, SY-Q= System Quality, US= User Satisfaction.

Interpretation:

The above Regression table shows the regression path, B- coefficient value, and the p-value. The B- value informs the dependent variable's connection with each independent variable. If the B- value is negative, it indicates that the relationship is inversely proportional between dependent and independent variables and the result is remarked supported (Raza et al., 2018). If the B- value is positive, on the other side, it demonstrates the beneficial relationship between dependent and independent variables stating that the relationship is direct. Whereas, p-value determines the significant or insignificant relationship between the variables. If the B- value is negative informs the independent variable's connection with each dependent variable that the relationship is inversely proportional between dependent and independent variable so the result is remarked not supported (Raza et al., 2020).

4.5. Discussion

Information Quality -> Perceived Switching value:

As shown in table 4 of regression Information Quality -> Perceived Switching Value. This Shows that the hypothesis 1 is accepted and lying in the significance level of 10% (B= -0.429, P < 0.1), this examines the influence of Information Quality on Perceived Switching value that means if the information Quality is higher there will be a higher ratio of Perceived Switching Value. Malhotra and Malhotra (2013) conducted a research in US named exploring switching

behavior of US mobile service customers. In which mobile consumer switching propensity is used as dependent variable and service quality, innovativeness, lock-in strategy used as independent variables. The data was collected from students by two focus group interviews which is a qualitative approach. There were 442 respondents among those one were graduate and the other where undergraduate. The interview was conducted in a public university in the south eastern US. To measure the data they use AMOS software. The research results shows that both innovativeness and service quality have a positive impact which lowers the intension to switch towards another mobile while soft lock-ins urged the continue the same mobile service or to be in the same brand whereas hard lock-ins leads to customer retention. Thus, it's considered to avoid hard lock- ins as it would lead to consumers switching propensity.

Information Quality -> User Satisfaction

As shown in table 4 of regression Information Quality -> User Satisfaction this shows that the hypothesis 2 is accepted and lying in the significance level of 10% ($B= 0.173$, $P < 0.1$) that means the influence of Information Quality on User Satisfaction value this examines if the information Quality is higher there will be a higher ratio of User Satisfaction. Gao, Waechter and Bai(2015) determine the understanding of consumer's continuance intensions towards mobile purchase. In which continued intension towards mobile purchase has been used as the dependent variable and system quality, information quality, service quality, privacy and security concerns, trust, flow and satisfaction are used as independent variables. The data collection method was primary and was collected from 462 respondents through online web survey from the website called research. SEM technique has been used to analyze the relationships between the variables. In this research they use AMOS 20.0 as their measurement tool. The result shows that system quality, information quality, service quality positively impacts and increases customers flow, trust

and satisfaction which creates a significant relationship with the continuance intention towards mobile purchase, therefore, all these three independent variables satisfies the customer inner instincts to purchase the mobile. However, security and privacy can bother customer that leads to negative flow, trust and satisfaction creating an insignificant relationship with the continuance towards purchasing mobile. Although there could be multiple more variables impacting purchases such as persons personal choices or attributes towards buying a mobile.

Perceived Switching Value -> Switching Intension

As shown in table 4 of regression Perceived Switching Value -> Switching Intension this shows that the hypothesis 3 is accepted and lying in the significance level of 10% ($B= 0.595$, $P < 0.1$), this examines the influence on Perceived Switching Value with Switching intension that means if the Perceived Switching Value is higher there will be a higher ratio of Switching Intension. Marimuthu, Nikbin and Ismail (2012). The purpose of this paper is to examine the relationship between distributive, procedural, interpersonal and informational justices on switching intentions. Our independent variables are Mobile communication systems, telecommunication systems, consumer behavior, service failure, service recovery, perceived justice, switching. Intentions and system quality, information quality are the independent variable. Data was collected using self-administered questionnaires from prepaid service users in Malaysia. The questionnaire in this study was designed primarily from previous studies. There have been some modifications to fit the current study. A pilot test was performed by distributing the questionnaire to 30 prepaid users to seek feedback on the questionnaire design. The pilot test was conducted in order to improve the overall quality of the questionnaire and therefore the current study used this survey method. In determining the sample size for this study, sample size selection is based on the criterion set according to Roscoe's Rule of Thumb. A sample that is larger than 30

and less than 500 are appropriate for most research, and the size must be several times larger (ten times of more) for multiple regression analysis to be conducted. Therefore, for this study 21 items multiplied by 10 will give a sample size of 210 which is deemed appropriate for this study.

