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TITLE: CONSTRUCTING AND VALIDATING SCALE OF CONSUMER SWITCHING BEHAVIOR

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ABSTRACT

This research aims to validate the scale of consumer switching behavior in regards to service industries (e.g. restaurants, banks and telecommunication).The researchers tested the data from the survey of the consumers of different service industries in Bangladesh and also applied exploratory factor analysis that measured the KMO value, communalities value, Eigenvalue, and the rotated component matrix values to justify the number of items under each construct to be retained. Thelimited sample size and focus in only service sector may affect the development of scale. The scale can be developed for other sectors too. Managers of service sector can use this scale to understand consumers switching behavior and take marketing strategies to improve their service quality accordingly.

Keywords: Scale Validity, Reliability, Consumer switching behavior, Service industry

Paper Type: Research paper

1. INTRODUCTION

In service literature, brand switching is defined as a consumer ceasing a trade relationship with an existing brand in favor of a new brand (Bansal, Taylor et al. 2005, Mortimer and Weeks 2019). Being a member of service industry, bank, restaurant and telecommunication industry is not immune from such impacts of consumer service switching. Switching behavior in case of service industry refers to the way customers shift from one service provider to another in the same industry. Scale construction is one of the primary aspects of any prediction measurement. Despite this important role, scholars often used improper practices in its construction (DeVellis 2012, Carpenter 2018) defined scales as "the collections of items combined into a composite score intended to reveal levels of theoretical variables not readily observable by direct means" (p. 11). Many researches, applied decisions and policies depend on the quality of measurement instruments, which is highly influenced by the effectiveness of its scale development (Ziegler 2014).

According to Gourville (2003) people are sensitive to relative advantages and disadvantages of any change and will therefore switch if the new product offers better satisfaction than what the consumer is currently enjoying. There are various factors that influence consumers' switching behavior. Several researchers pointed out that besides core benefits other factors like brand image (Al-Kwifi and Ahmed 2015), product features and product services, switching costs, subjective norms and interpersonal relationships (Chuang and Tai 2016) also influence switching behavior from one service to another.

Previous studies on consumer switching behavior have primarily looked into the causes and probability of

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certain factors influencing their decision making, but in the context of Bangladesh no scale has been developed thus far. For example, in the paper titled "Contraceptive Switching in Bangladesh" " (Steele and Diamond 1999), the authors looked into the specific determinants of contraceptive switching behavior rather than

creating a scale. Again, in the paper "Factors Influencing to Bangladeshi Consumers' Mobile Phone Operators Choice and Change Behavior", the authors Hasan, Yeasmin et al. (2013) looked into the factors influencing customers' mobile phone operator switching behavior, but again, no scale was developed. Therefore, the contribution of this paper would create a scale which can be used across multiple industries in the country.

The main objective of this paper is to investigate the scale construction of consumers' switching behavior towards service industries, e.g., bank, restaurant, and telecommunication. This study will describe the processes of scale construction in general, its challenges and future directions, and then connect to consumer's switching behavior towards the service industry. Switching from one brand to another is a major problem for any business. Therefore, managers need to understand what causes consumers to switch brands, and then try to construct tactics that will retain their customers and build loyalty towards their own brand. In order to do this, appropriate scale construction is necessary to effectively determine what causes switching behavior. If managers can avoid switching behavior of consumers, it will improve business performance, and the process also improves consumers' satisfaction towards a brand.

2. LITERATURE REVIEW

In the literature review, we have discussed some attributes that influence consumer's switching behavior towards the service industry. These attributes were chosen based on the suggestion by Shahzadi, Malik et al.(2018), titled "What influences customer satisfaction and behavioral intentions?" We have also discussed the impact of these attributes on consumer's switching behavior.

2.1 Service Related Attributes

Customer satisfaction is also highly dependent on the excellence of the service. Han and Kim (2009) stated that customers' perception of service quality, significantly influences satisfaction and loyalty in service industries. Satisfied and loyal customers have a low intention to switch service providers (Jung and Yoon 2012). Higher satisfaction also leads to good word of mouth and revisiting intention(Han and Kim 2009). Friendliness of the employee, quick responsiveness, facilities, etc. all contribute to service quality (Gerrard and Cunningham 2004, Omar, Ariffin et al. 2015) has subdivided "core service facilities" into position, operating hours and logistical support delay. According to Grossbart, Hampton et al. (1990) service quality is measured by what is delivered to the consumer and how it is delivered. The SERVQUAL scale proposed byParasuraman, Zeithaml et al.(1988) which consists of five dimensions, is used widely to measure service quality. Due to these reasons, service quality has a significant impact on consumer switching intentions. That is why service providers should focus on maintaining a high service quality to lower customer turnover.

