



FACTORS AFFECTING BRAND SWITCHING BEHAVIOR IN TELECOMMUNICATION: A QUANTITATIVE INVESTIGATION IN FAISALABAD REGION

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ABSTRACT

The purpose of the study is to investigate the factors effecting brand switching behavior of customers in telecommunication industry of Pakistan. The study is conducted in Faisalabad city. A quantitative approach has been employed to measure the relationships between the variables of the study. Primary data was collected through a Questionnaire. The sample of 204 respondents were selected on the basis of convenient sampling. SPSS was used to record and compute data. The Regression analysis, reliability and Correlation tests were applied in order to test research hypothesis. The findings reveal that price, brand image, network quality, value added services and promotional activities directly influence consumer switching behavior among youngsters. The outcomes of the research can help telecommunication companies in deciding what factors are more important to keep customers loyal and to discourage brand switching.

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INTRODUCTION

In Pakistan, telecom services were engendered in 1947, right after independence. This sector remained under the control of the government for a considerable time. For advancement and modernization, privatization of this sector was necessary. Since then, developments were made in this sector, but about the last two decades were a complete era of innovation, and this just happened because of the origination of mobile telephony. The telecommunication industry has played a vital role in the grooming of Pakistan's economy as it is growing at a high annual growth rate. It has become the most dominating industry in the last decades and one of the most developed sectors of Pakistan. It has employed many people because of its high generated revenue and use of modern technology, which is booming in a fast pace. Along with opportunities, it has given vast means of rapid communication, connecting people, which is the core purpose of the telecom industry.

The mobile industry comes under the service sector, and swift development is happening, ultimately bracing the economy and providing sufficient employment chances. Now, most people use mobile service not for making calls only but for texting

and browsing the internet also. Advancement in means of communication due to technology has aided all industries and outcomes in economic growth (Weber & Schütte, 2019).

The configuration of the telecommunication market has been altered for a few years. A few years back, there was a traditional monopolistic environment, but now there is an aggressive competition between the telecom service providers. Companies are in constant effort to create customer-oriented strategies to attract new subscribers. To amplify productivity and profitability in the service business, Companies have to generate value using new consumer-driven business strategies (Grönroos, 2000).

In the current era, subscribers have mobile phones for various reasons; previously, it was only used for call and messaging (Donner, 2007). They are now exposed to advanced technologies like accessing emails, visiting social networking sites, WhatsApp, Skype, other video conferencing apps, gaming, blogging, remaining up to date with the latest music, etc. Therefore to fulfill these demands, high tech mobile phones are introduced, and so the telecommunication companies are delivering their best to accomplish all these needs of subscribers.

As in Pakistan, 3G and 4G were introduced in July 2014 after 1G and 2G. Third and fourth generation (3G/4G) mobile communication technology has augmented bandwidth, protected swiftness, and proficiency of data broadcast, as well as improved the speed and capability of data recovery. Thus, the discovery of the 3G/4G wireless communication system certainly offers an advanced wireless bandwidth and more varied video and audio facilities to clients than formerly (Kuo & Yen, 2009). According to the latest data by the Pakistan Telecommunication Authority (PTA), Out of the 70 million users, 67 million are 3G and 4G subscribers by the beginning of 2020. By 2025, smart cities are envisaged to improve citizens' access to facilities such as smart energy, telemedicine, digital libraries, and e-banking. Key service providers are expected to offer extended Over-the-Top services such as Viber and Skype.

To achieve a competitive advantage is getting intense day by day, the companies are forced to innovate and bring exciting features and services for customers as they have an extremely important place for customers (Fader, 2020). This hyper-competition has caused brand consciousness in consumers, so that's why they are switching from one brand to another in order to have better quality at less cost. It is often indicated that in telecommunication services, once subscribers have been obtained and linked to the telecommunication network of a specific operator, their long term relationships with the central operator are of extreme significance to the success of the company in competitive markets (Tariq et al., 2020).

