

FACTORS AFFECTING CUSTOMER SWITCHING BEHAVIOR IN INDIAN TELECOM INDUSTRY

Sanjeev Bansal¹ & Singh Manjit²

¹Professor, Sant Longowal Institute of Engineering and Technology, Longowal, Punjab, India

²Research Scholar, Sant Longowal Institute of Engineering and Technology, Longowal, Punjab, India

ABSTRACT

The Indian telecom sector is one of the most critical segments in India's growth story-connecting billions of Indian and nurturing many entrepreneurial dreams. With 70 percent of the population staying in rural areas and a telecom penetration of 58.45 percent as of July 2018, the rural market would be a key growth driver in the coming years. Brand switching can be explained as the decision of a consumer to purchase a product of brand different from the current brand used by him. It may be induced by either extrinsic or intrinsic factors. Extrinsic factors mostly include sales promotions, discounts, advertisements, popularity, cost, etc. while intrinsic factors may include boredom, curiosity, desire to try a new brand. The objective of this paper is to build a conceptual model on the basis of various empirical studies done in the past on factors affecting customer switching behavior in the Indian telecom industry. On the basis of a review of various previous studies, the researchers propose an analytical model on the factors which has bearing on the decisions of the brand switching behavior of customers.

KEYWORDS: *Brand Switching, Consumer/ Customer Behavior, Telecom Sector*

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