

**ANTECEDENTS OF SWITCHING INTENTION OF THE
CUSTOMERS FOR BRANDED PRODUCTS**

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at
IIHMR University, Jaipur**

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**Under the Guidance of
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TO WHOMSOEVER MAY CONCERN

This is to certify that Mr. Rhit Srivastava student of MBA Pharmaceutical Management from IIHMR University, Jaipur has undergone dissertation at The IIHMR University under the supervision of Dr. Nirmal Gurbani, Jaipur from 1 Feb 2015 to 30, April 2015.

The Candidate has successfully carried out the study designated to his during dissertation and his approach to the study has been sincere, scientific and analytical.

The Dissertation is in fulfillment of the course requirements.

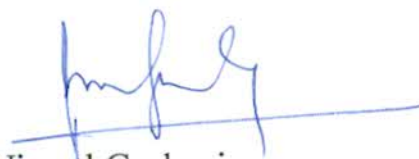
We wish him all success in all his future endeavors.



Dr. Ashok Kaushik

Dean, Academics and Student Affairs

The IIHMR University, Jaipur



Dr. Nirmal Gurbani

Professor,

The IIHMR University, Jaipur

CERTIFICATE BY SCHOLAR

This is to certify that the dissertation titled 'Antecedents of switching intention of customers for branded products' and submitted by Rhit Srivastava Enrollment No.-MBA IIHMR-U/02/2013-2015/0007 under the supervision of Dr. Nirmal Gurbani for award of MBA Hospital and Health Management/MBA Pharmaceutical Management of the university carried out during the period from 2013 to 2015 embodies my original work and has not formed the basis for the award of any degree, diploma associate ship, fellowship, titles in this or any other Institute or other similar institution of higher learning.


Signature

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RHIT SRIVASTAVA

MBA-PM (BATCH-05)

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ABSTRACT

Human behavior is hard to predict but since a long time all the experts of the market research try to figure out different aspects of the customer behaviors but there are a few studies are available on the measurement of the switching behavior of the customers. But the aim of this study to put on stage some of the antecedents of the switching behavior of the customers which can be a deciding factors in retention and the detention of the customers. Since the completion is very hard in the market so every brand wants to increase its customer retention and reduce its customer defection. Main objective of this study is to identify some generalized and significant factors which could prevail a customer whether to switch from its existing brand or not .since very few studies are available on this topic and they are not in a generalized platform they all are specific to any specifc product of brand. In this study we havel revealed the some very important and generalised antecedents of the switching intention of the customrs.

Firstly in this study a generalised scale has been established for measuring a switching intention for any branded product so that few common factor could came out. For that purpose on the basis of 120 respondent's response on that scale few very important factors has been extracted on statistical significance.its a full time three month study which has given some very deep insights about the switching behaviour of the customers.used factor analysis for extracting the major factors for the switching behaviour.

KEY WORDS: Antecednts, switching behaviour, significant, customer retention , customer defection, significant.

STUDY RESEARCH PLAN

SELECTION OF THE STUDY TOPIC



ESTBLISHMENT OF RESEARCH OBJECTIVES AND RESEARCH QUESTION



SELECTION OF RIGHT METHODOLOGY OF STUDY



SECONDARY LITERATURE FOR ESTABLISHMENT OF STUDY



VARIABLES AND PREPARATION OF QUESTIONNAIRE



PILOT STUDY ON SMALL SAMPLE POPULATION AND RELIABILITY TESTING OF TOOL



WITH THE HELP OF FACTOR ANALYSIS REDUCE THE VARIABLES



EXTRACTION OF THE SIGNIFICANT AND RELIABLE ANTECEDENTS OF THE SWITCHING INTENTION



INTERPRETATION OF OUTPUT AND RESULTS OF THE STUDY



FINAL CONCLUSION OF THE STUDY AND THE RECOMMENDATION

INTRODUCTION

Marketing, now, is not only about market. The focal point is getting wider day by day. The companies are developing different schemes for making their place in the market and getting more and more customers. Due to the increased number of branded products, the competition for the customers has become severe. The challenge of how to manage to attract new customers is a central part of the brand management tasks. The research area on which we have been focusing on is the area of consumer behavior. We have been focusing on customer's switching behavior of branded products. Our objective was to investigate which predictors that affect switching intention and investigate how these predictors affect customer's switching behavior, which in the extension will contribute to how branded companies can work towards.

