

Chapter - 2

REVIEW OF LITERATURE

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This chapter presents various literature reviews pertaining to brand switching behavior, customer satisfaction and loyalty. In particular, it gives a panoramic view of the brand switching elements namely customer loyalty, pricing, customer experiences and preferences, customer expectations and customer satisfaction. The main aim of this chapter is to identify the gaps in the national and international literature regarding brand switching behaviour to culminate the factors exactly influencing the customers to become a loyal customer in mobile network services.

BRAND SWITCHING REASONS

The brand switching reasons of customers are completely based on their convenience in purchase, price, service quality, and customer satisfaction.

1. Convenience in Purchase

Debasis Bhattacharya and Sanjay Gopal Sarkar^[1] discuss the perceived consumer expectation associated with the purchase of durable goods. The article discussed the major aspects the consumers will consider in deciding the purchase of durable goods. The study also analyses the use of psychometric performance to identify the influencing factors in the purchase of goods. The article also discussed on the reasons for not purchasing the product by the customers.

Kuldeep Singh and S.C. Varshney^[2], discuss the recent trends in purchase decision of individual in deciding the consumer goods. The article discussed the consumers deciding factors on the basis of demographic profile of the potential buyers and its influencing factors such as features of the product, price, availability of the product at the time of purchase, satisfaction based on the previous purchase, etc for their purchase decision. The article also discussed about the impact of different media such as electronic, print and radio and their influence on the purchase decision of the consumers.

M. Abdul Hareef, M. Edwin Gnanadhas and B.A. Abdul Karim^[3], analysed the information gathered by the consumers before deciding on purchase of products. The article analysed the different advertising media used by the marketers. The influence of friends, relatives, peer group and representatives forms the major factor in deciding the purchase of products. The influence of distribution channel also plays a major factor in finalizing the purchase of products.

Subhasis Roy and Suchetana Bose^[4], in their research about the role of advertising in building brand value for service organisations, discussed the importance of CRM in creating customer satisfaction by providing better value added service like on-time customer service, which in turn helps to extend the brand image of the organisations in the minds of existing as well as new customers. The article also discussed the transformational factors, which is psychological in nature, plays a major role in helping the customer to decide about the service organisations, in terms of advertising, brand recall which ultimately helps the organisation to have a high level of customer loyalty.

Neena Prasad^[5], analysed the role of purchase decision and the purchase power of different types of person. The article discussed the impact of age, education, sex, their income, lifestyle patterns on the purchase decision. The article also discussed the level of brand awareness and brand recall by different set of persons on their preferred product segments. The article also discussed the factors that influence the brand switch by the different persons and their role in purchase decision.

Nevertheless an important point stands out is that the purchase decision stage is crucial for the consumers besides the influencing strategies of the manufacturers as well as other external factors. The literature critically identifies utility and costs of the products have close proximity with customer loyalty and customer relationship management of the service provider.

2. Customer Loyalty

Customer loyalty is a rapidly changing psychological aspects prevailing among consumers. The customers of any service industry as well as manufacturing

industry are bound to express their loyalty after a optimistic experience with the product and cost.

Cox, Alfred. A, Meador. Rowe.M^[6], analysed the correlation between pricing services and profit attempts. The research paper meticulously observes that the reduction of prices by the marketers is due to the availability of vast customer base and prevailing heavy competition. The price reduction process is not a unique phenomenon to provide best of services of the marketers to increase the profitability.

Alan.R.Skupp^[7], in a descriptive paper subsequently analysed what is next to pricing in customer relationship management. This paper described the involvement of customers, marketing personnel and service providers in the successful utilization of customer relationship management. The success of the service provider lies on the perception of the consumers towards operational efficiency of the service providers. The article identified servicing rights and purchase price are highly correlated with each other. The pricing policy of the service providers is the primary variable to maximize the customer loyalty.

