



Ain Shams University
Faculty of Commerce
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Measuring the Role of Consumers' Demographics on the Relationship between Satisfaction and Switching Intention

An Empirical Study on Egyptian Consumers in the
Mobile Telecommunication Market

قياس دور العوامل الديموجرافية للمستهلكين في العلاقة
بين الرضاء و نية التحول
دراسة تطبيقية على المستهلكين المصريين في سوق اتصالات الهاتف
المحمول

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Abstract

The researcher is conducting this study to investigate the relationship between customer satisfaction (*measured by customer feelings, expected performance, recommendations to others, spreading positive word of mouth, and perceived price*) and switching intention (*measured by repurchase, sensitivity to offers provided by competitors, keeping the relationship with the same provider, difficulty of switching, and cost incurred when switching*). Then, the study is trying to find out the role of consumers' demographics (age, gender, education, occupation income, and marital status) and geographic location as moderating variables change the relationship between customer satisfaction and switching intention, applied in the Egyptian mobile telecommunication market.

Numerous empirical studies from the consumer goods and services literatures showed that customer satisfaction has a significant effect on switching intention. To test this relationship, a systematic random sample was collected from 500 Egyptian subscribers in the three mobile operators (Vodafone, Orange, and Etisalat). The data was analyzed using correlation and multiple liner regression analysis to identify

the strength and trend of the relationships among the study variables.

The results showed that, with confidence degree 95%, there is a significant relationship between customer satisfaction and switching intention. Also, there is a significant relationship between switching intention and each of recommendations to others and spreading positive word of mouth.

Regarding moderating variables (demographics), it was found that age, gender, education, occupation, and marital status have insignificant effects on the relationship between satisfaction and switching intention. While, switching intention is affected only by the difference in income.

Entering location as a moderating variable doesn't change the significance of the effects of recommendations to others and spreading positive word of mouth on switching intention. At the same time, location doesn't change the non-significance of all other independent variables.

Keywords: customer satisfaction, switching intention, demographics, and geographic location

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Table of Contents

<i>Subject</i>	<i>Pages</i>
<i>Chapter 1: The Research Framework</i>	
1.1 Introduction.....	18-22
1.2 The Exploratory Study	22-24
1.3 Research Problem	25-26
1.4 Research Objectives	26-27
1.5 Study Variables	27-31
1.6 Research Hypotheses	32-33
1.7 The Context of the Research.....	33-34
1.8 Research Population and Sampling	35-39
1.9 Summary of Chapter One	41
<i>Chapter 2: Customer Satisfaction</i>	
2.1 Introduction.....	43
2.2 Customer Satisfaction Concept.....	43-45
2.3 Definitions of Customer Satisfaction.....	45-51
2.4 Factors Affecting Customer Satisfaction.....	51
2.4.1 Satisfaction and Quality.....	52-55
2.4.2 Satisfaction and Price.....	55-63

2.4.3 Satisfaction and Technology.....	63-64
2.4.4 Satisfaction and Expectations.....	65-67
2.5 Satisfaction and Loyalty.....	67-69
2.6 Satisfaction and Company's Market Share.....	69-70
2.7 Satisfaction and Profitability.....	70
2.8 Satisfaction and Trust.....	71-72
2.9 Customer Satisfaction in Business Life.....	72-81
2.10 Summary of Chapter Two	81
<i>Chapter 3: Customer Switching Intention</i>	
3.1 Introduction.....	83
3.2 Definitions of Customer Switching.....	83
3.3 Switching Intention and Switching Cost.....	84-93
3.4 Switching Intention and Switching Barriers.....	93-96
3.5 Factors Affecting Switching Behaviour.....	97-100
3.6 Customer Switching in Business Life.....	101-105
3.7 Summary of Chapter Three	105
<i>Chapter 4: Customer Satisfaction and Switching Intention</i>	
4.1 Introduction.....	107
4.2 Customer Satisfaction, Switching Intention, and Switching Behaviour as mentioned in the literature.....	107-138
4.3 Summary of Chapter Four	138

<i>Chapter 5: Demographic and Geographic Characteristics</i>	
5.1 Introduction.....	141
5.2 Age	142-150
5.3 Gender.....	150-156
5.4 Education.....	156-159
5.5 The Combination of Age, Gender, and Education in Different Fields.....	159-164
5.6 Occupation.....	165
5.7 Income.....	166-169
5.8 Marital status.....	169-170
5.9 Consumers' geographic Location.....	170-171
5.10 Summary of Chapter Five.....	171
<i>Chapter 6: Statistical Analysis Techniques and Testing Hypotheses</i>	
6.1 Introduction.....	173
6.2 Research Population and Sampling.....	173-175
6.3 Statistical Analysis Techniques	175-180
6.3.1 Descriptive Statistics.....	180-190
6.3.2 Reliability Test	190-192

