DETERMINANTS FOR CONSUMER BRAND SWITCHING IN KABUL, AFGHANISTAN TELECOM INDUSTRY

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Declaration of Authorship

I hereby certify that the work embodied in this thesis project is the result of original research and has not been submitted for a higher degree to any other university or institution.

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This process of developing this research paper was for me a learning process, I have not only learned how to effectively conduct a research, I have also learned about telecom industry in Afghanistan and the consumers perception of why they are switching telecom brands. I am happy to acknowledge and appreciate the contribution of my friends and people who helped me collect data for this research.

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ABSTRACT

In the last limited years, there was a challenge faced by Cellular Service Providers regarding the behavior of the customer switching their brands. That's why, telecom companies are interested to determine the key determinants that normally contributes towards customer behavior in relation to switching cellular service brands. The focus of this literature is in studying various areas related to the topic taking the examples of Pakistan, Bangladesh and India. The key aim of this study is to understand the determinants that impact the Customer in a way that they switch their cellular service providers. For instance, Low Pricing Strategy, Quality of the Services, Company's Marketing Practices/Exercises, and the Availability of the Assistance Centers for the Customers. A structured Questionnaire was filled from (250) respondents of Kardan University MBA Program, and my friends and colleagues in Kabul. The Hypothesis in this paper was tested through Linear Regression Analysis. The results demonstrate that Marketing Practices is having more significant role on customers switching brands in this telecom industry as compared to Price, Quality of Services and Availability of assistance center has lower effect. It also pointed out that the telecom service provider companies should focus on Marketing Practices with improved aspects to grow and keep customers. Also, cell suppliers should concentrate more on tangible experience of clients through Marketing Practices.

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Acronyms

1. Low Pricing Strategy…………..…………………………… LPS
2. Cellular Service Provider ……………………………... CSP
3. Brand Image... BI
4. Value Added Service... VAS
5. Service Provider.. SP
6. Marketing Exercise... ME
7. Simple Linear Regressions................................. SLR
8. Price ……………………………………………… PR
9. Service Quality…………………………………… SQ
10. Assistance Center Availability........................... ACA
11. Consumer Brand Switching................................ CBS
12. Mobile Number Portability................................. MNP
13. Postpaid and prepaid services…………………….. P&PS
14. Mobile Number Portability……………………….. MNP
15. Independent Variable………………………………. IV
16. Dependent Variable…………………………………. DV

CHAPTER ONE
INTRODUCTION

Afghanistan Telecommunication Services began after the fall of Taliban and development of new government in Afghanistan. In these years since the cellphone innovation was gotten our nation, significant improvements have been made. This was indeed a great leap forward in telecommunication sector. Cellular services has turned out to be an important aspect of today's fast growing world. The excursion of Afghanistan in the realm of media transmission and connection started with the establishment of a Simdarmanul phone at the Palace of the ARG of Kabul in 1898. In the mid-1970s, essential media transmission administrations, including phone and transmit administrations, were accessible at the degree of regions and in the neighborhood places. In spite of the fact that the media transmission framework for the most part constrained to certain parts and organization of the administration, neighborhood individuals had likewise restricted access to these administrations. In 1980s and 1990s as a result of war and struggle the media communications foundation was wrecked. In 2001 Afghanistan scarcely had any framework in telecom segment.

Since 2001, the Ministry of Telecommunications and Information Technology (MCIT) was the principal Afghan organization to orchestrate open division arrangements and procedures for the telecom area so as to empower the private financial specialists and global organizations to put resources into Afghanistan telecom part and to send media transmission frameworks. AWCC, Roshan, MTN, Etisalat and Public Networks, for example, Afghan Telecom and Salam began their activity after each other's. We can say that over 90% of the topography of Afghanistan is secured by the broadcast communications arrange. As indicated by certain measurements, the quantity of SIM cards provided around the nation arrived at 25 million.

2.1 Background of the study

Telecommunication industry is a critical bit of the present rapidly creating and new world. Firms give extraordinary quality to pull in or take care of customer. Different firms look for a couple of various approaches to find the determinants that how to attract customers. The client may change starting with one specialist organization then onto the next due certain components, for example, PR, SQ, ME and ACA and so on at whatever point a client change starting with one brand then onto the next with homogenous class that are fundamental for the two angles that one firm is losing client while other firm is getting client at same time which is called merciless competition and rivalry. It demonstrates the organizations to diminish the proportion of exchanging conduct; the Cellular Service Provider (CSP) firms ought to keep up and keep fulfilled their client to give long haul client relationship and benefit.

Currently in Afghanistan about a total of five cellular provider companies operate. AWCC which begun operations in 2002 and was the first company to provide mobile services in Afghanistan. AWCC is joint venture amongst the Bayat Group and the Afghanistan's Ministry of Communications and Information Technology.

Roshan (Telecom Development Company Afghanistan) is one of Afghanistan's leading communications provider, covering all 34 provinces with more than 6.5 million active mobile users. As per Roshan company, it has invested more than $700 million invested in Afghanistan until today in their network that has coverage of 287 districts and cities in all of Afghanistan's 34 provinces and provides mobile network coverage to more than 70% of the country's population.

Etisalat Afghanistan is 100% possessed subsidiary of Etisalat UAE. Etisalat is perhaps one of the biggest telecommunications service provider on the planet and the main cellular service provider in the Middle East and Africa, headquartered in the UAE.

Etisalat Afghanistan began its activities in Afghanistan in August 2007. The organization is the quickest developing cell phone organization in Afghanistan is giving voice

and internet data services in 34 provinces and in excess of 200 districts upheld by in excess of 12,000 retail outlets. What's more, Etisalat has 3G inclusion in 21 provinces of Afghanistan.

The third GSM permit was granted to Areeba in September 2005 for a time of 15 years, and an absolute permit charge of $40.1 million. Areeba was an auxiliary of the Lebanon-based firm Investcom in consortium with Alokozai-FZE. Subsequent to starting services in July 2006, Areeba had an expected subscribership of 200,000 before that year's over. Areeba was later obtained by the South African-based Mobile Telephone Network (MTN) in mid-2007 as a component of a $5.53 billion worldwide merger between the two organizations. MTN-Afghanistan is an auxiliary of the South African-based MTN Group, a worldwide broadcast communications organization working over the Middle East and Africa. It has services inclusion in most significant urban communities, 464 locale (provincial districts), and each of the 34 provinces of Afghanistan. With over $400 million in all out venture.

Joined in 2013, Salaam is the most recent participant in Afghanistan's telecommunication industry giving a top quality, moderate, 100% Afghani arrangement. Imagined by the Ministry of Telecommunications and Information Technology, Salaam is resolved to change the media transmission segment in Afghanistan by supplementing the across the country fixed system with 3G GSM voice and internet data services.