Our purpose was to investigate the predictors of switching intention and their effects on switching behavior in the context of branded products. There can be lots of drivers behind the switching intention of a consumer. It is very necessary to identify the possible factors behind the switching intention of a customer. Lots of studies has been done which explains mainly about the customer satisfaction, customer's perception, customer's attitude etc but these type of study can throw some light upon the switching intention of the customer. In this age of hard core competition every company are coming up with a new and different technologies and marketing strategies to make new customers and to keep their existing customers. Not even in the domestic market but also in the global market this war is on its peak so every company wants decrease the switching barriers of the consumers so that they can come to their camp and stop buying other brands. Not only this but also they have to keep maintain their existing customers so that their competitors didn't get any chance to break their association with their loyal and existing customers. To maintain the association with the existing customer and to make new customers company need to take care of several wanted or unwanted factors which can be responsible behind the switching intention of the consumer.

Although there is still much controversy around these findings, obviously volatility is widely used as a proxy for buying behavior on the branded product market.

Quite a number of empirical studies, which examine the relationship between customers and their buying behavior, have consistently focused on the aggregate consumer behavior and their switching intentions. Most of these studies have been conducted in the context of either one specific market or a group of markets. But through this study I wanted to make a generalize scale for the switching intention of the consumers. To our knowledge, very few empirical works examine individual buying and switching behavior. The study was performed with a qualitative method and a deductive approach. By using a convenience sampling technique, we collected the data electronically and manually. Our questionnaire was constructed with the theoretical chapter as framework, and the discussion, conclusion and practical implications are based on our empirical findings. The ability to generalize our findings was also limited, due to our chosen sampling technique.

RESEARCH QUESTION

Based on the theory of Human Behavior, consumer behavior and Marketing Rules I Developed mainly Two Research Questions for this study which also state The objective of the study to identify the main Antecedents of switching behavior of the customers and its connection with Demographic variable:

1. What are the factors behind the switching intention of the customer?

Answer of this question can only be done in a proper step by step manner to find the answer of this question first will be needed a secondary research which would help to prepare a proper questionnaire for the primary research.

2. What is the impact of demographics on switching intention?

To answer this question, different responses from different respondent who belongs to different demographic conditions will be examined.

OBJECTIVES OF THE STUDY

Considering the significance of this topic in both theoretical and practical field as well as the lack of previous researches to measure the switching behavior of the customers, we write this thesis aiming to examine the switching behavior of Customers from one product to another product. All those previous studies are focused for certain product or any certain category there is no any generalized study which can put some light on the switching antecedents for branded product or even for services. It is believed that finding answers of this question would be helping for every marketer to make strategy not only to keep the loyalty of their customers but also for attracting new customers. According to the research questions I have prepared two main research objectives:

- **TO IDENTIFY ANTECEDENTS BEHIND THE CUSTOMERS SWITCHING INTENTION FROM BRAND TO ANOTHER BRAND.**
- **TO ESTABLISH A RELIABLE SCALE TO MEASURE FEW SWITCHING ANTECEDENTS.**

HYPOTHESIS:

NULL HYPOTHESIS (H₀):

- THERE ARE NO SIGNIFICANT VARIABLES BEHIND SWITCHING INTENTION.

Alternative Hypothesis (H₁):

- There are significant variables behind the switching intention of the customers.

Research Gap and Contribution

During the process of our literature review, we found that most researches which examine different aspects of the switching intentions of customers but they are basically limited to any specific product or service. There are lots of studies on consumer loyalty and consumer satisfaction but there are very a few papers on the switching intention of the customers and those which are available they are also very limited.

Finally, the undertaken study adds to existing researches by using both low and high frequency data throughout the analysis to evaluate the switching behavior of the consumers.

LITERATURE REVIEW

Jones et al. (2000) define a switching barrier as any factor which makes it difficult or costly for consumers to change providers. In their empirical study they examined three types of switching barriers: strong interpersonal relationships (the strength of the personal bonds that may develop between the employees of a supplier and the customer), the customer's perception of the time, money and effort associated with changing supplier and attractiveness of alternatives, which refers to whether viable alternatives exist in the market. Ping (1993, 1997, 1999), following Johnson's (1982) concept structural constraints, uses the term structural commitment as a measure of the extent to which as the customer has to remain in a relationship. Ping argues that structural commitment includes alternative attractiveness, investment in a relationship and switching cost. Fornell (1992), without proposing a formal definition of the concept, provides a list of factors that can constitute such barriers (i. e., if they are prevalent they will hinder customers to defect from a relationship): search costs, transaction costs, learning costs, loyal customer discounts, customer habit, emotional cost, cognitive effort and financial, social and psychological risk. Nilssen (1992) argues that these costs also can be decisions on whether to make the products compatible with others or not. The assumption that barriers may enhance the probability of remaining in a social relationship was studied by Lund (1985). She defines how likely the partner is perceived to be willing to continue the relationship, and how obligated one feels to continue the relationship.

