

Redefining The Concept of Consumer Switch Intention: A Literature Review

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ABSTRACT

The aim of this paper is to redefine building switching intentions by analyzing the concept of consumer switching intentions. The study of consumer switching intentions was carried out by identifying the definition of consumer switching intentions. The problem raised in this paper consists of the perception of switching intention which consists of different definitions of switching intention from each research result (Gupta et al., 2004), (Anton et al., 2007), (Nikbin et al., 2013), (CN Lin & Wang, 2017), (Liang et al., 2018), (Aw & Chong, 2019), and (Bölen, 2020). This paper takes the method of comparing the concept of consumer switching intentions from many researchers who have had their research validated. The ramifications of this study's findings will serve as a point of reference for a number of investigations, resulting in the identification of each definition of consumer switching intents. This paper's unique contribution will redefine the concept of consumer switching intent.

1. INTRODUCTION

The phenomenon of business competition causes switching behavior of consumers to become a loyal process in one product or service and eventually switch to another product or service, due to dissatisfaction or other problems. If a brand is loyal to its customers but fails to meet their needs, customers will switch to a competitor brand. Satisfied customers who are loyal to a brand have a lower probability of switching. Or if the price and quality of a product or service is cheaper and the quality is the same as the original product or service, it is likely that consumers intend to switch products or services. Switch intention is defined as the concept of the desire to behave on the consumer's attitude towards the object and previous behavior. Switching intention is the degree of probability or certainty that the customer will switch from the current service or product provider to a new service or product provider. Several factors that influence customer movement are grouped into three categories, namely: push effects, pull effects, and mooring effects (Bansal et al., 2005). Several factors that influence customer movement are grouped into three categories, namely: push effects, pull effects, and mooring effects. The link between service quality, customer satisfaction, and the desire to switch was discovered to be that service quality influences customer contentment, and customer satisfaction influences customer intention to switch (Cronin, J. & Taylor, S., 1992). Several customer switching studies explain that the determinants of switching, such as: quality, satisfaction, switching costs, and attractiveness to alternatives, have been modeled by switching intentions. Switching intentions are closely related to the switching costs because during the switching process, switching costs are one of the factors that influence the switching intentions (Kumar & Sathish, 2011). Switching charges are becoming more widely acknowledged as a way to keep clients in a relationship, regardless of their pleasure with the service provider (Jones et al., 2007). The intention to switch consumers is not only based on quality, but also considers the reasonableness of the price (Sweeney & Soutar, 2001). Various other determinants that can influence consumers in

switching their products or services from one producer to another or from one distributor to another.

Consumer attitudes consist of cognitions, emotions, intentions and also take various degrees of preeminence in the minds of consumers (Shen et al., 2010). Cognition, emotion, and intention are all part of the mental attitude dimension, but they have diverse effects on consumer behavior, going from cognitive to emotional to behavioral intention formulation in that sequence (Ajzen dan Fishbein, 1980; (H. F. Lin, 2009)). The consumer's desire to cease using his or her present brand and/or switch to another brand is referred to as "switch intention." Understanding client switching behavior is critical since it results in the loss of future revenue streams from that particular customer. Switching by service customers, in particular, is a negative for the high-margin enterprise client base. Client acquisition costs, such as account setup, credit checks, and promotional costs, can be up to five times higher than customer retention costs (Keaveney, 1995). Switching intentions are manifested in consumer purchasing and usage behavior. Switching intention is described as a willingness to switch in his research, and it focuses on the act of switching behavior (Chiang & Chen, 2014). Switching intention is described as a willingness to switch in his research, and it focuses on the act of switching behavior (Rizwan et al., 2013). When satisfaction is high, the switching variable has no influence on repurchase intention; however, when satisfaction is low, the switching variable has a positive effect on repurchase intention. Understanding client switching behavior is critical since it results in the loss of future revenue streams from that particular customer. Switching by service customers, in particular, is a negative for the high-margin enterprise client base. Perceived risk, perceived search effort, perceived price search intention, mobility influences, perceived delivery time variations, and gender as a moderating variable are all factors that influence consumer intention to migrate from traditional buying to online shopping. (Handayani et al., 2020).

