

Factors Influencing on Brand Switching Behavior in Tele-Communication Industry among Youngsters in Sri Lanka

U L Kumara

*Department of Marketing Management, Faculty of Commerce and Management
Studies, University of Kelaniya, Sri Lanka
lakshman97314@gmail.com*

B S S U Bandara

*Department of Marketing Management, Faculty of Commerce and Management
Studies, University of Kelaniya, Sri Lanka
saumya.uditha@kln.ac.lk*

Telecommunication is an industry which has a severe competition. This intense competition leads to reduce the market share of mobile service providers in terms of customer base. The purpose of this study was to check the factors influencing on brand switching behavior in telecommunication industry among youngsters in Sri Lanka. The study was conducted using 384 respondents on the basis of convenient sampling. An online questionnaire was distributed to get the responses. Researcher included mainly three factors which may inspire for brand switching. After the analysis of data, researchers found out that all the three factors including switching cost, services, and promotions have positive and a significant impact on brand switching behavior. Mobile service providers can control these factors to make mobile subscribers loyal and to retain them on their network. Further, future research directions have been specified for researchers who are interested to conduct research studies on this area. Based on the findings of the current study, the researchers attempted to recommend implications for macro level perspective in policy making for mobile service providers and the government.

Keywords: *Brand Switching, Promotions, Services, Switching Cost*