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Perceived Justice, Perceived Price Fairness, and Perceived Severity Effecting Switching Intention: A Moderation by Switching Cost in Pakistan Telecom Industry

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ABSTRACT

The study investigated the association between perceived justice, perceived price fairness, and severity of service failure on customer's intention to switch telecommunication services in southern Punjab, Pakistan. The study used the Push-Pull-Mooring model and Justice Theory as a framework. The data was collected through a survey questionnaire using convenience sampling and analyzed using SPSS and Smart (PLS). Results showed that perceived justice and switching cost were the most significant predictors of switching intention. Perceived price fairness and severity of service failure had no significant impact. Switching cost successfully moderated the association between perceived justice and switching intention. The study concluded that telecommunication agencies in Pakistan must focus on perceived justice to prevent customers from switching. The study offers theoretical and practical recommendations for future research.

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Introduction

The use of telecommunication in most developing countries has grown rapidly over the years (Lim et al., 2018). The telecommunication sector in Pakistan has made a significant contribution to the country's economic development, contributing PKR 126.3 billion to the public treasury in 2015.

This growth is due to the supportive policies and regulations of the Pakistan Telecommunications Authority (PTA) to improve transmission services (Tariq & Mat, 2017). Consumer intention to switch creates a risk for businesses (La & Choi, 2019). Unsatisfied customers may switch to competitors, resulting in a loss of business for the service provider. Customer retention is crucial for a firm's growth and stability (Cakici; Akgunduz & Yildirim, 2019). The likelihood of a customer switching is often based on their behavior and experiences with the service provider. Unfavorable experiences can lead to a customer's intention to switch, causing potential harm to the service provider's business. (Wu & Cheng, 2018).

Switching costs is a significant factor in customer switching behavior and are often the main reason for switching (Wan Anis & Mohd Noor, 2021). Switching barriers are sometimes confused with switching costs (Bergel & Brock, 2018). Previous studies have focused on the overall history of the buyer's exchange expectations, but little attention has been given to the characteristics of the business (Cheng & Liu, 2007). Factors affecting switching behavior include costs and their implementation, access to facilities and information, and customer treatment by the service. Uncertainty in price fluctuations and poor management in certain sectors are also factors in customer's intention to switch (Abdullah et al., 2016).

Despite a high level of professionalism, organizations often make mistakes in meeting customer demands (Kanwal, Pitafi, Rasheed, Pitafi, & Iqbal, 2022). Customers today are less loyal and more demanding than in the past. The most customer-focused organizations with strong quality control cannot prevent all customer disappointment. However, effective use of customer recovery strategies can help maintain customer loyalty despite setbacks. The challenge for service providers is to anticipate and effectively respond to various unfavorable circumstances that may arise (Nikbin et al., 2012b; Craighead et al., 2004). Previous research has primarily focused on understanding consumer behavior, examining service changes from the customer's perspective. Network switching represents a desire to change current service provider relationships. Many studies have identified determinants of switching behavior, such as poor customer service and high switching costs, which can discourage customers from switching (Han et al., 2011).

Pakistan's telecom industry has experienced rapid growth in recent years, with many new competitors entering the market. This has resulted in increased competition among primary telecom companies in the country. Organizations are working hard to offer competitive products and efficient customer service to both bring in new business and keep existing ones. The challenge for these companies is not just to attract new customers but also to maintain their loyalty over a longer period (Ehsan Malik et al., 2012). Satisfied people are fewer switching brands, to competitors and may provide positive referrals. Therefore, maintaining customer satisfaction is crucial for the success of these organizations. The purpose of this research is to examine the impact of brand image, cost, and service quality on customer loyalty in Pakistan's telecommunication sector. (Ehsan Malik et al., 2012; Ocloo & Tsetse, 2013). Globally, telecom companies face high customer churn of 20-40% annually (Nikbin et al., 2016). In Pakistan, telecommunication providers offer competitive pricing and attractive promotions to attract customers in a market with increasing competition.

Studies have shown that perceived justice influences positive customer behaviors such as repurchasing and word-of-mouth. Studies of the past are inconsistent. Several researchers find that perceived justice is associated with switching intention, but others find the relationship is not

significant. According to (Nazari et al., 2014) As compared to other marketing models perceived justice, perceived price fairness and severity of service failure has received less attention. The extent of perceived price fairness has only been evaluated in terms of trust, loyalty, intentions to change, and price acceptance (Zhang, Wu, & Rasheed, 2020). To identify the main consequences, further studies should test a wider model that includes current independent and dependent variables (Mushagalusa et al., 202).

