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**CUSTOMER SWITCHING BEHAVIOUR AT MYANMAR POSTS
AND TELECOMMUNICATIONS**

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**CUSTOMER SWITCHING BEHAVIOUR AT MYANMAR POSTS
AND TELECOMMUNICATIONS**

A thesis submitted as a partial fulfillment towards the requirements for
the degree of Master of Marketing Management (MMM)

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ABSTRACT

This study aims to analyze the factors influencing consumer switching behaviour toward Myanmar Posts and Telecommunications (MPT) services. The scope of the study focuses on five main determinants: service quality, price, technology innovation, promotional packages, and network communication, targeting both urban and rural MPT users to capture regional variations. A quantitative research method was employed using a structured questionnaire, distributed to a sample of 400 customers selected. Data were analyzed using descriptive statistics, correlation analysis, and multiple linear regression. The findings indicate that service quality, network communication, promotional packages, and technology innovation significantly influence switching behaviour, whereas price does not have a significant effect. Among these, service quality has the strongest impact, followed by network communication. These results indicate that customers are more concerned with service performance, network reliability, and value-added features than with pricing alone. Therefore, it is recommended that MPT prioritize improving service quality and network infrastructure, offer attractive promotional strategies, and keep pace with technological advancements to enhance customer retention and reduce churn.

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CHAPTER 1

INTRODUCTION

In Myanmar, the most prominent firm in the field of telecommunications is Myanma Posts and Telecommunications (MPT). In addition to offering a broad variety of services, including both fixed-line and mobile communications services, the Ministry of Transport and Communications is the entity that oversees the operations of MPT. In the field of telecommunications in Myanmar, MPT holds a substantial presence. Since the restructuring of the telecom sector in 2014, the Myanmar telecommunications industry has been seeing tremendous growth. Together with KDDI Corporation and Sumitomo Corporation, MPT entered into a joint operating agreement in 2014. This partnership resulted in significant investments being made in Myanmar's telecommunications infrastructure. MPT has been able to improve the quality of its services and broaden its product offerings as a result of this relationship. Through its ongoing commitment to innovation and provision of key telecommunications services to persons and companies in Myanmar, MPT is making a significant contribution to the digital transformation of the country. During the months of August 2014, September 2014, and March 2018, Ooredoo, Telenor, and Mytel successfully joined the Myanmar Telecom market. There are a number of reasons why clients switch service providers in highly competitive marketplaces. These reasons include the quality of the service, the pricing, the innovation of technology, the advertising package, and the network connection. Despite the intense competition in the industry, Myanmar Posts and Telecommunications is able to keep its clients by providing them with appealing options. MPT provides a wide range of services, including phone calls, data packages, and value-added services, among others. The network architecture of MPT consists of a statewide 3G network as well as modern LTE+ services, which guarantees comprehensive coverage and dependable connectivity. Improve service delivery, implement focused retention tactics, and strengthen client loyalty are all things that MPT works to accomplish. MPT provides users with high-quality telecommunications services by investing in infrastructure, providing competitive pricing, and ensuring that they receive exceptional customer service. Myanmar Posts and Telecommunications identifies vulnerabilities, forecasts market trends, and implements proactive actions to reduce churn rates in order to conduct an analysis of switching behaviours.

Within the telecommunications sector, the process by which clients transfer their service provider is referred to as customer switching behaviour. This behaviour is driven by a number of different elements, including the quality of the service, the pricing, the availability of new technology, the advertising package, and network connectivity. The client is content with the services they receive, despite the fact that they may transfer to a different provider if they discover better deals, superior services, or lower pricing. This is because the telecom sector is extremely competitive. It is essential for telecommunications firms to take into consideration these aspects when formulating strategies to keep their consumers and lower their churn rates.

When it comes to the overall performance and dependability of telecom services, the quality of service is determined by a number of different elements. Having a network that is reliable means having service that is constant and uninterrupted with minimum downtime. The combination of speed and bandwidth ensures that data may be transmitted at a high speed and have enough capacity to meet the requirements of users. In order to guarantee connectivity in a variety of locales, Coverage provides comprehensive network coverage coverage. By reducing the amount of time that data is delayed during transmission, latency helps to improve the user experience. This is especially important for real-time applications such as video calls and online gaming. The Customer Support department is responsible for providing efficient and prompt assistance to customers with their problems and questions. The availability of services guarantees that consumers will have access to such services whenever they require them, with as few interruptions or outages as possible. In order to enhance the quality of their services, telecom companies make investments in network infrastructure, try to increase network performance, and incorporate cutting-edge technologies such as fiber-optic networks and fifth-generation wireless networks.

Price is a significant factor that plays a part in determining the switching behaviour of customers in the telecommunications business. In the context of competitive pricing, customers may migrate to other telecommunications providers if other providers provide promotions that are more appealing, cheaper rates, and greater value for their money. The clients are extremely sensitive to any fluctuation in the prices. Small price variations might cause customers to switch providers, particularly in situations when the perceived value of the service is not in line with the cost of the service. In order to entice clients away from their rivals, telecommunications companies provide packaged services that include capabilities such as device cooperation and

gaming services that give a free data and voice bonus. Additionally, the total value of these bundles is typically higher. Providing new customers with cheaper starting costs is an excellent approach for attracting switch consumer acquisition. Nevertheless, it is essential to continue to preserve client loyalty after the initial period of introduction. The price is justified by the whole perceived value, which includes the quality of the service, the assistance provided to customers, and additional features. Changing providers is more likely to occur when customers have the impression that they are not receiving their money's value. Using these pricing criteria, telecommunications businesses are able to build tactics that assist them keep consumers and minimize customer turnover.

The telecommunications sector is now experiencing considerable technical shifts, which are being driven by developments in a number of different aspects. Through the provision of faster speeds, reduced latency, and more capacity, the implementation of 5G networks is causing a transformation in the telecommunications industry. New applications, including as augmented reality (AR), virtual reality (VR), and the Internet of Things (IoT), are able to flourish as a result of this. It is becoming increasingly common for telecom operators to implement cloud-based solutions in order to enhance their flexibility, lower their expenses, and streamline their operations. In addition, cloud computing makes it possible to increase the efficiency with which new services and applications are deployed. Edge computing makes it possible to minimize latency and increase the performance of applications that demand real-time processing. Examples of such applications include autonomous cars and smart cities. Edge computing works by processing data closer to the location where it is created. Satellites in low Earth orbit (LEO) are improving connectivity in areas that are historically underserved and distant by offering high-speed internet access in places where traditional infrastructure is weak. As a result of the growing reliance on digital services, telecommunications firms are making significant investments in cybersecurity protection in order to safeguard their networks and the data of their customers from potential cyberattacks. The telecommunications business is undergoing a transformation as a result of these technical breakthroughs, which are allowing new services, enhancing client experiences, and driving innovation.

To reduce the amount of customers that leave and to increase the number of new subscribers, promotion packages are an essential component for switching triggers such as excessive costs or a lack of value. In addition to low price options, value-added

services, loyalty benefits, family or group plans, time-limited promotions, and device bundles, these packages also include other advantageous features. Various promotion packages are introduced by telecom providers with the intention of enhancing both value and satisfaction. They provide services that include bundled subscriptions to prominent digital platforms, as well as cheap plans that include additional data or minutes, gratis service upgrades, and more. Rewards such as reward points, special privileges for long-term users, and family sharing possibilities are examples of loyalty incentives. These incentives encourage consumers to remain with their existing provider by increasing the benefits that come with sticking with that provider. Providing clients with time-sensitive promotions, such as seasonal discounts, is an additional way to encourage them to continue with their subscriptions. This strategy focuses on enhancing the customer experience as well as the customer's perception of value.

In the realm of network communication, coverage dependability, signal quality, and data throughput are all crucial components. It plays a crucial part in determining the level of switching behaviour shown by customers. Voice calls, text messaging, and data access are all examples of services that are offered by a telecom operator. Network coverage refers to the geographic region in which these services are available. There is a considerable relationship between the amount and quality of network coverage and the user experience and satisfaction rate. When referring to the geographic reach of a telecom company, the places in which their network is accessible are indicated. The scope of coverage might extend from the local to the national and even the worldwide level. The quality of the call and the speed of the data are both affected by the strength of the signal in various regions. Generally speaking, higher signal strength is associated with higher service quality. distinct technologies, such as 3G, 4G LTE, and 5G, each offer differing degrees of coverage and performance. Technology employs many distinct technologies. When compared to 4G, 5G may have a more limited coverage area, but it offers quicker speeds and reduced latency. Coverage may differ depending on whether the situation is indoors or outside. Signals can be weakened by buildings and other objects, which might have an impact on coverage within buildings. The network is supported by the existence of several infrastructure components, including base stations, cell towers, and other components. Generally speaking, more infrastructure results in improved coverage. Customers are able to evaluate whether or not they will have better service in their location by using coverage maps, which are

used by providers of telecommunications services to illustrate where their services are available. Failure to provide satisfactory network performance is a key contributor to customer churn, since dissatisfied customers frequently go to rivals that possess more robust infrastructure. The growth of 4G and 5G networks, tools for network optimization, and real-time monitoring systems are all investments made by telecom carriers in order to proactively repair failures and enhance service consistency. Maintaining open lines of communication on network improvements while including feedback loops from customers in order to identify and resolve localized problems before they become a problem. In a market that is highly competitive, operators may decrease customer discontent and strengthen customer loyalty by ensuring high-quality connectivity.

1.1 Rationale of the Study

A number of different operators are competing for a piece of the market in Myanmar's telecommunications business, which is characterized by intense competition. When it comes to maintaining its position and lowering churn rates, Myanmar Posts and Telecommunications (MPT) must pay close attention to the switching behaviour of its customers. There are five key criteria that are the subject of this study regarding client switching. These include the quality of the service, the pricing, the innovation of the technology, the promotion packages, and the communication through the network. The level of satisfaction is strongly influenced by the quality of the service, which includes customer assistance and reliability. The affordability and perceived worth of a product are both impacted by pricing tactics. MPT provides and reveals chances to improve customer retention in order to determine the elements related to customer retention.

When it comes to user experience, technological innovation and network connection are both extremely crucial. When rivals launch cutting-edge services such as 5G and Internet of Things solutions, MPT makes certain that its technological infrastructure aligns with the ever-evolving demands of its customers. By modifying consumers' views of the costs and benefits of switching, promotion packages that include discounts and loyalty rewards have an additional impact on switching decisions. This research investigates how these elements combined influence customer loyalty, so providing MPT tactics with insights that can be put into action. The Myanmar

Performance Team (MPT) aims to enhance service delivery, optimize pricing, and use innovation in order to sustain development in the Myanmar market.

The findings of this study not only aid MPT, but they also add to a wider industry expertise on the topic of client retention in growing telecom markets. These crucial elements contribute to the enhancement of the competitive advantage, the development of long-term connections with customers, and the achievement of sustainable economic success.

1.2 Objectives of the Study

The objectives of the study are:

- 1) To identify the factors influencing consumer switching behaviour towards Myanmar Posts and Telecommunications service.
- 2) To analyze the factors influencing consumer switching behaviour towards Myanmar Posts and Telecommunications service.

1.3 Scope and Method of the Study

With regard to Myanmar Posts and Telecommunications, the primary objective of this study is to investigate and analyze the elements that influence customer switching behaviour. There are five key factors that determine the scope: the quality of the service, the pricing, the innovation of the technology, the promotion package, and the communication via the network. The study aims to find geographical differences in switching triggers by focusing on both urban and rural consumer segments as its target audience. In addition to adding to academic and industry understanding of churn dynamics in emerging telecom markets, the findings offer insights that may be put into action for MPT's retention strategy.

For the purpose of gathering substantial amounts of information, the study makes use of quantitative research methodologies. The influence of service quality, pricing, and other factors on switching behaviours are investigated through the use of a structured questionnaire. Through the use of Slovin's method, the sample size of the survey is determined for this study, and a total of four hundred users are surveyed. An example of a standardized questionnaire is a Likert scale with five points that is used to evaluate the sentiment of consumers. Secondary data are gathered from a variety of sources, including the official websites of MOTC and MPT, older research, published articles, textbooks, and related materials, as well as websites that are linked to the topic.

