

The impact of data packages on mobile network operator switching behaviour



Source: *Man using a mobile phone*. n.d. graphic. [Online] Available from: https://www.freepik.com/free-vector/man-using-a-mobile-phone_953318.htm [Accessed: 2018-01-30].

South Africa is considered to have one of the top five mobile telecommunications markets worldwide. The market is characterised by its rapid growth, intense competition and disruptive innovations. Voice-related services have reached a point of saturation and mobile network operators (MNOs) are looking for alternative portfolios such as mobile data packages in order to remain competitive. The affordability of smartphones and mobile data packages has led to tremendous growth in the consumption of mobile internet services. This poses a challenge for South African MNO to identify and understand the factors that cause customers to switch to alternative MNOs.

A study was conducted by Kate Mmalebuso Ngobeni, a [Master's](#) student in the [Department of Marketing Management](#), to investigate the factors that might influence post-paid (contract) subscribers to switch between MNOs, in search of better data packages. The theory of migration and the Push-Pull-Mooring (PPM) model were used as a theoretical base for the study. The factors investigated in the study were relationship satisfaction, alternative attractiveness, peer influence and switching costs. Data were collected via self-administered questionnaires from 273 post-paid South African subscribers, whom were over the age of 18 years and had a contract with a South African MNO.

The findings of the study revealed that two factors, namely alternative attractiveness and relationship satisfaction, have an influence on South African post-paid subscribers' switching intention. The findings recommend a need for marketing managers to understand and manage all the factors that influence customer switching intention, to identify the factors that have an influence on alternative

attractiveness and relationship satisfaction and to develop superior benefits and value-added retention strategies to prevent customers from switching.

This research was conducted as part of the fulfilment of the [Master's degree](#) in Marketing Management in 2017 with the [Department of Marketing Management](#) by Kate Mmalebuso Ngobeni under the supervision of [Dr. M.C. van der Merwe](#).