BRAND SWITCHING BEHAVIOR OF YOUNG CONSUMERS IN BANGLADESH: A STUDY ON MOBILE HANDSET BRANDS

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ABSTRACT

The aim of this study was to identify the switching behavior of young consumer of mobile handset. This study was pre-dominantly quantitative in nature.The BBA students of 2017batch from Hajee Mohammad Science and Technology University, Dinajpur were the population for this study.Total sample size was 124 respondents, which were selected using convenience sampling method.The primary data for this study were collected through self administrated questionnaire. Five factors (price, service quality, customer satisfaction, brand image and brand model) were considered and a five-point Likert scale was used to evaluate the respondents opinion for brand switching. Simple percentage method, Regression analysis was used to identify in this study.The regression analysis result found that except brand image$(\beta=.123, t= .431, p=0.163> 0.05)$, others four factors such as price$(\beta=.224, t= 4.183, p=0.000< 0.05)$, service quality$(\beta=.121, t= 1.430, p=0.010< 0.05)$, customer satisfaction$(\beta=.038, t= 2.639, p=0.003< 0.05)$ and brand model $(\beta=.290, t= 1.673, p=0.000< 0.05)$ positively effect on consumer switching behavior of mobile handset.

Key words: Brand switching behavior, consumer, mobile hand set

INTRODUCTION

Mobile phones have become part and parcel of the telecommunication landscape in Bangladesh generating access to 79.94% of the whole population. Mobile phone devices have had one of the fastest household adoption rates of any technology in the world's modern history (Comer and Wikle2008). Nowadays, mobile handsets have become an integral part of human daily life and personal communication across the globe. Mobile market growth, especially in developing countries has provided a direct net benefit to local and national economies through increased employment, employment wages, tax revenue, and gross domestic product.

Today most of the companies facing a problem of brand switching. Brand switching refers to such situation in which consumer changes its buying from one brand to another(Sobia*et al*2015). In spite of this the managers are not paying enough attention to find out what are the factors that

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cause this problem and eventually the decrease in sales and profit. That is why, a continuous increasing switching rate gives signal that a business is in danger. However, displeasure towards quality is not the only factor that motivates the action of brand switching among customers, but many other factors are also involved in this behavior such as advertisement, marketing mix, attitudes of customers and services of the employees or sales persons etc.(Kanwal and Lodhi 2015).

Young consumers are highly technology oriented and an active segment of society in the usage of digital technology and transforming of applications(Colombo and Morrison 2001). Young generation is so much different from others in some way. They frequently change their buying decision according to their needs, style and desire (Hannah2017). Since, the young consumers are most important and strategic target segments for several companies of different markets. So, the aim of this study will identify the switching behavior of young consumer towards the mobile handset.

MATERIALS AND METHODS

This study was pre-dominantly quantitative in nature.The BBA students of 2017 batch fromHajee Mohammad Science and Technology University, Dinajpurwere the population for this study. To obtain representative sample size, following statistical formula was used for known population (Krejcie and Morgan,1960).

$$s = X^2 NP(1-P)/d^2(N-1) + X^2P(1-P)$$
$$s = 124$$

Where, s = required sample size, X^2 = the table value of chi-square for 1 degree of freedom at the desired confidence level (3.841), N = Number of population (184), P = the population proportion (.50) and d = the degree of accuracy expressed as the proportion (.05). According to the formula total sample size was 124 respondents, which were selected using convenience sampling method for collecting primary data. The primary data for this study were collected from the different brand mobile handset users through self administrated questionnaire. Five factors (price, service quality, customer satisfaction, brand image and brand model) were considered and a five-point Likert scale (R. Likert1932, 1 = strongly disagree and 5 = strongly agree) was used to evaluate the respondent opinion the reason for brand switching. Besides primary data, secondary data were collected from manuscripts, various books, journals, articles, research papers, news papers, internet web site etc. Collected quantitative data from the respondents were analyzed using the Statistical Package for Social Science (SPSS) software. Simple percentage method, Regression analysis was used in this study. Following model was established for multiple regression analysis in this study.

$$CSB = \beta_o + \beta_1 P_1 + \beta_2 SQ_2 + \beta_3 CS_3 + \beta_4 BI_4 + \beta_5 BM_5 + E$$

Where,
CSB = Consumer Switching Behavior, P_1 = Price, SQ_2 = Service Quality, CS_3 = Customer Satisfaction, BI_4 = Brand Image, BM_5 = Brand Model and E = Error term
Following hypothesis was developed for this study.

Hypothesis 1: Price of the product positively effect on consumer brand switching behavior
Hypothesis 2: Service quality positively effect on consumer brand switching behavior
Hypothesis 3: Customer satisfaction positively effect on consumer brand switching behavior
Hypothesis 4: Brand image positively effect on consumer brand switching behavior
Hypothesis 5: Brand model positively effect on consumer brand switching behavior

The researcher checks the reliability of all variables. Reliability is usually measured by Cronbach's alpha, which shows internal consistency. Cuieford (1965)argues for a Cronbach value beyond (α = .7) to be acceptable and reliable. Results are considered as reliable when its values are greater than 0.5. For this purpose reliability of each construct is shown in following table.