The association between switching behaviour and independent factors may be identified using statistical methods, and qualitative feedback can be analyzed using analytical tools. Both descriptive statistics and correlation analysis, as well as multiple regression analysis, are utilized in this work.

1.4 Organization of the Study

This investigation will be broken down into five distinct portions. The purpose of the first chapter is to act as an introduction, providing an overview of the motivation for the study, the objectives of the investigation, the scope of the study, the methodology, and the organization of the study. In the second chapter, we will discuss the theoretical foundations of the study, with a particular emphasis on the notions of customer switching behaviour, as well as a review of two earlier studies and the conceptual framework of the research. In the third chapter, a comprehensive profile of Myanmar Posts and Telecommunications will be presented. This profile will include information on the organization's history, mission, and enrollment trends. It will also provide context and background information that is necessary for comprehending the focus study that was supplied by Myanmar Posts and Telecommunications. The examination of service quality, pricing, changes in technology, and network connectivity will be presented in the fourth chapter. The investigation will be brought to a close in the fifth and final chapter, which will encompass a summary of the most important results, a discussion of the consequences of those findings, an examination of the limits of the study, and the provision of recommendations for the development of future research and institutions.

CHAPTER 2

THEORETICAL BACKGROUND

Telecom service quality, pricing, technological change, and network communication concepts and literature evaluation. Previous research and the study's conceptual framework are presented. Customers switching telecom providers is called customer switching behaviour. This behaviour is affected by several things. These variables assist telecom firms retain customers, minimize churn, and boost customer happiness and loyalty.

2.1 Customer Switching Behaviour

Telecom operators worry about customer switching. It affects revenue, market share, and sustainability. Customers transfer providers in Myanmar's competitive telecommunications service due to service quality, pricing, promotion package, technical innovation, and network connection.

Service quality is the relationship between client expectations and perceptions (Newman, 2001). Customers' opinions about service suppliers and interactions and services often determine service quality (Zeithaml, Berry & Parasuraman, 1996). Chidambaram and Ramachandran (2012) defined service quality as a service firm's total performance compared to the customer's industry-wide expectations. Quality denotes suitability for use and consumer pleasure to customers. Service quality significantly impacts corporate competitiveness. SERVQUAL measures service quality using Reliability, Responsiveness, Assurance, Empathy, and Tangibles. Even in various cultural environments, telecommunications businesses employ SERVQUAL, which is dependable and valid (Sureschander, Rayenden & Anantharaman, 2002).

Price is the cost of a product or service (Kotler, 2012). Consumers may choose a cheaper or alternative product (Kunal & Yoo, 2010). Service firms use price to indicate quality (Wilson, Zeithaml, Bitner & Gremler, 2012). Price has three components: objective monetary price, perceived non-monetary price, and sacrifice (Zeithaml, 2008). Customers may not always know or recall the real price paid for a product, therefore the objective monetary price (the amount of money paid for the goods) is not the same as the perceived price. Price fairness matters in exchange

transactions. Price is crucial in the telecommunications sector, especially for mobile operators. Zhang and Feng (2009) said “price is the monetary cost for a customer to buy products or services.” Price influences the customer's purchase choice. Intense price competition in the mobile phone business is crucial for service providers (Kollmann, 2000; Reena, 2012). Price depends on customer willingness to pay mark-ups, legal environment, competitive strength, etc. Customers are more inclined to choose a cheaper provider since cost and service charges matter (Mokhtar, Maiyaki & Noor, 2011).

Cell phones were a technical breakthrough in recent years (uSwitch Mobiles, 2018; Ehrenberg, 2000). Technological improvements like GSM, CDMA, WLL, and 4G technologies, along with more service providers, create fierce rivalry. Incumbent enterprises are improving service to increase consumer value to compete (Parhizgar, 2002; Chen, Hsu, and Lu, 2018). The increased competition has led to various alternatives, a wide variety of tariffs, and combinations of products and services, causing customers to move.

Promotion helps companies reach consumers about their products (Rowley, 1998). Promotion involves educating consumers about the company and its products (Root, 1994). Kotler and Armstrong (2010) defined promotion as firms informing, persuading, or reminding consumers and the public about their products. All firms need promotion, especially to enter new markets and gain clients. It also involved communicating items and services' benefits to target customers to buy. To attract mobile subscribers, mobile service providers offer prepaid top-up recharge, E-recharge mobile top-up vouchers for prepaid connection, recharge top-up, bonus cards, phone alert, call management services, caller tunes, free mobile calls, SMS offer, limited time free internet usage, various ring tone services, dialler tone services, and other promotional offers. Promotional strategies aim to increase sales, maintain market share, enhance brand recognition, foster future sales, educate the market, gain a competitive advantage, relate to competitors, and enhance efficiency (Rowley, 1998).

Customers' interactions with a firm and its products or services through network communication impact their choice to move to a rival. This involves network infrastructure technicalities and how consumers perceive and use networks to communicate with the firm and each other about their experiences.

2.2 Factors Influencing Customer Switching Behaviour

The switching behaviour of customers is determined by a number of different elements, such as the quality of the service, the pricing, the innovation of technology, the marketing package, and the availability of network connectivity. If a consumer is dissatisfied with the service they receive, the prices they pay, or the outcome of their expectations, they will migrate to a rival who provides superior alternatives. When it comes to developing effective retention strategies and maintaining long-term client loyalty in competitive marketplaces, service quality, promotion package, and network connectivity all play a vital influence in switching decisions.

2.2.1 Service Quality

When it comes to the telecom business, the quality of service plays a significant part in determining the switching behaviour of customers. When consumers have the impression that the quality of the service they are receiving is not satisfactory, they are more inclined to switch to a different supplier. There are a few essential factors of service quality that have an effect on the switching behaviour of customers. The performance of the network is critical to ensuring that it is dependable and consistent. Customers are driven to look for alternatives that are more dependable when they experience frequent call dropouts, low signal strength, and network disruptions. For modern telecommunications services, having a high-speed internet connection and adequate capacity are both essential. Dissatisfied customers are more likely to switch providers when they experience slow internet speeds and frequent buffering. Because of the extensive and robust network coverage, users are able to utilize their services without experiencing any interruptions, regardless of whether they are located indoors or outdoors, in urban or rural locations. Support for customers that is both efficient and responsive is essential. Customers are more likely to transfer providers when they have negative experiences with customer service, such as lengthy wait times and problems that are not handled. It is essential that the services be accessible whenever they are required, with as little downtime as possible. Frequent interruptions in service lead to frustration, which in turn leads to switching. An increase in the perceived value and a decrease in switching can be achieved by the implementation of value-added services, entertainment packages, loyalty programs, and special offers. By putting an emphasis on service quality, telecommunications companies may increase customer satisfaction and decrease the number of customers that migrate to rivals.

2.2.2 Price

When it comes to influencing the behaviour of customers who transfer brands, the price plays a key impact. Depending on the price structure, clients may choose to continue working with their existing provider or to switch to a different supplier. Customers that are sensitive to price are attractive to businesses that offer competitive base pricing and standard prices for fundamental services like as phone calls, text messaging, and data plans. The purpose of offering discounts, special offers, and introductory rates is to either bring in new clients or to keep the ones that are already there. These incentives have a big impact on whether or not customers transfer providers, particularly if they represent considerable cost savings. The bundling of packages offers superior value and convenience, hence lowering the number of customers that transfer providers. Long-term clients should be rewarded in order to increase customer loyalty and decrease customer turnover. Customers of Pay-As-You-Go Options are able to pay just for the services that they really utilize thanks to flexible pricing methods. A basic plan can be upgraded to include extra services, such as premium content, more data, or international calling, among other things. Pricing that is competitive for these add-ons contributes to an overall improvement in the value offer. Pricing adjustments made on a regular basis depending on market conditions, competition, and input from consumers, with the goal of maintaining prices that are both competitive and transparent in order to keep customers. Companies that provide telecommunications services can affect the switching behaviour of customers, attract new subscribers, and keep existing subscribers by strategically controlling the price structure.

2.2.3 Technology Innovation

At Myanmar Posts and Telecommunications (MPT), technological innovation has a substantial impact on the switching behaviour of customers. The shift to 4G and 5G networks is impacted by network improvements, which in turn affect client satisfaction. In the event that MPT falls behind its competitors in the adoption of these technologies, users may choose to move to suppliers that offer services that are both more reliable and quicker. Digital Services: The introduction of digital services, such as mobile banking, e-commerce platforms, and streaming services, has the potential to attract clients. It is possible for MPT to keep its clients if it provides digital services that are both innovative and easy to use. Value-Added Services: Providing additional

services, such as exclusive content, loyalty programs, and bundled deals, can have an impact on the retention of customers. When a supplier delivers services that are both comprehensive and valuable, customers are more likely to remain loyal to that source.

Upgrades to the Cybersecurity System: It is possible to enhance client trust and loyalty by implementing stringent cybersecurity safeguards to safeguard customer data. It is less probable that customers will transfer providers if they believe that their data is protected. By concentrating on these technical improvements, Myanmar Posts and Telecommunications company may increase customer satisfaction and decrease the number of customers that transfer providers.

2.2.4 Promotion Package

MPT provides a number of different marketing packages that are intended to entice clients who are contemplating transferring from other service providers. The MPT4U app or USSD codes may be used to access these packages, which contain customized data packs, voice and SMS bundles, and exclusive offers that are tailored to the specific customer profiles of each distinct client group. MPT's goal is to increase customer happiness and loyalty by offering competitive pricing and personalized packages. This will, in turn, reduce the possibility that consumers would migrate to rivals. It is essential to implement this strategy in the highly competitive telecom sector, where the retention of customers is essential to the achievement of sustainable growth.

In order to attract clients who are contemplating moving from other service providers, MPT provides a variety of marketing packages that are designed to entice those customers. The MPT4U app or USSD codes may be used to access these packages, which contain customized data packs, voice and SMS bundles, and exclusive offers that are tailored to the specific customer profiles of each distinct client group. For example, the "Htaw B 5X" package provides a balance of 5,000 Ks for a fee of 1000 Ks and is good for a period of 15 days. There is also the "Kyite Yar Khaw Pack," which is another popular choice. This pack costs 497 Ks and gives you 25 minutes of chat time that is good for seven days. In addition, the "Data Carry Plus" plan offered by MPT provides 215 megabytes of data over a period of thirty days for a price of 799 ks. MPT's goal is to increase customer happiness and loyalty by offering competitive pricing and personalized packages. This will, in turn, reduce the possibility that consumers would migrate to rivals. In the extremely competitive telecom sector, where maintaining

customer loyalty is essential to achieving sustainable development, this technique is absolutely essential.

2.2.5 Network Communication

There is a substantial effect that network communication has on the switching behaviour of customers. When it comes to network communication, there are a few aspects that influence whether or not clients continue to use their current provider or transfer to another. It is essential that the performance of the network be consistent and dependable. When consumers experience frequent call dropouts, low signal strength, and network failures, they are more likely to move to providers that are more reliable. High-speed internet access is a significant component. Customers get dissatisfied with their service providers as a result of slow data speeds and frequent buffering, which leads to the customers switching providers. consumers are able to use their services without interruption when the network coverage is extensive and powerful. This is true regardless of whether the consumers are located indoors or outdoors, in urban or rural locations. Real-time applications, such as video calls and online gaming, require significant delay in order to function properly. There is a negative impact on the user experience caused by high latency, which leads to switching. It is essential that the service be accessible whenever it is required, with as little downtime as possible. Frequent interruptions in service lead to frustration, which in turn leads to switching. Customer service that is both effective and timely to network-related difficulties helps to prevent frustration and decreases the amount of switching that occurs. By placing an emphasis on network connectivity, telecommunications companies may increase customer satisfaction and decrease the number of customers that migrate to competing companies.

2.3 Related Theories

Customer switching behaviour requires insights from multiple theoretical frameworks. The Marketing Mix Theory (4Ps/7Ps) highlights strategic levers businesses use to influence customer decisions, while Switching Cost Theory underscores the barriers or incentives that affect customer retention. The Service Quality Theory (SERVQUAL) evaluates gaps between expected and perceived service performance, providing foundational perspectives. The Technology Acceptance Model (TAM)

explains user adoption of technology through perceived usefulness and ease of use. These theories offer factors analyzing satisfaction, loyalty, and competitive dynamics in evolving markets.

