

BRAND SWITCHING BEHAVIOUR OF MOBILE PHONE CUSTOMERS IN CHENNAI CITY.

K. Tamilselvan., & Dr.S.Kumaresan.,*

**Ph.D Research Scholar, (Full – Time), Pachaiyappa’s College, Chennai – 600 030.*

*Associate Professor and Research Supervisor, Department of Commerce, Pachaiyappa’s College,
Chennai – 30*

INTRODUCTION.

In the present day, mobile phones become essential for each and every activities in our day-to-day life. There is a tremendous growth in the mobile phone technology & customer has full awareness towards mobile phone usage. Several national and international companies compete among themselves to create technological revolution in the mobile phone industry. This leads to a lot of competition as the latest technological augmentation is in the mobile phone industry. In the present day technological environment, the customer is expecting high technology, innovative approach and user-friendly process in their mobile phones. The mobile phone customers of urban area, Semi urban areas and rural areas are able to realize the usage of mobile phone that extended to the whole world. This rapid process and the distribution of mobile phone services in each and every part of our country as well as in the global area motivate the customers to have very high awareness and also changed their psychology towards the preference and purchase decision of cell phones.

There is a significant change in the mobile phone preferences between younger age and older age group. Most of the younger age group demands powerful technology and they intend to have more convenience to their communication purpose. In the case of older age group, they are not showing any special interest for higher order and the technology and as they use their mobile phones only for their immediate communication. In this juncture the brand switching attitude and behaviour completely changes between younger age group and older age group of customers. Similarly the demographic background of all the customers play a vital role in determining their brand switching behaviour and that attitude towards switching behavior of mobile phones.

In every consumer behaviour theory, the behaviour starts from customer awareness, customer preference, purchase decision making, customer satisfaction and customer loyalty. The behavioral changes in every customer should have a change in their awareness, preference, purchase decision, customer

satisfaction as well as their loyalty. When every customer goes away from loyalty automatically it leads to a conspicuous change in the brand. The present study is intended to determine the predominant factors responsible for the brand switching behaviour of mobile phone customers.

LITERATURE REVIEWS.

Aamir Hasan (2014), have analyzed the perceived consumer expectation associated with the purchase of durable goods and also the major aspects the consumers will consider in deciding the purchase of durable goods. The results showed that the use of psychometric performance to identify the influencing factors in the purchase of goods and also discussed on the reasons for not purchasing the product by the customers.

Deepa Guleria (2015) have analyzed the recent trends in purchase decision of individual in deciding the consumer goods and also the consumers deciding factors on the basis of demographic profile of the potential buyers and its influencing factors such as features of the product, price, availability of the product at the time of purchase, satisfaction based on the previous purchase, etc for their purchase decision. It is also discussed about the impact of different media such as electronic, print and radio and their influence on the purchase decision of the consumers.

Gokhan Tekin, Sercan Yiltay, Esra Ayaz (2016), analysed the information gathered by the consumers before deciding on purchase of products. The article analysed the different advertising media used by the marketers. It is concluded that the influence of friends, relatives, peer group and representatives forms the major factor in deciding the purchase of products and also the influence of distribution channel also plays a major factor in finalizing the purchase of products.

Jagadeesh (2013), have examined the role of advertising in building brand value for service organizations, discussed the importance of CRM in creating customer satisfaction by providing better value added service like on-time customer service, which in turn helps to extend the brand image of the organizations in the minds of existing as well as new customers. The results concluded that the transformational factors, which is psychological in nature, plays a major role in helping the customer to decide about the service organisations, in terms of advertising, brand recall which ultimately helps the organisation to have a high level of customer loyalty.

Morgan A.Ilaw (2014), has analyzed the role of purchase decision and the purchase power of different types of person and also discussed the impact of age, education, sex, their income, lifestyle patterns on the purchase decision. It is concluded that the level of brand awareness and brand recall by different set of persons on their preferred product segments. The article also discussed the factors that influence the brand switch by the different persons and their role in purchase decision.

RESEARCH GAP.

Nevertheless an important point stands out is that the brand switching attitude is crucial for the customers besides the influencing strategies of the marketers as well as other external factors. The literature critically identifies utility and costs of the products have close proximity with customer loyalty and customer relationship management of the marketers for brand shift.

OBJECTIVES OF THE STUDY.

1. To study the factors determining brand switching behaviour of mobile phone customers.
2. To find the relationship between brand switching behaviour of mobile phone customers and at the level of satisfaction.

HYPOTHESIS.

1. There is no significant difference among the factors determining the brand switching behaviour of work phone customers.