To switch from one network to another with the same number is called mobile number portability (MNP). When mobile subscriber ports their contact numbers from one brand to another to enjoy low rates and best quality, they have to pay some cost in terms of SMS or GPRS. It is completely obvious that whenever customers switch, they

do so for better services than the brand with which they currently belong. Poor network quality is quite disturbing when a person is making any emergency call or on a visit with family. In Northern sides, few networks are available; these reasons also causes people to switch their network to get better quality at lower rates. The factors causing brand switching consists of negative experiences due to poor quality and disappointing services (Sultana et al., 2012).

Therefore the objective of this research work is to whirl into that void and determine the main reasons that make subscribers switch their mobile networks. During the year 1990s Paktel and Insta phone were known as the inaugural mobile networks in Pakistan. After that, with stiffness in the competition, they joined Mobilink which was formerly in possession of Motorola. Pakistan Telecommunication Authority (PTA) declared that mobile network service providers are quickly capturing the market; consequently, there is a rapid and noticeable increase in the ratio of new consumers (Malik et al., 2012).

The major network services of Pakistan were Mobilink, Warid, Zong, Ufone, and Telenor. Mobilink previously announced its merger with Warid in November 2015. The case was under review at Pakistan telecommunication authority. After scrutiny, PTA finally approved the merger on 24 May 2016. In January 2017, Mobilink CEO, Aamir Ibrahim, stated that the Warid brand name would be history, and both companies would be re-launched under the 'Jazz' brand name. After the acquisition of Warid, now Mobilink joins the 4G service provider in Pakistan. Now the current major network services of Pakistan are Jazz, Zong, Ufone and Telenor, which are heavily investing to capture maximum share of customers to attain high profit and using diversifying strategies for meeting their satisfaction in order to make them loyal and to restrain them from switching. In Pakistan, millions of users are availing telecommunication services as it has become a necessity of life due to ease of communication. Every person owns mobile phones either for business use or for personal and entertainment purposes (Jeffrey & Doron, 2013).

Researchers in their studies elaborate on the influence of factors in customer satisfaction and switching behavior in Pakistan's cellular services. They used the method of qualitative, but this study is based on quantitative research. Very little research has been conducted on this study in Faisalabad. This research paper comprises five independent variables as a quantitative approach and one dependent variable to know about the reason behind brand switching in the telecommunication industry.

This study aims to understand the relationship of independent variables like Price, Value-added service, Brand image, Promotional offer and Network Quality with dependent variable brand switching for knowing the true reasons behind customer switching in the telecommunication industry.

This study is to know about factors behind brand switching in the telecom industry. It would be of great significance for companies to reduce the switching subscribers and improve factors that would enhance customer satisfaction and loyalty. They can take effective steps to improve their services and to increase their profitability. This study's significance is to conclude which factors are becoming more weighted factors on the users, which can result in brand switching that has concerned marketers a lot.

LITERATURE REVIEW:

The world has changed with the introduction of the telecommunication industry. In recent years, the habits of consumers brand switching increases. We observed many factors in the favor and disfavor of brand switching in the telecommunication industry.

BRAND-SWITCHING:

There three different forms of brand switches, which are situational, influential and reactionary (Kouser et al., 2012). Situational switching occurs when the life situation, such as geographic of customer changes (N'Goala, 2007). In contrast, Influential switchers are those customers who switch to other brands due to the influence of competitors (Peng & Wang, 2006). The competitors might give benefits to influence potential customers. Reaction switches are those customers who switch to other brands due to negative experience with the existing brands (S. K. Lam et al., 2010).

The factor that influences the users to switch their brands is cost, the quality of signals and its services, and the cost paid by the customer to switch Etc.(Alfred, 2013). The most important factor is cost and price, which influence customers for brand Switching (Makwana et al., 2014). If the telecom company charges low prices and provides good services, then switching to others will be reduced, and the customer will be more satisfied (Basari & Shamsudin, 2020). When low prices charge, more customers are moved toward satisfaction (Otto et al., 2020).