Rational of the study

This study is totally focused on the measurement of the switching intentions of the customers from one brand to another brand so it can introduce some antecedents of switching intentions of customer which should be taken care by the branded companies when they will start making their marketing strategy because it may be an important and deciding factor for retention and defection of customers. Study may also explore some indentifying variables also which usually does not given much importance by the companies but they have a bigger impact on the

METHODOLOGY

Guideline

The framework of theoretical methodology in later part of this chapter follows the guidelines of Saunders et al. (2009), in which a research „onion“ is developed to depict issues underlying the choice of data collection techniques and data analysis procedures. We hereby adopt the concept of research „onion“ for our methodology presentation. In later part of this chapter, different layers from most outer to the central are defined and discussed in a sequence.

Choice of Subject:

Research helps build knowledge for practice. It can generate and refine concepts, determine the evidence for generalizations and theories, and ascertain the effectiveness of practice methods.

By WILLIAM REID (1995, p.2040, cited in Neuman et al, 2006, p.20)

The topic of this research is **“MEASURING ANTECEDENTS OF SWITCHING INTENTION IN BRANDED PRODUCTS”**.

Research Perspectives:

Perspective:

Maslow once said “if the only tool you have is a hammer, you tend to see every problem as a nail.” Contrast conclusions could be drawn on the same research question from different perspectives. It is important to take an appropriate perspective in research design since literatures, data type, analysis models, expected findings all determined by it. This project aims identifying the major factors behind the switching intentions of the customers and effect of demographics on these factors.

Research Method:

The terms quantitative and qualitative are referred to distinguish both data collection techniques and data analysis procedures. To put it simply, quantitative generates numerical data and uses scientific tools such as graphs or statistics. On the contrary, qualitative generates non-numerical data and uses scientific tools such as categorizing data.

For this study I have used Qualitative study for collection of the data all the data which is collected is actually not in a form of number but to interpreted the data with spss I have quantify all the qualitative data. Although the result was a qualitative output basically this study is a qualitative study.

Choice of Secondary Literature Sources

On the other hand, the secondary literature source in this paper consists of different dependable articles and research reports. Majority of relevant journals and scientific articles are found from internet. All those previous work I consider were related to the study objective. For the collection of the data questionnaire was prepared on the basis of variables found out from those previous works.

The adopted literatures are searched by using internet or key words generalized from our research questions and objectives, and the results are sorted by relevance which means we chose articles with similar research objectives or context. Moreover, articles including key theories in our research area or contradictory findings to our arguments are considered relevant as well. All these articles enable us to have high quality of literatures relevant to answer our research question and meet our objectives.

Criticism of Secondary Sources:

The assessment of the secondary literature sources is achieved from two aspects: relevance and sufficiency of literatures and secondary data is assessed overall suitability of data to answer research questions and meets objectives.

Choice of primary data sources:

AS far as the study concern Participants were the common peoples who are usually a target for a branded company from different demographic backgrounds. Question prepared in questionnaire are very easy to answer by any of the common person who usually go to market and buy something. This is just to measure the common human behavior that when they go to shop what factors usually can affect their switching behavior from one brand to another brand. so there in no any specific criteria for that.

Features of the study:

- **Study type:** Descriptive study.
- **Research approach:** Inductive approach
- **Study data type:** Primary data
- **Nature of study:** Exploratory study type(descriptive and exploratory both- is it possible??)
- **Sample size:** 120
- **Sampling technique:** Convenient sampling
- **Data (information) collection method:** self administered survey
- **Data collection tools:** structured questionnaire with the help of Likert scale
- **Data collection method:** Face to Face interviews.
- **Study Time duration:** 3 months.
- **Study area:** as per the convenience different areas has been selected

(Jaipur, Hyderabad, Allahabad, Lucknow, Ahmadabad, Delhi, Bangalore)

- **Data Interpretation Tools:** SPSS and EXCEL

Data collection Process:

Research object of this study was basically to identifying some antecedents of switching intentions so basically we require primary data from the customers and since the data type was basically primary data type so a structured questionnaire was prepared. Collection process was self administered and data was collected with the proper consent of the respondent and their feedback was also taken.