"Switching intentions" refers to a consumer's willingness to change service providers (Nimako et al., 2014). This concept is important in business and marketing as it can be used to gauge customer loyalty and target new clients. However, existing customers may also be lured away by competitors' appealing marketing and branding strategies (Guo et al., 2021). Organizations are currently very concerned about factors affecting switching intentions. The literature gap in switching intentions in the telecommunication sector refers to the lack of comprehensive research (Iqbal et al., 2021) or understanding about why consumers switch in this industry. Factors such as network coverage, pricing, customer service, and technological advancements may play a role in consumer switching intentions. Further investigation into consumer behavior and preferences, as well as effective strategies for retaining customers, can help close this gap in the literature.

Literature Review

Switching Intentions

Switching intentions refers to the process of changing or altering one's goals, objectives, or plans. This can happen in response to changes in external circumstances, personal motivations, or insights that lead to a reassessment of what is important. The act of switching intentions often involves adjusting or redirecting efforts and resources towards new or revised objectives.

Studies based on perceived justice and switching intention

For the past 40 years, researchers have found that various forms of justice impact the evaluation of customer needs being met (Hameed et al., 2019). These studies suggest that the overall impact of perceived justice on switching intentions is complex and that different dimensions of justice may have different effects. One of the key dimensions of justice that has been studied in the context of switching intentions is distributive justice. Studies have found that higher levels of distributive justice are associated with lower levels of customer switching intentions (Lee & Park, 2017; Kim & Lee, 2015). Procedural justice, which refers to the perceived fairness of the processes and procedures used to resolve a service encounter, has also been found to be related to switching intentions. Studies have shown that higher levels of procedural justice are associated with lower levels of customer switching intentions (Gao & Lin, 2015; Min & Kim, 2010).

Informational justice, which indicates the perceived fairness of the information provided to customers, has been found to be related to switching intentions in some studies (Ali & Al-Loughani, 2015). However, the effect of informational justice to switching intentions may be less clear than distributive or procedural justice. Interactional justice, which refers to the perceived fairness received by customers, has also been found to be related to switching intentions (Kim & Lee, 2015). Studies have shown that higher levels of interactional justice are associated with low customer switching intentions.

Studies on the association among perceived justice and switching intention are inconclusive, with researchers finding mixed results. Some studies have found that the relationship between perceived justice and switching intention is significant, while others have found it to be insignificant. This has resulted in an inconsistent understanding of the relationship between these variables and has left the relationship between perceived justice and switching intention inconclusive. In view of the above the following is proposed:

H1. Perceived justice has a significant relationship with switching intention.

Studies based on Price Fairness and switching intention

Perceived price fairness, or the perception of fairness in the prices charged by a company or service provider, has been found to be related to customer switching intentions in several studies. Studies have shown that customers who perceive prices to be fair are less likely to switch to another provider (Gustafsson, Johnson, & Roos, 2005). Additionally, customers who perceive prices to be unfair are more likely to switch providers (Bharadwaj, Jayachandran, & Natarajan, 2007). The perceived fairness of prices has also been found to affect customer satisfaction and customer loyalty, which in turn can impact switching intentions (Gustafsson et al., 2005).

Studies have also investigated the factors that contribute to perceived price fairness, such as price transparency, the comparability of prices, and the relationship between prices and the value received from a service (Park & Lee, 2009). Research has shown that increased price transparency and better comparability of prices can enhance customer perceptions of price fairness and reduce switching intentions (Park & Lee, 2009).

According to previous research, perceived fairness has a effect on customers' repurchase intention (Nikbin et al., 2016). In general, customer switching intention is negatively correlated with perceived price fairness (Xia et al., 2004b). Customers may choose to switch to another institution if they perceive a price to be unfair. Injustice can cause dissatisfaction and stress, motivating individuals to reduce the inequity. The motivation to do so varies based on the level of perceived injustice. This theory suggests that customers may be less likely to accept price variations if they perceive them as unfair and may switch to another provider to avoid the perceived unfairness (Minh et al., 2018). Thus, the relationship between perceived fairness and customer switching intentions is still open to investigation and further empirical study is needed to fully understand it.

Overall, the literature suggests that perceived price fairness is a significant factor that can impact customer switching intentions. Companies and service providers may benefit from taking steps to increase price transparency and comparability, as well as to align prices with the value received by customers, to enhance customer perceptions of price fairness and reduce the likelihood of customer switching. As a result of the above discussion, the following hypothesis is proposed:

H2: perceived price fairness has a significant relationship with switching intention.

