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**Reasons Contributing To Peer-Review Effect on Switching Brand  
Loyalty in Irish Telecom Market**

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By

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**National  
College *of*  
Ireland**

SCHOOL OF BUSINESS

NATIONAL COLLEGE OF IRELAND

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**Reasons Contributing To Peer-Review Effect on Switching Brand  
Loyalty in Irish Telecom Market**

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## **Abstract**

The overall paper has been thoroughly discussed upon contributing peer review effect in switching brand loyalty for mobile users in Irish telecom market. In that there are some objectives those are thoroughly discussed to fulfil the requirements of the paper. First of all the topic that has been discussed in a proper manner is the brand loyalty for switching behaviour of the customers. In that case, switching brand has been thoroughly discussed; this helps to know in a better way about the overall content of the paper. In this context, it has been discussed that brand loyalty is one of the significant aspects that led the people to switching their brand.

It has been mentioned that most of the people use any brand on the basis of the customer's loyalty. In this case, brand loyalty upon one brand provokes them to change their existing brand into another brand. All the mentioned facts have thoroughly discussed in the lower sections. On the other hand, the factors have been mentioned with careful approach that influence the customers churn in Irish Telecom market. It has been seen that there are several of factors that influence the churn of the customers. In that case, customers switch their telecom providers and adopt another brand for better satisfactory service. Therefore, all the factors have been discussed with a proper manner in the lower sections. Accordingly, the effect of Word-Of-Mouth into the telecom industry has been discussed. Simultaneously, buying pattern of the customers due to churn has also mentioned in the below sections.

In this context, quantitative and qualitative both analyses have been done to get adequate data about the fact. It has been seen that friends' approach is the main factor that churn the customers to adopt new telecom brands. On the other hand, most of the people changed their previous provider to get more satisfactory service and they are happy to have new provider.

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## **Chapter 1: The Introduction**

### **1a. Introducing the Topic**

Brand loyalty has been the main part of successful firms and organisation. Loyalty is defined as the customer's trust on the brand or the trustworthiness to the brand. Brand loyalty has a strong dedication to repurchase in future despite the marketing efforts laid by competitive business having product's priority. Besides, the market situations are becoming aggressive and most companies are trying to take shares of each other. However, because of the intense competition in Irish telecom industry, the users of the industry are frequently switching over one brand to the other (Ting, 2014). This research entails on the contribution of peer-review outcome in switching brand loyalty for the mobile users in the Irish Telecom market.

The evolution of information and communication technology has led to a stiff competition in this sector as the number of users has grown massively. Customer churn has been a critical issue or important aspect in customer relationship and customer retention as it's always profitable to retain the existing customers than attracting new customers. Irish market is a very attractive tech market for the European continent and it also has an evolved customer group. When competition is more there will be customer churn and prediction of the customer churn in different market segment is already researched and analyzed. These papers explain the techniques and predict the customer churn rate or reasons for the customer churn.

Customer churn also has a key issue in consumer retention and customer relation, as it is beneficial to retain the existing Irish consumers than attracting the new consumers (Rahman, 2012). In order, the Irish market is mainly dominated by Vodafone Ireland and EIR Mobile and although the dedicated mobile broadband subscribers have fell in the last year. Thus, the regulator has set a spectrum where several brands have freed up for the mobile data services. The research however focuses on the churn rate in Irish telecom market and gives an insight to reduce the churn and improve the revenue increasingly. Prediction of the churn rate helps in finding the reasons for the churn which in turn helps in reducing the revenue loss caused due to the churn and also helps in implementing the strategy to overcome the churn. Most of the research papers focus on predicting the churn in different market with the business aspect in mind to reduce the revenue loss due to churn.

### **1b. Illustration of Background Research**

The background of the research entails on reducing the churn rate that is significantly increasing the users to switch from one brand to the other in the telecom sector of Ireland. Churn rate is the proportion of the customers that leave a particular service contributor in a certain period (Verbraken, Verbeke, and Baesens, 2013). This is a potential display of dissatisfaction of the customers, higher offers from a certain competition and the reasons related to customer life. The churn calculation mainly aims to analyze the background characteristics and stimulators of the potential churners, and this can predict whether a purchaser has high or low threat for switching the supplier. In case of the effect in switching brand loyalty for the customers, the Irish telecom companies are looking forward to achieve long-term success in the overall market (Üner, Güvenand Cavusgil, 2015). Long-term achievement could only be achieved if most companies go away side by side with the stakeholders.

In the present competitive market, most Irish telecom companies depend on the repeat purchase intentions of the customers but if the company fails to manage the switching behaviour of the customers, the success can jeopardize. According to Srivastavaand Sharma (2013), the switching behaviour of the customers differs on satisfactory levels. It is enunciated as the procedure of being faithful to a service and switching to the others service due to the dissatisfaction caused (Spiess et al. 2014). Even if the consumer is very loyal to a brand and the brand does not convince the needs, the consumer switches to the competitor giving good offers. Hence, losing a purchaser is a hindrance for any firm in terms of future and preset earnings.

### **1c. Brief Rationale on the Content**

As competition in the telecom industry is building to an extent in Ireland, a number of telecom companies like EIR, Vodafone Ireland, Tesco Mobile and Hutchison 3 are operating presently and are invading the business as well. In the competitive marketplace, these companies try to find huge share of the others with the customers but price wars and heavy advertisements have created difficulty to customers (Saeedand Azmi, 2016). As consumers keep on switching the brands, advertisement and price numbers have evolved out to be a reason for them. However, the success of the companies is identified with the repeat purchase intentions of the customers so that they can recognize the factors for switch to other brands (Runge et al. 2014). As the prior research focuses on the individual customers mostly, without any such interpersonal influences,

the measure could not be dealt with the customer perception and behaviour. Thus, considering the factors, this research would mainly deal with churn prediction and Word-Of-Mouth (WOM) to define whether the consumer has a low or high risk of switching the provider (Raza and Rehman, 2012). In case of WOM, a definite purchase decision would analyze the consumer calling records of the telecom provider.

#### **1d. Problem Statement**

The primary setback in predicting the consumer choices subsists in the fact that the switching of brand loyalty decisions of the consumers solely made on the diverse criteria like brand image, network quality, prices, brand features and others (Rahman, 2012). Hence, the frequent switching behaviour of the customers has compelled to reassess the factors that affect the Irish telecom industry. In brief, the problem has been perplexed in the telecom industry where the customers get attracted towards offers and features of competitors.

#### **1e. Purpose Attended for the Research**

The purpose of the study is to measure the aspects that are considering a peer-review effect on switching the brand loyalty for mobile users in the Irish telecom market (Rahman and Masoom, 2015). It is important to know the reasons for the churn that is happening on a huge scale in Irish market. However, it could be intended that the leading switching behaviour of customers is an important factor that needs to be perceived well.

#### **1f. The Irish Telecom market**

As per the current reports, Vodafone in Ireland has the greatest market of all the mobile users. Besides, 38.5% of the Irish mobile subscriptions on big red network are maintained by the same percentage while the EIR group possess the third market share of 20.6% (Phadke et al. 2013). Tesco Mobile also possesses a greater market share with 6.4%, and is reflective to devise competitive offerings and the extensive footprint needed of the stores. However, the latest figure estimates that around 73.7% of the Irish mobile subscribers are accessing the advanced service data on their mobile phones (Peter and Anandkumar, 2013). Thus, the mobile data is an imperative aspect of telecom industry of Ireland and this is intensifying a huge completion among the customers switching brands.

### **1g. Aim ending the Research**

The research aim is to analyze what is the reason for peer-review outcome in switching the brand loyalty for the mobile users in the Irish telecom market.

### **1h. Objectives**

The research objectives that are availed for the entire research include:

- To inspect the brand loyalty for switching behaviour of customers
- To analyze the factors that has a primitive influence on customer churn in Irish telecom market
- To estimate the effect caused by Churn and Word-Of-Mouth in the telecom market
- To investigate the customer preferences of the mobile service providers in Irish telecom market
- To examine the customer buying behaviour pattern due to churn decisions made by the customers

### **1i. Main Research Question**

As the topic relishes a question, the Research Question intended for this research is:

**Reasons Contributing To Peer-Review Effect on Switching Brand Loyalty in Irish Telecom Market and if there is a peer review effect on customer churn in mobile users in Irish telecom sector?**

### **1j. Research Significance**

The research here has been performed to complete the master's dissertation in an effective manner. With the achievement of the study, the literature and the methodology analyzed for the topic will be understood. From the topic, it is been intended that Irish telecom market has been becoming competitive day-to-day and the consumers are also being exposed to huge number of options (Peng, Quanand Zhang, 2013). Besides, the research also gives an insight in considering a peer review effect of the measure of brand loyalty that influences the customers to switch from other mobile service providers. Thus, this research is evident for the researcher unless the consideration of customer churn is made. This also works increasingly for the telecom service providers of Ireland as well (Marumbwa, 2013). Moreover, the companies can also apply

suggestions to improve customer loyalty and stop the consumers in switching over the other brands.

Most of the available researches are done with the business perspective than a consumer perspective. This research looks into the consumer perspective to look into the brand imaginary, a person image of the brand and the utility of the service provider. Already existing researches doesn't give a light to the customer mindset. This research will provide additional value to the already existing research, providing new insights to businesses to develop new marketing strategies to reduce the churn to improve the revenue .

The purpose of this study is to investigate whether there is a peer review effect in switching telecom operator and retention in the competitive Irish telecom market, and to check on the brand loyalty of the customers in the Irish telecom market.

### **1k. Structure of the whole research**

This structure of the research is divided into broad five chapters where each of the chapters has a significant purpose, and is interconnected with the flow of a research idea.

**Chapter 1:** This includes the Introduction chapter, which represents the background of the topic and views a relative importance for switching brand loyalty on Irish telecom service providers. In order, aims, objectives and research question is enlisted here.

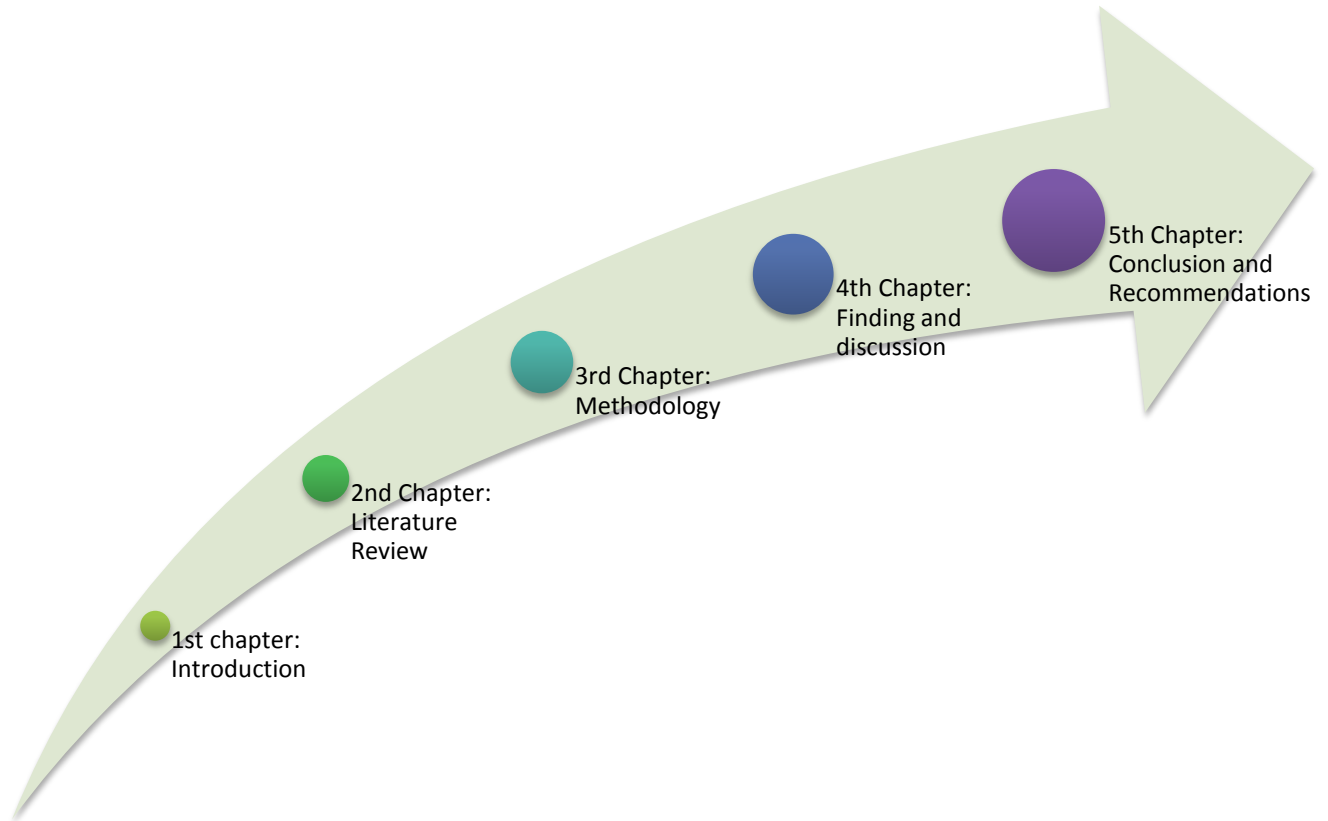
**Chapter 2:** This comprise of the Literature Review, which would cover up all the core areas in a detail manner but with critical research flow. Here, the work of previous researches on brand loyalty is defined for the Irish telecom sector.

**Chapter 3:** This involves the Research Methodology chapter that develops the underlying research with the methods, procedures and designs depicted with data collection method.

**Chapter 4:** This includes the findings/Analysis/Discussion chapter that embarks on the collected data, may be from surveys or interviews in the form of percentages, graphs and tables. These are developed with the help of a questionnaire ideally.



**Chapter 5:** This includes the Conclusions and Recommendations chapter that will review the concluding part of the chapter with necessary suggestions. It will also devise the future scope of the study with good empirical ground.



**Figure 1: Dissertation Structure**

(Source: Author)

## **Chapter 2: Literature Review**

### **2a. Introduction**

As consumer is important to Irish market, all the hard work of the companies would be directed towards the customer itself. Customer here can remain either reliable with a particular product or can switch to the other. Internationally the traditional landline service providers, mobile service provider, internet service provider are competing and struggling to address the rapid changes and demands of their customers (Cindy krum, 2010). Even the Irish telecom market has evolved, from the telecom Eireann which was a state owned company to so many other companies competing for a better customer base. Eircell in 1985 became Ireland's first mobile operator with other companies investing in the Irish market along with the increase in customer segment.

The growth in Irish economy helped in the growth of the mobile customer segment which brought in international brands to invest in the Irish telecom market which showcased a promising market. With the international brands investing the competition grew within the market thereby demanding the latest updated technology in their service. The company has to adapt to the customer needs and produce cost effective packages for having satisfied customers (Aoife O'Reilly, 2002). Cost effectiveness has been always been a method used for increasing competition in market thereby leading the customers to churn. There are seven mobile network virtual operators in Ireland which provides stiff competition with each other.

There are a lot of variables that affects the performance of the brand, the service conveyed by the network, the execution of the fault repair and service system, also, the apparent fulfillment with the charging arrangement of the operator. All these contact focuses are supplemented by the apparent corporate image of the operator that constitutes a hyper-contact point with its customers.

This research is going to analyze the reasons for peer-review effect on brand loyalty for switching to other telecom brands. The literature chapter also cites the work of other researchers regarding the switching of brands. Moreover, the factors that influence switching of brand loyalty are also discussed critically by analyzing the light of previous researches.

## **2b. What is switching of brand loyalty?**

According to Malhotra and Kubowicz Malhotra (2013), brand switching could be defined in the context of many researchers, which intend that the break of purchaser relationship with the particular service contributor or the continuation done with the relationship with the new provider. The customers here can easily decide about the reasons of ceasing relations with the service provider. Makwana, Sharma and Arora (2014) has proposed that the switching behavior of the customers is defined as the defection of consumers from the company. However, the consumers can switch the brands on a temporary basis or in a permanent basis. In order, switching behavior in other terms is the decision of customers that discontinue the purchase in dealing with the momentary and the eternal products (Liu and Fan, 2014). Brand switching also happens when the customers exchange their measure of loyalties from one brand to the other. Thus, these explanations intend that brand switching happens when the customers tries to purchase a product and then start buying another on a certain basis. In case of telecom sector, the prediction of churn done by companies considers a customer to have churned if the customer reduces the usage of services which would have fetched income to the company.

