

**AN ECONOMIC ANALYSIS OF CHURNING IN  
THE MALAYSIAN MOBILE TELECOMMUNICATIONS INDUSTRY**

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## **ABSTRACT**

This paper examines the influence of the demographic characteristics and consumer calling behavior attributes on subscribers' churning decision in the mobile telecommunications industry. The primary data set was collected through market survey. The results indicate that male subscribers are less likely to change service provider compared to female subscribers. Single persons are less prone to churning compare to those who are married. Amongst the various types of professions, those working in sales are more likely to switch mobile service providers. Subscribers with longer tenure are also more likely to change their service provider. Subscribers who have fixed line phone at home are less likely to change service providers. Pricing, network quality and service reliability are the main reasons for churning.

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