

Consumer Switching Behaviour of Mobile Brands in Chennai City

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Abstract: Consumer behavior is identifying, searching, selecting, and consuming products as well as services for satisfying their desires and wants (Solomon et al., 2006). Firms are always trying to build mutual relationships with their customers through delivering in better price and satisfying their commitments, but due to competitive business environment, it's becoming difficult for marketers to do so. In this paper we contrast the effects of intrinsically versus extrinsically induced switching. First, on the disposition to switching and second, on the likelihood of restating the purchase of the new brand. This study proposes a research model to observe the switching behaviour of Mobile Phone users and the factors determinants of switching intention from pioneering Mobile phone researches and relevant ideas from marketing disciplines. The focus of this research study has been set to analyze the association between influencing factors (affecting consumer behavior) and switching intentions of customers regarding their Mobile phones. This research identifies the factors which de-motivates the behavior of customers from switching towards other mobile phones. Now a days, the customers are the main target for the firm and even entire business, because a research state that every year, the 83% brand failed to achieve marketing objectives.

Keywords: Consumers, Switching Behaviour, Mobile brands, Markets, Buying intention

1. Introduction

Consumer behavior means decisions of consumer to buy a product. The Marketer must give preference to the customers before manufacturing products. Nowadays, firms are analyzing the tastes and preferences of the customers before manufacturing. The switching behaviour is restricted to maintain long term relationship with the company. The marketer collects the information from customers as to why, when, where they switch over the brands from one to another. Extrinsic factors also induce to switch over to other brands like sales promotions and intrinsic motives. Hence, they try a new brand.

There are six different categories of factors, which highly affect the consumer behavior and also play an important role in Mobile Phone switching behavior. The attitude of consumer from one product to another product is called consumer switching behavior. In this research, researcher finds the elements which are affecting the customers to switch over from one brand to another. The variables which are determining to switch over are price, model, new technology, post service, size, design, convenient etc. Switching behaviour refers to the attitude of customers shift from one brand to another brand. Customers change their attitude while relative advantages from a new or existing retailer or offering from new marketer.

Consumer Switching Behavior:

Consumer switching describes consumers look after a product or service in favor of a competitor". The marketer maintains reasonable price, good quality products is used to retain the customer in long run. Brand switching is just opposed to loyalty is the outcome of switching behavior. Switching is a significant business factor affecting revenues for companies if continuously delivered services, as is the circumstance for the energy market as opposed to sectors delivering products that induce non- or sparsely recurring purchase because of the durability of the product or a

general orientation towards casual customers. Switching in the desire of consumer behavior is stated to the times when consumer chooses a competing choice rather than the before purchased choice on the next purchase occasion (Babin and Haris, 2011). Switching behaviour imitates the decision that a consumer makes to stop purchasing a particular service or patronizing the service firm completely (Boote, 1998). According to Brown and Chen (2001), some studies suggest that customer satisfaction is vital antecedent of loyalty. Most of the consumers influenced by loyalty and satisfaction, and a loyal customer base is the real asset for a company. The study of consumer behavior deals with the decision-making process and physical activity an individual's engages in when evaluating, acquiring, using or disposing of goods and services (Loudon and Bitta, 2002).

Factors determining Switching Behaviour:

- 1) **Cultural Factors:** Cultural Factors are the main influencing factors. Customers' needs and wants are highly admired by culture, which includes the culture, sub-culture and social class. Because of the culture, the customers are using the branded mobile phone to insist their culture to the societies.
- 2) **Social Factors:** Social Factors also affect the buying behavior of customer though reference groups, family members and role & status of each member in society.
- 3) **Personal Factors :** Personal factors are the one of the factors that determine consumer switching behavior. The Personal factors like age, life cycle, occupation, income, lifestyle and personality.
- 4) **Psychological Factors:** Motivation, perception, learning, beliefs, attitudes and thinking of person is called Psychological factor and it also affects the buying decisions of consumers.
- 5) **Intrinsic Motives:** Intrinsic Motives is an urge or interest to try a new brand. Regarding switching behavior which originates from intrinsic causes past purchase experience is also likely to interact in response processes. If switching behavior is influenced by the

desire to try a new brand, then it may occur high level of satisfaction to their customer (Faison, 1977; Hirschman and Wallendorf, 1980). In other case the consumer feels very bored to use the same brand obviously they change the brand. Hence, consumers switchover to other brands despite a higher level of past satisfaction if prior experience with the previously consumed brand was limited rather than extensive.