(a) Marketing Mix Theory

In the telecom industry, customer switching behaviour influences the marketing mix (4Ps). The traditional 4Ps model are Product, Price, Place, and Promotion providing a structured approach to decision-making. Product factoring network reliability, data speed, and service bundles switch customers when competitors offer superior technology or features. Price sets the cost strategy with competitors' discounts, pricing plans, and hidden fees directly impacting churn rates. Place is optimal distribution. Promotion aggressive competitor advertising is perceptions and triggers switching. Extending the mix to 7Ps is People, Process and Physical Evidence to determine retention and optimize to mitigate switching by aligning with customer expectations.

(b) Service Quality Theory

The service quality theory is the importance of customer expectations in service delivery. A key model is the SERVQUAL framework, developed by Parasuraman, Zeithaml, and Berry. There are five critical dimensions of service quality, *tangibles*, *reliability*, *responsiveness*, *assurance*, and *empathy*. The gaps between customer expectations and perceived service performance determine satisfaction levels, influencing customer loyalty and retention. Another perspective of the Gap Model, highlights potential discrepancies in service delivery, mismanage customer expectations or inadequate employee training to prioritize service quality through consistent standards, employee empowerment, and customer feedback and to satisfaction, reduce churn, and have a competitive.

(c) Technology Acceptance Model (TAM)

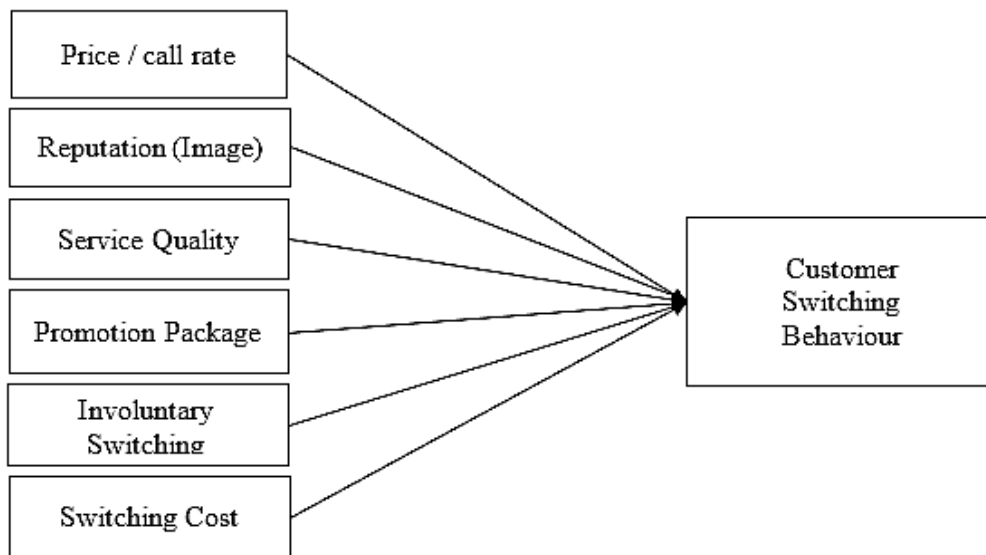
Technology Acceptance Model (TAM) explains customer switching behaviour in telecom services by focusing on two key factors, perceived usefulness and perceived ease of use. When customers perceive a competitor's network quality, pricing, or digital services as superior and user-friendly, they are more likely to switch. External variables

such as promotional offers, peer recommendations, or dissatisfaction with current services further influence these perceptions. Technology Acceptance Model (TAM) suggests that telecom operators reduce switching by enhancing services such as faster speeds and simplifying processes to improve retention in a highly competitive market.

2.4 Previous Studies

A definition of the factors that determine customer switching behaviour in the mobile telecommunications industry in South-South Nigeria was provided by Panama et al. Six independent factors were used to conceptualize the study model. These variables were price, reputation (image), service quality, promotional package, involuntary switching, and switching cost. The model was conceptualized based on these six variables. At that time, the factor that functioned as the dependent variable was the switching behaviour of the customers.

Figure (2.1) Determinants of Customer Switching Behaviour in Mobile Telecommunication Industry in South-South Nigeria



Source: Panama, Imuetinyan John Ugiagbe, Sunday Aguwamba (2023).

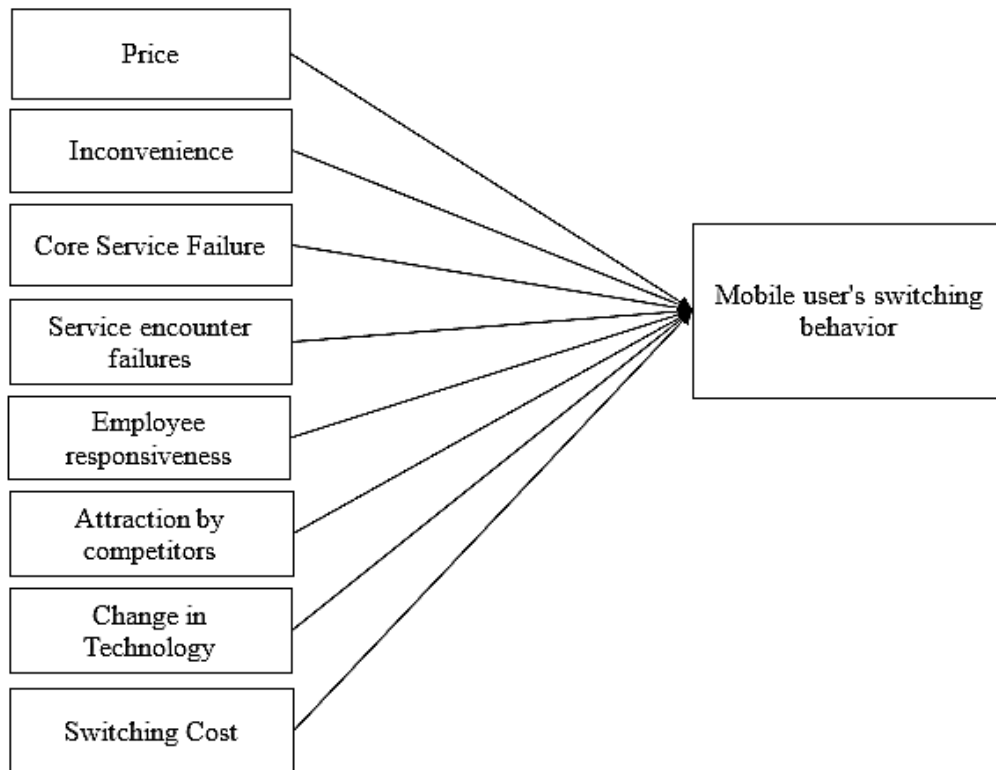
In the South-South geopolitical zone of Nigeria, which is sometimes referred to as the Niger Delta Region, the research was carried out. Reputation, service quality, promotional package, and switching cost were shown to have a substantial and positive link with consumers' switching behaviour, according to the findings of the study. On

the other hand, pricing and involuntary switching were found to have the least significant relationship. These variables were highly major influencers of customers' decision to migrate from one mobile telecommunications provider to another, with the exception of pricing and involuntary switching, as was mentioned before.

The findings of this study suggest that in order to keep clients from switching providers, it is necessary to devise appropriate pricing strategies that are significantly distinct from one another in terms of reasonable call rates and data transfer fees. A second possibility is that management might devise strategies to foster the growth of trust and confidence by ensuring that quality services are delivered in a timely manner and that there is adequate network coverage. In conclusion, it is the responsibility of managers to ensure that promotional programs are geared towards partnerships. It is of utmost importance for the drivers of customers' switching behaviour to make a substantial contribution by determining the customers' views of marketing factors that might have an effect on switching.

Awwad and Neimat (2010) investigated the factors that influence the switching behaviour of mobile service users, specifically focusing on Jordan as their case study. The switching behaviour of mobile users in Jordan is the subject of this study, which is one of the first on the subject. These are the factors that are considered to be the most significant. The behaviour of switching between mobile devices was the dependent variable in this study. Pricing, annoyance, core service failures, service encounter failures, staff responses to service failures, attractiveness by rivals, change in technology, and switching costs were the independent factors that were considered.

Figure (2.2) Factors Affecting Switching Behaviour of Mobile Service Users: The Case of Jordan



Source: Mohammad Suleiman Awwad, Bashar Awad Neimat (2010)

Among all of the responses, it was discovered that cost was the third most popular area for transferring businesses. It was discovered that the inconvenience of switching mobile service providers has a substantial statistical influence on the behaviour of mobile service consumers. The inconvenience was the second most important factor in determining whether or not a person would transfer cell service providers. Core Service failures were shown to have a considerable statistical influence on the switching behaviour of mobile service customers, and they were the group that accounted for the most switching. The switching behaviour of mobile service consumers is not significantly affected by technological advancements, according to statistical analysis. There is little technological distinction between service providers as a result of the technologically evolved market.

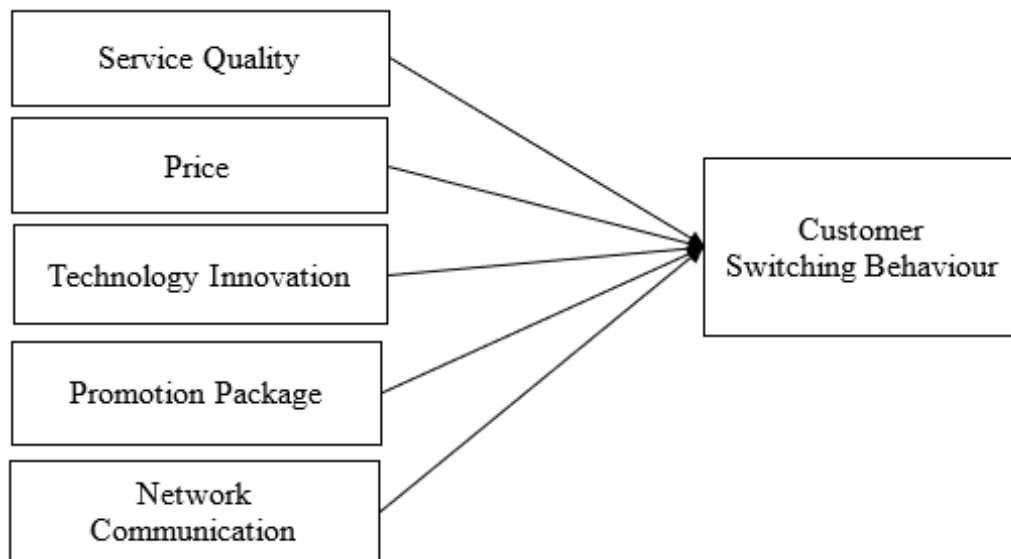
According to the guidelines, mobile operators should build customer satisfaction initiatives that are carefully structured in order to enhance the number of customers they keep. Through careful control of pricing rules, it is possible to limit the

amount of switching behaviour that is connected to price. A reasonable assessment of both the price and the quality is required. A reduction in the switching behaviour of consumers, which is caused by unpleasant interactions between staff and customers, might be achieved by attentively listening to the customers and providing employees with training in both technical and functional areas.

2.5 Conceptual Framework of the Study

Based on the findings of earlier research, which were discussed in the part before this one, the conceptual framework for the study has been constructed. The primary emphasis of the research is on the elements that influence customer switching behaviour with regard to Myanmar Posts and Telecommunications service, which are depicted in Figure (2.3). This particular model is comprised of the most significant variables that have an impact on the switching behaviour of customers (the dependent variable). There were four independent variables: the quality of the service, the pricing, the evolution of technology, and the communication network.

Figure (2.3) Conceptual Framework of the Study



Source: Own Compilation (2025)

2.5.1 Service quality

Service quality is network reliability, customer support, communication, and billing accuracy influence customers' decisions to stay or switch providers. Poor service drives churn, while excellence retains users despite price competition.

2.5.2 Price

Price is the cost-of-service plans, tariffs, and fees that influence customer adoption, retention, and switching behaviour. The price is the charged cost for voice calls, mobile data, SMS messages, FTTH internet access and other value-added services. The price varies by service type, usage volume and duration.

