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The Analysis of Customer Loyalty in Bangladeshi Mobile Phone Operator Industry

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The purpose of this paper is to examine the relationship between switching cost, corporate image, trust and customer loyalty. Several hypotheses are extracted from the research framework and are tested using regression and correlation analysis. A sample of 150 respondents (customers of mobile phone operator) was used and convenience sampling method was conducted. The research finds that although all the independent variables, switching cost, corporate image, and trust have certain degree of relationship with the dependent variable, customer loyalty, only trust has the strongest relationship with customer loyalty. The findings suggests that managers of these mobile operators should put more focus of building corporate image and analyze more carefully the reason for customers to switch brands in this industry in order to increase loyalty among these customers.