The customer is two various types during the brand switching process active and passive (Fetscherin, 2019). The active customers are those who are looking for opportunities and benefits and continuously comparing different options (Parthiban, 2019). These customers also gathered information with the new provider themselves and are already having an idea about what they want to gain. Passive switchers are that switcher that doesn't want to change it and remain with the existing brand (Aaker, 2012). When a customer bought the services of any Sims brand, it includes the cost of Sims it also includes charge which is taken by company per minute, the charges for sending a text message and internet charges (Price & Jaffe, 2011).

The customers prefer those mobile service providers that adjust their rate packages according to the requirement of users (Ho & Kwok, 2002). Companies following their user's requirements are earning more profit and have a high market share (Huang et al., 2017). Moreover, these companies have low rate customer switching compared to

those companies who are not adjusting their packages according to their customer requirement (S. Y. Lam et al., 2004).

NETWORK QUALITY:

The perception of brand network quality can be improved by providing a high quality of services to their customers (Spiess et al., 2014). Observed companies that provide high network quality usually have a low switching rate of customers (Zhou et al., 2011). Network coverage means that telecom companies make sure that their network signals must be available at all the places of the cities or country, and network quality should be high and trouble-free to their customers (Wirén et al., 2019).

Signal strength depends upon the clarity of the voice service provider (Qalati et al., 2019). Companies that are providing high-quality services have a higher share in the market and have positive word of mouth (Ng et al., 2011). It has been observed that the quality of the network plays a vital role in the success or unsuccessful of a telecom company (Y. Wang et al., 2004).

Customers' personal experience with the brand is the major role to purchase or post-purchase the current service provider (Bui et al., 2011). The first experience plays a vital in deciding the customer whether to carry on the current service provider or switching to another service provider (Shin & Kim, 2008). Telecom companies must focus on the quality of network services they provide to their customer (Agyapong, 2011).

PRICE:

Haider et al., (2015) explained the effect of change in price on the demand in the telecom sector. The customer is more attracted toward those service provider that reduce their prices (Verhoef et al., 2001). In simple words, the change in prices motivates customers toward switching (Antón et al., 2007). It has been observed due to customers' low buying power; most customers switch to another brand when the company increases the prices of their services or packages (Jaafar et al., 2012). With the telecom sector, customers are price-sensitive, and most are attracted to lower prices from competitors when customers exposed to competitor marketing campaigns (Polo et al., 2011).

When fair price gives high quality, it causes customer's satisfaction and it restrains from switching because sensible price plays a vital role in the satisfaction of customers (Szwarc, 2005). Companies are now mainly focusing on the price of their services to its customer because it is the main factor influencing the customer to switch toward another brand (Cretu & Brodie, 2007). Price plays an important role in the purchasing decision of the customer (Nandrianina Louis Pierre, 2020). Price is an essential element that plays an essential role in switching the brand; price is paid whenever a person utilizes or buys the product (Son & Jin, 2019).

The customer compares the prices of its services providers with other network services to decide whether to switch or retain (Colgate & Lang, 2001). User's main focus when selecting a service provider is lower call rate and SMS charges and prefer those service provider who is effective in cost (Funk, 2007). Haque et al.,(2010) discovered that the user's decision to choose a mobile service provider depends mainly on the mobile service provider's variable charges. Companies that provide low rate packages according to users have a low rate of customer switching due to competition in the telecom industry (Xavier & Ypsilanti, 2008). Companies are now adopting new strategies to attract new customers and reduce customer switching rates, therefore adjusting their packages according to the needs of the customers (Khan & Fasih, 2014).

PROMOTIONS OFFER:

Advertisement plays a major role in influencing customers toward brand switching (Sathish et al., 2011). Telecom companies should focus on the advertisement or promotion offers of their competitor's (Clow, 2016). The switching of the brand is directly linked to the sale promotional activities (Westberg, 2004). Promotional activities of one brand have a direct effect on the other brand (Shamout, 2016). Customer is continuously in the research of attractive sale promotional activities (Vogel et al., 2008).

