A MINI PROJECT REPORT

ON

"A STUDY ON BRAND SWITCHING IN TELECOM INDUSTRY"

MINI PROJECT SUBMITTED IN FULFILLMENT OF THE REQUIREMENT FOR THE AWARD OF THE DEGREE OF

MASTER OF BUSINESS ADMINISTRATION

FROM

BENGALURU CITY UNIVERSITY

SUBMITTED BY

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Al-AMEEN INSTITUTE OF MANAGEMENT STUDIES

AFFILIATED TO BENGALURU CITY UNIVERSITY

(2021-2022)

CERTIFICATE OF INSTITUTION

This is to certify that this Project entitled **"A STUDY ON BRAND SWITCHING IN TELECOM INDUSTRY"** has been successfully completed by **ZAHID MEHTAB** of Reg. No. **MB206260** during the year **2021-22** and the report is submitted in partial fulfillment of the requirements for the award of the degree of **Master of Business Administration** as prescribed by the **Bengaluru City University** under the guidance of **Prof. Dr. ABDUL RIZWAN SHARIFF**.

Place: Bangalore | **Dr. B.A. ANURADHA**
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I hereby declare that the Project Report entitled **"A STUDY ON BRAND SWITCHING IN TELECOM INDUSTRY"** has been prepared by me under the supervision and guidance of **Prof. Dr. ABDUL RIZWAN SHARIFF**, during the year **2021-22** in a partial fulfillment of the university regulations for the award of the degree of **Master of Business Administration** by **Bengaluru City University**.

I further declare that this project is based on the original study undertaken by me and has not been submitted at any time to any university or institution for the award of any other degree or diploma.

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Date: **Reg No. MB206260**

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Last but not the least I present my heartfelt thanks to my family, Friends and well-wishers for their help and support.

ZAHID MEHTAB

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INTRODUCTION

CHAPTER 1:

INTRODUCTION

❖ Introduction

The Global Telecom Industry depends on a wide range of makers and administrators industry depends on cutting edge innovation and a significant number of the producers working in various industry where the utilization their mechanical aptitudes dissemination arrange showcase information and brand name for enormous makers of cell phones are today deciding the worldwide cell phone industry Nokia, Sony Ericsson, Samsung and Motorola notwithstanding this organizations there are numerous makers that work all-inclusive and locally.

❖ Telecom Industries in India

Telecom is a fundamental foundation for monetary advancement and subsequently for the improvement of the nature of human life. The utilization of phone is in various exercises like social and financial, and gathering data and information. From these the most elevated use goes to social exercises. It is utilized for sparing time and consumption in social and money related settings. In India individuals are keen on owning cell phones. The cell phone association is expensive when contrasted and land telephone associations, as the underlying capital expense of handset buy is more. Salaried and businessmen who are having relatively high monetary status were the most serious clients of mobiles. Without less expensive fixed line benefits for the most part in provincial territories, there are expanded utilization of WLL telephones and cell phones. Be that as it may, in such cases there emerge issues on account of range too. As the ideal entomb locator is come to through communication, and the phone is probably going to be the snappy route for correspondence, phone has an impressive favorable position over other correspondence direct in crises. The telecom administrations have been especially helpful for advancement of work. They make number of openings for work in this new field. By the utilization of web, specialists are getting consultancy from everywhere throughout the world. One can associate with another and can get significant hints about a specific case from the experience of the other specialist. With the assistance of Telephone, makers and the center men can accumulate data about the accessibility of crude material, advertise cost and completed items.

INDIAN TELECOM SECOR

Telecom Industry is considered as the methods for getting and sharing data. Open Telephone offices are valuable to the poor too. It can supplant the need to travel or postal expenses. Significant level of utilization of phone for Social systems administration infers that the greater part of the provincial territories needs financed get to. More extensive access to web access is conceivable through the development of broadcast communications availability. Households in many settings will in general spend, by and large, between 2% and 4% of house hold pay on media communications. The utilization of phone for the procurement of data and information was extremely low till the presentation of accessibility of web through telephones. The majority of the creating nations are confronting the development period of telecom segment, on account of the innovation changes as per the neighborhood topography. At the essential stage the quantities of cell phone associations are lower than the quantity of land telephone associations in creating nations. After 1995 a large portion of the creating nations are confronting fast development in the mobile phone infiltration. While thinking about the innovative advancement in the telecom segment, India is late starter. India is the fourth biggest telecom showcase in Asia after China, Japan and South Korea. The Indian telecom organize is the eighth biggest on the planet and the second biggest among the creating economies.

About the Indian Telecommunication Services Industry

Telecommunication Services is one of the key services in the Indian Industry and economy. This sector has grown over the years exponentially and is expected to grow further in future. India's telecommunication network is the second largest in the world by number of telephone users with 1.053 billion subscribers as on 31 August 2016. It has one of the lowest call tariffs in the world. India is the world's second-largest in Internet user-base. As on 31 March 2016, there were 342.65 million internet subscribers in the country. India's telephone subscriber base has grown at annual growth rate of 19.96 per cent, reaching 1058.86 million in the same year. In March 2016, total telephone subscription was 1,058.86 million and total density was 83.36 percent. The Indian telecom sector is expected to produce four million direct and indirect jobs over the next five years according to estimates by Randstad India. The employment opportunities are expected to be created due to combination of government's efforts to increase penetration in rural areas and the rapid increase in smart phone sales and rising internet usage. International Data Corporation (IDC) predicts that India will overtake US as the second-largest Smartphone market globally by 2017. The challenge is to develop strategies to retain customers, as competition is very high and aggressive in this sector.

