

ANTECEDENTS OF SWITCHING INTENTION OF A CUSTOMER OF BRANDED PRODUCTS

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SELECTION OF THE STUDY TOPIC



ESTABLISHMENT OF RESEARCH OBJECTIVES AND RESEARCH QUESTION



SELECTION OF RIGHT METHODOLOGY OF STUDY



SECONDARY LITERATURE FOR ESTABLISHMENT OF STUDY



VARIABLES AND PREPARATION OF QUESTIONNAIRE AND DATA COLLECTION



DATA ANALYSIS AND INTERPRETATION



FINAL CONCLUSION OF THE STUDY AND THE RECOMMENDATION

BACKGROUND OF THE STUDY

- Marketing, now, is not only about market. The focal point is getting wider day by day.
- The challenge of how to manage to attract new customers is a central part of the brand management tasks.
- Our purpose was to investigate the predictors of switching intention and their effects on switching behavior in the context of branded products.
- very few empirical works examine individual buying and switching behavior.
- The study was performed with a qualitative method and a deductive approach.

RATIONAL OF THE STUDY

- The aim of this study is to understand the different factors which can affect the switching behavior of the customer.
- An customer centric Organization's strategic commitment to focus every resource of the firm on serving and delighting profitable customers.
- This study will give some important factors to those organizations a reason of decisive allocation of resources (capital, technology, and people) in a particular direction.

Research Methodology

OBJECTIVES OF THE STUDY

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

RESEARCH QUESTION:

- WHAT ARE THE FACTORS BEHIND THE SWITCHING INTENTION OF THE CUSTOMER?
- WHAT IS THE IMPACT OF DEMOGRAPHICS ON SWITCHING INTENTION?

FEATURES OF THE METHODOLOGY:

- **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

PILOT STUDY

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.

Results of pilot study:

- 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.

DATA ANALYSIS

FACTOR ANALYSIS

KMO and Bartlett's Test

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

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 a value less than this considers dropping one of them from the analysis.

COMMUNITILITIES

- 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.

Communalities

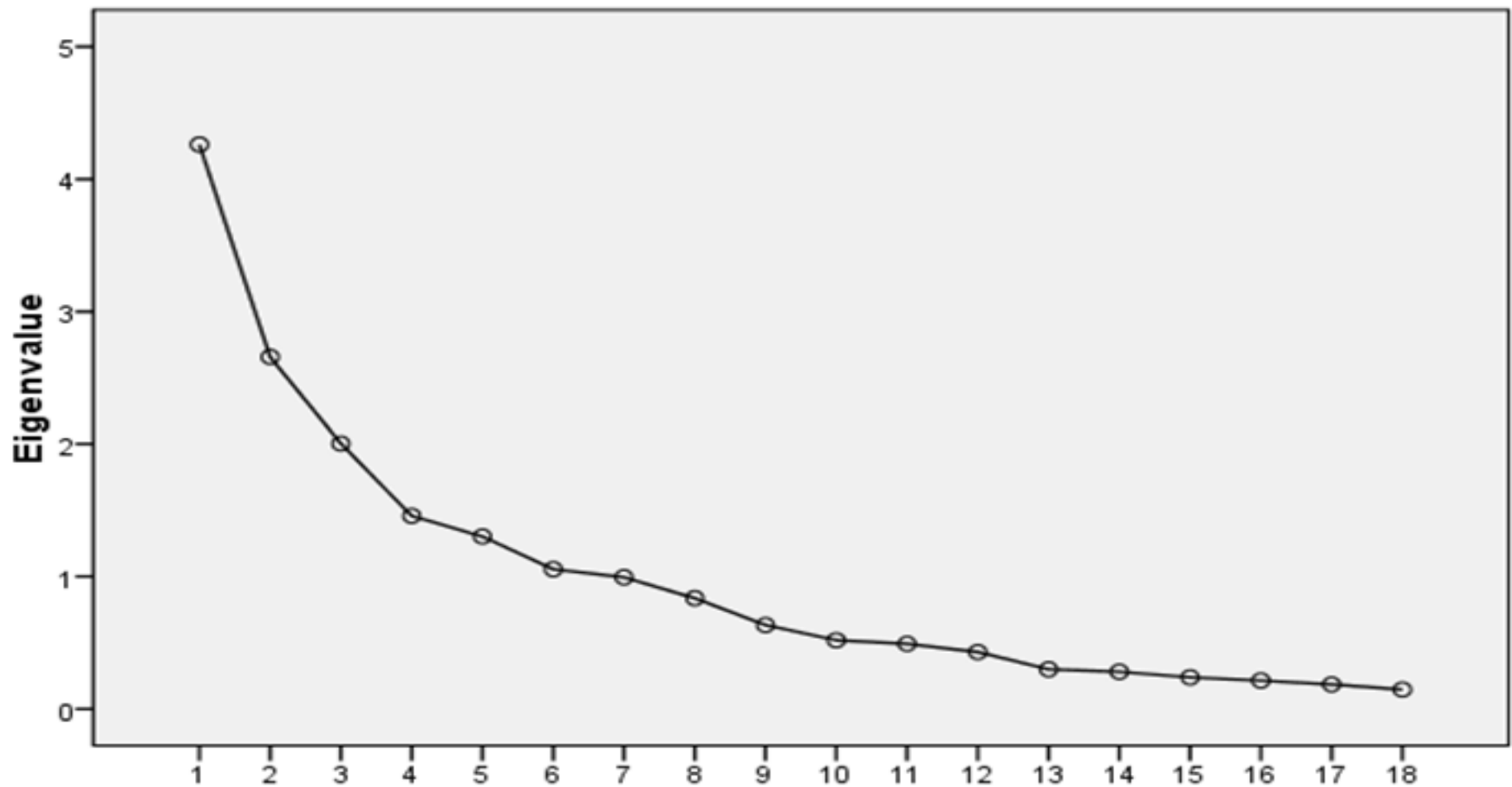
	Initial	Extraction
PRICE	1.000	.791
AVAILABILITY	1.000	.590
RANGE	1.000	.650
BORED	1.000	.589
FAMILY	1.000	.760
CRM	1.000	.667
CELEBRITY	1.000	.794
COMPLEMENTARY	1.000	.696
PEER	1.000	.684
COMPEPRICE	1.000	.627
EMPLOYEE	1.000	.746
ILLEGALDEEDS	1.000	.675
TECH	1.000	.834
FAITH	1.000	.796
LOWRISK	1.000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