There is no significant influence of brand switching behaviour of mobile phone customers on their satisfaction level.

METHODOLOGY.

This study is completely based on primary data obtained from mobile phone users in Chennai city. The responses are obtained through a well framed questionnaire which consists of three parts. The first part of the questionnaire consist of demographic variables, the second part consists of brand switching behaviour variables under the third part is completely filled with statements pertaining to customer satisfaction.

SAMPLING PROCESS.

The researcher used convenience sampling method to cover all the 15 zones of Chennai city. The researcher circulated 20 questionnaires in each zone and obtained a 300 responses. Hence the sample size of the research is 300.

DATA ANALYSIS

After obtaining 300 responses from the mobile phone users the researcher and systematically entered the data by carefully coding them. The researcher is able to distinguish both independent and dependent variables of the study. In order to verify all the objectives and to test the hypothesis the researcher used the

following statistical tools namely 1.simple percentage analysis 2. Factor analysis and 3. Linear multiple regression analysis.

ANALYSIS AND DISCUSSION.

In this section the researcher intended to identify the brand switching behaviour of mobile phone customers through their perception received from primary data. The researcher considered the following factors namely advertisement, product features, product benefits, pattern of using cell phones, new model, performance of present brand, user friendly approach, compulsory requirement of changes, influence of friends and family, personal liking and disliking, market competition, innovation in technology and emotional attachment. These factors are responded by the cell phone users in liquor's five point scale therefore the researcher applied factor analysis to identify the predominant factors among these variables. The results of the factor analysis are clearly presented below

TABLE 1 KMO AND BARTLETT'S TEST

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.575
Bartlett's Test of Sphericity	Approx. Chi-Square	116.529
	df	78
	Sig.	.003

From the above table it is found that the KMO value for sampling adequacy under normal distribution are statistically significant to prove that all the 13 variables considered by the researcher is well responded by the mobile phone consumers and the researcher is able to get different types of consumers for the opinion on mobile phones. This shows that the data is normally distributed and suitable for all kinds of debt reduction process. The chi-square value is also statistically significant to prove that the factors which are responsible for brand switching attitude of mobile phone customers are valid and the marketers are able to absorb these factors. The individual communalities for each variable is very essential to determine individual status of the variables to form the factors. The table of communalities is clearly presented below.

TABLE 2 COMMUNALITIES

	Initial	Extraction
Q15. G1	1.000	.513
G2	1.000	.516
G3	1.000	.416
G4	1.000	.362
G5	1.000	.490
G6	1.000	.458
G7	1.000	.380
G8	1.000	.504
G9	1.000	.329
G10	1.000	.420
G11	1.000	.482
G12	1.000	.586
G13	1.000	.479

Extraction Method: Principal Component Analysis.

From the above table of communalities can be understood that all the 13 variables have their variances more than the required variance of 0.4. It shows that their perception of customers for the brand switching reasons are widely distributed and form a normal distribution and one can easily identify the significant difference among each and every individual customers. This validation is very important to derive the factors of brand switching behaviour from the following model variants table,

TABLE 3 NUMBER OF FACTORS.

Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.533	11.790	11.790	1.269	9.759	9.759
2	1.203	9.251	21.041	1.222	9.396	19.155
3	1.119	8.610	29.651	1.159	8.915	28.071
4	1.071	8.238	37.889	1.154	8.878	36.949
5	1.011	7.775	45.664	1.133	8.715	54.664
6	.991	7.626	53.291			
7	.947	7.282	60.573			
8	.923	7.102	67.674			
9	.914	7.027	74.702			
10	.885	6.806	81.508			
11	.851	6.547	88.055			
12	.816	6.274	94.329			
13	.737	5.671	100.000			

from the above table it is found that the researcher is able to time three predominant factors with the total variance of more than 54% which is about the benchmark of 40%. This shows that the reduction of variables in factors can be further used in the analysis to determine the brand switching behaviour of customers. This table also showed that the sample is selected from the population has very wide variance under the factors really represent the opinion of the population. The following table gives the segmentations of factors and individual variable loadings.

TABLE 4 ROTATED COMPONENT MATRIX.

	1	2	3
G11	.626		
G7	.578		
G2	.627		
G10	.609		
G9	.539		
G13		.680	
G3		.484	
G5		-.425	
G8		.411	
G12			.874
Q15.			.784
G1			.741
G4			.741
G6			.732

from the above table it is found that the three factors have their individual variable loadings. In fact the first factor consist of this variables and this factor can be extracted with the name personal and emotional attachment of the product. The second factor consists of four variables and the fact that can be named as product attributes and attraction. The third factor can be identified as customer convenience and it consist of three important variables pertaining to convenience and the influence of friends and family. These three factors are further used in the analysis as independent variables. In the coming section the researcher intended to measure the influence of brand switching behaviour of customers on their customer satisfaction of mobile phones.