- 6) **Extrinsic incentives:** Extrinsic incentives, such as sales promotions, offers, Discounts etc., The introduction of a sales promotion campaign almost always yields an immediate increase in sales. In the absence of an extrinsic incentive, consumer switching behavior is likely to be attributed to the liking of the Mobile. In contrast, when an extrinsic incentive motivates the consumer to switch to a new Mobile, the issue of whether to attribute it to a liking for the Mobile or to take gain of the extrinsic factors may substantially reduce the likelihood of repurchase disposition.

2. Need and Importance of the Study

The study is important to the customers to know about the Mobile Phones and their offers and services which is more interested to them. It helps the firm's to realize the need to create sufficient awareness about the Mobile phone brands and their services to the customers. The main need of this study is to know about the factors to purchase the Mobile Phones and the factors influenced do not switch over to other brands. The firm fails to get satisfaction with the customers' leads, customer retention and reduced equity of retail stores. In this competitive world, they have to promote different dimensions of sales promotion and admire the customer through these services. To successfully market products, and build strong brands, the study is important for the firms to have an integrated and effective strategy to reach the targeted consumer segments.

Objectives of the study

- 1) To analyze the influence of demographic variables and Mobile phone purchase variables on switching behavior dimensions.
- 2) To determine the factors affecting consumer switching behavior of Mobile Phones in the study area.
- 3) To identify the perceptual difference of customers with respect to the Mobile phone switching behavior.
- 4) To measure the impact of Demotivated Factors of switch over Mobile Phones.
- 5) To construct switching behavior model of Mobile Phones in the study area.

Hypothesis of the study:

- 1) There is no significant difference among different factors of consumer switching behavior.
- 2) There is no significant influence of demotivated factors on switch over.
- 3) There is no significant influence of demographic variables of consumer switching behavior.

3. Research Methodology

- The present study is both analytical and descriptive in nature and adopts the survey method.

- The study is conducted in two stages format, with a preliminary pilot study done first, followed by the main study.
- A well-structured questionnaire is used to collect information from the customers using Mobile phones. Efforts are also taken to collect all the published information through available reference materials.
- Data Collection: Primary data are collected through a survey of the consumers, using a well framed questionnaire. Information is also gathered through secondary sources like books, journals, magazines, dailies, and also from the internet. The data collected from the two sources are scrutinized, analyzed, edited and tabulated.

Pilot Study: A pilot study was conducted on 100 respondents to validate the reliability of the questionnaire and to confirm the feasibility of the study. The pilot study showed consistent response without any oscillation and variances of opinion. The cronbach Alpha method and Hotelling's T square method identified that the scale items in Likert's 5 point scale exhibit approach successful.

Sampling Design: Convenient sampling procedure is used for selecting the sample from the huge population of the users of Mobile phones, in Chennai city.

4. Limitations of the Study

- This research has some limitations as the results shows that the questionnaire collected from mobile phone customers from Chennai City only.
- Both expectation and perception can be different for different population.
- The current study extensively focuses on purchase of mobile phone and demotivated factors for only selected mobile phone customers in certain areas in Chennai city.
- The study is limited to areas like Thiruvotriyur, Manali, Madhavaram, Tondiarpet, Royapuram, Thiru Vi Ka Nagar, Ambattur, Anna Nagar, Teynampet, Kodambakkam, Valasaravakkam, Alandur, Adyar, Perungudi, Sholinganallur, etc.,
- The study is based on current view of the customers to purchase mobile phone.. Hence, the results cannot be generalized.

5. Review of Literature

Nicholas Grigoriou (2018)

The research identifies the overall scopes of switching behavior and then validates a theoretical model. The study links the theoretical and practical knowledge gap in the literature by investigative factors influencing consumers' switching behavior. Two types of economically developed and emerging economies were selected in this study and to examine potential differences in consumers' behavior towards mobile telecommunications services in both emerging and developed markets. Finally concludes that cultural factors have a moderating effect on consumers' tendencies to switch mobile telecommunications brands, organizations are constantly trying to build and maintain brand loyalty amid strong competition.

Dung H.Nguyen et al. (2016)

This researcher highlights the factors influence of consumer behaviour. In this study manifestation of social factors in consumer behaviour in the theoretical point and social factors that influence consumer behavior. Findings of the study states that the social factors that influence consumer behaviour are family, influence groups, social class and culture. Family is known as the most important factor, which particularly influences consumer behaviour. The forms of social factors manifestation determine consumer behaviour by influencing consumer perception, attitude and actions.

6. Analysis and Interpretation:

This study is based on the perception of Mobile phone customers and their perception of switching behavior. The primary data collected from these respondents on subject to both univariate and multivariate statistical techniques. The torrent of research are derived out of the synopsis and systematically arranged in the following sections.

