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Empirical Analysis of Factors Affecting Switching Behaviour of Banking Customers

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Abstract

The banking industry is witnessing a transformative era with respect to the advancement in technology as well as development of an interconnected world, playing a crucial role in changing the very existing banking perspective. As financial institutions incorporate diverse innovative methods of technology and policies in engaging with the customers, switching banks has become a crucial factor of concern for the financial institutions affecting their financial health. There exist multifaceted factors that influence in shaping the customer's intention towards switching from one bank to another. These factors that range from technological adoption, pricing, quality of services to user convenience, perceived ease of use and customer satisfaction play pivotal role in enhancing customer loyalty which further takes part in decision-making of customers regarding staying or leaving their banks. As the banking landscape continues to evolve, understanding these factors have become crucial for developing strategic measures that help in building a transparent, empathetic, responsive, and efficient banking system facilitating towards high quality customer experience and satisfaction. By analyzing multitude of factors that play major role in determining customer's switching intention, the study contribute towards strengthening a better financial ecosystem that work towards improving commitment and customer loyalty through a trustworthy financial ecosystem. The study had considered a sample of 263 bank customers to determine the factors that affect the switching behavior of banking customers and impact of different factors on switching behavior of banking customers. Exploratory Factor Analysis (EFA) and Multiple Regression were used to analyze the data. It was found that Service Quality, Fees and Costs, Convenience, Trust and Reputation and Product Offerings shown positively impact on switching behavior of banking customers.

Keywords: Factors, Bank, Switching, Intentions, Customer, Behaviour, Financial, Technology, Service

Introduction

In the rapidly evolving landscape of financial sector, characterized by the ever-evolving technical advancements, innovativeness, and interconnectedness with respect to globalization, banks and financial institutions depict extreme competitiveness, especially in the backdrop of the emergence of several foreign and domestic financial institutions. With these technological advancements, increased competition and the rise of several banks, switching intentions among customers also exhibit an increase impacting the financial health of these organizations. Switching behaviour refers to the decision-making process conducted by customers in transferring their financial accounts from one bank to another. This transferring or moving of one's account to another bank involves diverse implications for both the customer and bank as well as encompassing the influence of a multitude of factors.

The myriad of factors that affect or impact switching behaviour of customers have become complex and multifaceted over time with respect to the transformative changes in banking perspectives. As technology increases, competitions between banks become fierce and global banks expand their services in diverse regions, banks find themselves traversing platforms where customer loyalty is no longer a guarantee. Understanding the nuances of various factors in determining customer's switching intentions is crucial for financial institutions in comprehending methods to retain customers as well as attract potential new clients. The factors that impact the customer's behavioural attitude towards switching their banks further transcend traditional aspects that encompass interest rates and account fees, encompassing several other innovative aspects in terms of service quality and technology.

Today, several tangible and intangible elements constituting aspects of quality, transparency, accuracy, technology, services, accountability, price, convenience, and satisfaction play a pivotal role in developing the overall customer banking experience, in turn affecting the decision of customers whether to stay or leave their current banks. Khanna and Sharma (2017) in their research coherently indicate how various factors such as customer commitment, responses toservice failure, price, customer satisfaction, reputation, service quality, competition and service products influence in shaping customer's attitude towards switching their banks. Analysis of these factors help academic researchers, bank industry and practitioners to develop policies and framework that contribute in developing strategic measures to improve marketing and customer satisfaction. Kaur, Sharma and Mahajan (2014) expose how customer satisfaction necessarily do not guarantee customer loyalty. The findings of various studies in the arena of customer's behavioural attitude and norms towards bank services confirm that in contemporary era most of the customers depict high satisfaction with the basic banking services, especially with respect to the transformative changes in the banking services. However, the fact that these services irrespective of the customer satisfaction does not guarantee customer loyalty put forward the significance for financial institutions in maintaining sustained efforts to improve the quality of services and enhance commitment to the same.