## **2c. What Customer Churn is?**

Churn is the term used in telecom industry and some other industries to refer the customer's decision to move from one brand to another and in the case of telecom sector with the subscription from one service provider to the other. According to Kirui et al. (2013), churn is caused by reasons like dissatisfaction with the services and the high bills. Besides, the customers often receive about the attractive offers while signing up with the new telecom operator. This is known with the fact that a churn would influence the customer acquaintances in the same network to churn the service provider and the relationship as well. Thus, the inclination of the customers would cease in doing production with the company in that given time.

As opined by Khan (2012), customer churn could spot a company by reducing the profit level and losing a great deal of the premium price. This may also lose the referrals from continuing the service customers heavily. According to a research, the customers that leave the company voluntarily could be divided into two groups. This include the customers that do not renovate their fixed term contracts at the end of a contract or who stop paying during the contract, which is legally bound (Keramati and Ardabili, 2011). However, these two can be regarded as

commercial churn and financial churn. In the case of telecom industry the financial churn is considered as a churn as no income is provided by the customer and usually the company terminates the service if the services are not availed. From previous researches, it is been examined that the concept of churn has different views. In case of voluntary churn, which occurs where the customer initiates the termination of service contract, and this could be subdivided into two types: Incidental and the Deliberate. According to Keramati et al. (2014), the Incidental churn occurs because the consumers are planned on it because something is going to happen. On the other hand, deliberate churn take places because of service quality factors, economics, and psychological factors.

### **2c1. Why there is so much of churn**

In response to churn, customers give the companies a bad exposure by posting bad experiences. In order, customer dissatisfaction is also manifested in the high churn rate in the industry. According to Kaurand Soch (2012), Price is a major cause that is seen particularly in long distance and wireless markets. The carriers here often offer the price promotions like the relativity of low monthly fees, low rates per minute and the high volume offerings. These pricing incentives could provide the residential customers with prevailing incentives to change their carriers. Joshi (2014) have proposed that service quality also effects due to the lack of proper connection abilities or the quality made in certain places. This is where the customer needs the service, and this causes the customers to discard their current carrier and move to a broader reach or a robust network (Izogo, 2015). In terms of fraud, customers may also attempt to match the system by developing high volumes and avoiding payment by churning to the next competitor.

The customer loyalty is also dependent on the frequency of purchase, money spend on the service and word of mouth. Customers can be classified into loyal, sleeping, persuadable and a lost customer. Loyal customers are the one on which the companies do not have to invest on marketing, but in the case of sleeping customers they do not care about the brand but the they do not churn from the existing one. The sleeping customer does not make a loss to the company but they do not provide a positive word of mouth to increase the market share. While persuadable customers when there is a trend in the market or new offer or a competitor enters the market they are more likely to churn. A lost customer is the who is awaiting for a chance to switch from the brand because of a bad experience. They do not provide any positive word of mouth and brands

have to make sure that they are satisfied to the extent that they do not provide negative word of mouth.

There is huge amount of churn because of the lack of carrier sensitivity. It happens because slow response made to customer complaints is a path to customer relations adversity. Besides, the broker promises hold long at times when multiple issues occur. In order, brand disloyalty is another instance where issues arise due to the services that have been experienced over the market, or due to the mergers or acquisitions (Dror et al. 2012). Credibly, due to incumbent carrier or an entry to the market, a strong brand reputation arises because of the competitors. However, privacy concerns and lack of features are also its major causes. In case of privacy of concerns, the customers have awareness that the companies deal to have good information about them. This includes spending the habits, health information, and personal financial information. Doganoglu and Grzybowski (2013) indicates that telemarketing and privacy problems are issues that cause the customers to judge their privacy of an asset by holding the service providers who are responsible for keeping healthy promises. On the other hand, lack of features define where the customers switch their carriers but might have the inability of a particular carrier to analyze the communication needs.

## **2c2. Consumer behavioural intentions due to Churn**

According to Danish et al. (2015), the consumer behavioural responses provide a strong indicator that they are bound to the organisation. *For example*, when the customers show wide preferences for one with the other or when they admire it. Besides, it is been argued that the service excellence also enhances customer's preference to buy the service again or to buy other services that are mainly price sensitive. These also have a positive experience when defined with good service quality. As stated by Benedek, Lublóy and Vastag (2014), the positive impact may be due to the consumer's repurchasing intentions or the intentions for recommending to the company over others. Thus, service quality also influences various intentions like doing business well and willing to pay in abundance.

As customer behaviour depends on buying the product intensively, to gain good profit in Irish telecom market, the customers must know about the Future Plans that are required heavily. In order, massive promotion is also needed because this will help in improving the service productively while customers will also gain expectations that are defined accurately. According

to Arthur, Ahenkrahand Asamoah (2012), some of the smart telecom companies make a wide influence with the unwavering quality and the satisfaction of customers to have good responsibility to offer with the counterparts of the rivals. Besides, the pressure on the telecom companies for delivering effective service and retaining the customers have increased in a while (Almossawi, 2012). Thus, the number of the customers that are switching the brands have improved significantly as the number profitability option is also been developed. Even for the churn decision getting good information, the research done for the best service was making the customer satisfied. However, measuring states of mind towards complex articles with single things is unreasonable on the grounds that most attitude based constructs are multidimensional. While current studies have a tendency to have investigated the idea of faithfulness from different aspects (see e.g. Han and Woods, 2014; Kuikka and Laukkanen, 2012; Kaur and Soch, 2012; Cater and Cater, 2009; Chen et al., 2009), little research analyzed the key drivers of the different segments of faithfulness.

### **2c3. Changes done as per the regulatory and the technological requirements**

As several features of the international market are likely to increase the churn as the regulatory and technological requirements, this would also facilitate the telecom markets that are integrated vertically and are structured with the incumbents. These are often exclusive with the providers that have good facilities. As opined by Sifa et al. (2015), value is added to the principal transmission functions of a good infrastructure through layers of network services. However, this is made probable if the routine of management traffic and voice calls are effective. With the technological revolution during 1980s, value-added layer was added to the value chain and this has enabled wide access to the data management and the information service (Rahman, 2012). Additionally, in conjunction to changing dynamics of telecom industry, the role of regulations also has extended in concentrating price setting, universal service issues and the consumer disputes to a broader role in regulating the segment to facilitate good competition. Moreover, the IP standards have allowed convergence of data with telecom services mostly (Spiess et al. 2014). In addition to this, the convergence of technology has also allowed lower cost IP-based services like the Voice over IP and IP Television to transmit over the same platform.

## **2d. Word-of-Mouth**

Word-of-mouth is a crucial driver for customer's decision process in the telecom industry. Word of mouth is a marketing strategy used especially to attract new customers, it's a strategy which competes with the traditional marketing and digital marketing methods. Word of mouth's main tool is social networking sites but yet have a big impact in drawing new customers. Word of mouth can be used by anyone who promotes a brand or a product and may not be a customer of the product or service. Word of mouth has a significant effect on the churn and cross buying decision of their neighbors in the mobile phone industry (Torsten Dierkes, Martin Bichler, Ramayya Krishnan, 2011). According to Rahman (2012), there has been clear evidence made with WOM drive sale, web visits, search and the other brand outcomes. As customers having huge options, it is intended that the interaction and experience is not too enough for the telecom brands to stay effective. Besides, the power of the conversations done offline and online can sway the share of wallet for a short period. Based on TalkTrack data, 3 mobile is ranked as the number one for offline WOM in the past 12 months in Ireland because of the increased TalkShare while the percentage of the conversation of the individual brand is quite relative to WOM for other brands (Peterand Anandkumar, 2013).

However, leading to WOM momentum, a substantial advantage with WOM quality has highest sentiment score. In comparison to this, Vodafone also had average momentum but ranked last out of the three brands in Ireland. Thus, in the telecom industry, having social media response is very important as many of the customers go to the brand's social media channels. In contrast to Rahman and Masoom (2015), the customer service enquiries also made by leveraging the media channels in order to respond to the customer questions that is imperative for the brands to build a active and a loyal fan base. Moreover, the telecom brands must use a channel to answer the customer questions effectively. From the study within the Ugandan mobile telecommunication industry, expresses that there is a positive relationship between the relationship marketing, its constructs (trust, commitment, communication, reciprocity and satisfaction) were related to word of mouth. The study revealed that the customers are loyal if there is trust, commitment, communication, reciprocity and satisfaction between them and the service provider. Marketing by having primary aspect to a positive word of mouth and higher customer loyalty helps increase customer base (Ntale, Peter Dithan; Ngoma, Muhammad; Musiime, Andrew, 2013) .

## **2e. Customer interaction during the purchase**

According to Peng, Quan and Zhang(2013), building customer communities for the telecom sector is just about creating connections between people and the organization to buy products and services. Most importantly, they offer social space where the consumers can share their ideas, opinions and knowledge. Besides, the ability to build a company is a key to competitive advantage under the digital age and this begins owing with the consumer experiences with differing communities. Marumbwa(2013) have cited that relationship between the telecom operators and the customers are changing, and becoming multi-faceted, the multiple brands are affecting the wireless experience and customer perception. It is very essential that rich tailored information also holds an essential value to its customers, and this could be knowledgeable at times (Liuand Fan, 2014). However, implementing improved online systems for the customers and the business will profitably add services. The customer buying behavior is a process which depends on the buying and using of a product. There are different factors that affect the customer buying behavior, the major ones are their roles and family, reference group, social classes and culture and sub-culture. In order to market successfully, understanding the customers and knowing the views and future plans is required to satisfy the customers (Kotler, Keller, Brady, Goodman, Hansen, 2012)

Massive promotion without a good level of improvement in service will be counterproductive. It is a tantamount to what is promised and delivering less than what is expected. Customers lose their confidence in the firm when it promises to do dependably and accurately but fails to live up to expectations. Smart telecom organizations leverage unwavering quality and client satisfaction with responsibility to predominate the offers of their counterparts or the rivals. These therefore inspire the customers to end up distinctly loyal to the brand. A unhappy customer just may stay steadfast in the event that no better option or alternative is available from the competitors.

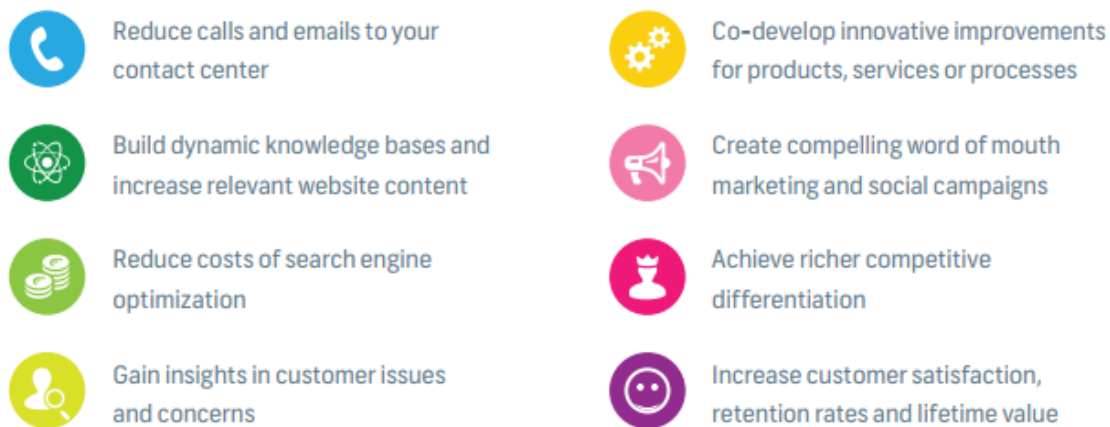
The pressure on the telecom companies to deliver good service to retain the existing customers has increased with the option of number portability. The number of customers switching brands has improved drastically since the number portability option has been developed. This help the customer retain the number that he has been using and there is not much delay in switching the brand. There is no extra fee to be paid to switch from one brand to another and this has led to



more competition to deliver better service to the customers in order to avoid the churn (Sulaimon Olanrewaju Adebisi, Emmanuel Olateju Oyatoye, Bilqis Bolanle Amole, 2016).

Even for a churn decision getting information has a important role, the investigation for the best service will make the customer satisfied. The information from the personal front, that is the family, friends, neighbor's , acquaintances are our primary focus for the research. Even other mediums like commercials that are the advertising, websites, sales people, dealers, packaging and displays also have an impact. Mass media and consumer rating organization and also the examining it or already have used and whether the service was satisfactory are some other factors affecting decision making.

As opined by Malhotraand Kubowicz Malhotra (2013), meeting the expectations of customers of tomorrow would be quite useful because these are informed mainly with higher expectations than before. The brand should include the peer reviews and recommendations to analyze the company's product and advertisement descriptions. Besides, supporting the communities would also be ethical to reduce the call volume and increase service decisions by enlisting the customers (Makwana, Sharma and Arora, 2014). On the other hand, the continued investment made for the online channels will align better practices to improve the ease of service delivery for telecom operators an though increasing customer satisfaction as well. Moreover, social support has also developed from its peers to make a wide influence on the operational strategy to the business that have considerable bottom-line profits.



**Figure 1: Customer interaction during purchase**

(Source: Kirui et al. 2013)

## **2f. Peer-review effect**

According to Khan(2012), the peer-review effect is the ability to influence the individual behaviour among the members of the group based on the group norms. Here, a group could sense what is right or what the right things that must be done. In order, a need must be accepted and valued by the group as well. In contrast to Keramati et al. (2014), most of the people in an organisation find them to put in groups to solve the generalized problems. This would also serve the customers, perform host tasks and develop innovations as well. However, the leaders have the ability to use this task consisting of team members and the charge defined for the team to enable a peer-review effect for working with the key managers and the outcomes they produce.

## **2g. Peer-review effect and its relation to customer churn**

Most of the researchers has devised that the understanding of the existing customers of Ireland is imperative. This is mainly due to the retention campaign that incurs with additional costs and investing in other subscribers (Hassouna, et al. 2016). In order, the customer churn with the peer-review effect has been analyzed mainly through two terms, which are Churn Prediction and Social Influence.

**Churn Prediction:** As the wireless carriers gathers data that are deemed to perform the churn analysis, some of the data mining techniques would also be applied to transform the raw data into useful information. For the general framework, it is evident to identify the features that can differentiate the subscriber with the high risk of churn from loyal subscriber. In order, it also transforms the data with availed features. As opposed by Hassouna et al. (2016), this could be effective if selecting the data mining techniques would help to build the predictive models efficiently. However, extensive research is used empirically to perform churn prediction in the wireless network (Joshi, 2014). Because of the churn with peer-review effect, some of the benchmarking measures could be availed to resolve the profit maximization of the practitioners. Moreover, a profit-centric performance criterion could heavily focus on the fraction of the subscribers that generate huge profits (Adnan Amin, Sajid Anwar, Awais Adnan, Muhammad Nawaz, Khalid Alawfi, Amir Hussain, Kaizhu Huang, 2017). There may be customers which are satisfied with the present service provider but may need to change or switch because of a location change where the previous provider does not have good network coverage (Chen, Aihui; Lu, Yaobin, Gupta, Sumeet; Xiaolin, Qi.(2014).

**Social Influence:** According to Doganoglu and Grzybowski (2013), devising the effects of social influence on the subscriber churn of the telecom providers has received a wide attention in the recent times. This has also the propensity for the subscriber to churn with the friends that have been involved while the individuals may also influence on the factor that spreads the message to the others. Benedek, Lublóy and Vastag (2014) have described that a set of churners might iteratively diffuse the message to subscribers but once the churn is accumulated, the level of influence will certainly reach to a threshold. By the time, a proposition defined with the peer-review effect has a significant impact with WOM, and thus, integrating the social factors from churners to machine tools would greatly influence the performance prediction.

## **2h. Behaviour of customers with demographic factors**

As consumer behaviour does not remain the same always, but it changes simultaneously with diverse set of factors. Starting from personal factors to economic factors, consumers are been influenced by everyone. In this area, the role of demographic factors would be discussed, as this is very imperative to the conduct of this research (Arthur, Ahenkrah and Asamoah, 2012). Gender is the area, which is discussed in two categories as male and female. They would be influenced mainly by the purchasing intentions that are effective to analyze the behaviour of customers (Verbraken, Verbeke, and Baesens, 2013). Next is the age, which is also important because this would decide the certain age groups of the population. It is been surveyed to decide the state of switching telecom brands with the other. However, the other demographic factors include the marital status, ethnic factor and the income as well.