2.2 Problem Identification

This research paper is led to determine the elements behind changing starting with one cellular network then onto the next. The cellular service customer change starting with one cellular network then onto the next with comparative number is known as Mobile Number Portability (MNP). The Cellular Service Provider (CSP) firms are confronting issues in holding their purchasers with its system as Consumer changes its Brand to another system effectively while he faces a few issues or gets another option or better help from market competitors. To

pull in the customers competing cellular companies in the market consistently offer very drawing in bundles, for example, low call rates, best quality and so on.

In the event that the CSPs satisfy the need of customers, the satisfaction level will most probably go up. In this world each business entity need to battle to get more profit from their business, if a firm carry out their responsibility well and address and resolve all gaps between customers demand and supply of the company service then it isn't critical to get in more energy and resources into the business. To survey the choice and demand of client is an important and vital issue, the number of customers swapping their cellular networks is expanding on the passing of each day because of the reasons which referenced previously. There are numerous elements which are base of Consumer Brand Switching in CSPs. In this research paper, we are looking into Price, Service Quality, Marketing Activities, and Availability of Help or Assistance Center to see the conduct of Customers Brand Switching (CBS) in CSP of Kabul, Afghanistan. Because of the fact that the customers swap their cellular network more frequently the telecom companies face numerous problems like low benefit, client stir, loss of piece of the pie and so forth.

2.3 Problem Statement

This study is focused on deciding the key elements that impact the behavior of customers who are switching service providers in the telecommunication industry for instance from one company to another for whatever reason. CSPs (cellular service providers) are confronting issues in holding clients inside their system as the clients are easily able to switch their cellular services network to another network, in the event that the client/buyer face any kind of issue with the Brand or gets another option or better assistance from rivals in the business.

2.4 Significance of the study

This read will enable cellular service provider companies to identify the flaws and strengths of their activities and client assistance. In the previous decade, fast fluctuations and incorporation

of various technologies like information, telecommunication, entertainment and broadcasting media have made serious rivalry, especially in the telecommunication sector, since clients request different features in their current Brand including reasonable prices accessible by various CSPs for buyers in the market.

Right now, companies are attempting to make purchaser esteem by giving various bundles requiring little to no effort and attempting to hold clients in profoundly tempestuous markets. Therefore, companies are keen to figure out the variables that are adding to CSB.

This research paper would contribute to the executives' decision making process by distinguishing and inspecting determinants which play a significant part in buyer exchanging.

2.5 Research objective

The key goals of this research paper are as below:

- Figure out the reasons behind customers switching their CSP brands.
- Learn more about the variables which are influencing buyers in a way that they switch their CSP brands.
- To decide the factors as Price, Marketing Exercise, Service Quality, and Assistance Center Availability on Consumer Brand Switching.

CHAPTER TWO
REVIEW OF LITERATURE

2.1 Price

Having a strategy for pricing in the company is a fundamental factor that influences customer switching brands in the telecom industry (Ashfaq, 2015). Monetary appeal continually pulls in consumers therefore it is very important component in brand switching. A cellular company is chosen based on their prices since citizens of Afghanistan giving priority to low cost.

Masses normally atone for their fulfilment; the more Consumers gladden the more they will atone. To draw in the customers in order to gain more profit, cellular service providers must utilize a low valuing approach. Low cost is the decision of customer and they generally pick a system which their relatives are utilizing in light of the fact that companies offer low call rate, free minutes, free SMS, low SMS rate and distinctive different bundles at a similar cellular brand so cost is imperative factor which can compel customer to switch their cellular network (Saeed, et al., 2013).

In the event when the cellular service companies apply a strategy of lower-cost Consumers can without much of a stretch change networks (Zahid, Javaid, and Zahid, 2015). As indicated by Rajput, et al (2012) the cost of any product or administration decides the purchasing conduct and intent of the client. In Pakistan, clients lean toward less expensive costs rather than the high quality of the product. This is a result of low pay levels of individuals living in Pakistan and furthermore as a result of different options to one product they can discover the craving product at a less expensive cost. The Low Pricing Strategy (LPS) is adopted by CSP in agreement to pull in the client and clients consistently lean toward low costs rather than focus on quality that is the reason they tend to see price first and then other features (Ahmed and Ahmed, 2014). As indicated in mentioned researches costs is a key determinant that impacts the exchanging conduct of the client. In Afghanistan, individuals are more inclined towards LCS instead of value and different determinants. Telecom sector subscribers consistently like low SMS bundles, call bundles and etc. (Awan, Nadeem, and Faisal, 2016).

In 2012, a research was carried out in Pakistan (a similar case of Afghanistan), it is derived that individuals center around call and SMS rates that are lower, however, the primary driver is cost adequacy, it implies that companies announce these bundles that in return satisfy the necessity of the client. From the viewpoint of a telecom company, various packs of low rates give a bit of leeway to the Consumer at all levels as showed by their changing need with the help of client

maintenance. So cost is the basic factor through which the Consumer is exchanging their network from one company to another. Each company attempt to contend their opponent through LPS and Consumer offer tendency to low cost as compared to other variables.

2.2 Quality of Services

Quality of Services is basically comparing the expectation of the customers against the performing in services of a company, the economic competitiveness may aggrandize by Ameliorate SQ may. Quality of Services is that the first prior to satisfaction therefore quality of services encompasses a certain connection between customer contentment and customer deterrence (Awan, Nadeem, & Faisal, 2016). Telecom companies or service providers tend to be more lively to get the voice quality and signal in order to satisfy their subscribers, However, there's a gap about what the network subscribers expect and what the service provider company delivers however, in accordance with the researcher it express that If there's distortion in voice the customer change to different network company in light of the fact that the signal quality is critical factor (Saeed, et al., 2013).

In Afghanistan, one of the challenges within the telecom sector is the network coverage of mobile operators. In one amongst the studies, it's revealed that mobile operators don't cover 11% of the residential areas and other people living in these areas don't have any access to mobile networks. (Habibi, et al, 2016). it's also noted that most of the Afghans aren't satisfied with the standard of the existing 89% of mobile operators. So, the standard of existing service and therefore the performance of mobile operators should be improved. (Habibi, 2017)

At our neighboring Pakistan, mobile users are stimulated in the direction of retaining and replacing the mobile network brands by providing improved service and the equality of service like signal, clear voice, enhanced SMS traffic, coverage, and few more, if Consumer is facing issues in service they are going to choose to switch to the cellular company with better quality service. Companies must turn their focus to the standards too with offering low and inexpensive

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packages (Khan, Sheikh, & Shah, 2012). In India, research has been conducted on similar topics by (Kumar, Vani, and Vandana) through this read we have come to the conclusion that quality of services is that the most important element that influences customers brand switching behavior in comparison to promotional packages and services affordability. In most cases, mobile network companies are subsidiary to their services like the strength of signal and network coverage; these are the elements through which a client are likely to swap/switch the service provider especially in rustic areas, villages and along the highway.

