

Abstract

This research explores the factors affecting brand switching behaviour among prepaid telecom consumers in South Gujarat, focusing on understanding the key drivers that lead consumers to shift from one telecom provider to another. In the highly competitive prepaid telecom market, where multiple providers offer similar services, consumers frequently make brand-switching decisions based on various factors such as price sensitivity, network quality, customer satisfaction, and promotional offers. The study identifies psychological factors, such as trust, emotional attachment, and perceived value, as significant influencers of consumer decisions.

It uses a descriptive research design that combines both qualitative and quantitative approaches to collect data through structured questionnaires. The study involved 500 participants from four cities in South Gujarat. To analyze the data and check the hypotheses about how factors like demographics, service quality and brand loyalty are connected, statistical methods such as descriptive statistics, regression analysis and factor analysis were used.

It uses a descriptive research design, employing both qualitative and quantitative methods to gather data through structured questionnaires, with a sample size of 500 respondents across four cities in South Gujarat. Statistical techniques, including descriptive statistics, regression analysis, and factor analysis, were used to analyze the data and test the hypotheses related to the relationships between demographic factors, service quality, pricing, and brand loyalty.

The findings suggest that while price sensitivity and network quality are the primary drivers of brand switching, factors such as customer satisfaction, trust, and promotional offers also play significant roles. Additionally, demographic factors like age, income, and education influence the likelihood of consumers switching brands. The research concludes by providing actionable insights for telecom operators to improve customer retention strategies, focusing on enhancing service quality and offering personalized, competitive pricing models. This study shall contribute to the existing body of literature on consumer behaviour in the prepaid telecom sector, offering a regional perspective on brand switching in South Gujarat.

Key Words: Brand Switching Behavior, Prepaid Telecom, South Gujarat, Consumer Behavior, Price Sensitivity, Network Quality, Customer Satisfaction, Trust, Promotional Offers, Demographic Factors, Consumer Decision-Making, Loyalty, Telecom Providers, Service Quality, Statistical Analysis, Customer Retention Strategies, Perceived Value, Emotional Attachment, Consumer Preferences, Regression Analysis.