

Published by: Abhinav Publication

***Abhinav National Monthly Refereed Journal of Research in  
Commerce & Management***

---

**FACTORS INFLUENCING BRAND SWITCHING IN  
TELECOMMUNICATION: A CASE STUDY OF RAJKOT CITY  
OF GUJARAT**

**Chavda Viral**

Research Scholar

Suarastra University, Rajkot, India

Email: viralchavda5@gmail.com

---

**ABSTRACT**

*The purpose of the study was to check the factors behind brand switching in Telecom service providers in Rajkot city of Gujarat. The study was conducted in November 2016. 68 respondents were selected on the basis of convenient sampling. Questionnaires used to get the response from respondents. Researcher included mainly three factors which may inspire for brand switching. After the analysis of data researcher found out that from the all the factors (problems) Inconvenience, services failure and price of Call, SMS, GPRS are the reasons behind brand switching but service failure did not that much affect brand switching. Mobile service providers can control these factors to make mobile subscribers loyal and to retain them on their network.*

**Keywords:** Brand switching, price, inconvenience, service failure

**INTRODUCTION**

Telecommunication industry in India is growing extra ordinarily, and it stand world's second-largest telecommunications market, with over 1.053 billion subscribers as on 31 August 2016.. The wireless segment is 97.36 per cent of total telephone subscriptions which dominates the market. It has also been growing at a brisk pace. And it has the world's second-largest Internet user-base. There were 342.65 million internet subscribers as on 31 March 2016.

As the telecom industry growing dramatically and rate of penetration also increased, the customer base also increasing. In case of mature market, stealing the customer/ users of competitors and retaining its own customers has become most important and necessary strategy for the service firms.

In this competitive environment organizations must consider other factors to maintain their customers to get distinctive competitive edge. Efficient retention management encountered these other factors that are caused customer dissonance and intrigue customer to switch from one product / service to other. Telecom Industry relating to mobile service providers have also many factors impacted on customer's behavior due to competitive environment. That Results switching behavior of customer in case of dissonance and sustainability in scenario of customer satisfaction. Brand switching is known word that we may define as "A process in which consumers shift or switch from one product/ service to another regarding usage but with similar/homogenous category." In mobile service providers these switching behavior are increasing dramatically due to factors like price, service failure, inconveniency and customer satisfaction etc.

**CELLULAR NETWORKS OF INDIAN TELECOM INDUSTRY**

There are seven major telecommunication service companies that are currently functioning in India including Bharti Airtel, Idea, Jio, Tata Dacom, Vodafone, BSNL, Telenore. There is a very stiff

competition between the firms. The competition between networks based on offers, 4G LTE, value added services International roaming, SMS bundle, late night offers and customer service such as Jio come up with the free services (for six months) like 4G LTE (without 2G and 3G based services), free calling and SMS across India and which change the whole scenario of Indian telecommunication and hyper competition started which led to price war. And to retain customer the other companies come with lots of new plan for the customers.

### OBJECTIVES OF THE STUDY

1. To analyze determinants that impact brand switching in mobile service providers.
2. To study the satisfaction level of customers towards service providers in context of brand switching.

### PROBLEM STATEMENT

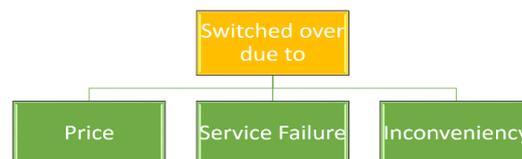
“Determinants of Brand switching in Mobile Service Providers in RAJAKOT city of GUJARAT that influence switching behaviors and preferences of customers in telecom industry regarding mobile service providers.” Basic issues for assessing customer choices lies brand switching decisions by assessing these determinants like service failure, price and inconvenience. Brand switching behaviors of customers are increasing dramatically day by day due to above-mentioned factors and companies are facing many issues in results like customer churn, loss of market share, low profitability etc.

### LITERATURE REVIEW

Abdul, Awan, Nasir Nadeem et al.(2016) have conducted research to find the Determinants of Brand Switching in Mobile Service Providers in Southern Punjab-Pakistan using structured questionnaire and found that the determinants like, customer satisfaction, customer services, price, service failure, and inconvenience have significant impact on brand switching.