Table 1. Reliability Analysis

Factors	Cronbach's Alpha
Consumer switching behavior	0.749
Price	0.866
Service quality	0.721
Customer satisfaction	0.682
Brand image	0.635
Brand model	0.718

Source: Field survey data, October- December 2020

The Cronbach,s Alpha value of brand switching behavior is .749, price is .866, service quality is .721, customer satisfaction is .682, brand image is .635 and brand model is .718 respectively. It shows that all variables have the reliability in acceptable range.

RESULTS and DISCUSSION

Dependent variable: Consumer switching behavior (CSB)
The regression equation on the above model can be presented in following way *CSB= 6.143 +.224 P_1 + .121SQ_2 + .038 CS_3 + .123BI_4+ .290BM_5. From table 3 it is found that, F = 13.59 and p=.000 <0.05. The R Square value = .569,*

expressed as a percentage, it is found that 56.9% variance in consumer switching behavior depends on independent variable. From table 2 it is found 41.94% percent respondents agree and 32.26% strongly agree that price of the product is a reason for switching mobile handset. The regression analysis result also shows that the price of the product positively effect on consumer brand switching behavior *(β=.224, t= 4.183, p=0.000< 0.05).* 29.84% respondents agree and 41.13% respondents strongly agree that service quality is a reason for switching brand *(β=.121, t= 1.430, p=0.010< 0.05).* Customer satisfaction also positively effect for switching brand *(β=.038, t= 2.639, p=0.003< 0.05),* 50.00% respondents agree and 30.65% respondents strongly agree with

this statement. 26.62% respondents agree and 33.06% respondents strongly agree that brand image is a reason for switching brand. On the other hand 18.55% respondents disagree with this statement. The regression analysis result shows that brand image does not positively effect on consumer brand switching behavior *(β=.123, t= .431, p=0.163> 0.05)*. So, the null hypothesis is rejected for case of brand image. On the other hand brand model highly effect on consumer brand switching behavior *(β=.290, t= 1.673, p=0.000< 0.05)*. 21.77% respondents agree and 58.06% respondents strongly agree with the statement that brand model is a reason for switching brand.

Table 2. Reason for brand switching

Factors	Respondents opinion	Frequency	Percentage
	Strongly disagree	11	8.87
	Disagree	13	10.48
Price	Neutral	8	6.45
	Agree	52	41.94
	Strongly agree	40	32.26
	Strongly disagree	9	7.26
	Disagree	16	12.90
Service quality	Neutral	11	8.87
	Agree	37	29.84
	Strongly agree	51	41.13
	Strongly disagree	13	10.48
	Disagree	6	4.84
Customer satisfaction	Neutral	5	4.03
	Agree	62	50.00
	Strongly agree	38	30.65
	Strongly disagree	17	13.71
	Disagree	23	18.55
Brand image	Neutral	10	8.06
	Agree	33	26.62
	Strongly agree	41	33.06
	Strongly disagree	6	4.84
	Disagree	12	9.68
Brand model	Neutral	7	5.65
	Agree	27	21.77
	Strongly agree	72	58.06

Source: Field survey data, October-December 2020

Table 3. Coefficient of the multiple regression analysis

		Standardized Coefficients			
		Beta	t	Sig.	Result
	1(Constant)		6.143	.000	
Hypothesis 1	Price	.224	4.183	.000	Accepted
Hypothesis 2	Service quality	.121	1.430	.010	Accepted
Hypothesis 3	Customer satisfaction	.038	2.639	.003	Accepted
Hypothesis 4	Brand image	.123	.431	.163	Rejected
Hypothesis 5	Brand model	.290	1.673	.000	Accepted
	R Square	.569			
	Adjusted R Square	.426			
	F	13.59		.000	

CONCLUSION

The present study is related to identify brand switching behavior of young consumer. We have used five factors (price, service quality, customer satisfaction, brand image and brand model) to know the customer switching behavior towards the mobile handset brand. According to the study profile it is found that maximum numbers of respondents are agree that price (41.94%), service quality (29.84%), customer satisfaction (50.00%), brand image (26.62%), brand model (21.77%) are the reason of young consumer for switching mobile handset brand. The regression analysis result also found that except brand image, others four factors such as price, service quality, customer satisfaction and brand model positively effect on consumer switching behavior of mobile handset. So, it can be conclude that since, most of the companies facing the problem of losing their customers they switch to another brand; therefore, organizations should be careful regarding the needs, wants and the expectations of customers and thendesign the product according to customer expectation, charge reasonable price of product, maintain service quality, increase customer satisfactionlevel, enhance brand image and they can retain their existing customers and also attract new ones.

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