Service quality emerges as a significant factor that influences in deciding customer's switching intentions and further depicts a positive relationship with customer satisfaction. Inconvenience in customer engagement such as inefficient transactions, unresponsive customer care support and long-time taking services trigger customers to switch their bank accounts. Apart from this, loss of transparency and accuracy due to issues such as security breaches, fraudulent activities or poor ethical practices result in losing trustworthiness, in turn forcing customers to switch their banking allegiances. Furthermore, banks lagging in adopting technical changes and innovativeness also impact customer behaviour and affect customer loyalty, leading to development of their switching intentions. The higher perceived switching costs, both economic and non-economic,dissuade customer loyalty whereas personalized services, offerings and customized financial solutions help enhance customer loyalty and satisfaction. In addition,social and demographic variables such as age, income, education, and social networks can also play a huge role in deciding customer's switching intentions.

By examining both external market dynamics and various organizational aspects helps analyze the various dimensions of factors that influence the customer's switching intentions. From technological innovativeness that aid in redefining the digital landscape, high standardness of banking employees, major schemes and deposition policies that facilitate customer experience to extensive role of customer care support in establishing lasting relationships, there exists multitude of interconnected factors which help shape customer loyalty and long-term association with a financial institution. Traversing this arena of diverse factors necessarily provides strategic ways to enhance current customer behaviour as well as extend the scope of competitive dynamics of the banking industry.

Literature Review

In contemporary era, driven by technological advancements, banking industry undergoes diverse changes regarding the increased competitiveness and ever evolving dynamics of customer expectations. The fact that customer expectations transform and changes its demands more often with respect to the innovativeness in technology as well as modern changes in day-to-day life brought by globalization, customers often tend to shift their bank accounts searching for better quality services. Understanding the nuances that help in retaining customer loyalty, hence, is significant for banks to develop policies and frameworks that ensure high quality services to its customers as well as help expand banking facilities meeting evolving customer expectations of contemporary times.

Agarwal (2019) in conducting research that studies various factors which result in determining the switching behaviour of bank customers in Indian retail banking industry put forward diverse determinants in terms of quality of bank services that pull customers from availing the services of a bank. The casual cross sectional and empirical form of data collection of the study help collect information from different bank customers giving an inclusive perspective on identifying barriers that restrict customers from sticking on to their respective banks. The study recognizes eight such factors that cause the customers to switch banks comprising of bank service quality, price, switching cost, promotional advertising, reputation of the bank, responses to service failures, customer satisfaction and innovativeness in service product offerings. Altwijry and Abduh (2013) on analyzing banks in Saudi Arabia also put forward similar factors highlighting their significance in impacting customer switching behaviors. In addition, the study reveals that pertaining to the culture of customers in a locality, various aspects such as society compliances, cultural compliances along with confidentiality, internet banking, adoption to latest technologies, accuracy in bank statements and frontline friendliness also do play pivotal role in shaping the relationship of customers with their banks.

Adoption to latest technology coherently plays key role in retaining customers in their current bank services especially in contemporary times marked by innovativeness in technological advancements. The study by Al-Hawari (2006) discusses how automated services technologies adopted by financial institutions aid in enhancing the financial performance of these banks, which in turn help in retaining the customers. The automated service quality that stresses improving financial performance of any banks has significant effect on smoothening the customer's financial engagement, thereby acting as a mediator in increasing the customer retention.Augmenting customer interaction is undoubtedly a prominent aspect in strengthening the relationship of customers with their respective banks. Bhatnagar, Mishra and Syed (2019) as part of their empirical study analyze how poor interaction, unfair practices and unfulfilled promises by banks lead to customer's behavioural disloyalty and slowly result in developing a negative image that further builds attitudinal disloyalty. Customer disloyalty most often arises as a unique factor that drives the switching of bank customers.Failure of interaction and response to failure of services encourage in building customer's behavioural disloyalty more than any other factors such as pricing, quality of services etc.