2.2 Atmosphere Related Attributes

Service providers cannot rely on service quality alone to make customers satisfied nowadays. The atmosphere also heavily influences the satisfaction level of consumers. The atmosphere of a service provider includes aroma, temperature and employee appearance (Ryu and Jang 2007, Barber, Goodman et al. 2011) suggested

that cleanliness significantly affects the perception of a service provider's quality, while Sester, Deroy et al.(2013) emphasized the ambience. Good ambience has a positive effect on consumer's revisit intention (Njite, Njoroge et al. 2015). Perception of the interior influence, time spent in the interior and impact on sales are found (Robert and John 1982, Grossbart, Hampton et al. 1990, Ward, Bitner et al. 1992, Donovan, Rossiter et al. 1994) hence it can be said that consumer satisfaction and loyalty depends on atmosphere.

2.3 Price Related Attributes

Since a lot of service providers offer similar kind of services, price becomes the most prominent factor in those scenarios (Han and Kim 2009). When consumers think a price is reasonable for the benefit they want, it is referred to as perceived price fairness. Perceived price fairness can be considered as an primary indicator in making strategies since it guides the future plans of the business based on customers' perception (Shamma and Hassan 2013). This perception of price influences customer satisfaction and behavioral intentions (Andaleeb and Conway 2006). According to Gerrard and Cunningham (2004) this category subdivides into high prices, price increases, unfair pricing practices and deceptive pricing practices. Perception of customers regarding price vary on two dimensions, first consumers refer high price as a indicator of high quality and vice versa (Teas and Agarwal 2000) while the second, in contrast, suggests that low prices can also function as a indication of good value for money (Kirmani and Rao 2000). In either case, whether a low price is perceived as low quality or a high price is perceived as abusive, dissatisfaction of customers regarding unfair price perception for the value of money will tend to switch provider (Campbell 1999, Homburg, Hoyer et al. 2005). Since Bangladeshi people are somewhat price sensitive, it is of the utmost importance that managers know how price affects their customers switching intentions.

2.4 Brand Image Related Attributes

A brand image is one of the most competitive advantages of a service provider. A strong brand image helps consumers to identify a product or service much easily, and also helps them to feel safer about the monetary risks associated with a purchase (Matzler, Pichler et al. 2011). (Jin, Lee et al. (2012) also reported that there is a positive relation between brand image and consumer satisfaction and loyalty. Brand image consist of the consumers emotions and attitudes (Jin, Lee et al. 2012). "Ethical problems" has been categorized by Gerrard and Cunningham (2004) where it has been subdivided into dishonest behavior, unhealthy practices, conflict of interests, etc. This may logically have a direct effect on service-related brand image. Gordon, McKeage et al. (1998) stated that the benefit of the firm's relationship marketing strategies for highly-involved buyers is they value, and respond positively towards these strategies. Higher levels of satisfaction or dissatisfaction can result from highly involved customers (Richins and Bloch 1991). In different research it is found that when highly-involved customers are satisfied, they become more loyal to the brand and stay committed to their decisions and they also overlook certain service failures (Oliva, Oliver et al. 1992, Pritchard and Howard 1997). Thus, service providers should keep an eye on their brand image, and improve when necessary to retain satisfied consumers.

2.5 Innovation Related Attributes

With the advancement of technology in recent years, new innovative methods and procedures are introduced into the service industry. Service providers can reduce costs and improve sales by implementing various

innovative details that includes offering development, product differentiation and creativity (Ottenbacher, Gnoth et al. 2005). These innovative details will help a service provider to break into the market and gain a competitive advantage (Hjalager 2010). Moreover, innovation makes a service provider seem more upscale, which influences consumers to spend more money (Lee, Hallak et al. 2016). Loyalty is a big issue for the service industry, and managers expect it will only get intensified as advances in mobile and social technologies helps to gather customer data and create more relevant offers (Brandau, Hoffjan et al. 2014). Based on all these previous researches, managers should also think of creating innovative ideas and details for the service industry to effectively retain their customers.

