

MEASURING INTENTION TO SWITCH PIA: AN EMPIRICAL STUDY
ON OVERSEAS PAKISTANIS

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ABSTRACT

Pakistan International Airlines (PIA) was one of the most popular airlines of Pakistan, but with the passage of time its image has been damaged due to numerous problems such as delayed flights, operational issues, and strategic failures. Literature explained that these problems create a negative image in the customer's mind, bad word of mouth, and switching intention. Drawing on theory of planned behavior, this research focuses on the antecedents that trigger switching intention among its customers, and objective of this study measures switching intention of overseas Pakistanis; for this purpose, online survey-based data was collected from 315 overseas Pakistanis using social media platforms. The data was analysed with the help of SPSS. The result showed that perceived risk, attitude to switch, subjective norms, and anticipated regret have a significant direct relationship with the Switching intention. This is among the first attempts to measure the switching intention of the Overseas Pakistanis with the extended form of TPB. In addition, this research will aware the management of the PIA that perceived risk was found to be a stronger predictor of switching intention followed by subjective norms, and perceived behaviour control had the least effect on switching intention.

Keywords: Intention to switch PIA or switching intention, Anticipated regret, Subjective norms, Perceived behaviour control, Attitude to switch, Perceived risk and TPB

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