FBMS Journal of Family Business and Management Studies
Journal of Family Business and Management Studies
ISSN 2821-9643 (online) Volume 15 Number 2, July-December 2023

Service Quality and Customer Switching Behaviour in Nigerian Mobile Telecommunications Sector

Received 10.01.2023
Revised 21.04.2023
Accepted 26.04.2023

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Abstract

This article explores the effect of service quality on switching behaviour of customers in the Nigerian GSM telecommunications sector. A theoretical framework is proposed regarding the relationship between service quality and consumers' service switching behaviour. The study surveys 249 subscribers of GSM telecommunications networks in Nigeria. Results of the factor analysis (FA) and partial least squares structural equation modeling (PLS-SEM) shows that service quality through its drivers of pricing, inconveniences, core service failure, service encounter failure, competition, ethical problems, has a significant effect on consumers' service switching behaviour. The implication is that industry professionals should not neglect the importance of quality pricing, service conveniences, core service quality, and service encounter success as they all have significant effects on service switching behaviour.

Keywords: service quality, customer, switching behaviour, telecommunications

Introduction

The Nigerian telecommunications space has witnessed an unprecedented growth in telecommunication service delivery with the deregulation and liberalization of the sector in 1999 resulting in an increase in the number of organisations offering telephony services. Backed by the increasing use of technology towards delivery of quality services to customers, different packages that are attractive to consumers are being offered in order to build customer loyalty, increase customer base through service subscription and overcome the stiff competition among operators in the telecommunications environment.

Studies on services, service experiences, and the quality of service received have received attention from different perspectives (Godwin & Wright, 2019;

Meesala & Paul, 2013; Voorhees, 2017) as well as dissatisfaction from services patronized (Khantimirov, Karande, & Ford, 2020). Others have examined the effect of services on customers' satisfaction and switching behaviour and/or intention (Chou, Shen, Chiub, & Chou, 2015; Liang, Choi, & Joppe, 2018; Sun, Liu, Chen, Wu, Shen, & Zhang, 2017) from different sectors of the economy. Findings from such studies have indicated divergent levels of satisfaction from customers who patronize such services.

Service industry is one of the fastest growing sectors in world economies around the world (Zeithaml & Bitner, 2003). In Nigeria, as reported by Zakari (2020), the sector accounts for more than 50 percent of the country's GDP. As with all economies of the world, the Nigerian economy has diverse service-oriented businesses, amongst these is the telecommunication industry, a vital sector which facilitates connectivity and communication between people.

Consumers based their level of satisfaction on services received on the quality of the service offered by the telecommunication organisations, thus, their decision to become a loyal subscriber of a particular telecommunication organisation is influenced by the quality of services received. Where there is no satisfaction, consumers are likely to seek satisfaction elsewhere, hence, they may switch to other service providers. An approach that is being continuously adopted towards understanding customer relationships and factors explaining the motives for discontinuing and initiating new relationships with another service provider is the study of customer switching behaviour (Roos, Edvardsson & Gustafsson, 2004). In order to understand this within a given context, this phenomenon is examined within the Nigerian environment. It was observed that only a limited study exists on services in the Nigerian Telecommunications sector (Olatokun & Nwonne, 2012; Adetayo & Emerah, 2013, Alabar, Ode & Gbande, 2017; Kalu & Akachukwu, 2019).

However, these did not cover the issue of consumers' switching behaviour among telecommunication services as their focus were limited to service quality, service delivery, service choice and recovery.

Thus, the main objective in this study is to examine the effect of service quality on service switching behaviour in the Nigerian GSM telecommunication sector. While the specific objectives are to; examine the effects of core service failure, ethical problem, frequent network problem, inconvenience, poor network coverage and price on customer switching behaviour. With this, the aim is to extend studies on services beyond quality and delivery of services in the telecommunication sector to the investigation of behaviour exhibited by consumers in the cause of switching telecommunication services, thus, filling the gap in literature and contributing to knowledge in this field.

This study makes four contributions. First, it advances research on service quality by engaging with subscribers of four GSM telecommunications network (Airtel, Glo, MTN and 9Mobile) in Nigeria. Second, it demonstrates that customer switching is highly context/experience specific. Service quality comprises various types of experiences for every GSM telecommunications network. Third, it

examined the push and pull factors of services experiences on customer switching behaviour in the Nigerian GSM telecommunications market. Finally, it connects the literatures on service quality experiences and customer switching behaviour by contextualizing the situation within the Nigerian environment.