6.3.3 Validity Test	192
6.3.4 Achieving Objectives and Testing Hypotheses.....	192-232
6.4 Interpretation of the Results	232-234
6.5 Summary of Chapter Six.....	235
Chapter 7 : Discussion and Recommendations	
7.1 Introduction.....	237
7.2 Similarities and Differences of the Research Findings with the Existing Literature	237-252
7.3 Limitations of the Study.....	253-254
7.4 Recommendations	254-256
7.5 Summary of Chapter Seven.....	257
References	258-284
Appendices	285-310

List of Figures

<i>Figure No.</i>	<i>Subject</i>	<i>Page No</i>
1.1	The conceptual framework of the researcher.....	31
1.2	Diagram for the Progression of the Chapter in this Research.....	40
4.1	The Relationship among Customer Satisfaction, Perceived Switching Barriers, and Intention to Switch.....	113
4.2	Relationships among Core Service and Service Encounter Performances, Customer Satisfaction, and Switching Barriers in the Formation of Switching Intention.....	118
4.3	The Relationship between Customer Satisfaction measured by Service Performance and Switching Intention.....	120
4.4	The Relationship between Satisfaction with a Banking Service and Intention to Switch to another Bank.....	126
4.5	A Proposed Model for Determinants of Switching Intentions of Commercial Bank's Customers.....	129
4.6	The Effect of Satisfaction on Intention to Switch and Actual Switch.....	133
4.7	The Effect of Satisfaction on Switching Intention Moderated by Perceived Switching Cost.....	134

4.8	The Push Effects of Satisfaction on Switching Intention.....	135
4.9	The Direct and Indirect Effects of Service Quality on Consumer Switching Behaviour via Customer Satisfaction and Repurchase Intention.....	137
4.10	The Effect of Satisfaction on Switching Intention in E-trading Systems For the Securities Industry.....	138
6.1	Testing linearity for the first regression model used to test the first hypothesis.....	201
6.2	Testing linearity for the second regression model used to test the first hypothesis.....	205
6.3	Testing linearity for the third regression model used to test the first hypothesis.....	210
6.4	Testing linearity for the fourth regression model used to test the first hypothesis.....	214
6.5	Testing linearity for the fifth regression model used to test the first hypothesis.....	218
6.6	Testing linearity of the regression model used to test the effect of demographics on the relationship between customer satisfaction and switching intention.....	225
6.7	Testing linearity of the regression model used to test the effect of location on the relationship between customer satisfaction and switching intention.....	231

List of Tables

<i>Table No.</i>	<i>Subject</i>	<i>Page No.</i>
1.1	Districts of Cairo and Giza included in the sample	35
1.2	Questionnaire Justification: Scale Items and Measures	37-39
6.1	Districts of Cairo and Giza included in the sample	173
6.2	Study Variables and their Sub-variables	179
6.3	The distribution of the sample according to age, gender, education level, occupation, income, marital status, and location	181-183
6.4	The distribution of customer satisfaction and its sub-variables	184
6.5	The distribution of the customer switching intention and its sub-variables	187-188
6.6	The reliability test for the study variables	191
6.7	Correlation analysis between customer satisfaction and its sub-variables	194
6.8	Correlation analysis between switching intention and its sub-variables	195
6.9	The results of One-Sample Kolmogorov-Smirnov Test	197

6.10	Summary of the multiple regression model for sub-variables of customer satisfaction on switching intention	198
6.11	One Way Analysis of Variance for switching intention according to the sub-variables of customer satisfaction	198
6.12	A multiple regression model for sub-variables of customer satisfaction on switching intention	199
6.13	Summary of the multiple regression model for sub-variables of customer satisfaction on repurchase intention	202
6.14	One- way analysis of variance of repurchase intention according to the sub-variables of customer satisfaction	202
6.15	A multiple regression model for sub-variables of customer satisfaction on repurchase intention	203
6.16	Summary of the multiple regression model for sub-variables of customer satisfaction on keeping the relationship with the same provider	206
6.17	One- way analysis of variance of keeping the relationship with the same provider according to the sub-variables of customer satisfaction	206
6.18	A multiple regression model for sub-variables of customer satisfaction on keeping the relationship with the same provider	207