The items of the scale should be straight forward; avoid any slangs, jargon, ambiguous words, and double negatives; have no leading statements or questions; have items that are identical to seek the same idea again; have the definition of constructs and relevant adjectives (Jebb and Tay 2017). Among other factors, consumer switching behavior seems to be primarily linked with customer satisfaction (Boshoff and Terblanche 2010). Thus, suggesting that the more satisfied customers are, the more loyal they are towards a particular service provider. In their research paper, Jebb and Tay (2017) defined scale development as "a process of developing a reliable and valid measure of a construct in order to assess an attribute of interest". According to this, there are two approaches to scale creation. The first one is a deductive approach, which is useful when the items are known and can be observed. The second one is an inductive approach, which should be used when there is uncertainty in the definition of an item (Jebb and Tay 2017). We will be using a deductive approach to construct our scale. In constructing a scale for the service industry, the focus is being shifted from transactions into relationships, particularly the relationship between the firm and its customers (Hyun and Perdue 2017). This study will write the items in the questionnaire based on these points to construct an effective scale to measure consumer switching behavior towards the service industry.

3. METHODOLOGY

This study has followed the descriptive research method. Descriptive research is defined as a study designed to describe the participants' characteristics being studied in an accurate way.

Data for a research are collected through different sources, i.e. primary and/or secondary. For the primary data, the researchers have surveyed more than one hundred fifty people. The group of respondents include students, service holders and businessmen. In Bangladesh, these people generally use the services of restaurant, bank and telecommunication industry. The researchers have provided the survey questionnaire in a printed booklet form to the participants to be answered, as well as conducting it online. For the secondary data, information has been gathered from certain relevant articles including Emerald Insight, Science Direct, Research Gate as well as Google Scholar.

For this research, people aged from 13 to 45 approximately have been surveyed. The reason behind choosing this target group was that these target groups are the ones who are willing to spend their money on service sectors like banks, restaurants and telecommunication (Berkhout and Van Der Duin 2007, Oliveira and von Hippel 2011). Apart from that, data are analyzed through descriptive statistics, means and standard deviation.

The items to collect data are constructed from the following list:

Table 1: Measurement Scale

Service Related Attributes	*Source: Shahzadi et al., (2018)*
SRA1	Importance of friendly and helpful employees in service industry
SRA2	Employees should have proper knowledge of the offerings
SRA3	Prompt delivery of service enhances the service attractiveness
SRA4	A service mistake affects customer's loyalty
SRA5	Customers like more than one delivery option from a service provider
Atmosphere Related Attribute	*Source: Shahzadi et al., (2018)*
ARA1	Good interior design and décor of the service area attracts customers
ARA2	Relaxation item (e.g. music) is necessary for you to have a good time in service station
ARA3	Aroma of the service station is an important factor
ARA4	Cleanliness of the service provider is a significant factor for customers
ARA5	Appropriate temperature is important to make customer comfortable
Price Related Attribute	*Source: Han and Ryu (2009)*
PRA1	Customers are sensitive to price changes
PRA2	Different Price offers heavily influence customer to revisit the service provider
PRA3	Transparency of the price is vital for deciding where to take the service
PRA4	Customers always look for the most affordable priced service providers
PRA5	Customers are ready to spend more for better quality
Brand Image Related Attribute	*Source: Jin et al., (2012)*
BRA1	Brand image of a service provider plays an important role for customers
BRA2	Service quality is evaluated based on brand image of service provider
BRA3	Word of mouth plays an important role to influence a customer
BRA4	Brand image of a service provider is considered more important than the price
BRA5	Good brand image reflects good quality
Innovation Related Attribute	*Source: (Horng et al., 2013)*
IRA1	Technological ordering and billing system attracts customers
IRA2	service providers using environment friendly methods increase loyalty
IRA3	Visible service process(e.g. live kitchen in a restaurant) increases the reliability on service provider
IRA4	Customized Service influence purchase decision
IRA5	Entertainment related activities makes a service more attractive
Consumer Switching Behavior	*Source: (Bansal and Taylor, 1999)*
CSB1	Customers revisits a service provider if quality of service is perceived high
CSB2	Service quality influences loyalty of a customer
CSB3	Atmosphere plays a role to bring in customers again and again
CSB4	Price is the main factor that helps choose a service provider
CSB5	Brand image is the first thing customer consider about a service provider
CSB6	Innovation in service process enhance loyalty

This study has designedLikert scale for respondents to indicate a degree of agreement or disagreement with each of a series of statements. Each question of this study contains 1 to 5 scales, in which 1 was referred as Strongly Disagree, 2 as Disagree, 3 as Neutral, 4 as Agree, 5 as Strongly Agree we have got variety of answers from our respondents. This study also conducted reliability analysis of the manifest variables, which measured the strength of linear association among manifest variables undera construct (Gujarati 2009), and the results showed positive and significant relationships among the latent variables.