## **2i. Status of the customers with Customer Churn**

Sifa et al. (2015) believe that loyalty, retention and satisfaction measures of customers in telecom industry of Ireland are connected profoundly with the perceived benefits, severe price and the number portability. It is been investigated that the influential factors for the economic success for the telecom companies of Ireland depends on customer satisfaction, customer retention and customer loyalty but these are not interlinked at all (Üner, Güven and Cavusgil, 2015). It is also been revealed that the personal service benefits and the mobile service price has good perception to analyze how various telecom companies analyze the viable effect of customer relation. According to Srivastava and Sharma (2013), customer churn in the telecom companies is been referred as the movement of subscribers from one provider to the other. This may exist with two

approaches to manage customer churn but the untargeted areas would mainly rely on the mass advertising and the superior product to increase the brand loyalty and the targeted approaches of identifying customers (Kim, M.K. and Jeong, D.H. , 2004).

However, the approaches fall in two categories: This includes the reactive and the proactive approach. In case of a reactive approach, the company waits until the consumers contact the company in order to cancel their relation. The company will then offer customers' incentive, *for instance*, a rebate. Further, adopting proactive approach is the area where the company tries to recognize the customers that are likely to churn at some other stage. Saeed and Azmi(2016) describes that the company could also target the customers with incentives or some special programs in order to keep them in hunt (Peng, Quanand Zhang, 2013). Thus, it could be reprimanded that a targeted approach has good advantage of having low incentive costs because the consumers are not that trained for negotiating for the better deals. As the customer churn is related with customer retention and customer loyalty closely, as per Peter and Anandkumar(2013), customer defection could be a hottest setback in the telecom industry off late. Thus, this would suggest that the churn rate of the customer have a huge impact to analyze the long-term value with the future revenue and services.

Malhotraand Kubowicz Malhotra (2013) have investigated that the underlying aspects of customer churn in telecom industry could be found with the attrition of customers depending on the satisfaction level, and with the specific services like brand image, subscription duration, call quality, income, handset and tariff levels. Accordingly, it could be intended that in a powerful environment, the customers anonymously receive various incentives in order to switch the disincentives (Liuand Fan, 2014). Thus, reducing the churn could be vital for success because the mobile operators would focus more on the benchmark rather than isolation. Once the potential cherner would be identified, the retention area makes good contact with the customer when established appropriately to preserve the business with churn risk.

## **2j. Influence of Advertisement on switching of brand loyalty**

According to Keramati and Ardabili(2011), advertisement is mainly focused on attracting the new customers but at the same time retaining as well. This plays a crucial role in persuading the non-loyal customers that are quite loyal to switch over other brands. Danish et al. (2015), describes advertisement also persuades with the loyal consumers who are willing to spend huge

on the existing brands of a certain company. Besides, it also has a decisive role to play in maintain the customers of the company but it also has the state of attitudes, decision-making process, preferences and the purchase intentions. It could be analyzed that advertisement enhances the satisfactory feelings of the customers concerning the brand been purchased by them. Doganoglu and Grzybowski (2013) also suggests that advertisement also focuses in retaining the customers that are existing but those who are not familiar with the brand may be affected hugely in terms of attractive services.

## **2k. Consumer disadvantage from the imperfect information**

As the customers suffer detriment when the information is withheld, it could be deceptive if the information provided is very difficult for the customers to assess and evaluate. In order, the constraints on the customer's ability on process information may also lead to the welfare of reducing decisions when the available information is non-deceptive (Almossawi, 2012). Thus, when the customers have a little information, too much of information is assessed to determine:

- The customers that are failing to participate in the market area because of the limited awareness on products/services.
- Customers are paying very much
- Customers are not able to buy the product/service that would meet the needs effectively.
- The disappointment of the customers with product/service is caused because it turns off the lack of expected quality levels.

Thus, to avoid such damage, the customers are trying to empower through areas like:

- Awareness defined for the alternative services and suppliers
- Access meant for relative information on features like prices and quality of available services.

## **Chapter 3.0: Research Methodology**

### **3.1 Overview**

Research methodology is an inseparable part of any research study. It analyzes and scrutinizes the problem in a thorough procedure following step by step, so that, the desired outcome of the research shows a symmetry with the discussed objectives. In order to accomplish the task, the research methodology continues with focusing on the various parts consisting in it. In this regard, the research design, philosophy, approach, choice, strategy, sample framework, data collection procedure, data analysis technique along with maintaining the research ethics, help the researcher to evaluate the profound data in an appropriate way to figure out the logical explanation.

The current research study is concerned with the major reasons behind the swing of brands in terms of loyalty for the users belonging from the Irish Telecommunication Sectors. Various responsible factors play a vital role in order to manage this conversion. This research study will take an aid of the various methodological divisions to reach to the utmost level of appropriateness of accomplishing the evaluation. Analyzing the sample of questionnaires based on the review of the respondents will help the researcher to generalize the collective viewpoints. The following parts of the methodology will concentrate on making a minute observation.

### **3.2 Research Design**

Research design is the definition of the overall research study. It helps to avoid the flaws of any research. It can be defined as a general plan to fix the solution to answer the research question. It can be divided into two genres that are exploratory and conclusive. This particular research study is involved with the second one as it allows the analytic to focus on formal and typically quantitative data collection which is incorporated in this study. The parts of research design gives a perfect shape and size to the findings which the research processes consider. The various sub parts under the research design can be discussed in order to have a better understanding.

#### **3.2.1 Research Philosophy**

Research philosophy is highly important issue in a research study, as it helps to develop the logical, rational, reality-based thinking to analyze the viewpoints gathered in the data collection method. Basically, it helps to delve a logical belief on the gathered phenomenon. According to Edson, Henning and Sankaran, 2016, research philosophy can be divided under many sub titles

like positivism, realism, interpretivism, objectivism, subjectivism, pragmatism, functionalist, radical humanist, radical structuralist etc. These philosophies are used to support the constructive fact that has been found through gathering data. Different philosophies are used in different research choices to generate the proper evaluation of data.

This research study has incorporated both the philosophies interpretivism and positivism. Interpretivism allows the analytic to interpret the summarized viewpoint of the respondents in accordance with their psychological logics. Similarly, positivism helps to find out the authentic point or logical point based on truth. Positivism, in short, is somewhat scientific philosophy that depends on reasoning or finding logics behind a decision. Therefore, it is another important philosophy to be used here to find out the truth from the faithful interpretation of the collected data. These philosophies had contributed a lot to help the researcher to get the desired outcome.

### **3.2.3 Research Approach**

Research approach is considered to be a vital thing taken into consideration by the analyst. It consist mainly three kinds of techniques Inductive approach, Deductive approach and Abductive research approach. Logically, deductive and inductive these two broad means of reasoning are used. The relevance of the research achieves success through making correct choice of research approach. In deductive approach the data collection is utilized to evaluate the opinions or hypotheses related connected to an already existing theory. Whereas, the inductive approach is used to explore the collected data for identifying the themes and patterns and in order to create a conceptual framework. This approach helps to build theories of verification.

This research study has involved inductive research approach, as; it is more suitable for generating trustworthy theories based on the propositions of the respondents. It follows the route of making observations first, then following the pattern to accomplish theory. In this study, the collective viewpoints derived from the opinions of the respondents, during the survey is transformed into generalized conclusion through undergoing the logical explanations presented by inductive research approach. Therefore, choosing this approach was worthy to help the analyst to delve the observation or tests via arranging in patterns into a trustworthy theory.

### **3.2.4 Research Choice**

It is said by Wickham, H., 2016 that Research choice depends on how many methods have been taken under consideration. There are three kinds of choices practiced in research choices. They are- mono method, multi method and mixed method. Mono method involves choosing a single method either qualitative or quantitative. Multi method consists of choosing both the choices along with that various background research types. Mixed method focuses on both the primary and secondary data collection processes. All of these methods are helpful in different contexts.

This particular study had focused on both the data collection processes that mean the research choice of the current research work is none other than mixed method. This method is absolutely appropriate here, as it connects all the data collected from the quantitative as well as qualitative data collection methods. From the primary data collection the different perspectives of respondents have been gathered and the secondary data collection complemented the research work by providing quality authentic data. This method catches the advantages so that, it can explore the research problem. It helps to overcome the weakness of a single method. It helps to generalize the qualitative data as well.

### **3.2.5 Research strategy**

Research strategy is an essential part of a methodological section, because it is the basis upon which the conception and analysis are performed. It shows a great variety between the precision of research process. In quantitative research, the approach is deductive and it exhibits positivist philosophy mainly, which is based on “scientific” process of thinking. For the same reason the strategy takes a different outlook, it has to be built upon logical questionnaire and supportive to the research objective. In case of qualitative research the strategy is totally different. Here, the constructive theories are mainly used based on the interpretive theories, which is incorporated with an inductive approach. The research strategies in these two different research choices, are therefore, completely different and mostly opposite from each other.

This precise research study has focused on both the data collection processes and both the strategies as well. Although, in this case quantitative research method has been given a little more attention than the qualitative research but the different strategies are also taken in order to maintain the balance. The research strategy can be divided into experiment, survey, case study, action research, grounded theory, ethnography and archival Research. All these strategies differ



from each other in respect of different research studies. The current research study has taken an aid of survey based research strategy. In order to perform the quantitative research the surveys help a lot for gathering information from the respondent. Surveys are performed by creating a convenient set of questionnaire and collecting a group of people suitable to answer the questions properly.

### **3.3 Research sample framework**

Research sample framework is a difficult job to perform, because, depending upon the ability of framing questions and gathering samples, the whole procedure of quantitative research is performed. Therefore, the task of framework should be done very cautiously. An informative set of logical questionnaires related to the topic should be made carefully in order to pursuit the success. The framework is depended on research sample and sample size in this two broad heads. The following discussion will help to analyze the sampling framework and to understand the need of doing so.

*Sampling:* the sample should be collected from a variety of background and the research sample variation is very important to get authentic and unbiased result. In the current research total number of chosen respondent is 135. The sample group had to be taken from the same geographical area as the research is based on the Irish telecom users. These people belonged from various genres of working, many of them were students, some of them were unemployed, some employed and some entrepreneurs. This variety helped to identify the reactions of the customers based on their experience of choosing a particular brand and the affect of brand loyalty over choosing that particular brand. The questions were framed in order to know the frequency of changing their telecommunication brand and their preference over choosing that brand. Random selection of the sample group from the Irish population was taken and in order to complete the survey.

*Sample size:* sample size is another serious issue to look upon for a research study. Variety in sample size helps to gather the authenticity of the research. Sample size consists of variety in gender, age and others of the respondents. In this research study among 135 total respondents, 74 people were male and 57 of them were female. The other four were actually neutral on basis of performance. The respondents belonged from different age groups as well. They were from 10

to 40 and above. The interviewees were asked questions based on their occupation, residence, particular brand preference and many more to judge their situation and background.

### **3.4 Data collection Procedure**

Data collection is somewhat very important issue in a research methodology. It plays a pivotal role in terms of collecting genuine data, so that, the research can provide accurate outcome. In any case of incorporating inauthentic data collection can ultimately end up with dissatisfactory result. Therefore, choosing a suitable means of data collection is something very critical issue which should be performed with much conscience and delicacy. Data collection process consists of two main procedures such as, quantitative and qualitative.

The primary data collection process or the quantitative data collection process depends on collecting data from a variety range and a variety background of respondents. This data collection method is performed relying on random and structured data collection tools that involve variety of experiences based on the respondents' own observations. The means of collecting data in this process are surveys and interviews. A set of logical questionnaire has to be made in this regard to achieve desired outcome. The secondary data collection or qualitative data collection process is vital in the sense that, it provides useful and faithful information regarding any topic based on the authentic views of specialist or scholars. This process relies on in depth interviews, observation methods and document reviews.

This precise research is depended on primary research mainly, other than this secondary data collection has also been introduced. This research is focusing to investigate the reasons for switching telecommunication brands in Irish Telecommunication Market and how much brand loyalty is necessary in this scenario. Therefore, the research must be based on the collective viewpoints of Irish respondents to analyze if Brand Loyalty is bothering them and upto which extent.

### **3.5 Data Analysis Technique**

Data analysis technique involves the way by which the collected data are analyzed using various tools. It can be said that the regression helps to interpret the coefficient understanding.

The current research study has used regression in order to analyze the tools. Previous researches on customer churn in a particular country, logistic regression was method used in analysing the

data (M. Geetha and Jensolin Abitha Kumari, 2012). Here the regression has been introduced because, this supported logical conclusive base which helped to develop constructive evidences in this context of topic. The dependent variable that is if a customer will churn or not is a binary variable and its relation with other independent variables and it is the main feature of logistic regression which makes it fit for the research. In statistical modelling, regression analysis is a process for estimating the relationships among variables. It concludes many techniques for modelling and evaluating the profound variables acquired through data collection process. These data analysis techniques generated different viewpoints gathered from the diverse age group of respondents.

### **3.6 Ethical Consideration**

Ethical consideration is very essential part of any research topic. This part involves the rules and norms of any research study which the researcher has to follow. The ethics which had to be taken under consideration during the performance of a research is worth of mentioning. One of the most important work ethics is that, the research should be unique and authentic without any adoption from any existing research work. That is considered to be plagiarism which is a hateful offence. This work should be an original piece belonging to the researcher.

Secondary, the identity of the interviewees should not be disclosed at any cost. It should be considered as a highly confidential matter to be concealed. The researcher cannot reveal the names or addresses of the respondents. Even, the respondents should also be informed about the result of the survey which had been done with the co-operation and participation of those respondents.

The set of questionnaire should be based on informative questions related to the study. The questions have to be explained very well to the respondents so that, they can respond better. This will lead to achieve success in collecting genuine results. In case of secondary research, the collected data should be depended upon authentic research and genuine data. The choice of respondents should be unbiased and not showing a preference towards any irrelevant issue. This research however, had successfully maintained the ethics and overcame the barriers of ethical consideration.

### **3.7 Research Limitations**

Although, every research tries to be perfect in every means, still there are some limitations that they meet. Limitations are the facts that any research face and generates the scopes for future research and recommendation. This study is also no exception. Here, the use of primary data collection has been prioritized. Hence, the main limitation of this study meets with this as; the use of secondary data collection has not been emphasized. The stress upon the secondary data collection could reveal more authentic and different outcome which is not presented in this current study.

The main objectives of the study included the inspection of brand loyalty, analysis of the factors that has a primitive influence on customer churn in Irish telecommunication, estimation of the effective causes, investigation of the customer preferences and examining the customer behaviour but, which was lacking in the study was that what were the effective marketing strategies applied by the loyal telecom brands that attract Irish people to get attracted towards switching their brand.

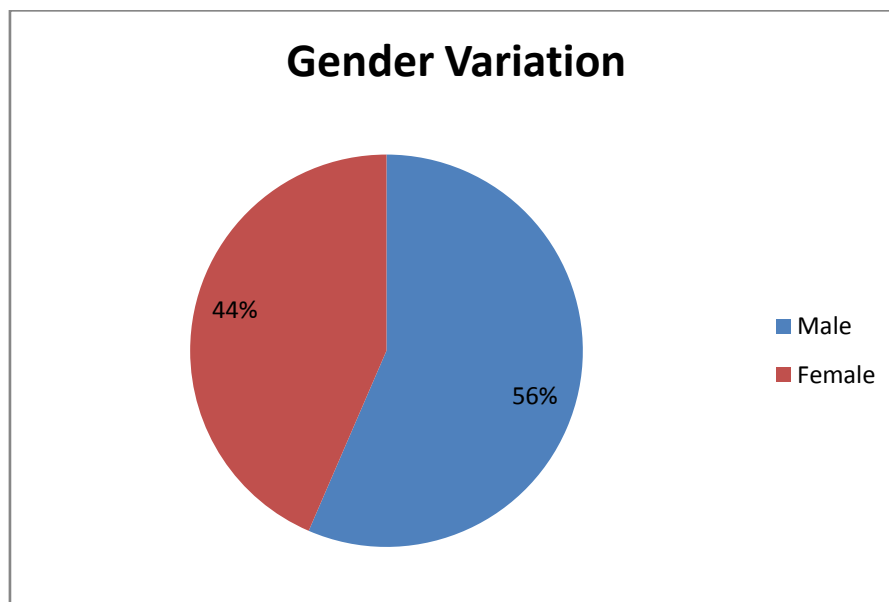
There were multiple responses for certain questions for which a random selection pattern was followed. Not all interviewee's were distinct with their answers due to which the random selection had to be done for analysing the data. In the primary data findings it is depicting the multiple answers chosen by the interviewee but for analysing in spss these multiple answers were randomly selected. When there is a multiple answer to a question random selection of the second option is chosen when there are two answers. Second choice has to be chosen when there are three answers to the question, the fourth choice has to be chosen if there are four answers to the question. If five answers are available the first answer is selected for the analysis and if there are six then second answer is taken into consideration.

