

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

I. INTRODUCTION

The global smartphone market has experienced unprecedented growth over the past decade, driven by continuous technological advancements, rapid product life cycles, and competitive marketing strategies. Smartphones have evolved from communication tools into multifunctional devices used for education, entertainment, social networking, online shopping, and financial transactions.

Generation Z, defined as individuals born between 1997 and 2012, represents a significant segment in the smartphone market. As digital natives, Gen Z consumers are technologically aware, socially connected, and highly responsive to online reviews, influencer promotions, and peer recommendations. Unlike earlier generations, they exhibit lower brand loyalty and are more inclined to experiment with alternative brands if dissatisfied.

Customer satisfaction refers to the degree to which a product meets or exceeds consumer expectations. In the smartphone context, satisfaction depends on product performance, battery life, camera quality, storage capacity, pricing, brand image, and after-sales service. Dissatisfaction may lead to negative word-of-mouth and brand switching. This study investigates how satisfaction influences switching behaviour among Gen Z smartphone users in Karaikudi.

OBJECTIVES OF THE STUDY

- To analyze the frequency and pattern of brand – switching among gen z users.
- To evaluate the satisfaction level of gen z consumers with their current smartphone brands.

SCOPE OF THE STUDY

This study focuses on Generation Z smartphone users and examines the relationship between customer satisfaction and brand-switching behaviour. It analyzes key satisfaction dimensions, including product quality and performance, price and value for money, brand image, features and innovation, after-sales service, and peer and social media influence. The research is limited to currently available smartphone brands and aims to provide practical insights for improving customer retention strategies.

II. REVIEW OF LITERATURE

Sani, Hafiz, and Marpaung (2025)²⁴ examined the relationship between religiosity and brand switching behavior among Gen Z consumers. The study highlighted that higher levels of religiosity increase the likelihood of switching from Israel-affiliated brands. It examined the moderating role of functional, emotional, social, and epistemic values in strengthening this relationship. The authors highlighted that consumer decisions extend beyond price and quality considerations. The findings examined how moral, spiritual, and social beliefs shape purchasing behavior. Overall, he highlighted the growing importance of value-based and ethical branding in influencing Gen Z loyalty and switching decisions.

Prayudi and Usman (2025)²⁵ examines factors influencing brand switching behavior among Gen Z iPhone users in DKI Jakarta. The study highlights that product quality and price are key determinants driving consumers to switch brands, whereas brand image has a limited direct effect. Brand image, however, positively impacts perceptions of product quality, which in turn affects price sensitivity. The findings indicate that Gen Z prioritizes tangible attributes like quality and cost over brand reputation when making switching decisions. This emphasizes the importance for smartphone companies to focus on improving product performance and competitive pricing. The study provides valuable insights for marketing strategies aimed at retaining Gen Z customers in competitive smartphone markets.

III. RESEARCH METHODOLOGY

Research Design

The study adopts a descriptive and explanatory research design using a quantitative approach.

Population and Sample

- Population: Gen Z smartphone users in Karaikudi.
- Sample Size: 52 respondents.
- Sampling Technique: Purposive sampling.

Data Collection

Primary data were collected through structured questionnaires using Likert scale statements. Secondary data were obtained from academic journals and online sources.

Statistical Tools

- Percentage Analysis
- Chi-Square Test
- ANOVA
- Garrett Ranking Technique

IV. ANALYSIS AND INTERPRETATION

CHI-SQUARE TEST

HYPOTHESES

Null Hypothesis (H₀):

There is no significant association between the gender and reason for switching brand. The gender and reason for switching brand are independent.

Alternative Hypothesis (H₁):

There is a significant association between the gender and reason for switching brand. The gender and reason for switching brand are related.

TABLE

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	18.870 ^a	8	0.016
Likelihood Ratio	15.264	8	0.054
N of Valid Cases	53		

INTERPRETATION

Since the p-value (0.016) of the Pearson Chi-Square test is less than the 0.05 level of significance, the null hypothesis (H₀) is rejected and the alternative hypothesis (H₁) is accepted. This indicates that there is a statistically significant association between gender and reason for switching brand. The variations observed in the reasons for switching brand across different gender groups are strong enough to establish a meaningful relationship. Although the Likelihood Ratio shows a significance value of 0.054, the Pearson Chi-Square value is considered for final interpretation. Therefore, the differences identified are not due to random variation but reflect a true relationship between the variables.

It has been concluded that gender has a significant association with the reason for switching brand among the respondents.

ANALYSIS OF VARIANCE (ANOVA)

SMARTPHONE BRAND*PERFORMANCE OF SMARTPHONE

HYPOTHESES

Null Hypothesis (H₀):

There is no significant difference in the mean performance satisfaction of smartphones among the smartphone brand and performance of smartphone.

Alternative Hypothesis (H₁):

There is a significant difference in the mean performance satisfaction of smartphones among the brand and performance of smartphone.

TABLE

ANOVA					
Performance of Smartphone					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	9.319	4	2.330	1.849	0.135
Within Groups	60.492	48	1.260		
Total	69.811	52			

INTERPRETATION:

Since the p-value (0.135) is greater than the 0.05 level of significance, the null hypothesis is accepted. This indicates that there is no significant difference in the mean performance satisfaction of smartphones among the different groups. The variations in performance satisfaction are mainly within groups rather than between groups. Hence, the observed differences are not statistically meaningful and are likely due to random variation.

It has been concluded that there is no significant difference in the mean performance satisfaction of smartphones among the different groups of smartphone brand.

V. CONCLUSION

The study concludes that customer satisfaction significantly influences brand-switching behaviour among Gen Z smartphone users. Economic factors, particularly price, play a dominant role in shaping switching decisions. While moderate loyalty exists, Gen Z consumers prioritize value for money, performance, and innovation over brand image alone.

To retain Gen Z customers in a competitive market, smartphone companies must focus on delivering superior value, competitive pricing, and continuous innovation. Strengthening satisfaction across functional and service dimensions can effectively reduce switching behaviour and enhance long-term brand loyalty.

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