Questionnaire:

- For a primary data collection a structured questionnaire was prepared.
- Study's nature was basically qualitative in nature and we were basically measuring the switching intention of the customers so a five point Likert scale is being used in the study in the questionnaire. Likert is considering as the one of the best scale to measure the intentions and it is totally verified in the world to measure the behavioral variables.

PILOT STUDY

A pilot study is a standard scientific tool for 'soft' research, allowing scientists to conduct a preliminary analysis before committing to a full-blown study or experiment. The term 'pilot studies' refers to mini versions of a full-scale study (also called 'feasibility' studies), as well as the specific pre-testing of a particular research instrument such as a questionnaire or interview schedule. Pilot studies are a crucial element of a good study design. Conducting a pilot study does not guarantee success in the main study, but it does increase the likelihood. Pilot studies fulfill a range of important functions and can provide valuable insights for other researchers. There is a need for more discussion amongst researchers of both the process and outcomes of pilot studies.

IMPORTANCE OF PILOT STUDY:

- Developing and testing adequacy of research instruments
- Assessing the feasibility of a (full-scale) study/survey
- Designing a research protocol
- Assessing whether the research protocol is realistic and workable
- Establishing whether the sampling frame and technique are effective
- Assessing the likely success of proposed recruitment approaches
- Identifying logistical problems which might occur using proposed methods
- Estimating variability in outcomes to help determining sample size
- Collecting preliminary data
- Determining what resources (finance, staff) are needed for a planned study
- Assessing the proposed data analysis techniques to uncover potential problems
- Developing a research question and research plan
- Training a researcher in as many elements of the research process as possible
- Convincing funding bodies that the research team is competent and knowledgeable
- Convincing funding bodies that the main study is feasible and worth funding
- Convincing other stakeholders that the main study is worth supporting

PILOT STUDY PROCEDURE:

Data collection for pilot study:

- To check the reliability of questionnaire and the feasibility of the study data collection is done and sample size for pilot study was 30.
- Data collection process was self administered survey with the help of questionnaire.

- Collected data was analyzed by the SPSS.
- Reliability of the Scale has been established.

RESULTS FROM THE PILOT STUDY:

Pilot study has extracted following results:

- Value of cronbach alpha is 0.776: which means that internal consistency of the scale is high and the scale is reliable.
- This value shows that 77.6 % of the respondent will have the same perception about the scale.
- Thus reliability of the scale has been established.
- Since the scale has been proved reliable we can move on further part of study.

DATA ANALYSIS AND INTERPRETATION

RELIABILITY STATISTICS

For testing the reliability value of cronbach's alpha is being checked by running reliability testing in SPSS. Although pilot testing has been done to establish the reliability of the scale but the before starting just to vanish all the possibilities of errors once reliability statistics was necessary.

Reliability Statistics

Cronbach's Alpha	N of Items
.747	19

INTERPRETATION:

- Total number of Variables is 19 and the value of cronbach's alpha is 0.747 which is high.
- This value clearly established the reliability of the scale.
- Cronbach alpha clearly explains the reliability of the tool and here the scale used in this study has 74.7% reliable.
- That means 74.7% respondents has considered it in a same manner.

FACTOR ANALYSIS

Several variables were identified which influence customer to switch their brands. Factor analysis is used to find factors among observed variables. In other words, if your data contains many variables, you can use factor analysis to reduce the number of variables. Factor analysis groups variables with similar characteristics together. With factor analysis you can produce a small number of factors from a large number of variables which is capable of explaining the observed variance in the larger number of variables. The reduced factors can also be used for further analysis. Here I have used spss to for factor analysis and the following output has come:

KAISER-MEYER-OLKIN (KMO) AND BARTLETT'S TEST:

The KMO measures the sampling adequacy which should be greater than 0.5 for a satisfactory factor analysis. If any pair of variables has a value less than this considers dropping one of them from the analysis. The off-diagonal elements should all be very small (close to zero) in a good model. Looking at the table below, KMO value is .652. Bartlett's test is another indication of the strength of the relationship among variables. This tests the null hypothesis that the correlation matrix is an identity matrix.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.652
Approx. Chi-Square		882.519
Bartlett's Test of Sphericity	Df	171
	Sig.	.000

COMMUNALITIES:

