

**FACTORS AFFECTING CONSUMER SWITCHING BEHAVIOR: MOBILE PHONE MARKET WITH SPECIAL  
REFERENCE TO CHENNAI CITY**

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**INTRODUCTION**

The consumer behavior is identifying, searching, selecting and consuming products and services for satisfying their needs and wants (Solomon et al., 2006). Consumer behavior determines how consumers decide to buy our product and what the various factors responsible for this area” (Bhasin, 2010).The Marketer must give preference to the consumers before manufacturing the products. Nowadays, firms are analyze the tastes and preferences of the customers then decide to manufacture.

The companies are always trying to build mutual relationships with their customers through delivering better value and fulfilling their commitments, but due to competitive business environment, it’s becoming difficult for marketers to do so. The consumer switching behavior is there in between both, companies and customers, because the consumer switching behavior restricts both parties to make long term relationships and even it breaks the pre-developed long term relationships (Zikiene and Bakanauskas, 2006).

The marketer collects the information from customers why, when, where they switch over the brands from one to another. Brand switching is sometimes induced by extrinsic incentives, such as sales promotions. Often, however, consumers switch brands as a result of intrinsic motives such as a desire to try a new brand. In this paper we contrast the effects of intrinsically versus extrinsically induced switching first, on the disposition to switching and second, on the likelihood of repeating the purchase of the new brand.

Similarly the consumer switching behavior is basically the behavior of consumers in shifting their attitude from one brand (product) to another brand (product) (Zikiene and Bakanauskas, 2006). For instance, Mr. John was using the Apple iPhone, but with launching of the new Samsung Galaxy, then John has changed its cell phone. The factors, which stimulated the John to change its mobile phone, are many in numbers like price, features, speed etc., In this research the researcher the factors that are affecting the customers to switch over one to another. The factors are price, model, technology, service, size, design, convenient etc.,

Switching behaviour refers to the way customers shift from one supplier to another supplier. In context of this study it is a shift from one food retailer to another food retailer in the same industry. Switching behavior as previous researches have shown is very prominent among food consumers in markets where there are so many food retailers to choose from. Consumers develop his attitude when relative advantages from a new or existing retailer or offering outweigh that from their current food retailer.

Gordon (1998) define Customer Relationship Management (CRM) as “the ongoing process of identifying and creating new value with individual customers and sharing the benefits from this over a live time of association”.

From the above definitions all the writers have placed emphasis on “creating lasting relationship with customers” as a key issue to be considered in any successful CRM program. That is a shift from transactional marketing to a continuous and ongoing relationship between the firm and the customer.

One strategic focus that marketers can implement to remain competitive in the midst of these economic crisis would be to retain as many customers as possible. The argument for customer retention is relatively straightforward. It is more economical to keep customers than to acquire new ones. In view of Reichheld & Kenny (1990), the cost of acquiring customers to replace those who have been lost are high. Athanassopoulos (2000) intimated that losing customers not only leads to opportunity costs because the reduced sales, but also to an increased need for attracting new customers which is five to six times more expensive than customer retention. Berry (1995) posited that the transition from transaction to relationship-based marketing is inextricably linked with the increased role of quality and satisfaction given in services. Nguyen & Le Balnc (1998) on his part also affirmed through proposed a framework that investigates the effects of customer satisfaction, service quality, and value on perceptions of corporate image and customer loyalty towards the service firm.

This study proposes a research model to examine the switching behaviour of Mobile Phone users by factors determinants of switching intention from existing mobile phone theories and relevant concepts from marketing disciplines. The research model is empirically tested in the context of Mobile Phone .This study sheds light on the switching behaviour of Mobile Phone users, and helps to explain the key determinants of switching intention of Mobile Phone users. For practitioners, the study offers some suggestions for Mobile Phone providers to appreciate the importance of key determinants of switching intention and to understand how to make right strategies in customer management.