Chiguvi and Guruwo (2017) on conducting empirical research that investigates banking sector in Botswana confirms the positive relationship between customer loyalty and customer satisfaction. By conducting a survey among forty-four respondents, the study explores the role of customer satisfaction in shaping the customer relationship as well as in building customer loyalty to the bank. The findings reveal the linear and intricate relationship shared by both factors, once again confirming the significant role of customer engagement and interaction in enhancing customer satisfaction which further improves customer loyalty. On the other hand, studies by Cohen, Gan and Chong (2006), exhibit how customers can still leave their banks irrespective of high customer satisfaction. By analyzing various factors that retain customers in banks of New Zealand, the study clearly indicates that if banks fail to manage the retention criteria, customers might leave irrespective of their highly satisfactory experience, pointing out the need to balance and maintain several dimensions of satisfaction, value, corporate image and competitive advantage in improving customer retention.

The technology acceptance model also plays a huge significant role in improving customer loyalty towards their banks. Fahmi and Rohman (2018) remind in their study how the development of various technologies lead to the advancement of several methods and facilities that provide diverse conveniences to customers, one of them being the method of internet-based services. The findings of the study indicate how several customers in Indonesia switch to online and mobile banking services considering the huge convenience and ease of use the same provide to customers. This clearly indicates how adoption of innovativeness in technology drives in retaining the customers in their banks. The readiness of banks to embrace latest technologies and equip themselves with different facilities and infrastructure that help develop technological services improve perceived ease of use, perceived value, and perceived usefulness which in turn depict significant role in retaining customers in banks.

Farah (2017) conducted extensive research on customer's switching behaviour and intentions by analyzing various factors that result in boosting the switching attitude. In the research, Farah uses the technique of theory of planned behaviour to analyze behavioural attitudes, norms, and beliefs of customers to explore how these above-mentioned factors result in making decisions on whether to stay or leave the current banks they are associated with. Interestingly, the findings of the study reveal an inverse significant relationship between customer's switching intentions and their perceived behavioural control, beliefs and attitudes. Farah (2017), in another study, analyzing the switching intentions particularly during a financial crisis and bank merging or consolidations, indicate how customer's cultural background play a significant role in determining the decision of switching banks. Individual customers are more likely to switch banks in these crucial circumstances, whereas collectivist customers are very likely to lose their long-established connection with their banks even in times of financial crisis or consolidations, further pointing out the importance of cultural values in determining customer's likelihood to switch their banks.

In contemporary times, with the latest technologies and interconnectedness among the world, diverse banking facilities emerge increasing the competitiveness of banks. Ghouri, Khan, Siddqui, Shaikh& Alam (2010), in their research, analyze how the arrival of various banking sector reforms, foreign and domestic private banks change the banking perspective raising customer's demands and expectations. Banks with innovativeness in banking services and technology are forced to raise their standards in service quality, price, reputation, and effective advertising in order to strengthen the relationship with customers and facilitate in retaining them to their services.

Inakura and Shimizutani (2010), through an empirical study conducted in banks of Japan, analyze how depositor discipline influence the customer's decision of switching banks. In the study, the researchers investigate how consumer's knowledge on various deposition schemes also result in promoting the switching intentions. Apart from that, financial risks that arise forces existing consumers to reexamine their choices about banks, often resulting in switching of the financial institutions which undoubtedly affect the financial health of these banks. In modern times, access to technology and the internet develops the knowledge of customers on various deposition schemes and policies offered by banks. The acquisition of extensive knowledge in the arena clearly plays a pivotal role in shaping the decision of consumers as they become more aware of the banking services and procedures. With the modern facilities customers are exposed to transparent financial frameworks that shape their perspectives on choosing their financial services in an effective manner.