	Initial	Extraction
PRICE	1.000	.791
AVAILABILITY	1.000	.590
RANGE	1.000	.650
BORED	1.000	.589
FAMILY	1.000	.760
CRM	1.000	.667
CELEBRITY	1.000	.794
COMPLEMENTARY	1.000	.696
PEER	1.000	.684
COMPEPRICE	1.000	.627
EMPLOYEE	1.000	.746
ILLEGALDEEDS	1.000	.675
TECH	1.000	.834
FAITH	1.000	.796
LOWRISK	1.000	.772
STATUS	1.000	.645
AFTERSALES	1.000	.800
VARIETY	1.000	.726
EASEBUYING	1.000	.569

Interpretation:

- Communalities show how much of the variance in the variables has been accounted for by the extracted factors.
- 79.1% of the variance accounted for Price, so we can say that 79.1% of variance associated with price was common. This factor accounts for 79.1% variability in 19 factors. Same for others.
- 59% of variance is accounted for availability.
- 65% of variance is accounted for Product range.
- 58% of variance accounted for variable bored.
- 76% variance accounted for family.
- 66.7% variance accounted for CRM.
- 79.4% variance accounted for celebrity promotions.
- 69.6% variance accounted for complementary item.
- 68.4% variance accounted for peer.
- 62.7% variance for competitive price.
- 74.6% variance for Employee image variable.
- 67.5% variance accounted for illegal deeds.
- 83.4% variance for technological innovations.
- 79.6% variance accounted for faith.

- 77.2% variance account for low risk.
- 64.5% for status.
- 80% variance accounted for after sales services.
- 72.6% for variety.
- 56.9% variance accounted for Ease of Buying.

TOTAL VARIANCE EXPLAINED:

All the factors extractable from the analysis along with their eigen values, the percent of variance attributable to each factor, and the cumulative variance of the factor and the previous factors. Top 6 factors are found extractable else are not significant.

Total Variance Explained

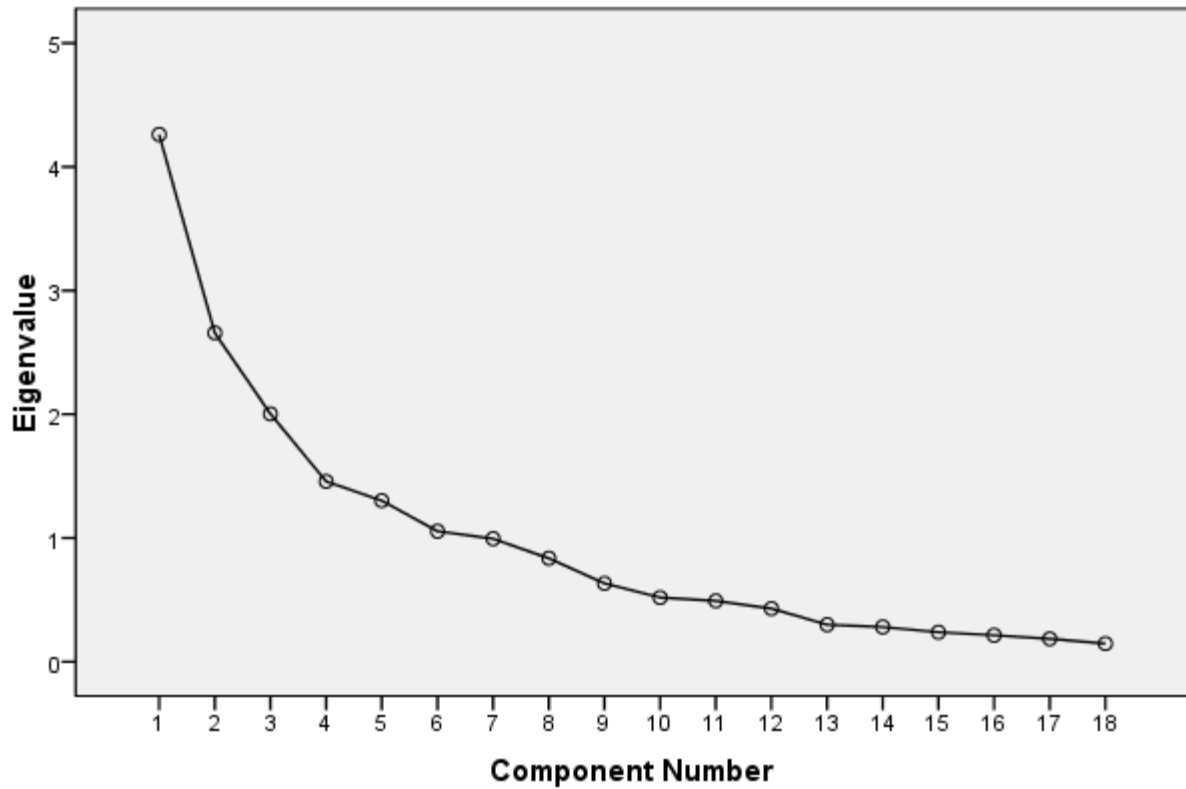
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.331	22.792	22.792	4.331	22.792	22.792	3.548	18.675	18.675
2	2.975	15.659	38.451	2.975	15.659	38.451	2.367	12.459	31.134
3	2.266	11.928	50.379	2.266	11.928	50.379	2.060	10.844	41.979
4	1.498	7.882	58.261	1.498	7.882	58.261	1.965	10.341	52.320
5	1.221	6.424	64.685	1.221	6.424	64.685	1.802	9.485	61.805
6	1.120	5.896	70.581	1.120	5.896	70.581	1.667	8.775	70.581
7	.918	4.832	75.413						
8	.799	4.204	79.617						
9	.661	3.480	83.097						
10	.574	3.021	86.118						
11	.480	2.525	88.643						
12	.422	2.223	90.866						
13	.379	1.995	92.861						
14	.307	1.613	94.475						
15	.287	1.510	95.985						
16	.234	1.234	97.219						
17	.215	1.131	98.350						
18	.191	1.007	99.357						
19	.122	.643	100.000						

