

May 5th, 2:30 PM - 4:20 PM

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### **iRepository Citation**

Sadiq, A. (2012). Student Colloquium: Factors behind brand switching (prepaid customers) in Pakistani telecom market. International Conference on Marketing. Retrieved from <https://ir.iba.edu.pk/icm/2012/day1/1>

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## **Factors behind brand switching (Prepaid customers) in Pakistani telecom market**

Adnan Sadiq

There are number of reasons for a brand switch for a consumer including from personal, professional, network limitations, perceptions, motives and recommendations from others. In order to find the major reasons of brand change in the context of Pakistani telecom market a research is carried out whose finding are presented in this research paper. To keep focused to limited and major factors in the brand switch a literature review is carried out which helps in outlining major factors of brand switch in Pakistani Telecom Market. The literature review consists of all the research work already done on this topic as well as articles published in magazines and other places.

Prepaid Segment is taken for the research because the more frequent operator switching is in prepaid segment secondly prepaid segment is the biggest segments in terms of number of customers in Pakistani telecom market. Almost 55 % of the population in Pakistan is youth and they used prepaid telephony to fulfill their communication needs. The people involved in the research were mostly youth in the age range of 15 to 25 years.

The research techniques used in this research paper is Factor Analysis. The construct of factor analysis consist of 4 important factors (Price, Variety of Packages, Quality of service, Value added services) on the basis of which further items are defined. The main purpose of which is to find the single most important factors out of all factors which results in a brand switch in the context of Pakistani telecom market. A model based on regression is developed to find the relationship between brand switch and the factors effecting brand switch. Brand switch is dependant variable and independent variables are price, variety of Packages, quality of service and value added services.

This research has provided has with most interesting and important facts about the Pakistani Telecom market i.e. as it was perceived the call rates are the most important factor for a brand switch or for the buying of a new mobile connection is totally wrong. What we come out with is the relationship between different factors on the basis of their monthly expenditure on the cell phones. The people who spend up to PKR 500 monthly are more vulnerable to call rates whereas the other factors affect the remaining segments of the market.