David.G.Anderson, William. C.Pennington,^[8] in a descriptive paper ascertained how the service specification is correlated to perfect service development. In cell phone industry, network test generation is an essential component of service verification. It is found that a perfect service development leans upon the efficiency of any organization to develop, deliver and maintain the services in any industry. The open service creation process provides a significant CRM process and its growth to increase the level of satisfaction of customers.

Hamed.A.Al-saggaf^[9], established a relationship between total quality management and its impact over maintenance of customers loyalty and effectiveness of CRM. It is found that the customer survey is indispensable to impose strategies for effective tracking of CRM process. It is also found that the quality of services, environmental factors optimize the customer satisfaction and leads to customer loyalty. The strategies of the firm involved all employees to offer best services to the customers, in fact the factor foretells the customer values for the improvement of better relations.

Mile.Terziovski and Alison.Dean^[10], performed a research over best predictors of quality performers in Australian service organization. They empirically establish a link between quality and performance. They found that the company desires to increase the competitive quality of service. Then their strategic planning capabilities and employee's knowledge and involvement are required to promote the positive feeling among customers who possess the loyalty towards organization. It is also found that significant predictors are proposition to quality of service and continuous improvement in delivering customer satisfaction.

Michael.S.McCarthy and Eugene. H.Fram^[11], explored an investigation of customer penalties, ascertain the efficacy of the organization, consequences and fairness perception. The authors emphasized that the increase of customer loyalty is highly probable through successful relationship marketing. They identified that the customer penalties are intended to increase customer complaints with purchase agreements. They meticulously observed that the consequence of customer penalty policies rapidly reduce customer loyalty and increase negative word of mouth communications.

Tawna wayment^[12], made a research move to analyze consumers perception and their attitudinal changes towards services of the firm. The research explored how purchase behavior fluctuates based on the service quality as well as the consumers perception towards service quality which determines the customer loyalty. The research emphasized that the service quality is the unique phenomenon for the change in the attitude of consumers. The purchase decision and the information search are also the powerful indicators to determine the service quality of the firms.

Punith Manchanda, Jean-Pierre Dubé, Khim Yong Goh, Pradeep K. Chintagunta^[13], in an innovative research work establish relationship between loyalty and customers retention using relationship management. The researcher meticulously observes how advertisement creates influence over customer retentions. It is found in the research paper that the number of advertisements have positive effect on customer retention. But, it does not have any deep influence in converting customers into loyal customers. The significant difference and heterogeneity views

express the impact of advertisements and also demonstrates the importance of individual relationship with customers.

Vincent.P.Magnini^[14], identified the moderators effect of CRM in the service recovery process. The rigorous methodology is adopted to study the notions of recovery paradox and its influence over success as well as the failures of organization. The researcher clearly identified that the recovery of every customer offers an opportunity for the firms to reach higher customer satisfaction services and attains higher customer loyalty. The control and stability of the firms during the CRM implementation creates a good intervention for the increase of customer satisfaction.

Gulcin, Buyukozkan^[15], attempted to study the organizational information and its communication network and its effect over enhanced performance. It is found in the research work that the corporate responsive of any firm focuses towards organizational development and designing effective customer relationship management. The organizational information network is found to lean upon customers interaction and their responsiveness towards business process of the organization.

Yonggui Wang,Hing PoLo, Renyong Chi and Younheng Yang^[16], in an innovative research work developed a framework for customer value as well as customer relationship management. They determined the performance and effectiveness of customer relationship management in terms of service quality of service providers. They identified the significant difference between tangibility and intangibility in the development of brand loyalty. The segmentation of intangibility is found to comprise customer satisfaction and direct linkage with brand loyalty. The empirical model also stated that the functional value, social value, emotional value and perceived sacrifices are the predominant factors of customer value and also useful to establish a link between loyalty and satisfaction. The researchers found that the customer value measurement determines CRM performance of any organization.

Rungting Tu^[17], underpinned an association that prevails among service quality, expectations, service experience, emotions and customer satisfaction. The research is able to ascertain expectation and service quality have strong influence over

customer emotions. It is further found that the strong impact on perception of service experience is abundantly found on customer satisfaction. A microscopic analysis of structural equation modeling, customer expectations, service quality and emotions always predict a culmination point of customer satisfaction.