Literature review and conceptual framework

Service quality

The ability of a service provider to deliver value to customers on a continuous basis is the most important factor in ensuring a loyal retinue of customers (Silva, 2009). The concept of service quality is predicated on different dimensions depending on the nature of industry or services being studied (Saunders, 2008). The quality of service is an important factor in the determination of customer satisfaction and in the building of loyal customers (Lang, 2011), and the quality-of-service impact behavioural intentions (Gadhavi, Patel & Shukla, 2018). This also extends to the quality of after-sales service provided as high quality of service after-sales beyond customer's expectations creates competitive advantage and has strong influence on customer decision making (Golrizgashti, Hejaz & Farshianabbasi, 2020).

In the telecommunication sector, it is suggested that network service quality as well as corporate image exert a positive effect on customers' satisfaction and trust which in turn influence customers' Loyalty (Ting, Tan, Lim, Cheah, Ting & Ting, 2020). Thus, gap in service quality affect consumer Satisfaction (Baber, 2019).

Customer satisfaction

A factor closely rated to the quality-of-service consumers receive in an exchange transaction is "satisfaction". Satisfaction is the yardstick for measuring the quality of service received. It is as an after-purchase condition of consumer's mind that reflects a consumer's level of pleasure or displeasure for the service after experiencing it (Woodside, Frey & Daly, 1989). Satisfaction can either be transaction-specific; that is satisfaction that results from a single purchase and usage of a service; or cumulative satisfaction; implying the overall satisfaction resulting from several purchases and experiences of a service in a given period which results in customer loyalty (Meesala, 2016; Woodside et al. 1989). Factors such as service quality, corporate image and the availability of self-service technology significantly results in customer satisfaction (Li, 2020). Customer switching behaviour is highly influenced by the level of their satisfaction. Therefore, when customers achieve high levels of satisfaction, their possibility of switching brands is greatly reduced, hence, becoming brand loyalists (Chigwende & Govender, 2021).

Service switching

Switching is a common phenomenon among consumers, as it is rampant and prevalent across industries and companies including banking and insurance sectors, Fast-Moving Consumer Goods Sector (FMCG), and the telecommunication industry (Kumar & Girish, 2021). However, this is mostly evident in the service industry. Switching of service

provider involves swapping a current service provider with another (Bansal & Taylor, 1999). This is mostly obtainable in a particular service category wherein consumers stop transaction relationships with one service provider and initiating or establish a new one by switching from one service provider to an alternative service provider of the same category due to dissatisfaction or difficulties encountered while consuming the services (Keaveny & Parthasarathy, 2001; Sathish, Naveen, & Jeevananthan, 2011; Oyeniyi & Abiodun 2010; Vyas & Raitani, 2014).

Numerous reasons have been advanced by different scholars as factors that may lead customers switching telecommunications services. Keaveney (1995) lists inconvenience, price, service encounter failure, core service failures, competition, and involuntary factors as drivers of customer switching. Further, Satish et al. (2011) and Lee and Murphy (2005) advanced factors such as poor network coverage, frequent network problem, high call rates, price, technical service quality, functional service quality, switching costs, as well as influence from family and friends influence consumers to switch the service providers.

It has also been suggested that consumers' psychological perceptions as well as their personal traits greatly influence their switching intention more than attributes of the service, Thus, consumers may switch between competing products offering standardised services (Sivakumaran & Peter, 2020). Also, consumer switching decision for services can also be influenced by the features of the service (McKenna, Mäkinen, & Tuunanen, 2021). Conversely, customers that developed attachment to service brands may not have been due to the relational benefits only but due to the switching costs which serves as negative switching barrier (Lee & Kim, 2022).

Empirical review

Much research examining consumer switching behaviour has been examined from different perspectives, each detailing the factor that influences switching behaviour. This study is appropriate given the prevalence of Nigerian GSM telecommunication subscribers' changing or having more than one network.

A study by Manzoor, Baig, Usman and Shahid (2020) investigated the factors affecting brand switching behavior of customers in the telecommunication industry of Pakistan. Findings from the study revealed that price, brand image, network quality, value-added services, and promotional activities directly influence consumer switching behaviour among youngsters.

Makwana, Sharma and Arora (2014) examined the factors influencing consumer switching behaviour in the telecommunication industry. The outcome of the study revealed that with the provision of value-added services and effective pricing strategies, telecommunication service providers can control consumer brand switching behaviour and can retain the customers. Further, factors influencing consumer switching behaviour in a mobile shopping environment by Lai, Debbarma and Ulhas (2012) revealed that positive factors (pull forces) and negative factors (push forces) of service switching behaviour have a strong effect of service switching intentions. Also, Liang, Choi, and Joppe (2018) emphasized the importance of industry professional ensuring

transaction-based satisfaction as it has significant effects on experience-based satisfaction, trust and repurchase intention.