Kaur, Sharma and Mahajan (2014) expose that most of the customers are not dissatisfied with the basic banking services. However, irrespective of the fact that dissatisfied customers rarely exist, so is that satisfied customers need not be necessarily loyal. The findings of the study clearly indicate that even though most of the customers do not intend to switch their banks, it is not necessary that they are loyal to the banks. Interestingly, the study also finds out a very close and intricate relationship between customer's switching intentions and quick and effective response to service failures. It is important that banks take effective measures that focus on promoting commitment by establishing and demanding higher standards from bank employees as well as improving the quality of various schemes in a sustained manner to ensure adequate and advanced services for the customers, to help retain customers of the bank.

Karimii, Maymand, Hosseini, & Ahmadinejad (2012) look upon the conduct of strategic measures to make certain customer retention more of a persistent and sustained procedure. The findings of the study state the difficulties in finding and retaining new customers and propose the significance of prioritizing the maintenance of existing customers as well as preventing their switching to ensure the financial health of banks. Khanna and Sharma (2017) talk about the rising competitiveness in the field of banking indicating the changes in the framework of banks pointing the arrival of diverse branch networks that comprise of both small and big banks. The study further indicates that customer switching intentions emerge as one of the riskiest problems of the advancement of such a gigantic banking system and emphasizes how factors such as price, response to service failures, behavioural control etc. play significant role in shaping the switching intention of customers.

Koutsothanassi, Bouranta & Psomas (2017) analyze the framework that links two services, both physical and interactive, and analyze how the same affect or impact in determining the customer's decision of switching their banks. Lymperopoulos, Chaniotakis & Soureli (2013), on the other hand, analyze how price satisfaction in the context of banking framework plays crucial role in enhancing customer satisfaction. The research which extensively analyze the factor of price satisfaction suggests how the intention of customers to switch their banks are largely affected by the level of this price satisfaction which again is determined since transparency, price quality ration, reliability, price fairness and relative price. Mehta, Khanna, and Sharma (2023) further confirm how the factors that encompass price matters, quality and reputation out of the major nine dimensions comparatively depict more influential aspects in determining the switching intention of customers.

Munir, Majeed and Imtiaz (2022) discuss the impact of service quality, price, reputation, involuntary switching etc. on the decision of switching banks to find out that all of these variables depict a shared effect on formulating the customer's decision on whether to stay or leave the banks.In an empirical study conducted on the analysis of customer's switching intentions in reference to the banks of Ghana, Narteh (2013) depicts how the major factors that result in shaping customer's decision on leaving their current banks is not different from that of developed countries. The findings put forward how different factors such as service encounter failures, pricing failures, electronic banking failures, service recovery failures and core service failures become responsible for retail bank customer's decision to switch their banks in Ghana. Nimako and Winneba (2012) also make use of the theory of consumer's switching behaviour to analyze various factors that contribute towards consumer's decision in switching the banks. In addition, the theory also extends its scope of analysis by incorporating the influence of government policy as well as various other emotional, psychological, and behavioural consequences of switching on customers and their previous and new service providers to comprehend the financial impacts the same have on the working of these institutions.

The study conducted by Ngau and Rengasamy (2023) expose the lack of a theory-driven conceptual framework in analyzing switching behaviour among customers. The study classifies the factors that impact switching behaviour into socio-demographic factors, situational triggers, influential triggers, and reactional triggers. The findings of the study succeed in providing a comprehensive idea on the importance of various demographic, cultural and social factors in influencing customer's switching intentions as well as generate research classifications which further help to structure these factors. Sivakumaran and Peter (2020) further expose in their research how various psychological factors and personal traits of customers often result in switching of banks. The findings of the study emphasize that it is these behavioural factors that result in customer's switching of the banks rather than aspects regarding service attributes which raises the need to develop a detailed psychological model to analyze the behavioural attitudes of consumers. The existing theories such as theory of planned behaviour and push pull mooring migration model exhibit thorough analysis of customer's behavioural attitudes but often limit in finding out the exact attitudinal factors that result this switching.

Tesfom and Birch (2011) conduct extensive research analyzing how the barriers that result in switching banks affect different age groups. The findings of the study depict that it is comparatively easier to retain customers of old age and younger customers exhibit more tendency to shift their banks regarding the easier access to technology and latest innovativeness of online banking facilities.