Iselin.Skogland and Judy.A.Siguaw^[18], identified how the satisfied customers become loyal to any organization. They specifically underpinned that the customer satisfaction is not suitable for all the industries to become loyal to the organizations. The paper quoted the frivolous nature of customer satisfaction in hospitality industry. It further argues that in hospitality management an automated system alone will not ensure the customer satisfaction to optimize the returns from the customers. They identified the repeated purchase cases and the satisfaction in FMCG products that create loyalty among the customers with optimistic dimensions.

Young – Hoon Park and Eric.T.Bradlow^[19], identified an important breakthrough of integrated model for the relationship between bidding behavior of firms and its relationship with CRM. The research paper identified that the seller design the action which is optimizing the customer population. The bidding behavior seems to have good inclination towards customer satisfaction. The fundamental understanding of the bidding behavior also triggers brand loyalty and increase in service quality parameters.

Rajagopal and Romulo sanchez^[20], identified how a managerial dimension of their decisions are helping to bridge the gap between customer needs and expectations through Customer Relationship Management. It is found that the customer's affinity towards an organization is developed through their successful planning process of CRM. The researchers also identified the effectiveness of relationship management in helping organisations to create new strategies to increase the customer loyalty. The managerial perspective of organization aims at improving strategies to optimize the lifetime value of customers.

Balaji Pathmanaban, Zhiqinang, Zheng, Steven .O. Kimbrough^[21], empirically established the value of complete information for E-CRM models. The analytical E-CRM thoroughly analyses the customer database and also expresses the

customer convenience and expectations. The authors found that the customer database is worth obtaining. They applied data mining approach and also E-CRM modeling and the benefits are highly essential to gain the momentum of customer population. They also emphasized the customer loyalty is positively related to an intensified data base of customers.

Peter.Coffee^[22], in an descriptive methodology, identified selling process alone will not be useful to offer customer satisfaction. It is found that customer's volume of purchase depends upon their need and expectation rather than selling improvement process of the organization. The customer convenience and purchase process are crucial areas to increase the number of dynamic consumers.

Rajagopal^[23], made an advancement in an analytical research that the brand excellence is useful to measure the impact of advertising and brand personality on buying decisions. It is found that the branding process is highly correlated to customers conventional knowledge and its recall is very much depend upon attractive advertisements. The communication sensitivity and brand personality are essential to influence the customer - centric approach in all the aspects of CRM. The success of brands not only depends on sales promotion but depends on tangible attributes like pertinence of brand name and associated benefits.

D.D.Nauck, D. Ruta, M. Spott, B.Azvine^[24], elaborately conducted a research for proactive analytics and customer actions, in customer relationship management. In this research the authors typically identified how the large volume of customers and their data are proactively useful to establish prioritization of decisions and futuristic decisions of customers. The sensitivity analysis is exploited to predict customer reactions in future against organizations impact on implementation of CRM. The intelligent customer analytics plays a wide role in predicting initial strategy and customer feedbacks in relationship management. The intelligent customer analytical tools are abundantly found useful for the domain experts in the organization to implement CRM strategies.

J.Rathbun^[25], identified the attractive strategies of the firm to keep the loyal customers. It is found in the paper pricing, quality, comfort and convenience fulfill the

customers expectations. It is also found that advertisement of any product creates nil loyalty among customer. It is also found that the service providers should steadfastly fix the operational efficiency of relationship management in matching customer's requirements.

The critical analysis of literature related to customer loyalty innovatively identifies after sales service, pricing mechanism and interaction of the sales personnel which are crucial in determining the quantum of loyalty. The literature clearly identifies predominant gap, which shows how a customer loyalty plays its vital role in service sector, especially in cell phone industry.

3. Pricing

Pricing policy is an important consumer behavioural aspect to derive the level of satisfaction of consumers and their elevation to the status of loyal consumers. The customers of any product or service expect proportionate price or cheap cost for their product as well as their service. Keeping their price in their mind they also work out a proportionate with quality of product and service. Nevertheless the following reviews highlight the impact of price on customer loyalty as well as the perceptual change in their purchase behavior.