Studies service failure and switching intention

Studies have shown that the severity of a service failure, or the magnitude and impact of a negative service experience, can significantly impact a customer's intention to switch to another service

provider. Research has shown that customers who experience a severe service failure are more likely to switch providers compared to customers who experience a mild or moderate service failure (Bitner, 1990). The severity of the failure can also impact customers' perceptions of justice and fairness, which can further affect their switching intentions (Gruen, Osmonbekov, & Czaplewski, 2006). For example, a prompt and effective resolution to a service failure can mitigate the negative impact of the failure and reduce the likelihood of customer switching (Bitner, 1990). On the other hand, a slow or inadequate response to a service failure can exacerbate the negative impact of the failure and increase the likelihood of customer switching (Gruen et al., 2006). Customer switching can occur for a variety of reasons, including persistent poor quality and low commitment levels. Service failures often lead to switching intentions, complaining, and negative word-of-mouth. The severity of service failures predicts switchover intentions, with a severe failure resulting in a strong urge to switch (Waterbury, 2018), which aligns with earlier findings in the same context. Studies have shown that the severity of service failures impacts customers' future behavior (Cho et al., 2017). An increase in the severity of problems leads to increased customer complaints, negative word-of-mouth, and switching behavior. More service failure decreases the likelihood of customers continuing their relationship with a provider.

Overall, the literature suggests that the severity of a service failure is a significant factor that can impact customer switching intentions. Companies and service providers may benefit from taking steps to minimize the severity of service failures and to effectively handle and resolve failures when they do occur, to reduce the likelihood of customer switching. In view of the above the following is proposed:

H3: severity of service failure has a significant relationship with switching intention.

When it comes to switching intentions, we mean the extent to which a consumer is willing to switch service providers (Nimako et al., 2014). Understanding switching intentions is crucial for businesses to retain customers and evaluate their client bases. Organizations are concerned about factors that influence switching intentions and use it to determine their strengths and weaknesses in a highly competitive market (Hsu & Nguyen, 2019). Reduced satisfaction, better alternatives, and low switching costs increase switching intentions while high switching costs reduce them (Nimako et al., 2014). Switching intentions can have both positive and negative consequences for a business, leading to the loss of current customers or gaining new ones (Hsu & Nguyen, 2019).

Switching cost and Switching intentions

Switching costs refer to the tangible or intangible costs associated with changing from one product or service to another. Previous research has shown that switching costs can influence switching intentions (Gelb & Sundaram, 2012). High switching costs can deter customers from switching, while low switching costs can encourage customers to switch. For example, a customer may be more likely to switch to a competitor if the cost of switching is low, such as the cost of changing a phone number or the cost of cancelling a service. On the other hand, a customer may be less likely to switch if the cost of switching is high, such as the cost of purchasing new equipment or the cost of learning a new system. The relationship between switching costs and switching intentions is complex and requires further empirical investigation. Switching cost as moderator between perceived Justice, Perceived price fairness and Perceived severity of services.

Studies have investigated the moderating role of switching costs in the relationship between perceived price fairness and switching intentions. Such an investigation of moderating effect is significant in social science research and generates interesting findings (Luqman, Masood, Shahzad, Imran Rasheed, & Weng, 2020; Nisar, Rasheed, & Qiang, 2018; Yousaf, Rasheed, Kaur, Islam, & Dhir, 2022). Research has found that the relationship between perceived price fairness and switching intentions is stronger when switching costs are low (Choi & Koo, 2012). In other words, when the costs associated with switching providers are low, customers are more likely to switch if they perceive a price to be unfair. However, when switching costs are high, customers may be less likely to switch even if they perceive a price to be unfair. Similarly, other studies have found that switching costs can moderate the relationship between perceived price fairness and customer loyalty (Xia et al., 2004a). For example, if switching costs are high, customers may be more likely to remain loyal to a provider even if they perceive a price to be unfair. However, if switching costs are low, customers may be less likely to remain loyal to a provider if they perceive a price to be unfair.

Studies have shown that switching cost can moderate the relationship between severity of service failure and switching intention (Minh et al., 2018). A high switching cost can act as a deterrent to customers leaving a service provider, even if the service failure is severe. On the other hand, a low switching cost may encourage customers to switch providers, even if the service failure is minor. The relationship between switching cost and switching intention is influenced by the severity of the service failure. This implies that a service provider must take switching cost into consideration when addressing service failures to reduce customer churn. Studies suggest that reducing switching costs can enhance customer loyalty and increase the likelihood of customer retention even in the event of service failures (Minh et al., 2018). Based on the above discussion, the following hypothesis is proposed:

H4: switching cost has a significant relationship with switching intention.