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						

- All 19 factors will be retained., only the first six factors are extracted.
- 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.

SCREEN PLOT



- 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

- This table contains the unrotated factor loadings, which are the correlations between the variable and the factor.
- these are correlations, possible values range from -1 to +1.
- With the help of spss only those clutters will be appear which re more then 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	

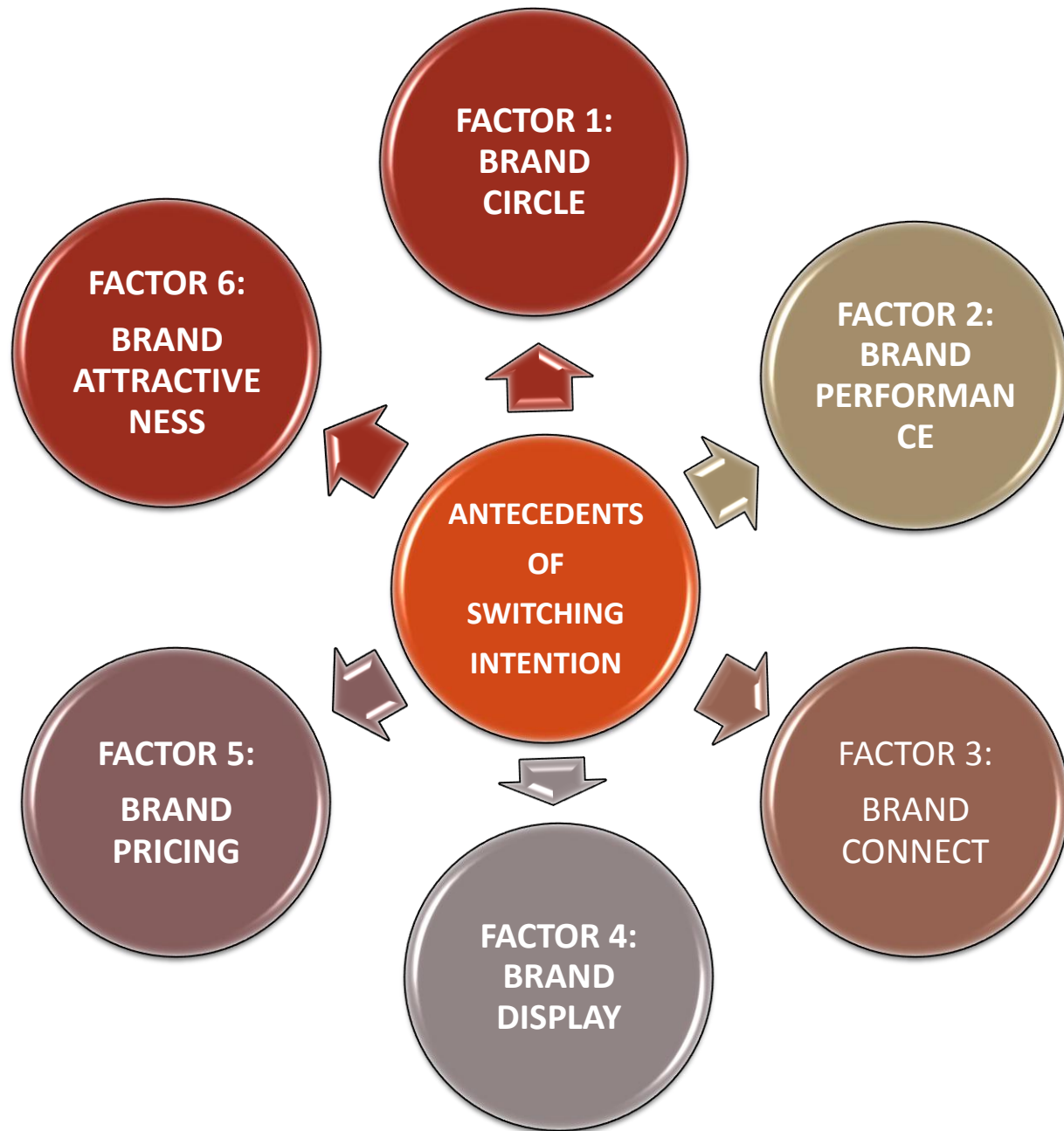
ROTATED COMPONENT (FACTOR) MATRIX:

- The idea of rotation is to reduce the number factors on which the variables under investigation have high loadings.
- It explains the number of factor loaded with each variable

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

RESULTS

- 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.



CONCLUSION:

- We have surely rejected the null hypothesis by proving that there are antecedents existed behind the switching behavior of the customer.
- To counter competition, the company should increase the retention of the customers and reduce any defection by focusing on these antecedents.
- 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.
- 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
- Mainly study has revealed that pricing, peer effects, brand image plays a very important role affecting the switching behavior of the customers.

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THANK YOU