

A STUDY OF FACTORS INFLUENCING BRAND SWITCHING BEHAVIOUR AMONG SMARTPHONE USERS IN AMRAVATI CITY

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Abstract

Brand switching is a prevalent phenomenon in the smartphone industry, where consumers frequently shift from one brand to another due to various factors such as technological advancements, pricing, brand perception, and marketing strategies. This study aims to evaluate the key determinants of brand switching behaviour among smartphone users in Amravati City. A descriptive research design was adopted, with data collected through structured questionnaires from 45 respondents who have previously switched smartphone brands. The findings highlight that price sensitivity, innovation, promotional offers, customer dissatisfaction, and peer influence significantly impact consumers' decisions to switch brands. Additionally, factors such as brand reputation, technological superiority, and social influence play a crucial role in shaping consumer preferences. The study further examines how aggressive marketing strategies and frequent product launches contribute to shifting brand loyalties. Understanding these factors can help smartphone manufacturers and marketers design strategies to improve customer retention and brand loyalty. The research also provides practical implications for businesses, emphasizing the importance of personalized marketing, enhanced after-sales service, and continuous product innovation to maintain consumer trust and satisfaction.

Keywords: Brand Switching, Consumer Behaviour, Smartphone Industry, Marketing Strategies, Customer Retention, Brand Loyalty.

Introduction

The smartphone industry is characterized by rapid technological advancements, intense competition, and evolving consumer preferences. Over the past decade, smartphones have transitioned from being luxury items to essential tools for communication, productivity, and entertainment. As a result, consumer expectations have risen, making it imperative for brands to continuously innovate and adapt to market demands. However, with numerous brands offering similar features, price points, and marketing strategies, consumers frequently switch brands in search of better experiences, affordability, or enhanced functionality (Kotler, 2020).

Brand switching behaviour in the smartphone industry is influenced by a complex interplay of factors, including technological advancements, price sensitivity, customer dissatisfaction, peer influence, and promotional offers (Grewal, 2018). Consumers may switch brands due to dissatisfaction with their current device's performance, the desire for the latest technological features, or the impact of aggressive marketing campaigns. Additionally, social media and influencer marketing play a crucial role in shaping consumer preferences, often encouraging users to explore new brands (Kapoor, 2021).

Amravati City, a growing urban centre in India, presents an interesting case for studying brand

switching behaviour among smartphone users. With an expanding middle-class population and increasing digital literacy, consumers in Amravati are exposed to a wide range of smartphone brands and marketing influences. Understanding the key drivers behind their brand switching decisions can provide valuable insights for marketers, brand managers, and retailers aiming to enhance customer retention strategies (Singh, 2019).

Review of Literature

The literature on brand switching behaviour in the smartphone industry highlights several key factors influencing consumer decisions. (M. Pradeep, 2023) emphasizes that product features, price, brand reputation, and trust significantly shape consumer choices, stressing the need for continuous innovation to meet evolving technological demands. Research by (Karulkar, 2023) further underscores the importance of brand awareness, perceived quality, and brand loyalty in influencing smartphone purchase decisions among young Indian consumers, advocating for strategic marketing interventions to enhance these factors.

In addition to these brand-specific influences, (Ozuem, 2019) explores the impact of technological innovation on brand switching, noting that frequent advancements in smartphone features, pricing, and user experience can disrupt brand loyalty. Emotional factors, such as hedonism

and personal identity alignment, also contribute to consumer switching behaviour.

Further expanding on these findings, (Febiastuti, 2018) investigate dissatisfaction, product characteristics, perceived price, and competitor promotions as major drivers of brand switching. Their study finds that dissatisfaction and product category characteristics significantly impact switching behaviour, while variety-seeking needs do not moderate these relationships. Additionally, competitive pricing and promotional efforts from rival brands strongly influence consumer decisions. Meanwhile, (Kushwaha, 2015) explores broader determinants of consumer behaviour in the electronics market, identifying social factors, personal income, lifestyle, and product availability as key considerations in shaping purchasing decisions.

Collectively, these studies provide a comprehensive understanding of the various economic, technological, psychological, and social factors that drive brand switching behaviour in the smartphone industry.

Research Problem Definition

In the highly competitive smartphone market, brand switching behaviour has become a growing concern for businesses aiming to retain customer loyalty. With rapid technological advancements, evolving consumer preferences, and the rising influence of digital platforms, consumers are frequently shifting from one smartphone brand to another. This frequent switching behaviour not only affects customer retention but also impacts brand equity and market positioning.