If the clients have no coverage surrounding their living location, they're likely to change to a competing company, whose services are better. When the service quality (connection time, coverage area, and sound clarity) of current service provider does not meet the buyer expectation, it creates contradiction in satisfaction which causes switching of brand name in mobile telecom industry in Bangladesh (Jamil, Sunny, & Hassan, 2015). (Shujaat, Syed, and Ahmed, 2015) recommended, Company offers types of assistance to their Consumers like VAS and a further benefit is a in a way a tricky strategy for the purpose of drawing in more customers. Seen Quality, the experience of clients from the service provider, oral correspondence and the nature of anticipated Service later. In step with this read customer care and ads playing a smaller role compared to network coverage and VAS while the client has choices to change to a different mobile network. Mobile service providers must concentrate on determinates such as excelling FNF, signal quality, offers (family and friends) packages and lastly gathering reaction/feedback from their client is very important in regards to the behavior of customer switching their brand (Awan, Nadeem, & Faisal, 2016).

2.3 Marketing Practices/Exercise

Marketing Practices/Exercise is a factor which pulls the eye of solid Consumer with significance to their requirements and wants through Marketing Practices the brand worth and value is straightforwardly associated with the offer of companies and items to their Consumer

on everyday premise except its estimating isn't possible through promotional campaign (Nasar, Hussani, Karim, and Siddique, 2012). Failure of service is the determinant through which users hunt for better options and Consumers switch to other networks, for example, less coverage, busy network, call drop, service coverage, quality of voice, call interruption. During this situation, the rival company can position its superiority within the minds of the subscriber through advertisements and promotions and etc (Awan, Nadeem, & Faisal, 2016).

As per the research conducted in Lahore, it emphasizes that brand image is an important factor to make up sustainable competitive advantages and it helps the businesses to create more value for consumers. Successful brands increase trust in intangible service and products, the image of the company is made through the consciousness of product and repair in the perception of consumers (Nazir, Ali & Jamil, 2016). Brand image is the cognition of the client about the product and positions the artifact within the market, the standard product builds a positive image within the client's mind. Through packaging, advertisement, logo, attractive color and name style is building brand image and generate information within the mind of the client. These features may lead to brand equity and value beneficent of the company (Nasar, Hussani, Karim, & Siddique, 2012).

A research conducted by Yi Zhang in china (2015), brand emotion is the connector of the brand and consumer and it's become an influential manner of brand name management, while BI is identified as the driving force of brand asset and performance. The more confidence they place within the brand, the more likely they're willing to pay a high price for it. The information in the brand should be built and understood by the consumers so they could positively respond to the advertisement, if consumers are having less knowledge of the brand, to make a brand image all service and product could be made out by functional, experimental or symbolic elements. The impact of BI on client's minds which developed through different sources like social networking and public relation creates positive BI of the merchandise and its major chunk rely upon the

community understanding regarding the merchandise or service, for gaining market share hard-hitting brand in Pakistan by different companies (Nazir, Ali, & Jamil, 2016).

Image is estimated beside the varied introductions so as to trigger the brand loyalty and brand awareness. Reasonable price with the highest quality product or brand can help the corporate to maximum share (Nazir, Ali, & Jamil, 2016). Many universal companies worried stiff about their credentials among the consumers and interested to spice up their brand equity and value for an extended period of time. To satisfy the necessity and desires of the client societal and commercial marketing techniques come on first concern so invisible marketing competition becomes a significant reason for brand failure and Consumer retention toward branded products (Nasar, Hussani, Karim, & Siddique, 2012). A read was done in the banking sector, advertisement changes the attitude of masses and emotional constitution by developing and acquiring the stress of something new for them (Nawaz, Javed, Asab, & Pirzada, 2014). Mostly customers are replacing the brand because of activities adopted and promotional offered mobile network companies in Pakistan (Shujaat, A. Syed, & Ahmed, 2015). The following hypothesis is drawn for this variable.

2.4 Availability of Help Centers

Availability of help centers is providing service to their clients regarding the request, complaints, information and queries associated with the products of the companies. The service providers (SP) need to get valuable feedback from their clients via many sources like SMS, Social Media (Twitter, Facebook, Whatsapp, and live chat), Email and providing a number. Recently, businesses started instant messaging interaction with clients. Clients tend to receive a quick response from the companies for activation of a package for saving their time if the time for activation a package is high and the clients have got to wait for ages to get the package then it wouldn't satisfy the consumer (Saeed, et al., 2013).

People are also not giving importance to customer support services because of a lack of interaction with ACA. The customers are usually contacting the ACA for SIM activation, sim

purchasing, blocking and a few other issues (Rahat, A. K., 2012). In ACA when the customer calls for the assistance they do not impulsively respond, their issue is tackled or resolved. Customer services are only with the name, they are not doing anything to solve the issues. It also shows that the Customer Care representative focuses on those customers who tend to buy or utilize their products or services. Mobiles network services are mostly linked with up to date information leaning perspective and solutions supported impulsive response. Many surveys have conducted in several countries, it shows that telecom industries have problems in customer services, they have got a long way to head to satisfy the requirements of their customer, the mobile network companies have high expectations despite the poor experience of SP companies.

Reliability is one of the important aspects Clients expect across all channels of communication to ensure that each customer's data is harmonized for better customer support. Ignoring customers' complain or pending it would only end in more misunderstanding and loss of more customers. Employees should be given the authority to make decisions to allow them to control the situation which will help them deal with customers' problems in a responsive manner. These are contributing to ameliorating communication and increasing the costumers' satisfaction level.

2.5 Customer Brand Switching

Customer brand switching varies from one service provider to a different to increase the level of satisfaction, indeed there are various factors that play a role in customer switching in the telecom industry. Furthermore, the study shows that VAS and low pricing strategy are having influence over the switching behavior and might retain the customer (Ashfaq, 2015). Brand switching behavior greatly suffering from factors like price, inconvenience and service failure. Switching of Brand is the factor which is getting important in regard to mobile network companies because it has both the aspects, first, a company is losing their Costumers, second, the other company is huntin the customer there's a cut-throat competition (Awan, Nadeem, & Faisal, 2016).

Those companies providing service at comparatively low rates, facing customer retention is one of the biggest challenges for them. When the cost of switching or subscription charges are likely in less amount, people can switch to other services very easily. Most people are using different SIMs simultaneously to get as many benefits as possible because the people don't seem to be fully satisfied with single SP, costumers always prefer the SP which is useful for them. If a customer has a lower SMS rate from a network and at the same time a lower call rate from another network, they are using both the networks because CBS is counting on the extent of satisfaction and dissatisfaction showed by different studies (Khan, Sheikh, & Shah, 2012). On 31 December 2009, TRAI introduced Mobile Number Portability (MNP). A subscriber can change their SP through MNP. For technical reasons, MNP's services were delayed for a very long time and eventually it had been launched on the 20th January 2011 for the requests of two hundred thousand subscribers within the first ten days from the launch of MNP.

