# ABSTRACT

The purpose of this study was to explore whether selected attitudinal, behavioral, and demographic characteristics of customers might be effective in distinguishing between switchers and continuers of mobile phone services. To test the ability of the hypothesized variables to differentiate between switchers and continuers, two-group discriminant analysis: stepwise method was used. The independent variables were external influence, interpersonal influence, experiential influence, overall service usage, satisfaction, service involvement, risk taking behavior, income, and education. The 400 respondents were mobile phone users who live in Bangkok.

The result showed that there were three independent variables can be counted as a good predictor in distinguish between switchers and continuers in mobile phone service industries, which are overall service usage, satisfaction and service involvement. From the finding, satisfaction was the most powerful factor to discriminate the group of customers. Service involvement was the least powerful factor to discriminate the group of customers. In addition, classification functions of two groups were shown in order to predict whether new customers tend to switch service or not. In summary the profile of a mobile phone service switcher is that of an individual who used the service less; who was less satisfied and less involved with the service.

On the basis of the result, mobile phone service providers should target customer retention strategies. Marketing activities should be designed to increase service usage, customer involvement and customer satisfaction, thereby reducing the likelihood of customer switching.