

## **Factors that Impact on Customer Switching Behavior of Sanitary Napkins with Special Reference to Sri Lankan Market**

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The research was implemented with the objective of identifying factors that impact on customer switching behavior of sanitary napkin with special reference to Sri Lankan market. To accomplish the desired objective conceptual framework designed based on the independent and dependent variables. For that brand switching considered as dependent variable and dissatisfaction of previous consumed brand, need of variety, peer influence, sales promotions, impact of advertisement were considered as independent variables. Based on these variables conceptual model was developed.

For the purpose of achieving objectives responses were gathered from 100 respondents. After gathering the information, the data were analyzed using different analytical tools. The data was coded and analyzed using SPSS 20.0 statistical tools including descriptive statistics. After testing all hypothesis, it is considered to be a positive impact from all independent variables on dependent variable. So as a final comment this research study will support the marketers who are in sanitary napkin market and who are willing to join this market.

**Keywords:** Brand switching behavior, Dissatisfaction of previous brand, Impact of advertisement, Need of variety, Peer influence, Sales promotions,