

**FACTORS INFLUENCING ON SWITCHING BEHAVIOUR OF
MOBILE USERS TOWARD SERVICE PROVIDERS
A COMPARATIVE STUDY BETWEEN YOUNG AND OLD
ADULTS IN TRINCOMALEE DISTRICT**



By

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ABSTRACT

With the development of technology, telecommunications services have emerged a necessity in the modern world. In the past mobile service companies only provided voice calls SMS as forms of communication. Switching behaviour happens when clients choose services from other providers instead of their existing service provider. The procedure of switching mobile service providers is the main difficulty this business faces. There for, losing a customer has a significant negative impact on the company's current and future earnings.

This study examined the factors influencing on switching behaviour of mobile users toward service providers with a comparison study between young and old adults, with special reference to selected area in Trincomalee district. The independent variables are price, inconvenience, core service failure, service encounter failure, employee responsiveness to service failure, Attraction by competitor, switching cost technology change and dependent variable is Switching Behaviour. Structured questionnaire was used as the method of data collection and selected 400 actors influencing on switching behaviour customers of young and old adults in Trincomalee district as the sample of this study. Convenience sampling method was used to make the sampling frame and quantitative research approach used for this study. Descriptive statistics, correlation, and regression, as well as simple analyses were used to analyse the data.

Last'y, the result indicated that there is significant impact of switching behaviour of mobile users toward service providers of the mobile consumers in Trincomalee district Young and Old Adult. The finding of this study are useful in further enlarging and enrichment application of these concepts in practice.

Key words: *Switching Behaviour, Price, Inconvenience, Core Service Failure, Service Encounter Failure, Employee Responses to Service Failure, Attraction by Competitor, Switching Cost, Technology Change*

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