This read shows how seriously the subscribers are to replace their brands as per their need (Kumar, Vani, & Vandana). Potent competition is a major reason behind customer switching from one SP to a different, so it's a complicated challenge to sustain and develop brand name switching in fact lack of satisfaction and dissatisfaction leads customers through brand switching (Jamil, Sunny, & Hassan, 2015). It's difficult to grasp the behavior change of humans regarding mobile services, various companies provide various packages ultimately one package convinces the customer to replace the brand that's why the high charge of cost for switching networks as a barrier (Saeed, at el., 2013).

2.6 Theoretical Model

This model in this research is developed to see the effects/impacts of variables i.e quality of services, price, availability of help/assistance center, and marketing practices/exercise on consumer brand switching in Mobile Companies, in Afghanistan.

The below illustration or model diagram is used to assess the effect/impact among dependent and independent variables. The variables are as following:
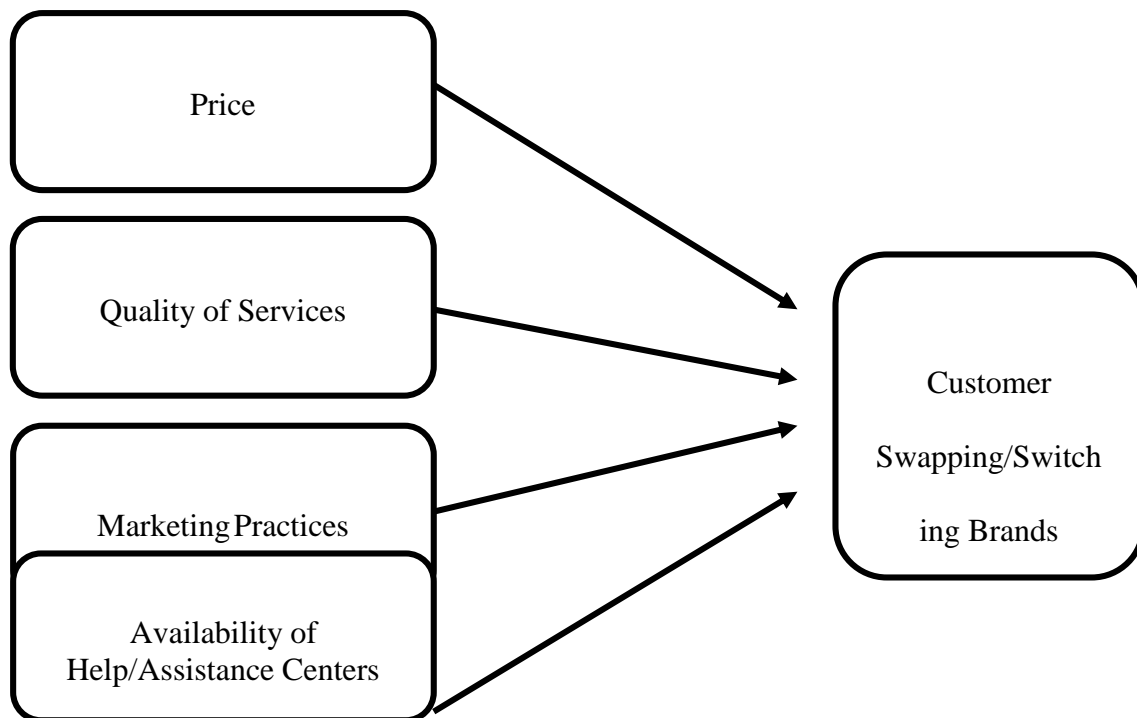
2.7 Hypothesis

The below hypothesis is used in this paper:

H1:   Price has significant effect or impact on customer behavior in changing/switching their mobile service company.

H2:   Quality of services has significant effect or impact on customer behavior in changing/switching their mobile service company.

H3:   Marketing practices has significant effect or impact on customer behavior in changing/switching their mobile service company.

H4:   Availability of help or assistance center significant effect or impact on customer behavior in changing/switching their mobile service company.

CHAPTER THREE
RESEARCH METHODOLOGY

3.1 Research Design

This descriptive research is conducted on the grounds of the primary data which demonstrates the situation of the studied phenomenon. This thesis paper illustrates the situation instead of interpreting and deciding decisions (Creswell, 1994). The hypothesis is being tested in this

research paper which evaluates the impact or effect independent variable Quality of Services, Marketing Practices/Exercises, Price and Availability of Help or Assistance Center attribute to the dependent variable of the customers switching brands in the telecom sector of Kabul city.

3.2 Data Collection Instruments

For every research there are different categories of tools that are available for data collection for instance direct observation, structured survey using questionnaire, checklists, focus group discussions, interviews and etc. During this research, we used a Questionnaire for data collection. we've got adopted an exact Questionnaire from (Masud-Ul-Hasan, 2016) which represent the change in behavior of costumer in replacing service providers in the existing telecom sector. The questionnaire is split into 2 sections. The 1st section is demographic, and therefore the 2nd section is expounded with variables.

In the first section of the questionnaire, the questions are like i-e Age, Occupation, cellular service provider, Qualification, usage period of cellular service provider, amount being spent. Also, if the customer has replaced his/her network in the last 6 months. The 2nd section of the questionnaire consist of questions concerning to independent variables such as price, quality of services, marketing practices, availability of help or assistance centers and also about our only one DV which is consumer brand switching. A 5-point Likert scale is used in this paper to get the response of the interviewees, 1 strongly agree, 2 agree, 3 neither agree nor disagree, 4 disagree, 5 strongly disagree.

3.3 Population and Sampling

The contributors or respondents in this research are university students and government and non-government employees in Kabul, Afghanistan. University students are chosen because they are using cellular services the most and other colleagues and employees of various organizations are selected because they are more using the cell phones. The research also suggests that 15% of youngsters had handsets of high value than their parents. Several other

studies have shown that youth are nowadays so attached to their cellphone if they don't have it, for them it's like losing a limb. Another research found that young generation are active in following the advertisement of mobile network companies. Students from University of Kardan, my friends and colleagues from various offices were selected as contributors to this research paper. The estimate for the population from the Kardan University MBA and offices I have friends in are about 2000. At 95% confidence interval and 5% error of margins, the appropriate sample size is 250 for the 2000 population. In order to reach students and my friends and colleagues, soft copies of the questionnaire were sent out to them and I was following up with them to get them fill the questionnaires. For a rapid collection of data, a convenient sampling approach was adapted.

This represents all the population. So, by reading the sample we can with confidence generalize our results of the overall population. In this case, our samples are the students of Kardan University MBA program and my colleagues and friends working in several offices. Probability and nonprobability are the two sampling techniques.