Idriss Maoui, Hayiye Ayhan, Robert.D.Foley^[26], in an innovative research identified pricing policy is one of the indispensable service facility offered by service providers. Pricing is not a unique phenomenon, but it is noticed by every customer and compels them to compare the prices. The customers in the service system are not unique, but maximize the customers within the short span of time.

Jiwoong Shin, Sudhir. K^[27], clearly extracted the factors influencing the customer relationship management. In this paper, the authors attempted to answer the prevailing dilemma among the service providers. In this descriptive study, they analytically approached the profitability limit and their marketers compulsion to catch hold of the customers. They carefully identified a behavior based pricing which will magnetically attract many customer in the course of heavy competition. When the firms offer lower price to their customers than the competitors price, they find the

customers brand trust them to analyse and weigh every particle of evidence for the strategic management of the service provider.

Gad Allon, Itai Gurvich^[28], dealt with the problem of many server approximation, significant simplifications of optimality of the relationship between customers and service providers. They identified large scale service providers compete on both prices and responses diffuse several sales promotion strategies to catch hold of their customers. Price and service level choices are essential components of the marketers to increase their level of attractions and to increase brand value.

Lijian Chen, Suraj.M.Alexander^[29], in an innovative research, ascertained that pricing mechanism is closely related to effective customer service management. It is revealed that the price demand relationships in many industries are not affected by competition arises from the local markets.

So far, the review ascertained that the pricing mechanism has more proximity with customer satisfaction and identification in their post purchase behavioural era. The customers are highly meticulous in verifying their fulfillment of expectation at reasonable price. This phenomenon also useful to express the consumers experiences and preferences for their purchase.

4. Consumer Experiences and Preferences

In services industry the consumers are highly meticulous in the complaining behavior than they go for the experience with the product. In the liberalized and globalised economy, the consumer awareness possessed huge dimensions and consumers are inclined to take several preferences before they go for purchase. Consumer preference forms the initial stage of CRM. When the service provider is able to identify the consumer's preferences and is able to cater with the services they have, a highest level of satisfied customers which turns out in order to convert the customer into loyal customers. This has a twin advantage of spreading a positive sentiment in the market as well as it forms an easy way of getting new customers by means of word of mouth.

The following studies by the previous researchers will enable us to understand the nuances of consumer preference and throw light on this present research.

John.H.Melchinger^[30], discusses the relationship between psychological factors, like lifestyle and preference. He uses Myers- Briggs scale which says that individuals can be classified under different scales namely, Introversion/Extroversion, Intuitive/Sensing, Thinking/Feeling and Judging/Perceiving. He adds that sixteen combinations are possible with the Myers-Briggs scale, but four primary types of character form the basis for them. He suggests that marketers are able to use Myers-Briggs scale to identify the consumers and their level of expectations and their preferences.

Rajeswari.V and Ayisha Millath.M^[31], try to identify the brand preferences and their expectations of the customers among the different service providers available in the market. From the research they have concluded that apart from personal background, experience, quality of the product, the service provider's reliability in terms of after sales service, has major impact in influencing towards the service provider. The study helps the service providers to identify the various factors that influence consumers before deciding about the particular service.

Madhan Mohan.D and M.A.Azeem^[32], analysed the consumers preference of beverages on the factors of individual choice. They analysed the consumers on the factors of their lifestyle, perception and brand awareness. The study considered the consumers brand on the basis of taste, availability, satisfaction, price and packing. The study also includes the influence of friends and peers with that of the brand loyalty and status.

Chidambaram.K, Soundra Rajan.A and Alfred Mino^[33], analysed the brand preference of the car buyers and the factors that are considered by the consumers in various sectors. They discussed the impact of demographic profile of individuals and their preference and the factors considered by the buyer of different class of vehicles. Apart from this, they also consider brand name, technical specifications, features and after sales support are the criteria for deciding up a luxury brands.

