

Investigating Effective Factors on the Customer Switching Behaviour in the Saipa Emdad Khodro Company of Iran

Authors : Rohollah Asadian Kohestani, Mustafa Hashemzadeh

Abstract : The present paper is the outcome of a field research that was conducted with the study objective of influencing factor's effect on the behavior of customers switching in the Saipa Emdad Khodro Company. To achieve this goal, six factors of service quality, service cost, waiting time to receive services, reputation of organization, costs of switching and the way to respond the needs of customers as the independent variables of research and their effect on the customer switching was studied as the variable related to the research. The statistical society of this research included all customers of the Saipa Emdad Khodro company that possess the vehicles of automobile manufacturing group of Saipa throughout the country and the statistical sample included 150 persons of such customers. The results of this research indicated that all under study factors excluding the reputation factor effect on the behavior of customer switching.

Keywords : customer services, switching cost, service price, customer switching behavior

Conference Title : ICBEMM 2015 : International Conference on Business, Economics, Marketing and Management

Conference Location : Venice, Italy

Conference Dates : June 22-23, 2015