In sum, past research on the impact of services on consumers provides strong evidence that services offered to consumers also affect their behaviours. Moreover, the few studies that deals with the effect of consumer switching behaviour for telecommunication services have been done outside the African continent. Other studies on service effects have focused on service delivery or service quality effects on consumer satisfaction or choice. Based on the insights gained from the literature review, this study examined the effect of service quality on consumer switching behaviour in the Nigerian GSM telecommunication sector. We considered all service switching factors that influence consumer switching behaviour. Following previous studies, we assessed consumers' switching behaviour. With this, we extended the study on service delivery and consumer switching behaviour to the Nigerian telecommunication services sector, a sector is replete with telecommunication organizations offering undifferentiated services. Thus, we add an additional dimension to understanding consumer switching behaviour for telecommunication services.

Theoretical review

This research will apply the Theory of Reasoned Action (TRA) and the Push and Pull Mooring (PPM) to explain reasons why individuals remain loyal or switch GSM telecommunications networks. TRA proposed Fishbein and Azjen (1975) explains behaviour under the voluntary control of individuals. The theory postulates that an individual's behaviour is as a result of their intention to perform the behaviour. The intention to behave in a particular manner is further informed by that individual's experience with a particular phenomenon. In view of this, it is expected that the quality of GSM telecommunication service that an individual is exposed to while being subscribed to a network determines the behavioural action such individual exhibits towards being loyal or switching to another network.

Another theory that explains switching behaviour is the push–pull–mooring framework. The PPM were advanced by Moon (1995) and Lee, Lee and Feick (2001). The theory focuses on the movement of individuals between places at specific times. PPM holds that two factors; the

pull/positive factors and the push or negative factors, exists either to attract people or drive people away in each situation (Ghasrodashti, 2017). These two factors of the Pull-Push theory help in the understanding of determinants of consumer switching behaviour (Kim, Choi & Choi, 2019).

Methodology

Research design and sampling

GSM telecommunications subscribers in Nigeria were selected based on their length of being subscribers and users of GSM telecommunication services in Nigeria. After ascertaining these, only subscribers who had switched GSM telecommunications service providers were drawn as participants for the survey.

Constructs for the study were adopted with minor changes from those of earlier studies (Keavency, 1995; Satish et al, 2011; Liang, Ma, & Qi, 2013) thus, the scales of each construct were adjusted to suit this study. Specifically, the independent variables for the study include service encounter failure, competition, inconvenience, core service failure, ethical issues, frequent network failure, family and friends, and price, while customer switching behaviour represented the dependent variable.

In addition, the survey contained a series of demographic questions. Convenience sampling was used for this study. To increase the content validity of the study and the reliability of the questionnaire, a pretest was carried out with 20 (Sheatsley, 1983; Sudman, 1983) postgraduate students who had been subscribed to any of the GSM telecommunications network (MTN, Airtel, Glo Mobile, and 9Mobile) in Nigeria for over a period of ten years prior to the distribution of the final questionnaires. Based on the result of the pilot studies, minor changes, including wording and questions sequencing, were effected on the questionnaire. Respondents will be requested to fill a 5-point Likert scale rating from 1 (strongly disagree) to 5 (strongly agree) in relation to reason(s) affecting their decision to switch GSM telecommunication network.

The data for the study was collected through an online survey within a period of one month (August 13 – September 12, 2022). The link for the questionnaire was generated from goggle form and shared on different social media groups with members who have subscribed to the GSM telecommunications services in Nigeria. A snowball approach was employed in sending the link to other respondents on different social media groups in order to reach a target of 384 samples as determined by Cochran (1977) sample size determination formular used for an infinite population.

A total of 249 responses were recorded representing 64.8% response rate was recorded. This is acceptable and adequate response rate for online survey (Baruch, 1999; Wu, Zhao & Aime, 2022). Of the 249 filled and submitted questionnaire, 28 were eliminated for various issues such as eligibility and skipped too many questions. The 221 useful questionnaire had 68.3% male sample, with majority of the respondent between 19-40 years age range, the sample had a variety of educational and occupational background as well as income levels (please see Table 1 for the demographic data of the sample).

The estimation of good fit was determined by the measurement model that was achieved through the PLS analysis. Specifically, the fitness of the model was determined using certain parameters which include average variance extracted (AVE), composite reliability of the model (CR), and individual item reliability.