Rashid Saeed, et al.(2013) have conducted research study in Sahiwal District of Pakistan to find the Factors Affecting Brand Switching in Telecommunication. The outcome of their results shows that inconvenience and price of Call, SMS, GPRS were the reason behind brand switching but service failure was not that much affect brand switching.

### CONCEPTUAL FRAMEWORK



#### Price

Price means the amount needed to acquire goods or services or both in combination. Price play important role in the marketing. The price of product or service directly affects the sale. In telecommunication sector subscriber always prefer to low pricing in internet(for 4G LTE,3G services) packages, message packages, call charges, and in Value added service etc. It's may be due to same family members are using same network services. Variation in call or message packages at various times regarding tariff provide a clear distinctive edge for cellular companies. It's not necessary for customers that price are compulsory factor for switching it may be caused by other reason like service failure or inconvenience etc. Mostly cellular companies have low price among their own network to call (Airtel to Airtel, Tata Docomo to Tata Docomo, Telenor to Telenor ) more over they offer FNF

(Friend and family) number to compensate on each calls or SMS etc. In that case if someone switches their network it impacts also to his FNF that they may change also to that specific network where precious switcher switched his network

**Inconvenience**

Inconvenience means feel dissonance or un-prompt respond regarding associated services or facilitations. These are Unethical issues with various conditions like , Subscription of your SMS, MMS and call packages are not on time, Packages are activated automatically without intimation or intentions to customer, charged an extra amount against subscription of packages, balance is usually happen etc. It's different with customer services as customer services are supporting to customer but systematic issues resist. For example we have message package subscription time addressed by Telecom Service Providers (Customer care representative) is it accomplished within time slot. On the other hand message package or call package subscription time around time (TAT) as per SOP (Standard operating procedure) are accomplished or not. Issues should be sort out at time, Package subscription, deactivations on demand by subscriber, tariff elaborations with hidden charges not addressed clearly by mobile service providers and customer considered it as extra deduction of balance or balance lost. Un-ethical issues are included in inconvenience factors also

**Service Failure**

Service failure factor related to many symptoms like network busy, less coverage, call drop, Signal strength, service coverage, voice quality mean distortion in voice or interruption during calls and customer density impacted a lot in that sense. Here Customer density means that you have low slot for subscribers but customer traffic is greater than your capacity, which results connection errors, disconnections (Call drop) of calls message failures etc. Due to that issues subscriber explore for better option and that intrigue switching behavior of customer. At that position competitors can positioned their distinctiveness in the minds of subscriber through promotions and advertisements etc.

**RESEARCH DESIGN**

**Sources of the data**

This research is based on the primary data. The data is collected from the respondents with the help of well-structured questionnaires.

**Sample Size**

The information was collected with the help of structured questionnaire containing 15 questions. Total 68 questionnaires were filled up by the respondents who were switched over telecom service. This study was conducted in the RAJKOT CITY only

**Sampling Technique**

For the purpose of this study, the researcher has used convenience sampling technique.

**ANALYSIS AND INTERPRETATION**

**Table 01: Gender Distribution of Sample**

	<b>Frequency</b>	<b>Percent</b>	<b>Valid percent</b>	<b>Cumulative Percent</b>
<b>Male</b>	41	60.29	60.3	60.3
<b>Female</b>	27	39.71	39.7	100.0
	68	100	100	

Above table indicates that out of total 68 respondents, 41 with 60% were male respondents and remaining were female respondents.

**Table 02: Age of Respondents**

	No. respondents	Percent	Valid percent	Cumulative Percent
<b>18 years to 25 years</b>	46	67.65	67.6	67.5
<b>26 years to 40 years</b>	13	19.18	19.2	86.7
<b>41 years to 50 years</b>	6	8.82	8.8	95.6
<b>Above 50 years</b>	3	4.41	4.4	100
<b>Total</b>	68	100	100	

As the table shows, from the total 68 respondents, 67.65% respondents were between 18 to 25 years. 19.18% respondents were between 26 to 40 years. 8.82% respondents were in the age between 41 to 50 years, and the remaining respondents were above 50 years of age.

**Table 03: Which is your current telecom service?**

Particulars	Frequency	Percentage	Valid percentage	Cumulative percentage
<b>Vodafone</b>	131	19.12	19.1	19.1
<b>Idea</b>	12	17.65	17.7	36.8
<b>Airtel</b>	3	4.41	4.4	41.2
<b>BSNL</b>	6	8.82	8.8	50
<b>Tata Docomo</b>	3	4.42	4.4	54.4
<b>Telenor</b>	1	1.47	1.5	55.9
<b>JIO</b>	30	44.12	44.1	100
<b>Total</b>	68	100		

Above table shows that, JIO users were highest i.e. 44.12%, while second and highest users were of Vodafone and Idea i.e. 19.12% and 17.65%. And other users were very few.