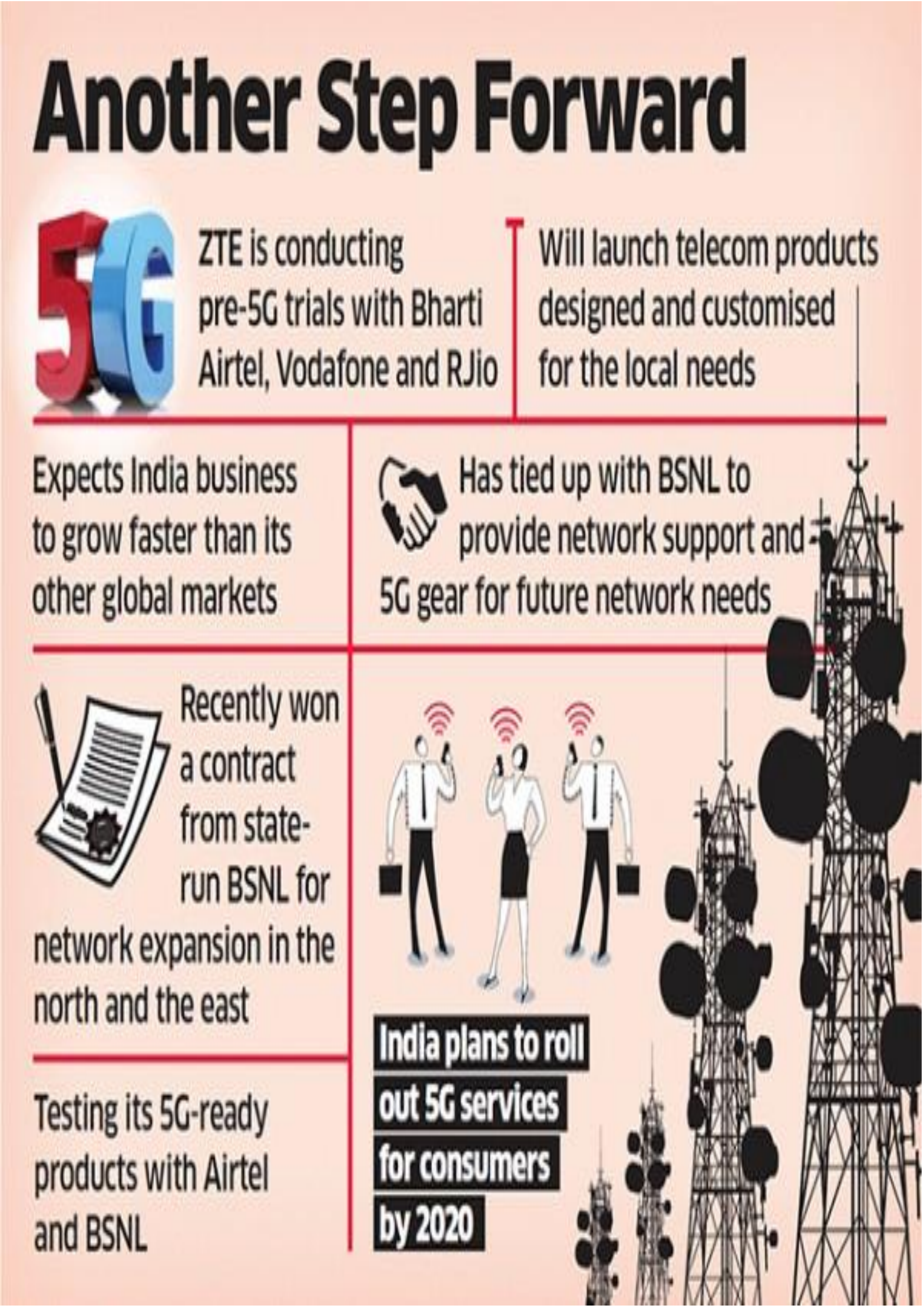
Changes in Telecommunication services Sector

According to TRAI data, in the month of November 2016, JIO was leading in mobile broadband segment followed by Idea with net addition of 2.52 million new customers. Bharti Airtel and Vodafone also added 1.08 million and 890,794 subscribers, respectively. Mobile internet usage is expected to grow to over 500 million customers by the end of 2017 and many customers are expected to use JIO. Reliance Jio has become the primary data connection on most of the mobile devices in India. RJio had 6.40% market share in the wireless subscriber market behind Reliance communications (7.68%), Aircel (8.06%), BSNL (8.59%), Idea (16.90%), Vodafone (18.16%) and Bharti Airtel (23.58%)(as per Telecom Regulatory Authority of India (TRAI) data released on February 17.) RJio's net additions in December was the highest among all other networks adding 20,281,930 (over two crore) subscribers to its wireless base. The entry of telecommunication player Reliance JIO has further impacted consolidation in the telecommunication Industry. Such consolidation resulted in brand switching in this service sector.