Concerning the achievement of AVE, the minimum loading of 0.5 and above were achieved. The minimum benchmark of 0.7 and above was achieved as displayed in the measurement model. More so, the minimum benchmark of 0.4 were successfully achieved to ensure the individual reliability items of the variables.

Data analysis, result and discussion

Frequencies, factor analysis (FA) and partial least squares structural equation modeling (PLS- SEM) were employed in the study. Frequencies was used to summarize the demographic information with SPSS 20.0. FA was used to identify the validity of the measuring items, while PLS-SEM was employed to examine the effect of service quality on customer switching behaviour in Nigerian Mobile Telecommunications Sector. This is because PLS-SEM is a causal-predictive approach to SEM that emphasizes prediction in estimating statistical models, whose structures are designed to provide causal explanations (Wold, 1982; Sarstedt, Ringle, & Hair, 2017).

Demographics of the respondents

Table 1 Demographic data of participants

Characteristic	Total (N)	%
Gender		
Male	151	68.3
Female	70	31.7
Age		
Below 18	9	4.1
19-40	154	69.7
41-60	54	24.4
61 and above	4	1.8
Educational Level		
Secondary School Certificate and below	15	6.8
Diploma/NCE/Technical School Certificate	7	3.2
University Degree/Higher National Diploma	96	43.4
Post Graduate Degree	103	46.6
Occupation		
Civil Servant	52	23.5
Private Sector Employee	67	30.3
Entrepreneur	41	18.6
Unemployed	6	2.7
Retirees	52	23.5
Students	3	1.4
Income Range		
N10,000-N49,999	76	34.4
N50,000-N99,999	42	19
N100,000-N149,999	43	19.5
N150,000-N199,999	19	8.6
N200,000 and above	41	18.5

Source: Field Survey, 2022

Scale validity and reliability

The reliability of constructs was examined using composite reliability (CR). This is because Cronbach's Alpha is a lower-bound statistic and hence possibly not efficient to demonstrate true reliability (Peterson & Kim, 2013). A CR value of 0.7 or higher suggests good reliability (Churchill, 1979; Hair, Anderson, Tatham & Black, 1998; McCrae, Kurtz, Yamagata & Terracciano, 2011). The CR values range from 0.791 to 0.950, indicating a relatively good reliability of the measuring constructs (Table 2). Convergent validity was attained because all values of AVE are above 0.5 (Hair et al., 1998), which means more than 50% of the variance of the measurement item can be accounted for by the latent variables (Table 2).

Factor analysis (FA) was employed to reduce the dimensionality of the dataset down to fewer unobserved variables.

Table 2 Principal Component Factor Analysis for Measurement Model/ AVE and Composite Reliability

ITEM	FACTOR LOADINGS	AVE	COMPOSITE RELIABILITY
SERVICE ENCOUNTER FAILURE (SEF)		0.648	0.879
Bad attitude	.768		
Unprofessional	.644		
Delay responses	.871		
Not efficient	.910		
Bad attitude	.768		
COMPETITION (COM)		0.669	0.801
Better reputation	.871		
Product better fit-in	.761		
INCONVENIENCE (INCO)		0.707	0.879
Limited methods for subscription	.875		
Long transaction processing time at retailers stand	.843		
Limited choices in prepaid phone cards	.804		
CORE SERVICE FAILURE (CSF)		0.906	0.950
Sent text messages repeatedly before going through	.969		
Experience constant failure in delivering text messages	.933		
ETHICAL (ETH)		0.658	0.791
Keep calling/sending text messages to remind customers of bill payment	.700		
Stopping mobile phone service is not friendly	.909		
POOR NETWORK COVERAGE (PNC)		0.671	0.889
No network coverage in some areas	.716		
Poor network coverage in some locations	.726		
Displeased about my overall experience using my incumbent network	.911		
Feel frustrated about my overall experience using incumbent network	.901		
FREQUENT NETWORK FAILURE (FRQ)		0.733	0.891
Frequent network fluctuation in some places	.898		
Low response rate to network failure	.889		
Weak connections on different occasions	.776		
FAMILY/FRIENDS (FAM)		0.705	0.821
Family and friends influence choice of networks			
Friends and acquaintance expect me to use another network to communicate with them			
PRICE (PRI)		0.757	0.862
I compare prices before changing network	.653		
I prefer network that offer low prices and bonuses	.991		
CUSTOMER SWITCHING BEHAVIOUR (CSB)		0.786	0.936
Dissatisfied about my overall experience using my incumbent	.799		
Operator			
I am considering switching from my incumbent operator to others	.935		
The chances of my switching to another network is high	.919		
I am determined to switch to another network	.887		

Analysis of PLS-SEM results

PLS-SEM overcomes the apparent dichotomy between explanations as typically emphasized in academic research and prediction, which is the basis for developing managerial implications (Hair et al.,2019). This section presents the estimate of the path models with PLS-SEM and shows the processing; assessment of measurement model and assessment of structural model (Hair et al., 2014) of the constructs of the study.