## REVIEW OF LITERATURE

Zeeshan Ahmed , Maleehah Gull , Usman Rafiq,(July 2015) Factors Affecting Consumer Switching Behavior: Mobile Phone Market in Manchester-United Kingdom, International Journal of Scientific and Research Publications, Volume 5, Issue 7, July 2015 1 ISSN 2250-3153, The focus of research study has been set to analyze the relationship between influencing factors (affecting consumer behavior) and switching intentions of consumers regarding their mobile phones. The methodology, adopted for this research study employs the interpretivism philosophy, deductive approach of, qualitative research design for conducting research. The sample of 150 people has been selected to include in research, selected randomly and filling the survey questionnaire for collecting data about their switching and non-switching intentions. The results of empirical research, based upon research findings, data analysis and

matching with previous research studies of literature review, are confirming the influence of factors, which are affecting the switching behavior of mobile users in Manchester.

David Mazursky, Priscilla LaBarbera, A/ Aiello (1987) When Consumers Switch Brands Psychology & Marketing Vol. 4. 17-30, The present study relates actual choice behavior to a measure of the underlying evaluative process and tests the extent to which price, coupons, and the desire to **try a** new brand impinge on this process. Results indicate a significant difference among experienced consumers' cognitive processes with respect to whether switching behavior is attributed to extrinsic motives (price, coupon) or intrinsic incentives (the desire to **try a** new brand).

Dominic Ooko, Joseph Nzomoi & Rogers Mumo (Jan 2014) Determinants of Consumer between the consumer intention to switch and the "Push Determinants" i.e. the duration and the cost Switching Behavior in Mobile Telephony Industry in Kenya. This paper seeks to establish the factors that influence consumer switching behavior; that compel subscribers to port their cell phone numbers as they migrate to new service providers. Regression results show a strong relationship of porting. Other determinants identified are the "Swayer Determinants" which include the period of usage, age, and the average amount spent on airtime. We recommend further regulatory measures to address the dominance or non cooperation of the main players who frustrate the porting process leading to lengthy and cumbersome switching procedures that make it difficult for desiring subscribers to switch. Finally, Mobile Number Portability awareness should be transparent and non manipulative.

Dominic Ooko, Joseph Nzomoi & Rogers Mumo (Jan 2014), Determinants of Consumer Switching Behavior in Mobile Telephony Industry in Kenya, International Journal of Business and Commerce, Vol. 3, No.5: Jan 2014 [82-98] (ISSN: 2225-2436), This paper seeks to establish the factors that influence consumer switching behavior; that compel subscribers to port their cell phone numbers as they migrate to new service providers. Regression results show a strong relationship between the consumer intention to switch and the "Push Determinants" i.e. the duration and the cost of porting. Other determinants identified are the "Swayer Determinants" which include the period of usage, age, and the average amount spent on airtime. Finally, Mobile Number Portability awareness should be transparent and non manipulative.

Dr. Divine Mawuli Akwensivie,( March 2014), British Journal of Marketing Studies Vol.2, No.1, pp.89-100 SWITCHING BEHAVIOUR AND CUSTOMER RELATIONSHIP MANAGEMENT THE ICELAND EXPERIENCE, The research investigated among other things why many consumers switch from one retailer to another and effectiveness of customer relationship management as a way of improving consumer switching behavior especially in competitive food retail environment where switching behavior by customers is high.. The results of the study points to the fact that this aspect of food retailing is often overlooked or underestimated not by the business organizations but at store levels. The current study identified some significant factors that influenced the switching behaviour of food retail customers. The current study concludes that these factors as identified should be subjected to a quantitative study in the future.