Nitin Gupta, Dhiraj Sharma, Venkat Siva Gabbita and Y. Malini^[34], analysed the factors considered by the different class of persons on the criteria for utilizing the service of hostel accommodation. In this study, various segments of persons on their basis of age, demographic profile and their expectations, preference of service and their satisfaction level are given. They also considered the customer's personal factors like their job nature, occupancy nature and their food habits. These factors have also been analysed meticulously.

Kaushik Mukerjee^[35], discussed the product management and the customer preference in selecting service sector, especially cellular service. He also analysed the factors considered by the customer on the basis of value added services, internet access, GPS, and the trends showing the customer satisfaction of other service providers offering these type of services.

Subhadip Roy^[36], in an exploratory research, analysed the customer preference in selecting durable goods like two-wheelers on the factors of fuel efficiency, colour, type of brake systems and engine pick-up. He concluded that performance in the terms of fuel efficiency plays a major deciding factors, followed by engine performance. The preference varies based on the demographic profile of the responders in the basis of age, and their lifestyle. The author further suggests the marketing segmentation for the manufacturer to concentrate on the basis of age and their income level of the customers.

Questions have been raised in national and international literature that how the customers are affected by their own preferences. The epicurean approach and huge dimension of expectation hinders the customers to reach high satisfaction. In consumer behaviour research, a relationship between preferences and loyalty as well as satisfaction are very essential.

5. Customer Expectations

The customer expectation process are actually the need recognition, identification of product characteristics, price and quality. The customers expect an optimistic influence from the product they purchase or the service they enjoyed . The

reviews at national and international level state that the customer expectation and satisfaction are the ultimate to identify their purchase behavior in an exhaustive manner.

G. Radha Krishna, A. Suriyanarayana and A. Srikant^[37], explain the role of marketing tools in identifying and satisfying the customers expectations, which will go a long way in retaining the customers in service industry. In this study, the marketing strategy like different promotional tools, customers reach, problem definition and strategy to resolve the issues were analysed. The study also analysed the organisation limitations in keeping up the promise towards identifying and fulfilling customer's expectations.

Urvashi Makkar^[38], analysed the advertising as a major strategy to identify customers expectations and proper communication tool to express the services offered, especially by telecommunication organisation. The study analysed the different marketing strategy to identify the services expected by the consumers and the options offered by the service organisation. It also analysed the effective ways of reaching out to customers by using proper brand ambassador in proper media to reach the customers.

Aisha Khan and Ruchi Chaturvedi^[39], analysed the strategies followed by various cellphone service providers in making a clear differentiation on identifying and fulfilling the customer's expectations with their technologically superior services and at cost effective manner. The study also analysed the various advertisement media, role of celebrities, sponsorship and association with block buster movies other innovative ideas to spread their brand names.

From the above literature reviews, it is concluded that the customer expectation is closely related to cultural and technological changes prevailing in the behavioural scenario. It is also found that the marketing strategies are designed on the basis of customer expectation and also useful to predict the factors influencing the customer satisfaction.

6. Customer Satisfaction

Customer satisfaction is a composition of customer expectation, experience along with the maximum utility of the product. The literature reviews on customer satisfaction clearly reveals, that the culture plays a role for the expectation as well as to reach the point of culmination in their satisfactory approach of customers.

Yurong Xu, David .C.Yen, Binshan Lin, David. C.Chou^[40], emphasized the need for adopting customer relationship management technology for effective implementation of CRM. They found that CRM impelled the growth of all the firms in the world and it requires more empirical and sharpened techniques to offer customer satisfaction through CRM. The authors developed a extended concept of CRM from micro and macro perspectives. They underpinned the problems of relationship between implementation of CRM, suitable to customer attitude.