Probability sampling gives an equal chance to sample for participation in the study; however, nonprobability sampling does not give an equal chance to respondents. In this study, we have used convenience sampling under the nonprobability sampling, in which the unit of analysis is students, friends and colleagues. The sample size is including 250 interviewees of various departments. Questionnaires were shared among the students who use cellular service companies in Kabul. For the data analysis, SPSS software was used.

# CHAPTER FOUR
RESULTS AND DISCUSSION

4.1 Descriptive Statistics

Descriptive statistics help us to understand the fundamental aspects of the collected data in this research. It gives straightforward outlines about the sample and furthermore the measures. Alongside straightforward graphic analysis, it frames the establishments of basically every quantitative analysis of information. Descriptive statistics illustrates and summarizes dataset. For this research, it's used for the analysis of interviewees' demography (questionnaire's 1st section).

In the following part, the consequences of the analysis are processed and deciphered. Inferential and descriptive analysis have been utilized to gauge the outcomes. Descriptive analysis has been utilized to break down the demography of interviewees and inferential insights for the examination and effect of independent variables on dependent variables.

4.2 Age

To identify youth, age is an important factor, that's why the age of respondents are divided into various different groups for instance under age of 25, 25-35 age, 36-45 age and more than 45 of age. Participant's age % as showed here are majority between 25-53 and lowest is more than 45 of age with the percentage of 0.8.
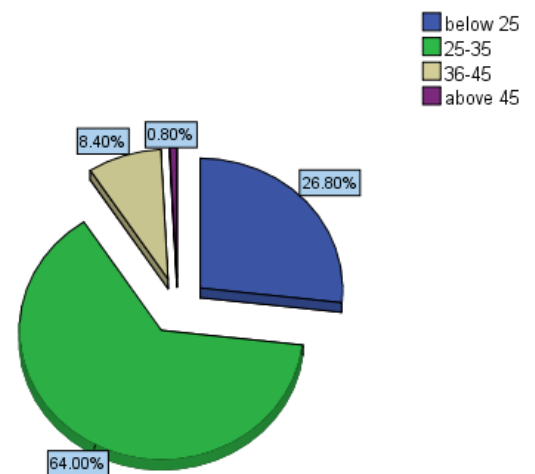
This result as indicated in the graph proves that in this research youth have the highest respondents' rate as part of the sample surveyed.

4.2 Network Type

Five cellular network companies are serving in Afghanistan. In this research, for each cellular network company their usage time by the respondents of this research is analyzed.

4.3 AWCC

In table No.4, we have observed AWCC participants in this research. 10 users are using AWCC mobile network from up to three years, 15 respondents are having AWCC as their mobile operator company for up to 5 years and 56 users have used AWCC for over 5 consecutive years, whereas 2 of them have used it for less than one (1) year.
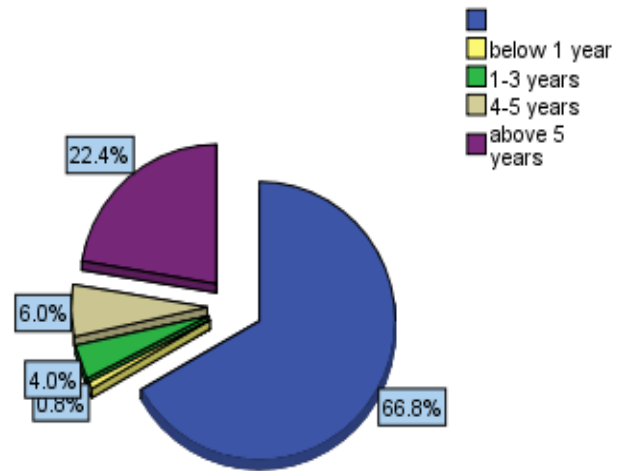
4.4 Etisalat

On the other hand, on the part of our second mobile network operator Etisalat Afghanistan. 47 respondents are having Etisalat for above 5 years, 20 of the respondents are having Etisalat for less than a year, 21 respondents for four to five years and 14 of the respondents are using Etisalat Afghanistan for between one to three years.
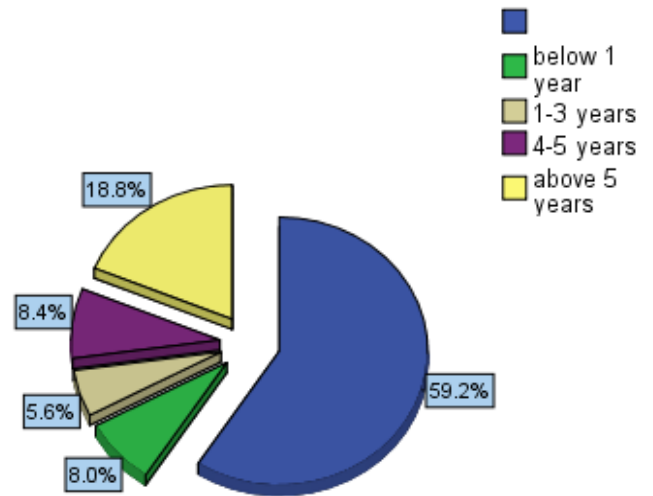
4.5 MTN

MTN mobile network users are observed as below. Eight respondents using MTN between one – three years, 20 respondents are using it for above 5 years and 28 respondents between four to five years and 17 respondents are having MTN as their mobile network operator for more than a year.
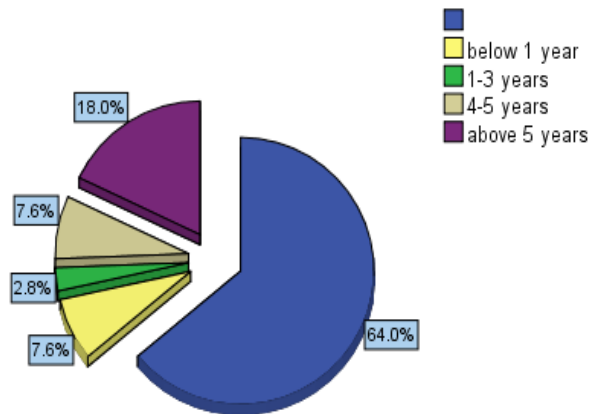
4.6 Roshan

