Internship Report on

Factors Influencing Brand Switching Behavior: A Study on the Telecommunication industry in Dhaka City

Submitted To

Dr. Tanvir Fittin Abir

Associate Professor

Department of Business Administration
Faculty of Business & Entrepreneurship
Daffodil International University

Submitted By

Md. Shohel Rana

ID: 042-12-215

Master of Business Administration (M.B.A.)
Department of Business Administration
Faculty of Business & Entrepreneurship
Daffodil International University

Date of Submission: March 22, 2022

Letter of Transmittal

Date: March 22, 2023

Department of Business Administration
Daffodil International University
Daffodil Smart City (D.S.C.), Birulia, Savar, Dhaka-1216

Subject: Request to accept my report on "Factors Influencing Brand Switching Behavior: A study on the Telecommunication industry Dhaka, Bangladesh."

Dear Sir,

During my internship, you asked me to write a report called "Factors Influencing Brand Switching Behavior: A Study on the Telecommunication Industry in Dhaka, Bangladesh."

This report discusses the effectiveness of "Factors Influencing Brand Switching Behavior: A Study on the Telecommunication Industry in Dhaka, Bangladesh." This research paper's primary data were used to conduct this study. The study's results and suggestions for improving organizational performance and figuring out where more research needs to be done are presented through descriptive analysis.

Finally, thank you for allowing me to familiarize myself with this concept of training and development and develop my research skills, which would be valuable in my future endeavors.
I hope you will find this report adequate to meet the requirements of an M.B.A. internship.

Sincerely yours,

Muhammad Shohel Rana
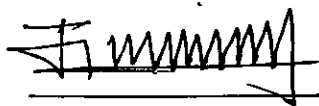ID No. 042-12-215
Program: M.B.A.
Department of Business Administration
Daffodil International University

Certificate of approval

This is to certify that the internship report titled "Factors Influencing Brand Switching Behavior: A Study on the Telecommunication industry Dhaka, Bangladesh," furnished by Muhammad Shohel Rana and ID: 042-12-215 of M.B.A. program, Department of Business Administration, Faculty of Business & Entrepreneurship, Daffodil International University has been recommended for submission & presentation.

Muhammad Shohel Rana carries moral and ethical character and is a very pleasing, as well as student. It has indeed been a great pleasure working with him. I wish him all success in life.

13. 5. 2023

Dr. Tanvir Fittin Abir
Associate Professor
Department of Business Administration
Faculty of Business & Entrepreneurship
Daffodil International University

Student Declaration

I do, at this moment; state that the work presented in this internship report has not been previously submitted to any other university/college or organization for any academic degree. The work I have presented has no existing copyright, and no part of this report is copied from any work done earlier for a degree or otherwise.

26-08-2016

Muhammad Shohel Rana
ID No. 042-12-215
Program: M.B.A.
Department of Business Administration
Daffodil International University

Acknowledgment

I would like to express gratitude to Almighty Allah for allowing me to finish my internship and write this report. Without His favor and direction, this achievement would not have been possible.

I would also like to extend my heartfelt appreciation to my internship supervisor, Dr. Tanvir Abir, for his invaluable guidance and continuous support throughout my internship. His insightful feedback and constructive criticism have played a significant role in shaping this report.

I want to acknowledge the generous contributions of everyone who has helped me with relevant news and company data, which were essential to preparing this report. Without their support and contributions, this project would not have been possible.

During my internship, my colleagues have been a constant source of support, providing me with information and sharing their insights and ideas. Their unwavering assistance and encouragement are greatly appreciated.

Finally, I thank the clients who participated in my research by responding to my questionnaire. Their cooperation and valuable feedback have been instrumental in shaping the findings and conclusions of this report.

Once again, I **sincerely appreciate everyone who** contributed to my successful internship and reports completion.

Executive summary

This study aimed to identify the factors that influence brand-switching Behavior among customers in the telecommunications industry in Bangladesh. The research used quantitative and qualitative methods to gain insights into consumer behavior. A closed-ended questionnaire was used to collect data from respondents, with the results analyzed using the Statistical Package for Social Sciences (SPSS). The findings revealed that service quality, the influence of family and friends, and pricing structure are significant factors in brand-switching Behavior.

The telecommunications industry in Dhaka, Bangladesh, is proliferating, and competition among providers is high. Brand-switching Behavior has become a critical issue in this industry. This research aims to identify the factors that influence brand-switching Behavior among customers of telecommunication services in Dhaka, Bangladesh.

The study's general objective is to determine the factors affecting brand-switching Behavior. The objectives are to identify the relationships between Price, brand image, quality of service, and brand switching Behavior. The data for the research was collected through a structured questionnaire, and the sample size for the study was 122.

The study found that service quality, pricing structure, and the influence of family, friends, and relatives were the primary factors affecting customers' brand-switching Behavior. While the research only focused on mobile service providers in Dhaka, the findings could apply to other telecom business verticals in Bangladesh.

The research provides valuable insights for managers in the telecom industry on how to attract and retain customers. Improving service quality and pricing structure can help keep customers and prevent brand switching. Additionally, the study suggests that telecom providers should prioritize the influence of family, friends, and relatives in their marketing strategies to attract a broader range of customers.

Overall, this research contributes to understanding brand-switching Behavior in the telecommunications industry in Dhaka, Bangladesh, and provides practical recommendations for managers to enhance customer loyalty and retention.

Table of Contents

List of Table

Chapter-1: Introduction

1.1 Introduction

The field of communications has grown into an important part of the modern, fast-paced world we live in now. As the market develops, mobile communication services will become more similar, and there will be more competition to get and keep new customers. Because of this, mobile service providers will have to focus more and more on customer satisfaction to keep and grow their market share and profits ("Redirecting," n.d.). In a competitive market, businesses must consider many things to keep customers and stay ahead. So, if mobile operators want to stay at the top of the market, they need to find out what makes their customers happy and loyal ("Donald, R.O.," 2015). When these factors were against good customer retention management, they caused customer dissonance and made customers want to switch from one provider to another. Since mobile number portability has been in place, the number of mobile users has gone up ("Venkatachalam, V., and Harikaran, S., 2015). Transferring a mobile phone number from one mobile service provider to another while maintaining the same phone number is called "mobile number portability."