Finally this study have done a factor analysis that measured the Kaiser-Meyer-Olkin (KMO) value, communalities value, Eigen value, and the rotated component matrix values to justify the number of factors to be retained in our research.

4. DATA ANALYSIS

4.1 Descriptive Statistics

SRA1, SRA2 and SRA3 have means above 4, whereas SRA4 and SRA5 have means above 3. This shows that a mistake in the order and a delivery option are the least influential factors on switching behavior. However, people do care about the staff being friendly, having knowledge about the offerings and a quick service to be loyal towards a service provider. As SRA4 and SRA5 both have a standard deviation above 1, it shows that people differ in their opinions more on these two topics. ARA1, ARA3, ARA4, ARA5 all of questions have a mean value above 4 except ARA2. This tells us that people do not think relaxation item is necessary to have a good time in a service station. However, a good décor, aroma, cleanliness and an appropriate temperature is essential for consumers to have a satisfying time in a service station. Overall, consumers think the atmosphere is an important factor for a restaurant. ARA2 has the most standard deviation here with a value of 1.174, as people tend to differ whether relaxation item is necessary or not, to enjoy their time at a service station.All of the questions related to price have a mean close to 4. This means that most of the people think that the price factor of service is important. To be more precise, people are sensitive to price changes, care about price offers, transparency of the price, and prepared to spend more to get better quality. However, people do not always look for the cheapest or most affordable option for service providers. This is shown in PRA4, which has the lowest mean of 3.86. Consequently, PRA4 has the most variability in the data with a standard deviation of 1.155.None of the Brand Image related attributes have a mean above 4. This shows that among all the other factors, brand image is one of the least influential in consumer switching behavior. BRA4 and BRA5 have the lowest mean, telling us that people usually do not care about brand image more than the price, and do not think that good brand image means good quality. However, they tend to believe word of mouth about a brand the most, as it can be seen BRA3 has the highest mean score of 3.99. Moreover, all of the questions have a standard deviation

above 1, except word of mouth. Therefore, it can be said that people have a relatively more differentiated opinion of the influence of brand image.All of the questions in Innovation Related Attributes have a mean between 3.5 to 4.0. This shows us that people relatively care less about the innovation of a service provider as well. The most important factor people are impressed by is any environment-friendly activities of a service provider, since IRA2 has the highest mean of 4.00. Secondly, people seem to care about the customization option of a service provider, as it has the second-highest mean of 3.85. Only the entertainment opportunity question has a standard deviation above 1, indicating that people's opinion about it is more varied than the rest.Service quality and price influence the most in consumer switching behavior, as CSB1, CSB2 and CSB4 have a mean score above 4. Among them service quality and revisit intention have the highest mean value of

4.36. On the other hand, brand image and innovation of a service provider are comparatively less important in consumer switching behavior, as CSB5 and CSB6 both have the lowest mean of 3.38 and the highest standard deviations.

4.2 Reliability Statistics

Reliability statistics is used to see how reliable is a scale and its items. One aspect of measure is to see the internal consistency, which is measuring how closely related items are in a group. It is measured with Cronbach's Alpha, which is a coefficient of reliability or consistency.

It is seen that the overall alpha value is 0.904 which means an excellent reliability of the internal consistency among the 31 items. However, the alpha value of each factor is discussed below:

The alpha value for service related attributes is 0.583, which means the internal consistency is not that reliable. However, all the items are positively correlated with SRA1 (Importance of friendly and helpful employees in service industry) and SRA2(Employees should have proper knowledge of the offerings) having the highest correlation of 0.565. That means friendliness and knowledge of staff about the offerings is moderately correlated among the items (Clark and Wood 1999, Radke, Brown et al. 2016).

The alpha value for atmosphere related items is 0.671, so there is a good reliability among the items. Again all of the values in the table have a positive correlation. ARA2 and ARA3, which are cleanliness and temperature seems to be the most correlated here. However, ARA2 and ARA4 have the least correlation of only 0.019, which means relaxation item and cleanliness is the least related (Vilnai-Yavetz and Gilboa 2010).