Emerging technologies and the future of Indian Telecom

With growing demand for data and speed among new age consumers, the thrust has been seen across the industry. Among the various BWA technologies, the recent developments such as LTE and emergence of IoT technologies have seen tremendous interest from industry counterparts. Reliance Jio, Bharti Airtel, and Vodafone have already launched VoLTE services in select regions with BSNL looking to join the queue. The Indian government is planning to develop 100 Smart City projects, where IoT would play a vital role in the development of those cities. The development of a telecom infrastructure is critical to the growth of the nation and there is no doubt that India has made significant progress. There is still a lot to achieve and government support including tax benefits and recognizing telecom infrastructure as an essential infrastructure will go a long way in making India as one of the fastest, strongest, and most affordable telecom market. 5G the 5th generation of wireless network technology will be rolled out soon by all telecom operators to serve wire-like Internet speeds on mobiles. India is one of the largest smartphones user-base in the world with more and more users switching to smartphones which have proliferated the market with lower cost and better features. High speed Internet access on smartphones will drive the growth of Internet and penetrate all parts of the country serving rural and remote areas. Broadband on fiber will still play a major role by utilizing the same backbone which will be strengthened for the delivery of 5G. The broadband market on fiber will definitely grow alongside 5G deployment by telcos and we can look to see even faster speeds on fiber broadband connections with better backbone strength. By 2025, India will need 22 million skilled workers in 5G-centric technologies such as Internet of Things (IoT), Artificial Intelligence (AI), robotics and cloud computing. With daily increasing subscriber base, there have been a lot of investment and development in the sector.

FUTURE OF INDIA TELECOM INDUSTRY:



❖ <u>Brand</u>

MEANING OF BRAND

The brand is any service, product or concept which is publicly different from that of other services, products and concepts so that it can be communicated as well as marketed easily. The brand name is the name of that distinctive service, product or concept and branding is the process of creating and distributing the brand name. Usually, brands are protected from being used by others through a service mark or a trademark from an authorized agency which is usually affiliated with the government.

MEANING OF BRANDING

Branding is the process of creating a strong, positive perception of a company, its products or services in the customer's mind by combining such elements as logo, design, mission statement, and a consistent theme throughout all marketing communications. Branding is the process of giving a meaning to specific organization, company, products or services by creating and shaping a brand in consumers' minds.

Why is Branding important for the Success of any Business

Branding is very important for businesses as it creates a memorable impression on customers and allows both customers and clients to know what they can expect from it. It is a great way to distinguish the product or service from competitors and makes it easier for customers to understand why the product, service or concept is a better choice. A strong and consistent brand image is very helpful in establishing a business. Brand enables customers to recognize, remember and recommend the product or service to others. Brand image is usually a brand logo which should be designed so that it has a strong impression on the target market at first glance. In addition to this, a business can benefit from branding to generate future businesses. A well-known and strong brand can increase the value of your business and will provide more leverage in the industry. In this way, businesses can capitalize on potential investment opportunities as it is firmly established in the marketplace**.** Establishing an effective brand also allows companies to win referral businesses. Having a strong brand means that customers have a positive impression of that product or service and will likely be associated with other businesses because of the assumed familiarity and dependability of that name which can be trusted upon.

Brand Concepts

- **Brand Name:**

  It is that name which is given by the manufacturer or maker of the product or a range of products. A brand name is most often trademarks.

- **Brand Attribute:**

  This includes brand characteristics and its core values. Brand attributes include consistency, credibility, sustainable, relevancy and appealing.

- **Brand Positioning:**

  This involves determining where the brand is standing in the competitive **market**. Positioning is that unique or distinctive position that the brand holds in the **market** or in the mind of consumers.

- **Brand Identity:**

  This is the way in which any business perceives its brand. This is basically the image of the brand from the point of view of its maker and how the maker wants it to be perceived by consumers.

- **Brand Image:**

  It is the perception of customers about a particular brand. It is basically how consumers perceive the brand.

- **Brand Personality:**

  Brands also have the characteristic to speak and behave with customers. **Brand personality** can be associated with human personality traits such as the brand of being caring, luxurious and honest.

- **Brand Awareness:**

  This refers to the degree to which customers are familiar with a particular brand.

- **Brand Loyalty:**

  This refers to the tendency of a particular group of customers who will continue buying the particular brand instead of other similar brands in the market.

- **Brand Association:**

  Brand association is a link which a customer creates in his mind about the brand. This link should be positive so that the brand is perceived as positive.

- **Brand Equity:**

  This is the impact a brand can impose over the purchasing decision of a customer.it is a set of brand assets and liabilities which can either add or subtract from the brand value.

- **Brand Extension:**

  This type of branding strategies basically uses a well-established brand name for launching a new product or new product category.

- **Co-Branding:**

  This is amongst brand management strategies which make use of multiple brand names of a product or service as a part of a strategic alliance.

- **Sonic Branding:**

  This refers to the use of sound in advertising a particular product or service. The underlying concept is that when a customer hears that sound, they will think of that particular product.