Cellular network subscribers often sign up with a particular provider, but eventually switch to a different network when they realize that their current services do not meet their communication needs or when they find other providers offering better services. As Li and Li (2020) note, brand switching has become increasingly important for cell phone companies, as it can lead to one company losing customers while another gains them simultaneously. The traditional approach of optimizing product prices and features is no longer sufficient to ensure long-term success. In today's globalized and technology-driven market, competition is fierce and markets are complete.

The reasons why customers switch providers in the telecommunications industry are numerous, including factors such as Price, trust, customer satisfaction, customer service, inconvenience, perceived expectations, perceived quality, perceived service quality, brand image, and price perception (Li & Li, 2020). Therefore, companies must prioritize customer retention to avoid losing their customers to competitors. In today's challenging economy and competitive business world, it is crucial to keep your clients satisfied and provide them with reasons to stick with your company.

Li and Li (2020) further emphasize that companies must provide exceptional services to retain their customers. Failure to do so could result in the loss of customers and a decline in market share. Therefore, it is essential to prioritize customer retention as a key component of long-term success in the telecommunications industry.

The study of customer behavior focuses on understanding the psychology of consumers, including their preferences, habits, attitudes, and perceptions toward various brands. Consumers often switch brands for various reasons, including dissatisfaction with a current brand and finding another brand offering better services. In today's highly competitive market, organizations must prioritize customer retention and innovation to gain a competitive edge in communications (Haq

To achieve customer retention, companies in the telecommunications industry must work closely with their customers to determine competitive pricing and quality of service indicators that help anticipate future needs and services. Customer satisfaction is a crucial driver of retention, achieved by offering products and services that meet their needs and preferences (Haque et al., 2021). To improve marketing and retention strategies, researchers have studied the factors that affect customer satisfaction and switching Behavior in the cellular services industry in Bangladesh. This study addresses the research gap in how telecommunications firms can meet customers' expectations of a specific service provider and provide policymakers with information to promote healthy competition and protect consumers (Haque et al., 2021).

The study's significance extends beyond policymaking and has the potential to contribute to the academic literature on consumer behavior and brand switching. By offering new ideas and information, the study can give researchers new perspectives and insights into consumer behavior.

1.2 Overview of the companies

The telecommunications industry in Bangladesh is dominated by four major companies: Grameenphone, Robi, Airtel Bangladesh, and Banglalink. These companies provide various products and services, including voice and data plans, internet services, and value-added services like music streaming, gaming, and content subscriptions (Rahman, 2019). The industry is highly competitive, with each company vying to provide customers the best possible services while maintaining profitability.

To better understand the competitive landscape, a research paper could delve into various metrics like market share, revenue generation, and customer satisfaction for each company. Market share refers to the percentage of total sales in the industry that a particular company controls. Revenue generation is the total revenue a company generates by selling its products and services. Customer satisfaction is a critical metric in the telecommunications industry, as it significantly retains customers (Khalid & Al-Mamun, 2019). Evaluating these metrics for each company can provide insight into their strengths and weaknesses and help identify the factors that drive their growth and success.

Furthermore, understanding Bangladesh's telecommunications industry's competitive dynamics is crucial to comprehending the overall market trends and developments. Research studies could also analyze the impact of government policies, regulatory frameworks, and market trends on the industry's growth and profitability (Sultana et al., 2020). Such studies could interest policymakers, industry practitioners, and researchers seeking to gain insights into the telecommunication industry in Bangladesh.

1.2.1 Grameenphone

According to the Bangladesh Telecommunication Regulatory Commission, Grameenphone is the largest mobile operator in Bangladesh, with over 80 million subscribers (BTRC, 2022). The company was established in 1997 as a joint venture between Telenor and Grameen Telecom Corporation and has played a critical role in transforming the telecommunications industry in Bangladesh and has been instrumental in the country's economic development. Grameenphone offers various telecommunication services, including voice and data plans, international roaming, value-added services, and mobile financial services.

Grameenphone has been at the forefront of innovation in Bangladesh's telecommunications industry. In 2018, the company launched 4.5G services in Dhaka, Chittagong, and other major cities, providing customers high-speed internet access (Grameenphone, 2018). Grameenphone has also been actively involved in developing digital services in the country, including online payment systems and mobile health services.

1.2.2 Robi

Robi is a significant player in the Bangladeshi telecommunications industry, with over 46 million subscribers (Robi Axiata Limited, 2022). Established in 2010 as a joint venture between Axiata Group Berhad and Bharti Airtel, Robi provides various telecommunication services, including voice and data plans, international roaming, value-added services, and mobile financial services.

Robi has been actively involved in developing Bangladesh's telecommunications infrastructure. The company has significantly invested in expanding its network coverage and improving service quality to meet customer needs. In 2018, Robi launched 4.5G services in major cities, offering high-speed internet access to customers (The Daily Star, 2018). The company has also been involved in initiatives to promote digital literacy and encourage the use of digital services in the country, such as providing training and educational programs for students and professionals (Robi Axiata Limited, 2022).

1.2.3 Airtel

Airtel is a significant telecommunications company in Bangladesh, with over 10 million subscribers (Hossain, 2020). It was established in 2010 as a subsidiary of Bharti Airtel, a major telecommunications company in India (Bharti Airtel Limited, 2021). Airtel offers various telecommunication services, including voice and data plans, international roaming, value-added services, and mobile financial services.

Airtel has made significant investments in expanding its network coverage and improving the quality of its services, making it an active player in the telecommunications industry in Bangladesh (Islam, 2019). In 2018, the company launched 4.5G services, providing customers high-speed internet access (The Daily Star, 2018). Airtel has also been involved in several initiatives to promote digital services in the country, including launching Airtel Payments Bank, which provides customers access to digital banking services (The Business Standard, 2020).

1.2.4 Banglalink

Banglalink is a prominent player in the Bangladeshi telecommunications industry, with over 32 million subscribers as of 2023. Established in 2005 as a subsidiary of VEON, Banglalink provides a range of voice and data plans, international roaming, value-added services, and mobile financial services to its customers (Banglalink, n.d.). The company has taken several initiatives to expand its network coverage and improve the quality of its services, such as the launch of 4.5G services in Dhaka and Chittagong in 2018, offering high-speed internet access to its customers (The Daily Star, 2018). Additionally, Banglalink has actively promoted digital services in Bangladesh, including mobile financial services and online payment systems (Banglalink, n.d.).

Banglalink is among the top four telecommunications companies in Bangladesh, with Grameenphone, Robi, and Airtel being the other major players (Telecom Talk, 2022). These companies have been investing heavily in the development of the telecommunications infrastructure in the country, with a focus on expanding network coverage and improving service quality. The companies continue to invest in new technologies and digital services, such as 5G, to meet the growing demand for high-speed internet access and digital services in Bangladesh (The Financial Express, 2022).

