

Factors Influencing on Brand Switching of Users of Mobile Telecommunication in Sri Lanka

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Mobile telecommunication is one of the fast growing industries in Sri Lanka. Currently few numbers of operators engaged in this small market with huge competition. Due to highly competitive market environment service providers attract others customers to sustain. As a result of that the switching behavior of customers' has been frequently happening. This study was focused on the problem of identifying the Factors Influencing on Brand Switching of Users of Mobile Telecommunication in Sri Lanka.

Main objective of this study was to determine the factors impact on switching behavior of mobile telecommunication users in Sri Lanka.

Deductive research approach was used for this study and 150 switched respondents between ages 18-55 were selected under convenience sampling method. Both primary and secondary data were used for this study and survey method used to collect most of the primary data. Five independent variables were identified according to the previous literature namely Brand Image, Core service failure, Attraction by competitors, price and Social influence.

The data were analyzed using both descriptive statistics and inferential statistics. Data analysis revealed that the brand image had the most impact on brand switching behavior than the other factors. However, all five factors were found significant impact on switching behavior among mobile phone users. Findings of this study provide important implications to the telecommunication operators in their effort to increase their customer base and to retain customers with the organization.

Key words: *Mobile communication service, Switching behavior, Brand Image, Core service failure, Attraction by competitors, Price, Social influence*