Introduction of Brand Switching

Brand switching is a phenomenon when a customer changes preference of buying one brand to another brand. It is a consumer's decision to obtain a product brand unlike from that was usually purchased. Brand switching is influenced by price promotions, in-store displays and advertisements, superior availability, perceived improvements or innovations in competitive brands, desire for new products, number of available brands, perceived risk with existing brand, changes in quality, or level of satisfaction with the most recent purchase. Brand switching is most common with products which do not vary much in quality like as bottled water, dairy products, or paper towels A consumer may switch brands for various reasons like curiosity to try a new brand, declining brand image, declining services, competition, better price .Usually price promotions encourage brand switching. With more and more products being launched, brand switching becomes a common phenomenon as competing brands come up with better offers, discounts, price ranges, product benefits .Thus marketing mix can be one of the reasons why customers switch brands. A well-made marketing mix can help in retaining customers for a long period of time and make them brand loyalists and create brand evangelism. Consumers have different perceptions, attitudes, and behaviors towards different brands which induce them to retain a brand or switch to another brand. Brand switching occurs when customers switch their loyalties from one product to the other one. Customers' shift from one product to another product of similar nature is called brand switching behaviour of customers. Brand switching can also be a result from advertising, brand building and firm beliefs about any brand. However advertising effects can be negated customers experiences the brand when he uses the brand himself.

Meaning of Brand Switching:

Brand switching is always painful for companies since they know they have a 60-70% probability of selling a product to their client, while closing a deal with a prospective customer makes only 5-20%. We can infer that retaining customers and working on increasing customer loyalty decreases your chances of facing the problem of clients who switch brands.

Brand switching can be of two types:

- Temporary Brand Switching
- Permanent Brand Switching

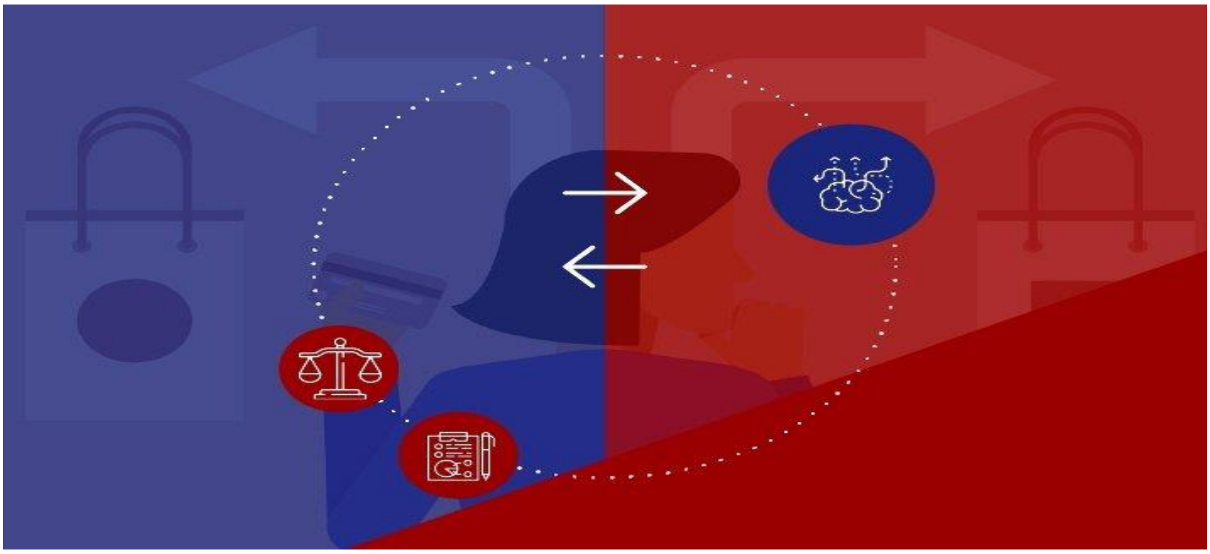
When a shampoo is not available at a shop customer can shift to another shampoo, this is temporary brand switching. It can be long lasting if customers change to particular brand permanently. Permanent brand switching is very difficult to change. Brand switching is basically a process by which customers choose to switch from a product or brand of routine use to another product or brand of similar nature. Many customers in the past switched from the brand Garnier.

Brand switching can also be:

- Aggressive Brand Switching
- Defensive Brand Switching

When customers are induced and influenced by advertisement, promotions, price cuts to acquire a brand different from the brand purchased, its called as aggressive brand switching . JIO advertised aggressively and provided offers which no other brand could offers .On the other hand defensive brand switching is a type of switching in which promotions of company encourage customers to buy the brand they purchased. Defensive brand switching is a strategy of companies in order to induce loyalty in customers (Ludi, 2004) which is very important to reduce the switching tendency of the customer. Vodaphone tried to retain its loyalist's inspite of JIO's aggressive marketing policyThe various strategies to attract consumers are Market growth strategy , where the overall consumers of that category are increased Market penetration strategy where the same consumer is induced to buy more of the product or service Steal – Share strategy where the consumers of the competitors are made to switch by using heavy promotion strategies like different tactics, strategies in advertisement in order to attract customers of competitors, Promotions, Public relations, offers, discounts, better product performance may also induce customers to switch brands.