2.5.3 Technology Innovation

Technology innovation is advanced solution and implementation of advanced technologies to improve telecom networks, services, and customer experiences.

2.5.4 Promotion Package

Promotion package is a special discounted bundle (data/voice/rewards) offered temporarily to attract or retain customers. It is designed by providing discounted rates or additional benefits for a limited time offer.

2.5.5 Network Communication

Network communication is the technology enabling reliable connections for calls, data, and services over a telecommunications network. This communication includes access networks, core networks to manage routing and switching, and transmission networks to carry signals over long distances.

2.5.6 Customer Switching Behaviour

Customer switching behaviour is when users change providers due to service quality, high pricing, technology innovation, more attractive offers from competitors, or poor network coverage. This behaviour is important to improve customer retention, reduce churn, and develop competitive strategies.

CHAPTER 3

PROFILE AND CUSTOMER SWITCHING BEHAVIOUR AT MYANMAR POSTS AND TELECOMMUNICATIONS

This chapter describes the profile of Myanmar Posts and Telecommunications, organizational structure of Myanmar Posts and Telecommunications, and the descriptive explanation of customer switching behaviour at Myanmar Posts and Telecommunications.

3.1 Profile of Myanmar Posts and Telecommunications

MPT is the first and leading telecommunications operator in Myanmar and has been championing the development of the telecommunications industry for over 140 years. It provides both fixed (FTTH) and mobile telecommunication services to individuals and enterprises, including Myanmar's largest nationwide 3G, 4G/LTE+, and 5G networks.

In 2014, MPT signed an agreement with KDDI Summit Global Myanmar Limited (KSGM), bringing together the expertise of KDDI Corporation and Sumitomo Corporation to accelerate the transformation of Myanmar's telecommunications sector.

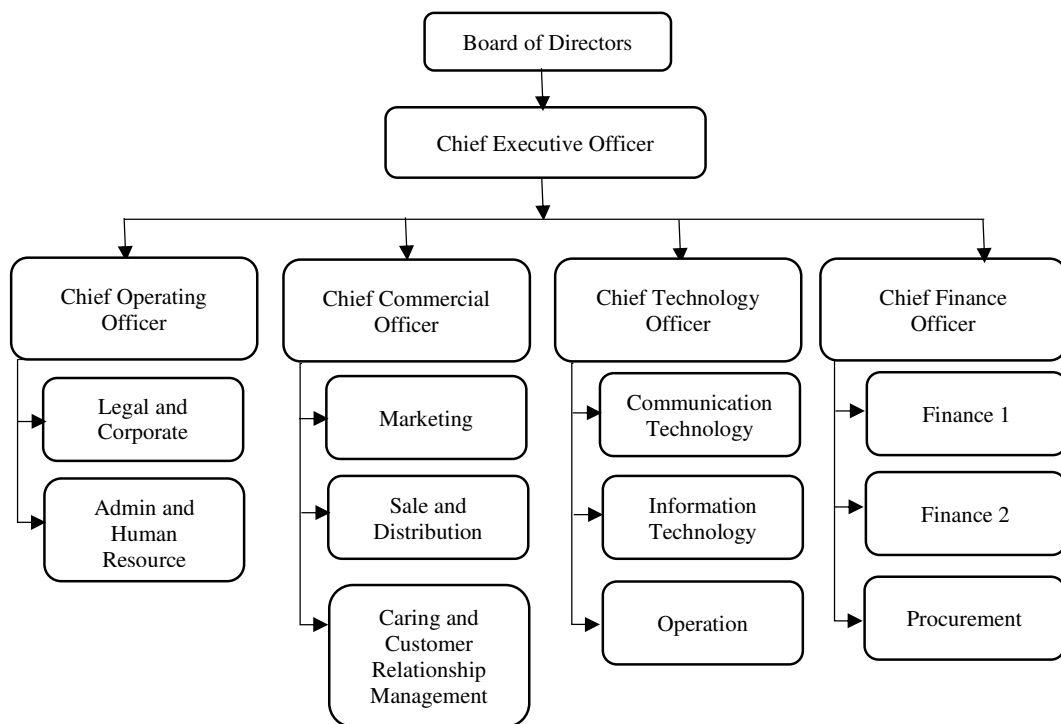
Over the past decade, MPT with the support from KSGM, has delivered advanced technologies and enhanced digital experiences, building a robust telecom infrastructure that now covers 96% of the population and serves over 20 million customers. MPT has also introduced programs such as MPT Club and various value-added services in collaboration with trusted partners, while creating job opportunities and promoting digital inclusion across Myanmar.

Starting from April 2025, MPT has agreed to amend the agreement with KSGM to optimize KSGM's support and utilization of qualified local employees while ensuring the quality of Myanmar's telecommunications infrastructure. With a workforce of over 6,000 employees and KSGM, MPT is committed to continually providing the best telecom services to customers across the country, while also delivering sustainable benefits for the people of Myanmar, including its employees.

3.2 Organizational structure of Myanmar Posts and Telecommunications

MPT's organizational structure was designed to facilitate efficient management of its diverse operations, which include postal services, internet services, and telecommunications services. It is under the supervision of the Ministry of Transport and Communications (MOTC) of Myanmar that the Myanmar Public Transport (MPT) operates, and its organizational structure is designed to make it easier to accomplish both strategic and operational objectives. A representation of the organizational structure of Myanmar Posts and Telecommunications is shown in figure (3.1).

Figure 3.1 Organizational Structure of Myanmar Posts and Telecommunications



Source: MPT (2024)

When it comes to comprehending the workings of this telecoms firm, the organizational structure of Myanmar Posts and telecoms (MPT) is an essential component to take into consideration. Through the use of this structure, the hierarchical framework that determines the distribution of duties, the procedures for making decisions, and the flow of communication within the company is outlined. This structure is topped by the respected Board of Directors, which is tasked with the responsibility of making high-level strategic choices and governing the organization.

The Board is responsible for providing MPT with comprehensive leadership and direction for its operations.

Within MPT, the Chief Executive Officer (CEO) or Managing Director acts as the highest-ranking executive, and they are entrusted with supervising the organization's strategic direction, leadership, and management. This position is directly behind the Board of Directors. It is essential that MPT occupies this position in order to guarantee that it will accomplish its business objectives and continue to maintain its competitive edge in the market. A group of highly respected officials who report to the Chief Executive Officer plays an important role in directing the different activities of MPT. In addition to the Chief Financial Officer (CFO), Chief Commercial Officer (CCO), and Chief Technology Officer (CTO), this executive team now includes the Chief Operating Officer (COO). These five offices are currently responsible for the operations of MPT, which includes 11 divisions, 52 departments, and 205 teams, and employs roughly 6,000 people.

It is the responsibility of the Chief Operating Officer (COO) to oversee critical departments inside the firm. These departments include legal, administrative, and human resources (HR), all of which are crucial to the efficient administration of administrative operations and human resources. The management of the organization's human capital falls within the purview of this division, which is responsible for operations such as recruiting, training and development, performance evaluation, and employee relations. When it comes to cultivating a staff that is both skilled and motivated, the Human Resources Division plays a crucial role.

Throughout the areas of Marketing, Sales and Distribution, Customer Care, Customer Relationship Management, and Business Development, the Chief Commercial Officer (CCO) is entrusted with the responsibility of influencing MPT's market presence and customer engagement. Each and every marketing campaign, sales strategy, and customer interaction program falls under the purview of this section. It includes divisions that prioritise the development of new products, the management of sales activities, and the acquisition of new customers. In addition to responding consumer comments, complaints, and efforts aimed at improving service, it is responsible for operating customer service centers, contact centers, and online help platforms. Additional responsibilities include managing customer service. Through the implementation of creative marketing tactics and the expansion of MPT's market share, the major purpose of this division is to boost the growth of revenue.

The Chief Technology Officer (CTO) is responsible for managing the complex domains of Information Technology, Operations, Technology and Engineering, and Communication. These domains are all vital for ensuring that MPT continues to retain its technical superiority and its capacity to provide services. As part of its responsibilities, this division is responsible for maintaining and improving MPT's network infrastructure. In addition to providing technical assistance, it includes departments that are specialized to the operations of mobile networks and internet services. It is the responsibility of this section to ensure that the MPT network continues to be robust and dependable over the entirety of Myanmar, serving millions of customers.

It is the responsibility of the Chief Financial Officer (CFO) to oversee the responsibilities of financial planning, budgeting, accounting, and administrative tasks in order to ensure that MPT's financial stability is maintained and that resource management is optimized. Budgeting, financial planning, auditing, and procurement are all operations that fall within the purview of the Finance Division, which is responsible for overseeing the whole financial well-being of MPT. Other divisions receive crucial financing and financial analysis help from this division, which also ensures that the organization's financial resources are utilized in an effective manner.

3.3 Influencing Factors on Switching Behaviour towards Myanmar Posts and Telecommunications

In the rapidly evolving telecommunications sector of Myanmar, understanding customer switching behaviour is essential for sustaining competitive advantage and ensuring long-term growth. As the country's leading telecom provider, Myanmar Posts and Telecommunications (MPT) faces increasing challenges in customer retention due to rising competition, shifting consumer preferences, and dynamic market conditions. This study investigates the demographic profiles of MPT's customers and analyzes the key factors such as service quality, price, technology innovation, promotion package and network communication that influence their switching decisions.

3.3.1 Service Quality

Service quality is important to receive customer satisfaction and loyalty at Myanmar Posts and Telecommunications (MPT), to maintain high service quality to reducing churn rates and retaining subscribers in a competitive market. Poor coverage

directly impacts user satisfaction. MPT add cell towers, upgrading technology (e.g., 4G/5G), and optimizing network load management to improve Reliability. It is the factor in improving customer retention in market connectivity as a daily necessity.

Customers remain MPT phone calls as a primary mode of communication for both personal and business interactions. When call quality is poor, it directly impacts user satisfaction and prompt customers to switch to competitors. Call quality improvements are achieved by upgrading voice infrastructure (e.g., 5G, VoLTE technology), optimizing network traffic management.

MPT data services provides the ability to deliver consistent, high-speed internet connectivity to meets customer expectations for reliability and performance. For high-quality data services, MPT monitor download/upload speeds, network congestion levels, and outage frequencies. MPT upgrades Technical to expand 4G/LTE/5G coverage, deploying fiber-optic backhaul, and optimizing tower capacity.

MPT's call center (106) provide timely, efficient, and effective resolutions to customer inquiries and complaints. It responds promptly through quick call answering, first-call resolution, or timely follow-ups demonstrate MPT's commitment to customer care. MPT's call center uses CRM systems for tracking complaints. MPT's call center operation strengthen relationships with users, reduce churn, and build a reputation for reliable and attentive service.

MPT communicates to customers timeliness and transparency. Customers receive proactive notifications through SMS, MPT4U Apps, MPT website, MPT Viber or social media, with clear explanations of impacts and resolutions. MPT communicates well providing advance notice of outages, real-time status updates, or easy-to-understand terms for plan changes to reduce frustration. MPT uses a multichannel communication strategy tailored to customer preferences, ensuring messages are concise, actionable, and localized.

MPT's billing system is ability to provide transparent, and easily understandable invoices to customers. MPT's billing is transparent with no hidden fees, prorated charges explained, and real-time usage tracking. MPT implement automated billing audits, offer user-friendly digital platforms with MPT4U App showing real-time usage and charges.

3.3.2 Price

MPT pricing strategy is a factor for customer retention and switching behaviour. The prepaid subscribers are highly responsive to changes in call and data rates, but postpaid customers prioritize service reliability and fair billing over absolute price points. However, the pricing transparency and perceived fairness remain critical concerns for MPT's subscribers.

MPT pricing strategy has the company balances affordability, value, and transparency to meet diverse customer needs in Myanmar's telecom market. MPT offers competitive, flexible plans for a high-quality pricing strategy that aligns with local purchasing power while clearly communicating terms, no hidden fees or complex conditions. Low-cost SMS/data for rural users, unlimited night packages prices are perceived as fair and tailored for customer satisfaction and loyalty improvement. MPT's pricing is a reliable service at a reasonable cost to reduce customers switching to competitors. For pricing strategy, MPT regularly analyzes market trends, segment offerings based on user behaviour and gather direct feedback to ensure plans remain relevant.