Roshan is another mobile network where we have observed their users shown in Table No.6. 07 of the respondents are having Roshan as their mobile network between one to three years, 19 respondents between four to five years, 45 respondents for more than 5 years and 19 respondents are having Roshan for less than 1 year.
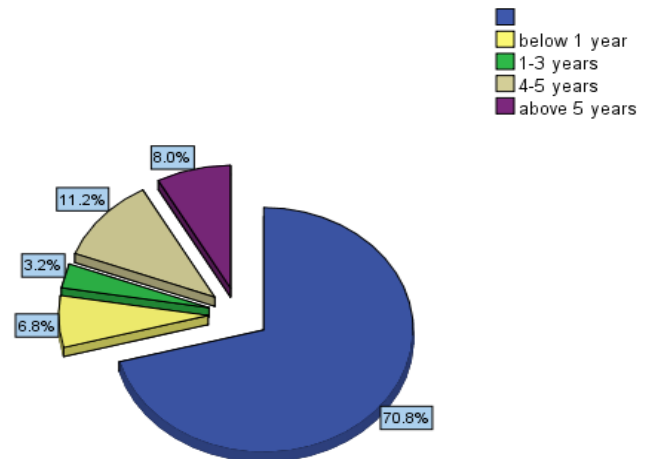
4.7 Salam

Lastly, we have observed the respondents using Salam mobile network. 03 respondents are having Salam as their cellular service provider between one to three years, 16 respondents between four to five years, 3 respondents for below 1 year and 30 respondents are having Salam mobile network for more than 5 years.
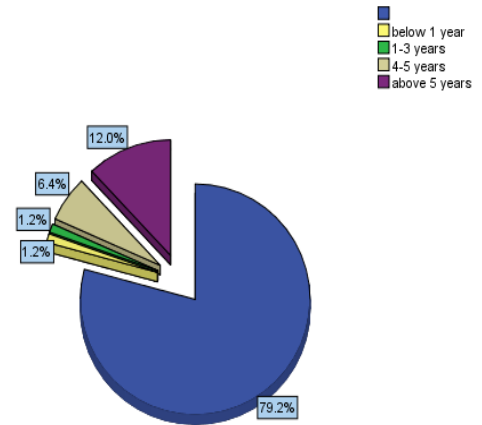
4.8 Average Monthly Amount

Under this heading, the average monthly consumption of research respondents in Afghanis is summarized. Average monthly consumption is considered in Afghanis. The lowest is 0.8% and the highest in this category is 56.40% of the respondents spend on average 501-1000 in using their mobile network.
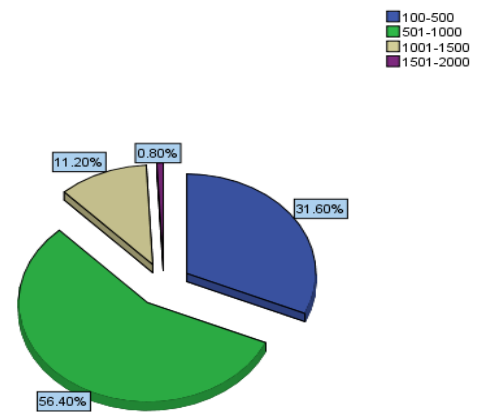
4.9 Switch Network in last 6 months

Under this heading, the respondents are categorized who have switched their networks within last 6 (six) months, the reason for switching could be anything. The graph indicates 72% of the respondents swapped or switched their cellular service provider. While 28% did not switch to any new network in the concerning duration. This analysis shows that mobile network

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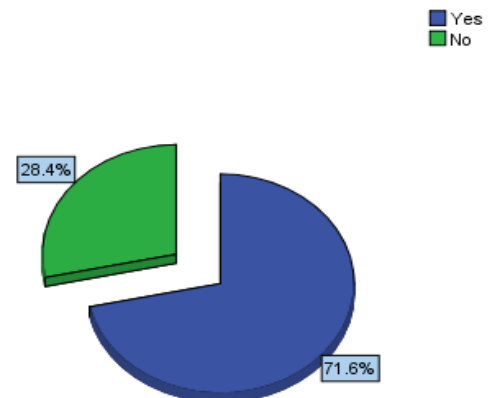
companies should concentrate on the determinants that are affecting behavior change of the customer to switch to other mobile networks.

4.10   Inferential Statistics

4.11   Reliability

To assess the reliability of the results, the reliability test was conducted using the SPSS software. The results are depicted as below.

(Variable)	(Items)	(Cronbach Alpha)
Price	4	.743
Quality of services	7	.810
Marketing practices	7	.828
Availability of help or assistance centers	7	.691
Customer behavior who switch their brand	5	.821

As indicated by Nunnally (1978), Cronbach's Alpha coefficient must be more noteworthy than 0.7. Hilton at el (2004) have recommended four sorts of significant worth change from Excellent to low unwavering quality which incorporate Excellent dependability (0.90 - above), high unwavering quality (0.70 - 0.90), moderate unwavering quality (0.50 – 0.70) and low unwavering quality however acknowledged (0.50 – underneath).

As illustrated in above table, the Cronbach Alpha value of price is (0.743) indicates high reliability. Cronbach Alpha value of quality of services is (0.810) indicates high reliability. Cronbach value of marketing practices is (0.828) indicates high reliability. Cronbach value of

availability of help centers is (0.691) indicates moderate reliable and Cronbach value of consumer

brand switching is (0.821) shows high reliability.

4.13   Hypothesis Testing

In order to assess the hypothesis in SPSS the simple linear regression analysis was carried

out.

Hypothesis 1: Price has significant effect or impact on customer behavior in changing/switching their mobile service company.

(statistics)	(value)	(sig/p.value)
F	8.917	0.003
T	2.892	0.003
Beta	0.178	
R square	0.041	

As shown above demonstrates that F value is 8.917, at significance value 0.003 which is

less than 0.05, it indicates that the model is fit. The value of t-statistic for price 2.892 against the sig-

value 0.003. Furthermore, it indicates the value of beta is 0.178 and R-square 0.041. So, we can

accept this hypothesis.

Hypothesis 2: Quality of services has significant effect or impact on customer behavior in changing/switching their mobile service company.

(statistics)	(value)	(sig/p.value)
F	4.417	0.037

T	2.112	0.037
Beta	0.129	
R square	0.019	

As shown above F-value is 4.417 with significance of 0.037 which is less than 0.05. The value of t-statistic for quality of services is 2.112 with p-value 0.037, and the value of R-square is 0.019, so we can accept this hypothesis.

Hypothesis 3: Marketing practices has significant effect or impact on customer behavior in changing/switching their mobile service company.

(statistics)	(value)	(sig/p.value)
F	72.221	0.000
T	8.325	0.000
Beta	0.483	
R square	0.231	

As shown above F-value is 72.221 with significance of 0.000 which is less than 0.05. The value of t-statistic for marketing practices is 8.325 with p-value 0.000, and the value of R-square is 0.231, so we can accept this hypothesis.

Hypothesis 4: Availability of help or assistance center has significant effect or impact on customer behavior in changing/switching their mobile service company.

(statistics)	(value)	(sig/p.value)
F	0.089	0.748

T	0.319	0.759
Beta	0.018	
R square	0.000	

As shown above F-value is 0.089 with significance of 0.748 which is not less than 0.05. The value of t-statistic for availability of help or assistance center is 0.319 with p-value 0.759, and the value of R-square is 0.000, so therefore the hypothesis is rejected.