Price related attributes have reasonably good reliability, with an alpha value of 0.705. Again all of the items are positively correlated. Here PRA1 and PRA2, the sensitivity to price changes and looking for affordable service providers have the most correlation with 0.532. However, PRA4 and PRA5, that is looking for price offers, and prepared to pay more for better quality is the least correlated with a value of only 0.053 (Bertini, Wathieu et al. 2012).

Brand image related factors have the highest alpha value of 0.839, which means the internal consistency has a strong reliability. All the items are positively and comparatively highly correlated. BRA1 and BRA2 have the highest correlation with 0.632, which shows that the more important role brand image plays in a consumers' decision process, the more secured they feel about a particular brand (Malik, Ghafoor et al. 2012).

Innovation related attributes have a moderate reliability with an alpha value of 0.630. All the items are positively correlated with IRA1 and IRA2, technological ordering and environment-friendly activities, having the highest correlation of 0.591. Whereas, IRA4 and IRA5, having the least of 0.083. This means customization and entertainment opportunity are not correlated.

Consumer switching behavior has an alpha value of 0.768, which shows the items are reasonably reliable. The most correlated are CSB1 and CSB2, which indicates that service quality and loyalty are the most correlated. On the other hand, CSB4 and CSB5, the price and the brand image, have little or no correlation with a value of only 0.156.

4.3 Factor Analysis

In the KMO and Barlett's Test table, we can see the KMO value is .734. This tells us that the sampling adequacy is **acceptable** for a satisfactory factor analysis to proceed.

Table 2: KMO and Barlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.834	
Bartlett's Test of Sphericity	Approx. Chi-Square	1589.456
	df	630
	Sig.	.000

Table 3: Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.402	3.896	53.345	1.402	3.896	53.345
2	1.343	3.730	57.075	1.343	3.730	57.075
3	1.278	3.550	60.625	1.278	3.550	60.625
4	1.140	3.166	63.791	1.140	3.166	63.791
5	1.112	3.088	66.879	1.112	3.088	66.879
6	.972	2.699	69.578			
7	.894	2.484	72.062			
8	.834	2.317	74.380			
9	.790	2.194	76.573			
10	.752	2.090	78.663			
11	.718	1.996	80.659			
12	.642	1.783	82.442			
13	.612	1.701	84.143			
14	.606	1.683	85.825			
15	.566	1.572	87.397			
16	.514	1.429	88.826			
17	.479	1.332	90.158			
18	.443	1.231	91.389			
19	.413	1.147	92.535			
20	.363	1.008	93.544			
21	.334	.928	94.472			
22	.316	.877	95.349			
23	.283	.787	96.136			
24	.263	.731	96.867			
25	.225	.624	97.491			
26	.213	.592	98.083			
27	.183	.508	98.591			
28	.164	.454	99.045			
29	.146	.406	99.451			
30	.107	.297	99.748			
31	.091	.252	100.000			

Table 4: Rotated Component Matrix

	Component					
	1 (Service Related Attributes)	2 (Atmosphere Related Attributes)	3 (Price Related Attributes)	4 (Brand Image Related Attributes)	5 (Innovation Related Attributes)	6 (Consumer Switching Behavior)
SRA1	.707					
SRA2	.495					
SRA3	.630					
SRA4	.596					
SRA5	.571					
ARA1		.721				
ARA2		.716				
ARA3		.752				
ARA4		.428				
ARA5		.636				
PRA1			.791			
PRA2			.730			
PRA3			.536			
PRA4			.774			
PRA5			.684			
BRA1				.816		
BRA2				.783		
BRA3				.550		
BRA4				.701		
BRA5				.795		
IRA1					.830	
IRA2					.741	
IRA3					.752	
IRA4					.681	
IRA5					.410	
CSB1						.833
CSB2						.536
CSB3						.663
CSB4						.648
CSB5						.665
CSB6						.721

