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Brand Switching in The Telecommunication Industry (Special Reference to the Western Province: Sri Lanka)

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ABSTRACT

Introduction: There is scholarly studies conducted in this field examining the relationship between brand switching with many variables such as promotion, service quality, competition, the economy of the country etc; the results of those researchers have provided contradictory arguments. Therefore, the main objective of the current study is to identify "brand switching in telecommunication industry among youth and adults in Sri Lanka special reference to the western province. The 32% of mobile phone users are represented in the western province which is out of all provinces.

Design/Methodology/Approach: This study incorporated brand switching as the dependent variable and switching cost, service quality, promotion, customer experience and brand loyalty as explanatory variables. Data collected from a questionnaire via digital media using 255 participants aged 16 to 45 were used to generate the outcome of the study. The SPSS software and convenient sampling methods are used for analyzing and interpretation purposes.

Findings: Test statistics indicate that there is a significant effect on brand switching by switching cost, service quality, promotion and customer experience but brand loyalty in not have a significant impact on brand switching.

Conclusion: This study fulfils the existing research gap in business firms in the telecommunication industry in Sri Lanka impact and reasons for brand switching by different variables. These findings will help the industry for future decision making and stabling new marketing strategies to face the huge competition in the industry.

1. INTRODUCTION

The fundamental problem in predicting customer selection exists in the fact that brand switching decisions of the customers are individually made based on several different criteria simultaneously which includes factors like brand image, features, network quality, prices, availability etc. Thus, the frequent switching behaviour of customers has compelled us to review factors that affect the telecom industry. Thus, the problem has been more confounded in the telecommunication industry where customers get attracted towards the competitor's offers & features and analyses the expectations of the customers regarding the telecom industry services. Since the availability of options, consumers are open to selecting one more brand and switching from one to another which occurs the problem of *'Brand switching'*.

Over the past twenty years, the telecommunications trade has intimate with important growth spurred by the extremely competitive mobile telecommunications revolution (Svendsen & Prebensen, 2013). Itinerant handsets have modified the manner customers use them. on the far side creating and receiving calls and causing short messages (SMS), nowadays itinerant handsets area unit used for information transfer, net access, taking note of music, enjoying games, GPS navigation, and videoconferencing. Malhotra and Kubowicz Malhotra (2013) posit that mobile

phones have evolved into multi-tasking devices wherever seventieth of usage is voice and half-hour is information.

Mobile telecommunications service suppliers still invest capital to boost their infrastructure and therefore the quality of their service provision. The mobile telecommunications service suppliers' partner with French telephone makers to confirm service compatibility, therefore enriching the client expertise. The expansion of the mobile telecommunications trade has resulted in a bigger selection of services and repair suppliers for customers. According to the statistics found from the pre-research done for the Lanka Bell, the researcher found that in Lanka Bell mobile network customers there is movements between Lanka Bell and other brands. Due to this, there is a decline in revenue in the past four years. (Refer to figure 1.1)

Figure 1.1: Revenue Decline of Lanka Bell (2016-2020)
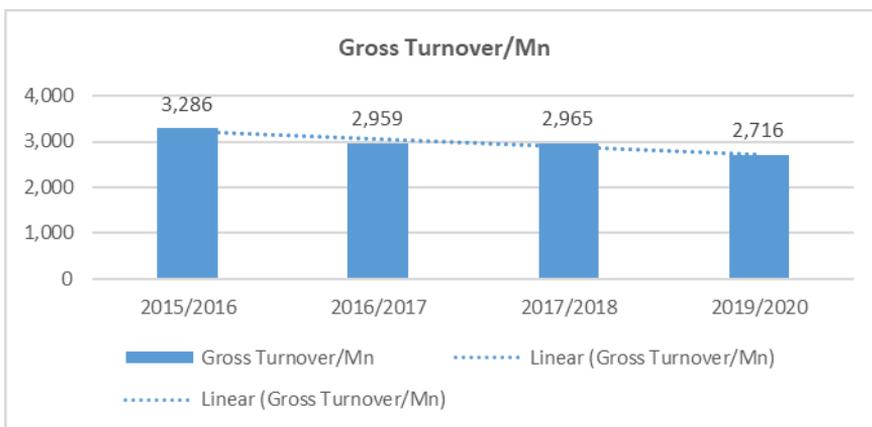
Source: Melsta Group of Company's Annual Reports

The scholars mentioned that the outset of the concept of branding is important for every organization in the world irrespective of the nature of the firm and size of the firm since it leads to creating brand-loyal customers. But the intense competition has caused consumers to move from one brand to another or else from one network to another in our daily life. Sometimes consumers switch from one brand to another, even though they are highly satisfied with a particular product. To retain customers, gain consumer loyalty, and reduce the threat of brand switching, investigate **what are**

the factors which influence brand switching in the telecommunication industry in Sri Lanka among adults and youngsters? This research will address the above-mentioned problem by gathering relevant information and it will be the core of this research.

Branding is used in all businesses and organizations all over the world of all sizes and types. Branding is for identifying goods or services and it delivers the message that a particular organization, business or product is the only one that can suit or else cater to customer needs most memorably. Hence it is vital to any organization irrespective of its size and nature.it uses a word or an image to identify a company or its products. It is the thing that separates from competitors and helps consumers in remembering a product. Brand identity is a vital part of a business; hence it should be incorporated into many key aspects of the business such as company name, logo or slogan, company letterhead, company forms, marketing materials and advertising, signage, websites and uniforms.