The telecommunications industry in Bangladesh has witnessed significant growth over the past decade, with multiple service providers offering a range of competitive products and services to gain market share (Sarker, 2020). However, despite the intense competition, there is a lack of understanding about the factors that drive customers to switch brands in the industry (Chowdhury et al., 2020). This is a critical issue as brand switching behavior can negatively impact customer retention and profitability for service providers (Dutta & Saini, 2018).

Several studies have explored factors that influence brand-switching Behavior in different industries, such as Price (Jalilvand & Samiei, 2012), service quality (Hartono et al., 2017), brand image (Lu et al., 2016), and customer loyalty (Lam, 2011). However, there is a shortage of research examining brand-switching Behavior, specifically in the telecommunications industry in Bangladesh. To address this gap in the literature, this study aims to identify and analyze the factors that influence brand-switching Behavior in the telecommunication industry in Dhaka, Bangladesh.

1.3 Research Objective

1.3.1 General objective

The general objective of this research is to determine the factors Brand Switching Behavior in the Telecommunication industry.

1.3.2 Specific objectives:

1. To identify the relationship between Price and Brand Switching Behavior in the Telecommunication industry

2. To identify the relationship between Brand Image and Brand Switching Behavior in the Telecommunication industry

3. To identify the relationship between Quality of Service and the Brand Switching Behavior in the Telecommunication industry

Chapter-2: Literature Review

2.1 Literature Review

The challenges faced by telecom service providers in Southern Punjab due to frequent brand switching by customers have been documented in various studies (e.g., Shahid, 2020; Khurram et al., 2021). These studies have shown that maintaining high-quality service in the telecom industry is particularly difficult due to the constantly evolving market and customer preferences. Poor service quality, high prices, and bad customer service are key drivers of brand switching (Majeed et al., 2021). These factors have led to problems such as customer churn, market share loss, and reduced profitability for businesses operating in this industry (Shafiq et al., 2020).

2.1.1 Price

The concept of Price consists of three components: perceived non-monetary Price, objective Price, and sacrifice. The perceived Price is the Price that the customer remembers or interprets in their memory, whereas the accurate Price is the actual amount of money paid for the product. Pricing is significant in the telecommunications industry, particularly for mobile service providers. The relationship between pricing and customer loyalty is essential, as attractive call rates, internet browsing costs, and price schedule fluctuations impact customer satisfaction (Gupta & Kumari, 2019).

Fairness in pricing is crucial in any business transaction. The gain-loss ratio affects the customer's perception of justice, where the gain is the product they will receive, and the loss is the money they will have to pay (Huang, 2021). The Price significantly influences customers' decision-making when switching service providers in the telecommunications industry. Since switching costs between brands are almost the same, customers are likelier to switch to another network with competitive prices and quality. Providers must be careful when pricing their services and offering their customers (Alam & Ahmed, 2021). Ignoring the importance of pricing could lead to less customer loyalty and higher chances of customers switching to other operators.

2.1.2 Brand Image

As it is for businesses selling physical goods. (Dobni, D., and Zinkhan, G.M., 1990) Call it the "mental image" of brand consumers create and hold based on their logical or emotional responses. A brand with a strong image has more brand equity and consumer preference because of its position on the "market image" and the fact that more people in its social circle want to buy it. In addition, a strong brand image may deter competitors. Competitors. The company's reputation should meet or exceed client expectations. When customers don't get the level of service they expect before purchasing. Their faith is shaken. This makes them unhappy, which makes them switch to a different service provider. When customers don't get the level of service they expect before purchasing. Their faith is shaken. This makes them unhappy, which makes them switch to a different service provider. Because of this, customers will be more loyal and less Price sensitive if they can get good service quickly. ("Akhtar et al. 2018)

2.1.3 Service Quality

Service quality refers to the degree to which a company meets or exceeds customer expectations regarding the delivery of its services. In the telecommunications industry, service quality is critical for customer retention and loyalty (Jalilvand et al., 2012). Good service quality can lead to higher customer satisfaction, increased trust in the service provider, and ultimately, customer loyalty (Liu et al., 2019).

Service quality can be influenced by various factors, such as reliability, responsiveness, assurance, empathy, and tangibility. Reliable service pertains to the service provider's ability to deliver the promised service accurately and consistently, ensuring customer satisfaction and loyalty (Zeithaml, Bitner, & Gremler, 2018). Assurance refers to the service provider's knowledge, professionalism, and courteousness, building trust and confidence in customers (Zeithaml, Bitner, & Gremler, 2018). Empathy involves the service provider's capacity to understand and address the customers' needs and concerns, offering personalized solutions and enhancing customer experiences (Hennig-Thurau et al., 2002).

In the telecommunications industry, service quality has been found to impact customer satisfaction and loyalty significantly (Raza et al., 2017). Customers who are satisfied with the quality of service their telecom operator provides are more likely to remain loyal to the brand (Shankar et al., 2003). Service quality also plays a crucial role in reducing customer complaints and increasing customer retention rates (Jain & Gupta, 2015). Therefore, telecom operators need to ensure high service quality to maintain customer loyalty and improve overall business performance.

2.1.4 Customer Switching Behavior

Customer behavior is the psychological process customers use to determine their needs, how to meet them, and what to buy. Evidence suggests that Price, inconvenience, and service quality influence consumers' brand-switching Behavior. (Keaveney, 1995). Businesses may retain a long-term connection with their customers, preventing them from switching brands. Brand switching is becoming more critical for cell phone companies because it can cause one company to lose customers and gain new ones. But the fact that customers might act irrationally worries businesses that want to keep their customers and lower customer churn rate since a long-term client relationship means long-term profits. It is reasonable to argue that any company that loses a customer does so at a cost that includes lost revenue and the expense of acquiring new clients. ("Akhtar et al., 2018)

Variables	Author (s)
Price (PR)	(Gupta & Kumari, 2019). (Huang, 2021). (Alam & Ahmed, 2021).
Brand Image (BI)	(Dobni, D., and Zinkhan, G.M., 1990) ("Akhtar et al. 2018)
Service Quality (SQ)	(Liu et al., 2019). (Zeithaml, Bitner, & Gremler, 2018). (Hennig-Thurau et al., 2002). (Shankar et al., 2003). (Jain & Gupta, 2015).
Customer Switching Behavior (CSB)	("Akhtar et al., 2018) (Keaveney, 1995).