H5: Moderating role of switching cost in the relationship between perceived justice and switching intention.

H6: Moderating role of switching cost in the relationship between perceived price fairness and switching intention.

H7: Moderating role of switching cost in the relationship between severity of service failure and switching intention.

Research Framework

The research methodology section outlines the methods used to test the hypotheses generated in the study. It explains the type of study conducted, the population selected, and the sampling method used. The push-pull-mooring model is often utilized by researchers to examine customer's service switching behavior. This study utilizes this model and further examines the four-factor framework of perceived justice, which separates distributive, procedural, interpersonal, and informational aspects of fairness perceptions.

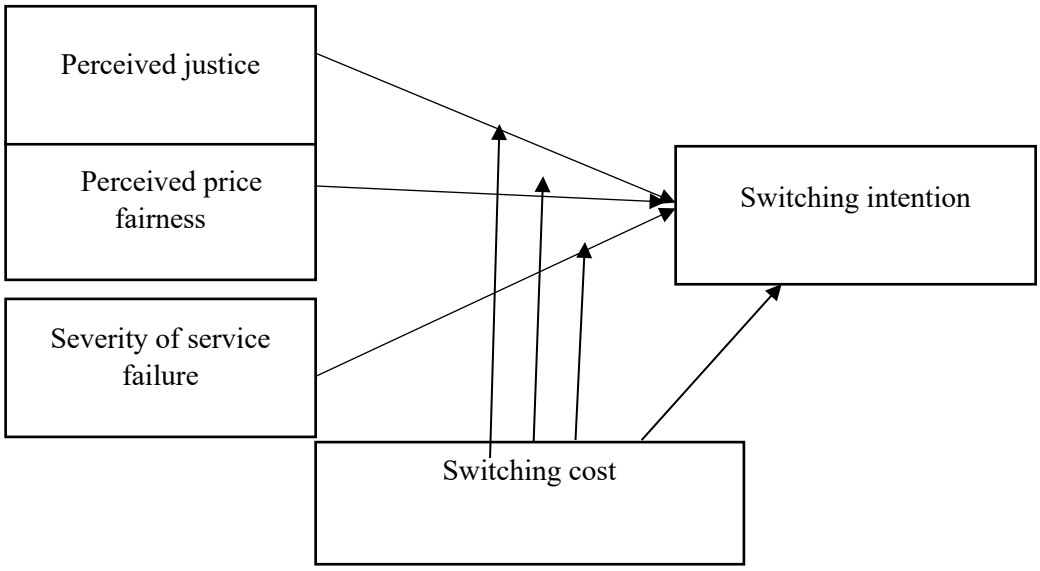


Figure 1. Research framework

Push-Pull-Mooring (PPM)Model

The Push-Pull-Mooring (PPM) model is frequently used by researchers to study consumers' service switching behaviors. The model identifies three key factors that influence switching: pushing factors that cause consumers to move away from their current provider, pulling factors that attract them to a new provider, and mooring factors that facilitate or impede the decision-making process ("An Empirical Study of Switching Behavior in Cambodia's Mobile Telecommunications Service," 2014). The PPM model is considered superior to alternative models as it considers both direct and indirect impacts on switching intention ("An Empirical Study of Switching Behavior in Cambodia's Mobile Telecommunications Service," 2014). Guo et al. (2021) also mention that PPM model considers both the push and pull factors that attract a person to move and the mooring factors that facilitate the decision-making process.

Justice theory

In accordance with equity theory of cognitive dissonance, justice theory can be divided into distributive, procedural, and interactional justice. Distributive justice evaluates the fairness of exchanges in terms of cost and benefit. Procedural justice focuses on the fairness of the distribution process. Interactional justice involves the perception of truthfulness and applicability of information about unfavorable outcomes. Organizational justice research distinguishes between excuses, apologies, and justifications for explaining outcomes (Rasheed, Jamad, Pitafi, & Iqbal, 2020).

Methodology

The population of this study is the general community of Pakistan with a focus on South Punjab, Pakistan. Previous studies have not examined these variables in the telecommunications sector in this area. The study initially had 38 measurement items, which were reduced to 28 during final

analysis due to validity issues. A sample size of 380 participants was needed to meet the requirements. In this study, convenience sampling method was used. Data was collected through questionnaires using a 5-point Likert scale to measure emotional indications of the research variables.