However, despite the age differences and the implications it causes in switching banks, the findings of the study confirm the necessity for banks to conduct sustained efforts in maintaining commitment of the customers.Vyas and Raitani (2014) discuss the evolving nature of banks stressing on the emerging trends of competitive nature exhibited by financial institutions. This competing nature of financial organizations lies in parallel to the ever-evolving demands and expectations of customers who become more conscious about the choice of price and bank services. Since banking services these days are nearly identical, customers exhibit tendencies to shift their banks at bare minimum inconveniences, necessitating these institutions to incorporate ways that show sustained efforts of maintaining transparency, accountability, and accuracy.

Understanding the important and diverse factors that impact in shaping the customer's switching intention is crucial for academicians and industry practitioners to develop policies and framework that help in customer retention. The dynamic nature of the banking landscape in the backdrop of ever evolving customer expectations and demands necessitates persistent and sustained exploration of diverse demographic, socio-economic and financial aspects that help formulate strategic decisions in providing quality services to people. The existing literature review in the arena exploresdiverse factors that impact switching intentions of consumers assisting in expanding bank services, aiming at strengthening customer loyalty and engagement.

Objectives of the Study

1. To determine the factors that affects the switching behavior of banking customers.
2. To measure the impact of different factors on switching behavior of banking customers.

Hypotheses:

Ha1 Service Quality shows positive impact on switching behavior of banking customers

Ha2 Fees and Costs shows positive impact on switching behavior of banking customers

Ha3 Convenience shows positive impact on switching behavior of banking customers

Ha4 Trust and Reputation shows positive impact on switching behavior of banking customers

Ha5 Product Offerings shows positive impact on switching behavior of banking customers

Conceptual Framework of the Study

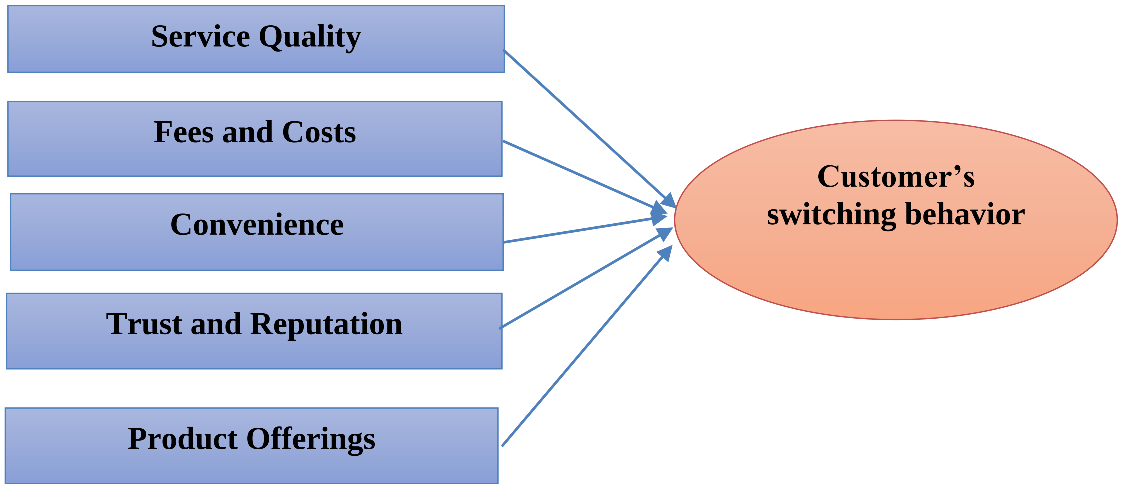

Figure 1 Conceptual Framework of the Study

Methodology

Research Design: This study is based on primary data collected from the bank customers, who are showing switching behavior due to different factors. Survey method has been used to collect the data. (Malhotra, 2007; Chawla & Sondhi, 2011). The nature of research is quantitative.