**Table 04: Which was your previous telecom service?**

	Frequency	Percentage	Valid percentage	Cumulative percentage
<b>Vodafone</b>	15	22.06	22.1	22.1
<b>Idea</b>	15	22.06	22.1	44.2
<b>Airtel</b>	10	14.71	14.7	58.9
<b>BSNL</b>	6	8.82	8.8	67.7
<b>Tata Docomo</b>	14	20.59	20.6	88.3
<b>Telenor</b>	8	11.76	11.7	100

<b>JIO</b>	0	00	0	100
<b>Total</b>	68	100		

As the table shows 22.06% Vodafone users,22.06% Idea users, 14.7% Airtel users, 8.8% BSNL users, 20.6% Tata Docomo users and remaining of Telenore users and there is no users of JIO because it is new entrant.

**Table 05: Have you faced Price problem in your previous telecom service provider**

	<b>Frequency</b>	<b>Percent</b>	<b>Valid percent</b>	<b>Cumulative Percent</b>
<b>Yes</b>	49	73.06	73.1	73.1
<b>No</b>	19	27.94	27.9	100.0
	68	100	100	

Price is one the main determinant of switching. Out of 68 Respondents, 73.06% faced price issue while 19 (28%) respondents said that they had not issue of price but have other issues.

**Table 06: Define Price/rate of calls and SMS of previous telecom service**

	<b>Frequency</b>	<b>Percent</b>	<b>Valid percent</b>	<b>Cumulative Percent</b>
<b>Low</b>	6	8.82	8.8	8.8
<b>Medium</b>	39	57.35	57.3	66.1
<b>High</b>	23	33.82	33.9	100.0
<b>Total</b>	68			

As shown in table, 23 respondents with 34% said that price is high but 6 with 9% respondents said that price was low and they had not switched due to price factor.

**Table 07: Define Price/rate INTERNET of previous telecom service**

	<b>Frequency</b>	<b>Percent</b>	<b>Valid percent</b>	<b>Cumulative Percent</b>
<b>Low</b>	9	13.25	13.3	13.3
<b>Medium</b>	26	38.25	38.1	51.4
<b>High</b>	33	48.53	48.6	100
<b>Total</b>	68			

Out of 68 respondents, 33 respondents with 48.53% said that price of INTERNET is HIGH and 26 respondents with 38.25% has stated that price was MEDIUM while remaining ONLY 9 respondents with 13.3% stated that price is LOW.

**Table 08: Have you faced inconvenience problem in your previous telecom service provider?**

	<b>Frequency</b>	<b>Percent</b>	<b>Valid percent</b>	<b>Cumulative Percent</b>
<b>Yes</b>	26	38.23	38.2	38.2

<b>No</b>	42	61.76	61.8	100.0
	68	100	100	

Inconvenience factor results showed that 26 (38%) respondents said they had inconvenience issue while other 42 (62 %) respondents said that they had not issue of inconvenience in their previous network. It means that there were other issues that made them switched to other Service.

**Table 9: What major inconveniency faced by you?**

	<b>Frequency</b>	<b>Percent</b>	<b>Valid percent</b>	<b>Cumulative Percent</b>
<b>Delay in activation of packages</b>	5	19.23	19.2	19.2
<b>Packages activated automatically</b>	11	42.31	42.3	61.5
<b>Balance lost automatically</b>	10	38.46	38.5	100.0
<b>Total</b>	26	100		

Results of the analysis regarding different factors of inconvenience were presented in the table. It was observed that highest percentages 42% of respondents were agreed on the factor that “packages are activated automatically without intentions of customers”. The second highest factor was “Balance lost automatically 10 respondents with 39% and remaining had problem of “Delay in activation of packages”.

**Table 10: Have you faced service failure problem in your previous telecom service provider**

	<b>Frequency</b>	<b>Percent</b>	<b>Valid percent</b>	<b>Cumulative Percent</b>
<b>Yes</b>	36	53.94	53.9	53.9
<b>No</b>	32	47.06	47.1	100.0
	68	100	100	

Out of 68 respondents 36 respondents with percentage of 53 % said that they had problem of service failure, whereas 32 respondents with 47% said that they hadn’t victimized by service failure.

