

STUDY ON CUSTOMER SWITCHING BEHAVIOUR TOWARD  
THE SELECTION OF MILK POWDER PRODUCTS WITH  
SPECIAL REFERENCE TO MANMUNAI – NORTH DIVISIONAL  
SECRETARIAT AREA



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**ABSTRACT**

With the intense competition and increasing globalization in the milk powder markets and retailers must develop customer-oriented strategies in order to compete successfully in the competitive FMCG (Fast Moving Consumer Goods) environment. The longer a brand can retain a customer, the greater revenue and cost savings from that customer. However, customers are also more prone to changing their behaviour when they can purchase nearly FMCG products provided by the companies. In order to stay competitive, companies need to understand the factors that influence and determine consumer's switching behavior.

Adopting the customer viewpoint is essence of success in today's business world, because of continuous and rapid changing environment and dramatic innovation in the information technology. The marketer's survival depends on customer perception and their satisfaction of the particular brand. Customers have a greater choice between domestic and foreign brands. Furthermore, the emergence of the internet allows customers to access products choices without limitation, and increases the brands' ability to prevent customers' switching brands. This study identifies and analyses the factors that influence customers' switching behavior in the milk powder market.

The purpose of this study is to examine the research problem of whether there is customer switching behavior in the milk powder market; if so, what is the most basic factor that contributes for customers' switching behavior toward the milk powder market with special reference to Manmunai north divisional secretariat. The conceptualization framework for this study clearly disclosed about the elements included in the customer switching, elements of marketing mix, environmental stimuli, and buyer's characteristics.

Quantitative methodology has been applied for this research and questionnaires were used to collect data. 200 questionnaires were issued and collected data were analyzed and evaluated as low, moderate, high level influence of research variables on

switching behavior in milk powder purchase. This study found that there is a customer switching behavior in milk powder market.

In general, the results of this research allow services marketers and practitioners to develop and implement marketing strategies to decrease customer defection rates, and in turn, increase firm's profits. Furthermore, this research provides useful information for future researchers who study switching-behavior in the milk powder markets.

This study concluded that the milk powder marketers' offering has to be improved according to customers' personal factors and psychological factors in order to ensure long term survival of the company. And also study offers suggestions to attend to the consideration on the variables for loosing company's n order to increase their market share in Milk Powder Market.

Keywords: Customer switching behavior, supermarkets.

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