In the context of Amravati City, where smartphone usage is rapidly increasing, understanding the factors driving brand switching behaviour is essential. However, limited research has been conducted in this region to explore the underlying reasons behind brand switching patterns, especially in terms of technological, psychological, social, economic, and market-related factors.

Objectives of the Study

- To identify the factors influencing brand switching behaviour among smartphone users.
- To study consumer brand switching pattern among smartphone users:
- To evaluate the factors influencing brand switching behaviour among smartphone users.

Research Methodology

This study employed a descriptive research design to identify key factors influencing brand switching among smartphone users in Amravati City. A sample of 45 respondents was selected using

simple random sampling, focusing on individuals who had switched brands. Primary data was collected through structured questionnaires, while secondary data was sourced from research papers, books, and journals. Data analysis was conducted using statistical tools like Excel, charts, and graphs to assess the factors driving brand switching behaviour.

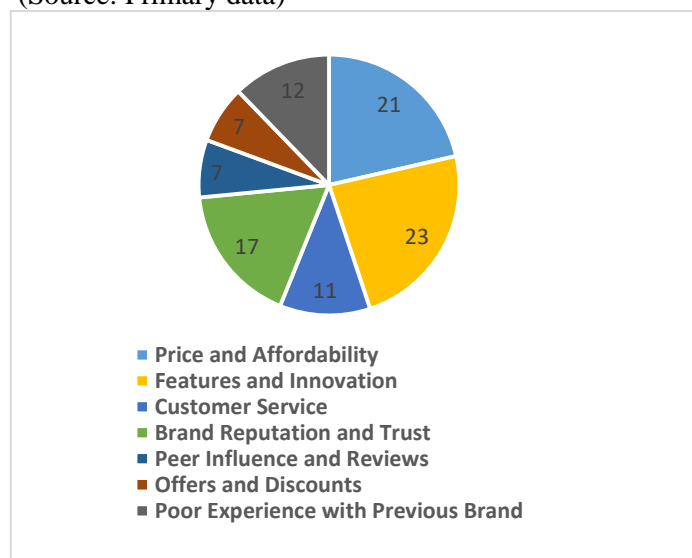
Data Analysis and Interpretation:

1. Analysis of Factors Influencing Smartphone Brand Switching

Table No. 1 Factors Influencing Brand Switching

Factors Influencing Brand Switching	Number of Responses	Percentage (%)
Price and Affordability	21	46.7%
Features and Innovation	23	51.1%
Customer Service	11	24.4%
Brand Reputation and Trust	17	37.8%
Peer Influence and Reviews	7	15.6%
Offers and Discounts	7	15.6%
Poor Experience with Previous Brand	12	26.7%

(Source: Primary data)



Graph No. 1 Factors Influencing Brand Switching

The survey reveals that Features & Innovation (51.1%) and Price & Affordability (46.7%) are the top reasons for switching smartphone brands. Consumers prioritize advanced technology and value for money when making a decision. Brand Reputation (37.8%), Poor Experience (26.7%), and Customer Service (24.4%) also influence brand switching, highlighting the need for quality products and strong after-sales support. However, Peer Influence (15.6%) and Discounts (15.6%) have minimal impact, indicating that consumers rely more on personal experience than promotions.

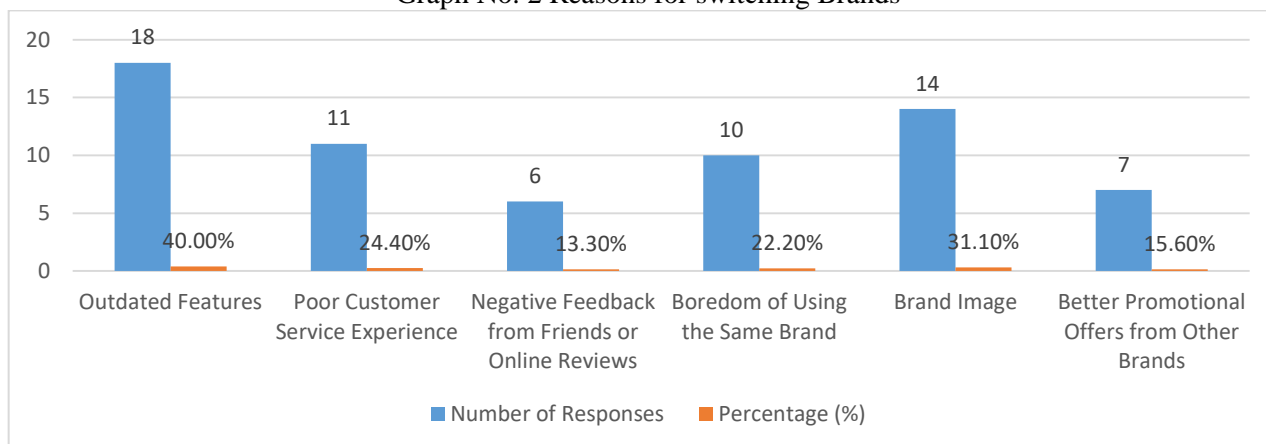
2. Analysis of Reasons for Switching from Previous Smartphone Brands