## Chapter: 4.0 Analysis and Findings

### 4.1 Primary Data Analysis

To understand the reasons for contributing to peer review effect in switching brand loyalty for prepared users in Irish telecom market, a primary research has been done over approx. 131 respondents. In this case, the valuable viewpoints help to understand the overall project. According to this, both male and female were chosen to take their standpoints about the effective reason. Therefore, among 131 respondents, 74 males and 57 females were chosen as a part of this quantitative research.

Therefore, among the respondents, 56% respondents were male and 44% respondents were female in this research process. Therefore, both male and female are highly valuable for this procedure to get and overall understanding that how much people switch their telecom brand in the Irish telecom market. In this research both male and female were considered as valuable respondents in this fact. Therefore, it has been observed that massive number of both male and females are included in this fact that that change their telecom brand due to some circumstances. The respondents were gathered from the local Irish community. Due to the research, it has been observed that both male and females were interested to give their valuable thoughts about the matter according to the question that had been asked to them.

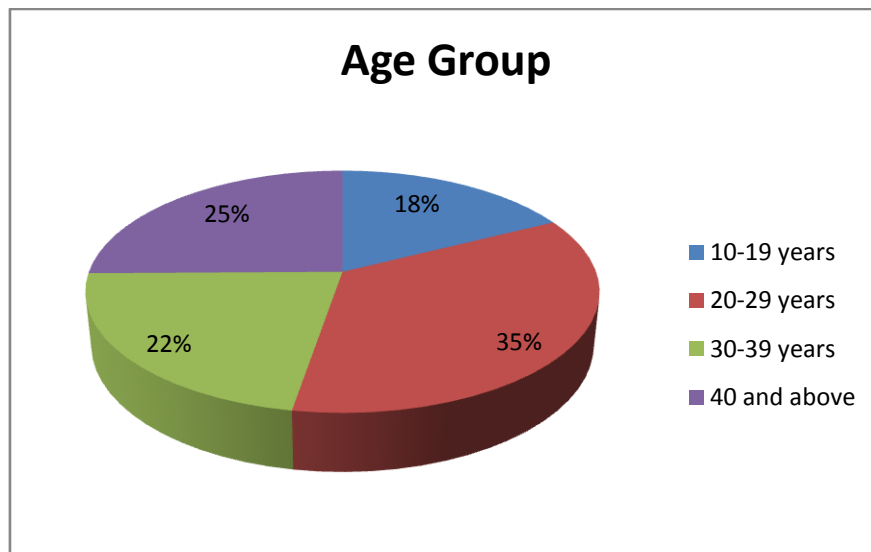


**Figure: 1. Variation of Gender**

(Source: Author)

To get a better result through the quantitative research amid the respondents to get an overall understanding upon the reasons for contributing to peer review effect in switching brand loyalty for users in Irish telecom market, approx. 131 respondents from the local community of Ireland. In this case, all the respondents were chosen to gather data on the basis of their valuable viewpoints. People from all over the world change their telecom brand in order to get better service from another organization. Therefore, some of the reasons plays its effective role to make move towards another telecom brand or organization.

To understand the factors that led the customers to move towards another telecom organization, Ireland and its local people were chosen to make the research more effective. In this quantitative research, several groups of aged people were chosen to gather data. In this research process, 23 respondents or 18% respondents were between ages of 10-19 years, 46 respondents or 35% respondents were between 20-29 years, 29 respondents or 22% respondents were between 30-39 years and rest of the respondents were age of 40 that is 33 or 25% respondents. All the respondents of several age groups are equally valuable to make this research more effective.

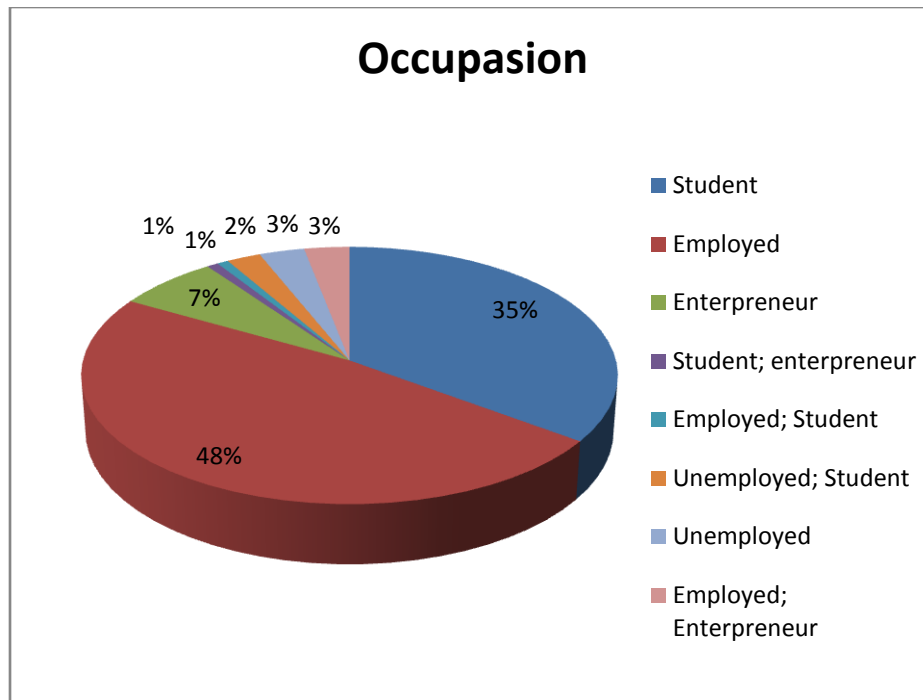


**Figure: 2. Variation of Age Group**

(Source: Author)

In this quantitative research procedure, respondents of several occupations have been chosen to collect their valuable viewpoints about the fact that there are several of factors that led customers towards another telecom organization from their existing telecom brand. It can be observed all over the world that to get more satisfactory service, people change their existing telecom brand. In this case, there are some effective reasons that led people to change their telecom brand. Thus, to get an overall decision upon the fact, almost 131 respondents were chosen to gather their valuable viewpoints about the fact. Therefore, the question number 3 has been made in order to understand that how many people from several occupations are involved in this fact.

To collect the data, people of Ireland have been chosen for this quantitative research. On the basis of that, it has been seen that people of different occupation were interested in this research process. Through the process it has been observed that 46 respondents that is 35% of the total respondents were students, 63 respondents or 48% of the total respondents were employed, number of entrepreneur is 9 that is 7% of the total respondents were involved in this research process, number of student entrepreneur is 1 that is 1% of the total respondents. On the other hand, number of employed student was also 1 that is also 1% of the total respondents. Simultaneously, 4 unemployed respondents took participate in this research process that is 3% of the total respondents as well as number of unemployed students were 3 or 2%. 4 employed entrepreneurs also took part in this research that can be defined as 3% of the total respondents. These multi occupational response is selected randomly for the analysis of the work.



**Figure: 3. Several of Occupations**

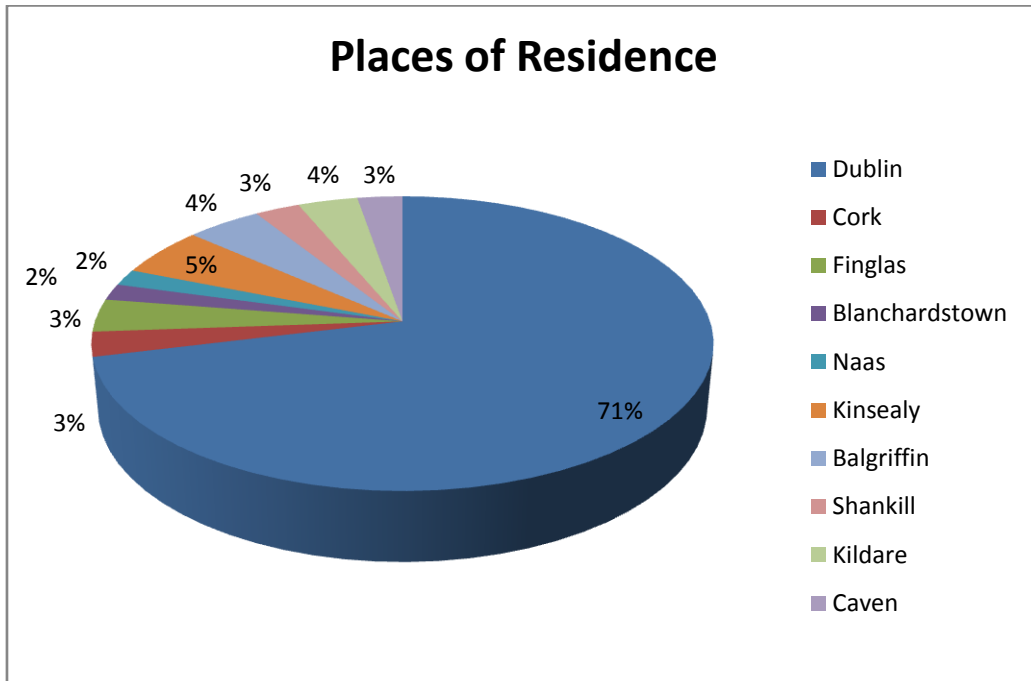
(Source: Author)

To fulfil the requirements of the research that is upon the reasoning for contributing to peer review effect in switching brand loyalty for mobile users in Irish telecom market. Therefore, according to the situation, a quantitative research has been done over almost 131 respondents, who are the mainframe of this research. The respondents were collected from the Irish community. All the respondents gave their valuable viewpoints as it helped to fulfil the requirements of the research. On the basis of this, question number 4 has been set, which shows that there are several of places has been chosen for this research, in which the respondents were gathered from those locations to collect the viewpoints about the stated fact.

People from all over the world change their telecom brand due to get more satisfactory service from another brand. Therefore, some of the reasons are there that influence the customers to change the brand. In this case, several of places within Ireland have been chosen to collect the respondents. On the basis of that, people of Dublin almost 79 or 71% people were involved in this research. Simultaneously, numbers of people from Kinsealy were 6 that are 5% of the overall respondents and numbers of people were 4 that is 4% of the overall respondents. According to that, it can be stated that, most of the people from different locations of Ireland



were participated into the research procedure. The responses came from different parts of Ireland so in the analysis it was considered as people residing in Dublin and outside Dublin as majority responses came from Dublin and also to evaluate if there is change in pattern for the churn when in the city and the response of people outside the city.



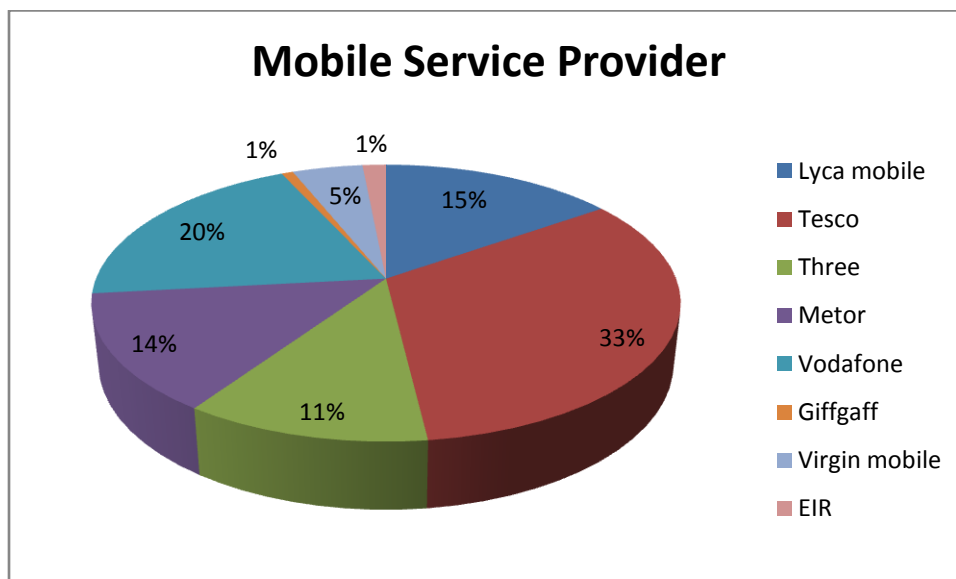
**Figure: 4. Places of Residence**

(Source: Author)

According to the question number 5, the respondents were asked that which mobile service provider is used presently. On the basis of that, 131 respondents from the Irish community were chosen to collect valuable information from the entire respondents regarding the mobile service provider that is demandable amid the users in the present time. On the basis of that, both male and female of different group of ages from several places has been chosen to collect the valuable viewpoints of the respondents' regarding this fact.

In this quantitative research, as a location to operate the research procedure, Ireland has been chosen. All the respondents were from different domain of Ireland those were greatly interested about this research to provide their valuable viewpoints upon this fact. According to this, people were asked that, which is the current mobile service provide that used in excessive way in this

current time. On the basis of the question, respondents agreed that Tesco is the main dominating telecom service provider and most of the respondents claimed for Tesco, which was 33% from other brands. Simultaneously, one of the popular brands is Lyca Mobile, which was claimed as 15% in comparison to other operating brands followed by other companies as well. Accordingly, one of the effective brands that are demandable amid the customers is that Vodafone, which was claimed as 20% from the other telecom brands. Some of the respondents are claimed that Metor is one of the effective telecom brands that can be claimed as 14% into the entire mobile service provider followed by Three, which is claimed as 11% of the entire telecom service provider. On the basis of the research, it can be mentioned that the most popular telecom brand is Tesco.

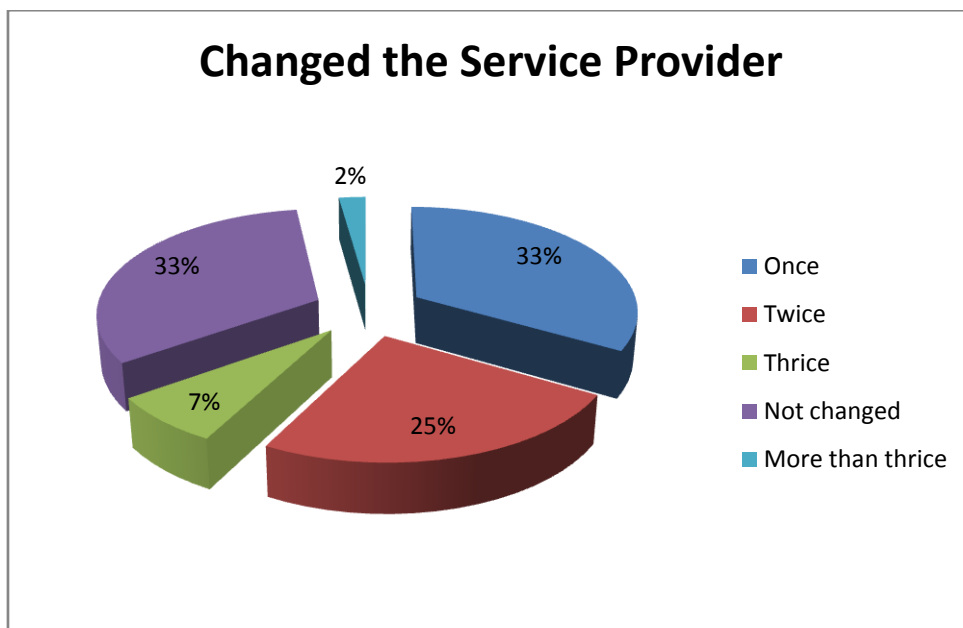


**Figure: 5. Mobile Service Providers**

(Source: Author)

In this quantitative research, 135 respondents were asked several questions to get informative viewpoints about the telecom providers. It has been seen that people from all over the world change their telecom service providers to get more satisfactory services from that telecom brand. In that case, the research has been done on the local communities of Ireland. In this context, both males and females were chosen to get information about the discussed fact. On the other hand, males and females of several of age group and occupation from the different places of Ireland have been taken place into this quantitative research procedure.

