

**RARE**

**IMPACT OF CORPORATE REPUTATION ON CUSTOMER BRAND SWITCHING BEHAVIOR:**

**With Special Reference to Sri Lankan Telecommunication Industry**

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## **ABSTRACT**

The competition for customers among telecommunication firms in Sri Lanka is furious. The competition among them is not only limited to new customers but also to the respective customer base. In this fiercely competitive environment, existing customers are frequently exposed to offers and counter offers from the competing firms. At the same time various persuasive messages being made to encourage customers to switch their service provider. Perhaps the corporate reputation of a firm could provide certain competitive edge which could ensure the growth and survival of a firm into the future amid the highly competitive environment. This study attempts to assess the impact of corporate reputation on customers brand switching behavior. The study sampled 350 individual customers who have been using the mobile service at a minimum of one year. The data were collected using self-administered questionnaires and analyzed using SPSS. The study found that the direct impact of firms' corporate reputation on customers brand switching behavior is significant while some of the major components of corporate reputation are with a greater contribution. Among the determinants of the corporate reputation the emotional appeal and the products and services play a large role in building the customers perception towards the corporate reputation of a firm that will lead to the switching behavior. The firm's corporate reputation could help the marketability of its products or services and it also trigger the positive perception of quality and value of products or services in the mind of their potential customers. The findings of this study provide important implications to the telecommunication operators in their effort to increase their customer base and, more importantly, to ensure the interest the customers towards the organization.