Measurement model

Factor analysis (FA) of the measurement model specifying the posited relationships of the observed indicators to the latent constructs, with all constructs allowed to be inter-correlated freely, was tested. This encompasses testing of individual item reliability, internal consistency reliability as well as convergent and discriminant validity as shown in figure 1, using PLS-SEM.

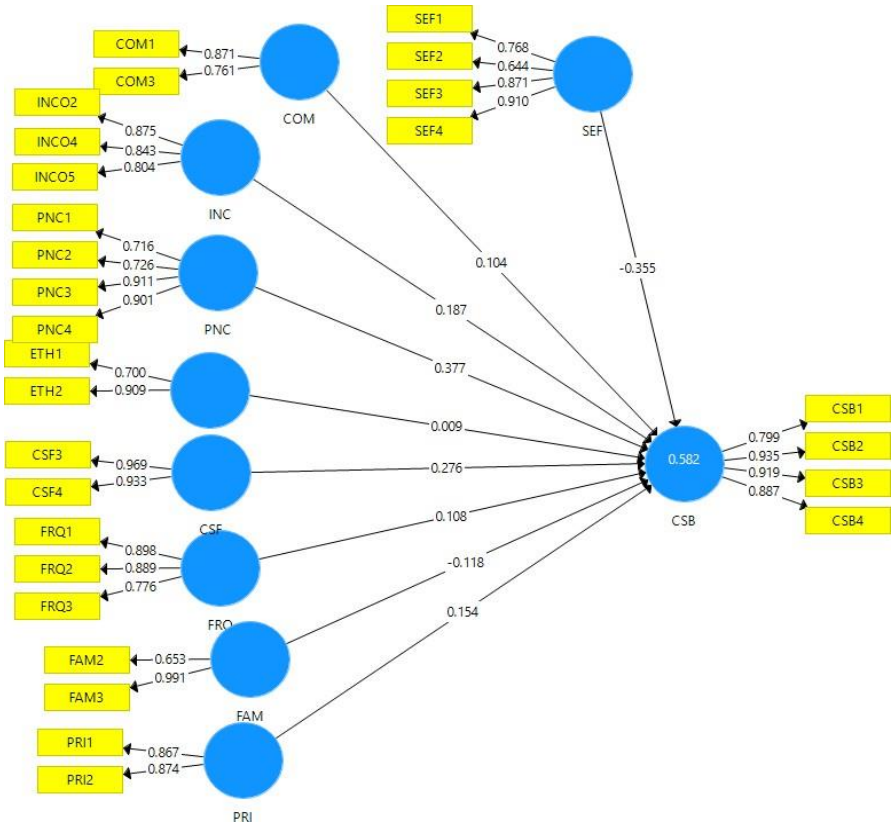

Figure 1 Measurement Model of the Study

Assessment of individual item and consistency reliability of the model

An examination of the construct loadings in the study were conducted to ensure the reliability of the individual item as suggested by Hair et al (2012). All the items in the measurement model of the study sufficiently loaded more than the benchmark of 0.40. The items in the model loaded between .644 (minimum) and .991 (maximum) as shown in figure 1.

Assessment of convergent and discriminant validity of the model

Based on Fornell and Larcker's (1981), a measurement of the convergent validity of the constructs were conducted. The AVE loaded a minimum of 0.648 (Table 1) which is above the benchmark of 0.5, and it is an indication of adequate convergent validity. Moreover, the discriminant validity, which is also known as divergent validity, can be explained as the two measures that are not supposed to relate are truly unrelated (Chin, 2010).

Though, there is no standard value for discriminant validity (Chin, 2010). Table 3 shows discriminant validity for competition (COM), customer switching behavior (CSB), core service failure (CSF), ethnical problem (ETH), Family/friends/group impact (FAM), Frequent network problem (FRQ), inconvenience (INC), Poor network coverage (PNC), price (PRI), service encounter failure (SEF) of 0.818, 0,886, 0.952, 0.811, 0.840, 0.856, 0.841, 0.819, 0.870 and 0.805 respectively. This indicated that discriminant validity is likely to exist between the two scales (Table 3).