CUSTOMER SWITCH BRAND



Brand image induces customers to switch brands or Aggressive pricing strategies persuade customers to switch brands which work specially in a country like India where consumers are highly price sensitive. A number of other factors induce switching of brands in customers. If companies do not meet needs and wants of customers, customers can switch to competitors’ brands. Market has become very competitive and all the companies strive for grabing market share. In order to build market share companies attract customers by providing different incentives like low price, high quality, discounts or promotions and offers. In today’s competitive market success of companies depends on how many times the product will be purchased or how long the service will be used. Companies must manage switching behavior of customers or their success can be at risk. Competitive prices are generally helpful in inducing brand switching. A number of costs are also linked with the switching behavior of customers. Companies that have lower switching cost exhibit higher rate of brand switching. Switching cost is basically the cost associated with switching from one product to another one. Some industries have number of customers switching brands while some industries do not have many consumers switching brands. Telecommunication industry is one of the industries which has high rates of brand switching which is mainly due to intense and cut throat competition in telecommunication industry. A number of companies are operating in telecommunication industry across the world. Customers of mobile service provider companies often switch towards brands which provide additional benefits to them. Indian consumers are more price sensitive in nature hence any company whether product or service tends to gain customers by reducing the price or giving more at the same price.

Factors & Reasons for Brand Switching

1. The price-value gap:

The price itself is not a decisive factor of course, buyers are sensitive to changes in pricing, but they won't make them leave you if they have a brand affinity. This term entails customers who are loyal fans of your brand. The important thing here is value. People pay not for products but for the value they provide them, and thus the tangible price increase should be justified. Clients want to see what makes the difference between your more expensive product and your competitor's analog. Make sure you can communicate this to your audience.

2. Poor customer service:

By poor service we mean not only unfriendly staff but the way they deal with dissatisfied customers. For example, your client received a defective item or clothes of the wrong size. The person responsible for the exchange of goods and refund plays the central role here. It should be a proactive person able to do their best to make this client happy. Once you start arguing with a customer, be ready to experience brand switching. Another critical factor here is the time your customer support team needs to respond to a client. The longer you make your customer wait, the sooner they will switch your brand.

3. Brand stagnation:

This issue and the next one both belong to brand fatigue. This phenomenon means that clients are tired of a particular brand. Stagnation implies a company that focuses only on producing one product and does nothing to optimize and improve it. As a result, customers switch to a brand that continually innovates to meet their clients' needs and preferences. Competition incentivizes brands to develop and improve.

4. Desire to conquer all niches:

This problem also belongs to the category of brand fatigue. Companies that enter almost every market scare away both prospects and loyal clients. Such dilution makes companies shift their focus from their main product, which made them successful. Recall a brand that produces carbonated soft drinks. Bet, you think about Coke. Perhaps, this is what makes this brand successful. In the end, it's impossible to succeed in everything.

How to prevent brand switching:

1. Be clear with your unique value proposition:

UVP is what makes your brand stand out among competitors. It will help you persuade your clients that your product is the best decision. To create it, identify your clients' pains and needs and the product that will solve them better than your competitors' alternative. Be ready to explain your benefits when customers will resent the price increase. Unveil the value they will receive paying your brand more.

2. Invest in customer retention:

Customer retention allows brands to get higher revenue, increase sales volume, collect customer information, and build long-lasting relationships. To retain clients effectively, you need to set expectations, create a loyalty program, share killer case studies, ask customers for feedback, and use it to improve your products and customer service.

3. Provide personalized communications:

People love brands that approach each client individually. Carry out segmentation to create groups of clients with similar needs and preferences. This method will help you craft personalized offers for them and provide the best customer experience.

For example, Send Pulse allows users to collect personal data about clients via subscription forms to send segmented and personalized email campaigns. As a result, you'll get more sales and build trustful relationships with your audience.

4. Build a winning customer support team:

Since customers deal primarily with customer care agents, they judge the brand accordingly. The person who is in charge of conflict resolution is your best card. Your team should be close-knit, helpful, and proactive. For the best customer experience, make it work 24/7, speak the language of every client, and be able to answer immediately.

5. Work with negative feedback:

No matter how hard you try, you will definitely receive negative reviews. 57% of clients will switch a brand if it doesn't address the negative feedback. Sad but true. You can use a service that looks for brand mentions across any platform. Thus, once you meet a negative review, pass it to the person responsive and do your best to satisfy your customer. Depending on what went wrong, you can offer a discount for the next order, free shipping, or a special gift. Never let dissatisfied clients go.

❖ Statement of the problem

The Telecommunication sector use effective way to retain their Customers, as the customer may shift if they are not satisfied with their existing product or service. Hence the telecommunication industry focus towards market research to understand the customers stated and underlying needs. Therefore to retain customers, gain consumer loyalty and to reduce threat of brand switching companies are offering attractive packages. Hence this study is conducted to explore the factors that lead to brand switching in telecom industry.

❖ Need of the study

- It helps the company to know the customers and their preferences.
- It helps company to know their potential customers, and competitors.
- It helps the company to retain the customers and satisfy them, it helps the company to increase their Market share.