Sample Size and Source of Data: In this study we applied "Exploratory Factor Analysis" and "Multiple Regression Analysis". General Assumption of sample size for factor analysis is that the sample size should not be less than the 10 respondents per item or statement (Hair et al., 2006). In the case of Multiple Regression, the minimum sample size in multiple regression should be multiple regression or N ≥104 + m, where m= number of predictors (Green, 1991). This research has five predictors (after précising by factor analysis); hence the minimum sample size required is 104+5 = 109 (Burmeister & Aitken, 2012). The data was collected from 263customers, which fulfils the minimum requirements of EFA. Only those respondents were considered for filling the complete and final questionnaire who experienced switching behavior. It was ensured that these 5 statements were included in the questionnaire as qualifier. The data was collected during 2023with a sample from the region of Delhi-NCR.

Data Analysis Techniques: In this study, EFA has been used for data reduction. Multiple regression was applied to determine the impact of different factors on switching behavior of banking customers. The independent variables in the form of factors were represented by the "Factor Scores" obtained from the EFA process. The set of variables, along with their respective codes has been presented in Table 1:

Table 1: Details of the Dependent and Independent Variables

Variables	Type of the Variable	Denotation
Service Quality	IDV	β_1
Fees and Costs	IDV	β_2
Convenience	IDV	β_3
Trust and Reputation	IDV	β_4
Product Offerings	IDV	β_5
Customer's switching behavior (Dependent Variable)	DV	Y
Constant		A

Note: IDV- Independent Variable, DV – Dependent Variable

Multiple Regression Equation proposed:

$$Y = \text{“}\alpha\ (\text{Constant}) + \beta_1{*}\ (X_1) + \beta_2{*}\ (X_2) + \beta_3{*}\ (X_3) + \beta_4{*}\ (X_4) + \beta_5{*}\ (X_5) + \epsilon\text{”}$$

Y = Dependent Variable

α = Constant or Intercept

β_1 to β_5 = Parameters to be estimated

ϵ = Error Term or Residual

Analysis and Findings

Table 2 shares general details of the respondents in which it is found that 58.2% of male and 41.8% of female are contributing to total 263 respondents. Among them 30.0% are below 26 years of age, 38.8% belong to the age category of 26-37 years and the rest 31.2% are above 37 years of age. 18.2% of them are students, 25.8% are housewife, 34.6% are salaried and rest 21.3% are in business or self-employed. 26.2% of the respondents have monthly income of Below Rs. 50,000, 38.4% are earning Rs. 50,000-1.00000 every month and the remaining 35.4% are earning Above Rs. 1,00,000 monthly.

Table 2: Respondent's Profile

Variables	Respondents	Percentage
Gender		
Male	153	58.2
Female	110	41.8
Total	**263**	**100**
Age (years)		
Below 26 Years	79	30.0
26-37 Years	102	38.8
Above 37 Years	82	31.2
Total	**263**	**100**
Occupation		
Students	48	18.2
Housewife	68	25.8
Salaried	91	34.6
Business or Self Employed	56	21.3
Total	**263**	**100**
Monthly Income		
Below Rs. 50,000	69	26.2
Rs. 50,000-1.00000	101	38.4
Above 1,00000	93	35.4
Total	**263**	**100**

Table 3: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.854
Bartlett's Test of Sphericity	Approx. Chi-Square	3606.396
	df	171
	Sig.	.000

Table 3 shows the value of KMO is 0.854, which means that the sample size for Factor Analysis is adequate, and the "Bartlett's Test of Sphericity" is also significant.