MPT competitively priced relative to competitors while delivering reliable network coverage, clear call quality, consistent data speeds, and responsive customer support. If competitors offer better value, customers view MPT's pricing as unfair, increasing the risk of switching providers. For pricing fairness, MPT regularly assesses customer feedback, benchmark against market rivals, and adjusts plans to reflect actual service performance. Transparent communication about what customers receive at each price point including 5GB of high-speed data with nationwide coverage enhances perceived value. MPT's mobile services offer similar or better rates for calls, data, and SMS and demonstrate value-conscious service quality. Customers perceive fairness when they receive equivalent network reliability, call clarity, and data speeds at prices aligned with market competitors.

Price is a dominant factor in customer decision-making. They value MPT's network coverage, service quality or perceive the current pricing. Small differences in cost plans push customers to explore cheaper device collaboration bundles, promotional offers, or competitor plans. MPT introduce budget-friendly data packages, loyalty discounts, or targeted promotions for cost-conscious segments. MPT is clearly reasonable and transparent for the fees, taxes, and additional charges on customer bills.

MPT bills are user-friendly with detailed breakdowns available via MPT4U App to affordability and clarity.

3.3.3 Technology Innovation

Technology innovation is a factor influencing customer retention and switching behaviour. MPT has 4G/5G networks, eSIM service, mobile money services, MPT club, MPT4U App and digital customer support platforms to meet the growing expectations of consumers. Technology innovation is a statistically significant predictor of switching behaviour among MPT's customer base. Technological advancements are important for long-term competitiveness, other factors like promotional packages or pricing may have more immediate impacts on customer decisions. Urban customers, particularly younger demographics, express strong interest in high-speed data and value-added digital services. MPT segment-specific innovation strategy rolling out advanced features in urban centers.

MPT technology innovation reflects its commitment to enhance connectivity and improve user experience. 5G readiness, fiber-optic expansion, and driven network optimization are ability to anticipate and meet digital demands. The rollout of VoLTE (Voice over LTE) is clearer calls deployment of energy-efficient towers in rural areas. MPT's innovative approach for instant support, MPT4U App features for real-time data management, and secure digital payment integrations. MPT's technology innovation is practical and delivers tangible benefits with faster speeds. MPT networks empowers customers in an increasingly connected world.

MPT technology innovation has 4G and 5G high-speed internet services, positioning the company at the forefront of Myanmar's digital transformation. LTE and 5G-ready infrastructure deliver faster data speeds, lower latency, and more reliable connectivity enabling gaming, and remote work for consumers and businesses alike. MPT's high-speed data services are enhanced by intelligent network management. The company also integrates user-friendly features like self-service data top-ups and real-time usage tracking via MPT4U App. MPT4U App is a technological innovation in Myanmar's telecom sector, transforming customer experience through a seamless digital platform. MPT4U App empowers customers checking balance and data package purchases with real-time service management. This digital transformation has tangible impacts MPT4U app users and reports greater satisfaction with instant problem resolution.

When introducing new technologies, MPT focuses on practical improvements users immediately experience to reduce call drop rates. MPT maintains trust through transparent communication about technological changes via its MPT4U app and social media. Technology innovation is leadership MPT's mobile service driving both competitive differentiation and tangible improvements in customer experience. Upgrading MPT network infrastructure and digital platforms, MPT provides faster speeds through 4G LTE and 5G readiness, broader coverage and smarter services. MPT maintains customer trust through transparent tech rollouts.

MPT introduce eSIM technology adopting embedded SIM services in devices. The customer scans QR codes to download SIM profile from the server. And then it is downloaded and installed automatically. After that, SIM profile communicates MPT network and activates phone calls. The eSIM is particularly transformative from physical SIM. The eSIM solve real pain points for SIM card damage in humid climates and simplifies device management for the country's growing base of dual-SIM smartphone users. Technology also unlocks new use cases. MPT eSIM provides market readiness for this innovation by clear communication and reliable service. eSIM not just as a technical upgrade but as the foundation for next-generation services.

3.3.4 Promotion Package

Promotional package is the factor influencing customer switching behaviour at MPT. In Myanmar's price-sensitive telecom market, customers actively compare value propositions across providers, making well-designed promotions such as discounted data bundles, loyalty rewards, or limited-time offers a powerful retention tool. MPT implements segment-targeted campaigns through SMS or MPT4U App.

MPT promotes multi-channel marketing by sending targeted SMS alerts to the targeted customers, pushing promotions prominently in the MPT4U app, and running engaging social media campaigns especially on MPT Facebook and MPT Viber. MPT differentiates its promotions by tying them to local holidays, Thingyan water festival bundles and practical use cases season data packs. Hti Pauk promotion awareness stems from its lucky draw personalization and seamless redemption process. MPT is evolving its promotional strategy beyond discounts into experiential reward bundling PUBG mobile Pack with data plans or offering Htaw B 5x, Shal Kyi Data Pack, Kyin Kyin Nar Nar Pack, Data Carry Plus to loyal customers. By transforming promotions, MPT

deepens emotional connections while its limited time "Myanmar Premier League" football data packs.

MPT's promotion packages include data packs, voice packs, and Htaw B Special Offer campaigns. MPT 4G Unlimited Night and Social Bundle are data packs and voice packs. The Htaw B promotions create urgency with limited-time discounts or bonus benefits, driving immediate purchases and top-ups. Offering Thingyan Water Festival free data hours or Tazaungdaing lighting celebration packs resonate emotionally with users. Redemption is simplified through USSD shortcuts (*121#), the MPT4U app. MPT is evolving its promotional strategy from transactional discounts to value-added services. New initiatives bundle data packs with partnerships access to local streaming platform Mahar. The upcoming Htaw B Plus tiered rewards program will personalize offers based on usage history, ensuring high-spending customers feel uniquely valued.

Promotion packages are price-sensitive consumers increasingly research and compare deals before selecting a telecom provider. MPT has strategically designed its promotional offerings including limited-time data bundles, voice packs, data packs, and exclusive Htaw B (Special Offer) campaigns to stand out in Myanmar's competitive market. These promotions are easily discoverable through MPT website <https://mpt.com.mm> and even retailer-led promotions at phone shops explaining by promoters. The customer choice MPT promotion offering for both savings and service quality. This pre-purchase makes its promotions not just attractive but also transparent and trustworthy. Each campaign clearly displays terms such as 1,500 Kyats = 3GB + Bonus 1GB for New Users and network quality.

MPT's promotion packages deliver exceptional value by combining competitive pricing with tangible benefits to the targeted customers. MPT Super Net 10GB for 7 Days to maximize utility while maintaining network quality offering to user segments. And then it has discounted international call packs. This strategic alignment of promotions with real-world usage patterns ensures customers perceive. The data pack includes not just extra gigabytes, but also free cashback rewards. Seasonal campaigns, Thingyan Water Festival's demonstrate cultural relevance into its value. MPT maintains consistent 4G LTE performance.

MPT's promotion packages through their hyper-personalized approach applying advanced analytics to tailor offers that precisely match individual usage patterns. Frequent international calls, late-night data consumption, or specific app

usage ensures customers receive relevant value rather than generic discounts, with the MPT4U app serving as a personalized promotion based on real-time usage history. Top-Up Rescue offers an extra GB while irregular users get Welcome Back incentives to re-engage. MPT even segments promotions by device type, offering Data + Voice to smartphone users who buy new devices.

3.3.5 Network Communication

Network communication quality is calling reliability, data speed, and coverage consistency as a fundamental expectation for telecom customers in Myanmar. MPT faces challenges in rural-urban disparities, with urban subscribers demanding 4G/5G speeds for streaming, while rural users prioritize basic call connectivity. Customers attractive pricing or promotions in business districts or interrupted mobile banking transactions.

MPT network coverage is consistently and reliable through strategic infrastructure investments and intelligent network optimization. Extensive network of towers, small cells, and fiber-optic backhaul connections across both urban and rural areas. MPT minimizes dead zones and provides seamless connectivity whether users are in downtown Yangon or remote villages. Dynamic spectrums maintain stable 4G/LTE speeds even during peak usage hours. MPT proves its network communication strategy through 5G readiness testing in major cities. The introduction of network slicing technology maximizes bandwidth for gaming enthusiasts. Network consistency is not just as an engineering challenge but as a core customer promise.

MPT network communication is built on delivering clear and reliable connectivity depending on in customers' daily lives. MPT achieves through continuous investment in cutting-edge infrastructure, including nationwide 4G/LTE-Advanced networks, optimized tower placement, and fiber-optic backhaul connections minimizing latency. Implementing technologies like VoLTE (Voice over LTE) clear calls and prevent congestion. This technical excellence translates into tangible customer benefits with no dropped calls, seamless video conferences, and uninterrupted mobile transactions. Customers access high-speed internet across nearly all of Myanmar through its expansive and resilient infrastructure with over 7,500 towers strategically positioned from urban centers to remote rural communities delivering 4G/LTE coverage. It is intelligent network communication that anticipates and adapts to usage patterns. MPT is pushing coverage boundaries through partnerships with satellite for

ultra-remote areas and early 5G trials in industrial zones, and satellite links without dropped connections.

MPT network strategically optimize nationwide network, designed specifically for mobility with over 90% highway and transit route coverage including dedicated towers along the Yangon-Mandalay Expressway and popular tourist corridors like Inle Lak. MPT customers enjoy uninterrupted internet access, navigation, and communication while on the move. The network employs advanced technologies like predictive handover algorithms that maintain 4G signals during high-speed train journeys and adaptive antenna systems that reduce "network ping-pong" between cell sites. For travelers, this means reliable Google Maps navigation in remote areas, stable video calls from moving vehicles, and continuous social media updates. MPT supports traveling customers through intelligent network communication tools that anticipate road trip needs. For international travelers, MPT's cross-border partnerships provide affordable roaming in Thailand, China, and ASEAN countries without manual network switching. MPT invest in next-generation innovations to sustain this satisfaction leadership.

CHAPTER 4

ANALYSIS OF CUSTOMER SWITCHING BEHAVIOUR AT MYANMAR POSTS AND TELECOMMUNICATIONS

In this chapter, customer switching behaviour at Myanmar Posts and Telecommunications is examined. The exam has five components, with the first presenting the study concept and the second the dependability test. The third portion gives a summary of the respondents, while the fourth piece identifies consumer-switching variables for Myanmar Posts and Telecommunications. Finally, we examine the reasons that cause consumers to switch to Myanmar Posts and Telecommunications.

4.1 Research Design

This quantitative study examines consumer switching behaviour towards Myanmar Posts and Telecommunications (MPT) services. Empirical data is used to analyze dependent-independent variable connections in the study design. Cross-sectional surveys are conducted using a standardized questionnaire given to 400 MPT users selected using Taro Yamane's algorithm. The sample size is calculated using Taro Yamane's method with 95% confidence and 5% error. With 20,000,000 MPT users, the sample is estimated as-

$$n = \frac{N}{1 + N(e)^2}$$

where, **n** = the sample size

N = the population size (150)

e = the acceptable sampling error (95% confidence level and $e = 0.05$)

$$n = \frac{20000000}{1 + 20000000(0.05)^2} = \frac{20000000}{50001} = 399.99 \approx 400$$

According to results of Yamane's sample size formula, the sample size was chosen as 400 MPT users.

Primary data collection is meant to be accomplished through the use of structural questionnaires. A total of three parts are included in order to address every variable that was utilized in the research. Data pertaining to the respondent's demographics are included in the first section. In the second part of this article, we will investigate the MPT mobile service in terms of its service quality, pricing, technological innovation, marketing package, and network connectivity. Questionnaires for the third

segment regarding the switching behaviour of customers between MPT mobile service and other services. A Likert scale with five points is incorporated into the questionnaire in order to assess the customer's impressions about five main variables. These determinants are service quality, pricing, technical innovation, promotional packages, and network communication. Descriptive statistics are used to describe demographic and behavioural features, while inferential statistics, such as correlation and multiple regression analyses, are performed to examine the hypothesized correlations between the variables. The data that was gathered is then analyzed.