Moreover, telecom companies should observe their competitor's promotional activities and take corrective action to retain customers from brand switching (S. K. Lam et al., 2010). Promotion is a means of non-personal communication with your potential customer to build long-term relations and profitability (Adefulu, 2015). The promotion gives the opportunity of a competitive edge in the market and plays a vital role in the growth of the business (Urip, 2010). The promotion also provides information regarding the current company's product or services based on price-quality, availability, etc. (Mangold & Faulds, 2009).

Sale promotion activities not only increase the demand and sale of the services by attracting the customer but also attract those customers who have shop purchasing from the company or stop utilizing its services (Familmaleki et al., 2015). Nowadays, companies are giving sale promotions to attract a large number of customers to speed up their sales and market shares (Popovic, 2006).

Ramanathan et al., (2017) conducted a survey that more customers are attracting towards those networking companies which are offer different sale promotions offers. Sale promotions may include internet services free call minutes etc. (Van Horn et al., 2007). Promotional offers play an important role in attracting new customers. Companies that are providing promotional offers have high market shares and customers (Lee et al., 2001).

VALUE-ADDED SERVICE:

Customer satisfaction can be increased by providing superior value-added services to their customer. Value-added services help customer to retain their existing brand (Santouridis & Trivellas, 2010). Value-added service is the means of providing extra benefits to their customer in order to attract and retain customers towards their brand (W.-T. Wang & Li, 2012). Pakistan cellar companies are providing news updates, sports updates, free balance and free SMS as value-added services in order to attract customers towards their brand (Bakhsh et al., 2015). Value-added services that are relevant to the customer's preference and focus on value-added services reliability (Nysveen et al., 2002). Value-added is the customer's judgment toward the excellence of a product (Woodruff & Flint, 2014). Value-added services are the enhancement the company is providing on its services. Customers focus on the value-added service the company is giving match updates, and movies update are the examples of value-added services (Stern et al., 2002).

Value-added service is a major determinant of customer brand switching; therefore, the company should make its investment and focus mainly on value-added services (ALTHONAYAN et al., 2015). Moreover, as customers' needs are different, value-added services are not the same in different areas of the country. The customer's expectations and services that are perceived are directly proportional to each other for a better experience of service. The reception of value-added services has a direct impact on the satisfaction of the customer (Gil et al., 2008). Customers are satisfied if the value-added services are up to date and convenient (J. V Chen & Aritejo, 2008).

BRAND IMAGE:

Brand equity and customer preference increased through a positive brand image (Chang & Liu, 2009). The brand image also plays a vital role in preventing current users from switching their brand and attracting more customers toward their brand (Blombäck & Axelsson, 2007). Most telecom companies are promoting advertisements and public relations to capture new customers and retain their existing customers (Clow, 2016). Brand image can influence mobile users' perception of the goods and services offered (C.-F. Chen & Myagmarsuren, 2011). Brand image help customer to differentiate one from other brands in their mind (Dennis et al., 2007). Brand image are meant to convey the idea, message or theme of the company to their customer. A good brand makes their brands more attractive by giving the perception of quality services to their potential customers. Good brand image plays a vital in making customer loyalty towards the brand (Malik et al., 2012).

Customers become more faithful to a product which he purchases (Chocho áková et al., 2015). A positive brand image is important to transfer your brand value to the customer (Burt & Mavrommatis, 2006). Furthermore, a good brand is also important for positive word of mouth and marketing communication (Brown et al., 2005). Whereas negative images have a bad impact on the consumer's mind (Kim et al., 2018).

It shows us the impression of a brand in the mind of consumer obtains from different sources (Giakoumaki & Krepapa, 2020). The brand image shows us the customer's perception before using the service (Yulisetiari & Prahasta, 2019).

METHODOLOGY:

DATA COLLECTION METHOD:

A survey questionnaire is used to collect primary data. A convenience sampling technique is adopted to collect data. SPSS was used to record and compute data. After receiving data, regression, correlation. Cronbach alpha, frequency distribution, mean, median, mode were applied on SPSS version 23 software to analyze the collected data.

