

List of References

- Burnham, T.A., Frels, J.K. and Mahajan, V. (2003), "Customer switching cost: a typology, antecedents and consequences", *Journal of The Academy of Marketing Science*, Vol 31 No.2, pp 109-126.
- Dong, H Shin, Won Y. Kim (2007) " Mobile number portability on customer switching behavior: in the case of the Korean mobile market", *Journal of Marketing*, Vol 9 No.4 , pp 38-54
- Fuha Munnukka (2005), " Dynamics of price sensitivity among mobile service customers", *Journal of Product & Brand Management*, Vol 14 No.1, pp 65-73.
- Ganesh, J., Arnold, M.J. and Reynolds, K.E. (2000) " Understanding the customer base of service providers: an examination of the differences between switches and stayers", *Journal of Marketing*, Vol.64 July, pp 65-87.
- Ganesan, S (1994), "Determinants of long term orientation in buyer-seller relationship", *Journal of Marketing*, Vol 58, April pp 1-19.
- Hee-Su Kim and Choong-Han Yoon, (2004), "Determinants of subscriber churn and customer loyalty in the Korean mobile telephony market", *Communication Policy*, October 2004, pp 84-97.
- Inger Roos and Margareta Friman (2008). "Emotional Experience in Customer Relationship – A Telecommunication Study", *International Journal of Service Industry Management*, Vol 19 No.3, pp 281-301.
- Jape, E. Wieringa and Peter C. Verhof (2007), " Understanding Customer Switching Behavior in a Liberalizing Service Market: An Exploratory Study", *Journal of Service Research*, Vol 10; 174.
- Jun Xue and Bin Liang, (2005) "An Empirical Study of Customer Loyalty of the Telecommunication Industry in China", *ICEC'05*, August 15-17.
- Li Li, Wengui SU. And Jian Jiang (2005), "The influencing Factors and Marketing Strategies of Developing Telecommunication Industry Customer Loyalty: Based on Analytic Hierarchy Process", *ICEC'05*, August 15-17.
- Oliver, R. (1997), *Satisfaction: A behavior Perspective on the Consumer*, McGraw-Hill, New York, NY.
- Palmer, A. (1998), "Principals of Services Marketing", 2nd Ed, McGraw-Hill, New York, NY.

Serkan Aydin, Gökhan Özer and Ömer Arasil (2005), “Customer loyalty and the effect of switching costs as a moderator variable: A case in the Turkish mobile phone market” Marketing Intelligence & Planning Journal, Vol 23, Issue 1,2005 pp: 89 – 103.

Serkan Aydin and Gökhan Özer (2005), “The analysis of antecedents of customer loyalty in the Turkish mobile telecommunication market”, European Journal of Marketing, Vol 39 Issue:7/8 2005, pp 910 – 925.

Torsten J. Gerpott, Wolfgang Rams and Andreas Schindler (2001) “Customer retention, loyalty, and satisfaction in the German mobile cellular telecommunications market”, Communication Policy, March 2001,pp 67-72.

Venetis K.A. and Ghauri P.N. (2000), “The importance of service quality on customer retention: an empirical study of business service relationships”, Proceedings of the Marketing in a Global Economy Conference, Buenos Aires, June 28-July 1, pp 215-224.

“Telecommunication Regulatory Commission of Sri Lanka”, Statistical data (2008), viewed on 18th Dec 2008. (<http://www.trc.gov.lk/pdf/statover1.pdf>)

“Consumer Switching Behavior in Telecom Market”, OfTel survey (2006), viewed on 20th Dec 2008. (<http://www.ofcom.org.uk/static/archive/OfTel/publications/research/swit0800.htm>)



University of Moratuwa, Sri Lanka.
Electronic Theses & Dissertations
www.lib.mrt.ac.lk