INTERPRETATION:

1. **Factor** - The initial number of factors is the same as the number of variables used in the factor analysis. However, not all 19 factors will be retained. In this example, only the first six factors will be retained.

2. **Initial Eigenvalues** - Eigenvalues are the variances of the factors. Because we conducted our factor analysis on the correlation matrix, the variables are standardized, which means that the each variable has a variance of 1, and the total variance is equal to the number of variables used in the analysis, in this case, 19.
3. **Total** - This column contains the Eigenvalues. The first factor will always account for the most variance (and hence have the highest Eigenvalues), and the next factor will account for as much of the left over variance as it can, and so on. Hence, each successive factor will account for less and less variance. As we can easily observe in the table that factor 1 ha the highest value 4.331 and others are arrange in that same descending manner.
4. **% of Variance** - This column contains the percent of total variance accounted for by each factor. All those factors which are extracted are having the Eigenvalues more than one and their% of variance is also high in comparison to rest factors.
5. **Cumulative %** - This column contains the cumulative percentage of variance accounted for by the current and all preceding factors. For example, the sixth row shows a value of 70.581. This means that the first three factors together account for 70.581% of the total variance.
6. **Extraction Sums of Squared Loadings** - The number of rows in this panel of the table correspond to the number of factors retained. In this case, we requested that six factors be retained, so there are six rows, one for each retained factor. The values in this panel of the table are calculated in the same way as the values in the left panel, except that here the values are based on the common variance. The values in this panel of the table will always be lower than the values in the left panel of the table, because they are based on the common variance, which is always smaller than the total variance.
7. **Rotation Sums of Squared Loadings** - The values in this panel of the table represent the distribution of the variance after the varimax rotation. Varimax rotation tries to maximize the variance of each of the factors, so the total amount of variance accounted for is redistributed over the six extracted factors.

Scree Plot



INTERPRETATION:

- Through screen plot we can see that after 6 factor the variance remains the same the same suggesting less or no variance after factor 6.

COMPONENT MATRIX:

The table below shows the loadings of the nineteen variables on the five factors extracted. The higher the absolute value of the loading, the more the factor contributes to the variable. The gap on the table represent loadings that are less than 0.5, this makes reading the table easier. We suppressed all loadings less than 0.5.

	Component					
	1	2	3	4	5	6
RANGE	.742					
VARIETY	.726					
COMPEPRICE	.708					
PEER	.701					
AVAILABILITY	.621					
EASEBUYING	.554					
TECH						
COMPLEMENTARY						
LOWRISK		.747				
EMPLOYEE		-.664				
FAITH		.663				
BORED		.537				
STATUS		-.519				
AFTERSALES						
FAMILY			.584			
CRM			-.501			
CELEBRITY				.623		
PRICE					-.630	
ILLEGALDEEDS					.567	

Extraction Method: Principal Component Analysis.

