

A Study on the Impact of Customer Satisfaction on Brand-Switching Behaviour among Gen Z Smartphone Users in Karaikudi

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Abstract: *The rapid expansion of the smartphone industry and the intense competition among brands such as Apple, Samsung, Xiaomi, OnePlus, and Vivo have made customer retention increasingly challenging. Generation Z (Gen Z), being digital natives, are highly exposed to technological innovations, promotional strategies, and peer influence, making them more prone to brand-switching behaviour. This study examines the impact of customer satisfaction on brand-switching behaviour among Gen Z smartphone users in Karaikudi. Using a descriptive and explanatory research design, primary data were collected from 52 respondents through structured questionnaires. Statistical tools such as Percentage Analysis, Chi-Square Test, ANOVA, and Garrett Ranking were applied. The findings reveal that price is the most influential factor in brand switching, followed by performance and camera quality. The study concludes that customer satisfaction significantly shapes switching behaviour, particularly through economic and functional dimensions rather than brand reputation alone.*

Keywords: Customer Satisfaction, Brand Switching, Generation Z, Smartphone Industry, Consumer Behaviour, Price Sensitivity