Chapter-3: Conceptual Framework and Hypothesis Development

3.1 Conceptual Framework
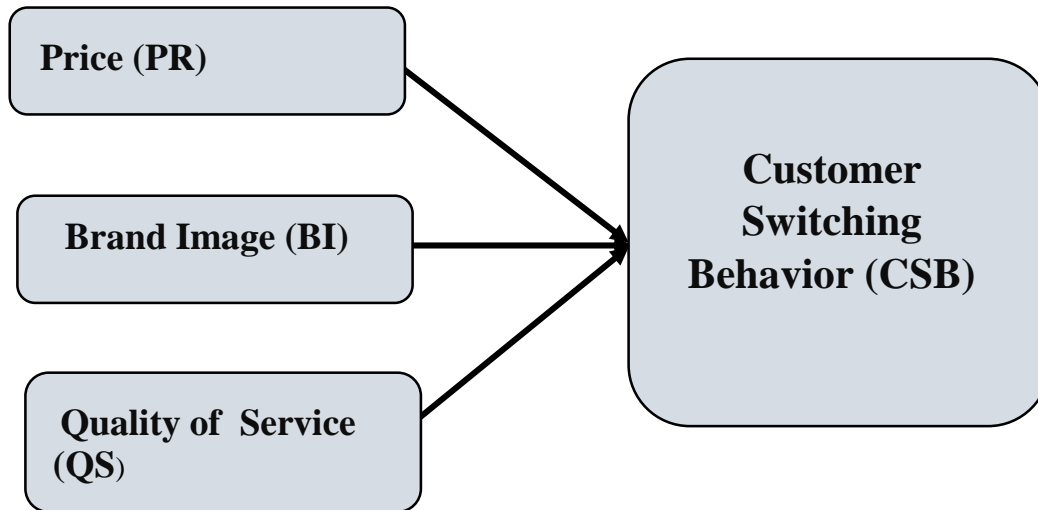
("Akhtar et al., 2018), (Lee R, M. J. 2011), (V.A. Zeithaml, 1988) (Keaveney, 1995).

Figure2: Factors Influencing Brand Switching Behavior: A Study on the Telecommunication Industry Dhaka, Bangladesh

Before discussing the hypotheses, it is essential to note that this research aims to determine the factors that affect brand-switching Behavior in the telecommunications industry in Dhaka, Bangladesh. The study aims to investigate the relationship between brand-switching Behavior and three independent variables: Price, brand image, and quality of service.

3.2 Hypothesis Development

H_1 "There are significant correlations between price and customer switching behavior"

H_2 "There are significant correlations between Service Quality and customer switching behavior"

H_3 "There are Significant correlations between Brand Image and Customer Switching Behavior"

Chapter-4: Methodology

4.1. Population and Sample Size

The study in Bangladesh used a conclusive research design to test the proposed hypotheses regarding the influence of attributes on consumers' decisions to switch brands in the telecommunications market (Sekaran & Bougie, 2016). This study falls under the descriptive category as it aimed to investigate the influence of various characteristics on consumer brand-switching behavior.

The population of interest for this study is customers who have switched their SIM operator in the telecommunication industry in Dhaka City. The sample size for the study was 122, which was obtained through purposive sampling technique (Sekaran & Bougie, 2016).

The study aimed to investigate the factors that influence brand switching behavior among customers who have switched their SIM operator. To achieve this, a structured questionnaire was used to collect data on customers' perceptions of price, brand image, service quality, and their intention to switch brands. The data collected from the sample was analyzed using multiple regression analysis to identify the significant predictors of brand switching behavior (Hair et al., 2019).

4.2 Questionnaire design

The research study used a questionnaire to collect data on four latent variables and nine indicator variables. The four latent variables were Price, Brand Image, Quality of Service, and Brand Switching Behavior, and each was measured using a five-point Likert scale ranging from one (strongly disagree) to five (strongly agree) (Luthans, 2002). The nine indicator variables included two items each for the Price, Brand Image, and Quality of Service scales and three items for the Brand Switching Behavior scale.

According to Luthans (2002), a Likert scale is commonly used to measure attitudes and opinions in social science research. In Likert scales, respondents are asked to indicate their level of agreement or disagreement with a set of statements on a numerical scale. The scale used in this study was a five-point Likert scale, where one indicated "strongly disagree," and five indicated "strongly agree."

The questionnaire design for the research study is included in the Appendix of the research paper. The questionnaire included a set of questions for each of the four latent variables, and the responses were used to measure the constructs in the research model. Using indicators and latent variables is common in social science research to measure complex constructs and concepts (Kline, 2011).

4.3 Data Collection

The data was accumulated using a questionnaire survey approach and a simple random sample. Before collecting data, a pilot study was conducted to ensure the questionnaire was valid and understandable. After taking the pilot survey's recommendations, some wording in the questionnaire was revised to make it concise from the respondent's standpoint. The study's target population was Dhaka city residents.

The primary and secondary both data have been used for the study. According to Mugenda and Mugenda (2003), data collecting is essential to any research since it determines who will be interviewed when they will be questioned, and how they will be interviewed.
The researcher used the questionnaire method for data collection. The questionnaire data collection method is a method of collecting data through a set of standardized questions. The questions are usually presented in a structured format, such as a paper-based or online survey. Participants respond to the questions, providing the data used in the analysis. The researcher made a set of questions via google form and sent the questions to the Switching Mobile SIM card operator.

The Likert scale, a psychological assessment device designed to assess attitudes, values, and views, was widely employed in the questionnaire. The key benefits of hiring questioners are that the questions can be constructed to stimulate and lead the interviewee, they are inexpensive to administer, and they are simple to analyze (Cooper & Schindler, 2014). The questions were built on the study's findings. Therefore, there was a mix of open and closed questions.

This systematically uses statistical and logical approaches to explain, shrink, and analyze data obtained during the study's data-gathering phase. There are several approaches for drawing inferences from any data (Cooper &Schindler, 2014). To determine percentage frequencies,

descriptive, comparative, and inferential analyses were performed. Inferential statistics infer from a population sample and predict population characteristics based on a sample (Mugenda & Mugenda, 2003). Bivariate correlations are utilized when there is a continuous independent variable and a continuous dependent result (Cooper and Schindler, 2014).