Sri Lanka's mobile industry is one of the most competitive markets in the region with five brands competing for a total addressable population of 21.7 million and the competition among the five brands, Dialog, Mobile, Etisalat, Airtel and Hutch. The intense competition in the world leads to branding not only a logo or a product but also a promise of quality and reputation. Branding encompasses everything and anything about the company. When it comes to the importance of the concept branding, in today's fast-paced and growing business world, it is more important than ever to promote the recognition of the product or service of the business. If the products and services of the business are remembered as quality stuff, then it will be encouraged to sell more and more or else to repeat the business. On the other hand, branding is one of the best ways to promote the recognition of the product and services because people are busy and tend to adhere to familiarity.

According to the digital statistics of Sri Lanka (2020), there were 10.10 Mn internet users in January 2020, No of internet users in the country increased by 399,000

(+4.1%) between 2019 and 2020 and Internet penetration stood at 47% in January 2020.

Figure 1: Market Penetration Rate of Sri Lanka (2020)
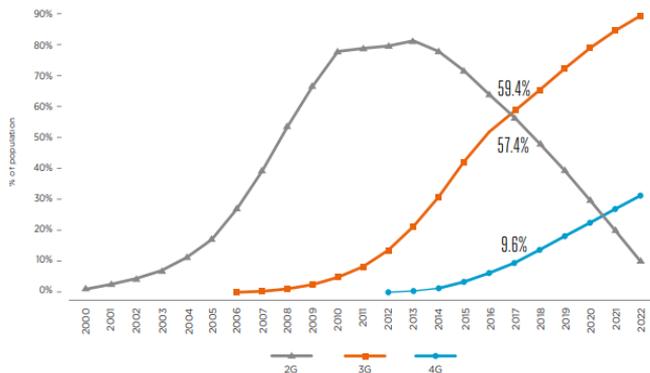
Source: GSMA taxation report

1.1. Managers

Having an idea about customer behaviour and market trends will help managers to make future decisions and they can use data for developing a marketing plan for the company. Further, the researcher assumes that the outcome of this study will be beneficial for firms, engaging in the telecommunication industry to keep their customers loyal to their brands and reduce the threat of brand switching because the companies engage in this industry always seek to take the share of others in terms of customers. Making the customer loyal to the firms is vital to every organization. Hence this study will make a platform for companies to identify how to attract consumers to their network by paying attention to the identified factors of brand switching.

1.2. Investors

This research help investors to get an idea about customer behaviour and reactions to moving cost, service and promotions in their buying decisions. Expressive how industry trends change, future investors can develop their investment decisions.

Therefore, having an empirical understanding of the factors affecting brand switching is a must for active investors to be in a better position to make stay or quit decisions.

1.3. Academicians

This research analysis factors affecting brand switching among youth and adults in Sri Lanka, and gives a broad idea about the industry. The results of this study will add to the body of knowledge in Marketing and Sri Lankan current market structure in the telecommunication industry and create room for further research studies.

1.4. Marketers

This research supplies knowledge about the telecom industry in Sri Lanka to marketers, who can make successful marketing decisions. When setting marketing objectives and goals, the information given from this research will be added advantage. Knowing customer behaviour and the factors that affect change that behaviour, helps marketers to set promotional and pricing mixes.

The primary objective of this study is to investigate "The factors affecting in Brand switching in the telecommunication industry in Sri Lanka among adults & youth; special focus on the western province"

This research is also guided by the following secondary objectives.

- To support telecommunication companies to plan their future and understand consumer behaviour for their decision making.
- To help policymakers in their future tax and other economic decisions.

Based on the study and hypotheses following research questions were established.

- How the switching cost affects brand switching in the telecommunication industry?
- How the service quality offered by companies affects to brand switching telecommunication industry?

- How do promotions offered by companies affect to brand switching telecommunication industry?
- How the brand loyalty affects to brand switching telecommunication industry?
- How the customer experience affects to brand switching telecommunication industry?

This research is conducted to investigate the factors that affect switching brands in the telecommunication industry. It is conducted by accompanying 1st-year university students who have switched their mobile service provider to get their ideas on brand switching. Hence the identified factors, switching cost, services and promotion are investigated to get to know whether these are factors of brand switching. Ultimately after finishing this study new knowledge will be created to the existing literature.

Further, the researcher assumes that the outcome of this study will be beneficial for firms, engaging in the telecommunication industry to keep their customers loyal to their brands and reduce the threat of brand switching because the companies engage in this industry always seek to take the share of others in terms of customers. Making the customer loyal to the firms is vital to every organization. Hence this study will make a platform for companies to identify how to attract consumers to their network by paying attention to the identified factors of brand switching.

This study has limitations because of the time restriction and sensible difficulties of collecting knowledge and analysing the knowledge. Once collection knowledge the survey form is shut complete form thus this will limit the respondents' decisions that replicate their real feelings. Even though this study hopes to create new knowledge, it does not have a coherent model which has many independent variables and is confined to a limited number of independent variables. Thus, it is a barrier to creating new knowledge. Due to the lack of accessibility, the sample will be limited to youth and adults.

