

## Abstract

Telecommunication industry possesses high rates of brand switching (Edvardsson, Gustafsson and Roos, 2004). Though all industries experience brand switching, telecommunication industry is more exposed to it. Due to some specific features like intense competition, fast growing technology and innovation in telecommunication industry switching is observed most frequently. Present study is an attempt to address all the three different dimensions of switching behaviour in the telecom industry in Assam with special reference to the student community. The study is focussed on the following objectives...

To know the determinant factors of brand switching in mobile services (intrinsic and extrinsic).

To examine, if there is any relationship between switching costs and switching behaviour.

To assess if there is any change in customer satisfaction after switching.

To achieve the above mentioned objectives the primary data are collected through consumer survey. Sample of 1000 students were selected with convenience method from 60 different educational institutions. The research objectives are assessed as follows:

Switching behaviour of the young customers is mostly motivated by extrinsic factors. Extrinsic factors like 'dissatisfaction', 'discounts and benefits' and 'recommendation' play a major role to influence the switching behaviour. It has been found that customers who belong to rural area and semi-urban area rely more on recommendation than urban area. Similarly male customers' switching behaviour is also influenced by 'recommendation' than female customers. 'Network failure', 'signal interruption' and 'limited coverage' has been the most important push factors that influence the brand switching. Among the pull factors 'low price', 'promotions and advertisements' and 'number of alternative plans' are recognised as main pull factors of the service providers. Switching behaviour is controlled by switching cost. Most important switching cost that prevents brand switching is 'paperwork' and searching cost'. Overall satisfaction towards the new brand after switching has been improved. There has been a remarkable increase in satisfaction towards network signal', 'network coverage' and 'response towards complaints'.