Findings Pertaining To Objective 1:

The Percentage analysis shows that 29.2% customers of Mobile phones are of below 20 years and 6.8% are of 31 – 40 years age group. It is represented by 52% of male consumers followed by 48% female customers for mobile phones. The Mobile phone customers are 29.2% of school levels and 22.4% of professionals. It is found that 32.2% of self employed sectors and 21.8% of private sector. Upto 1 lakh of income level customers are dominated than other income groups. It also reveals that that nuclear family is higher than joint family. Size of the family less than 3 is dominated than 3-5 and more than 5. 32.4% of single followed by 67.6% of married. It can be establish that 69.6% of urban followed by 30.4% of semi urban and 46.6% of number of working person 1, 32.6% of number of working person 2.

The study also reveals that 60.2% are of awareness customers and 39.8% are of not getting awareness regarding mobile phone services. It can be found that the sample unit is represented by 49.8% of satisfied customers and 50.2% of not satisfied customers. The influence of purchase is 18.6% of family members, 26.6% of friends. It can be found that the sample unit is represented by 59.4% of cash, 6.2% of debit card.

Factors Determining Mobile Phone Purchase:

The application of factor analysis revealed six dimensions of mobile phone purchase namely Cultural factors, Social factors, Personal factors, Psychological factors, Intrinsic factors and Extrinsic factors.

Findings Pertaining To Objective 2:

Cultural Factors are the major influencing factors, which related to the culture, in which the customer is living and their needs and wants are highly affected by culture, which includes the culture, sub-culture and social class. Cultural factors also decide usage of mobile phone such as religion, gender, area coverage, family background and willingness of

surroundings. In the above factors religion of the customers decides to purchase the Mobile phone.

Social factors are also affecting the buying behavior of consumers like reference groups, family members and role & status of each member in society. Satisfaction is influenced by perception of customers mind. Social factors of purchasing mobile phones are Income, family members, customer's role in the family and the status of the customers. The income of the mobile phone users leads to switch over other brands than other factors.

The Personal factor consists of six variables. It consists of age, lifestyle, occupation, income, lifestyle and personality which stimulate the buyer to buy branded mobile Phones. Therefore, this factor can be called "Personal Factors". The researcher finds that the personal factors get a dominant place than the other variables.

A psychological factor covers five variables. There are motivation, perception, awareness, beliefs and attitudes. Among the all awareness of the customers decides to buy the branded Mobile Phone.

The internal factor of the customers decides to switch over other brands. There are dissatisfaction of old brand, interest of new model, feeling bore to use the same brand and post purchase experience. Among the all post purchase experience admire many customers.

The Extrinsic factor includes six variables. The variations of these factors are Good services, promotions, offers, coupons, coverage and free packages. etc., among the all variables services of the firms attracts customers.

Findings Pertaining to Objective 3:**Cluster analysis of Switch Over of Mobile Phone:**

Consumers who buy one brand at all the time are known as "Loyal customers". From the study, 40% of customers are fully satisfied with quality, services, brands sold, price, packaging, storage facilities, offers and discounts which are available in the Mobile phone services. 34.8% of customers moderately accepts the price, quality, discount, responses of employees and reputation of brands. The customers are very much disappointed with the services like services and benefits offered by the firm. They are satisfied with the models and coverage of towers. On the basis of these characteristics, cluster two is defined as Balance seekers.

The involvement of customers in cluster three was fairly low. From the study, 25.2% of the customers exhibited the lowest levels of interest to purchase in the Mobile phone. The customers are not satisfied with the services of mobile phones like cultural factors, social factors, personal factors, psychological factors, Intrinsic and Extrinsic factors. On the basis of these characteristics, cluster three is defined as Perfection seekers.

Findings Pertaining to Objective 4:**Association between Mobile Phone Purchase and Switch over**

There is a deep association between Purchase of Mobile phone clusters and age, educational qualification, occupation, annual income, family type, size of the family of the customers. Marital status, Living place, number of working persons, frequency of visit, distance of retail outlet are also associated with demotivated factors to switch over other brands. Further it was associated with awareness of branded phone, customers purchase and number of times they purchased, attraction to purchase, perception and satisfaction of customer, influence and mode of payment of customers. With respect to cluster analysis it is found that 95.4% perfection seekers are found to be females, 54.5% Balance seekers are distributed over male respondents, and 68.7% and 31.3% of hardcore loyalist are represented by male and female respondents respectively. Age of the customers are 52.8% of perfection seekers are found in 40-50 age group and 10.3% of age group above 50 years are found in loyal customers in the cluster groups.