CHAPTER: 2

METHODOLOGY

CHAPTER 2:-

METHODOLODY

❖ REVIEW OF LITERATURE:

- **Ching-chow Yang (2003):** stated that customer satisfaction measurement shows the strength and the area of improvement in the quality of product. Continuous improvement is considered one of the significant activities for a firm to practice to ensure best quality for its products. Through the constant improvement in performance, the enterprise can augment customer satisfaction and elevate profits.
- **Richard Lee, Jamie Murphy (2005):** explored determinants that cause mobile phone customers to transit from being loyal to switcher. They concluded that there are different factors which affect the Customers to switch from loyalty to switching intentions such as price, technical service quality, functional service quality, switching costs, etc. The result shows that price is the most important factor which affects the customers to switch loyalties to another provider.
- **Silva, K.A (2009):** The author found that the most important factor in continuing an existing service provider was the ability of the service provider to give value to the customer. This was followed by assurance and responsiveness. The least important factors were legal undertaking tangibility and payment terms.
- **Joseph and Joachim (2009):** discussed switching cost and its relationship with customer retention, loyalty and satisfaction in the Nigerian telecommunication market. The author found that customer satisfaction positively affects customer retention and the switching cost affect significantly the level of customer retention.
- **Douglas A. Galb (2009)**: identified issues and trade-offs that should be considered in regulating prices for shifting between service providers. Service providers, customer acquisition cost, the cost to customer of changing service providers and the level of change are important factors in evaluating the effects of a network's operator charge for shifting customers between service providers. **Kabir et al (2009),** emphasized that service quality is considered a positive driver for behavior intention of leaving, switching or retaining.

- **Xuan Zhang (2009):** studied the impact of relationship marketing tactics on customer satisfaction and trust, which in turn increase customer loyalty, by focusing on Swedish mobile telecommunication sector. An analytical model is developed as a guideline to examine the relationships between relationship marketing tactics, relationship quality (trust and satisfaction) and customer loyalty.
- **Jessy John (2010)**: explored the factors that influence customer loyalty of BSNL mobile customers. A Sample of 100 consumers who have BSNL mobile services in Jaipur city were surveyed toassess the reasons behind the hard core customer loyalty even in an environment with high quality alternatives. The author recommended that BSNL mobile service enterprises should work on its problems related to servers in order to further strengthen its customer satisfaction and loyalty. Dick and Basu (1994) uncovered the point that mobile subscribers incur switching costs when changers take advantage of lower call rates and potentially better services.
- **Kumaraval, kandasamy (2011):** concluded that idea cellular, Bharti Airtel and Vodafone emerged as most preferred mobile service operators in terms of Mobile Number Portability in Indian telecom market. Hitesh Parmar and Jaidip Chaudhari (2012) surveyed 100 customers from Surat City to find out the comparative analysis of customer satisfaction before and after the adoption of Mobile Number Portability. Poor network facility of the previous service provider, better sms pack from new service provider and full talk time on recharge are some of the reasons for switching from one operator to another.
- **M. Satish, K.J Naveen, V. Jeevananthan, (2011)**: recognized the factors that influence the consumers to switch the service providers. They concluded that there is a relation between switching the service provider and the factors like customer service, frequent network trouble, soaring high call rates.
- **Kamat, Dinesh 2013**: critical evaluation of customer satisfaction pune" observed The reason for choosing a service provider differs across the demographic segment. The results from this study revealed some interesting and important consumer behaviour and attitude of respondents. Majority of respondents preferred their current service provider because of high-quality 'network coverage'. The analysis supported the claim of different aspects influences in selecting service provider. Consumers always prefer a service provider having good network coverage, economical and quality of service followed by value- added services. This summary is a result of data analysis.

❖ Objective of the study

- To know the concept of Telecom Industry
- To understand customers brand switching behavior minutely
- To determine the underlying factors that cause Brand switching

❖ Research methodology

The research under this study will be descriptive in nature for analyzing the collected data. Its major purpose is description of the state of affairs as it exists at present. It has been carried out with the help of secondary data taken from various Journals, text books, magazines, internet sources and online research reports.

❖ Sources of data collection

Secondary data

Secondary data consist information that already exists. The secondary data under this study is collected from text books, newspapers, internet, various company's websites and online reports

❖ LIMITATIONS

- Time constraint is one of the major limitations.
- In depth research was not made.
- There might be bias in the secondary information.

CHAPTER: 3

SWOC ANALYSIS

CHAPTER 3:-

SWOC ANALYSIS

STRENGTH

The Cutting-edge fiber-optics technology, high-performing cable equipment, a respected brand name, excellent customer service and a strong sales team are just a few strengths that boost the resource capabilities of a telecommunication company. These strengths are attributes that enhance the company's competitive advantage Corroded cable lines, slow service and lackluster sales are three weaknesses that can hurt a telecommunications company.

WEAKNESS

Company weaknesses are competitive deficiencies that place the company at a disadvantage in the marketplace. If corroded cable lines aren't replaced and slow service continues, for example, angry customers will switch to a rival telecommunications company that offers better services.

OPPORTUNITY

New technologies, increasing consumer interest and a decrease in competition are just a few external opportunities that can really help a telecommunications company in the long run. Opportunities are beneficial, outside events that a company can use to boost its existing strengths. A telecommunication company keen on rapidly adopting new technologies, for example, would highly benefit from immediately investing in new fiber optics the moment they're introduced in the marketplace, especially if they speed up service.