2. LITERATURE REVIEW

2.1. Brand Switching

A brand represents a name, term, design, symbol or any kind of feature that identifies one company's product from those of other companies. With intensive competition between companies who were prepared to advertise heavily to showcase their offerings, brands become something more than just a product. Brand switching is influenced by different factors based on the product /service /industry concerned. (Anon et al., 2015). Shamout, (2016), mentioned that brand switching refers to consumer decision to purchase another type of product brands different from the usually purchased when the previous brand does not satisfy their needs. Brand switching is a branch of consumer loyalty.

Lee & Murphy, (2005) mentioned that research in switching identifies different determinants and often conflicts with how the determinants behave. Therefore, this indicates that the findings on prior scholarly articles on factors, impact and relationship which affects brand switching in the telecommunication market are still inconclusive and multidimensional. Supporting to that Abou Aish et al, (2008) stated country companies are almost equal to the service offerings, thereby switching costs will play an important role in moving from one brand to another. As per the general understanding, the switching cost is a barrier to brand switching. Meaning when switching costs increase the brand switching decreases.

2.2. Switching Cost

Switching cost is one of the important factors when it comes to brand switching. Selos et al., (2013) mentioned that the awareness of customer value creation should be supplemented with a broader awareness of different factors, such as customer satisfaction and switching costs effects on customer loyalty.

It is a single cost facing the buyer when switching from one supplier to another. These costs can often be objectively measurable, such as monetary costs, but also more

subjectively determined, such as the time and psychological effort involved in the uncertainty of dealing with a new service or supplier (Moreira, et al., 2016). But in this study, only the financial effort of switching cost factor is being considered.

2.3. Services Quality

Perceived expectations are the desired factors of services (Kouse, et al., 2012). The cellular service users expect that their service providers will meet their requirements accurately. Every company is now striving hard to launch attractive and innovative products and services to attract new customers (Malik & Ghafoor, 2012).

Customer care service of the service provider needs to be guaranteed that should solve problems that arise with their accounts (Jamila, et al., 2015). Price is often an important factor to consumers who are with budgets. This statement indicates that advertisement has a significant impact on brand switching in a positive way. Kanwal & Lodhi (2015) Declared that advertising influences customer behaviour towards any product or service as it creates awareness that what's going on in the market. When it comes to the package services and other charges the price of those calls, SMS and data come into consideration.

2.4. Promotion

As a promotional strategy, advertising acts as a major tool in creating product awareness and conditioning the mind of a potential consumer to take an eventual purchase decision (Ayanwale et al., 2005). Moreover, varying marketing strategies such as sales promotion, personal selling and provision of point of sales material attract more customers to the products. This finding implies that promotions have a significant impact on brand switching. Another finding to the significant impact of promotion and brand switching is shared by Tsao1 et al., (2009). Accordingly, they argued that the promotional effect is produced by promotional activities that are designed to induce customers to switch brands. Further, they shared that potential switchers are influenced by promotion effects to switch the brand.

2.5. Customer Experience

The term "customer experience" refers to a group of interactions between customers and therefore the products and/or services, implying consumers' involvement at different levels (i.e. rational, emotional, sensual, physical and spiritual) during which they participate on a strictly personal plane (Gentile et al., 2007; Krishna 2010; Pentz & Gerber 2013). Sensorial marketing aims to strengthen the connection between a brand and its customers at a deeper level by involving human senses (Khanna & Mishra 2012).

The utilization of different sorts of sensory experiences can improve the quality of customer service and, consequently, end in improvements in even the strongest brand image and recognition, at the end of the day (Ding, Tseng 2015; Hultén et al. 2009). Sensory experiences can intensify brand experiences (Schmitt 1999; Hultén 2011). A multisensory approach (Streicher & Estes 2016) generates multiple perceptions which will impudence brand personality and equity (Rajput & Dhillon 2013).

2.6. Brand Loyalty

Sharma et al., (2016) elaborated on brand loyalty as strong resistance to switching behaviour. Therefore, a huge majority of the organizations consider it as a source of whip hand. It builds income, boosts goodwill, minimizes customer acquisition expenses and brings down the expenses of serving repeat buyers (Nguyen & Barrett, & Miller, 2011; Villanti et al., 2012. On the contrary, brand switching may be a state during which private shifts from purchasing one brand of a product, to purchasing a special brand and is typically not satisfied with one brand. Consumers usually shift between various brands as they seek to succeed in the desired level of satisfaction (Solomon, 2006).

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3. RESEARCH METHODOLOGY

3.1. Conceptual Model

To conduct this study primary data will be used and collected through a questionnaire which was developed by the researcher. This questionnaire will be distributed among adults and the young crowd in Sri Lanka. Convenient sampling was used for data collection. For the analysis purpose of data, the regression analysis method is used and SPSS software will be used.