Educational qualification is 72.5% of School level customers are represented as perfection seekers and 0.8% of Under graduate customers are distributed among loyal customers. Occupation of the customers indicates that 56.5% of Government sector customers are represented as perfection seekers, 78.2% of Private sector customers are found as balance seekers and 86.5% of others and 13.5% of selfemployed customers are distributed among the most loyal customers. It is noticed that 89% of less than 1 lakh income group are found as perfection seekers, 1-3 lacs income group of customers are comes under balance seekers, 82.5% of above 5 lakh income group of customers are found in the loyal customers. It is found that in the family type 85.5% of the Joint family are represented in the perfection seekers, 100% of Nuclear family are found in the balance seekers. Size of the family less than 3 gets 98% in the cluster of perfection seekers, 72.4% of 3-5 represented in balance seekers and 52.4% of above 5 found in loyal customers. It is shown in the Marital status there is 73.5% of single are found in the perfection seekers, 91.4% of Married are represented in the balance seekers and 100% of married are obtained from the loyal customers. It is found 100% of urban living customers are represented in the perfection seekers, 85.1% of urban customers are found in the balance seekers, 100% of semiurban customers are distributed among the loyal customers.

It can infer that 100% of the number of working persons one are represented in the perfection seekers, 46% of the number of working persons three and 35.7% of the number of working persons more than 3 are represented in the loyal customers cluster. It is observed that 47% of yearly once switch over customers are represented in the perfection seekers, 85.6% of three years one time switch over customers are found in the balance seekers, 0% of twice a year and 94.4% of more than three years switch over customers are distributed among the loyal customer. It observed in 93.7% of customers are attracted by quality of Mobile phones are found in the balance seekers, 49.2% of model attracted customers and 47.6% of services of

providers attracted customers are distributed among in the loyal customers cluster. It is shown that 100% of customers are getting satisfaction are represented in the perfection seekers, 42% of customers are getting not satisfaction are found in the balance seekers, 100% of customers are getting satisfaction are represented in the loyal customer cluster. It observed that 49% of customers influenced through relatives are represented in the perfection seekers, 78% of customers influenced through, others are found in the balance seekers, 81% of customers influenced through family members and 14.3% of customers influenced through friends are distributed among the loyal customer cluster. Association between Switch Over of Mobile Phone and Demotivated factors Findings pertaining to objective 3 There is a deep association between switch over mobile phone clusters and age, educational qualification, occupation, annual income, family type, size of the family of the customers.

Findings Pertaining to Objective 5:

Marital status, Living place, number of working persons, frequency of visit, distance of retail outlet are also associated with demotivated factors from switch over.. Further it was associated with awareness of store brand, customers purchase and number of times they purchased in the retail outlet, attraction to purchase, perception and satisfaction of customer, influence and mode of payment of customers. It was inferred that 61.8% of male customers are represented in the saturated customer, 71.5% of female customers are found in the split loyal and 100% of satisfied female customers are represented in the improvement seekers. There are 38.6% of below 20 years age of customers and 57.5% of 21-30 age group of customers is distributed among the saturated customer cluster, 49.4% of above 50 years age of customers are represented in the split loyalties, 30.7% of 31-40 age group of customers and 48.2% of above 50 age group of customers are belonging in the improvement seekers clusters. It observed that 64% of school level customers are found in the saturated customer cluster, 72.2% of Post Graduate are represented in the split loyal cluster, 98.2 % of Professionals presented in the improvement seekers cluster.

There are 49.6% of Government/Public sector are represented in the saturated customer cluster, 81% of self employed are found in the split loyal cluster, 92.1% of others and 0% of private sector are distributed among the improvement seekers cluster. It was given that 96.4% of Upto 1 lakh income group customers are found in the saturated customers, 77.3% of above 3-5 lakh income group customers are represented in the split loyals, 80.7% of above 5 lakh income group customers and 0% of 1-3 lakh customers are presented in the improvement seekers. It was shown that 100% of joint family customers are represented in the saturated customer cluster, 48% of nuclear family customers are found in the split loyal cluster and 34.7% of nuclear family customers are found in the improvement seekers cluster. It was obtained that 85.2% of less than 3 size of the family are found in the saturated customers, 64.2% of above 3-5 size of the family are represented in the split loyal, 100% of above 5 family size are represented in the improvement seekers cluster. It was presented that 100% of married customers are found in the saturated customer,