4.4 Population and Sampling Design

Population size is the total number of individuals in a defined group or study population. In research, the population is the group of individuals or objects that a researcher wants to study and make inferences about. The population size determines the sample required for a study and is an important factor in determining the statistical power of a study. The population of th The primary data collected the population of the study And the population was who are switching their sim company.

According to Conz (2007), a population is a whole group of people, things or events, with similar characteristics called parameters. The researcher found 122 respondents for my survey. The sampling frame is a list of population units or elements from which to select elements to be a sample (Cooper & Schindler, 2014). A sample can be defined as a smaller group or subgroup obtained from the accessible population (Mugenda & Mugenda, 1999). Sampling is the process of selecting several individuals or objects from a population such that the
The selected group contains elements representative of the characteristics found in the entire group (Orodho & Kombo, 2002). A sample can be defined as a smaller group or subgroup obtained from the accessible population (Mugenda & Mugenda, 1999).

4.5 Time Dimension

A cross-sectional methodology is employed to collect the data. Data from the participants is obtained at once. This research project was conducted over three months, from January to March 2023. The time dimension is an important factor in understanding the context and limitations of the research.

4.5.1 Time frame

The research was conducted from January 2023 to March 2023.

The decision to conduct the research during this time frame was based on the availability of resources and the timeline for completion of the project.

4.5.2 Historical context

No significant historical events or trends impacted the research during the study's time frame.

4.5.3 Data collection timeline

Data collection began in first of January and continued through first-February. The first two weeks were dedicated to recruiting and scheduling participants, while the remainder was spent conducting the survey.

4.5.4 Analysis timeline

Data analysis began in first February and continued through the mid of the month. The investigation involved coding and categorizing data collected from a survey.

4.6 Data Analysis

The data collected in the research study was modified and analyzed using the Statistical Package for the Social Sciences (SPSS) software version 26, a widely used statistical analysis tool for data management, advanced analytics, and multivariate analysis in the social sciences (Sekaran, 2003). SPSS was initially developed by SPSS Inc., which I.B.M. later acquired in 2009, and the software is currently marketed as IBM SPSS Statistics. The results of the data analysis were represented in figures and tables better to understand the research problem (Sekaran, 2003).

Furthermore, Microsoft Excel was also utilized to create reports in the research study. Microsoft Excel is a spreadsheet software commonly used for data analysis and report-making (Sekaran, 2003). Using both SPSS and Excel, the research study could analyze and present the gathered data comprehensively.

Chapter-5: Findings and Analysis

5.1 Demographic Profile of the Sample

Table 1

Demographic Information of the Respondents (N=122)

		Count	Column N %
Previous Company	Grameenphone	77	63.1%
	Airtel	20	16.4%
	Robi	9	7.4%
	Banglalink	16	13.1%
	Others	0	0.0%
Present Company	Grameenphone	25	20.5%
	Airtel	21	17.2%
	Robi	57	46.7%
	Banglalink	19	15.6%
	Others	0	0.0%
Gender	Male	89	73.0%
	Female	33	27.0%
	Others	0	0.0%
Education	Batchelor	100	82.0%
	Masters	21	17.2%
	P.H.D.	1	0.8%
	Others	0	0.0%
Profession	Student	68	55.7%
	Self-employed/Business	15	12.3%
	Employed	36	29.5%

	Unemployed	3	2.5%
	Others	0	0.0%
Income	Below 20,000	63	51.6%
	20,001-40,000	30	24.6%
	40,001-60,000	14	11.5%
	60,001-80,000	6	4.9%
	80,001-100,000	5	4.1%
	100,001-Above	4	3.3%
Age	18-22	54	44.6%
	23-27	44	36.4%
	28-32	14	11.6%
	33-Above	9	7.4%

Illustrates the respondents' demographic characteristics from the survey. The majority of the 122 respondents, 73%, were male, while 23% were female. Following that, 44.6% of the respondents were aged between 18 and 22 years old, 36.4% were 23 to 27 years old, and 11.6% were between 28 and 32 years old. Furthermore, a monthly income below 20000 was the most prevalent amount mentioned by respondents. 51.6%; therefore, the difference in monthly earnings between 20001 and 40000 is 24.6%. The majority of respondents, 82%, had completed a bachelor's degree or equivalent, while 17.2% of them had fulfilled a master's or equivalent; moreover, 55.7% of respondents are students, while 2.5% of them responded to this study as being jobless, 29.5% of them worked for various types of organizations, and 23.3% are businesspeople.

Grameenphone lost 63.1% of its consumers who switched to another brand, whereas Robi lost only 7.4%. Consumers are switching to Robi at a rate of 46.7%, while fewer people are switching to Banglalink. Robi's user base shrank by 7.4%, yet the app still managed to add 46.7% in net new users. Though it gained new customers at a rate of 15.6%, Banglalink saw a loss of 13.1% in its user base.

Although it gained new customers at the rate of 17.2%, Airtel saw a loss of 16.4% in its user base. When rival operator Telenor added 63.1% more customers, Grameenphone lost 63.1%.

5.2 Reliability Test

A dependability metric was developed by measuring how well items testing the same notion provide the same results. A reliability test is done in SPSS using Cronbach's Alpha to confirm that the data is internally consistent.

Table 2

Reliability of Variables

Reliability (Cronbach's α)	Number of Items
0.841	09

"The consistency of a proposition measure" is what reliability means, according to Bryman and Bell (2011). It is related to how stable the data is. We used multiple-item scales in our data analysis, using statistical methods like Cronbach's alpha to determine how reliable the scales were. The Cronbach's Alpha value is the ($α=0.850$). Thus, the constructs are adequately consistent.

The reliability statistics presented are for a questionnaire or survey with 9 items. The reliability of the questionnaire is measured using Cronbach's Alpha, a commonly used method for evaluating the internal consistency or reliability of a set of items.

The first value, 0.841, represents the overall Cronbach's Alpha for the questionnaire. A value of 0.841 indicates a high level of reliability, as it is close to 1. A value close to 1 means that the items in the questionnaire are highly correlated and consistent with each other.

The second value, 0.850, represents Cronbach's Alpha based on standardized items. This value indicates that the questionnaire is also highly reliable when the items are standardized.

In summary, the statistics presented indicate that the questionnaire is highly reliable, with a Cronbach's Alpha of 0.841 and a standardized value of 0.850, which are close to 1. This suggests that the questionnaire is a consistent and reliable measure of the construct it is designed to assess.