Figure 1: Conceptual model of the study
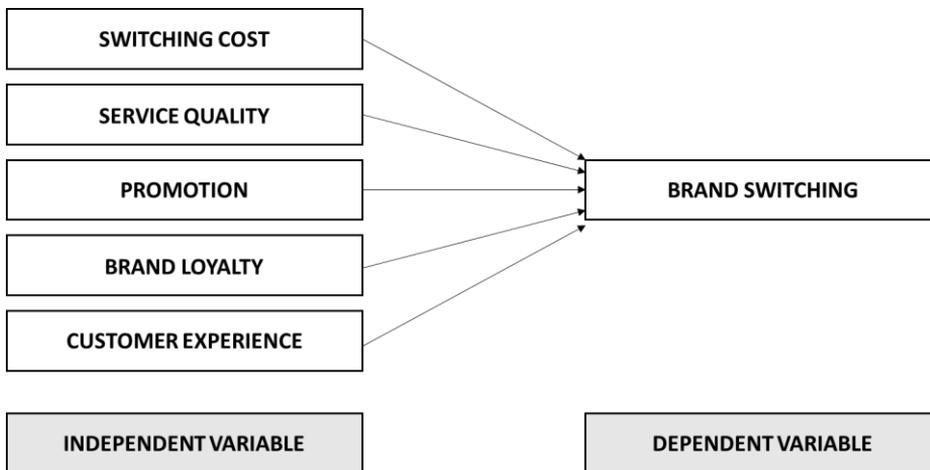
3.2. Sampling Process

Population	: Youth and Adults In Sri Lanka
Sample	: Respondents To The Questionnaire (255)
Sampling Method	: Convenience sampling

3.3. Model

$$BS = \beta_0 + \beta_1 SC + \beta_2 SQ + \beta_3 PM + \beta_4 CE + \beta_5 BL + \epsilon$$

Where,

β_0	= Constant		BS	= Brand Switching
β_1	= Coefficient of switching cost		SC	= Switching Cost
β_2	= Coefficient of service		SQ	= Service Quality
β_3	= Coefficient of promotion		CE	=Customer experience
ϵ	= Error Term		BL	= Brand Loyalty
			PR	=Promotion

Dependent Variable

Brand switching - A scenario wherever an entire lose a once-loyal client to a contest. In several words, a client changes their buying habits, selecting deliberately to shop for another whole instead of their usual alternative.

Independent Variable

Switching cost - The costs that a client incurs as a result of dynamic brands, suppliers, or products. Though most prevailing change prices area unit financial in nature, there are also psychological, effort-based, and time-based change prices.

Service - A way of delivering the price to customers by facilitating outcomes customers wish to understand while not the possession of specific prices and risks.

Promotion - Any quite selling communication accustomed inform or persuading target audiences of the relative deserves of a product, service, whole or issue. It helps marketers to form a specific place in customers' minds.

Brand Loyalty - The positive feelings towards a brand and dedication to purchase the same product or service repeatedly, regardless of a competitor's actions or changes

in the environment. It can also be demonstrated with other behaviours such as positive word-of-mouth advocacy.

Customer Experience –This is how customers perceive their interactions with the company.

3.4. Hypothesis Testing

According to Allen et al., (2007) the t statistics indicate whether or not each Independent variable accounts for a significant proportion of unique variance in the dependent variable. For example, switching costs can account for variance in brand switching, which can also be explained by services and promotions.

H1$_a$: There is a significant impact of switching costs on brand switching.

H2$_a$: There is a significant impact of services of companies on brand switching**.**

H3$_a$: There is a significant impact of promotions of companies on brand switching.

H4$_a$: There is a significant impact of brand loyalty of companies on brand switching

H5$_a$: There is a significant impact of customer experience on brand switching.

4. DATA PRESENTATION AND ANALYSIS

4.1. Descriptive Statistics

Descriptive statistics are used in the analysis section to explain the sample of the study

Table 1: Descriptive statistics of variables

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Brand Switching	255	5.00	25.00	19.5569	3.14287
Switching Cost	255	5.00	25.00	16.1216	4.16454

Service Quality	255	5.00	25.00	19.2196	2.93211
Promotion	255	5.00	25.00	19.9412	2.86722
Brand Loyalty	255	5.00	25.00	15.9569	3.24373
Customer Experience	255	9.00	24.00	17.7961	2.38548
Valid N (listwise)	255				

Source: SPSS output

The above table depicts the values of a range of minimum, maximum, mean, and variance of independent and dependent variables. Brand switching corresponds with the highest mean value than other variables in the data set whereas Service cost and Service quality possess the highest standard deviation.

According to the Table 1;

Switching Cost has 16.1216 mean follows with 4.16454 standard deviations indicating that data points are very close to the mean. Service Quality and promotion have 19.2196 and 19.9412 mean follow by 2.93211 and 2.86722 standard deviations indicating that data points are not very close to the mean. Brand Loyalty and Customer Experience have 15.9569 and 17.7961 mean follows with 3.24373 and 2.38548 standard deviations indicating that data points are close to the mean.

4.2. Multiple Regression Analysis

Multiple regression analysis is considered as an extension of simple regression analysis.in general, multiple regression analysis is used when the researcher wants to predict the value of a variable based on another variable in the study. Two type variables can be seen in multiple regression analysis. They are namely dependent variable and independent variable. Independent variables are acting independently they are called predictors, explanatory or repressor variables in research. The dependent variable is the one that influences another variable. (Independent variables). This measures the linear relationship between one dependent variable and an independent variable

Table 2: Variables Entered and Removed

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	CUSTOMER EXPERIENCE, SERVICE QUALITY,		
	PROMOTION, BRAND LOYALTY, SWITCHING COST[b]	.	Enter

 a. Dependent Variable: BRAND SWITCHING

 b. All requested variables entered.