4.14 Coefficient

The t and sig- there are the t-statistical and their associated 2-tailed p-value used in testing whether a given coefficient is significantly different from zero, using an Alpha 0.05.

(Model)		(Unstandardized Coefficients)		(Standardized Coefficients)	(T)	(Sig.)
		(B)	(Std. Error)	(Beta)		
1	Constant	.966	.267		3.612	.000
	price	.196	.066	.186	2.983	.003
	Quality of services	.157	.075	.132	2.097	.037
	Marketing practices	.526	.062	.472	8.434	.000
	Availability of help centers	.021	.069	.019	.300	.765

The P-value of price=0.003 it indicates price has significant impact on customer switching brands so goes for the quality of services and marketing practices, all three have significant impact on customer switching brands. Except for availability of help centers which is greater than 0.05 and it means it doesn't have significant impact of customer switching brands.

4.15 Hypothesis Summary Table

(Hypothesis)	(P. value)	(Accept / Reject)
Hypothesis 1 : Price has significant effect or impact on customer behavior in changing/switching their mobile service company.	0.003	(Accept)
Hypothesis 2 : Quality of services has significant effect or impact on customer behavior in changing/switching their mobile service company.	0.037	(Accept)
Hypothesis 3 : Marketing practices has significant effect or impact on customer behavior in changing/switching their mobile service company.	0.000	(Accept)
Hypothesis 4 : Availability of help or assistance center significant effect or impact on customer behavior in changing/switching their mobile service company.	0.765	(Reject)

4.16 Discussion

This thesis is about "Service Quality, Impact of Price, Assistance Center Availability and Marketing Exercise on costumer Brand Switching of the cellular service provider in Kabul City".

The goal of the research is to find out the replacing behavior of costumer. the costumers may switch from one mobile network to a different because of dissatisfaction from their existing mobile company this process is referred to as brand switching. During the research we have covered four independent variables like Price, Quality of Services, Marketing Practices/Exercise and Availability of help or assistance centers and one dependent variable which is customers brand switching, to assess the significant impacts of independent variables on dependent variables. Moreover, it stresses and discusses the customer switching behavior in the mobile network sector because of high volume of competition among mobile network companies. Based on literature debates, Price is the key determinant that motivates the customers to switch from their existing mobile network. Pricing strategy is the major factor that affects customer switching behavior in the telecom sector (Ashfaq, 2015). Furthermore, in Pakistan people are more inclined towards low pricing strategies instead of quality and various other factors. According to (Awan, Nadeem, & Faisal, 2016) that mobile network subscribers always prefer less price in Call bundles, SMS rates or bundles, etc.

The first independent variable is price; which is "price has a significant impact on customer Brand Switching in cellular service provider" the results of SLR analysis show the significant value of price is 0.003 which is less than 0.05. if the Significance value of any value is smaller than 0.05 it is accepted. So, the result shows that price has a significant impact on consumer/customer brand switching. It indicates that any change in the price by the mobile companies will impact the customers brand switching.

Quality of services is the second variable the researched showed that quality of the services is the one of most important determinant that influences customer intention to switch mobile company brands. In our neighboring Pakistan, the people there are more interested in quality of services and it is one of key the reasons that make them change brands, service quality in a sense like having clear voice, SMS traffic, signal coverage etc. Customers will like

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better to switch their mobile network company if faces any issue. The second hypothesis is developed which is that quality of services have significant impact on consumer brand switching in telecom industry. The results of SLR analysis show the significant value or P value of SQ is 0.037 which is bigger than 0.05, whenever the value of P is smaller than 0.05 the hypothesis is accepted So, the result shows that quality of services has a significant impact on consumer/customer brand switching. It indicates that any change in the quality of services by the mobile companies will impact the customers brand switching

Marketing practices/exercise is the next variable in this research. As per several types of research the advertisements change the emotions and attitudes of people by developing or acquiring the demand for something new for them (Nawaz, Javed, Asab, & Pirzada, 2014). Often customers replace the mobile network because of activities and promotional offers adopted by mobile service networks companies in Pakistan (Shujaat, A. Syed, & Ahmed, 2015). Marketing practices/exercise has a significant impact on customer brand switching in telecom industry. The results of SLR analysis express the significance value of ME is 0.000 which is smaller than 0.05. So, It indicates that any change in the marketing practices/exercise by the mobile companies will impact the customers brand switching.

Assistance Center Availability is the fourth variable. This variable is providing service to the costumers regarding requests, information, queries and complaints and related to the products of the mobile network companies. The customer always wants agile responses from the customer care center for the purpose of activation of packages to save time if the packages' activation time is high and customer waits for a long time to get packages then it's not satisfying the customer (Saeed, et al., 2013). If the customer isn't satisfied with the services, there are more chances to replace the mobile network. We assumed that availability of assistance centers has a significant impact on customers brand switching. The results of SLR analysis show that the P-value of this variable is

0.765 which is bigger than 0.05 so it indicates that any change in the availability of assistance center by the mobile companies will not impact the customers brand switching.

CHAPTER FIVE
CONCLUSION, RECOMMENDATION, AND FUTURE RESEARCH
5.1 Conclusion

The cellular service provider companies' market is very competitive. Because of this highly competitive environment, the company must target advancing innovative products, promotions and services. As per the experts in the marketing field, holding existing costumers creates more profit as compared to absorbing others from the market. The customer can effortlessly swap because of discontent from their present mobile network, whenever the customer switch from one mobile network or brand to a different this process is termed brand swapping or switching behavior. There are various factors which influence the customers behavior in regard to switching or swapping brands from one to another. during the research, we chose 4 independent variables for instance 1. Price, Quality of Services, Marketing Exercises, Availability of Help or Assistance Centers and one dependent variable which is customers brand switching. I built up a hypotheses on ground realities and gathered feedback from the different people and applied diverse measuring strategies like Simple Linear Regression   Analysis.

The conclusions of the research indicate that there's a significant impact of price, quality of services and marketing practices or exercises on customers switching or swapping brands.

and the research also looked into a new change in behavior of young generation in Kabul city. It likewise shows that conduct change fluctuates from different environmental and geographical changes. Nonetheless, there's a positive effect of marketing exercises or practices on CBS, accordingly the cellular service providers may embrace viable methodologies for the improvement of their marketing exercises to keep their consumers.

I am glad to summarize the results of the research, the research depicts that marketing practices/exercises plays a important role on customers brand swapping/switching in the industry of telecommunication compared to price, quality of services, and availability of help/assistance centers. It also shows that the mobile network companies should target their marketing exercises or practices with improved aspects in order to keep/retain their subscribers/customers. Furthermore, mobile network service providers must concentrate on the sensory experience of costumers via marketing exercises or practices the variable that has a greater effect/impact on mobile network swapping/switching behavior of costumer therefore the companies must target advertisement, promotion, and etc.