According to the question number 6, all the respondents were asked whether they had change telecom service providers in their entire life. In this context, it has been seen that a massive number of people that is 45 or 33% of the entire respondents had changed their telecom service providers to get more satisfactory service from another brand. Simultaneously, it has been seen that also a large number of people changed their service providers twice, which can be counted as 33 of the total respondents or 25% of the respondents. On the other hand, short number of respondents that is 10 or 7% of the total respondents, who had changed their service providers thrice in their life. On the other hand, a massive number of respondents that can be counted as 44 or 33% of the overall respondents did not change their telecom service providers. Simultaneously, only 3 people had changed their service providers that may be counted as only 2% of the total respondents. Therefore, it can be stated that Irish people are satisfied with their existing service providers and only a massive number of respondents have change their providers once in their life.



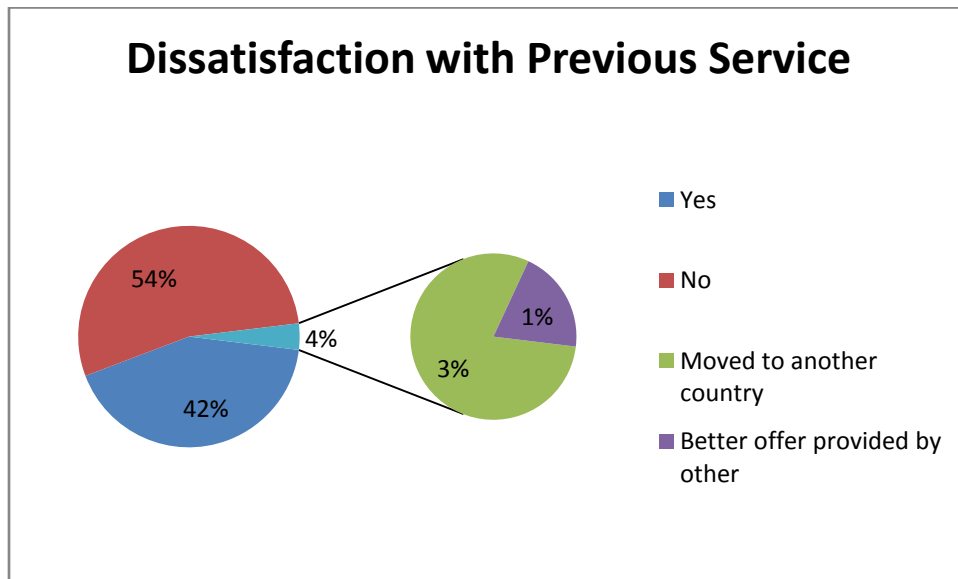
**Figure: 6. Changed the Service Providers**

(Source: Author)

There are some crucial factors that are the reason for what people change their telecom service providers and move to another provider to get satisfactory service from that brand. In that case, people from all over the world do this process to replace their existing brand with a new service

provider. On the basis of that, a quantitative research has been done to get informative information about the stated fact. Therefore, as a participate country, Ireland and its local community has been considered as valuable viewpoints according to the asked questions into the research procedure. Therefore, total respondents of 135 contributed into the research process to discuss about their self-satisfaction and experience that has been gathered through using telecom service brands.

According to the question number 7, the respondents were asked whether they were satisfied with previous services or not. In that case, it has been seen that 55 respondents that is 42% respondents said that they were satisfied from the previous service providers, on the other hand, a massive number of respondents had denied that they were not satisfied with the previous telecom service providers. The number of the respondents, who were not satisfied, can be counted as 70 or 54% of the total respondents. Simultaneously, some of the respondents that is a number of 4 or 3% moved to another country that is why they had to change their existing service provider. Furthermore, only 1 respondents or 1% claimed that they got better service by other brand. Therefore, on the basis of the viewpoints of massive number of respondents is can be claimed that they were satisfied with previous service.

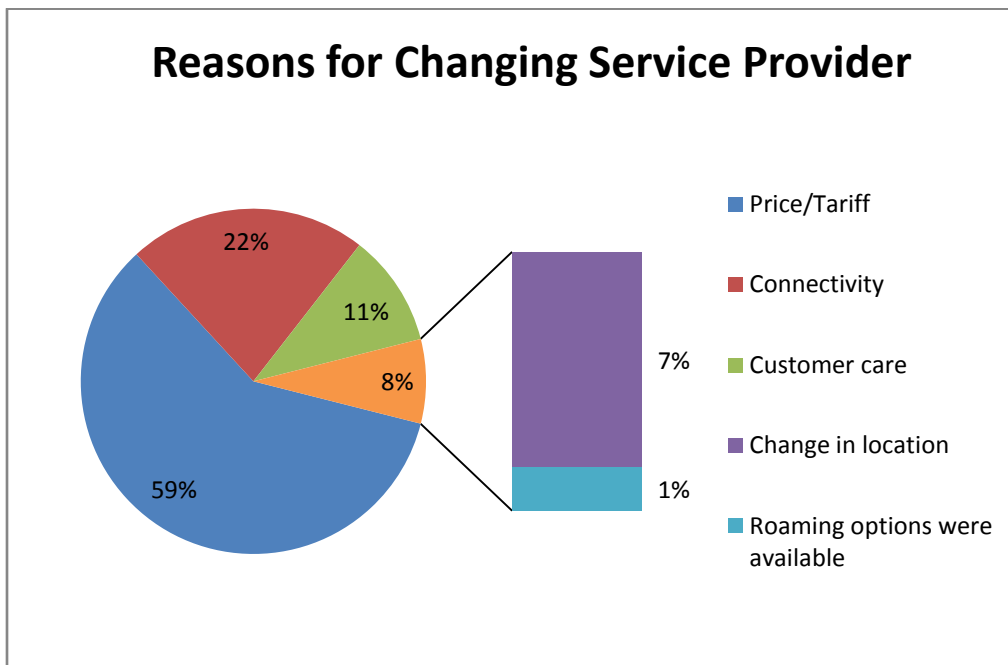


**Figure: 7. Dissatisfaction with Previous Service**

(Source: Author)

According to the question number 7a, e quantitative research has been done over 135 people to collect the adequate data to know the several aspects that are related with telecom services. In that case, a quantitative research has been done with the local people of Ireland to know their current position and thoughts that are related with telecom service providers. In some cases, it has been that people frequently change their existing telecom service providers to get better service from other service providers. In that case, people of different locations of Ireland took part in this research process. Therefore, all the respondents played a vital role to fulfill the requirements of the research.

It has been seen through the research method, that a massive number of respondents that is 45 or 59% of the overall respondents claimed that they had changed their existing service provider to price and tariff. A large number of people had claimed in this fact. Connectivity is one of the significant factor that led people to change their telecom service provider. In that case, 17 or 22% of the overall respondents had agreed in this matter. However, a large number of people that was 59 respondents did not give any answer in this matter. Simultaneously, 8 respondents that are 11% of the overall respondents claimed that they had change their connection due to improper customer care. On the other hand, roaming and change in location had been claimed as one of the effective reason for changing service provider that was from 8% of the overall respondents.



### Figure: 7a. Reasons for Changing Service Provider

(Source: Author)

According to the question number 9, it has been observed through the quantitative research that has been done on the local community of the Ireland to collect the data, which indicates the factors that led people to change their existing telecom service providers to adopt new brand into their daily life. Therefore, according to the research, it has been seen that changing brand image plays an effective role amid the people of across the world and in this case, the research has been done amid the local community of Ireland to get the valuable viewpoints upon the fact.

In this case, it has been seen through the quantitative research that a massive number of people, which can be counted as 77 or 63% of the overall respondents were disagreed in this fact that market trend does not affect the mind of the customers to change their existing telecom service provider. However, 43 respondents or 35% got agreed in this fact. Simultaneously, only 2 person or 2% of the total respondents claimed the factors as low price for international call and much cheaper to call abroad. Therefore, on the basis of the viewpoints of massive number of people it can be stated as market trend do not led people to change their telecom service provider.

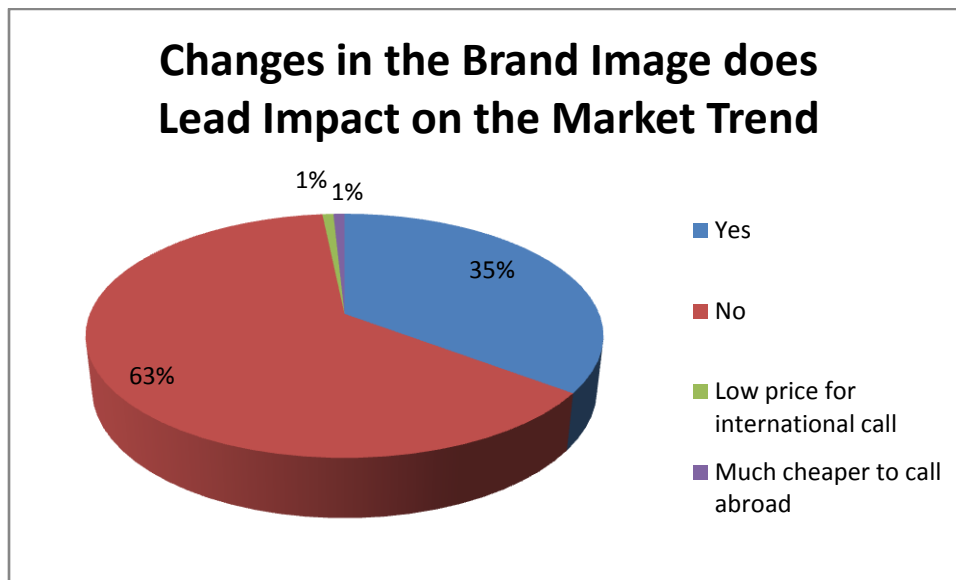
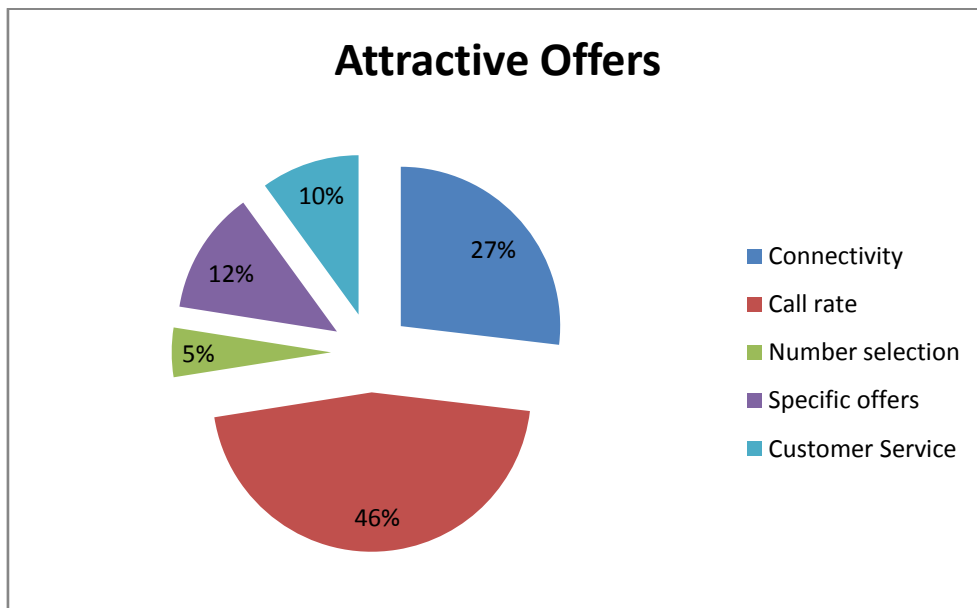


Figure: 8. Changes in the Brand Image does Lead Impact on the Market Trend

(Source: Author)

A quantitative research has been done to understand the factors that led people to change their existing telecom service provider. It is a worldwide function, in which the external factors led the people to change their service providers. In this case, to understand the factors that led people to change their existing service providers and help to adopt new service provider, a quantitative research has been done over community of Ireland to get adequate knowledge about the fact. In this case, question number 9 has been set to asked adequate questions to the people to get more adequate answer according to the asked questions.

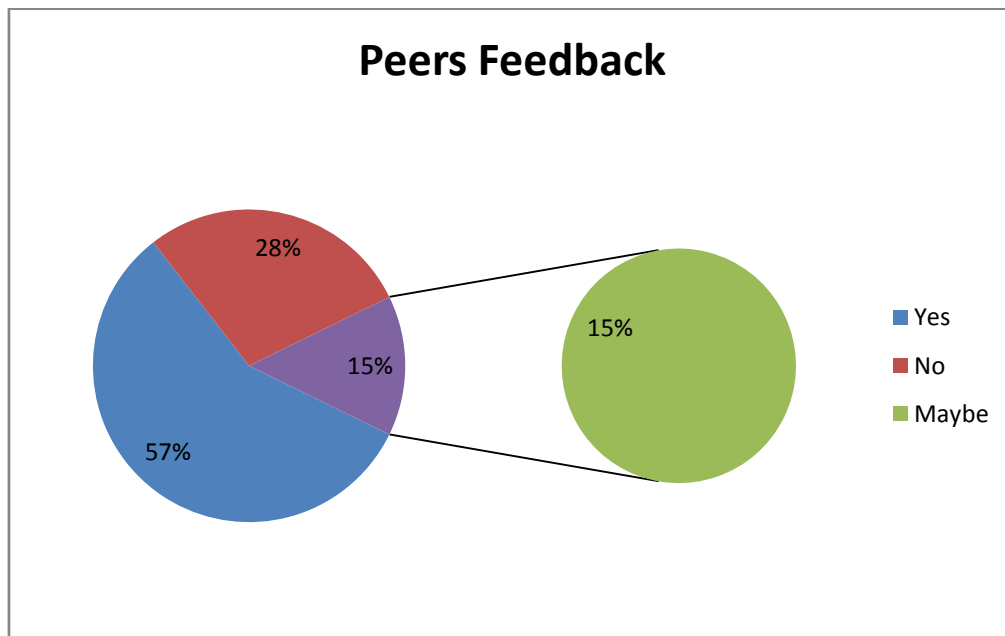
It has been observed that attractive offers is one of the effective reasons that led people to change their existing telecom service provider and helps to adopt another telecom service. In that case, a massive number of people that is 73 or 46% of the overall respondents agree that call rate is an effective reason that affected to adopt new service providers. On the other hand, a large number of people around 43 or 27% of the total respondents think that connectivity is another effective reason. Simultaneously, 20 respondents or 12% of the respondents think that specific offers are also an effective reason. Furthermore, 8 respondents or 5% respondents think that number selection is also a reason as well as customer service is also adopted by the people of around 16 or 10% of the respondents. According to this, it can be stated that call rate can be granted as the most effective reason on the basis of the massive number of people's approach.



**Figure: 9. Attractive offers from the new service provider**

(Source: Author)

Through the process of quantitative research, 135 respondents were collected to get valuable information about the effectiveness of peers that can be considered as one of the effective reason that led people to change their existing telecom service provider. Therefore, it can be stated as one of the effective reason that changes the mind of the customers to adopt new service provider. In his case, the research has been done over the Ireland and its local community. On the basis of that, question number 10 has been set to ask the respondents whether the effectiveness change the mind of the people to adopt new telecom service. Therefore, it has been seen that 75 that 57% respondents agree with the fact that. On the other hand, 37 that are 28% of the total respondents disagree about the fact and simultaneously, 19 that can be counted as 15% respondents said that it might be affected for the minds of the customers. Therefore, majority of the respondents reveals that peer feedback affected the minds of the customers to change the service holder.



**Figure: 10. Peer Decision helps to Make Change of Service Provider**

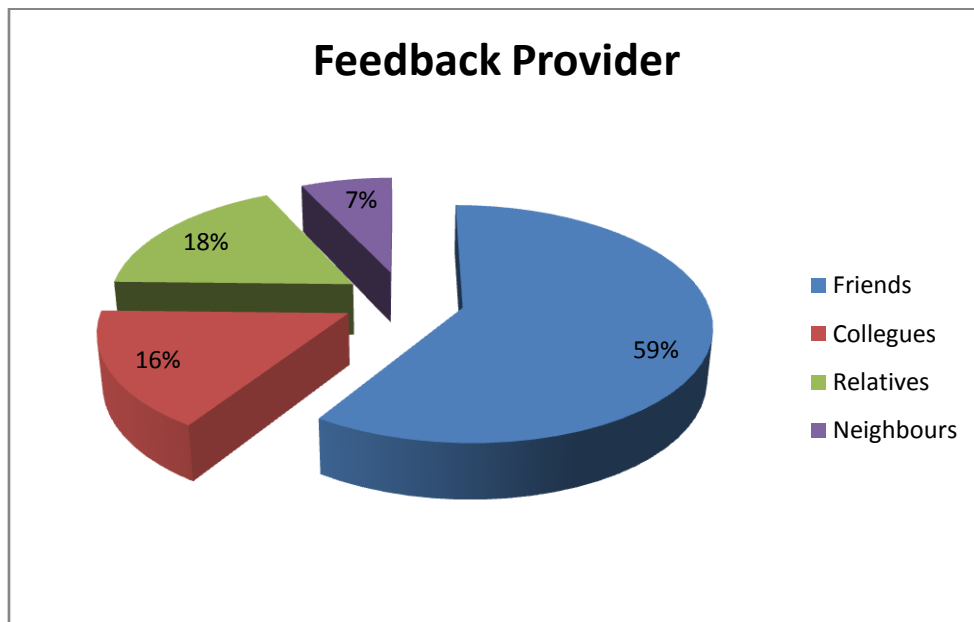
(Source: Author)

On the basis of the question number 10a, it has been seen that friends, colleagues, relatives and neighbor's feedback is one of the effective reason that helps to change existing telecom service providers as well as helps to adopt new service providers. Therefore, a quantitative research has



been done over 135 respondents to get informative data about the factors that are related to telecom service providers. In this case, it has been seen that a massive number of people 84 that is counted as 59% of the total respondents are agreed that feedback of the friends are more effective to change the minds of the customers.