Source: SPSS output

In standard regression analysis, all predictors (independent variables) are entered into the model. Thus, this shows only one model.

4.3. Model Summary

Switching Cost

Table 3: Model Summary - Switching cost

Model Summary[b]					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.141[a]	.020	.016	3.11749	1.862
a. Predictors: (Constant), Switching Cost					
b. Dependent Variable: Brand Switching					

Source: SPSS output

Table 4: Anova - Switching cost

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	50.089	1	50.089	5.154	.024[b]
	Residual	2458.837	253	9.719		
	Total	2508.925	254			
a. Dependent Variable: Brand Switching						

b. Predictors: (Constant), Switching Cost

Source: SPSS output

Table 5: Coefficients – Switching cost

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	17.838	.782		22.811	.000
	Switching Cost	.107	.047	.141	2.270	.024
a. Dependent Variable: Brand Switching						

Source: SPSS output

Switching cost defines brand switching by 14.1% under the significance of 5%. Every 1 unit increase in the independent variable, the outcome variable will increase by 0.107. A positive residual indicates the corresponding value is greater than the sample mean. F value 5.154 defines that variation of group means is low. Since the T value is 2.270 (2<T) has a low F value we accept the null hypothesis.

Service Quality

Table 6: Model Summary- Service Quality

Model Summary[b]					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.242[a]	.058	.055	3.05569	1.811
a. Predictors: (Constant), Service Quality					
b. Dependent Variable: Brand Switching					

Source: SPSS output

Table 7: ANOVA - Service Quality

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	146.608	1	146.608	15.701	.000[b]
	Residual	2362.318	253	9.337		
	Total	2508.925	254			

| a. Dependent Variable: Brand Switching |
| b. Predictors: (Constant), Service Quality |

Source: SPSS output

Table 8: Coefficients - Service Quality

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14.577	1.271		11.467	.000
	Service Quality	.259	.065	.242	3.963	.000
a. Dependent Variable: Brand Switching						

Source: SPSS output

Service Quality defines brand switching by 24.2% under the significance of 5%. For every 1 unit increase in the independent variable, the outcome variable will increase by 0.259. A positive residual indicates the corresponding value is greater than the sample mean. F value 15.701 defines that variation of group means is high. Since the T value is 3.963 (2<T) has a low F value we accept the null hypothesis.

3. Promotion

Table 9: Model Summary – Promotion

Model Summary[b]					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.274[a]	.075	.071	3.02888	1.895
a. Predictors: (Constant), Promotion					
b. Dependent Variable: Brand Switching					

Source: SPSS output

Table 10: ANOVA - Promotion

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	187.881	1	187.881	20.480	.000[b]
	Residual	2321.044	253	9.174		

	Total	2508.925	254			
a. Dependent Variable: Brand Switching						
b. Predictors: (Constant), Promotion						

Source: SPSS output

Table 11: Coefficients – Promotion

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	13.575	1.335		10.166	.000
	Promotion	.300	.066	.274	4.525	.000
a. Dependent Variable: Brand Switching						

Source: SPSS output

Promotion defines brand switching by 27.4% under a significance of 5%. For every 1 unit increase in the independent variable, the outcome variable will decrease by 0.300. A positive residual indicates the corresponding value is greater than the sample mean. F value 20.480 defines that variation of group means is high. Since the T value is 4.525 (2<T) has a low F value we accept the null hypothesis.

4. Brand Loyalty

Table 12: Model Summary - Brand Loyalty

Model Summary[b]					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.051[a]	.003	-.001	3.14493	1.935
a. Predictors: (Constant), Brand Loyalty					
b. Dependent Variable: Brand Switching					

Source: SPSS output

Table 13: ANOVA - Brand Loyalty

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.606	1	6.606	.668	.415[b]
	Residual	2502.319	253	9.891		
	Total	2508.925	254			
a. Dependent Variable: Brand Switching						

b. Predictors: (Constant), Brand Loyalty

Source: SPSS output

Table 14: Coefficients - Brand Loyalty

Coefficientsª						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	20.350	.991		20.545	.000
	Brand Loyalty	-.050	.061	-.051	-.817	.415
a. Dependent Variable: Brand Switching						

Source: SPSS output

Brand Loyalty defines brand switching by 7.5% under the significance of 5%. For every 1 unit increase in the independent variable, the outcome variable will decrease by 0.036. A positive residual indicates the corresponding value is greater than the sample mean. F value 0.552 defines that variation of group means is low. Since the T value is -0.743 (-2>T) we reject the null hypothesis.

5. Customer Experience

Table 115: Model Summary - Customer Experience

Model Summaryᵇ					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.163ª	.026	.023	3.10709	2.013
a. Predictors: (Constant), Customer Experience					
b. Dependent Variable: Brand Switching					

Source: SPSS output

Table 16: ANOVA - Customer Experience

ANOVAª						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	66.468	1	66.468	6.885	.009ᵇ
	Residual	2442.457	253	9.654		
	Total	2508.925	254			
a. Dependent Variable: Brand Switching						

b. Predictors: (Constant), Customer Experience

Source: SPSS output

Table 17: Coefficients - Customer Experience

Coefficients[a]					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	15.741	1.467		10.727	.000
Customer Experience	.214	.082	.163	2.624	.009
a. Dependent Variable: Brand Switching					

Source: SPSS output

Customer Experience defines brand switching by 16.3% under the significance of 5%. For every 1 unit increase in the independent variable, the outcome variable will increase by 0.214. A positive residual indicates the corresponding value is greater than the sample mean. F value 6.885 defines that variation of group means is low. Since the T value is 2.624 (2<T) we accept the null hypothesis.