5.2 Recommendation

As per the conclusions of this research, it is recommended:

- The mobile network companies must focus on the quality of service, calling price and marketing practicing.

- The mobile network company must be creative in marketing practices to enhance the product.

- The mobile network company must focus on promotion and advertisement.

- The mobile network company must increase the quality of service and create a positive perception among costumers.

- The mobile network company must introduce lower cost strategies and present absorbent bundles of lower prices.

5.3 Future Research

At present, the telecommunication or cellular service market is extremely competitive as the considerable quantity of cellular service providers exist inside the market. Costumer will handily change to other cellular service providers considering low cost approaches implemented by other competing or rival service providers in the market. The research was conducted by focusing the professionals and students in Kabul city of Afghanistan, and answers were collected from the university students and people who work in various organizations and ministries. There are a few determinants influencing the buyer's choice of changing from the present cellular network that he or she is using to the other. Any research would normally have some limitations and this paper is not exemption to that fact. The conclusion of my research are just implantable on the target group in Kabul, Afghanistan, as this research indicated that the change in behavior varies in different cultural, environmental, geographical and so on settings. This research has created fascinating outcomes. The whole research affects CBS yet in addition the remainder of the effects or impacts should be explored by choosing different variables not included in this particular paper. Along these lines, there are boundless open doors for researchers to broaden this research by picking different determinants that are not included in this research paper.

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APPENDIX I

QUESTIONNAIRE

Dear respondent,

I am student of M.B.A at the University of Kardan Kabul, I am in in the process of conducting an academic research about impact of Price, Quality of Services, Marketing Practices/Exercises, and Availability of Help/Assistance Center on Customers or Buyers that are switching CSP brands. So, your participation in this study is voluntary and important for the completion of this research.

This questionnaire follows on a variety of factors which affecting the switching behavior of Consumer and your views will be anonymous for us.

Section A: Demographics profile

Please tick (√) the box or boxes which ever you feel suitable.

1. **Gender**   **i.** Male [ ]   2. Female [ ]
2. **Age [** in year**]**   **i.** Below 25   ii. 25- 35   iii. 36-45   iv. Above 45
3. Qualification _____
4. 4. Are you currently
   i. Employed   ii. Unemployed   iii. Student (not on job) iv. Other ___
5. **Which of the mobile operators do you subscribe to (check all that apply) and time of subscription?**

a. AWCC   i. Below 1 year   ii. 1-3 year iii. 4-5 years   iv. Above 5 years

b. ETISALAT   i. Below 1 year   ii. 1-3 year iii. 4-5 years   iv. Above 5 years

c. ROSHAN   i. Below 1 year   ii. 1-3 year iii. 4-5 years   iv. Above 5 years

d. MTN   i. Below 1 year   ii. 1-3 year iii. 4-5 years   iv. Above 5 years

e. SALAM   i. Below 1 year   ii. 1-3 year iii. 4-5 years   iv. Above 5 years

6. **On average how much amount you load for mobile use in a month**

First mobile operator _____ Second mobile operator _____ third operator_____

7. **For which services you mostly subscribe (check all that apply)**

i. message packages   ii. Call packages   iii. Internet packages   iv.   Super card

v. Other

6. **In the last 6-month have you switched your mobile operators**

Yes [ ]   No [ ]

7. **If yes**

From_____to _____

S/n	**Instructions** the questionnaire was framed in the format of Likert scale Ranking of questionnaire is from 1 to 5 (Strongly agree 1, Agree 2, Neither agree nor disagree 3, Disagree 4, Strongly disagree 5)	strongly agree	agree	Neither agree nor disagree	disagree	Strongly disagree
1	Per minute voice call rate is an important factor in switching to other mobile operators brand	1	2	3	4	5
2	Per minute video call rate is an important factor in switching to other mobile operators brand	1	2	3	4	5
3	3G internet or mobile internet rate is an important factor in switching to other mobile operators brand	1	2	3	4	5
4	SMS rate is an important factor in switching to other mobile operator brand	1	2	3	4	5
5	Signal dropping is an important factor in switching to other mobile operator brand	1	2	3	4	5
6	Distortion of calls is an important factor in switching to other mobile operators brand	1	2	3	4	5
7	Cross connection problem is an important factor in switching to other mobile operators brand	1	2	3	4	5
8	Low speed of 3G or mobile internet is an important factor in switching to other mobile operator brand	1	2	3	4	5
9	I do not receive prompt service from Consumer service staffs.	1	2	3	4	5
10	I face network connection problem while travelling	1	2	3	4	5
11	I face network connectivity problem in the suburbs near Kabul city	1	2	3	4	5
12	Print media advertisement attract me to switch the services	1	2	3	4	5
13	Electronic media advertisement attract me to switch the services	1	2	3	4	5

	Instructions the questionnaire was framed in the format of Likert scale Ranking of questionnaire is from 1 to 5 (Strongly agree 1, Agree 2, Neither agree nor disagree 3, Disagree 4, Strongly disagree 5)	strongly agree	agree	Neither agree nor disagree	disagree	Strongly disagree
14	Offers of SMS bundle motivate me to switch the services	1	2	3	4	5
15	Offers of free minutes motivate me to switch the services	1	2	3	4	5
16	Sale promotion is attractive me to purchase this service	1	2	3	4	5
17	A fair and acceptable price by my service provider promotes its image positively	1	2	3	4	5
18	My company's name, variety of products offered, quality of services, and so on project it favorably in my mind.	1	2	3	4	5
19	Late response of operator is an important factor in switching to other mobile operators brand	1	2	3	4	5
20	Late activation of packages in an important factor in switching to other mobile operators brand	1	2	3	4	5
21	No update on package activation is an important factor in switching to other mobile operators brand	1	2	3	4	5
22	Late delivery of SMS is an important factor in switching to other mobile operators brand	1	2	3	4	5
23	I am not happy with the long delay I experience each time I make call to my network's Consumer care to make enquiry or lodge complaints.	1	2	3	4	5
24	My service provider members of staff are courteous and friendly in handling my grievance and complaints.	1	2	3	4	5

	Instructions the questionnaire was framed in the format of Likert scale Ranking of questionnaire is from 1 to 5 (Strongly agree 1, Agree 2, Neither agree nor disagree 3, Disagree 4, Strongly disagree 5)	strongly agree	agree	Neither agree nor disagree	disagree	Strongly disagree
25	Employees of the company take care of customers well	1	2	3	4	5
26	You likely to switch away from your existing cellular provider	1	2	3	4	5
27	You likely to switch your service provider due to impolite Consumer service	1	2	3	4	5
28	You likely to switch your service provider due to unknowledgeable employees	1	2	3	4	5
29	You likely to switch your service provider due to billing errors	1	2	3	4	5
30	It would cost me a lot of money to switch from my mobile operators to another mobile operator.	1	2	3	4	5