On the other hand, 23 of the total respondents that are 16% of the total respondents agreed that feedback of the colleague is also responsible to change the mind of the people to adopt the new service providers. Simultaneously, a large number of the respondents that is counted as 25 or 18% of the total respondents think that feedback from the relatives also an effective reason that change the mind of the people to adopt new telecom service provider. On the other hand, a little number of people around 10 that is 7% of the total respondents thinks the reason is feedback of the relatives. Therefore, as per the majority, it can be described that the most effective reason is feedback of the friends.

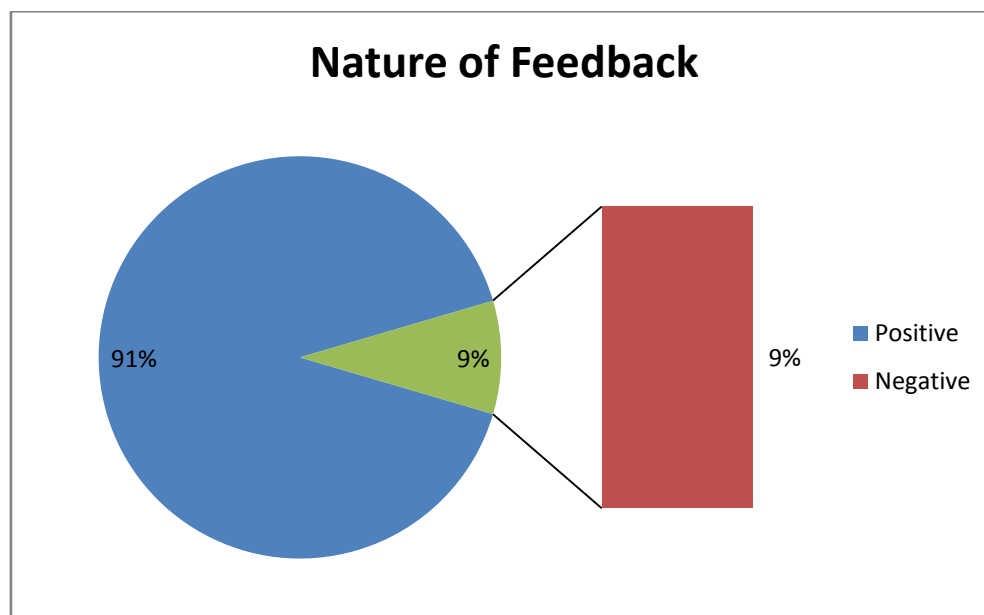


**Figure: 10a. Feedback Provider**

(Source: Author)

In this analysis section, it has been analyzed through review the question number 10b. In this context, 135 respondents were asked to understand the nature of the feedback they got from their peers about the telecom brands. Therefore, the respondents have been chosen from Ireland. On the basis of the question, it has been seen that a massive number of people that is 100 or 91% of

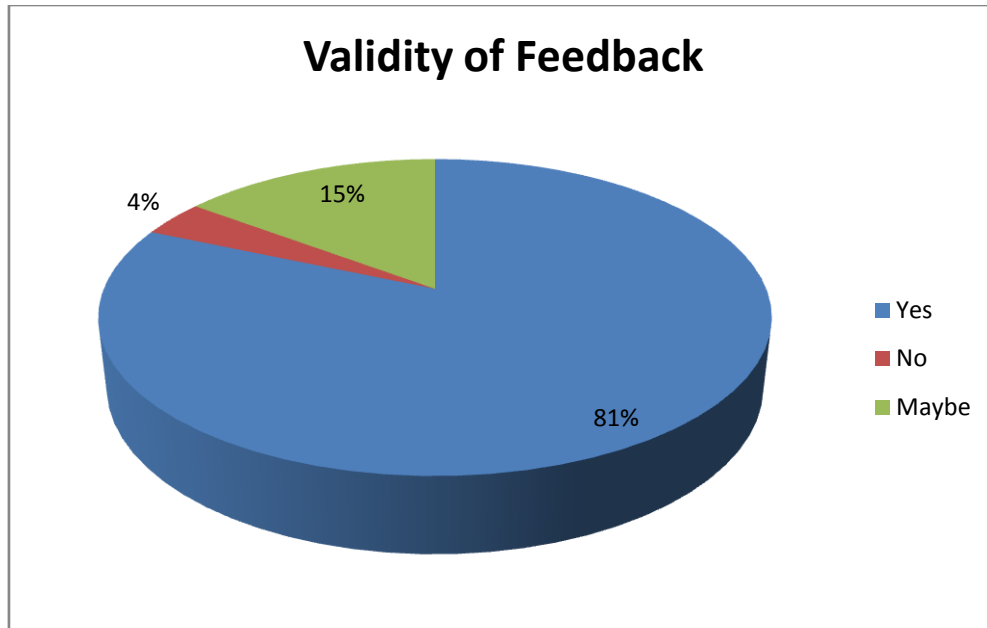
the total respondents marked the feedbacks as positive. However, only 10 people that are 9% of the total respondents are disagreed about the fact. Therefore, according to the viewpoints of massive number of people it has been considered as the feedback of the peer has positive impact.



**Figure: 10b. Nature of the Feedback**

(Source: Author)

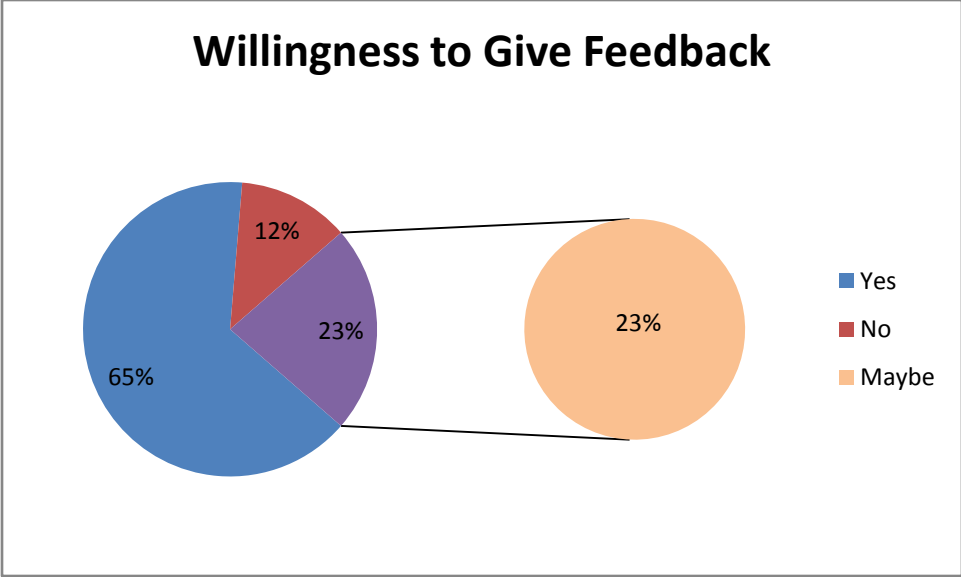
According to the question number 10c, 135 respondents of Ireland has been asked whether they agreed or not about the validity of feedback. Therefore, a quantitative research has been done over them to get people knowledge about the fact. On the basis of the question, it has been observed that a massive number of people are agreed that the feedback is valid. In this context, the numbers of respondents were 81% of the total respondents. On the other hand, 15% respondents only claimed that it might be positive. Simultaneously only 4 people or 4% of the total respondents were disagreed about its validity. Therefore, according to the feedback of massive number of respondents, it can be described that feedback was valid.



**Figure: 10c. Validity of Feedback**

(Source: Author)

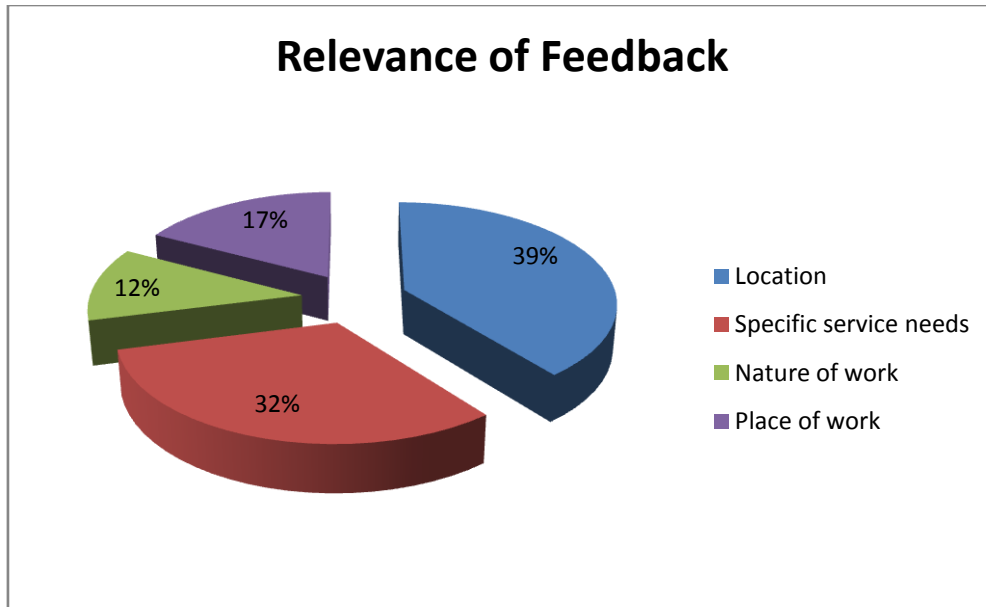
In this quantitative research, 135 respondents were asked whether they like to give any feedback to their peers. In this context, question number 10d has been set to get knowledge about the fact. Therefore, it has been seen that, that massive number of people that can be 74 or 65% of the total respondents wanted to give feedback to their peers. On the other hand, 14 people or 12% of the total respondents do not want to provide feedback. Simultaneously, 26 people that is 23% of the total respondents claimed that they might provide feedback to their peers.



**Figure: 10d. Willingness to Give Feedback**

(Source: Author)

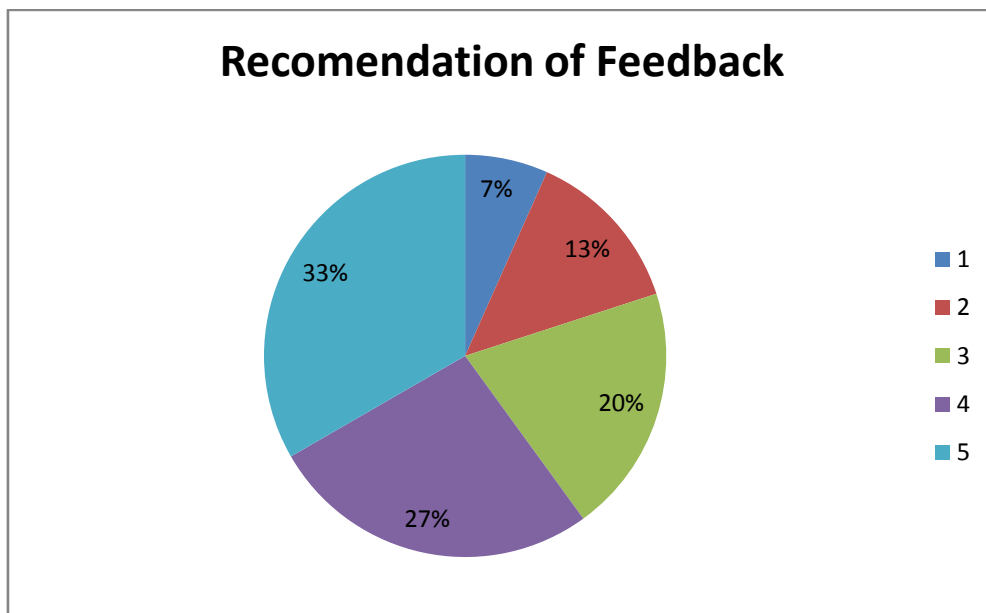
According to the question number 10e, the respondents were asked that if the feedback had any relevance with them. In this case, the respondents give their valuable viewpoints on the basis of the question. Therefore, it has been found that most of the people that are 57 or 39% of the total respondents had claimed that it was location. On the other hand, also a large number of people that is 46 or 32% respondents described that the factor was specific service needs. Simultaneously, 25 people or 17% respondents described it as place of work as well as 17 people or 12% respondents mentioned it as nature of work. According to the majority it can be claimed as location.



**Figure: 10e. Relevance of Feedback**

(Source: Author)

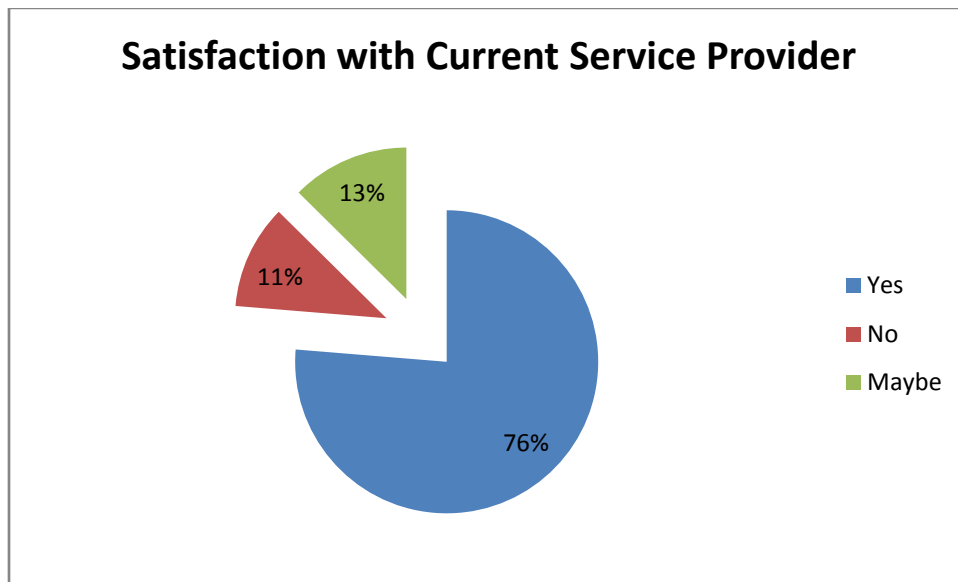
According to the question number 10f, 135 respondents were asked that how much effective were the recommendations of the peers. In this case, all the respondents provide the effectiveness as 1-5. In this case, 34 people ranked it as 1, 30 people described it as rank 2. On the other hand, 32 people ranked it as 3, which described the positive effectiveness of the feedback. Simultaneously, 14 people ranked it as 4 as well as only 6 people ranked it as 5.



