

Drivers of the Switching Behaviour of Mobile Broadband Service Consumers in Sri Lanka

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Consumer switching is a major issue faced by mobile broadband service companies, and marketers need to understand why they switch the mobile broadband service provider. The research objective is to examine the drivers of mobile broadband consumer switching behavior in the Western province in Sri Lanka. The questionnaire consisted of five-point Likert scaling questions, and a conceptual framework was developed to investigate the impact of independent variables on switching behavior. A total of respondents 355 were selected as a sample in the western province to carry out the research. The convenience sampling method, which comes under non-probability sampling, was used when collecting data, and SPSS software was used to analyze the data. The researcher was carried out one-sample t test and multiple regression to test hypotheses. The study result stated a high level of switching behavior to mobile broadband service providers and drivers such as network quality, switching cost, core service failure, and attraction towards competitors affecting the switching behavior of mobile broadband consumers in the Western Province Sri Lanka. This study's findings provide important implications, such as identifying and evaluating the drivers that drive consumers to switch mobile broadband providers. Most researchers have conducted studies focusing on the mobile telecommunication industry's switching behavior as a whole, but not many have focused on the mobile broadband sector. Hence this study contributes significantly to the existing body of knowledge.

Keywords: *Attraction towards Competitors, Core Service Failure, Network Quality, Price Unfairness Switching Cost, Switching Behaviour*