CHALLENGES

A sluggish economy, increasing competition and increased government regulations against the telecommunications industry are just a few external threats that can limit a telecommunications company's future success. Threats are outside events or influences that create future hurdles for a company. New rivals that offer customers fast service and cutting-edge technology, for example, may lure an older telecommunications company's existing customers away, especially if the older company can't offer the same new features.

CHAPTER: 4

OUTCOMES OF THE STUDY & SUGGESSTIONS

CHAPTER 4:-

ANALYSIS/OUTCOMES

❖ Outcome

1. The Customer dissatisfaction reasons given includes failure of service, unfair price increases, inadequate customer service, failure to deliver promises, service provider's inability to help customers overcome problems in the industry, poor responsiveness, lack of consistency in the quality of core service, not facilitating family members, friends and relatives, not understanding customer expectations, and not being accountable for perceived problems caused by the service provider.

2. Customers perceived the series of problems to be major. Exogenous variables which are price, quality of service, brand image and family, friends & relatives directly or indirectly influence endogen variable that is customer switching behavior. The influence of variable price, quality of service and family, friends & relatives to displacement customers through customer satisfaction is getting smaller, and therefore the satisfaction of an intervening variable that can minimize customer switching.

3. Telecom Industry have improved the ability to execute strategy, sustain or improve the operational and financial performance of the business and correctly identify and successfully pursue business opportunities for growth.

3. Telecom Industry have achieved the anticipated benefits, synergies, cost savings and efficiencies to implement the organizational and operational structure as well as changes in our Group Leadership Team efficiently.

4. Telecom Industry have sustained and compete when there is general economic and market conditions and other developments in the economies where we operate.

5. Telecom Industry have improved the ability to manage and improve the financial and operating performance, cost saving and competitiveness.

6. The service, brand image and customer satisfaction were appeared most prominent. Therefore, it is revealed that price structure, quality of service and influence of family; friends and relatives have positive effect on customer satisfaction towards customer switching intention.

7. The same results were also found to be true across individuals, cultural context and product categories except the influence of family, friends and relatives that was not highlighted in previous similar studies conducted.

8. The brand image was found positive affecting on customer satisfaction in previous similar studies conducted whereas in present study brand image is negative correlating customer satisfaction towards customer switching behavior as influence of culture may be a plausible explanation for the emergence of dimensions that differ from those in the original model.

9. The customer believed that over-the-top (OTT) voice, text messaging and data services severely impact the prices for telecom market.

10. The telecommunication sector may plan and strategize new innovative offers for the family and friends of the existing customers so that the customer base of the firm increases. The strategies would help to encourage customer's un-switching behavior in the telecommunication sector across the globe.

❖ **Suggestions: -**

- In the Telecommunication sector, it is not very common to switch, however consumers are forced to switch if the current service provider has network issues or poor customer services. If the company concentrates on efficient network and service, the consumer may not opt to switch.
- However if the competitor is offering heavy price offers, consumers are lured to switch the brand for which the company would have to also follow the competitors strategy with respect to price offers to retain the consumers.
- With very few players in the market, the company in this sector will have to concentrate on both the aspects of Price and Quality simultaneous or the consumer would switch . To retain the consumers, both the important factors of Price and Quality will have to be improved.
- It is suggested that should protect itself threats from its rivals
- It is suggested that it should be ready quick change in the market which can be reason increasing of costs, new standards and rules
- It is suggested that a new focus in customer segment should be required to keep its market leadership.
- It is Incentives such as service providers offering full talk time on recharge mobile phone as subsidies on the service bills will reduce the extent of customer switching.
- It is suggested that it needed businesses and applications improvers to hedge commitments to particular brand platforms due to stiff competition faced outside its dominant market.
- It is suggested that to retain the consumers, both the important factors of Price and Quality will have to be improved.

CHAPTER: 5

LEARNING EXPERIENCE AND CONCLUSION

CHAPTER 5:-

LEARNING EXPERIENCE AND CONCLUSION

❖ Learning experience

1. Enhances the knowledge:

When you do research on any topic, you get to know detailed information about that topic. The more the knowledge of the topic, the more successful is the research. So, in order to get good output, the student needs to do maximum research.

2. Clarifies confusion:

The research helps in clarifying the complicated facts and figures. If the student has any doubt on the subject, the student must research and study on it in detail so as to remove all sorts of confusion and get the proper understanding of the content.

3. To have a proper understanding of the subject:

To understand the subject, one needs to go in depth of the lines. The scanning of the content will never do any good for the students.

In order to learn the subject and to know the unknown facts, research, detail study and full analysis are the must.

4. To learn about the methods and issues:

Proper reading, the finding is the only way by which you can learn about the methods and the current issues. Not just the current issues, rather the previous past issues can also be learned in detail through the research. The research includes various methods by which it can be done.

5. Understand the published work:

Research is done through the work already published. The experts and the researchers had already done some of the research and the students are asked to go through that published material to know the idea and the vision of those researchers.

6. Learn to create a balance between collaborative and individual work:

When the students do research, they get to learn how to create a balance between the collaborative and the individual work. Individual work in which the student has to do, while the collaborative work means that work which has already been done by the group researchers.