**Figure: 10f. Recommendation of Feedback**

(Source: Author)

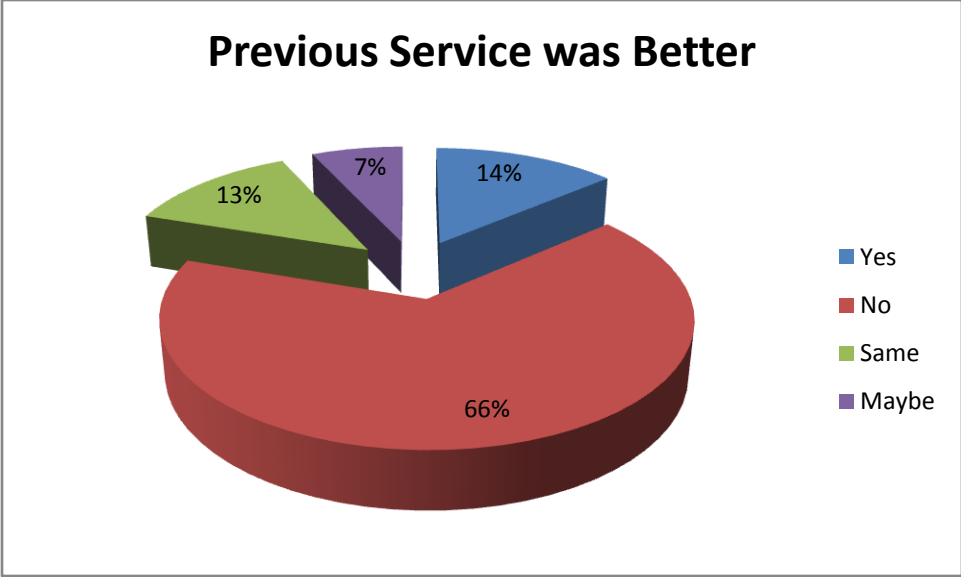
According to the question number 11, the respondents were asked whether they were satisfied with their current service provider or not. In this case, on the basis of the question, a massive number of people that is 103 or 76% of the total respondents claimed that they are satisfied with their current service provider. Simultaneously, 17 people discussed it as neither it is too good nor it is bad. On the other hand, only 15 people that are 13% respondents claimed that they are not satisfied with their current service provider.



**Figure: 11. Customer Satisfaction with Current Service Provider**

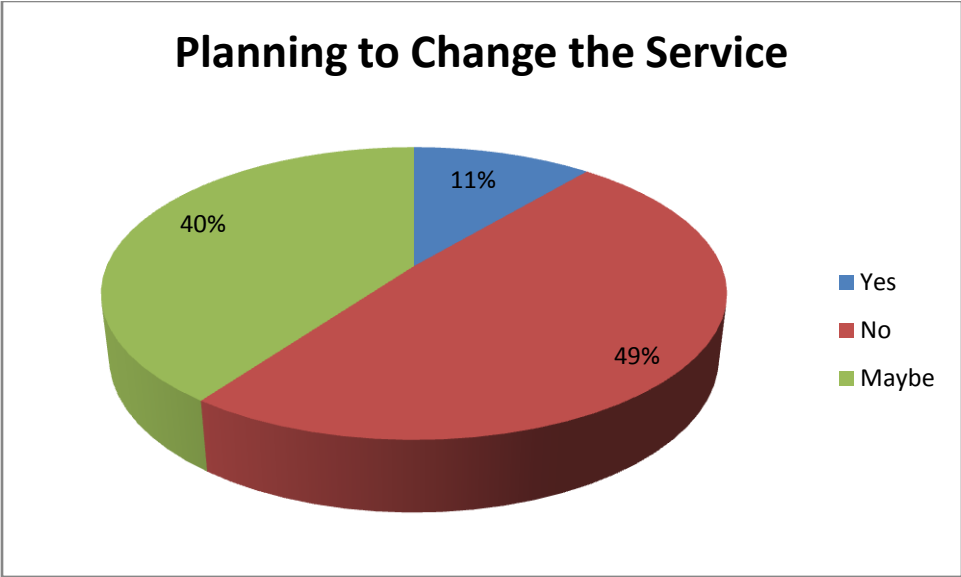
(Source: Author)

On the basis of the question number 12, the respondents were asked if they were satisfied from their previous service better than the current service provider. In that case, a massive number of respondents that are 87 or 66% respondents denied the fact they were not satisfied from the previous service. On the other hand, only 18 people that are 14% of the respondents agreed in this fact. Simultaneously, 17 people that are 13% respondents think that both the service provider is same. Accordingly, only 9 people that are 7% of the respondents think that the previous service might be better than the current service provider. In this context, it might be described that people change telecom service as people were not satisfied with that.



**Figure: 12. Previous Service was better**  
(Source: Author)

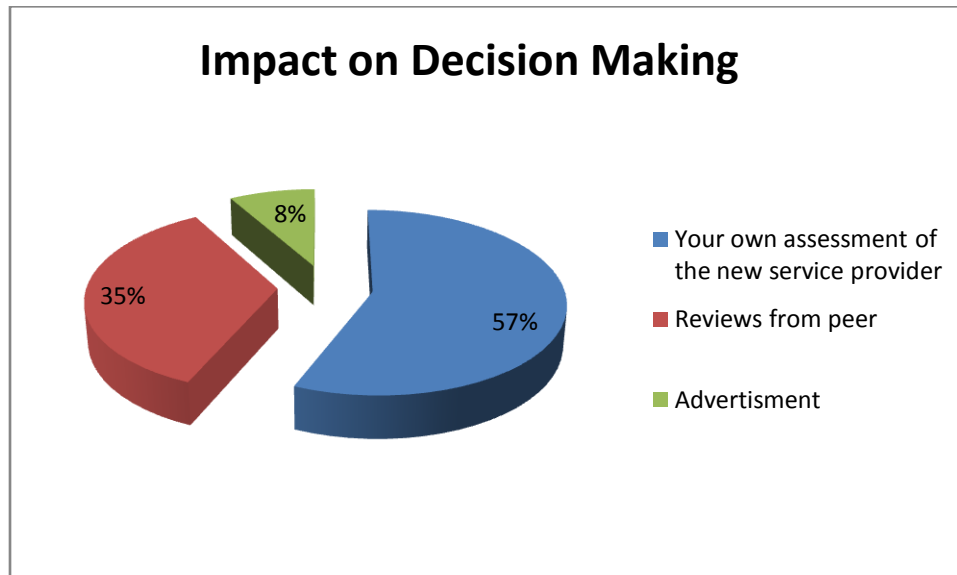
On the basis of the question number 13, the respondents were asked whether they want to change their service provider or not. In that case, a massive number of people that is 66 or 49% of the respondents do not want to change their service provider. On the other hand, 54 people that are 40% of the respondents think that they might change the service provider more better satisfactory service from another provider. Accordingly, only few people that is 15 or 11% of the respondents is planning to change their service.



**Figure: 13. Planning to Change the Service**

(Source: Author)

On the basis of the question number 14, the respondents were asked for which they have changed their existing service provider with a new one. In that case, a massive number of respondents that are 75 or 57% of the total respondents claimed that they have changed their service provider on their own experience and assessment. On the other hand, 47 people that are 35% of the respondents have claimed that they have changed their mind to adopt new service provider according to the reviews of their peers. Simultaneously, only few people that are 11 or 8% of the respondents have mentioned that the factor was advertisement. In that case, it can be discussed that the own feeling and experience is the main factor that led the people to change their minds.



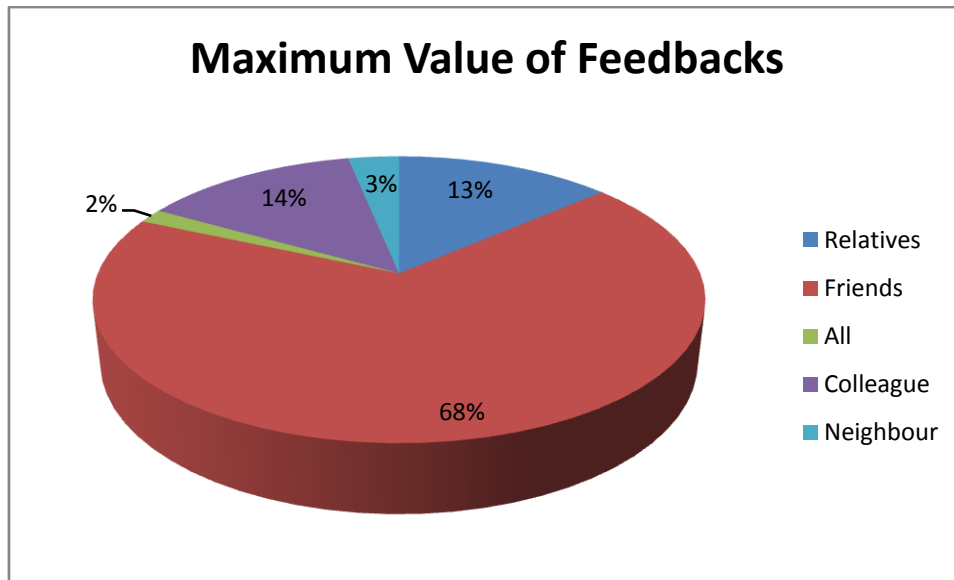
**Figure: 14. Impact on Decision Making**

(Source: Author)

On the basis of the question number 15, the respondents were asked that to whom they would provide more valuable. In this case, massive number people that are 85 or 68% of the total respondents claimed that they would provide more value to the feedback of their friends. On the other hand, 17 that are 14% of the respondents think that they would provide more value to their colleagues. Accordingly, 4 people or 3% of the respondents put their credits on their neighbours. Simultaneously, 17 people or 13% respondents gave their credit to their relatives. On the other



hand, only 2 people that are 2% of the respondents provide their more value to all the people around them. Thus, it can be claim that feedback of the friends is more valuable.



**Figure: 15. Maximum Value of Feedbacks**

(Source: Author)

#### 4.2 Analysis of Research Data

To accept or reject the hypothesis of this particular research work, a statistical tool Logistic Regression has been applied. The main objectives of this particular research are to identify the factors that affect customer loyalty. For that reason some independent variables such as satisfaction with present, dissatisfaction with previous, demographic factors, review of peer, authenticity etc. The main intention is to identify the relation between Customer loyalty and these independent variables. As per the viewpoint of Alshurideh, (2016), P-value refers to the probability value of under the supposition of no effect to obtain result of actual observation. In case of t- test p- value has been identified and that helps to generalize the information in proficient manner. On the other hand, in case of regression, multiple-r value has been recognizing to identify relationship between dependent and independent variables.

### 4.2.1 Logistic Regression Analysis

The logistic regression is the model where the response variable indirectly models on probabilities of the dependent variable  $Y$  and its associated value.  $P(x)$  is used to represent the probability  $Y = 1$ , which is that customers will switch. Similarly,  $1-P(x)$  is defined to be the probability that  $Y = 0$ , which is customers are loyal to the service provider. These probabilities can be written in the following form:

$$P(x) = P(Y = 1 | X_1, X_2, X_3, \dots, X_k)$$

$$1 - P(x) = P(Y = 0 | X_1, X_2, X_3, \dots, X_k)$$

The log distribution (or logistic transformation of  $p$ ) is likewise called the logit of  $p$  or logit ( $p$ ) which is the log (to base  $e$ ) of the odds ratio or likelihood ratio that the dependent variable is 1. In symbols it is defined as:

$$\text{Logit}(P) = \log [P / (1 - P)] = \ln [P / (1 - P)]$$

The  $P$  value ranges from 0 to 1 only, where as logit ( $p$ ) ranges from negative infinity to positive infinity and is symmetrical around the value of logit 0.5.

The binary logistic regression analysis was carried out using SPSS as compared to discriminant analysis. Logistic regression engages binomial probability theory where only two values are to be predicted. This helps to increase the probability to classify the data into proper when the regression coefficients are given. It is known as the best fitting method or most likelihood method. The coefficient 'b' of the logistic regression measures the partial contribution of the independent variable to the variations in dependent variable. The aim is to predict the category of result for each case using the most parsimonious model.

It helps to recognize different factors such as that effect the companies to gain customer loyalty. On the basis of some independent variables and a dependent variable, binary regression method is used for the explaining. Multiple- $r$  is the coefficient of multiple correlations that also help to compare the values of dependent and independent variables.

Analysis of the demographic variables:

The hypothesis taken into consideration is

$H_0$ : The customer will switch (will not be loyal)

H1: The customer will not switch the brand (will be loyal)

During the analysis of gathered data, it is found that the number of observation considered as 118. Considering gender and switching behaviour. Degree of freedom for the relation between gender and switching behaviour is one. Standard error of this particular research study is 5% and the confidence level is 95%. However, if the P- Value of a particular regression is greater than 0.05 for that reason null hypothesis of this particular research could not be rejected or is satisfied. The mean confidence in customer churning behaviour in men and women can be calculated by the regression equation.

$$Y = a + b X$$

Where Y is the considered as the dependent variable and X as the independent variable.

### 4.3 Findings

A logistic regression was conducted to predict if the customers are loyal to the brand as predictor. The model was tested against a constant only model was statistically significant, indicating that the predictors reliably differentiated by customers who churn and who do not (chi square = 15.358 ,  $p < .120$  with  $df = 10$  )

Nagelkerke's R squared of .171 shows not a strong relationship between customers switching from table 2. The prediction success of overall 67.8 out of which 84.9 percent switch their brand or service while 40 percent do not switch. The Wald criterion demonstrates that churn rate of females are more than men ( $p = .078$ ). Males are more likely to churn that too double than that of women as the Exp(B) is 2.146.

### Block 1: Method = Enter

*Table: 1.*

**Omnibus Tests of Model Coefficients**

	Chi-square	Df	Sig.
Step 1 Step	15.873	10	.103

Block	15.873	10	.103
Model	15.873	10	.103

**Table: 2.**

**Model Summary**

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	141.002 <sup>a</sup>	.126	.171

a. Estimation terminated at iteration number 4 because parameter estimates changed by less than .001.

**Table: 3.**

**Classification Table<sup>a</sup>**

Observed		Predicted		
		(Futureplan = 0)   (Futureplan = 1) (FILTER)		Percentage Correct
		Not Selected	Selected	
Step 1	(Futureplan = 0)   (Futureplan = 1) (FILTER)	Not Selected	Selected	
		18	27	40.0
		11	62	84.9
Overall Percentage				67.8

a. The cut value is .500

**Table: 4.**

**Variables in the Equation**

	B	S.E.	Wald	df	Sig.	Exp(B)
Step 1 <sup>a</sup> Gender	.764	.434	3.101	1	.078	2.146

Age			5.627	3	.131	
Age(1)	1.136	.668	2.890	1	.089	3.114
Age(2)	.964	.793	1.480	1	.224	2.622
Age(3)	.018	.819	.000	1	.982	1.018
Occupation			.680	3	.878	
Occupation(1)	.244	.606	.163	1	.687	1.277
Occupation(2)	-.004	.896	.000	1	.996	.996
Occupation(3)	.593	.791	.561	1	.454	1.809
ResidentInDublin	-.629	.526	1.428	1	.232	.533
DissatisfactionPrevious	.295	.432	.466	1	.495	1.343
SatisfactionCurrent	-1.403	.562	6.242	1	.012	.246
Constant	.064	.910	.005	1	.944	1.066

a. Variable(s) entered on step 1: Gender, Age, Occupation, ResidentInDublin, DissatisfactionPrevious, SatisfactionCurrent.

When considering age as the factor, the age group considered were from ten to nineteen which is having a higher Wald statistic chi-square distribution indicating that the age group is less loyal to the brand. Whereas the elder age group above forty stand against the null hypothesis. The churn rate is having a trend to increasing with age. From table 4 it is seen from the Exp(B) value of age group 20-29 having the least customer loyalty as they churn three times that of the age group between 10-19. While the 30-39 group are twice likely to churn compared to 10-19 and has a significance value of .982 .

Status or the occupation also is a factor considered in demographic variable and the students are 1.2 times more likely to churn than employed. The unemployed doesn't accept the null hypothesis as the Wald value is 0 from table 4. The entrepreneurs are 1.8 times more likely to churn than the employed.

Taking into account the place of residence, if customer is a resident of Dublin he is less likely to churn than a non resident of Dublin. The Wald value of 1.428 and significance of .232 suggest that the prediction is true that residents of Dublin are more loyal to the brand.

Customers who are dissatisfied with the service are 1.3 times more likely to churn. Satisfaction with the present service the significance level is less and they are less likely to churn as the Exp(B) is .246

Analysis of peer review factors against customer churn

Logistic regression is conducted to analyse and predict if customer churn is affected by peer review, nature of feedback, will you give a feedback. Identifying the predictors to switch the service provider or not(chi square = 3.812,  $p < .574$  with  $df = 5$ ). Nagelkerke's Rsquare of 0.049 from table 6 indicates that the data is not that good but can be analysed. The prediction success rate was 62.1% which is illustrated in table 7 suggest that the prediction of the hypothesis will hold good for 62.1 %.

