



**DIMENSIONS OF BRAND SWITCHING ON BRAND
SWITCHING BEHAVIOR RELATING TO MOBILE
TELEPHONY SERVICE INDUSTRY**

**(WITH REFERENCE TO UNDERGRADUATE
STUDENTS IN SRI LANKAN UNIVERSITY CONTEXT)**

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ABSTRACT

Due to rapidly growing competition and avenues for satisfying the needs of telecommunication in the mobile telephony services industry, it has becoming increasingly important for mobile service providing companies to focus on retaining existing consumers. This research outlines the current industry conditions and demonstrates the causes of consumer switching behavior, as per outlined by Susan Keaveney (1995) in her study of the service industry.

The objectives of this research study are, to identify the impact of dimensions of brand switching on brand switching behavior and to determine the relative contribution of each dimension of brand switching towards brand switching behavior in Sri Lanka's mobile telephony service providers sector. In addition to that researcher focuses on to demonstrate value adding strategies that can be used as a solution for brand switching in Sri Lanka's mobile telephony sector.

The researcher used developed model (By Susan Keaveney, 1995) and university undergraduates considered as a sample. The researcher has utilized structured interview method and structured questionnaires in order to gather data from the sample.

The results shows that dimensions of brand switching positively impacts on brand switching behavior and most contributory dimension towards brand switching behavior is pricing. Finally, Researcher highlights the usage of cross functional teams and aligns zero defect connectivity and responses to organization structure as value added strategies to use as a solution for brand switching.

Key words – Competition, Pricing, Service encounter failures, Responses to service failure, Influences from Peers, Brand switching behavior