Table 4: Total Variance Explained

Component	Initial Eigen values			Rotation Sums of Squared Loadings		
	Total	% Of Variance	Cumulative %	Total	% Of Variance	Cumulative %
1	6.671	35.112	35.112	6.671	**35.112**	35.112
2	2.451	12.898	48.009	2.451	**12.898**	48.009
3	2.116	11.135	59.144	2.116	**11.135**	59.144
4	1.835	9.656	68.801	1.835	**9.656**	68.801
5	1.482	7.800	76.601	1.482	**7.800**	**76.601**
6	.760	3.999	80.600			
7	.599	3.153	83.753			
8	.499	2.624	86.378			
9	.444	2.339	88.717			
10	.341	1.796	90.513			
11	.308	1.618	92.132			
12	.278	1.464	93.596			
13	.261	1.371	94.967			
14	.232	1.221	96.188			
15	.217	1.142	97.330			
16	.178	.938	98.268			
17	.154	.808	99.076			
18	.111	.582	99.658			
19	.065	.342	100.000			

Table 4 shows that 19 variables form 5 Factor, and the factors explained the variance of 35.112%, 12.898%, 11.135%, 9.656% and 7.800% respectively and the total variance explained is 76.601%.

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Table 5 Rotated Component Matrix[a]

S. No.	Statements	Factor Loading	Factor Reliability
	Service Quality		**.928**
1	Poor customer service (delayed response, incorporate staff) influence customers to switch from one bank to another	.873	
2	Long wait time and difficulty in resolving issues drive customers to switch	.868	
3	Unavailability and non-functionality of online banking services	.802	
4	Miscommunication or lack of transparency can lead to dissatisfaction and switching	.775	
	Fees and Costs		**.929**
5	High transaction fees, maintenance fees, or hidden charges drive customers to switch	.886	
6	Competitive interest rates on savings accounts, loans, and other financial products	.885	
7	Excessive fees for overdrawing an account can be a significant source of dissatisfaction	.882	
8	Limited access to fee-free ATMs, coupled with high ATM withdrawal fees, is a frustration for customers	.857	
	Convenience		**.882**
9	The proximity and availability of branches and ATMs can influence customer convenience	.906	
10	Limited access to physical locations or ATMs may prompt customers to switch to a bank with more widespread coverage	.890	
11	Unease of online transactions, mobile banking, and digital payment options contribute to overall convenience	.836	

12	When process of switching to another bank is perceived as difficult or time-consuming, customers may be less likely to switch	.641	
	Trust and Reputation		**.895**
13	Issues such as scandals, security breaches, or financial instability can erode trust and lead to customer attrition	.899	
14	Customers are likely to switch if they perceive a lack of security in their banking transactions	.875	
15	Trust is closely tied to the perceived security of customers' personal and financial information	.832	
	Product Offerings		**.737**
16	Offering innovative and competitive financial products and services can attract and retain customers	.777	
17	Inability to customize products and services to align with the specific requirements of individual customers	.734	
18	Changes in interest rates, both at the national level and as set by the bank, can impact customers' decisions to switch	.729	
19	Economic downturns or uncertainties may influence customers to seek more stable banking institutions	.704	

Table 5 shows different factors that affects the switching behavior of banking customers and its associated variables where first factor is Service Quality which includes the variables like poor customer service (delayed response, incorporate staff) influence customers to switch from one bank to another, long wait time and difficulty in resolving issues drive customers to switch, Unavailability and non-functionality of online banking services and Miscommunication or lack of transparency can lead to dissatisfaction and switching. Fees and Costs is second factor, and its associated variables are High transaction fees, maintenance fees, or hidden charges drive customers to switch, Competitive interest rates on savings accounts, loans, and other financial products, Excessive fees for overdrawing an account can be a significant source of dissatisfaction and Limited access to fee-free ATMs, coupled with high ATM withdrawal fees, is a frustration for customers. Next factor is Convenience which includes the variables the proximity and availability of branches and ATMs can influence customer

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convenience, limited access to physical locations or ATMs may prompt customers to switch to a bank with more widespread coverage, unease of online transactions, mobile banking, and digital payment options contribute to overall convenience and when process of switching to another bank is perceived as difficult or time-consuming, customers may be less likely to switch. Fourth factor is Trust and Reputation, and its associated variables are Issues such as scandals, security breaches, or financial instability can erode trust and lead to customer attrition, Customers are likely to switch if they perceive a lack of security in their banking transactions and Trust is closely tied to the perceived security of customers' personal and financial information. Next factor is Product Offerings which includes the variables like Offering innovative and competitive financial products and services can attract and retain customers, Inability to customize products and services to align with the specific requirements of individual customers, Changes in interest rates, both at the national level and as set by the bank, can impact customers' decisions to switch and Economic downturns or uncertainties may influence customers to seek more stable banking institutions.