Table No. 2 Reasons for switching Brands

Reasons for Switching from Previous Smartphone Brand	Number of Responses	Percentage (%)
Outdated Features	18	40.0%
Poor Customer Service Experience	11	24.4%
Negative Feedback from Friends or Online Reviews	6	13.3%
Boredom of Using the Same Brand	10	22.2%
Brand Image	14	31.1%
Better Promotional Offers from Other Brands	7	15.6%

(Source: Primary data)

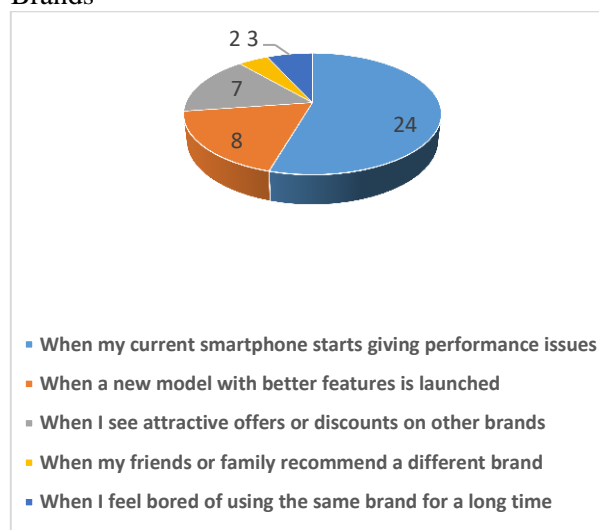
Graph No. 2 Reasons for switching Brands



The top reason for switching brands is Outdated Features (40.0%), showing that consumers seek innovation. Brand Image (31.1%) and Poor Customer Service (24.4%) also influence decisions, while Boredom with the Same Brand (22.2%) suggests a desire for variety. Promotional Offers (15.6%) and Negative Feedback (13.3%) have less impact, indicating that personal experience matters more than deals or peer opinions. Brands should prioritize innovation, reputation, and customer service to retain users.

(Source: Primary data)

Graph No. 3 Triggers for Switching Smartphone Brands



The majority of users switch smartphones due to performance issues (54.5%), indicating that reliability is the key driver. New model launches (18.2%) and attractive offers (15.9%) also influence decisions, but to a lesser extent. Brand fatigue (6.8%) and recommendations (4.5%) have minimal impact, showing that personal experience matters more than peer influence or routine upgrades.

3. Analysis of Triggers for Switching Smartphone Brands

Table No. 3 Triggers for Switching Smartphone Brands

Triggers for Switching brands	Number of Responses	Percentage (%)
When my current smartphone starts giving performance issues	24	54.5%
When a new model with better features is launched	8	18.2%
When I see attractive offers or discounts on other brands	7	15.9%
When my friends or family recommend a different brand	2	4.5%
When I feel bored of using the same brand for a long time	3	6.8%

Brands should focus on device longevity, innovation, and competitive pricing to retain customers.

4. Analysis of Factors Influencing Smartphone Brand Choice

Table No. 4 Factors Influencing Brand Choice

Decision Factor	Number of Responses	Percentage (%)
Personal research	18	40%
Online reviews and ratings	15	33.3%
Advice from friends or family	11	24.4%
Promotional advertisements	1	2.2%

(Source: Primary data)

Graph No. 4 Factors Influencing Brand Choice



Consumers mainly rely on personal research (40%) and online reviews (33.3%), showing a preference for informed decision-making. Advice from friends or family (24.4%) has some influence, while advertisements (2.2%) have minimal impact. Brands should focus on product quality, online presence, and customer reviews rather than heavy marketing.