SAMPLE SIZE:

The total sample size is 204 participants. The sample size is calculated with the help of Israel, (1992) sample size determination technique with 7% precision level.

SAMPLE TECHNIQUE:

A convenience sampling technique is used. This study is conducted in different universities of Faisalabad. The researchers use convenient sampling methods due to time limitation and cost involved with other sampling techniques that contribute to that effect.

RESPONDENT CHARACTERISTIC:

Respondent's age is 18 above, as research is conducted in the university. Male and female gender both of them are included. Education level till Masters or upper is included in this paperwork.

RESEARCH INSTRUMENT:

The research instrument used for this purpose is questionnaires. For data collection, a questionnaire was devised based on two parts that consisted of questions about factors that lead to brand switching of the customer and the demographics of the respondent. The respondents have been asked the reasons for switching over to another network service and the relative importance of those factors in their belief.

LIKERT scale will be used in the questionnaire. The Likert scale ranges from one (1) to (5) involving (strong disagree to strongly agree), which is used by price, network quality, promotional, and brand image offer. LIKERT scale was used by value added-services ranging from one (1) to (7). Brand switching is considered the dependent variable. Brand image, network quality, price, value-added services, promotions offers will be regarded as an independent variable. The questionnaire has two parts.

The first part consists of two sections. Section A consist of a general characteristic of respondent and section B consist of general information of respondents. The second part of the questionnaire has five dimensions: price, network quality, brand image value-added services, and promotional offers. Price and brand image dimension are

adopted from (Feng Jr & Zhang Jr, 2009). Promotional tools dimension is adopted from (Luo, 2006). Network quality dimension is adopted from (Berry & Parasuraman, 1991). Value-added dimension is taken from (Xiaoli et al., 2006). Bashir et al., (2008) relates that validity measures the extent to which the data collection method measures what it supposed to measure. A questionnaire pilot testing was conducted to identify flaws in design and instrument. The reliability & validity of the questionnaire was checked by using Cronbach alpha.

THEORETICAL FRAMEWORK MODEL:

The conceptual framework shows the variables such as cost, network quality, brand image, value-added services, promotions offers, and their influence on brand switching toward other brands.

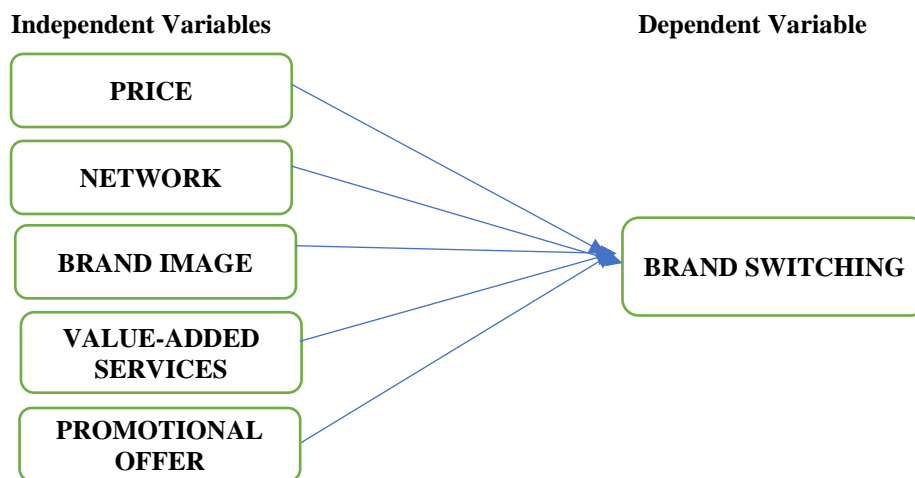


Fig. 1. Theoretical Framework

HYPOTHESIS:

- H1:** There is a relationship between price and brand switching.
H2: There is a relationship between brand image and brand switching.
H3: There is a relationship between value-added service and brand switching.
H4: There is a relation between network quality and brand switching.
H5: There is a relation between promotional offers and brand switching.