N.Baxter, D.Collings And I.Adjali^[41], studied a mediatory effect of agents for the effective implementation of Customer relationship management. A meticulous care has been taken by the authors in measuring the influence of customer population through CRM investments. In the research, the authors emphasized the potential return on CRM investments that must have the relationship with customer satisfaction. They also identified how the agents act as mediators to convey the imputation of CRM functions for the effective customer communication process. They also ascertained how the agents convey the firms CRM concepts to the customers and also in return informs the firms about customer expectations.

Ki-Joon Back and Sara.C.Parks^[42], in an innovative research work ascertained brand loyalty model of consumers and its empirical relationship with customer satisfaction. The study investigated the attitudinal change among the consumers due to profound loyalty of the brands. This study encounters behavioural brand loyalty constructs and the incidental impacts over the level of customer satisfaction. The incidental impact is measured in the form of cognitive – affective and conative stages of loyalty. It is found that consumer loyalty is the culmination point of customer satisfaction. When the consumers are highly satisfied then their attitude focus the direction of cognitive brand loyalty or behavioral brand loyalty.

Both the loyalties are the psychological outcome of customer satisfaction and also increased the purchasing frequency rapidly.

N.J.Millart^[43], segmented the sample unit and explored the perceptual difference among the customers in imbibing the notions of CRM. They profoundly believe that Customer Relationship Management must increase the personal relationship with the customer to exactly ascertain their expectation over services as well as the product. The author emphasized the drives which increases the customer interaction programs. The fusion of strategy, process and technology determine the potential outcomes of CRM. The personalized CRM entirely lean upon mutual benefits of customer and service provider. It is the duty of the service provider to concentrate more on cost effective strategy delivered through appropriate customer relationship process and confidence building.

Giovanni Gianni and fiorenzo Franceschini^[44], developed a model to support the personalized management of a quality in e-commerce service. It mainly focused on the service quality parameters pertaining to customer relationship management. The authors identified that the individual characteristics of a customer is able to supply all possible personalized, high quality service. The application of Structural equation modeling and Gomorian model of CRM clearly revealed the virtual transactions are able to follow a large amount of the users without losing a necessary details of the customers. They emphasized customer profiling and evolution can be done easily through the effective service quality. The progressive interaction of customers creates a sense of personalization and co-operation between customers and the firm.

Henry.H.Schrader^[45], in an innovative research work, ascertained the familiarity of marketing managers and their maximum usage of relationship marketing. The author tested the hypothesis of familiarity with relationship marketing is a significant factor influencing success of the firm. It is also found that technological innovation of marketing managers is also highly significant in predicting the effectiveness of CRM. The implementation of latest technology is useful for any firm to maintain loyalty as well as to offer satisfaction to the customers.

Rajkumar Venkatesan and V.Kumar^[46], revealed through their research, CRM in service industry is measured in customer life time value and their demarcation of their framework. They emphasized the usefulness of customer lifetime value and the need for implementing CRM at all levels. The identification of empirically tested, purchase frequency model and customer selection strategy model are found indispensable for the comparison of CRM metrics for customer selection and ultimately customer satisfaction. The pure mathematical paper identified an algorithm that gives a relationship between customer lifetime value and need for CRM. They also noted that customer lifetime value transformed the effects of CRM in the form of higher profits and customer centric values. The paper concludes that, there is potential increase in the profits when CRM is implemented properly along with the lines of maximized customer lifetime value.

Timothy.D.Landry, Todd.J.Arnold and Aaron Arndt^[47], in a collective effort of establishing the technological implications on customer relationship management comprehended the technological revolutions in all sectors magnetically attracts the customers through CRM strategies. The authors identified the evolving nature of channel functioning and inter-firm relationships. Besides these relationship, they anatomically analysed organisational process in implementing CRM technological strategies to increase the sales volume. The study entirely leans upon primary data and exactly identified that the technologies are indispensable to determine the maximum efforts of CRM. There is an evident in the research paper that the technological changes in an organization actually measures the organization commitment in rendering customer satisfaction and their trust in E-Commerce.