Service Quality -> Perceived Switching Value

As shown in table 4 of regression Service Quality -> Perceived Switching Value this shows that the hypothesis 1 is accepted and lying in the significance level of 10% ($B= 0.988$, $P < 0.1$), this examines the influence on Service Quality with Perceived Switching Value that means if the Service Quality is higher there will be a higher ratio of Perceived Switching Value. Edward and Sahadev (2011) analyze role of switching costs in the service quality, perceived value, customer satisfaction and customer retention linkage. In which customer retention is used as dependent variable, whereas service quality, perceived value, customer satisfaction, switching cost is used as independent variables. Qualitative interviews were conducted in India for the collection of data and validity test was run over exploratory and confirmatory factor analysis (CFA). The results found that customer retention is had indirect relation with customer satisfaction and switching cost. However, customer satisfaction can reduce retention by deploying the unsatisfactory elements and undermining the switching cost.

Service Quality -> User Satisfaction

As shown in table 4 of regression Service Quality -> User Satisfaction this shows that the hypothesis 1 is accepted and lying in the significance level of 10% ($B= 0.324$, $P < 0.1$), this examines the influence on Service Quality with User Satisfaction that means if the Service Quality is higher there will be a higher ratio of User Satisfaction. Liang, Ma and Qi (2013) conducted a research on service quality and customer switching behavior in China's mobile phone service sector. In which switch mobile phone service providers is used as dependent variable and core

service failure, high price, ethical problems, competition, inconvenience, service encounter failure, influence from family or friends are used as independent variable. The data was collected 314 respondents by distributing questionnaire to the mobile phone service customers in the Liaoning Province. The data was run over SPSS 18.0 with principle component analysis and varimax rotation method. In conclusion, the study proves that core service failure, high price and ethical values are the main factors influencing customers to switch to another provider while service encounter failure and influence from friends or family are least factors of customers switching providers.

System Quality -> Perceived Switching Value

According to table 4 regression path hypothesis 6 has been rejected that system Quality > Perceived Switching Value this has not been lying in the significance level of 10% ($B = -0.067$, $P < 0.1$) this shows the insignificant relationship between system Quality and Perceived Switching Value. Quoquab, Mohammad, Yasin and Abdullah (2018) determine the antecedents of switching intension in the mobile telecommunication industry. In which service switching intension is used as dependent variable and service quality, customer satisfaction, consumer innovativeness, service switching cost are the independent variables. In this study non probability sampling is considered by using judgmental sampling technique for data collection. The data was collected by distributing questionnaire to the universities in the State of Selangor and federal territory, from which 535 responses were collected. The results consumer innovativeness, customer satisfaction and switching cost play an important part in service industry. Hence, service quality is indirectly related to customer switching intension while customer switching cost plays a moderating role convincing customers to stay at same service provider.

System Quality -> User Satisfaction

As shown in table 4 of regression System Quality -> User Satisfaction this shows that the hypothesis 1 is accepted and lying in the significance level of 10% ($B= 0.441$, $P < 0.1$), this examines the influence on System Quality with User Satisfaction that means if the System Quality is higher there will be a higher ratio of User Satisfaction. Saleh et al., (2015) examined customer satisfaction and brand switching intension: a study of mobile service in Saudi Arabia. In which brand switching intension is used as dependent variable and customer satisfaction, service quality, customer service, service pricing, value added services are used as independent variable. The data was collected online through social media plate forms from the customers of mobile service providers of Saudi Arabia. Convenience sampling technique was used in collecting the data. 350 responses were recorded through the online plate forms. SPSS version 21 was test to check the reliability and validity. The result shows service quality, customer service and service pricing have positive relationship as it deviates customer satisfaction. Therefore, the study determines that switching intension can be minimized if service providers add more value to the services through innovation can stop them to shift to another provider.