DATA ANALYSIS:

In order to check or test the hypothesis, regression and correlation tests are applied by the help of which dependency among variables can be proved. In order to check the reliability of the questionnaire, Cronbach's alpha technique was applied, which shows that the questionnaire is reliable. The data analysis has two sections. First section deals with descriptive analysis, frequencies, and reliability. Section two deals with correlation, regression assumptions, and regression analysis.

Table I. Descriptive Interpretation

Variables	N Statistic	Minimum Statistic	Maximum Statistic	Mean Statistic	Std. Dev. Statistic	Skewness Statistic	Kurtosis Std. Error
Price	204	2.40	5.00	4.0235	.49374	-.579	.170
Brand Image	204	2.33	5.00	4.0310	.58124	-.527	.170
Promotional Tool	204	1.33	5.00	3.9322	.76771	-1.131	.170
Network Quality	204	2.50	5.00	4.0172	.50461	-.352	.170
Value Added Services	204	3.33	7.00	5.9837	.74701	-1.023	.170
Brand Switching	204	2.00	6.83	5.1773	1.36549	-.964	.170

The mean or average for the variable price, brand image, network quality, promotional tools, and value-added services is 4.4, and the mean or average for the variable Brand switching is 5.2. Standard Deviation for the variables Price is 0.49374; the brand image is 0.58124; network quality is 0.50461; the promotional tool is 0.76771, value-added services are .74701, and Brand switching is 1.36549 respectively. The smaller the observations of Standard Deviation are, the less spread out the observations are.

SECTION 1: FREQUENCIES OF THE DEMOGRAPHIC FACTORS:

This section analyzes demographic factors collected through our research instrument.

Gender:

Respondents of our research include 65.7% males which are 134 persons, and 34.3% females that are 70, and on the whole, they make 204 respondents that are shown in the following table below.

Table II. Gender

	Gender	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	134	65.7	65.7	65.7
	Female	70	34.3	34.3	100.0
	Total	204	100.0	100.0	

Age:

From our data collection, the result shows that there was a majority of people who were having the age of 18-30years, which included 166 people, and the second majored group was 31-40 years, which includes 38 people, as shown in the table.

Table III. Age

	Age	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-30	166	81.4	81.4	81.4
	31-40	38	18.6	18.6	100.0
	Total	204	100.0	100.0	

Education:

Most people of the sample are from the group of graduates, and they constitute 51.5% of the total sample, which are 105 persons. In comparison, postgraduate includes 58

persons, which are 28.4%, intermediate include 41 persons, which are 20.1%, as shown in the table.

Table IV. Education level

	Education	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Intermediate	41	20.1	20.1	20.1
	Graduate	105	51.5	51.5	71.6
	Masters& Above	58	28.4	28.4	100.0
	Total	204	100.0	100.0	

Switching Status:

During our sample collection, the results revealed that the majority of people were switched their mobile network in the last five years, which includes 140 persons constitute 68.6%, while 64 persons constitute 31.4% were not switched their network during the previous five years as shown in the table.

Table V. Switching Status

	Switching Status	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	140	68.6	68.6	68.6
	NO	64	31.4	31.4	100.0
	Total	204	100.0	100.0	

Type of use:

Most people of the sample used mobile service networks for personal, which include 111 persons, constitute 54.4%. In contrast, three people used mobile service for business purposes, which represent 3%, and 90 people used mobile service networks for both purposes which constitute 44.1%, as shown.

Table VI. Type of use

	Type of use	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Business	3	1.5	1.5	1.5
	Personal	111	54.4	54.4	55.9
	Both	90	44.1	44.1	100.0
	Total	204	100.0	100.0	

Network:

The majority of people have used the UFONE network, which is 59, while 55 people used JAZZ, while 48 people used TELENOR, and 42 people used the ZONG network, as shown in the table.