4.4. Coefficients of the Correlation

Show the individual role played by each predictor of the model. Unstandardized coefficients or B weights show the predicted change of the dependent variable concerning each independent variable of the study. Beta values indicate the relative importance of the predictor variables in uniquely accounting for variance in the dependent variables and the t-test is used to examine whether the variance explained by each predictor variable is statistically significant or not. Therefore; After controlling the other variables, the change in the switching cost variable will result in a 0.107 change in the brand switching variable at 5% level of significance. After controlling the other variables, the change in the service quality variable will result in a 0.259 change in the brand switching variable at 5% level of significance. After controlling the other variables, the change in promotion variable will result in 0.300 of change in brand switching variable at 5% level of significance. After controlling the other variables, the change in the brand loyalty variable will result in -0.50 of

change in the brand switching variable. After controlling the other variables, the change in customer experience variable will result in 0.214 of change in brand switching variable at 5% level of significance. Standardized coefficients show the predicted changes in standard deviations in the dependent variable with one standard deviation change in the independent variable.

Table 18: Model summary – Overall Model

Model Summary[b]					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.403[a]	.162	.145	2.90547	1.889
a. Predictors: (Constant), Brand Loyalty, Service Quality, Customer Experience, Promotion, Switching Cost					
b. Dependent Variable: Brand Switching					

Source; SPSS output

4.5. Durbin Watson Value

This value represents whether the data should hold the independence of observations. Therefore, Durbin Watson statistic is used to measure this. This means the notion of serial correlation was evaluated considering Durbin Watson values. The Durbin Watson values should be closer to 2. The value obtained for Durbin Watson for the current study is **1.889** which is close to 2. Hence it shows that variables act independently indicating positive autocorrelation.

4.6. Reliability Test

Validity is the ability of the questionnaire to measure what is intended to measure. Simply according to the author Smith in 1991, it explains the degree to which the researcher has measured what he has set out to measure. Throughout this study, the researcher has strived as much as possible to maintain the reliability of the questionnaire. Once the data collection was completed researcher uses the SPSS

statistical tool to analyse the data and for the pilot test Cronbach's alpha value is taken.

Table 19: Cronbach Values for individual variables

Variable	No of items	Cronbach values
Brand switching	255	0.809
Switching cost	255	0.852
Service Quality	255	0.819
Promotions	255	0.807
Brand Loyalty	255	0.767
Customer Experience	255	0.310

Source; SPSS output

Table 20: Cronbach's Alpha table

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.790	.791	30

Source; SPSS output

Cronbach's alpha is a measure of internal consistency, that is, how closely related a set of items are as a group. It is considered to be a measure of scale reliability. The rule of thumb states that if Cronbach's Alpha is above 0.70 is good. According to the obtained outcome, Cronbach's Alpha is 0.790 which indicates the average inter-item correlation is higher and inter consistency is acceptable in the overall model.

4.7. Correlation

Table 21: Correlation

Correlations		BS	SC	SQ	PR	BL	CE
BS	Pearson Correlation	1	.141*	.242**	.274**	-.051	.163**
	Sig. (2-tailed)		.024	.000	.000	.415	.009
	N	255	255	255	255	255	255
SC	Pearson Correlation	.141*	1	.124*	-.015	.641**	-.009
	Sig. (2-tailed)	.024		.048	.817	.000	.891
	N	255	255	255	255	255	255

SQ	Pearson Correlation	.242**	.124*	1	.269**	-.015	.002
	Sig. (2-tailed)	.000	.048		.000	.810	.968
	N	255	255	255	255	255	255
PR	Pearson Correlation	.274**	-.015	.269**	1	-.048	.089
	Sig. (2-tailed)	.000	.817	.000		.448	.156
	N	255	255	255	255	255	255
BL	Pearson Correlation	-.051	.641**	-.015	-.048	1	-.055
	Sig. (2-tailed)	.415	.000	.810	.448		.381
	N	255	255	255	255	255	255
CE	Pearson Correlation	.163**	-.009	.002	.089	-.055	1
	Sig. (2-tailed)	.009	.891	.968	.156	.381	
	N	255	255	255	255	255	255
*. Correlation is significant at the 0.05 level (2-tailed).							
**. Correlation is significant at the 0.01 level (2-tailed).							

Source; SPSS output

The correlation is looking at the relationship between two variables. It ranges from a positive one which is a very strong positive correlation to a negative one which is a very strong negative correlation. A positive correlation says that as one variable increases another variable increase, a negative correlation says that as one variable increases the other decreases. The value of zero correlation means that there is no relationship. If the correlation is closer to zero, there is a weak relationship between the two variables. Meaning changes in one variable are not correlated with changes in the second variable. This means that changes in one variable are not strongly correlated with changes in the second variable.