46.7% of single customers are represented in the split loyal and 33.7% of Married customers are found in the improvement seekers cluster. It shown that 65.5% of urban customers are found in the saturated customers cluster, 25% of semi-urban customers are represented in the split loyal cluster and 75% of Semi-urban customers are presented in the improvement seekers cluster. It revealed that 97% of the number of working persons one are represented in the saturated customers, 89.6% of the number of working persons two are found in the split loyalties, 91.5% of the number of working people three and 100% Of number of working person more than three are distributed among the improvement seekers cluster. It is obtained that there is 100% of one time switch over and two times switch over are found in the saturated customers, 70.4% of three times switch over are represented in the split loyal, 79.2% of more than three time switch over are presented in the split loyal cluster. It was inferred that 100% of customers are getting awareness and they are represented in the saturated customer, 43.7% of customers are 181 getting awareness and 56.3% of no awareness customers are found in the split loyal, 79% of no awareness customers are presented in the improvement seekers.

It clearly indicate that the qualification of customers like school levels are adopted by religion and family background of the customers and under graduates are attracted by motivation, learning attitudes. The post graduate customers are impressed by family members, role in the family. It implied that Government sectors are impressed by Geographical coverage, Willingness of surroundings. Private sectors are attracted by lifestyle and Income.. Self employed are interested for beliefs and attitudes and other sectors are admired for Good services and Free packages of Mobile phones. It establishes that the income of less than 1lakh customers are depended by family background, Income of 1-3 lakhs customers are impressed by customer's role in the family and family background, 3-5 lakhs income group of customers are interested for promotions and offers given by the firm, and above 5 lakhs of income group customers are impressed by call offers and data offers. It implies that the joint family customers of mobile phone purchase mainly dependent the variables of family background, Income of the customer and willingness of others. The nuclear type customers are attracted by offers, data offers, call offers and other benefits attached with the sale of mobile phones. It clearly indicate that married customers are impressed by awareness about the mobile phones and offers, promotions, benefits of the mobile phone and single customers are admired by call offers, services, satisfaction while they are using mobile phones. It shows that urban customers are impressed by offers and discounts and willingness of others, Income of customers. Semi-urban customers are admired by Customer desire, Post purchase experience and interest of new models. It enables that number of working persons one in the family are impressed by Coverage of Tower, Lifestyles of the customers and Personality of the customers.

7. Suggestions

- The firm produce the quality products to attract customers and do not switch over to other brands.

- The Firm should try to display and advertise their products and prove the reliability of the price to the customers. This would attract maximum number of customers to the brand.
- The Mobile brands should offer credit facilities to their customers with attractive offers. It enhances lot of customer to the concern Brand in all regions.
- The study illustrates that the trust and openness in the business transactions admired many customers to the Mobile phone brands. Trust related to store enhances loyalty. Therefore, the firm must maintain trust and openness in the business transactions to develop business equity.
- It is suggested that the store employees should be trained to explain clearly about the product attributes and individual attention to the customer needs.
- The study revealed that the customer insist convenient physical facilities inthe stores. Hence, the retail stores should provide convenient physical facilities to get long lasting customers.
- The firm has to manufacture the Mobile phones based on the income level ofthe customers. It may admire not only the high income group peoples even the low and medium income group customers are preferred to buy the particular brand.
- The customers are watching the Social responsibility of the firm. The social responsible firms are getting good position in consumer's mind. Therefore, the firm should be developing their social responsibilities to admire the entire society. The good service quality rendered by the mobile phone brands stimulates goodwill among all the customers. Hence, The brands should take steps to fulfill customer needs. Fulfillment of customer expectations determined customer satisfaction.
- The customers of the mobile phones sometimes getting confusion to choose the products. The employees of the concern brand should have to train to explain the model, facilities, storage of the mobile phones.
- The customers are expected the offers of data offer, signal coverage and call offer in the Mobile phone. The firm should fulfill the above expectations to attract many customers.
- The Mobile phone brands should have to offer good exchange facilities. Hence, the customers do not switch over to other brands.
- The Mobile phone brands should have the familiar brand ambassadors. It insists all type of customers to purchase the same brands and enables word of mouth advertisements to the Mobile Phones.

8. Conclusions

Nowadays, Mobile Phones are used by almost all peoples for many reasons such as communication, Browsing Purpose, Business purpose etc., Trust related to products enhances loyalty. The loyal customers do not switch over to any other brand. Loyalty provides long lasting customer to concern brand. Attractive offers, Afford price, Good storage facilities, Data offers and call offers, Fashionable, innovative and attractive Models in Mobile phones impressed the customers and these factors do not switch over to the other brands. Finally, it concluded that good services, quality and

attractive models are the main factor to retain the long lasting customers and to retain the customers with the same mobile phone brands.

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