Table VII. Network

	Network	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	JAZZ	55	26.9	26.9	26.9
	UFONE	59	28.9	28.9	28.9
	TELENOR	48	23.5	23.5	23.5
	ZONG	42	20.5	20.5	20.5
	Total	204	100.0	100.0	100.0

SECTION 2: RELIABILITY ANALYSIS

Reliability:

Repeatability of the research measures is known as reliability. Reliability of the quantity can be determined by measuring the extent to which test or experiment yields the same result on repeated trials (Butler, 2010).

Table VIII. Reliability Statistics

Variable	Cronbach's Alpha	No of items
Price	0.784	5
Brand Image	0.747	3
Promotional Tools	0.892	6
Value Added Services	0.815	4
Network Quality	0.706	4
Brand Switching	0.965	6

Correlation Analysis:

Correlation shows the strength of the relationship between two variables and used bivariate correlation to judge the strength of the relationship between dependent and independent variables, respectively (Andrew et al., 2013).

Table IX.. Correlation between Variables

Variables	Price	Brand Image	Promotional Tool	Network Quality	Value Added Services	Brand Switching
Price	Pearson Correlation	1	.686**	.360**	.530**	.549**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	204	204	204	204	204
Brand-Image	Pearson Correlation	.686**	1	.281**	.643**	.558**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	204	204	204	204	204
Promotional Tool	Pearson Correlation	.360**	.281**	1	.283**	.470**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	204	204	204	204	204
Network Quality	Pearson Correlation	.530**	.643**	.283**	1	.608**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	204	204	204	204	204
Value Added Services	Pearson Correlation	.549**	.558**	.470**	.608**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	204	204	204	204	204
Brand Switching	Pearson Correlation	.357**	.303**	.617**	.355**	.438**
	Sig. (2-tailed)	.000	.000	.000	.000	.000
	N	204	204	204	204	204

** . Correlation is significant at the 0.01 level (2-tailed).

The printouts indicate that the strength of association between the variables is moderate ($r = 0.418$), and that the correlation coefficient is moderately significantly

different from zero ($P < 0.001$). The results for the direct effect of Price on Brand switching revealed an R-value of ($r = 0.357$), shows there is a positive relationship between service price and brand switching, and the correlation is significant at ($p < 0.001$). Based on this result, **H1** was supported. The results for the effect of Brand image on Brand switching revealed an R-value of ($r = 0.303$), shows there is a positive relationship between brand image and brand switching, and the correlation is significant at ($p < 0.001$). Based on this result, **H2** was supported. The results for the effect of Promotional tools on Brand switching revealed an R-value of ($r = 0.617$), shows there is a moderate positive relationship between promotional tools and brand switching, and the correlation is significant at ($p < 0.001$). Based on this result, **H3** was supported. The results for the effect of Network quality on Brand switching revealed an R-value of ($r = 0.355$), shows there is a positive relationship between network quality and brand switching, and the correlation is significant at ($p < 0.001$). Based on this result, **H4** was supported. As for the effect of Value-added service on Brand switching, it was found the value-added service also has a positive relationship with brand switching ($r = 0.438$, $p < 0.001$). Therefore, **H5** was also supported.

ASSUMPTIONS OF REGRESSION:

NORMALITY:

To check for normality in data, tests are used to determine if a data set is well-modeled by a normal distribution and to compute how likely it is for a random variable underlying the data set to be normally distributed.

Table X. Normality

Variable	Skewness Statistic	Kurtosis Statistic
Price	-0.579	.211
Brand Image	-0.527	.211
Promotional Tools	-1.131	.699
Network Quality	-0.352	-.325
Value Added Services	-1.023	1.037
Brand Switching	-0.964	-.248

To check the normality of data, we use the coefficient of skewness and coefficient of kurtosis. The values for asymmetry and kurtosis between -2 and +2 are considered acceptable in order to prove normal univariate distribution (George & Mallery, 2010). According to the results, the skewness and kurtosis of both the variables lie in between the range.

REGRESSION ANALYSIS:

Regression analysis is a statistical process for estimating the relationships among variables. It includes many techniques for modeling and analyzing several variables when the focus is on the relationship between a dependent variable and one or more independent variables (Kerlinger & Lee, 2000).