**Table 11: What type of major service failure problem faced by you in previous telecom**

	<b>Frequency</b>	<b>Percent</b>	<b>Valid percent</b>	<b>Cumulative Percent</b>
<b>Network busy</b>	10	27.78%	27.8	27.8
<b>Less coverage</b>	21	58.33%	58.3	86.1
<b>Call drops</b>	5	13.88%	13.9	100
<b>Total</b>	36	100%		

From total 68 respondents 32 said that they had not have service failure issue. Remaining 36 respondents faced issues, 10 respondents with 27.8% respondents said that they had “Network Busy”

issue, 21 with 58.3 % respondents said that they had issue of “Less coverage” and remaining 5 with 13.9 % respondents said that they have “Call drop”

**Table 12: Number of respondent satisfied after switching over**

	Frequency	Percent	Valid percent	Cumulative Percent
<b>Yes</b>	64	94.12%	94.1	94.1
<b>No</b>	04	05.88%	05.9	100
	68	100	100	

The above table indicates that the 64 users i.e. 94% were satisfied after switching over and remaining were not.

### FINDINGS AND RESULTS

After analyzing the data it reveals that Price is the most influencing the reason for switching the telecom service and the study reveals those 73.1% users has switched over due to price. Price of internet services like 4G LTE, 3G is major influencing reason for the switching behavior. As per the study 48.5% stated that price of internet is high. The JIO become successful to switch the 44.4% respondents from others service provider, by offering free of 4G LTE (without 3G/2G service), free national calling, free national roaming and free SMS. Service failure also one of the major influencing factor for switching and study reveals that 53.9% respondents has switched over due to service failure. The service inconvenience has less influence on the switching behavior of customer, study state that only 38.2 % respondents has switched over the telecom service. And others have switched over due to other reasons.

### CONCLUSION

It is revealed that factors such as price, inconvenience and service failure plays significant role in influencing consumers brand switching behavior in telecommunication industry. Price and service failure is the major reason for the switching over the Telecommunication service while the inconvenience has less significant influence on switching attitude of customer. Majority of switched users (i.e. 94%) are satisfied after the switching over. The JIO has come up with free of national calling, SMS and 4G LTE internet services for 6 months that change the scenario of telecommunication industry. The service providers should focus on reducing the price rate and inconvenience.

### LIMITATION OF THE STUDY

1. This is sample study and there are some limitations of sample study.
2. This study is based on the primary data. For the finding of this study it is assumed that respondents have given correct answers.
3. The study was conducted for 68 respondents due to limitation time
4. This study is limited to Rajkot city only.

### SCOPE OF THE STUDY

The study of this topic hold much importance for the Telecom Service Providers to determine the major factors influencing for switching in this hyper competitive era, to retain the customer by providing value offer to keep them satisfy and to make them loyal. The researcher has studied only three factors in the study, research can be done further by studying the other factors. The study can be done in metro city and in national level to find the maximum accuracy and exact influencing factor.

**REFERENCES**

1. Afzal, S., Aamir, K., Sania, S., Muskan, B., Bais, A., & Anum, K. (2013). Factors Behind Brand Switching In Cellular Networks. *International Journal of Asian Social Science*, 3(2), 299-307.
2. Awan, A. G., & Nadeem, N. (2016). Determinants of Brand Switching in Mobile Service Providers: A Case Study of Mobile Phone Industry in Southern Punjab-Pakistan. *European Journal of Business and Management*, 8(1), 21-35.
3. Gautam, P., & Anil, C. (2011). Switching Behaviour Of Subscribers In Indian Telecom Sector. *International Journal of Research in Finance & Marketing*, 1(3).
4. Kouser, R., Saifullah, Q., Farasat, A., & Hassan, H. (2012). Factors Influencing the Customer's Satisfaction and Switching Behavior in Cellular Services of Pakistan. *Interdisciplinary Journal of Research in Business*, 2(1), 15-25.
5. Saeed, R., Lodhi, R. N., & Saeed, M. S. (2013). Factors Affecting Brand Switching in Telecommunication A Case Study of Sahiwal District, Pakistan. *World Applied Sciences Journal*, 26(5), 667-671. doi:10.5829/idosi.wasj.2013.26.05.1566