Table 3 Discriminant Validity

COM		CSB	CSF	ETH	FAM	FRQ	INC	PNC	PRI	SEF
COM	0.818									
CSB	0.277	0.886								
CSF	0.086	0.439	0.952							
ETH	0.184	0.413	0.311	0.811						
FAM	0.171	0.300	0.378	0.528	0.840					
FRQ	0.251	0.516	0.320	0.487	0.361	0.856				
INC	0.213	0.394	0.297	0.419	0.238	0.418	0.841			
PNC	0.188	0.633	0.465	0.500	0.369	0.701	0.436	0.819		
PRI	0.319	0.409	0.098	0.446	0.357	0.415	0.278	0.441	0.870	
SEF	0.057	-0.092	0.239	0.078	-0.036	0.212	0.353	0.222	0.087	0.805

Furthermore, Table 4 (see appendix 1) compared the cross loadings of the constructs and shows adequate discriminant validity.

Structural model

Having assessed the psychometric properties of the measurement model, an assessment of the properties contained in the structural model of the study was performed in order to obtain the significance of the model. Bootstrapping was performed by using 500 values to estimate the sample of 211 cases, using PLS. The results of the bootstrapping are presented in figure 2 and Table 5.

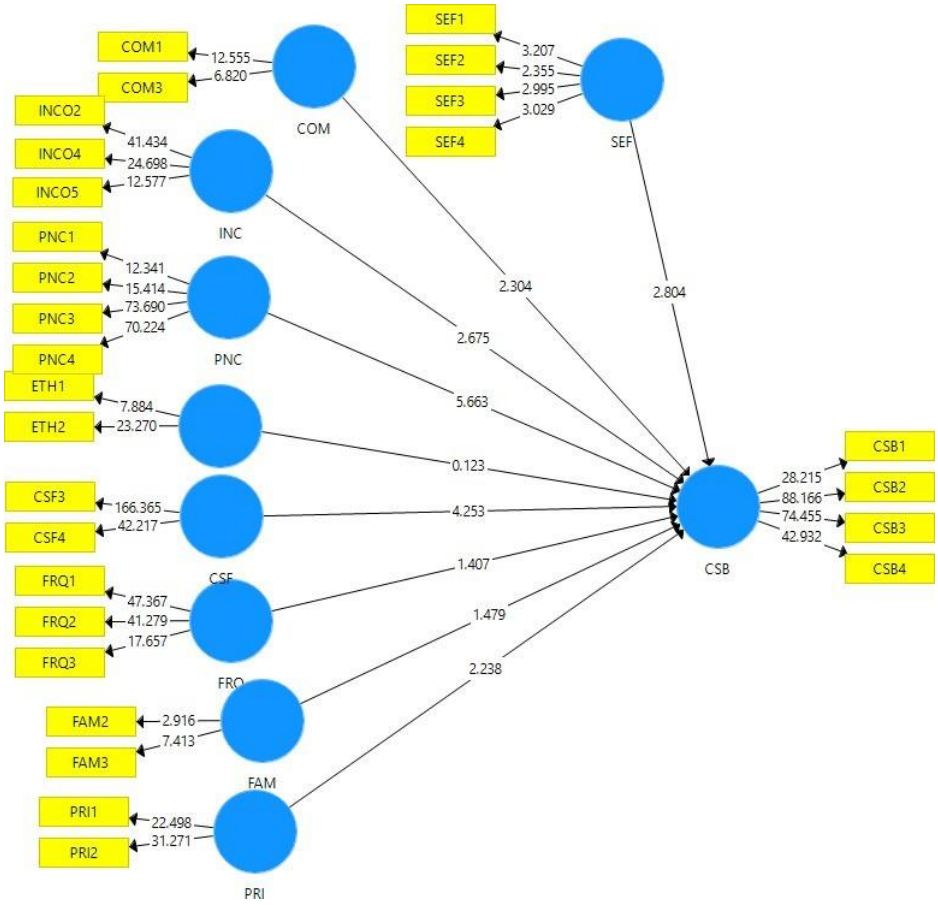

Figure 2 Structural model

Discussion and conclusion

Discussion

The present paper examined factors that influences consumer brand switching behaviour in relation to service quality in the Nigerian GSM telecommunication sector. The study examined the effects of competition, core service failure, ethical problems, relational factors, network problem, inconvenience, poor network, price, along with service encounter failure. The findings are summarized as follows:

First, the pull factor of competition among Nigerian GSM telecommunications service providers directly influence customer switching decision as subscribers often switch GSM networks when they find the reputation of the service provider and the product has a better fit with their telecommunication needs. This supports the findings of Chou et al. (2015) that service attractiveness from other service providers would significantly affect customers' switching intentions.