Interpretation:

Component Matrix/Factor Matrix - This table contains the unrotated factor loadings, which are the correlations between the variable and the factor. Because these are correlations, possible values range from -1 to +1. On the /format subcommand, we used the option blank (.50), which tells SPSS not to print any of the correlations that are .5 or less. This makes the output easier to read by removing the clutter of low correlations that are probably not meaningful anyway.

ROTATED COMPONENT (FACTOR) MATRIX:

Rotated Component Matrix^a

	Component					
	1	2	3	4	5	6
VARIETY OF PRODUCT	.802					
PEER EFFECT	.717					
RANGE	.697					
BORED	.645					
COMPEPRICE	.607					
CRM	.592					
FAITH		.840				
LOWRISK		.777				
TECH INNOVATION		.545			.511	
EMPLOYEE			.778			
ILLEGALDEEDS			.750			
AFTERSALES			.584		.576	
CELEBRITY				.843		
EASEBUYING				.665		
AVAILABILITY				.573		
PRICE					.841	
COMPLEMENTARY						.695
FAMILY		.557				.648
STATUS						.548

..

INTERPRETATION:

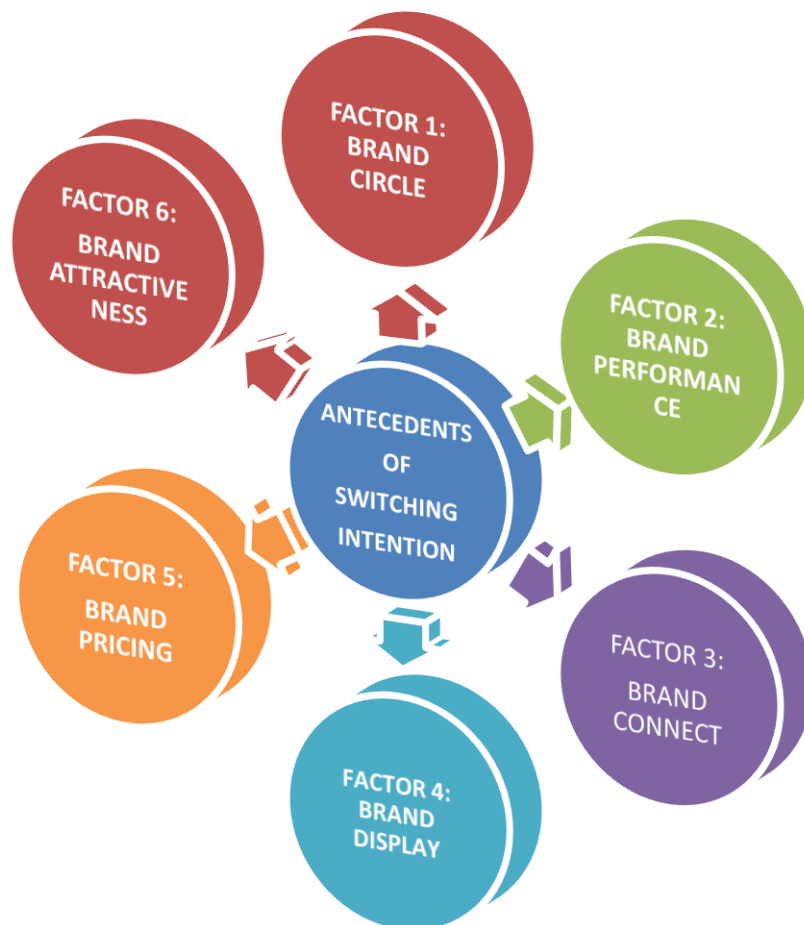
- The idea of rotation is to reduce the number factors on which the variables under investigation have high loadings.
- Rotation does not actually change anything but makes the interpretation of the analysis easier. Looking at the table, we can see that *variety of product, Peer Effect, Range, Bored, Comprice* (Competitive Pricing) and *CRM* (Cause Related Marketing) loaded on Factor 1. variables like *Faith, Low Risk and Tech* are loaded in Factor 2. *Employee, Illegal deeds and After sales variables* are loaded in Factor 3. *Celebrity, Ease of buying and availability* are loaded in Factor 4. *Price* variable loaded as Factor 5. Variable *Complementary, Family and Status* are in Factor 6.
- This table contains the rotated factor loadings (factor pattern matrix), which represent both how the variables are weighted for each factor but also the correlation between the variables and the factor. Because these are correlations, possible values range from -1 to +1. On the format subcommand, we used the option blank (.50), which tells SPSS not to print any of the correlations that are .5 or less.
- This makes the output easier to read by removing the clutter of low correlations that are probably not meaningful anyway.