Israel Kofi Nyarko(December 2015) EVALUATION OF FACTORS INFLUENCING SWITCHING BEHAVIOUR BY GHANA COMMERCIAL BANK CUSTOMERS, British Journal of Marketing Studies Vol.3, No.8, pp.35-46, This study seeks to determine the factors which influence the switching behaviour of customers of Ghana Commercial Bank, Limited in Ho. A descriptive, cross sectional survey was conducted among 350 purposively selected individual customers. Logistic regression analysis was used to identify the predictors of switching intentions among customers. It is suggested there is a need for banks to review their bank charges or transaction fees in the banking sector since high transaction fees have an impact on customer switching behaviour. Finally, banks should regularly update their system and also employed well trained staff who will respond to system failure quickly.

Xiaoyu Xu, Hongxiu, Jukka Heikkilä, Yong Liu (June 2013) Exploring Individuals' Switching Behaviour: An Empirical Investigation in Social Network Games in China , This study tried to investigate the switching behaviour. In order to explore IS user's switching behaviour in SNGs, we examine the determinants of individuals' switching intention to alternative SNGs and their discontinuing use of the current SNG. We propose and test a research model with 541 responses from Chinese SNG gamers collected via an online survey. The research model suggests that satisfaction, subjective norm, alternative attractiveness and variety-seeking behaviour have significant effects on individuals' switching intention. Finally, we made a discussion on these findings as well as limitations and future study.

Kabiru Maitama Kura, Nik Kamariah Nik Mat\*, Abdullahi Hassan Gorondutse, Abubakar Muhammed Magaji, Aminu Yusuf (June 2012), Modeling the Antecedents of Customer Switching Behaviour in Nigerian Banking Industry, American Journal of Economics June 2012, Special Issue: 29-36 DOI: 10.5923,

This study examines the antecedents of customer switching behaviour in Nigerian banking industry. We utilized a Structural Equation Modeling (SEM) using SmartPLS 2.0. The findings of this study revealed that there is a significant positive relationship between: assurance and word of mouth communication; empathy and word of mouth communication. The study also found a significant negative relationship between word of mouth communication and customer switching. Meanwhile, the study did not find a significant relationship between: assurance and customer switching; empathy and customer switching. The implication of the findings in the perspective of deposit money banks' customers is discussed.

Khadim Hussain ,Muhammad Rizwan (2014),Customer loyalty and switching behavior of customer for Pepsi in Pakistan, Journal of Public Administration and Governance ISSN 2161-7104 2014, Vol. 4. In this research we study and investigate the effect of switching behaviour, customer satisfaction, habit, and utilitarian values on customer loyalty. The model was designed to explain the factors affecting the customer loyalty. Our study based on a self-administered survey that was conducted in Bahawalpur setting. Data were collected from the randomly selected 150 Pepsi product consumers. Our study results provide a better understanding about the role played by each factor in the development customer loyalty and highlights the key role played by affective factors.

Munazza1; Azmi, Ilhaamie Binti Abdul Ghani,Brand Switching Behaviour of Muslim Consumers; The Road not Taken Saeed, The purpose of this study is to build an argument in order to investigate the Muslim consumers switching behaviour. This study seeks to expand the body of knowledge in consumer behaviour research with the emphasis on the role of Islam. The benefits that will be yielded from this study will not only provide guidelines to business researchers, but will also enhance the current understanding of Muslim consumers. It studies how the Muslim consumer's brand switching behaviour is influenced by religious beliefs of Muslim consumers and image of a brand. Previous studies have only attempted to understand brand switching without considering the religion specifically Islam.

Dr. Deepak Kumar Sahool, Service Quality and Switching Behavior of Customers: An Empirical Investigation on SBI Customers of Cuttack District of Odisha, OSR Journal of Humanities and Social Science (IOSR-JHSS) e-ISSN: 2279-0837, p-ISSN: 2279-0845 PP 01-08, The objective of the paper was to study the relationship between service quality and customers' propensity to switch. The regression analysis permitted to construct equation predicting customers' propensity to switch (PTS) on the basis of service quality dimensions).The study has been restricted to the sub-urban town of Cuttack district of Odisha i.e., Nuapatna and Athagarh and conducted on the customers of two of the SBI branches. It was

found and reaffirmed that the service quality dimensions, which are significantly important to influence the switching decision of the customers, are reliability, convenience and responsiveness.