Table 6: Reliability Statistics

Cronbach's Alpha	N of Items
.884	19

The reliability for 5 constructs that includes total 19 numbers of items is 0.884.

Table 7: Model Summary

"Model"	"R"	"R Square"	"Adjusted R Square"	"Std. Error of the Estimate"
1	.755[a]	.570	.562	.59279
a. Predictors: (Constant), Service Quality, Fees and Costs, Convenience, Trust and Reputation and Product Offerings				

The model explained 57% of the variance with R Square value 0.570.

Table 8: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	119.918	5	23.984	68.251	.000[b]
	Residual	90.310	257	.351		
	Total	210.228	262			
DV: Overall Customer's Switching Behavior						
b. Predictors: (Constant), Service Quality, Fees and Costs, Convenience, Trust and Reputation and Product Offerings						

The significance value is less than 0.05 (0.000), which reflects that one of more of the IDVs significantly influences the DV (Table 8).

Table 9: Coefficients Results of Hypotheses Testing

Predictors	B*	Std. B*	Sig.	Results of Hypotheses Testing
(Constant)	3.897		.000	----
Service Quality	.116	.130	.002	Supported
Fees and Costs	.603	.673	.000	Supported
Convenience	.095	.106	.010	Supported
Trust and Reputation	.210	.234	.000	Supported
Product Offerings	.166	.185	.000	Supported

Table 9 shows that all the factors namely Service Quality, Fees and Costs, Convenience, Trust and Reputation and Product Offerings are showing significant impact on "Customer's switching behavior". The table also shows that the highest impact is shown by Fees and Costs with beta value .673 followed by Trust and Reputation (.234), Product Offerings (.185), Service Quality (.130) and Convenience with beta value .106.

Conclusion

In contemporary era, as financial institutions traverse in innovativeness of technological and digital landscape as well as ever-evolving customer expectations, understanding the nuances of multitude of factors that influence consumer's switching intentions have become very crucial. The analysis of these diverse factors indicate that banks no longer can simply rely on traditional methods and metrics such as interest rates and fees, but instead require to develop strategic measures that caters to the broader customer expectations and requirements. It has become pivotal for financial institutions to recognize the vast customer experience to bring into effect sustained efforts that demand high standards from their employees, which in turn enhance customer loyalty towards the institution. The incorporation of technological advancements along with personalized services, diverse beneficial deposition schemes, immediate and effective response to failure in services and online banking facilities have become imperative for proper functioning of financial institutions. Along with elements such as price, service and quality, various demographic factors such as age, income, education, etc. also do play a crucial role in influencing customer's switching intention towards alternative services. The exploration of multitude of these factors coherently indicates the necessity for an efficient, empathetic, responsive, transparent, and ethical financial environment for establishing customer loyalty that plays prominent role in impacting the decision of customers whether to stay or leave their current banks. The comprehensive understanding of these factors and its continuing role in determining the relationship of customers with their banks indicate that financial institutions that proactively address these factors as well as embrace a holistic approach towards customer's demands are more likely to develop customer loyalty which in turn facilitates in customer retention and establishment of a transparent and trustworthy financial ecosystem.

The study was conducted to know the factors that affect the switching behavior of banking customers and the impact of different factors on switching behavior of banking customers. It is found that Service Quality, Fees and Costs, Convenience, Trust and Reputation and Product Offerings are the factors that show significant impact on switching behavior of banking customers.

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