5. DISCUSSION AND CONCLUSION

First of all, this study performeddata screening process to explore structure of the data. The highest mean value of each factor is given. In service quality is friendly and knowledgeable staff with 4.6, in atmosphere is cleanliness of the restaurant with 4.61, in price is spending more to get better quality with 4.32, in brand image is word of mouth with 3.99, in innovation is environment friendly activities with 4.00, and in consumer switching behavior is the influence of offerings with 4.36. Secondly, this study has conducted a reliability test based on Cronbach's alpha and found that the overall alpha value is .904. Moreover, the internal consistency of service quality is .583, atmosphere is .671, price is .705, brand image is .830, innovation is .630 and consumer switching behavior is .768. So it can be said that service quality and innovation were all moderately

reliable. Atmosphere, price and consumer switching behavior were reasonably reliable. And brand image was strongly reliable. Furthermore, from the reliability test we can see that the most correlated items in each factor are friendliness and knowledge about the offerings in service quality, cleanliness and temperature in atmosphere, sensitivity to price changes and affordable service provider in price, role brand image and security in brand image, technological ordering and environment friendly activities in innovation, and service quality and loyalty in consumer switching behavior. (Clark and Wood, 1998; Radke et al., 2016; Vilnai-Yavetz and Gilboa, 2010; Bertini, Wathieu et al. 2012, Malik, Ghafoor et al. 2012, Radke, Brown et al. 2016).

Therefore, from the above analysis it can be described as consumers who wants the staff to be friendly also wants them to be knowledgeable about the offerings, consumers who need the service provider to be clean also needs to have an appropriate temperature, consumers who are sensitive to price changes tends to look for affordable service providers, consumers who consider brand image as an important role in their decision making also feels secured with good brand images, consumers who likes technological functions of a service provider also cares about any environment friendly activities.

Finally, this study conducted exploratory factor analysis. In the KMO and Barlett's test table, we found a KMO value of .734, which means the sampling adequacy of this report is acceptable for a satisfactory factor analysis to proceed. In the rotated component matrix table, all the items were rotated and loaded onto to identify a common theme.

Customers generally have high expectations from the service industry, particularly in banks, restaurants and telecommunication settings. As a result, they expect to get higher quality of services in order to become satisfied and build their revisit intentions to the restaurant. This research has increased the understanding of the scale construction of consumer switching behavior of customers towards the service industries of Bangladesh. This research suggests that in service stations, higher quality of services helps to attract customers and get customer satisfaction. If the customer's demand is not fulfilled properly then customers switch their behavioral intention towards the service provider. Consumers switch from one service provider to another for different reasons, which leads to the original restaurant losing profits and increasing costs of acquiring new consumers.

In the literature review, this study has explained the importance of appropriate scale development required for researchers and the growing emergence of service industries in Bangladesh, and the rise of switching behavior of consumers. This research mainly focuses on improving the scale of switching behavior towards service industries. In accordance with data analysis, this study has discussed the internal reliability of the components. The reliability shows the internal consistency among the independent variables. This study has also discussed factor analysis which provides a healthy satisfactory factor analysis. So these research findings will help restaurant managers to understand which of the key restaurant attributes will help in satisfying customers and build their behavioral intentions.

6. IMPLICATION

This study has found some significantly helpful observations and data that helped gaining insight on the customer switching behavior towards service industries. Customers of different types have given their opinion regarding service, atmosphere, price, brand image and innovation related issues. Therefore, managers can use these information to strengthen their business and increase sales. Managers will get an idea regarding customer's satisfaction and strategies, and make necessary changes if required. Moreover, they should take necessary steps to take care of customer complaints in a positive way which is able to ultimately build customers happiness and loyalty.

Our findings indicate how customers are actually satisfied. Customer satisfaction is the main target for service

providers. If customers are happy, they will not switch easily. Some of the suggestions includes focusing on service quality, training staff to be friendly and have proper knowledge about the offerings, making sure that the service station is clean, even if it cannot be well decorated. Furthermore spending extra to increase quality, as customers are ready to pay more for better quality and partake in environment-friendly activities, as modern consumers have a concern for it.

7. LIMITATIONS & FURTHER STUDY OF THE RESEARCH

Every research has a few impediments and it is vital to recall them to utilize the consequences of the investigation. Firstly, limitation is the number of respondents was only 150 which isn't a real reflection of the entire population. Secondly, service providers vary in size and type which is not considered in this research. Lastly, this investigation just showed the switching behavior of service industries which can fluctuate in various industry.

The researchers believe that future researchers will be doing a research on the same or similar topic since the consumer switching behavior has been a vital issue not only in Bangladesh but also worldwide. Customers always tend to follow and explore new places. So, new trends and patterns are always emerging. Scope for further research is present in respect to other countries and by increasing the sample size results will be more accurate. Interviewing all categories of people could will increase the likelihood of getting a more reliable result.

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