

The aim of this study is to investigate the effect of price perception, customer satisfaction, brand image, switching barriers (switching cost, interpersonal relationship and attractiveness of alternative) and trust towards the Customer retention in the cellular industry of Pakistan. This study adds many other supporting materials especially for the literature review; a model is used in this study to find the effect of the factors on customer retention. Proportionate stratified sampling questionnaire was distributed in the nine towns of Lahore, this study choose current users of cellular service providers in Pakistan that cover all five mobile operators in Pakistan which Mobilink, U-Fone, Telenor, Wand, and Zong. The data is analyzed with the help of the multiple regression analysis. Out of seven variables tested it is found that switching barriers (interpersonal relationship and switching cost), brand image, price perception, trust and customer satisfaction have the effect on customer retention. However, customer satisfaction has little to do to increase the customer retention.

This study also provides evidence that the higher switching barrier of attractiveness of the alternative lower is the customer retention. This study has its limitation since this research is only conducted in Lahore area. Therefore the finding of the study is unable to be generalized for the whole population of mobile users in Pakistan as the sample size is measured small. The findings can help the service providers to find the effect of customer satisfaction, price perception, trust, brand image and switching barriers towards the customer retention.