Second, negative experiences relating to core service failure, service encounter failure, bad network coverage, as well as inconvenience in utilization of services; all constituting push factors; influence switching decision among subscribers in the Nigerian GSM telecommunications sector. This supports the findings of David, Abina and Oyeniran (2015) which submitted that service quality is directly associated with the consumers' choice of telecommunication services in Nigeria. Also, the result synthesizes the findings of Kouser, Qureshi, Shahzad and Hasan (2012) that network coverage and customer service are critical to customer switching decision.

Third, price benefits or cost considerations, as explained by both the theory of reasoned action, and the pull (positive) factor, influence the decision of customers to switch telecommunications service network. The findings support the conclusion of Liang, et al. (2013), Vyas and Raitani (2014) which listed core service failure, price, competition, inconvenience, service encounter failure as critical factors that cause customers to switch mobile phone service providers. These factors that are critical to customer switching decision in the Nigerian GSM telecommunication sector can be regarded as negative switching barriers (Va´zquez-Carrasco, & Foxall, 2006).

Conversely, several factors including relational factors (family/friends/groups), ethical factors ethical, and frequent network problem all explained by the theory of reasoned action have no significant effect on consumer switching decision. This negates the findings of Liang, et al. (2013) which find that relational factors and ethical problems of service quality are among the critical influences on customer switching behaviour.

Reasons that may be adduced for these outcomes (see table 5 in appendix) discussed above are varied. On the one hand, insignificant effect relational factors may be because of the similarity of services offered by all Nigerian GSM telecommunications service providers. On the other hand, ethical factors and frequent network problem may not influence consumer switching decision because the two factors are common features on all GSM telecommunications network.

Conclusion

The effort to assess service quality and customer switching behaviour in Nigerian mobile telecommunications sector, reveals some important nuances. The GSM telecommunications sector in Nigeria is repleted with lots of customers' switching their services due to pull and push their experiences with service networks. This paper advances the understanding of both the Theory of Reasoned Action (TRA) and the Push and Pull Mooring (PPM) in explaining consumer switching behaviour in the context of the GSM telecommunications sector in Nigeria. The paper concludes that customer switching is based on their experience of GSM services. It is hoped that the factors that affects consumer switching behaviour in the Nigerian telecommunications sector highlighted in this study will be considered towards building a retinue of loyal customers.

Generally, the structural model in figure 2 shows that poor network coverage and core service failure are key factors that enhance consumer switching behavior.

Poor network coverage has 5.663, indicating that consumers will naturally switch to another available network in a specific location as long as he will be served by the network. This is because the Global System of Mobile Communication in Nigeria have their strengths and weaknesses in different locations and consumers will want to subscribe to the network that can meet their present need.

Core service failure has 4.253 in the structural model. This is an indication that consumers have expectations and once it is not met, consumers are likely to switch to another network after making enquiry directly or indirectly.

Implications, limitation, and future study direction

The present study provides a deeper understanding of the effects of telecommunications service quality on consumer switching behaviour. The implication of the findings of this study to management of telecommunication organisations are several. The result of this study reveals that there is need to ensure a strong reputation for the telecommunication service organization by offering products that guarantee optimal satisfaction of customers' need. Therefore, telecommunication organisations should ensure that they offer services that fit the needs of their target market. This will include eliminating service encounter failure, providing and improving the quality of their network, and offering their services at a price consumers will be happy to pay due to the quality of service they will receive. Deploying a pricing benefit strategy will also enable non brand loyalists of other competing brands to switch their telecommunications service provider.

Also, telecommunications service providers need to work at reducing or eliminating negative service experiences such as service failure, bad network, and all possible inconveniences that consumers can experience when using their telecommunications services in order to build a retinue of satisfied customer who can be brand loyalists. The management of telecommunications organisations can achieve this by investing in infrastructural facilities.

However, several limitations must be acknowledged, which, at the same time, present opportunities for future research. First, any behavioural response is the outcome of several factors included in the study. The present study is limited to a few antecedents of switching aspect as it adopted the scale used in previous study. Future studies might include other drivers akin to customers' buying and switching characteristics in the Nigerian GSM telecommunications environment.

Second, this research is limited to switching behaviour based on service experience in the Nigerian GSM telecommunications sector only. As such, the conclusions drawn from this study only hold true for current sample reached through the snowball approach. This may not be generalizable to a larger population. Therefore, future study could be done to observe the impact of these factors on switching behaviour in the telecommunications sector in general.

