

**DETERMINANTS OF CUSTOMER SWITCHING BEHAVIOUR  
IN BANKING SECTOR OF NEPAL**

**A Thesis**

**Submitted**

**By**

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**Kirtipur, Kathmandu**

**December, 2019**

**CERTIFICATE OF AUTHORSHIP**

I certify that the work in this thesis has not previously been submitted for a degree nor has it been submitted as a part of requirements for a degree except as fully acknowledged within the text.

I also certify that the thesis has been written by myself. Any help that I have received in my research work and the preparation of this thesis itself has been acknowledged. I certify that all information sources and literature used are indicated in the reference selection of this thesis.

.....  
Ananta Raj Wagle  
December, 2019

## RECOMMENDATION LETTER

I certify that the Thesis submitted by Mr. Ananta Raj Wagle entitled "**Determinants of Customer Switching Behavior in Banking Sector of Nepal**" has been prepared as per the format prescribed and approved by the Faculty of Management, Tribhuvan University. This research work is completed under my supervision and guidance. This thesis is the candidate's original research work. I am fully satisfied with the language and substance of this Research submitted to Faculty of Management. To the best of my knowledge, the candidate has fulfilled all the requirement of **Masters of Business Studies (MBS Semester)** degree, Faculty of Management, Tribhuvan University. I, therefore, recommend that this research be considered for the award of master degree.

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## APPROVAL SHEET

We, the undersigned, have examined the thesis entitled "**Determinants of Customer Switching Behavior in Banking Sector of Nepal**" Presented by Mr. Ananta Raj Wagle, a candidate for the degree of **Masters of Business Studies (MBS)** and conducted the viva voce examination of the candidate. We hereby certify that the thesis is worthy of acceptance.

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**ABBREVIATIONS**

CSB:	Customer Switching Behavior
SPSS:	Statistical Package for the Social Sciences
SERVQUAL:	Service Quality

## **ABSTRACT**

The study covers the determinants of customer switching behavior in the banking sector of Nepal. 100 samples of the customers were taken from the Kathmandu District using convenient sampling method. Correlational research design has been adopted to fulfill the objectives of the study. Mean, Regression, Correlation were used in carrying out analysis. The study investigates the determinants of customer switching in banking sector. The study is based on Likert scale questionnaire on the scale of 1 to 6. It is based on previous research article. The primary data is collected from customers directly from bank.

The present study concludes that the Location has positive impact on customers to switch the bank. The impact of other variables like price, service quality and reputation were not impactful as price while switching bank.