User Satisfaction -> Switching Intension

As shown in table 4 of regression User Satisfaction -> Switching Intension this shows that the hypothesis 1 is accepted and lying in the significance level of 10% ($B= 0.441$, $P < 0.1$), this examines the influence on User Satisfaction with Switching Intension that means if the User Satisfaction is higher there will be a higher ratio of Switching Intension. Gray, D'Alessandro, Johnsons and Carter (2017) investigated the relationship between customer inertia, customer satisfaction, service provider switching intentions and actual switching behavior. The model was tested by online survey from 1055 adults of mobile phone service subscriber in Australia. Results show that switching cost indirectly decrease the switching intentions, whereas customer's inertia

has moderately negative relationship with service provider switching. This study done through discontinuous longitudinal technique therefore, future researchers are guided to perform proper longitudinal research of this paper.

CHAPTER # 5

Conclusion

5. Conclusion and Recommendations

5.1. Conclusion

The purpose behind this research was to inspect why do people switch mobile platforms? In this research, System Quality, Information Quality, Service Quality, User Satisfaction, and Perceived Switching Value are used as independent variables whereas Switching Intention is used as dependent variable. Our target population was telecommunication customers in Karachi. A total of 424 questionnaires were collected through Five-point Likert Scale close-ended questionnaire. In this research, Information System Success Model is applied, to find out individuals intension of usage mobile platforms and to predict and explain their behavior towards mobile phone devices. It was proposed by William H. DeLone and Ephraim R. McLean in 1992. It describes the relationship of the six dimensions that are user satisfaction, information quality, system quality, service quality, usage intensions and net system benefits. Structural Equation Modeling (PLS-SEM) was used to evaluate the relation between variables. Moreover, we developed eight hypothesis to represent the relationship between independent and dependent variables. Seven out of eight was accepted.

The result shows that Information Quality (IQ) has negative and significant impact on Perceived Switching Value (PSV) whereas Service Quality (SE-Q) has significant and positive impact on Perceived Switching Value (PSV) while Information Quality (IQ), Service Quality (SE-Q) & System Quality (SY-Q) has positive and significant impact on User Satisfaction (US), and Perceived Switching Value (PSV) and User Satisfaction (US) have a significant impact on Switching Intentions (SI) which means if the platform system provider provide low service, system and information quality so users will not be satisfied with their current mobile OSs which will lead

them to switch to other platforms whereas if they will get excellent quality service from their current platform then there is less chance of switching to other platform.

5.2. Managerial Implications

We would recommend the managers that they should forward and implement this work as the result shows that Information Quality (IQ) has negative and significant impact on Perceived Switching Value (PSV) whereas Service Quality (SE-Q) has significant and positive impact on Perceived Switching Value (PSV). Mobile service should provide quality services to their consumers to make them their loyal customer if service quality is good then consumers will get a good experience which will lead consumers to not to switch to other platform but if service providers cannot provide service reliability, promptness and personalization then there is a risk of losing consumer. Consumers expect to get accurate, up-to-date, and comprehensive information about the mobile on its site, as consumers perceive that a mobile vendor presents quality information, they are more likely to think that the mobile service provider is reliable, so they will perceive mobile purchase as trustworthy but if the information provided by them is inaccurate or out-of-date, consumer may perceive that mobile service provider lack the ability to offer quality service so service provider should present quality and information relevant to consumer demand. Information Quality (IQ), Service Quality (SE-Q) & System Quality (SY-Q) has positive and significant impact on User Satisfaction (US). These quality characteristics (i.e. information quality, system quality, and service quality) are important. If mobile OS provides low-quality system then there is risk of reducing user satisfaction. Like, if it provides slow access, bad software then the system will take more time to respond. These problems decrease user satisfaction with the mobile platform because low quality user switch to other platform. Information Quality, System Quality, and Service Quality users' satisfaction and perceived switching value. Perceived Switching Value

(PSV) and User Satisfaction (US) have a significant impact on Switching Intentions (SI). Perceived Switching Value i.e. loss and benefits, time and effort, are the key factors that helps to know whether a user will switch to another mobile OS or not, if platform service providers wants to gain advantage in the competitive market then they should consider perceived switching value. Platform system providers should improve quality characteristics like function enhancement, performance improvement and software updates to improve users' satisfaction and decrease switching intention. Consumers compare their current and potential new mobile through efforts, time, loss, and total benefits, so service providers should give mobile OSs which has excellent quality.