### Block 1: Method = Enter

*Table: 5.*

**Omnibus Tests of Model Coefficients**

		Chi-square	Df	Sig.
Step 1	Step	3.812	5	.577
	Block	3.812	5	.577
	Model	3.812	5	.577

*Table: 6.*

**Model Summary**

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square

1	134.665 <sup>a</sup>	.036	.049
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a. Estimation terminated at iteration number 3 because parameter estimates changed by less than .001.

**Table: 7.**

**Classification Table<sup>a</sup>**

Observed	Predicted		
	(Futureplan = 0)   (Futureplan = 1) (FILTER)		Percentage Correct
	Not Selected	Selected	
Step 1 (Futureplan = 0)   (Futureplan = 1) (FILTER)	Not Selected	Selected	
	6	35	14.6
	4	58	93.5
Overall Percentage			62.1

a. The cut value is .500

**Table: 8.**

**Variables in the Equation**

	B	S.E.	Wald	df	Sig.	Exp(B)
Step 1 <sup>a</sup> Impactofpeer			1.782	2	.410	
Impactofpeer(1)	-.789	.653	1.461	1	.227	.454
Impactofpeer(2)	.148	.596	.062	1	.804	1.160
Nature	.004	.834	.000	1	.996	1.004
Willyougivefeedback			1.750	2	.417	
Willyougivefeedback(1)	.343	.723	.225	1	.635	1.409

Willyougiveafeedback(2)	-.550	.513	1.148	1	.284	.577
Constant	.589	.270	4.756	1	.029	1.802

a. Variable(s) entered on step 1: Impactofpeer, Nature, Willyougiveafeedback.

The Wald value of 1.782 the impact of the peer review has a significant role to play in the customer churn noted from table 8. The positive feedback from the peers also has a significant relation (.996) to customers switching the service provider. The people who provide a feedback are more likely to churn than the ones who do not.

#### 4.4 Discussion

In order to retain the customer from churning the companies have to satisfy the customers. The research indicates the satisfaction of the customers has to be maintained to retain them. The competition and the price war make the customers to churn and the peer review provides a influence in their churning process. It is evident that the reviews from friends are more trusted and has a influence in the switch from one service provider to other.

The telecom companies should engage in retaining existing customers than acquiring new ones. They can provide certain offers for the friend circle so that the satisfaction level of the friends who are the most influential. When offers for the friends circle is provided they help in more positive word of mouth to other friends circle to increase the customer base as well. The companies need to maintain the satisfaction level as new offers from competitors have a big influence on the customer switching behaviour.

The analysis findings illustrates the various patterns in the customer churn behaviour, the age group of 20-29 which is young people do not have any brand loyalty and is more prone to churning. While the teenagers and people above 40 are more loyal to their brands. The social status also has a significant role to as the employed and the entrepreneurs are more likely to churn and do not have any customer loyalty when compared to the students and unemployed. This research enables the companies to identify a draining customer segment and able to satisfy this customer segment by offering better schemes will help the retain customers.

It is clearly evident from the research that negative feedback about the service makes a customer churn so if the companies are able to maintain a positive word of mouth then the rate of churn



can be reduced their by increasing the revenue. This positive word of mouth helps in reducing the marketing costs as well.

It is evident from the research that the brands or service providers have to satisfy the customers in order to increase the business and to make sure that the existing customers do not move to other competitors. Price war is a real treat in the Irish telecom sector as most of the customers are prone to churn which requires marketing options to overcome the competition thereby increasing the cost.

## **Chapter: 5 Conclusion and Recommendations**

### **5.1 Conclusion**

The present research study is merely concerned with the analysis of the reason for the peer-review consequences in deviating the brand loyalty for the mobile consumers in the Irish telecom market and emphasizes on certain objectives that are utilized throughout the research project. In order to progress the research study appropriately, the scholars adhere to qualitative or the secondary research approach for an effective outcome of their project. Moreover, the scholars elaborate the aspects those initiate impact on the brand loyalty for converting to other telecom brands precariously. For further improvement of this research, the required data has been accumulated from the various journals, books, articles, economical blogs, and newspapers etc.

Peer-review is a prop of mechanism as well as a proposition at the heart of the apparatus for estimating and convincing the quality of the research heretofore and after it is heralded. It engages regulating research proposals and draft representation, papers, and other disclosure to the critical estimation by the autonomous peers. The peer-review effect is the potentiality to initiate an impact on the behaviour of the individual amidst the members of the group on the basis of the group criterion or pattern where a group can comprehend the right thing and that is to be done uninterruptedly.

The customer churn with the peer-review effect can better be estimated through the utilization of the two terms, one is Churn prediction and the other is Social influence. The data mining techniques adapted to convert raw data into fruitful information as the wireless porters congregates data that are appraised to conduct the churn analysis. For the natural groundwork, it is conspicuous to analyse the facets that can distinguish the benefactor with the immense of the churn from ardent subscriber and it also aid to construct the prognostic model effortlessly.

Moreover, it has been recognized through various blogs that churn of the telecom providers has acquired a broad attention improvising the effects of social impacts on the benefactor that has also intensity for the endorser to churn with their companion along with the involvement of the individual that generates impacts on the aspects which advance the message to the others. Finally, the peer-review has a remarkable influence with WOM that unified the social factors

from churners to machine device create profound impact on the contemplation of the performances.

## **5.2 Linking with Research Objectives**

### **5.2.1 Brand loyalty for switching behaviour of customers**

Switching of brand loyalty can be defined as the interruption of the continued relationship of the customers with the definite service contributor that may be in a temporary or the permanent basis. So, through secondary data analysis it is found that the brand switching occurred when the consumers start purchasing another product. Most importantly, the advertisement plays a pivotal role to attract the customers enhancing the satisfaction amidst the consumers regarding the brand bought by them. The attractive services of the advertisements influence not only the existing customers but also the consumers who are not much acquainted with this brand and inspire them.

### **5.2.2 Effect caused by Churn and Word-Of-Mouth in the telecom market**

There is no doubt that Word-of-Mouth is an acute operator for the decision process in the industry of telecom services. As there is a massive option to the consumers it is predetermined that the interaction and experiences is not adequate enough for the telecom brands to stay cogent or persuasive. For its advantages WOM reaches to its zenith point and for its quality achieves largest sentiment score as well as grade. Compared with this, Vodafone ranked at the bottom among the last three brands in Ireland. On the basis of this social media response played a vital role in the telecom industry as the large number of consumers search through brand's social media channels. Eventually, for the churn decision capturing satisfying information, the recent research depleted for the exceptional service in order to provide buyers' satisfaction.

### **5.2.3 Customer buying behaviour pattern due to churn decisions made by the customers**

It has been perceived that the customer churn in the telecom companies is mentioned as the displacement of the subscribers from one deliverer to the other. The consumers' behavioural attitude or responses deliver a robust hint that they are constrained to the organization as the consumer exhibits extensive predilection for one with the other or at the time of their admiration regarding this. Good service and excellent quality service quality generates positive influences as well as enlarges the customers' preferences on that particular service if it has been provided to

them in reasonable price. In order to attain better profit in the Irish telecom market, the consumers must have the sufficient knowledge about the future plans as the customers behavioural attitude relied upon the purchasing the product exclusively. As the pressure on the telecom companies for providing appropriate service and confining the purchaser have aggravated, the number of profitability option is also improved that consequently drive the customers shifting the brands that have developed remarkably.

#### **5.2.4 The reason for customer churn**

The churn is engendered by the rationale like discontent with the services and the excessive bills. In addition with it, the consumers often accept about the offers which attractive enough while signing up with the new telecom conductor. It is perceived through secondary analysis that a churn impacts the consumer familiarity in the familiar network to churn the service deliverer and the correlation additionally. Therefore, the propensity of the purchasers terminates in accomplishing production with the company in that stipulated time. After review of the literature it is estimated by an author that buyers churn speckle a company by minimizing the profit level and mislaying a great of the instalment price that may misplace the referrals from prolonging the service consumers laboriously. Moreover, the consumers left the company is dissected in two groups including the customers do not redecorate their specific term agreement at the end of the commitment which can be determined as commercial churn and financial churn.

#### **5.3 Recommendations**

In voluntary churn of the customer originates the conclusion of service compact and that can be divided into two categories Incidental and Deliberate. While the incidental churn takes place because of the consumer planned on it as something is rushing to occur, the deliberate churn materialize because of the economic factors, service quality factors, and psychological factors. The consumers proffer the companies an inferior presentation by posting poor experiences. As far as the price is concerned, it is a chief cause that is perceived specifically in the long distance as well as wireless market. The transporters repeatedly propound the promotion of the price level alike the low monthly fees, low rates per minute and large magnitude proffering. These conveniences provided to the customers regarding the rate of price entice them to take a shift to another conveyer.

#### **5.4 Future Research Scope**

Moreover, poor network connection along with inferior quality service originates negative effect on the customer that lead the consumer to detach with their existing service provider, alter the former one, and move to the solid as well as durable network. It is found that there is vast or extensive amount of churn due to the negligence in consciousness of the service provider as the relation with the consumer got affected adversely due to the lethargic response of the complaints they generate. Moreover, the brand disloyalty, privacy concern, is another issue that has been identified through the analysis. Additionally, the curtailment or the inadequacy of the features illustrate where the consumer alter their service providers but may be for the incapability of a specific transporter to figure out the needs of communication. Finally, the service quality also generates a profound impact on the customers' attention towards it. Thus, based on this above described assumptions; it can be argued that a future research can be conducted with an aim of identifying how inferior quality service can be offered for meeting the increasing needs and expectations of the customers. From this research it was identified that one of the main reasons for churn is price, a evaluation of satisfaction level of customers comparing the price and service.

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## Appendix A – Online survey

### Peer Review Survey

This survey is conducted to analyze the effect of peer review on customer churn among the mobile phone users in Ireland. The results are likely to help the service providers take appropriate measures to satisfy the customers to minimize the customer churn. I request you to spare a few minutes to answer this questionnaire of around 15 questions. The anonymity of the participants is guaranteed.

The data collected will be solely used for the purpose of this research. The completion of this questionnaire will be considered as an indication of consent for participation. I would like to thank you for your kind participation and look forward to your valuable feedback for the improvisation of the research.

#### \* Required

1. 1.What is your Gender?

*Mark only one oval.*

Female

Male

2. 2.What is your Age?

*Mark only one oval.*

10 - 19 years

20 - 29 years

30 - 39 years

40 & above

3. 3.What is your Occupation ?

*Check all that apply.*

Employed

Student

Unemployed

entrepreneur

Other:

4. 4.Which is your place of Residence ? \*

Which town or village do you live in?

5. 5. Which is the Mobile service provider used presently \*

*Check all that apply.*

Tesco

Three

Vodafone

Metor

ID

EIR

Virgin mobile

Lyca mobile

Other:

6. 6. How many times have you changed the service provider in the last 3 years? \*

Including addition of another service provider

*Mark only one oval.*

Once

Twice

Thrice

More than thrice

Not changed

Other:

With regard to the most recent change of service provider

which of the following was the primary reason for the change

7. 7. Dissatisfaction with previous service

*Mark only one oval.*

Yes

No

Other:

8. 7-a) If yes, please specify

*Check all that apply.*

Price / Tariff

Customer care

Connectivity

Change in location

Other:

9. 8. Was the change due to Brand image of the new service provider or trend in the market

*Mark only one oval.*

Yes

No

Other:

Reason for the selection of the new service provider

Even if you haven't changed your service provider but added one more service provider

10. 9. More attractive offers from the new service provider

*Check all that apply.*

Number selection

Call rate

Feed back

Specific offers

Customer service

Connectivity

Other:

11. 10. Did a positive or negative feedback from your peer( Friends / Relatives / Neighbors / colleagues ) make an impact on your decision to change provider

*Mark only one oval.*

Yes *Skip to question 12.*

No

Maybe

You can skip this section if your answer is no for Question 10

12. 10-a) Who gave the feedback

*Check all that apply.*

Friends

Colleague

Relatives

Neighbour

Other:

13. 10-b)What was the nature of feedback?

*Mark only one oval.*

Positive

Negative

Other:

14. 10-c)In the retrospect do you think the feedback was valid?

*Mark only one oval.*

Yes

No

Maybe

15. 10-d).Are you likely to give a any feedback to your peer ?

*Mark only one oval.*

Yes

No

Maybe

16. 10-e)Did the feedback have a specific relevance to your

Feedback from your peers was related to ?

*Check all that apply.*

Location

Place of work

Nature of work

Specific service needs

Other:

17. 10-f) How much did the recommendation from your peers affect your decision?

Scale your decision from 1 to 5

*Mark only one oval.*

1 2 3 4 5

High Low

Evaluation of present service provider

18. 11.Are you satisfied with the current service provider \*

*Mark only one oval.*

Yes

No

Maybe

19. 12.Do you consider the previous service provider better than current

*Mark only one oval.*

Yes

No

Same

Maybe

20. 13.Are you planning to change the service provider anymore \*

*Mark only one oval.*

Yes

No

Maybe

Powered by

21. 14.While switching over to a new service provider which of the following is likely to impact your decision

( the most decisive factor)

*Mark only one oval.*

Reviews from peer

Your own assessment of the new service provider

Advertisement

Other:

22. 15.Whose review will give the maximum value ?

*Mark only one oval.*

Relatives

Friends



Colleague

Neighbour

Other:

Thank you for participating in the survey. All the information collected in today's study will be confidential, and there will be no way of identifying your responses in the data archive. Any individual's response won't be focused, but emphasis is on the general patterns that emerge when the data are aggregated together. Your participation today is appreciated and will help the mobile service providers to take appropriate measures to satisfy the customers thereby reducing the customer churn. If you have any questions, concerns or suggestions, you are welcome to talk with Swaroop Jacob George at [x16110331@student.ncirl.ie](mailto:x16110331@student.ncirl.ie) of Masters in Management, National college of Ireland.

## Appendix B - Survey result

### 1. What is your Gender?

Male	74
Female	57

### 2. What is your Age?

10-19 years	23
20-29 years	46
30-39 years	29
40 and above	33

### 3. What is your occupation?

Student	46
Employed	63
Entrepreneur	9
Student; entrepreneur	1
Employed; Student	1
Unemployed; Student	3
Unemployed	4
Employed; Entrepreneur	4

### 4. Which is your place of Residence ?

Dublin	79
Cork	3
Finglas	4
Blanchardstown	2
Naas	2

Kinsealy	6
Balgriffin	5
Shankill	3
Kildare	4
Caven	3

5. Which is the Mobile service provider used presently

Lyca mobile	20
Tesco	43
Three	15
Metor	18
Vodafone	26
Giffgaff	1
Virgin mobile	6
EIR	2

6. How many times have you changed the service provider in the last 3 years?

Once	45
Twice	33
Thrice	10
Not changed	44
More than thrice	3

7. Dissatisfaction with previous service

Yes	55
No	70
Moved to another country	4
Better offer provided by other	1

7-a) If yes, please specify

Price/Tariff	45
Connectivity	17
Customer care	8
Change in location	5
Roaming options were available	1

8. Was the change due to Brand image of the new service provider or trend in the market

Yes	43
No	77
Low price for international call	1
Much cheaper to call abroad	1

9. More attractive offers from the new service provider	
Connectivity	43
Call rate	73
Number selection	8
Specific offers	20
Customer Service	16
10. Did a positive or negative feedback from your peer( Friends / Relatives / Neighbors / colleagues ) make an impact on your decision to change provider	
Yes	75
No	37
Maybe	19
	131
10-a) Who gave the feedback	
Friends	84
Colleagues	23
Relatives	25
Neighbours	10
10-b) What was the nature of feedback?	
Positive	100
Negative	10
10-c) In the retrospect do you think the feedback was valid?	
Yes	88
No	4
Maybe	16
10-d) Are you likely to give an any feedback to your peer ?	
Yes	74
No	14
Maybe	26
10-e) Did the feedback have a specific relevance to you?	
Location	57
Specific service needs	46
Nature of work	17
Place of work	25
10-f) How much did the recommendation from your peers affect your decision?	
1	30
2	30
3	32

4	14
5	6
11.Are you satisfied with the current service provider	
Yes	103
No	15
Maybe	17
12.Do you consider the previous service provider better than current	
Yes	18
No	87
Same	17
Maybe	9
13.Are you planning to change the service provider anymore	
Yes	15
No	66
Maybe	54
14.While switching over to a new service provider which of the following is likely to impact your decision	
Your own assessment of the new service provider	75
Reviews from peer	47
Advertisement	11
15.Whose review will give the maximum value ?	
Relatives	17
Friends	85
All	2
Colleague	17
Neighbour	4