4.8. Normality

Though the graphical representation portrays the data set as normal it is vital to look at the mathematical value, which is shown by the Shapiro Wilk test. For that purpose, the researcher considered the Shapiro Wilk sig value. If the Sig. value of the Shapiro-Wilk Test is greater than 0.05, the data is normal. If it is below 0.05, the data significantly deviate from a normal distribution.

Table 22: Tests of Normality

Tests of Normality						
	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Switching Cost	.108	255	.000	.976	255	.000
Service Quality	.177	255	.000	.928	255	.000
Promotion	.194	255	.000	.884	255	.000
Brand Loyalty	.097	255	.000	.981	255	.002
Customer Experience	.105	255	.000	.980	255	.001
a. Lilliefors Significance Correction						

Source: SPSS Output

To say that the data set is normally distributed, the Shapiro-Wilk significance value should be greater than 0.05. Hence significance values of all the dependent variables, states that the data set is not normally distributed. As per many works of literature, it is normal to social science studies because when more people agreed on the same thing data set tend to be distributed not normally. The data attained in several fields of health, education, and thus the social lures yield values of asymmetry and Kurtosis that easily diverge from those of the conventional distribution. (Micceri, 1989; Lei & Lomax, 2005; Bauer & Sterba, 2011; Blanca et al., 2013).

4.9. Multicollinearity

Table 23: Table of Multicollinearity Test

Variable	Tolerance	VIF
(Constant)		
SC	.988	1.013
SQ	.570	1.753
PR	.898	1.113
BL	.917	1.090
CE	.578	1.730

Source: SPSS Output

A direct relationship being between 2 or a lot of the input variables is named multiple retrogression (Hawking and Pendleton, 1983) this could affect the multivariate analysis and also the conclusions further to fantasize the multiple retrogression among input variables, an element called Variation Affectation issue (VIF) is employed. VIF price ought to be but 10 whereas the forbearance position ought to be bigger than 0.1. A forbearance position of one indicates there is no multiple regression, whereas 0 shows it's deceased multicollinear (Field, 2005). Table No: 23 shows the VIF value and forbearance position of variables.

4.10.   Validity

If researchers ought to be guided when making decisions, they should be scientifically valid (Bryman and Bell, 2007). If inquiries are to be used as attendants once creating selections. The inflexibility of the dataset to answer the analysis queries satisfactorily will be allowed-about as scientific validity. To work out the validity, the Kaiser-Meyer-Olkin (KMO) check will be used. Generally, the KMO price ought to be between zero and one. In keeping with Kim and Mueller (1978), a KMO price that is on the point of one is suitable. Still, Emperor (1974) steered that a KMO price that is larger than or able zero.5 continues to be respectable. The KMO values of this study are given in Table 23.

Table 24 shows that the value of KMO test is 0.509. Therefore, it can be concluded that the current study is valid.

Table24: Table of KMO Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.504
Bartlett's Test of Sphericity	Approx. Chi-Square	207.775
	df	15
	Sig.	.000

Source: SPSS Output

4.11.   Linearity

The one-dimensionality take a look at shows still independent variables and variable square measure connected (Saunders et al., 2009). Within the current study, a one-dimensionality take a look at was conducted between direct connections. R square worth is habituated take a look at the one-dimensionality, and it's worth ought to be between 1 to – 1. The findings of the present study regarding the one-dimensionality square measure are given in the below Table.

Table 25: Table of Linearity test

Variables	R Square	F	Sig.
SC & BS	0.020	5.154	0.000
SQ & BS	0.058	15.701	0.000
PR & BS	0.075	20.480	0.000
BL & BS	0.003	0.668	0.000
CE & BS	0.026	6.885	0.000

Source: SPSS Output

Table 25 shows that all the relationships are linear. The value of R^2 for switching cost and brand switching is 0.020, and it indicates that 2.0% of the variation in brand switching is explained by switching cost. Likewise, 45.8% and 7.5% variation in brand switching is explained by respectively service quality and promotion. Brand loyalty only affects brand switching by 0.3%. Customer experience explains 2.6% variation in brand switching, which are practical. The significance value of the variables is less than 0.05, which is an acceptable level.

Based on the statistical proof obtained by the research, the resources and activities that have been used so far by the service providers for the promotion activities to influence the youngsters are not sufficient. The service providers should focus more and give much attention to promotion campaigns that are targeted to influence youngsters.

5. CONCLUSION AND RECOMMENDATION

The aim is to get an understanding of the factors behind brand switching behaviour and their significant impact, as discussed in the literature review section. Some of the findings of the current research are in line with the research outcomes of the past studies. After the identification of significant and insignificant impacts of the study, it can be concluded that switching cost can be considered as a factor that can be incorporated into the studies, which aims to identify the brand switching behaviour of people in Sri Lanka. The significance of switching cost indicates the reason for the ability of the service providers to retain customers despite the service they provide.

The researcher concludes that switching cost, service quality, promotion and customer experience factors should be considered in the future studies of brand switching to build a long term attraction and on the other hand to reduce the threat of brand switching.

After analysing the data collected using a questionnaire, the results obtained indicate that services provided by the mobile service providers can be considered as a significant factor of brand switching and it shows a positive relationship. This positive relationship indicates that the increase of the services provided by competitive mobile service providers will lead to increase brand switching by the customers. This significant impact is proved under the empirical studies conducted by several researchers.