This study investigated the relationship between five constructs (PJ, PPF, SSF, and SI) and the moderating effect of switching cost. The variables were measured using the same items as previous studies, with responses ranging from 1 (strongly disagree) to 5 (strongly agree) on a Likert scale. A 5-point scale has been suggested as reliable (Wakita et al., 2012).

Variable	Cronbach's Alpha	CR	AVE	Discriminant Validity?
Switching intention	0.675	0.821	0.606	YES
Perceived justice	0.863	0.893	0.510	YES
Perceived price fairness	0.801	0.863	0.558	YES
The severity of service failure	0.785	0.861	0.607	YES
Switching cost	0.881	0.907	0.553	YES

Table 1. Summary of constructs items

Analysis and Results

This study used two methods of data analysis: descriptive and inferential. Descriptive analysis was conducted using SPSS to measure reliability and validity as recommended in previous studies (Rasheed, Okumus, Weng, Hameed, & Nawaz, 2020; Rasheed, Weng, Umrani, & Moin, 2021; Saleem, Rasheed, Malik, & Okumus, 2021). Inferential analysis was done using Partial Least Square (SmartPLS) tools following previous research (Anser et al., 2020; Chang et al., 2022; Moin, Omar, Wei, Rasheed, & Hameed, 2021). Of the 477 questionnaires distributed, 426 were returned (89.3%) and 390 were used for analysis (81.76% valid response rate). This is considered a good response rate in social science research (M asood, Feng, Rasheed, Ali, & Gong, 2021; Naeem, Weng, Hameed, & Rasheed, 2020; Pitafi, Rasheed, Kanwal, & Ren, 2020; Sattar, Rasheed, Khan, Tariq, & Iqbal, 2017).36 responses were deemed improper and rejected. The mean values showed switching intention had the highest value (4.0179) while switching cost had the lowest (3.6516). The standard deviation was within an acceptable range (0.79 to 0.91). The scale ranged from 1 to 5, with 390 N values.

Construct	No. of items	Mean	Std. Deviation
Switching intention	3	4.0179	.86605
Perceived justice	8	3.7670	.81365
Perceived Price Fairness	5	3.6754	.87605
Severity of service failure	4	3.7038	.90616
Switching cost	8	3.6516	.79763

Table 2. Descriptive Analysis

This study used reflective measurement for all variables, including latent variables and indicator variables. The analysis focused on first-order constructs and did not analyze second-order constructs. The study analyzed five latent variables in terms of their sequence and relationship: three independent variables (perceived justice, perceived price fairness, severity of service failure), one moderating variable (switching cost), and switching intention as a dependent variable.

	PJ	PPF	SC	SF	SI
PJ	0.714				
PPF	0.727	0.747			
SC	0.728	0.775	0.744		
SF	0.642	0.739	0.798	0.779	
SI	0.705	0.582	0.611	0.534	0.778

Table 3. Discriminant Validity

Note: SI= Switching intention, PJ=Perceived justice, PPF= Perceived Price Fairness, SSF= Severity of service failure, SC= Switching cost.

The discriminant validity of the constructs was determined using the Fornel-Larcker criterion and the Heterotrait-Monotrait test. In addition to that, Cross-loading analysis was also used to confirm the adequate discriminant validity of all constructs in the study.

	PJ	PPF	SC	SF	SI
PJ10	0.727	0.500	0.508	0.481	0.513
PJ12	0.733	0.513	0.497	0.440	0.486
PJ14	0.718	0.523	0.505	0.456	0.502
PJ17	0.684	0.611	0.610	0.561	0.470
PJ3	0.699	0.542	0.514	0.464	0.498
PJ7	0.713	0.504	0.512	0.419	0.527
PJ8	0.723	0.509	0.548	0.464	0.564
PJ9	0.712	0.454	0.463	0.383	0.453
PPF1	0.578	0.748	0.597	0.536	0.459
PPF2	0.518	0.696	0.565	0.530	0.416
PPF3	0.559	0.804	0.635	0.590	0.469
PPF4	0.531	0.727	0.526	0.550	0.411
PPF5	0.525	0.756	0.563	0.553	0.412
SC1	0.563	0.627	0.745	0.595	0.475