Table XI. Regression

Variable	Brand Switching	
	R-Square	B
Price	0.127	0.357
Brand Image	0.092	0.303
Promotional Tools	0.381	0.617
Network Quality	0.126	0.355
Value Added Services	0.192	0.438

*** shows significance of $P = .000$

R square worthwhile or not is based on the significant value in this table. As the value of p is less than α , i.e., $\alpha < 0.05$ so, we conclude that the model is significant.

CONCLUSION:

This particular research aimed to examining the factor behind brand switching in the telecom industry of Faisalabad. For collecting primary data, a questionnaire strategy has been adopted. There were 31.4% of respondents who have brand switching experience in the last five years, 68.6% have never switched mobile service provider in the previous five years. The statistics show that the majority of people were used the UFONE network, which is 59, while 55 people used JAZZ, while 48 people used TELENOR, and 42 people used the ZONG network. The model used in this study focus on five components which influence to switching brand. The findings indicate that there is overwhelming evidence that these factors contribute towards customer brand switching. It is revealed that factors such as price, promotion tools, network quality, brand image, and value-added services play an essential role in influencing brand switching behavior in the telecom industry of Faisalabad. The research findings suggest that having promotional tools is the most influential factor in customer decisions regarding brand switching the results have shown that most respondents switch mobile service providers in response to changes in promotional offers.

The second most influential factor that influences customers toward brand switching is value-added services. The third most influential factor in switching customers toward other brands is the price. Charging high prices for mobile phone services may influence customers to switch toward other brands (Jain & Singh, 2019). The fourth most influential factor that influences customers toward brand switching is network quality. The analysis shows that if their existing network company is unable to provide a high-quality network, the customer might switch toward another brand. The least factor that influences customers toward brand switching is the brand image of the service provider company. Brand image has also been found as an influential factor in determining the final decision regarding brand switching.

The result has disclosed that among all the factors, promotional activities are the most influential factor that influences respondents to switch from their current service provider to another. The cellular service provider should pay attention to all factors, especially towards promotion actives. Consumer switching intention is most

significantly influenced by promotional activities followed by value-added services, price, network quality, and brand image, which is least important.

LIMITATIONS:

This research is only limited to the city of Faisalabad. It can be extended to other regions, but due to a lack of resources and time, it was not possible to enlarge it to that extent. The sample size was compromised due to time and money constraints; if we took a larger sample size, results would be more accurate.

This research is based on quantitative techniques; however, a qualitative perspective could also be conducted through approaching managerial views, but because of a short time frame, mixed-method techniques were not used. This research paper is only limited to five variables, and other factors affecting customer switching are not included; furthermore, it only covers the consumer's perspective, and the service firm's point of view is not considered in the study.

MANAGERIAL IMPLICATION:

These research findings have several managerial implications. The effect of price, network quality, value-added services, promotions & offers and brand image on brand switching is very strong. If the customer is not getting any of these services from a related brand, then dissatisfaction will occur, which will ultimately lead to brand switching, and in that case brand will lose its pool of customers. To avoid this, managers should develop strategies to retain customers by focusing on these factors.

FUTURE DIRECTIONS:

Additional variables can be included to make research more precise. Moreover, the managerial perspective can also be included in the future by entailing a qualitative research design to explain customer switching behavior in-depth. This study will be useful for them to take steps to design strategies for grabbing more customers. To make research more concrete in future, more variables such as demographic characteristics of consumer e.g., usage patterns and life cycle can also be considered.

In the telecommunication industry, customer service officers and technical assistance staff are very mandatory because they have 24/7 direct contact with subscribers who explain their problems and require prompt solutions. If a customer service officer is not capable and competent enough to solve the customer's problems, it will definitely be a source of dissatisfaction for the customer. Besides, technical staff should be smart and quick to solve the complaints forwarded by customer service officers in minimum possible time. Furthermore, in order to compete in this dynamic environment, short, well-thought-out, robust, designed service quality programs must be addressed to improve customer retention and brand loyalty.

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