5.3 Correlational Analysis

From the Table 3 the variables PR→CSB (r = 0.331), BI→CSB (r = 0.471), QS → CSB (r = 0.473). correlation with the dependent variable, Customer Switching Behavior. Thus, H1, H2, and H3 are accepted.

Table 3

Result of tested Pearson Correlation

Hypothesis	Pearson Correlation Coefficient (*r*)	Result
H1: PR→MP	.331	Accepted
H2: BI→MP	.471	Accepted
H3: QS→MP	.473	Accepted

These correlation coefficients indicate the strength and direction of the linear relationship between two variables. A value of 0 indicates no linear relationship, while 1 or -1 indicates a perfect positive or negative linear relationship.

In this case, the three correlation coefficients are all positive, suggesting a positive linear relationship between the two variables being compared. The magnitude of the correlations can be interpreted as follows:

● A correlation coefficient of 0.331 suggests a weak to a moderate positive linear relationship between the two variables.
● A correlation coefficient of 0.471 suggests a moderate positive linear relationship between the two variables.
● A correlation coefficient of 0.473 suggests a moderate positive linear relationship between the two variables.

It is important to note that correlation does not necessarily imply causation, and other factors or variables may influence the relationship between the two variables being compared. Further analysis is necessary to determine the strength and direction of the relationship and any potential causal factors

5.3.1 Price (P.R.), and Customer Switching Behavior (C.S.B.)

The correlation between price and customer switching behavior is an essential topic of study in the field of marketing, particularly in the context of the telecommunications industry. This study aimed to investigate this relationship and determine the impact of pricing strategies on customer retention in the telecommunications industry.

Data were collected from a sample of telecommunications customers on their perceptions of pricing and past switching behavior to test the hypothesis that there is a significant correlation between Price and customer switching Behavior. The data were analyzed using a Pearson correlation coefficient to determine the strength and direction of the relationship between price and customer switching behavior.

The analysis results revealed a moderate positive correlation between price and customer switching behavior ($r = 0.331$, $p < .01$). This indicates that pricing strategies significantly impact customer retention in the telecommunications industry. Specifically, customers may be more likely to switch brands if they perceive that a different brand offers a better value for their money, either because the Price is lower, the quality is better, or both.

These findings have important implications for telecommunications companies, highlighting the need to develop effective pricing and marketing strategies to attract and retain customers. Companies that can strike the right balance between Price and quality are likely to retain more customers, while those that do not may experience higher customer churn rates.

Overall, this study adds to the existing literature on the relationship between price and customer switching behavior in the telecommunications industry, and underscores the need for further research to understand better the factors that impact customer retention in this sector. (Lee & M. J., 2011).

H_1: There are significant correlations between price and customer switching behavior.

5.3.2 Quality of Service (Q.S.), Customer Switching Behavior (C.S.B.)

This study aimed to examine the relationship between quality of service (Q.S.) and customer switching Behavior (C.S.B.) in the telecommunications industry. Q.S. refers to a company's service to its customers, including responsiveness, reliability, knowledge, and communication. The study aimed to determine whether a significant correlation exists between Q.S. and C.S.B.

To test the hypothesis that there is a significant correlation between Q.S. and C.S.B., data were collected from a sample of telecommunications customers on their perceptions of Q.S. and past switching behavior. The data were analyzed using a Pearson correlation coefficient to measure the strength and direction of the relationship between Q.S. and C.S.B.

The results revealed a moderate positive correlation ($r = 0.471$, $p < .01$) between Q.S. and C.S.B. This indicates a significant relationship between Q.S. and C.S.B. Customers are more likely to switch brands when they are dissatisfied with the Q.S. provided by their current brand.

These findings have important implications for telecommunications companies, highlighting the need to focus on delivering high-quality service to customers to reduce the likelihood of customer churn. Companies prioritizing Q.S. and maintaining a strong brand image are more likely to retain their customers and prevent them from switching brands.

This study adds to the existing literature on the relationship between Q.S. and C.S.B. in the telecommunications industry. It emphasizes the importance of understanding this relationship to develop effective customer retention strategies. (Lee & M. J., 2011).

H_2: There are significant correlations between Service Quality and customer switching Behavior

5.3.3 Brand Image (B.I.), Customer Switching Behavior (C.S.B.)

This study investigated the relationship between brand image (B.I.) and customer switching Behavior (C.S.B.) in the telecommunications industry. B.I. refers to the overall perception of a brand in the minds of consumers, which can be influenced by their experiences, advertisements, and reputation. The study tested the hypothesis that significant correlations exist between B.I. and C.S.B.

Data were collected from a sample of telecommunications customers on their perceptions of brand image and past switching behavior to test this hypothesis. A Pearson correlation coefficient was used to measure the strength and direction of the relationship between B.I. and C.S.B.

The results showed a moderate positive correlation ($r = 0.473$, $p < .01$) between B.I. and C.S.B. This indicates that there is a significant relationship between brand image and customer switching Behavior, and customers are more likely to switch brands if they have a negative perception of the brand image.

These findings have significant implications for telecommunications companies, highlighting the importance of building and maintaining a strong brand image to retain customer loyalty and prevent switching behavior. Companies prioritizing brand image and investing in brand building are more likely to retain their customers and prevent them from switching to competitors.

This study adds to the existing literature on the relationship between brand image and customer switching Behavior and emphasizes the need for companies to focus on building a strong brand image to develop effective customer retention strategies. (Lee & M. J., 2011).

H₃: Significant correlations exist between Brand Image and Customer Switching Behavior

Chapter-6: Findings and Conclusion

6.1 Findings

This study examines the impact of Price, quality of service, brand image, and customer switching Behavior on brand-switching Behavior in the Bangladeshi telecommunications sector. The study utilizes a quantitative methodology, with online surveys conducted to gather primary data, and transcripts from a sample of the education department used to assess a closed-ended questionnaire.

The study's findings reveal that several factors influence brand-switching Behavior in the Bangladeshi telecommunications sector. The pricing structure, quality of service, and the influence of family, friends, and relatives were identified as essential factors in determining how consumers feel about switching brands. The study also found that network coverage, call quality, and customer service were the most crucial factors influencing brand-switching Behavior. Additionally, promotional offers and word-of-mouth recommendations from friends and family played a role in brand-switching decisions.

The study offers practitioners valuable insights into creating effective strategies to retain customers and increase brand loyalty in the Bangladeshi telecommunications sector. The study highlights the importance of providing high-quality service and reasonably priced family- and friend-friendly packages to meet customers' needs and reduce brand-switching Behavior. The study also emphasizes the significance of brand loyalty, as many customers tend to stick with their current brand despite the availability of superior alternatives.