4.2 Reliability Test

Reliability refers to the consistency and stability of a measurement instrument in capturing the intended variables over time (Hair et al., 2010). In this study, reliability is assessed to ensure that the questionnaire items used to measure the influencing factors of consumer-switching behaviour towards Myanmar Posts and Telecommunications (MPT) yield consistent results.

Table (4.1) Reliability Test

Variable	Numbers of Items	Cronbach's Alpha
Service Quality	6	0.860
Price	7	0.823
Technology Innovation	6	0.857
Promotional Packages	7	0.873
Network Communication	6	0.867
Customer Switching Behaviour	7	0.896

Source: Survey Data (2025)

The most frequent approach for assessing internal consistency is Cronbach's alpha coefficient, which evaluates item similarity. Social science study dependability is often high at Cronbach's alpha values of 0.70 or above (Nunnally & Bernstein, 1994). Exploration investigations may use results between 0.60 and 0.70, however values below 0.60 require measurement item change. This study uses Cronbach's alpha to verify the measurement scales' reliability before analyzing service quality, pricing, technology innovation, promotion package, and network communication. Table 4.1 shows that each variable's Cronbach's alpha value and the questionnaires' aggregate variables are consistent and stable.

4.3 Demographic Characteristics of Respondents

This survey interviewed 400 MPT mobile users in person. Participants were informed of the study's goals and asked to take the survey. All survey participants were told their data would be private and utilized solely for the academic study. Table (4.2) shows respondents' gender, age, education, employment, monthly income, and location. This section provides client demographics by number and proportion of respondents (Table 4.2). Table 4.2 shows demographic variable frequencies and percentages. The 400 MPT mobile users are mostly female (73.25%) and male (26.75%). The age of respondents is divided into five groups: under 20, 21–30, 31–40, 41–50, and 51 and over. Most responses (51.02%) are 51 years old or older. The second biggest group of responses is 41–50 years old, with 31.91%. The third largest group of responders is 31–40 years old, 12.24%. 4.70% of respondents are 21–30 years old, the second-smallest group. The lowest representation is 0.12% for those under 20.

Table (4.2) Demographic Characteristics of Respondents

Demographic factors	Number of Respondents	Percentage (%)
Total	400	100.00
Gender		
Male	107	26.75
Female	293	73.25
Age		
Less than or equal 20 years old	2	0.12
21 ~ 30 years old	38	4.70
31 ~ 40 years old	66	12.24
41 ~ 50 years old	129	31.91
51 years old and above	165	51.02
Education Qualification		
Primary School	0	0
Middle School	3	0.38
High School	43	8.22
Bachelor's degree	335	85.35
Master's degree and higher	19	6.05
Occupation		
Student	4	0.26
Own business	7	0.91
Company Employee	48	9.39
Government Employee	337	87.87
Retired	0	0
Other (Please specify)	4	1.56
Monthly income (in Kyats)		
Less than 300,000	317	59.36
300,001 ~ 500,000	49	18.35
5 00,001 ~ 1,000,000	17	9.55
More than 1,000,000	17	12.73
Location		
Urban	354	88.50
Rural	39	9.75
Other	7	1.75

Source: Survey Data (2025)

Most MPT users (85.35%) have bachelor's degrees and 6.05% have master's or higher degrees. High schoolers make up 8.22% of respondents, the third largest category. Primary and middle school replies are quite low, 0% and 0.38%. Three hundred and thirty-seven MPT clients (87.87%) were private sector workers. The sample population includes 0.26% students, 0.91% business owners, 9.39% firm employees, and 1.56% others. Responses showed 59.36% of MPT subscribers earned less than 300,000 Kyats each month. More than 88.50% of MPT users live in urban areas, 9.75% in rural areas, and 1.75% elsewhere in Myanmar. Most respondents are female and dominating. Education Respondent has bachelor's degree. It suggests most responses are educated women. The majority of responders live in cities.

4.4 Customer Perception on Influencing Factors of Consumer Switching Behaviour

The purpose of this study is to determine the elements that influence customer switching behaviour with regard to Myanmar Posts and Telecommunications service. These factors include characteristics such as service quality, pricing, technological innovation, promotional package, and network connectivity. A total of four hundred MPT mobile users took part in the study as respondents and engaged in the questionnaire. The structured questions were utilized, and a total of forty-five survey questions were established by employing a Likert Scale with five points: one for strongly disagreeing, two for disagreeing, three for neutral, four for agreeing, and five for strongly agreeing.

4.4.1 Service Quality

Table (4.3) provides a description of the empirical data acquired from this research study, which discloses information on service quality. This information pertains to the perceptions of MPT consumers. Within the scope of the research, the total mean value of service quality was found to be at a level of 3.65 consensus. In addition, the data showed that there was importance that was associated with having the highest agreed level for MPT call center (106) reacting promptly to the questions or complaints of customers with a mean value of 3.80, and MPT billing system being transparent and accurate with a mean value of 3.80, agree level. When MPT data services are consistent and high-speed internet is considered, this uncovered the lowest mean value of 3.41, which indicates that the level of agreement is the lowest.

Table (4.3) Service Quality

No.	Items	Mean	Standard Deviation
1	MPT network coverage is reliable and consistent.	3.57	0.768
2	MPT phone call quality is clear during phone conversation.	3.57	0.778
3	MPT data services are consistent and high-speed internet.	3.41	0.766
4	MPT call center (106) responds promptly to the customers' inquiries or complaints.	3.80	0.687
5	MPT communicates well about service updates, issues or changes to customers.	3.74	0.638
6	MPT Billing system is transparent and accurate.	3.80	0.693
	Overall Mean	3.95	

Source: Survey Data (2025)

The mean values for the service quality items of MPT indicate a generally positive perception among customers. The overall mean score of 3.65 indicates that indicates respondents agree that the service quality provided by MPT is satisfactory. Specifically, the highest mean scores are observed for the responsiveness of the MPT call center (3.80) and the transparency and accuracy of the billing system (3.80), indicating strong customer approval in these areas. Communication about service updates and issues also received a relatively high mean score of 3.74, reflecting effective information sharing. Network coverage reliability and phone call quality both scored a moderate mean of 3.57, indicating consistent performance but with some room for improvement. Data services, while still rated positively, scored the lowest mean of 3.41, pointing to potential customer concerns regarding internet speed and consistency.

4.4.2 Price

Regarding MPT customers' perception, the empirical data obtained from this research study reveals price is described in Table (4.4). The overall mean value of price in the study was at an agreed level of 3.64. In addition, the data revealed the price is important to use MPT mobile service with a mean value of 3.92, agree level. When examining the prices of MPT mobile services are fair compared to the values the customer receives, this revealed the lowest mean value of 3.46, agree level.

Table (4.4) Price

No.	Items	Mean	Standard Deviation
1	MPT pricing strategy is suitable for the customers.	3.47	0.713
2	The price is important to use MPT mobile service.	3.92	0.736
3	The prices of MPT mobile services are fair compared to the values the customer receives.	3.46	0.751
4	MPT mobile services do not charge more fees than their competitors.	3.64	0.749
5	The customer uses MPT mobile service even with a slight price increase.	3.62	0.700
6	The customer often looks for lower-cost alternatives services from MPT.	3.72	0.683
7	The fees, taxes, and additional charges on MPT bill are reasonable and transparent.	3.67	0.732
	Overall Mean	3.64	

Source: Survey Data (2025)

The mean values for the price-related items indicate that customers generally perceive MPT's pricing strategy as reasonable and important. The overall mean score of 3.64 reflects a moderate level of agreement among respondents regarding the suitability and fairness of MPT's prices. The highest mean score of 3.92 highlights that price is a significant factor influencing customers' use of MPT mobile services. Customers also moderately agree that MPT's prices are fair compared to the value they receive (3.46) and that MPT does not charge higher fees than its competitors (3.64). Additionally, the willingness to continue using MPT services despite slight price increases (3.62) and the tendency to seek lower-cost alternatives (3.72) indicate that price sensitivity exists among users but does not strongly deter service usage. Transparency and reasonableness of fees, taxes, and additional charges also received a positive mean score of 3.67, indicating customer satisfaction with billing clarity.

4.4.3 Technology Innovation

Table (4.5) provides a description of the empirical data acquired from this research study, which shows information on technological innovation. This information pertains to the perceptions of MPT consumers. An agreed-upon level of 3.87 was reached for the total mean value of the technological innovation that was investigated in the study. Moreover, the findings demonstrated that the MPT technological innovation is significant for mobile service, with a mean value of 4.10, indicating that the degree of agreement is high. In the process of determining whether or not MPT's

technology is forward-thinking and inventive, this revealed the lowest mean value of 3.70, which indicates agreement level.

Table (4.5) Technology Innovation

No.	Items	Mean	Standard Deviation
1	MPT’s technology is innovative and forward-looking.	3.70	0.738
2	MPT offers data service with 4G / 5G high-speed internet.	3.73	0.747
3	MPT4U App is an innovative service to improve the customer’s experience.	3.90	0.647
4	The customer trusts MPT to adopt new and better technology quickly.	3.88	0.659
5	MPT technology innovation is important for mobile service.	4.10	0.589
6	MPT communicates eSIM service with the customers.	3.90	0.620
	Overall Mean	3.87	

Source: Survey Data (2025)

Customers have a favorable impression of MPT's technical achievements, as indicated by the mean values for the items that pertain to technological innovation. According to the total mean score of 3.87, there is a high level of consensus among respondents about the fact that MPT is dedicated to innovation and the implementation of contemporary technologies. It is important to note that the highest mean score of 4.10 highlights the fact that customers consider technological innovation to be an essential component of mobile services. Both the MPT4U App and the communication regarding the eSIM service achieved high mean ratings of 3.90, which indicates that customers value these new offers and consider them to be beneficial to their overall experience. In addition, there is a high level of confidence in MPT's capacity to rapidly adapt new and improved technologies, with a mean score of 3.88. In addition, customers acknowledge that MPT offers high-speed data services that are compatible with 4G and 5G networks (3.73) and believe the technology that the firm offers to be forward-looking (3.70).

4.4.4 Promotional Packages

Table (4.6) provides a description of the empirical data acquired from this research study, which discloses information on promotional packages. This information pertains to the perceptions of MPT consumers. An agreed-upon level of 3.78 was reached for the total mean value of the promotional packages that were the subject of the study. Furthermore, the data showed that the consumer is aware of MPT promotional offers, with a mean score of 3.89, which indicates that they agree with the statement. This indicated the lowest mean value of 3.67, which corresponds to the approve level, when MPT's marketing packages that are tailored to the usage of the clients were examined.

Table (4.6) Promotional Packages

No.	Items	Mean	Standard Deviation
1	The customer is aware of MPT promotional offers.	3.89	0.573
2	MPT's data pack, voice pack and Htaw B promotions influence the customer.	3.69	0.667
3	The customer searches for promotional packages before choosing MPT telecom service.	3.85	0.645
4	MPT promotions offer good value to the customers.	3.77	0.704
5	MPT offers loyalty rewards or bonuses to long-term customers.	3.78	0.722
6	MPT free data promotion attracts the customer.	3.83	0.723
7	MPT's promotion packages tailor to the customers' usage.	3.67	0.665
Overall Mean		3.78	

Source: Survey Data (2025)

The mean values for the promotional package's items indicate that customers generally have a positive perception of MPT's promotional efforts. The overall mean score of 3.78 reflects a good level of agreement that MPT's promotions are effective in attracting and retaining customers. Customers show a high awareness of MPT promotional offers, with a mean of 3.89, and actively search for promotions before choosing MPT's telecom services (mean 3.85), highlighting the importance of promotional packages in customer decision-making. Promotional offers such as data

packs, voice packs, and special campaigns like Htaw B are seen as influential (3.69), and customers perceive these promotions as offering good value (3.77). Loyalty rewards and bonuses for long-term customers receive a positive mean score of 3.78, indicate that customers appreciate incentives for continued usage. Additionally, free data promotions are attractive to customers (3.83), and there is moderate agreement that MPT’s promotional packages are tailored to individual usage patterns (3.67).

4.4.5 Network Communication

Regarding MPT customers’ perception, the empirical data obtained from this research study reveals on network communication is described in Table (4.7).