William Boulding, Richard Staelin, Michael Ehret, Westly. J. Johnston^[48], analysed and used to measure the ultimatum decided by the customer relationship management. They answered a research question whether the upgrading of CRM in an organization reveals its actual potentiality to render customer satisfaction. It is found that a Customer Relationship Management maturation process leads to customer satisfaction and also tells the process after CRM culmination. The outcome of continuous evolution and integration of marketing strategies are emanated through the implications of CRM. The authors also identified CRM is a predominant factor to

improve technologies in service industry as well as the specifications of customer expectation and satisfaction. The environmental variables are the deciding factors for an organization to employ CRM strategies to display their potentiality.

Ben Shaw – Ching Liu, Nicholas.C.Petruzzi and D.Sudharsan^[49], aimed their research to apply customer lifetime value models to assess the overall value of the service encountered. The paper also aims at establishing assessment implications for the effective Customer Relationship Management. They applied a pure mathematical methodology and analytical model method to obtain the customer rhythm and frequency of purchase. In this research, the authors identified stochastic parameter characterizing the quality of service and long term customer value. They exactly determine the factors related to different customers. The study concluded an effective and efficient servicing process that is indispensable to a firm's success and the powerful customer relationship management creates a survival force in today's globally competitive environment.

Adrian Payne, Pennie Frow^[50], a conceptual framework and an empirical model to verify the impact of CRM in enhancing the customer value was analysed in detail. The conspicuous three alternatives of CRM perspectives are explored and also emphasized the need for a cross functional, process oriented approach, that positions CRM at a strategic level. The research clearly narrows down the relationship between holistic approach of CRM and implementation of technology in CRM. A specific process called multi-channel integration process evaluated the performance of every firm leaning upon CRM practices. They ultimately concluded that a company must be customer centric, and the only solution to achieve customer centric aspect is to implement and maintain the customer focused CRM tool at all the levels for proper interaction with the customers.

Lesley. K.Russell^[51], ascertained that proper communication to the customer is one of the indispensable factor culminating the effectiveness of CRM. The author emphasized that building the database of customers is a lifelong investment of the firm useful for the prudential benefit. Recognizing the customers clearly shows the

apprehension for their business with respectful and insightful communication. It helps the firm to integrate a sophisticated marketing technology with brand building strategy.

Craig, Bailey^[52], in a descriptive article, it was highlighted the importance of unlocking the value of customer satisfaction. The paper clearly highlighted that the business environment companies are not able to afford to lose a profitable customer. So in this competitive environment, the customer satisfaction must be the primary aim as well as the objective of the organization to withstand against any type of competition. The author emphasized that, it is the duty of every firm to announce the increase in customer satisfaction and revenue within the framework of success. The customer focus and changing the CRM aspects for the needs of customers is an important optimistic change.

Wei Jiang, Tomau, Kwok-Leung Tsui^[53], profoundly monitor the operational intelligence and integrated technologies of the firms to maintain their business activity. The authors used Bayesian average method and matrix methods to derive profile modeling of customers. A crucial break-through of this research clearly identified the small set of abnormal customers must be identified by every firm as a crucial objective and definitive events. The authors emphasized the importance of customers profiling and how business activity monitor updates the profile of the customers to ascertain their abnormal behaviour. They also identified that the customer's diagnosis process is very crucial process in customers activity monitoring which will be useful for measuring effective customer relationship management.

SUMMARY

The critical analysis of reviews makes the researcher to understand the satisfactory issues of the customers in both psychological and logical behaviour towards brand switching. The point of culmination reached through a product utility, service utility and characteristics of product actually related to the customer satisfaction and brand switching.

The critical analysis of the literature review clearly indicated that there is a wide lacuna prevailing in the customer loyalty and brand switching strategies. Both international and national literature reviews fail to acknowledge that the customer loyalty is not a unique phenomenon but depends upon the service quality, pricing, customer expectation and satisfaction. There are no empirical evidence in the literature in establishing the parametric relation between customer loyalty, service, satisfaction with comfortable pricing. These gaps in the literature are explored anatomically in this research. The present research aims at ascertaining both parametric relationship and non-parametric associations among the demographic variables and the brand switching reasons.