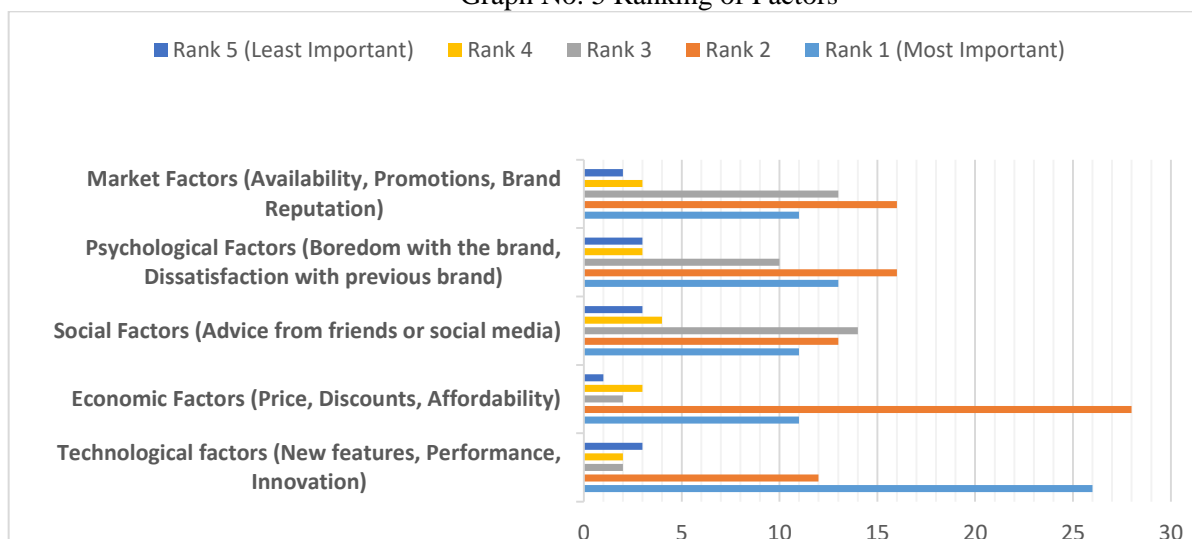
5. Evaluation of Factors Influencing Smartphone Brand Switching

Table No. 5 Ranking of Factors

Factors	Rank 1 (Most Important)	Rank 2	Rank 3	Rank 4	Rank 5 (Least Important)
Technological factors (New features, Performance, Innovation)	26	12	2	2	3
Economic Factors (Price, Discounts, Affordability)	11	28	2	3	1
Social Factors (Advice from friends or social media)	11	13	14	4	3
Psychological Factors (Boredom with the brand, Dissatisfaction with previous brand)	13	16	10	3	3
Market Factors (Availability, Promotions, Brand Reputation)	11	16	13	3	2

(Source: Primary data)

Graph No. 5 Ranking of Factors



Technology (26 votes for Rank 1) is the top reason for switching, followed by Price & Affordability (28 votes for Rank 2), showing that innovation and cost matter most. Psychological (13 votes) and Social Factors (11 votes) have moderate influence, while Market Factors are least important. Brands should focus on innovation and competitive pricing to attract consumers.

Findings

The study reveals that technological advancements (features, performance, and innovation) are the primary drivers of smartphone brand switching, with most consumers ranking them as the most important factor. Price and affordability also play a crucial role, with many users considering economic factors before switching. While brand reputation, customer service, and psychological factors (such as boredom with the same brand) influence decisions to some extent, they are secondary to technology and cost. Social influences and promotional offers have the least impact, indicating that personal experience and independent research are more influential than advertisements or peer recommendations. Consumers mainly switch brands when their current smartphone starts experiencing performance issues, rather than being driven by discounts or peer influence. Most users rely on personal research and online reviews to choose a new brand, with advertisements having minimal impact.

Suggestion

Smartphone brands should prioritize innovation to offer advanced features and better performance while maintaining competitive pricing through trade-in programs and financing options. Enhancing customer service is crucial, as poor experiences drive users away. Since consumers rely on personal research and online reviews, brands should focus on online reputation and transparent feedback rather than traditional advertising. To prevent brand fatigue, introducing fresh designs and personalized experiences can help. Instead of heavy ad spending, influencer marketing and social media engagement should be prioritized. These strategies will help

brands retain customers and reduce switching behaviour in a competitive market

Conclusion

Smartphone brands must prioritize innovation and performance improvements to attract and retain customers. Competitive pricing remains important, but simply offering discounts is not enough to drive long-term loyalty. Since consumers rely on online reviews and personal research, brands should focus on product quality, user experience, and transparent customer feedback rather than heavy marketing. By addressing these key factors, brands can effectively influence switching behaviour and strengthen customer retention.

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