5.3. Future Recommendations

In Future, as we only collected data from Karachi, researchers should collect data from other cities of Pakistan too for more accurate results. Future researchers should use other methods like qualitative method like interview etc. to know why people switch mobile platforms. Researchers should use other variables like privacy and security concerns, loyalty, value added services etc. to study switching intention. Our sample size is only 424, in future researchers should use appropriate sample size for better results.

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Appendix

How does the smartphone usage of students affect academic performance?

Survey Questionnaire

Dear Respondent,

This survey is conducted for writing a thesis as part of BBA - Honors. The purpose of this survey is to investigate the effects on students' smartphone use on their perceived academic performance. We will appreciate if you could complete the following table. Any information obtained with this study that can be identified with you will remain confidential.

Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
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S.NO	Questions	1	2	3	4	5
	<u>Academic Performance</u>					
1	Using a smartphone helps me to study more efficiently					
2	Using a smartphone improves my performance in studying.					
3	Using a smartphone increases my course work productivity.					
4	Using a smartphone enhances my study effectiveness.					
5	Using a smartphone makes it easier to complete my course work.					
6	Using a smartphone gives me greater control over my studies.					
7	Overall, I find a smartphone useful in my studies.					

REF: McGill, T. J., & Klobas, J. E. (2009). A task–technology fit view of learning management system impact. *Computers & Education*, 52(2), 496-508.

S.NO	Questions	1	2	3	4	5
	<u>Interaction Competency</u>					
1	With a smartphone, I can maintain social relationships with others.					
2	With a smartphone, I can get feedback quickly.					
3	With a smartphone, I can interact with others using multiple tools.					
4	With a smartphone, I can interact with others no matter where they are. With a smartphone, I can easily have a longer conversation with others..					
<p>REF: Guo, Z., Lu, X., Li, Y., & Li, Y. (2011). A framework of students' reasons for using CMC media in learning contexts: A structural approach. <i>Journal of the American society for information science and technology</i>, 62(11), 2182-2200.</p>						

S.NO	Questions	1	2	3	4	5
	Smartphone Self Efficacy					
1	With a smartphone, I currently take tests.					
2	With a smartphone, I currently access a library.					
3	With a smartphone, I currently register for courses.					
4	With a smartphone, I currently navigate course websites.					
5	With a smartphone, I currently read course materials.					
6	With a smartphone, I currently work on assignments.					

7	With a smartphone, I currently work on presentations.					
8	With a smartphone, I currently search for information.					
9	With a smartphone, I currently manage files.					
10	With a smartphone, I currently record lectures.					
11	With a smartphone, I currently watch course-related video files.					
12	With a smartphone, I currently listen to course-related audio files.					
13	With a smartphone, I currently share course-related information with friends.					
<p>REF: D'Ambra, J., Wilson, C. S., & Akter, S. (2013). Application of the task- technology fit model to structure and evaluate the adoption of E books by Academics. <i>Journal of the American Society for Information Science and Technology</i>, 64(1), 48-64.</p>						

S.NO	Question	1	2	3	4	5
	Behavioral Intention to Use Smartphone					
1	With a smartphone, I want to email friends about classes.					
2	With a smartphone, I want to make phone calls to friends about classes.					
3	With a smartphone, I want to send text messages to friends about classes.					
4	With a smartphone, I want to tweet about classes to my friends.					

5	With a smartphone, I want to send messages via Facebook to friends about classes.					
6	With a smartphone, I am able to contact an instructor.					
REF: D'Ambra, J., Wilson, C. S., & Akter, S. (2013). Application of the task- technology fit model to structure and evaluate the adoption of E. books by Academics. <i>Journal of the American Society for Information Science and Technology</i> , 64(1), 48-64.						

Gender

- 3.9.1. Male
- 3.9.2. Female
- 3.9.3. Prefer not to say

Age

- 3.9.4. 15-20
- 3.9.5. 21-25
- 3.9.6. 26-30
- 3.9.7. 30-above

Education

- 3.9.8. Intermediate
- 3.9.9. Undergraduate
- 3.9.10. Graduate
- 3.9.11. Post graduate

Usage of smart phone in a day

- 3.9.12. Less than 2 hours
- 3.9.13. 3-5 hours
- 3.9.14. 6-10 hours
- 3.9.15. More than 10 hours