Table (4.7) Network Communication

No.	Items	Mean	Standard Deviation
1	The customer gets consistent MPT network coverage in their area.	3.35	0.786
2	MPT network quality is clear and reliable.	3.45	0.753
3	MPT network coverage allows the customer to access the internet almost anywhere.	3.29	0.893
4	MPT offers good network coverage during travel.	3.29	0.832
5	MPT network communication is more important to use Mobile service.	4.09	0.669
6	The customer satisfies with MPT overall network performance.	3.59	0.750
Overall Mean		3.51	

Source: Survey Data (2025)

This overall mean value in the study was at an agreed level of 3.51. In addition, the data revealed that MPT network communication is more important to use Mobile service with a mean value of 4.09, agree level. When examining MPT network coverage allows the customer to access the internet almost anywhere and MPT offers good network coverage during travel, these revealed the lowest mean value of 3.29, agree level.

The mean values for the network communication items indicate a moderately positive perception of MPT’s network performance among customers. The overall mean score of 3.51 indicates that while customers generally agree that MPT provides

acceptable network communication, there is room for improvement. The highest mean score of 4.09 shows that customers consider network communication to be a very important factor in using mobile services, highlighting its critical role in customer satisfaction. However, the scores for actual network coverage and quality are somewhat lower, with mean values ranging from 3.29 to 3.45, indicating that network consistency, coverage during travel, and internet accessibility are areas where customers see potential gaps. Customer satisfaction with overall network performance is slightly higher at 3.59, reflecting a cautiously positive evaluation.

4.4.6 Overall Mean Value of Influencing Factors and Consumer Switching Behaviour

Table (4.8) presents the overall mean values and standard deviations for the key factors influencing on consumer-switching behaviour towards Myanmar Posts and Telecommunications service.

Table (4.8) Overall Mean Value of Factors

No.	Factors	Overall Mean
1	Service Quality	3.95
2	Price	3.64
3	Technology Innovation	3.87
4	Promotional Packages	3.78
5	Network Communication	3.51
6	Customer Switching Behaviour	3.60

Source: Survey data, 2025.

Table (4.8) provides the overall mean values and standard deviations for the key factors influencing customer switching behaviour. The findings indicate that Service Quality has the highest mean value of 3.95 with a standard deviation of 0.56, showing that respondents generally rate the quality of service positively and consistently. Technology Innovation follows with a mean of 3.87, which provides evidence that customers value innovative technological features. Promotional Packages and Price have mean scores of 3.78 and 3.64, respectively, which show moderate levels of customer satisfaction in these areas. Customer Switching Behaviour has a mean of 3.60 and the highest standard deviation of 0.78, indicating varying views among respondents regarding their likelihood to switch service providers. Network Communication, with

the lowest mean score of 3.51 and a relatively high standard deviation of 0.75, shows that this factor is perceived less favorably and more inconsistently compared to others. Overall, the results indicate that while service quality and technology innovation are strong areas, network communication may require further attention to reduce customer switching behaviour.

4.4.7 Customer Switching Behaviour

The mean values for the customer switching behaviour items indicate a moderate tendency among customers to consider switching from MPT to other mobile service providers. The overall mean score of 3.60 indicates that customers are somewhat inclined to switch, influenced by various factors. Equal mean scores of 3.57 for poor service quality, competitive pricing from rivals, and delays in technological innovation reflect that these are key reasons that could drive customers away from MPT.

Table (4.9) Customer Switching Behaviour

No.	Items	Mean	Standard Deviation
1	Poor service quality would drive the customer to leave MPT.	3.57	0.77
2	Competitive pricing from rivals would make the customer switch from MPT to their operators.	3.57	0.77
3	The customer is likely to switch to other competitors if MPT lates offers technological innovation.	3.57	0.78
4	Attractive promotions from competitors would trigger the customer switching from MPT to their operators.	3.41	0.77
5	The customer frequently considers switching to another mobile network from MPT.	3.80	0.69
6	The customer has already initiated a switch process to other operators from MPT.	3.65	0.56
7	Family and friends strongly encourage and recommend switching from MPT to other competitors.	3.64	0.51
	Overall Mean	3.60	

Source: Survey Data (2025)

Attractive promotions offered by competitors also play a role, though with a slightly lower mean of 3.41, indicating a moderate influence. Notably, the highest mean score of 3.80 shows that customers frequently contemplate switching networks, suggesting a significant level of dissatisfaction or desire for better options. Furthermore, the means of 3.65 and 3.64 for actual initiation of switching and recommendations from family and friends highlight that switching behaviour is not only considered but, in some cases, actively pursued and socially encouraged.

4.5 Effect of The Influencing Factors on Consumer Switching Behaviour

By using a linear regression model to the data collected from four hundred respondents, the purpose of this study is to investigate the factors that influence the switching behaviour of consumers with regard to Myanmar Posts and Telecommunications service. In the initial step of the process, a linear regression analysis is performed with the independent variables of service quality, pricing, technological innovation, promotion package, and network communication, and the dependent variable of customer switching behaviour. To illustrate the linear relationship that exists between the variables, Table 4.10 is shown.

Table (4.10) The Influencing Factors of Consumer Switching Behaviour

Independent Variables	Unstandardized Coefficients		Standardized Coefficients (Beta)	t	Sig.	VIF
	B	Std. Error				
Constant	0.153	0.074		2.059	0.040	
Service Quality	1.022***	0.025	0.903	4.213	0.000	2.548
Price	0.009	0.029	0.007	0.312	0.755	2.818
Technology Innovation	0.059*	0.031	0.048	1.928	0.055	3.125
Promotional Packages	0.117***	0.028	0.095	4.193	0.000	2.613
Network Communication	0.195***	0.025	0.184	7.753	0.000	2.858
R	0.960					
R Square	0.922					
F	931.071***					
Durbin-Watson	1.832					

Dependent Variable: Customer Switching Behaviour.

Source: Survey data (2025).

Note; *** Significant at 1%, ** Significant at 5%, and * Significant at 10% level, respectively.

The findings of the multiple linear regression analysis shed light on the major elements that influence the switching behaviour of customers towards the Myanmar Posts and Telecommunications (MPT) service. With an R-squared value of 0.922, the model displays a very good explanatory power. This result indicates that about 92.2% of the variance in customer switching behaviour can be explained by the independent variables that are included in the model. The total model is statistically significant, as demonstrated by the F-statistic, which substantiates the dependability of the findings of the regression analysis. Furthermore, the Durbin-Watson statistic demonstrates that there is not a significant autocorrelation issue in the residuals, which lends credence to the validity of the model assumptions.

When it comes to the independent factors, the quality of the service has the most significant and considerable negative influence on the switching behaviour of customers. Customers' decisions to continue doing business with MPT are greatly influenced by the quality of the service they receive, as indicated by a standardized coefficient (Beta) of 0.903 and a p-value that is highly significant. As a result, consumers are less likely to migrate to rivals as their opinions of the quality of the service increase. This highlights the crucial need of maintaining good service standards in order to keep clients.

The standardized coefficient for network communication is 0.184, and the p-value is extremely significant. This indicates that there is a considerable positive link between switching behaviour and network communication. The fact that this is the case suggests that flaws or unhappiness with network connectivity are a significant factor that might lead customers to contemplate switching providers. Consequently, in order to decrease the amount of customers that leave, it is necessary to enhance network coverage, dependability, and performance.

Additionally, promotional packages have a large impact on switching behaviour, with a modest standardized coefficient of 0.095 and good statistical significance. This is the case because promotional packages are attractive. This suggests that the attractiveness and availability of promotional offers have an effect on customer loyalty, and that promos that are competitive with those offered by rival providers might encourage customers to transfer providers.

Technology innovation has a minor but statistically significant influence on switching behaviour at a significance level of 10%, with a standardized coefficient of 0.048. This effect is seen within the context of switching behaviour. When compared

to other factors, such as service quality, network communication, and promotional packages, this suggests that although technical developments and the incorporation of new technologies by MPT do have an effect on switching decisions, the magnitude of their influence is not as significantly evident. Despite this, it is still essential to stay up with technological advancements in order to fulfill the expectations of customers and limit the likelihood of them switching providers.

On the other hand, this model does not demonstrate that price has a statistically significant impact on the switching behaviour of customers. The coefficient is extremely low, and the p-value suggests that there is no significant relationship between the two variables, despite the fact that customers place a high level of importance on price. The fact that this is the case suggests that pricing alone could not be the deciding factor that causes customers to migrate from MPT; rather, customers might place a higher priority on service quality, network performance, promotions, and technology when making their choices.

These findings emphasize the fact that in order for MPT to successfully minimize customer switching and promote customer loyalty, the company should concentrate largely on enhancing service quality and network connectivity, in addition to delivering appealing promotional packages and continually advancing technologically. It would suggest that price tactics, notwithstanding their relevance, have a limited direct influence on switching behaviour in the current competitive context.

CHAPTER 5

CONCLUSION

The purpose of this chapter is to examine the impact of factors such as service quality, pricing, technological innovation, promotion package, and network communication on customer switching behaviour in relation to Myanmar Posts and Telecommunications services during the course of this research. This last chapter contains both the findings and the discussion that was conducted. Furthermore, ideas and suggestions are taken into consideration, in addition to the improvement that is offered for additional research alterations. The final section discusses the limits of the research as well as potential future paths for investigation.

5.1 Findings and Discussions

With a particular emphasis on service quality, price, technological innovation, promotion packages, and network connectivity, this study investigates the primary elements that play a role in the switching behaviour of customers at Myanmar Posts and Telecommunications (MPT). Based on the data, it has been determined that the most significant factor in customer churn is service quality, namely network dependability and internet speed. Price sensitivity is the second most important factor, followed by technical gaps and poor communication, which further exacerbate potential switching intents. It is interesting to note that promotional offers on their own have a limited impact if the underlying service faults continue to exist. These insights show the necessity for MPT to develop a multi-dimensional retention strategy, which emphasizes the importance of maintaining a balance between infrastructure improvements, competitive pricing, digital innovation, and transparent customer engagement in order to decrease customer attrition and increase market standing.

Based on the data, it appears that clients had a generally positive perception of the level of service provided by MPT. Specifically, clients place a high level of appreciation on aspects such as the responsiveness of the call center, the openness of the billing system, and the correctness of the billing system. In light of the fact that prompt help and transparent invoicing both foster confidence and minimize annoyance, it is quite probable that both attributes contribute greatly to total customer happiness. On the other hand, several areas of service quality, notably those associated with data services and network dependability, obtained relatively lower levels of satisfaction.

Despite the fact that the majority of customers are content with the phone and customer support services, there are notable worries regarding the speed and consistency of internet services. These issues have an effect on the user experience, particularly as the importance of data consumption continues to expand.

Price is yet another important component that plays a significant role in determining how customers think and behave. Based on the findings, it is evident that clients regard cost to be an essential component when making a decision to utilize MPT's services. The pricing approach that MPT employs is usually seen to be fair and in accordance with the value that consumers receive; yet, customers continue to be price conscious. It is clear that there is a lot of price rivalry in the industry because a lot of people are actively looking for alternatives that are less expensive. Nevertheless, the fact that customers are prepared to continue using MPT despite modest price increases suggests a degree of brand loyalty and perceived value that compensates for some degree of price sensitivity. This equilibrium ensures that clients continue to place a high value on qualities like as quality and service in addition to cost, even if competitive price is still a key component.

When it comes to technological innovation, clients have a very good reaction to the efforts that MPT is making. According to the findings of the survey, customers believe that technological innovation is of utmost significance for mobile services, and they have faith that MPT would swiftly adapt new and improved applications of technology. The customer experience has been improved because to innovative services such as the MPT4U app and the communication on the eSIM service. This has also helped to reinforce the customer's faith in MPT's capacity to keep up with the latest technical developments. This favorable view of innovation most certainly contributes to the retention of customers and helps separate MPT from firms that are in direct competition with it.

There is also a significant influence that promotional packages have in influencing the decisions that customers make. Customers have a high level of knowledge regarding the promotional offers made available by MPT and actively seek out these promotions prior to making their choice regarding their mobile service provider. As a result of this proactive conduct, it is clear that promotions are an essential component in bringing in new consumers and motivating existing customers to maintain their subscriptions. Furthermore, clients show their appreciation for loyalty prizes and bonuses for long-term users, which contribute to the development of

customer loyalty. This link is further strengthened by the assumption that promotional packages are adjusted to individual usage, which gives customers the impression that MPT understands and satisfies their particular requirements because of this view.

