

**CUSTOMER SWITCHING BEHAVIOUR IN THE AUTOMOBILE  
INSURANCE INDUSTRY IN BADULLA DISTRICT**

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## Abstract

There is intense competition and increasing globalization in financial markets. Insurance management must develop customer-oriented strategies in order to compete successfully in the competitive insurance environment. This study aims to identify and analyses the factors that influence insurance customer's switching behaviour in the insurance industry.

The data for this analysis was obtained using of 170 insurance customers in Badulla District. The decision to switch insurance is hypothesised to be a function of price, service quality, effective advertising competition, involuntary switching, switching costs, and personal selling. Univariate analysis, correlation analysis and regression are used to analyses the data and identify the relationship between customer switching factors and customer switching behaviour in automobile insurance industry.

The research findings reveal that price, service quality, effective advertising, involuntary switching, personal selling, and switching costs impact on customer's insurance switching behaviour. The results of this research allow service marketers and practitioners to develop and implement service marketing strategies to increase customer service. Furthermore, this research provides useful information for future researchers investigating customer switching behaviour in the insurance industry. This research provides an empirical analysis of automobile insurance switching behaviour and provides a framework for future studies on the behaviour of customers.

Keywords; Customer Switching Behaviour, Price, Service Quality, Switching Cost, Effective Advertising Competition, Involuntary Switching, Personal Selling

# Table of Contents

Title	Page No.
Acknowledgement .....	I
Abstract .....	II
Table of Contents .....	III
List of Tables .....	VII
List of Figures .....	IX
Abbreviations .....	X
Chapter-1: Introduction	
1.1 Background of the Study .....	1
1.2 Problem Statement of the Study .....	3
1.3 Research Questions of the Study .....	3
1.4 Research Objectives .....	4
1.5 Scope of the Study .....	4
1.6 Significance of the Study .....	4
1.7 Outline of the Study .....	5
1.8 Chapter Summary .....	6
Chapter 2: Literature Review	
2.1 Introduction .....	7
2.2 Switching Behaviour .....	7
2.3 Switching Factors .....	8
2.3.1 Price .....	8
2.3.2 Service Quality .....	8
2.3.3 Switching Cost .....	9
2.3.4 Effective Advertising Competition .....	9
2.3.5 Involuntary Switching .....	10

2.3.6 Personal Selling .....	10
2.4 Research Finding and Hypotheses .....	10
2.4.1 The Relationship between Price and Customer Switching Behaviour .....	11
2.4.2 The Relationship between Service Quality and Customer Switching Behaviour.....	11
2.4.3 The Relationship between Switching Cost and Customer Switching Behaviour.....	11
2.4.4 The Relationship between Effective Advertising Competition and Customer Switching Behaviour .....	12
2.4.5 Involuntary Switching Affect to Customer Switching Behaviour.....	12
2.4.6 The Relationship between Personal Selling and Customer Switching Behaviour.....	13
2.5 Chapter Summary.....	13
<b>Chapter-3: Conceptualization and Operationalization</b>	
3.1 Introduction .....	14
3.2 Conceptualization.....	14
3.3 Defining Variable.....	15
3.3.1 Switching Behavior .....	15
3.3.2 Price .....	15
3.3.3 Service Quality .....	16
3.3.4 Switching Cost.....	16
3.3.5 Involuntary Switching .....	16
3.3.6 Personal Selling .....	16
3.4 Operationalization of Research Framework.....	17
3.6 Chapter Summary.....	18

**Chapter-4: Research Methodology**

4.1 Introduction .....	19
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4.2.1 Research Context.....	19
4.2.2 Research Design and Measures .....	19
4.3 Sample and Sampling Techniques .....	19
4.4 Data Collection.....	20
4.4.1 Primary Data.....	20
4.4.2 Secondary Data.....	20
4.5 Research Instruments .....	20
4.6 Data Presentation.....	21
4.6.1 Data Presentation for Personal Information .....	21
4.6.2 Univariate Analysis .....	21
4.6.3 Bivariate Analysis.....	21
4.6.4 Multiple Regression Analysis.....	22
4.6.3.1 Defining the Terms of Regression Analysis .....	22
4.7 Chapter Summary.....	23

## Chapter-5: Data Analysis and Interpretation

5.1 Introduction .....	24
5.2 Analysis of Reliability of the Factors.....	24
5.3 Analysis of Respondents' Demographic Information.....	24
5.3.1 Gender .....	25
5.3.2 Age Group .....	25
5.3.3 Educational Level.....	26
5.3.4 Occupation.....	26
5.4 Univariate Analysis .....	27
5.5 Bivariate Analysis .....	30
5.5.1 Correlation Analysis.....	30
5.5.1.1 Correlation between Price and Customer Switching Behaviour.....	30
5.5.1.2 Correlation between Service Quality and Customer Switching Behaviour.....	31
5.5.1.3 Correlation between Switching Cost and Customer Switching Behaviour.....	31

5.5.1.4 Correlation between Involuntary Switching and Customer Switching Behaviour.....	32
5.5.1.5 Correlation between Effective Advertising Competition and Customer Switching Behaviour.....	32
5.5.1.6 Correlation between Personal Selling and Customer Switching Behaviour.....	33
5.5.2 Regression Analysis .....	33
5.5.2.1 Multiple Regression Analysis.....	33
5.5.2.2 Equation of Multiple Regression Analysis .....	35
5.6 Testing Hypothesis.....	35
5.6.1 Hypothesis 1 .....	35
5.6.2 Hypothesis 2 .....	35
5.6.3 Hypothesis 3 .....	36
5.6.4 Hypothesis 4 .....	36
5.6.5 Hypothesis 5 .....	36
5.6.6 Hypothesis 6 .....	37
5.7 Chapter Summary.....	37

## Chapter-6: Discussion of Findings

6.1 Introduction .....	38
6.2 Discussion on Switching Factors .....	38
6.2.1 Price.....	38
6.2.2 Service Quality .....	38
6.2.3 Switching Cost.....	39
6.2.4 Involuntary Switching .....	39
6.2.5 Effective Advertising Competition.....	39
6.2.6 Personal Selling .....	39

6.3 Discussion on relationship between switching factors and customer switching

6.3.1 Relationship between Price and Customer Switching Behaviour .....	40
6.3.2 Relationship between Service Quality and Customer Switching Behaviour .....	40
6.3.3 Relationship between Switching Cost and Customer Switching Behaviour .....	41
6.3.4 Relationship between Involuntary Switching and Customer Switching Behaviour.....	41
6.3.5 Relationship between Effective Advertising Competition and Customer Switching Behaviour .....	42
6.3.6 Relationship between Personal selling and Customer Switching Behaviour .....	42
6.4 Discussion on Switching Factors that influence on Customer switching behaviour in the automobile insurance industry in Badulla district.....	42
6.5 Chapter Summary.....	43
<b>Chapter-7: Conclusions and Recommendations</b>	
7.1 Introduction.....	44
7.2 Conclusion.....	44
7.3 Recommendations.....	45
7.4 Limitation of the Study and Suggestions for Future Studies .....	45
7.5 Suggestions for Future Researchers .....	46
References.....	47
Appendix 1 Questionnair English.....	49
Appendix 2 Questionnair Sinhala.....	53
Appendix 3 Output for Data Analysis .....	56