SC2	0.561	0.618	0.805	0.641	0.443
SC3	0.536	0.546	0.810	0.593	0.460
SC4	0.538	0.605	0.714	0.593	0.447
SC5	0.483	0.558	0.682	0.669	0.362
SC7	0.515	0.463	0.543	0.428	0.498
SC8	0.559	0.623	0.804	0.638	0.440
SC9	0.534	0.542	0.808	0.587	0.458
SF1	0.501	0.567	0.595	0.767	0.375
SF2	0.541	0.628	0.647	0.808	0.476
SF3	0.510	0.601	0.638	0.763	0.399
SF4	0.445	0.501	0.605	0.778	0.401
SI1	0.534	0.447	0.480	0.446	0.770
SI2	0.630	0.513	0.530	0.457	0.840
SI3	0.468	0.388	0.406	0.332	0.722

Table 4. Factor Loading and Cross Loading

Note: SI= Switching intention, PJ=Perceived justice, PPF= Perceived Price Fairness, SSF= Severity of service failure, SC= Switching cost.

Measurement model

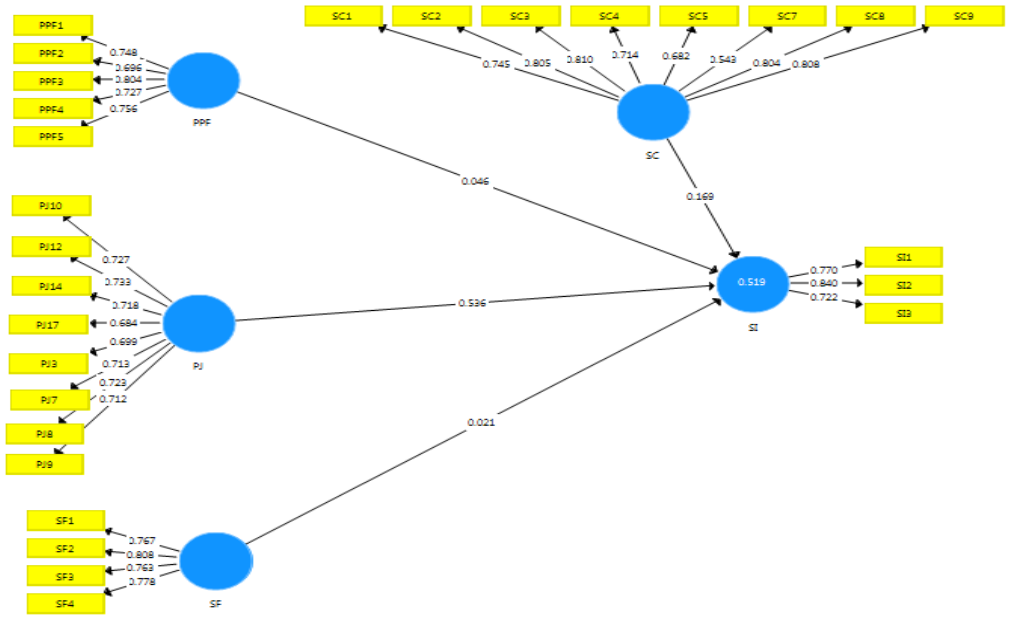
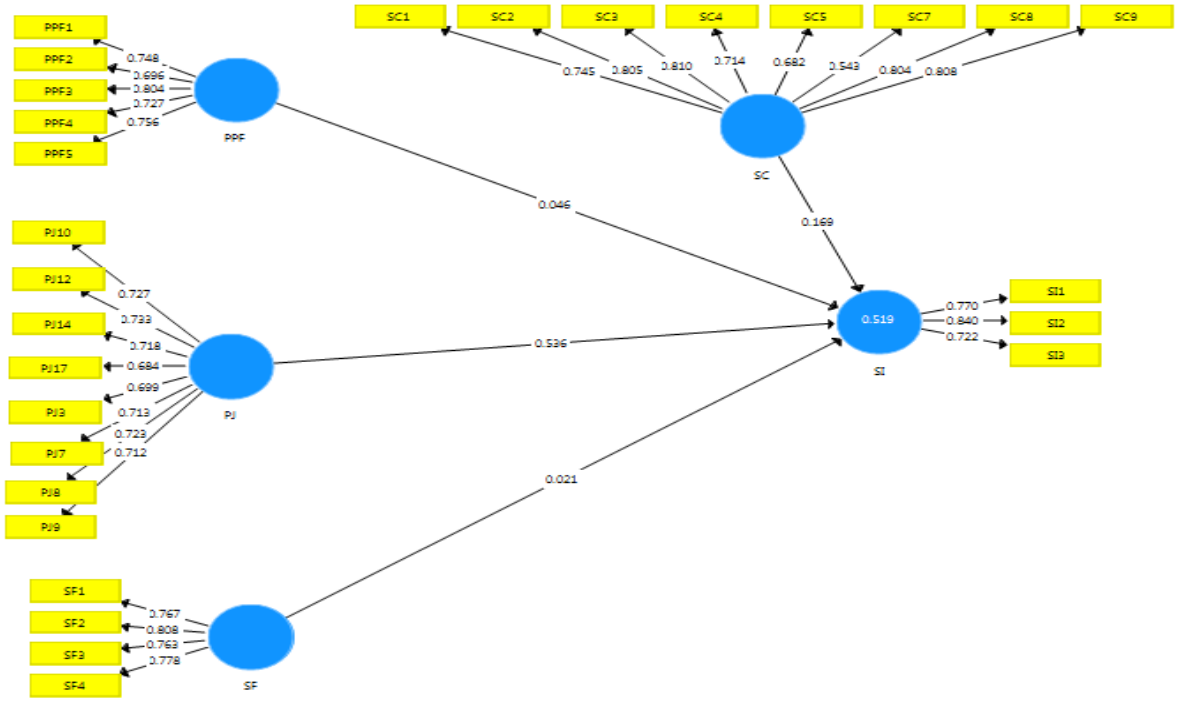