Third, the context of study (GSM telecommunications sector in Nigeria) also limits the generalizing ability of the findings. Similar studies could be

conducted on other service sector or other settings such as the tangible goods sector. Future studies may focus on analyzing the relationships between drivers of service experience and switching intentions. Based on investigations on other aspects of services experience, researchers might be able to find out which service experience, researchers might be able to find out which service-related factors reveal the strongest effects on switching intention.

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Appendixes

Table 4 Cross loadings of the Constructs

	COM	CSB	CSF	ETH	FAM	FRQ	INC	PNC	PRI	SEF
COM1	0.871	0.254	-0.019	0.214	0.053	0.207	0.315	0.223	0.274	0.028
COM3	0.761	0.193	0.189	0.070	0.256	0.207	-0.009	0.066	0.248	0.073
CSB1	0.226	0.799	0.429	0.394	0.336	0.593	0.314	0.613	0.311	-0.036
CSB2	0.223	0.935	0.397	0.352	0.263	0.467	0.411	0.575	0.405	-0.092
CSB3	0.240	0.919	0.404	0.326	0.157	0.405	0.287	0.518	0.333	-0.089
CSB4	0.294	0.887	0.323	0.389	0.303	0.353	0.379	0.530	0.396	-0.108
CSF3	0.100	0.481	0.969	0.366	0.375	0.347	0.323	0.489	0.121	0.224
CSF4	0.057	0.329	0.933	0.197	0.340	0.246	0.226	0.377	0.053	0.236
ETH1	0.081	0.237	0.097	0.700	0.269	0.227	0.236	0.204	0.353	-0.086
ETH2	0.195	0.406	0.353	0.909	0.539	0.509	0.414	0.540	0.382	0.152
FAM2	0.170	0.055	0.207	0.431	0.653	0.278	-0.004	0.136	0.403	-0.029
FAM3	0.159	0.322	0.382	0.509	0.991	0.351	0.264	0.384	0.325	-0.035
FRQ1	0.247	0.426	0.232	0.454	0.331	0.898	0.396	0.601	0.400	0.184
FRQ2	0.178	0.482	0.287	0.404	0.261	0.889	0.420	0.599	0.362	0.169
FRQ3	0.226	0.412	0.304	0.393	0.345	0.776	0.247	0.601	0.301	0.194
INCO2	0.066	0.359	0.280	0.355	0.252	0.325	0.875	0.343	0.252	0.225
INCO4	0.250	0.358	0.279	0.298	0.136	0.378	0.843	0.489	0.241	0.392
INCO5	0.239	0.261	0.172	0.427	0.220	0.357	0.804	0.238	0.202	0.268
PNC1	0.193	0.395	0.274	0.436	0.256	0.618	0.327	0.716	0.507	0.228
PNC2	0.209	0.368	0.324	0.379	0.361	0.673	0.336	0.726	0.414	0.324
PNC3	0.132	0.576	0.432	0.432	0.305	0.550	0.408	0.911	0.318	0.140
PNC4	0.130	0.657	0.455	0.417	0.312	0.547	0.364	0.901	0.304	0.124
PRI1	0.403	0.351	0.077	0.397	0.324	0.284	0.306	0.355	0.867	0.034
PRI2	0.155	0.360	0.093	0.379	0.297	0.436	0.180	0.412	0.874	0.117
SEF1	0.103	-0.069	0.351	0.175	-0.016	0.083	0.301	0.132	0.131	0.768
SEF2	0.064	-0.013	0.232	0.076	-0.022	0.028	0.405	0.143	0.064	0.644
SEF3	0.042	-0.071	0.139	0.060	-0.007	0.260	0.228	0.208	0.077	0.871
SEF4	0.013	-0.097	0.140	-0.009	-0.059	0.209	0.335	0.220	0.032	0.910

Table 5 Table of significance

	Mean	Standard Deviation	T-Statistics	P-Values
Competition > Customer Switching behavior	0.111	0.042	2.462	0.014
Core service failure > Customer Switching behaviour	0.268	0.064	4.300	0.000
Ethical problems > Customer Switching Behaviour	0.012	0.073	0.122	0.903*
Family/friends/group impact > Customer Switching behaviour	-0.102	0.078	1.506	0.133*
Frequent network problem > Customer Switching behaviour	0.094	0.073	1.485	0.138*
Inconvenience > Customer Switching behaviour	0.169	0.070	2.646	0.008
Poor network coverage > Customer Switching behaviour	0.372	0.069	5.472	0.000
Price > Customer Switching behaviour	0.154	0.069	2.227	0.026
Service encounter failure > Customer Switching behaviour	-0.318	0.108	3.287	0.001

Source: Authors' computation 2022