So, in this manner, the students get to know which points are to be taken into consideration and which points are to be ignored.

7. To know the interest:

The students also get to know their area of interest. Sometimes, the students aspire to become researchers only in their near future which is quite helpful. So, through this, we come to know that the research not only helps with the accomplishment of the work, but also helps in knowing what needs to be done in their future.

8. To know how the original study originated:

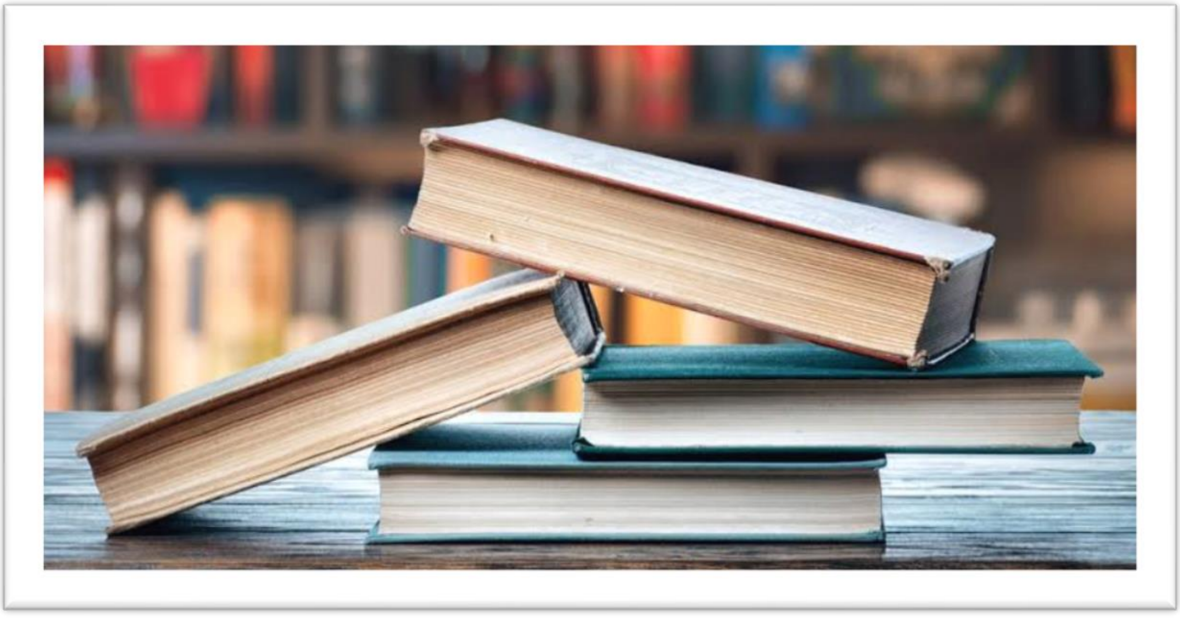
Research is done to know the concept from scratch. Like, if you wish to know from where the concept has originated, then this could be done only through the research work. It can also be defined as an investigation because the student eventually ends up with expanded research.

❖CONCLUSION

To conclude the study in this research paper, we came across many things Consumer brand switching behavior this study assessed the influence of four variables, namely price, quality, image and influence family on satisfaction and switching behavior of customers in telecommunication industry of India. This study revealed that quality of service, influence of family, friends & relatives and price structure were among the determining factors that influence customers' satisfaction towards brand switching behavior. The customers were aware and had understood the switching cost levied by their current service provider in the telecom sector. However, the Customers believed that the customers shifted to a new service provider to avail extra benefits without analyzing the end-to-end impact on service provider. The customer switching behavior in the telecommunication industry leads to the relationship ending with an existing service provider and the beginning of a new relationship with new service provider. At times customers do not switch towards the new service providers if the existing service provider increases the switching cost, provides low service charges, maintains personal or professional commitments concerning the change in the mobile number, possess a high quality and an appealing brand image etc. It is important for customers to establish .Trust in the long-run with the existing service provider to avoid switching to the new service provider. The factor analysis shows six factors namely innovative offers and publicity, convenience, price, other service such as trust building, competition, and service quality which are considered by customers at the time of switching to the new service provider in the telecommunication industry. This study provides some valuable recommendations to practitioners to develop policies to ensure that there is enhanced quality of service, affordable and attractive packages for family and friends. They should be given more importance to suit different people and offer continuous sale-promotions to its customers. As far as suggestion, the research indicates that people already using telecom services and the market is full with other alternatives of smartphones and telecom services. Hence it is concluded that the frequent switching of the customers between services providers happen mainly due to low switching cost provided by the service providers.

CHAPTER: 6

BIBLIOGRAPHY



CHAPTER 6:-

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DATE OF MEETING WITH GUIDE	TOPICS DISCUSSED	SIGNATURE OF GUIDE
24-Nov-2021	Discussion of title of the study, objectives of the study, statement of the problem, and need of the study.	
05-Dec-2021	Discussion of research methodology, tools for data collection and limitations of the study.	
12-Dec-2021	Discussion of Telecom Industry, brand switching behavior, and SWOC analysis.	
3-jan-2022	Discussion of outcomes of the study, learning experiences and conclusion.	