### OBJECTIVES

1. To Know about the factors, which affect the Mobile Phone customer towards switching from existing brand to another brand.
2. To find the strategies can be adopted to encourage the mobile phone consumer to drop over switching behavior.

### HYPOTHESIS

1. There is no significant relationship between the demographic factors and factors affecting customers to switch over other brands.
2. There is no significant relationship between the strategies adopted and encouragement of Mobile phone customers.

### INFLUENCE OF FACTORS ON SWITCH OVER OTHER BRANDS

After reviewing National and International literature the researcher identified Price, Quality, After sales and service, Brand Image, Style, Technical, Body shape and Colour are appropriate Mobile Phone switching behaviour dimensions in Chennai. The subsequent verification of reliability of eight dimensions of switching behaviour clearly revealed its nature of relationship as well as creative influence over strategics . Therefore, In this section the researcher intended to measure the influence of independent variables Mobile Phone switching behaviour dimensions on the strategies to be followed to drop out the switching behaviour.

#### Influence on Reliability on switching behaviour

The reliability consist of eight variables and it subsequent influence over switching behaviour is measured through linear multiple regression analysis. The results are presented below

S.No.	FACTORS AFFECTING Switching Behaviour	LEVEL OF FACTORS								COMMUNALITY
		1	2	3	4	5	6	7	8	
1	Price	0.26	0.19	-0.28	0.50	-0.30	0.42	0.05	0.14	0.72
2	Quality	0.09	0.13	0.79	0.37	0.03	0.04	-0.01	0.03	0.78
3	After-sales Service	0.30	-0.05	0.14	0.59	0.13	0.29	0.34	-0.04	0.68
4	Brand image	0.24	0.27	0.22	0.24	0.24	0.00	0.34	-0.49	0.65
5	Style	0.09	0.33	0.14	0.06	0.14	0.71	0.05	-0.02	0.67
6	Advanced Technology	0.19	0.06	0.14	0.10	0.07	0.04	0.11	0.85	0.81
7	Life of the Mobile	0.12	0.06	0.10	0.85	0.06	0.03	0.03	0.07	0.76
8	Colour	0.10	0.27	0.14	0.62	0.26	-0.01	0.17	-0.09	0.59



The above table shows that advanced technology availability in the mobile phone is the main factor to switch over to other brands followed by Quality and shape of the Mobile Phone. Life of the Mobile is the next factor to attract the customers and the least factor is color of the Mobile Phone. The Marketers sells at reasonable price and they provide after sale and service is accurately means the customers are not switch over to other brands.

### **FINDINGS AND CONCLUSIONS**

This study reveals that the Mobile Phone customers are given preference to advanced technology and Quality to switch over to other brands. The firms concentrate and introduced advanced technology and quality means the customers will not switch over to other brands. The firm has given preference to the research section to find out and introduce the new technology since the customers are not switch over to other brands.

This study concludes that colour of the mobile phone is the least factor hence the firm should not given importance to the colours and give importance to the other factors such as life of the Mobile, price ,style, after sales service and brand image to attract many customers and not to switch over the customers from their brand.

### **REFERENCES**

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Kabiru Maitama Kura, Nik Kamariah Nik Mat\*, Abdullahi Hassan Gorondutse, Abubakar Muhammed Magaji, Aminu Yusuf(June 2012).

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Dr. Deepak Kumar Sahoo, Service Quality and Switching Behavior of Customers: An Empirical Investigation on SBI Customers of Cuttack District of Odisha, OSR Journal of Humanities and Social Science (IOSR-JHSS) e-ISSN: 2279-0837, p-ISSN: 2279-0845 PP 01-08,