



# **“FACTORS BEHIND BRAND SWITCHING IN TELECOMMUNICATION INDUSTRY OF PAKISTAN”**

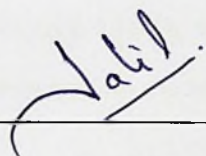
A Thesis submitted to Department of Management Sciences  
in part fulfillment of the requirement for the MBA degree

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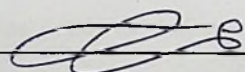
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IN TELECOMMUNICATION INDUSTRY OF PAKISTAN in the management science  
department as part of fulfillment of the MBA degree requirement.

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**Certificate of Supervisor**

I, M. Mumtaz Khan being the Supervisor of the above student, certify that the  
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a format recognized by the department and is in accordance with the rules of the  
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## ABSTRACT

**Purpose-** The main objective of this study is to know the factors that motivate consumers of cellular services segment of telecommunication industry to shift from the usage of services of one network to another network.

**Methodology/sample-** The study involved use of questionnaires covering the independent variables price, service quality, trust and dependent variable brand switching filled by 100 respondents. The respondents belonged to different age groups, income groups and cellular networks. To analyze the collected data Regression and Correlation techniques were applied.

**Findings-** The results of the study indicated that the consumers of telecommunication industry switch to another network due to high prices. Consumers are not influenced by service quality and the trust is the only factor that helps to prevent the brand switching and make customers loyal to their service provider.

**Practical Implications-** In this rigid environment consumers are free to choose services of any network therefore, the outcomes of the research might help the marketing department of cellular service providers to examine consumer behavior towards brand switching and this research study is also helpful for those students who have wish to conduct further research on Pakistani telecommunication industry.

**Keywords:** Price, Service Quality, Trust, Brand Switching

## TABLE OF CONTENTS

S NO.	TOPICS	PAGE #
1	<b>CHAPTER # 1 – INTRODUCTION</b>	
1.1	Introduction/Problem Background.....	02
1.1.1	Mobile Telecommunications.....	03
1.1.2	Cellular Mobile Subscription.....	03
1.1.3	Market Share.....	05
1.2	Objectives of Study.....	05
1.3	Problem Statement.....	06
1.4	Significance of The Study.....	06
1.5	Limitations.....	06
1.6	Definitions	
1.6.1	Brand Switching.....	07
1.6.2	Service Quality.....	07
1.6.3	Price.....	07
1.6.4	Trust.....	07
2	<b>CHAPTER # 2 – LITERATURE REVIEW</b>	
2.1	Literature Review.....	09
2.1.1	Price.....	10
2.1.2	Service Quality.....	10
2.1.3	Brand Loyalty.....	11
2.1.4	Trust.....	12
3	<b>CHAPTER # 3 – RESEARCH METHODS</b>	
3.1	Population and Sampling Design.....	14
3.2	Sampling Technique.....	14
3.3	Sample Size.....	14
3.4	Questionnaire Design.....	14
3.5	Method of Data Collection.....	14
3.6	Instrument For Data Collection.....	14
3.7	Time Horizon.....	15
3.8	Data Analysis.....	15
3.9	Statistical Techniques.....	15
3.10	Variables.....	15
3.11	Hypotheses.....	15
3.12	Graphical Model.....	15
4	<b>CHAPTER # 4 – DATA ANALYSIS, RESULTS AND FINDINGS</b>	
4.1	Questionnaire Analysis.....	17
4.2	Correlation Analysis.....	25
4.3	Regression Analysis.....	26
4.4	Findings.....	27
5	<b>CHAPTER # 5 – CONCLUSION AND RECOMMENDATIONS</b>	
5.1	Conclusion.....	29
5.2	Recommendations.....	30
5.3	Areas for Further Research.....	30

References.....	3
Appendix A: Questionnaire.....	3

**LIST OF TABLES**

Table – 4.1	Respondents Age Group	18
Table – 4.2	Respondents Gender	18
Table – 4.3	Respondents Income Level	19
Table – 4.4	Network Using	20
Table – 4.5	Network Changed	20
Table – 4.6	Time of Switching Network	21
Table – 4.7	Price Construct	21
Table – 4.8	Service Quality Construct	22
Table – 4.9	Trust Construct	23
Table – 4.10	Brand Switching Construct	24
Table – 4.11	Correlation Analysis	25
Table – 4.12	Regression Analysis	26

INTRODUCTION