

**Motivational Complexity amongst Consumers regarding  
Brand Switching; A Study on Factors that influence Brand  
Switching in the Telecom Sector of Pakistan.**



**By:**

**Muhammad Zain Tariq, 01-221122-078**

**MBA**

**Supervisor: Omar Sajid**

**Department of Management Sciences**

**Bahria University Islamabad**

**2013**

## *Abstract*

*This research is being conducted in order to evaluate effects of factors such as price, network quality, switching cost, advertisements and trust on a customer's brand switching behavior. The study is particularly focused on the telecom sector of Pakistan so as to give a detailed understanding to the five key players (Mobilink, Ufone, Telenor, Warid and Zong) that include insights of how important each factor is and what are the reasons for each networks provider's customers to switch their cellular network. It is also followed up with a quantitative study based on a sample of 100 respondents who were asked questions related to these five variables and results were finalized using different tests in SPSS.*

## Table of Contents

Chapter -1 Introduction.....	5
1.0 Introduction.....	6
1.1 Brand Switching.....	7
1.1.1 Types of Brand Switching .....	7
Chapter 2 – Recap of Previous Literature .....	10
2.0 Literature Review.....	11
2.1 Introduction.....	11
2.2 Brand Switching in Telecom Sector .....	11
2.3 Factors Inducing Brand Swithing Behavior .....	13
2.3.1 Various studies in regard of brand switching .....	13
2.3.2 Switching Cost .....	16
2.3.3 Price .....	17
2.3.4 Service Quality.....	18
2.3.5 Trust .....	21
2.3.6 Other Factors .....	22
2.4 Brand Switching and Brand Loyalty.....	23
2.5 Influence of Advertisement on Brand Switching.....	25
2.6 Summary of Literature Review .....	26
2.6.3 Hypothesis .....	27
Chapter – 3 Methodology .....	28
3.0 Methodology .....	29
3.1 Introduction.....	29
3.2 Research Methodology .....	29
3.2.1 Research Technique .....	29
3.2.2 Research Method .....	30
3.2.3 Research tool .....	31
3.2.4 Sampling .....	33
Chapter 4 – Data Collection and Analysis .....	35
Chapter 5 - Conclusion and Recommendations .....	45
5.1 Recommendations.....	49
Bibliography .....	51

Appendix..... 59