

WHY DISSATISFIED MOBILE CONSUMERS DON'T SWITCH? A STUDY IN THE INDIAN TELECOM INDUSTRY

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ABSTRACT

This paper develops a basic understanding of Repurchase Intention in the Indian Telecom Industry from the consumer theory literature. The paper describes how the Indian Telecom industry is suitable for conducting a study on dissatisfaction and also examines the context in which the consumers who are not happy with the services opt not to switch. However, Loyalty is not a part of this study. A well structured questionnaire has been used carried out an extensive survey through six metro cities of India, covering a total sample size of 5000. The study should be able to prove valuable to academic researchers as well as Telecom service providers.

KEYWORDS: Dissatisfaction, Repurchase Intention, Indian Telecom Industry, Service Recovery