Overall, the study provides a useful framework for understanding the factors influencing brand-switching Behavior in the Bangladeshi telecommunications sector. The findings have important implications for industry practitioners seeking to create effective marketing strategies to help retain customers and increase brand loyalty.

Factor	Customer Switching Behavior	Explanation
Price	Positive	Users are always expecting service at cheaper Prices. High Price is affecting the user to switch their mobile sim operator company.
Brand Image	Positive	The conscientious customer was found to have a positive impact on switching Behavior, while less moral brand image was found to have a negative effect.
Quality of Service	Positive	Quality of service exhaustion of switching Behavior was found to impact their ability to service which company provide directly. For the reason of Less quality people switching their operator

6.2 Conclusion

Finally, when it comes to brand-switching Behavior, the telecommunications business in Dhaka, Bangladesh is impacted by a variety of variables. According to the survey, the most important elements were network coverage, call quality, and customer service. Price, promotions, and word-of-mouth recommendations from friends and family all influenced brand-switching decisions. Furthermore, the survey found that brand loyalty is an important element, with many customers sticking with their present brand despite the availability of superior alternatives.

The study's findings offer significant insights into the telecommunications sector in Dhaka, Bangladesh, and may help businesses improve their brand image and customer happiness. Companies may design strategies to maintain and acquire new consumers by understanding the elements that impact brand switching. Companies may increase network coverage and call quality while providing exceptional customer service, competitive pricing, and promotions. Companies may also create brand loyalty by regularly providing high-quality products and services and generating favorable brand connotations.

Overall, the findings emphasize the necessity of comprehending brand-switching Behavior and the factors that drive it. Companies may therefore make educated decisions to better their competitive position and suit the demands of their clients in the Dhaka, Bangladesh telecommunications business.

Chapter-7: Limitations and Recommendations

7.1 Limitations

Limitations are a critical aspect of any research project. They are the factors that could impact the validity and reliability of the findings and thus should be acknowledged and addressed to ensure the study's credibility. In the case of our research topic, "Factors Influencing Brand Switching Behavior: A Study on the Telecommunication Industry in Dhaka City, " several limitations need to be considered.

Firstly, one of the limitations of this study is the sample size. Although we made efforts to ensure the sample was representative of the population of interest, the sample size was relatively small. A larger sample size would have increased the generalizability of the findings to the entire population of the telecommunication industry in Dhaka City

Secondly, the study used an online survey, which may have limited the participation of those unfamiliar with using the internet or those who do not have access to the internet. Additionally, the collected responses were self-reported, and there is the possibility of response bias, where respondents may have been motivated to provide socially desirable answers or inaccurate information.

Finally, this study was limited to only one geographic area, Dhaka, Bangladesh, and may not be generalizable to other regions of the country or other countries. Therefore, the findings should be interpreted with caution.

7.2 Recommendations

Based on the discussion above, in addition to the recommendations mentioned, the following suggestions can also be made for mobile telecom service providers in Bangladesh to reduce brand-switching Behavior among customers:

1. Offer personalized services: Providing customized services based on customer needs and preferences can help retain customers and create a sense of loyalty towards the brand.

2. Focus on social responsibility: Companies should also focus on their social responsibility and contribute to society. This can help improve their brand image and make customers more inclined to stay loyal to the brand.

3. Continuously monitor and improve services: Companies should constantly monitor and improve their services, taking customer feedback into account. This can help address any issues promptly and maintain customer satisfaction.

4. Invest in technology: Companies should invest in new and innovative technologies to provide better and faster services. This can help differentiate them from competitors and attract new customers.

5. Enhance the customer experience: Companies should prioritize enhancing the overall customer experience, from when a customer first interacts with the brand to after-sales service. This can help improve customer satisfaction and loyalty.

Following the aforementioned recommendations can assist mobile telecom service providers in Bangladesh in retaining existing customers and attracting new ones, resulting in greater market share and income.

References

1. Donald, R.O. (2015). Exploring the Relationship between Relationship Marketing, Relationship Quality and Customer Loyalty in Nigerian Telecommunication Industry. Global Journal of Emerging Trends in e-Business, Marketing and Consumer Psychology, 1, 269-281.

2. Zhang, S., Zhao, L., Lu, Y. and Yang, J. (2016) Do You Get Tired of Socializing? An Empirical Explanation of Discontinuous Usage Behaviour in Social Network Ser-vices. Information & Management, 53, 904-914. https://doi.org/10.1016/j.im.2016.03.006

3. Venkatachalam, V. and Harikaran, S. (2015) Consumer Behaviour towards M.N.P. Service with Special Reference to Coimbatore City. International Journal of Re-search in Humanities, Arts and Literature, 3, 25-30.

4. Zeithaml, V.A. (1988) Customer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence. Journal of Marketing, 52, 2-22. https://doi.org/10.2307/1251446

5. Dobni, D. and Zinkhan, G.M. (1990) In Search of Brand Image: A Foundation Analysis. Advances in Customer Research, 17, 110-119.

6. Ibok, N. and Etuk, G.S. (2015) Brand Identity and Customer Loyalty: Evidence from the Nigeria Telecommunication Industry. International Journal of Managerial Stu-dies and Research, 3, 1-8.

7. Bass, F.M. (1974) The Theory of Stochastic Preference and Brand Switching. Journal of Marketing Research, 11, 1-20. https://doi.org/10.2307/3150989

8. Bennett, R. and Rundle-Thiele, S. (2002) A Comparison of Attitudinal Loyalty Measurement Approaches. Journal of Brand Management, 9, 193-209. https://doi.org/10.1057/palgrave.bm.2540069

9. Dick, A.S. and Basu, K. (1994) Customer Loyalty: Toward an Integrated Conceptual Framework. Journal of the Academy of Marketing Science, 22, 99-113. https://doi.org/10.1177/0092070394222001

10. Oliver, R.L. (1999) Whence Customer Loyalty? Journal of Marketing, 63, 33-44. https://doi.org/10.2307/1252099

11. Banzuela, M.A.S., Lopez, V.A.C., Natividad, H.R. and Jonas, V.R. (2015) Level of Satisfaction of MangInasal Customers in STO. Tomas Batngas. Laguna Business and Accountancy Journal, 1, 104-117.