6. SUMMARY OF THE ANALYSIS

Table 26: Summary

Hypothesis	Objectives	Decision
Switching cost has a significant impact on brand switching. (H1)	To find out whether there is a significant impact on brand switching by switching cost	**ACCEPT**
Services of mobile service providers have a significant impact on brand switching (H2)	To find out whether service quality has a significant impact on brand switching	**ACCEPT**
Promotions of mobile service providers have a significant impact on brand switching. H3	To find out whether there is an impact on brand switching by promotion.	**ACCEPT**
Brand Loyalty has a significant impact on brand switching (H4)	To find out whether brand loyalty has a significant impact on brand switching.	**REJECT**
Customer experience has a significant impact on brand switching (H5)	To find out whether there is an impact on brand switching by customer experience.	**ACCEPT**

Source: Author Complied

7. RECOMMENDATIONS FOR THE INDUSTRY

As per the results of the study, we can see that switching cost, promotion, service quality, and customer experience has an impact on brand switching. Therefore, Companies in the industry must consider those variables when developing their strategies. Increasing promotion and customer experience meanwhile reducing switching will be a good strategy to increase their customer base and revenue. Also, it is a must to understand there will be less number of loyal customers in the industry according to the study. Therefore, Companies in the industry must keep their customers by using promotions and grab the competitors' by using switching costs.

To keep the customers engaged and retain customers, Companies in the industry needs to focus on their service quality, price, customer satisfaction, and promotional strategies. The following strategies can be used to prevent customers from switching from the company;

The company should upgrade their network quality and coverage because in the networking industry the consumer's core concern is towards the quality. Therefore, to value the money spent by the customer the company needs to provide quality services. In this way, regardless of high prices, the consumer will stay loyal to the network.

Companies in the industry can gain a customer through various loyalty programs. These loyalty programs can be in form of membership. Also, they can partner with various clubs, resorts, apparels brand and food brands by providing promotional offers such as discount offers.

8. FUTURE RESEARCH AND RECOMMENDATIONS

At the outset of the future research recommendation section, it is important to mention that telecommunication is an important service industry in an economy as well as it is a dynamic industry. Hence the industry needs more modern ideas for future success. This current research was carried out to find out the factors which affect the switch the telecommunication brand of youngsters in Sri Lanka. There are some aspects that future studies can address on this core domain further.

The insignificant impact of the promotion factor on brand switching can be further investigated by using suitable moderating and mediating effects. Omotayo (2011) stated "Age and income are discovered to have a separate impact on consumers' evaluation of sales promotion. Consumers of different age categories are influenced by sales promotions while different levels of income are equally affected. This is consistent with conclusions from prior literature. "Accordingly, it can be recommended that age and income can be applied as moderating or mediating

variables when assessing the impact on brand switching.   Not only the demographic variable age and income, the moderating effects of regulatory and relational factors can be also be assessed in future research.

9.   IMPLICATIONS FOR POLICY DEVELOPMENT

There have been significant shifts in the telecommunication industry of Sri Lanka, there is almost no other industry that has seen such deviations, thereby Monopolistic situation in the Sri Lanka telecommunication market has been vanished due to the reason that market has progressively been opened up to more and more competition.

Important conclusions can be drawn from the findings of this study which have policy implications for the telecommunication companies and the government. Accordingly, the services provided by the telecommunication companies, and switching cost has been given a high significance.

As per the findings of the study, mobile network companies must be more conscious of the services they provide. The overall quality of the service, affordable price of the package service, customer care services including service recoveries, value-added services should be taken into consideration by companies to attract not only the younger generation but the others as well. It should be noted that to retain the current customer base, the above-considered services, are having an equal significance.

 So in a nutshell, it is of utmost need that the best possible services to be provided by the companies, and the primary objective should be delighting the customers. Furthermore, the service providers can extend the study of the usage of mobile services by different age groups and accordingly new plans can be formulated. This present research can be extended to other geographical regions

Hence the services of telecommunication companies need to be more enhanced to gain a competitive advantage and be sustained in the long run. As service providers look to expand their revenue-generating services by thinking outside of the box. They

can focus on cloud-based services to provide more sophisticated services. It will provide an advantage from a macro-level perspective, especially since the younger generation of Sri Lanka needs to be broadly empowered by modern information and communication technology. To introduce new technologies the companies should take necessary steps to manage the scarce resources thereby they will be able to introduce more and more technological advancements to the country and optimally provide their services. The trend in the mobile service sector in the world is to outsource networking services, this will provide an enormous opportunity to develop new and lasting revenue. The government should invest in the telecommunication sector in a way the companies will be able to upgrade their services and should yield the maximum contribution from them to the Sri Lanka GDP

The other factor which is held significant under this study is switching cost. The macro-level perspective applies to mobile service providers, as a method to generate loyalty and retain customers.it can be achieved in this way.

Chen & Forman (2006) stated that vendors may also create switching costs strategically to retain customers. According to Biedenbach et al., (2015) in the presence of low switching costs, dissatisfied customers can easily switch to the new service provider. Therefore, by creating a high switching cost to move to another, the companies may retain the customers within the network and ultimately it leads to creating brand awareness and brand loyalty.

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