The researcher applied linear multiple regression analysis on three independent factors of brand switching behaviour and only one dependent factor namely customer satisfaction of mobile phone customers. The results of the regression analysis are clearly presented below

TABLE 5 MODEL SUMMARY

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.441 ^a	.395	.190	.738

a. Predictors: (Constant), SWI3, SWI1, SWI2

from the above table it can be identified that the influence of independent variables brand switching behaviour and the dependent factor customer satisfaction is sharply estimated through R Square value. This shows that there is a significant influence of brand switching behaviour of customers on their satisfaction level. The R Square value is greater than the required value of 0.3, this validates that the regression analysis is able to re-establish the intrinsic relationship between set of brand switching behaviour factor is and the unique factor customer satisfaction towards mobile phones. The following table conforms the nature of relationship that exist among set of independent variables and the dependent factor customer satisfaction.

TABLE 6 ANOVA^A

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	69.347	3	23.116	42.497	.000 ^b
Residual	286.657	527	.544		
Total	356.004	530			

a. Dependent Variable: customer satisfaction

b. Predictors: (Constant), SWI3, SWI1, SWI2

from the above table it can be identified that the F-value in the ANOVA table is statistically significant at 5% level this shows that the three factors of brand switching behaviour namely customer convenience, emotional attachment, product features and attraction are able to create deep inroads on the satisfaction level of customers in fact it deduces that customer satisfaction on the mobile phones depends upon the above-mentioned the three factors. But the individual influence of all these three factors are also considered as essential by the researcher therefore the researcher uses the following table to determine the individual influences.

TABLE 7 COEFFICIENTS^A

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3.637	.155		23.528	.000
1 SWI1	-.266	.037	-.284	-7.252	.000
SWI2	-.056	.036	-.061	-1.547	.122
SWI3	-.298	.038	-.310	-7.865	.000

a. Dependent Variable: customer satisfaction.

from the above table it is found that the three important values beta coefficient, keyvalue and p value and are statistically significant at 5% level for all the three factors customer convenience, product features and attraction as well as emotional attachment. This shows that customer satisfaction of mobile phone users is not unique phenomenon but it is a multifarious phenomenon and which it depends upon convenient approach found in the mobile phones, hired technology with higher attributes and psychological attachment towards your particular brand of mobile phones. These two factor analysis and linear multiple regression analysis clearly revealed that the two hypothesis proposed in the study are rejected at 5% level and concluded that there is a significant difference among the factors of brand switching behaviour of mobile phone customers and its subsequent impact on customer satisfaction.

FINDINGS AND CONCLUSION.

It is found from the empirical study that brand switching behaviour and customer satisfaction are not parallel to each other they always intersect.. It shows that customer satisfaction depends upon the brand switching behaviour of mobile phone customers. In fact the customer satisfaction is standing on the altar of customer convenience, psychological and emotional attachment towards mobile phones and augmented technological attributes. It is further concluded that the customer satisfaction leads to loyalty and loyalty diminishes the switching behaviour of customers. Loyalty pulls the customers towards the brand attachment and it will never allow the customers to change their brands.

REFERENCES

- 1.Aamir Hasan (2014), Consumer Brand Preference for consumer durable goods with reference to Lucknow district, International Journal of Economics & Management Sciences, Vol.4, No.1, pp 2-7.
2. Deepa Guleria (2015) A study of Consumer Preference for Smartphone: A Case of Solan Town of Himachal Pradesh, International Journal of Management Research and Review, Vol.5, No.3, pp 193-200.
3. Gokhan Tekin, Sercan Yiltay, Esra Ayaz (2016), The effect of brand image on consumer behaviour: Case study of Louiss Vuitton-Moet Hennessy, International Journal of Academic Value Studies, Vol.2, No.2, pp 1-24.
4. Jagadeesh (2013), Consumers preference and satisfaction towards mobile phone brands: A study with reference to consumers in Vijayawada, Business Sciences International Research Journal, Vol.1, No.2, pp 324-328.
5. Morgan A.Ilaw (2014), Who you are affects what you buy: The influence of consumer identity on Brand Preference, The Elon Journal of Undergraduate Research in Communications, Vol.5, No.2, pp 5-16.