Figure 2. The Structural Model

Direct Relationship

The structural model was analyzed using PLS-SEM algorithm in Smart PLS 3.0.0 to evaluate hypotheses 1 to 7 and get a full picture of the results. Path coefficient analysis was performed using PLS-SEM and the relationships were tested using a bootstrapping approach with 500 bootstrapping samples. The moderator model (H4 to H7) was added to investigate the relationships.



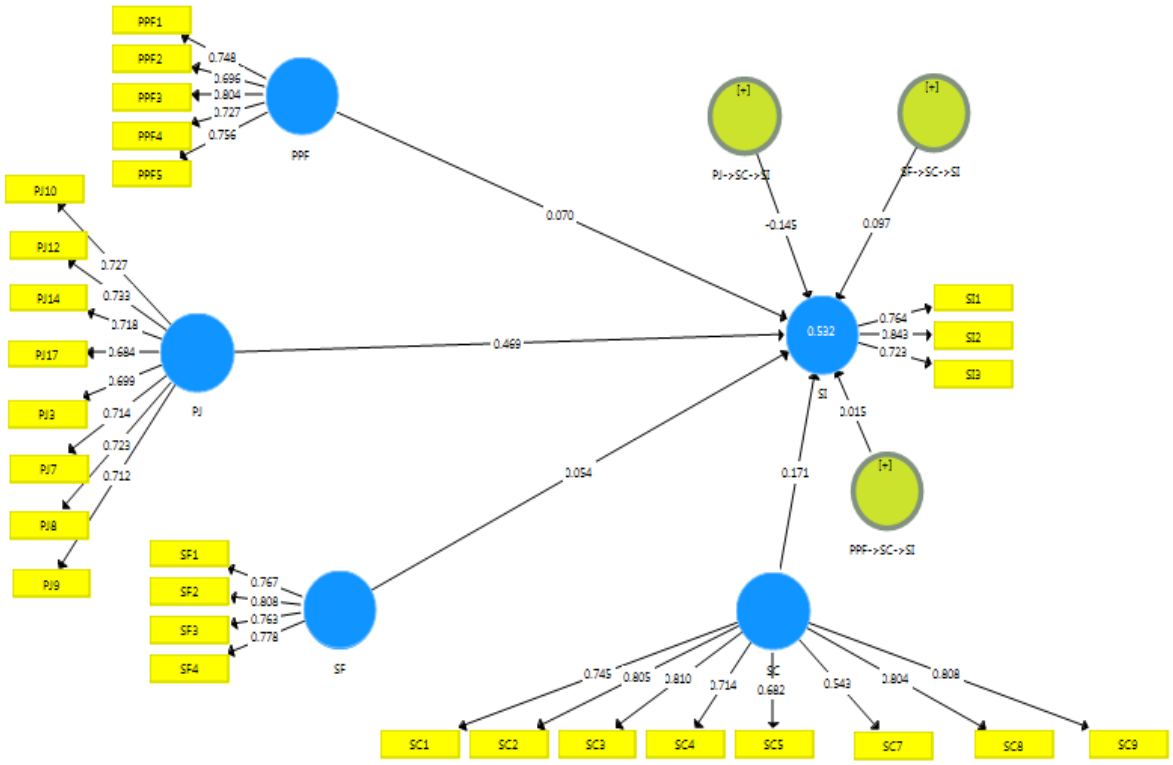
The Direct Relationship

Hypothesis	Path	SD	T Value	P Value	Results
H1	PJ -> SI	0.059	9.080	0.000	Supported
H2	PPF -> SI	0.065	0.701	0.484	Not Supported
H3	SF -> SI	0.068	0.308	0.758	Not Supported
H4	SC -> SI	0.077	2.198	0.028	Supported