- For orthogonal rotations, such as varimax, the factor pattern and factor structure matrices are the same.

RESULTS

Following results has come out through this study:

- Study has been conducted to measure some antecedents of the switching intention of the customers.
- A Reliable scale for measuring the switching intention of the customer has been established.
- 19 variables were being checked in the study they all were proved to be significant.
- With the help of factor analysis six factors were extracted from those 19 factors. All Those 19 factors combine in six major factors.
- All those six factors which were extracted from the 19 factors given them names according to their nature.



CONCLUSION

After this study following points have been concluded:

- We have surely rejected the null hypothesis by proving that there are antecedents existed behind the switching behavior of the customer.
- The statistical analysis of the collected data helps in concluding that switching behavior of the customer can be measure and all the listed 19 variables has a significant effect on the switching intention of the customers.
- To counter competition, the company should increase the retention of the customers and reduce any defection by focusing on these antecedents.
- Mainly study has revealed that pricing, peer effects, brand image plays a very important role affecting the switching behavior of the customers. Like if competitor is coming up with the lower price or different price ranges then it's a ringing bell for the company.
- In case of low pricing strategies by competitor, our strategy should be made keeping in mind our target segment which is early adopters thus they have to be continuously kept satisfied.
- A peer network is also a very influential factor for the switching behavior people usually consider their peer network very much when they think of switching the brand. Peer network can be stimulated by launching schemes which uses group participation in prizes and rewards or free points can be passed on.
- Those people who don't want to switch their product are all because they don't want to take the risk.
- Projection of products should mainly be done keeping in view the early adapters, middle adapters.

Keeping in view the volatile nature of our target segment, the late adopters have to be shown that the risk involved in buying a company's product is minimum.

RECOMMENDATIONS

Results of this studies has open some doors to consider this study has revealed so many variable like company image in society and the image of employees who work in the company can be an antecedent for switching intention of the customers. This the time Brands need to consider all other factors which are affecting customer's behavior. it is not the time when market can be decided just n the basis of 4Ps it is the time. They need to consider the other factors and they need to do a neat research for them there are very a few studies on the study of switching intention of the customers but there is a strong need to pay attention on it. Usually organization thinks that switching is a variable or an outcome but itself it is very strong factor which can decide the market. To retain their customer in the branded where because of strong competition it is hard to keep up but focusing the company's resources on these factors company could try to increase the retention rate of their customers.

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ANNEXURE

Questionnaire: ANTECEDENTS OF SWITCHING INTENTION OF A CUSTOMER TOWARDS BRANDED PRODUCTS

SELECT YOUR AGE GROUP:

- <18
- 18-29
- 30-44
- 45-59
- >60

SELECT YOUR GENDER:

- Male
- Female

SELECT YOUR MONTHLY INCOME GROUP:

- <20000
- 21000-40000
- 41000-60000
- 61000-80000
- 81000-100000
- >100000

Imagine any of the branded products and Rate the following statements from 1 to 5 by keeping in mind its image.

(Here 1 is stands for strongly agree, 2 stands for agree, 3 stands for nor agree nor disagree, 4 stands for disagree and 5 stands for strongly disagree)

S.NO.	STATEMENT	RESPONSE
1.	I will switch my brand if its prices increase.	
2.	If I didn't find my brand at my nearest store then I will go for other options rather than searching in other stores.	
3.	I will switch to new brand if it offers a premium range.	
4.	I will switch to another brand if I get bored of my exiting brand.	
5.	I will switch to another brand If my family member wants.	

6.	I will prefer switching my brand if my competing brand offers charity for a Nobel cause.	
7.	I will switch to another brand if I my favorite celebrity promote it.	
8.	I will switch to another brand if they offer me any complementary scheme.	
9.	I will to switch to other brand if people in my circle are using it.	
10.	I will switch to another brand if another brand offers it at lower prices.	
11.	I will switch if few employees of my regular brand were involved in an illegal activity	
12.	I will switch to another brand if The name of this brand was involved in some illegal or unacceptable deals.	
13	I will switch to another brand if I found that the competitive brand is coming up with some innovative technology.	
14.	I will continue using my brand because I have faith in it.	
15.	I will continue using my brand because of the lesser risks.	
16..	I will switch to other brand when I get better financial status.	
17.	I will switch to another brand because of the bad after sales services.	
18.	I will switch to another brand if they offer me variety products.	
19.	I will continue to this brand because of ease of buying.	