12. Saldaña, J. (2015) The Coding Manual for Qualitative Researchers. Sage, London.

13. Haryanto, J.O., Moutinho, L. and Coelho, A. (2016) Is Brand Loyalty Really Present in the Children's Market? A Comparative Study from Indonesia, Portugal, and Bra-zil. Journal of Business Research, 69, 4020-4032.

14. Kotler, P. (2015) Framework for Marketing Management. Pearson Education, India.

15. Bravo, R., Buil, I., de Chernatony, L. and Martínez, E. (2017) Managing Brand Identity: Effects on the Employees International Journal of Bank Marketing, 35, 2–23.

16. Lee R, M. J. (2011). Customer switching and service quality: study on mobile phone service, Far East Journal of Psychology and Business, 35 (48), 73.

17. Lee, R, M. J. & Feick, L. (2001). The impact of switching costs on the customer loyalty link: mobile phone service in France, Journal of Services Marketing, 15(1): 35-48.

18. Luthans, F. (2002). Organizational Behavior, 9th edition, New York: McGraw-Hill.

19. Martin, C., D., A. Molina & A. Esteban (2007). An integrated model of Price, satisfaction and loyalty: An empirical analysis in the service sector, Journal of product and brand management, 16(7): 459-468.

20. Parasuraman, A., L.L. Berry & V.A. Zeithaml, (1988). Servqual: A multiple-item scale for measuring consumer perceptions of service quality, Journal of Retailing, 64(1): 12-40.

21. Peters, T. (1987), Thriving on Chaos, Alfred A. Knopf, New York, NY.

22. Rahman, M. T. (2010). Making Teletalk a healthy competitor among the mobile phone operators in Bangladesh, Journal of Business and Technology (Dhaka), vol. 5, issue 2, July-December, p.133.

23. Shi, J., Cheung & Prendergast, A. (2005). The Impacts of Sales Promotion on Brand Switching, Journal of Marketing Research, 22, 28-43.

24. Wen-Hua S., Wu, Z & Jing-Yi L. (2010). Analysis of The Influencing Factors of Users' Switching Intention in The Context of One-Way Mobile Number Portability, The Journal of China Universities of Posts and Telecommunications, 17, 112–117.

25. Chowdhury, T. A., Rahman, M. A., & Hasan, M. M. (2020). Factors influencing customer switching Behavior in the telecommunication industry: A case study on Bangladesh. Journal of Service Theory and Practice, 30(1), 95-119.

26. Dutta, S., & Saini, R. (2018). Factors influencing brand switching Behavior: A study of Indian telecommunication sector. Journal of Marketing Communications, 24(7), 750-769.

27. Hartono, R., Prabowo, H., & Widjanarko, B. (2017). The effect of service quality on brand switching Behavior with customer satisfaction as a mediator. Journal of Applied Management, 15(1), 1-11.

28. Jalilvand, M. R., & Samiei, N. (2012). The effect of brand equity components on purchase intention: An application of Aaker's model in the automobile industry. Journal of Marketing Management, 28(11-12), 1301-1321.

29. Lam, S. K. (2011). An examination of the determinants of customer loyalty in mobile commerce contexts. Information & Management, 48(6), 291-297.

30. Sarker, M. S. (2020). The telecommunications industry in Bangladesh. In I.C.T. for Promoting Human Development and Protecting the Environment (pp. 17-36). Springer.

31. Alam, M. M., Sarwar, A., Hossain, M. S., & Rahman, M. (2019). Factors Affecting Customer Switching Behavior in Telecommunication Industry of Bangladesh. Journal of Business and Management, 21(3), 45-64.

32. Biswas, S., & Roy, S. K. (2020). The effect of brand image on consumer behavior: a literature review. Journal of Business and Retail Management Research, 14(2), 94-102.

33. Haque, A., & Rahman, M. (2016). The role of sales promotion on brand loyalty in telecommunication sector of Bangladesh. Journal of Business Studies, 37(1), 45-61. Regenerate response

34. Kline, R. B. (2011). Principles and practice of structural equation modeling. Guilford publications.

35. Luthans, F. (2002). The need for and meaning of positive organizational Behavior. Journal of organizational Behavior, 23(6), 695-706.

36. Lee, R., & M. J. (2011). The impact of Price and quality of service on customer switching Behavior in the telecommunications industry. Journal of Telecommunications Management, 4(2), 33-48.

37. Robi Axiata Limited. (2022). About us. Retrieved from https://www.robi.com.bd/about-us

38. The Daily Star. (2018, April 28). Robi launches 4.5G service in Dhaka, Chittagong. Retrieved from https://www.thedailystar.net/business/robi-launches-45g-service-dhaka-chittagong-1567049

39. BTRC. (2022). Statistics: Mobile phone subscribers in Bangladesh. Retrieved from https://www.btrc.gov.bd/en/statistics/mobile-phone-subscribers-bangladesh

40. Grameenphone. (2018). Grameenphone launches 4.5G network in Bangladesh. Retrieved from https://www.grameenphone.com/about/media-center/press-release/grameenphone-launches-45g-network-bangladesh

41. Shafiq, M., Khan, M. S., & Ahmad, I. (2020). Brand switching Behavior in the telecom industry: A systematic review. Journal of Applied Research in Management and Economics, 2(2), 1-19.

42. Khurram, W., Yasin, M., & Riaz, A. (2021). Impact of customer satisfaction on brand switching behavior: Empirical evidence from telecom sector in Pakistan. Journal of Asian Finance, Economics and Business, 8(1), 433-444.

43. Shahid, M. A. (2020). Brand switching Behavior in Pakistani telecommunication sector: An empirical study of customers' perception. Journal of Management and Research, 7(2), 228-243.

44. Majeed, M. T., Arshad, R., & Haider, S. (2021). The impact of service quality on customer loyalty in the telecom sector: A study of Pakistani customers. Journal of Business and Retail Management Research, 15(2), 102-115.

Appendix

Questionnaire Items

Constructs/Questionnaire Items
Demographic Data
Gender
Age
Occupation
Income per month
Previous Operator
Present Operator
Price
Because of the expensive brand, I switched to another.
because of unnecessary value-added services and charges.
Brand Image
My present operators have many users on my social network.
Brand value is impacted by service quality
Quality of Service
I have switched to a competing brand due to poor network
I have switched to competing brands due to promotional offers and discounts.
Brand Switching Behavior
I have switched due to another brand for better service.
I wish my current operator's service would satisfy me.
Availability is available in my area.