The results of the direct relationship hypothesis are presented in Table 4.7. Hypothesis 1, which proposes a direct relationship between perceived justice and switching intention, is supported (t=9.080, p=0.000). However, Hypothesis 2, regarding the relationship between perceived price fairness and switching intention, is not supported (t=0.701, p=0.484). Additionally, the findings do not support Hypothesis 3, which postulates a direct relationship between severity of service failure and switching intention (t=0.308, p=0.758). Hypothesis 4, which proposes a relationship between switching cost and switching intention, is supported (t=2.198, p=0.028). These results are also supported by the figures presented in Table 4.7 and Figure 4.3.

Moderation Test

In the table, the direct relationship between switching cost and switching intention is supported (t=2.198; p=0.028). The interaction between perceived justice, switching cost, and switching intention is revealed and supports hypothesis H5 (t=2.543; p=0.011). However, the relationship between perceived price fairness and switching intention is not affected by switching cost, and hypothesis H6 is not supported (t=0.240; p=0.811). Additionally, the study supports hypothesis H7, which suggests that switching cost has a significant impact on the relationship between service failure and switching intention (t=3.436; p=0.005).



Discussion and Conclusion

This study analyzed the impact of perceived justice, perceived price fairness, and severity of service failure on switching intention, and the moderating effect of switching cost in Southern Punjab, Pakistan. The study predicts a direct relationship between switching intention and these variables. Four precursors of switching intention were considered: perceived justice (H1), perceived price fairness (H2), severity of service failure (H3), and switching cost (H4).

The first hypothesis (H1), that perceived justice has a direct effect on switching intention, was supported. The results showed a significant relationship between perceived justice and switching intention. The second hypothesis (H2), that perceived price fairness has a direct effect on switching intention, was not supported. There was no significant relationship found between perceived price fairness and switching intention. The third hypothesis (H3), that severity of service failure has a direct effect on switching intention, was also unsupported. The data showed no significant relationship between severity of service failure and switching intention. The fourth hypothesis (H4), that switching cost has a direct effect on switching intention, was supported. The results

indicated that switching costs play a direct role in customers' intentions to switch from their current service provider.

Finally, the moderating effect of switching cost on the relationship between perceived justice, perceived price fairness, severity of service failure, and switching intention was studied through hypotheses H5 to H7. The results showed that switching cost moderates the relationship between perceived justice, severity of service failure and switching intention (H5, H7), but does not moderate the relationship between perceived price fairness and switching intention (H6).

Implications of the study

Practical implications are always important in social science research (Y ousaf, Rasheed, Hameed, & Luqman, 2019; Zhang, Rasheed, & Luqman, 2019).The findings of the study have several implications, both theoretically and practically, in the telecommunication industry of southern Punjab, Pakistan. The study analyzed the relationship between various precursors of switching intention, including perceived justice, perceived price fairness, and severity of service failure, as well as the moderation effect of switching cost. This study is the first of its kind in the telecommunication industry of southern Punjab, and the results contribute to the existing literature on perceived justice in the telecommunication industry.

Practical implications of the study include recommendations for telecommunication agencies offering services to customers. The results show that perceived justice is positively related to switching intention, and so telecommunication agencies should aim to improve their services for customers. This can be achieved by improving the reliability of services, reducing the risk of service failures, and improving after-sale services. The results also showed that all hypotheses were supported except for the relationship between interpersonal justice and switching intentions.

In conclusion, this study provides valuable insights for telecommunication agencies to improve their services and retain customers by focusing on perceived justice and reducing switching costs.

Conclusion and Recommendation

The current study fills a gap in the literature by examining the impact of perceived justice, perceived price fairness, severity of service failure, and switching cost on switching intention in the telecommunication sector in Southern Punjab, Pakistan. The results of the study found that perceived justice had a positive impact on switching intention, while perceived price fairness and severity of service failure had no significant impact. Furthermore, switching cost played a moderating role in the relationship between perceived justice, perceived severity of service failure and switching intention. These findings have implications for policymakers, service providers, and the government to improve customer service-related switching intentions in the telecommunications sector. The study can also be used as a starting point for further research on switching intentions in other industries.

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