On the other hand, the study offers a more complicated picture when it comes to the communication that occurs via networks. Customers recognize the crucial relevance of constant network coverage and quality for mobile service usage, and they attribute a high level of priority to this component of the service utilisation. The level of satisfaction with the actual performance of the network is just modest. It appears that MPT has room for improvement in areas such as network infrastructure and service dependability, as seen by problems such as uneven coverage, which are more prevalent when traveling or in certain places. Because the quality of the network has a direct impact on the user experience, improving coverage and dependability has to be a top priority in order to fulfill the expectations of customers and lower their level of discontent.

Finally, the findings concerning customer switching behaviour reveal a moderate but considerable inclination among consumers to consider transferring away from MPT. This tendency is shown by the findings. Key causes that might encourage customers to transfer providers include factors such as poor service quality, competitive pricing from competitors, and delays in technological advancement. These are all factors that have been recognized. In addition, this behaviour is also influenced by appealing promotions offered by competitors, but to a significantly lower level. The competitive difficulties that MPT confronts in maintaining its customer base are highlighted by the fact that a significant number of customers routinely consider transferring, and some of them have even begun the process of switching on their own. There are also social variables that contribute to this behaviour, such as the encouragement from family and friends to transfer providers. Based on these findings, it is clear that MPT needs to consistently improve the quality of its services, keep its pricing competitive and transparent, speed up the adoption of new technologies, and provide attractive promotions in order to increase customer loyalty and minimize churn rates.

It has been determined via the use of regression analysis that the factors of service quality, network communication, promotional packages, and technological innovation have a substantial impact on the switching behaviour of customers towards MPT. On the other hand, pricing does not have a major impact. The quality of the

service has the greatest influence, which is consistent with the findings of the study, which indicate that consumers place a high value on rapid replies from contact centers and clear invoicing as essential components of service quality that foster loyalty and decrease switching decisions. consumers' modest satisfaction with network coverage and quality is consistent with the fact that network communication has a substantial impact on switching behaviour. This suggests that gaps in network performance are what prompt consumers to contemplate switching. Additionally, promotional packages have a significant impact, as they are a reflection of the high level of awareness and active search for deals that consumer have, which may either attract or retain users. Technology innovation, albeit being important at a lesser level, aligns with consumers' positive opinions on MPT's technology improvements such as the MPT4U app and eSIM services. This suggests that continued innovation helps lessen switching intents, which is a positive development. On the other hand, despite the fact that customers acknowledge the significance of price and frequently look for alternatives that are less expensive, it was shown that price does not greatly influence switching behaviour. This suggests that although cost does have an effect on overall satisfaction, customers place a greater emphasis on service quality, network dependability, innovation, and promotions when determining whether or not to transfer providers.

5.2 Suggestions and Recommendations

According to the findings of the study, it is advised that MPT focuses a significant emphasis on improving service quality. This is because the aspect that has the largest impact on the behaviour of customers who transfer providers is service quality. A better level of customer trust and satisfaction may be achieved by enhancing the responsiveness and efficiency of customer service, particularly the call center, as well as by ensuring that the invoicing system is both transparent and accurate. The provision of consistent training for customer service representatives and the ongoing monitoring of service performance are two methods that may assist in ensuring that customer concerns are addressed in a timely and efficient manner.

One more essential area that MPT should concentrate on is enhancing the communication inside the network. Because network coverage and dependability have a substantial impact on the decisions that consumers make over whether or not to remain with a company, it is vital to make investments in extending and updating network infrastructure. The enhancement of coverage in regions with lower signals and the

maintenance of consistent performance during travel or in distant locations should get special emphasis. The entire user experience will be improved as a result of these enhancements, and overall network-related unhappiness will be reduced.

Promo packages have been demonstrated to have a significant influence on customer loyalty, which suggests that MPT should continue to design and deliver promotions that are appealing, suited to the specific requirements of customers, and that cater to a wide range of consumer requirements. Regular communication of promotional offers may keep consumers interested and less likely to contemplate moving to rivals. Loyalty prizes and bonuses for long-term customers are useful strategies for retention, and they can also be used to dissuade customers from considering an alternative.

Innovation in technology continues to be an essential component in the process of maintaining clients. MPT ought to make the launch and marketing of innovative technologies and services, such as the MPT4U app and eSIM, a top priority in order to go forward. By remaining on the cutting edge of technological breakthroughs and swiftly embracing innovative technologies, businesses may better satisfy the ever-changing demands of their customers and cultivate long-term partnerships.

The sensitivity of customers to pricing should not be ignored, despite the fact that it was discovered that price did not greatly affect switching behaviour. Pricing strategies that are competitive and transparent should be maintained by MPT. These strategies should strike a balance between affordability, quality, and innovation. By providing clients with flexible plans or bundled packages, businesses may attract customers who are price-conscious while simultaneously supporting overall revenue goals.

Last but not least, MPT ought to put in place a reliable mechanism for routinely collecting and evaluating feedback from customers. By keeping track of customer satisfaction levels and switching patterns, the firm will be able to respond more proactively to changes in the competitive market and the requirements of its customers. MPT will be able to successfully change its strategy and maintain its competitive advantage in Myanmar's telecoms business with the assistance of this continual interaction with consumers.

5.3 Needs for Further Research

Despite the fact that this study is able to effectively identify and analyze the key factors that influence consumer switching behaviour toward Myanmar Posts and Telecommunications (MPT), it is restricted to a particular set of variables, including service quality, price, technological innovation, promotional packages, and network communication within a quantitative framework. In further research, the scope should be broadened by including more qualitative insights in order to capture more profound client attitudes, motives, and behavioural patterns that may not be fully explained by quantitative data alone. In addition, additional possible impacting elements, such as brand loyalty, consumer happiness, corporate social responsibility, and digital engagement methods, should be investigated in further study. In addition, longitudinal studies are advised in order to evaluate changes in switching behaviour over time. This is particularly important in light of the fact that the telecommunications sector is undergoing digital transition thanks to 5G. Increasing the generalizability of the findings and providing a more comprehensive knowledge of consumer behaviour in dynamic telecom settings might be accomplished by comparative studies that are conducted across a variety of telecom providers in Myanmar or in other emerging countries that are comparable.

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APPENDIX A

Questionnaire for the mobile phone service Customers

Yangon University of Economics

Master of Marketing Management Programme

Online MMM

This questionnaire is prepared by Win Win Khin, who is a Master of Marketing Management at Yangon University of Economics. The purpose of studying Customer Switching Behaviour at Myanmar Post and Telecommunications is to explore the key factors that influence customers' decisions to switch from one telecom provider to another, with a particular focus on the role of service quality, price, promotion package, technological innovation and network communication at MPT. Please co-operate by filling in the questionnaire, because your genuine, frank and on-time response is vital for the success of my study. Besides, the data gathered by this questionnaire is purely for academic purposes and your response will be secured anonymously. Please feel free to answer honestly based on your own experiences and opinions. Thus, I kindly request you to respond to each item carefully.

Thank you very much for your time and cooperation.

Sincerely,

Win Win Khin

Roll No - 42

MMM 3rd Batch

Survey for Customer Switching Behaviour at Mynamar Posts and Telecommunications

Part 1: Demographic Characteristics of Respondents

1. Gender

- Male Female

2. Age

- Less than or equal 20 years old 41 ~ 50 years old
 21 ~ 30 years old 51 years old and above
 31 ~ 40 years old

3. Education Qualification

- Primary School Bachelor's degree
 Middle School Master's degree and higher
 High School

4. Occupation

- Student Government Employee
 Own business Retired
 Company Employee Other (Please specify) ...

5. Monthly income (in Kyats)

- Less than 300,000 5 00,001 ~ 1,000,000
 300,001 ~ 500,000 More than 1,000,000

6. Location

- Urban Rural

Part 2: Please check the degree that best describes whether you agree or disagree with the statements of perceived values in the following based on MPT. Please tick (√) one of the boxes that best fits your level of agreement with each statement. There is no right or wrong answer. What you think is the most important.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

1. Service Quality

No .	Items	1	2	3	4	5
1	MPT network coverage is reliable and consistent.					
2	MPT phone call quality is clear during phone conversation.					
3	MPT data services are consistent and high-speed internet.					
4	MPT call center (106) responds promptly to the customers' inquiries or complaints.					
5	MPT communicates well about service updates, issues or changes to customers.					
6	MPT Billing system is transparent and accurate.					

2. Price

No.	Items	1	2	3	4	5
1	MPT's pricing strategy is suitable for the customers.					
2	The price is important to use MPT mobile service.					
3	The prices of MPT mobile services are fair compared to the values the customer receives.					
4	MPT mobile services do not charge more fees than its competitors.					
5	The customer uses MPT mobile service even with a slight price increase.					
6	The customer often looks for lower-cost alternatives services from MPT.					
7	The fees, taxes, and additional charges on MPT bill are reasonable and transparent.					

3. Technology Innovation

No.	Items	1	2	3	4	5
1	MPT's technology is innovative and forward-looking.					
2	MPT offers data service with 4G / 5G high-speed internet.					
3	MPT4U App is an innovative service to improve the customer's experience.					
4	The customer trusts MPT to adopt new and better technology quickly.					
5	MPT technology innovation is important for mobile service.					
6	MPT communicates eSIM service with the customers.					

4. Promotional Packages

No.	Items	1	2	3	4	5
1	The customer is aware of MPT promotional offers.					
2	MPT's data pack, voice pack and Htaw B promotions influence the customer.					
3	The customer searches for promotional packages before choosing MPT telecom service.					
4	MPT's promotions offer good value to the customers.					
5	MPT offers loyalty rewards or bonuses to long-term customers.					
6	MPT free data promotion attracts the customer.					
7	MPT's promotion packages tailor to the customer's usage.					

5. Network Communication

No.	Items	1	2	3	4	5
1	The customer gets consistent MPT network coverage in their area.					
2	MPT network quality is clear and reliable.					
3	MPT network coverage allows the customer to access the internet almost anywhere.					
4	MPT offers good network coverage during travel.					
5	MPT network communication is more important to use Mobile service.					
6	The customer satisfies with MPT overall network performance.					

6. Customer Switching Behavior

No.	Items	1	2	3	4	5
1	Poor service quality would drive the customer to leave MPT.					
2	Competitive pricing from rivals would make the customer switch from MPT to their operators.					
3	The customer is likely to switch to other competitors if MPT late offers technological innovation.					
4	Attractive promotions from competitors would trigger the customer switching from MPT to their operators.					
5	The customer frequently considers switching to another mobile network from MPT.					
6	The customer has already initiated a switch process to other operators from MPT.					
7	Family and friends strongly encourage and recommend switching from MPT to other competitors.					

APPENDIX B

Regression Analysis

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.960 ^a	.922	.921	.40662	1.832

a. Predictors: (Constant), Network_Communication, Technology_Innovation, Promotional_Packages, Price, Service_Quality

b. Dependent Variable: Customer_Switching_Behaviour

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	92.464	5	18.493	931.071	.000 ^b
	Residual	65.144	394	.165		
	Total	157.608	399			

a. Dependent Variable: Customer_Switching_Behaviour

b. Predictors: (Constant), Network_Communication, Technology_Innovation, Promotional_Packages, Price, Service_Quality

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
	B	Std. Error				Lower Bound	Upper Bound	Tolerance	VIF
1 (Constant)	0.153	0.074		2.059	0.040	0.299	0.007		
Service_Quality	1.022	0.025	0.903	40.213	0.000	0.972	1.072	0.392	2.548
Price	0.009	0.029	0.007	0.312	0.755	0.067	0.049	0.355	2.818
Technology_Innovation	0.059	0.031	0.048	1.928	0.055	0.119	0.001	0.320	3.125
Promotional_Packages	0.117	0.028	0.095	4.193	0.000	0.171	0.062	0.383	2.613
Network_Communication	0.195	0.025	0.184	7.753	0.000	0.146	0.245	0.350	2.858

a. Dependent Variable: Customer_Switching_Behaviour