The findings revealed that marketing mix actions, particularly advertising, in-store communication, and monetary promotion, had a beneficial impact on perceptions about private label brands. Attitudes influence switching intentions in a good way (Aw & Chong, 2019). In the association between private label brand opinions and switching intentions, the anticipated moderating effects of generalized neophobia and gender are supported. (2019, Kim et al.) Their findings show that, with the exception of perceived inefficiencies, all push/pull constructs have a considerable impact on switching intentions. Furthermore, except for perceived inefficiency and switching intents, the mooring effect—personal innovation—strengthens all routes in the research model. In the context of Airbnb, research (Liang et al., 2018) examines the relationship between satisfaction, trust, switching intentions, and repurchase intentions. Regarding the relationship between trust, satisfaction, repurchase intention, and switching intention, a theoretical framework is proposed

2. METHOD

The research methodology uses a literature review approach. Literature review is library research or literature review, which is research that examines, critically reviews both knowledge, ideas or findings in academic-oriented literature, and formulates theoretical contributions to certain topics. To acquire study evidence on the customer switching intention in its usage in different marketing activities, we picked several literature papers from various international publications. Our review approach began with a thorough grasp of the study's aims and questions, followed by in-depth analysis encompassing coding, critical evaluation, and in-depth interpretation until we arrived at valid and reliable conclusions. We confined the publication era for the study data sources we obtained through Google scholar searches and other publishing data sources to 2000 to 2020. Because our data relied on current data, we chose a systematic review design through a descriptive quantitative approach directed by Kim et al., (2017) in their study the characteristics of a descriptive qualitative study in the business field a systematic review method.

3. RESULTS AND DISCUSSIONS

The findings revealed that convenience and social influence have a major impact on customers' switching intentions, but switching costs are a big barrier to switching. The study also discovered that making new technological goods more convenient and operable reduces switching costs. Furthermore, it will increase consumers' willingness to switch if their friends and family had positive experiences

with the new product (Chiang & Chen, 2014). The study also discovered that making new technological goods more convenient and operable reduces switching costs. Furthermore, it will increase consumers' willingness to switch if their friends and family have had positive experiences with the new product. Discuss switch (Athanasopoulos et al., 2001) took a customer satisfaction approach and discovered that service quality, price, convenience, innovation, and customer contentment are all elements that drive customer switching. Because of its significant impact on service businesses, the intention to switch consumers in the service industry is gradually becoming a major research topic (Rizwan et al., 2013).

This study creates a model of customer switching intents, called switching intentions, by incorporating the customer perception value variable into the model, based on the induction of the enabler that drives customer switching behaviors in previous research. This study demonstrates that, as an intermediary variable, the customer's perceived value plays a crucial part in the switching intention model; most of the incidents under the company's control affect the customer's switching intention with an apparent indirect adjustment of customer value. However, most situations that are beyond the company's control can have a direct impact on the transfer's objective. Meanwhile, consumer switching intents are primarily driven by core service problems. According to this article, some service providers act rapidly to disconnect, while others act in a way that encourages people to switch. The mediating impact of customer satisfaction was used to observe these various outcomes. While poor service quality and low corporate loyalty reduce customer satisfaction and have only a minor impact on switching intentions, overpricing and rage have a significant impact on switching, both directly and indirectly through satisfaction. The consequences for customer relationship management are highlighted.

After a service breakdown indicated in prior studies, only 5-10% of 100 customers expressed their desire to switch to the company (Jones et al., 2000). A number of studies imply that decreasing perceived barriers to complaints, such as providing many communication methods, can reduce the expression of complaints. Switching barriers, according to Satisfaction, are a crucial factor influencing a customer's decision to stay with a service provider. Interpersonal relationships, perceived switching costs, and the attractiveness of alternatives are all examples of switching barriers that make switching difficult or expensive for customers. The purpose of this study was to see if there was a link between promotion impacts, switching obstacles, and loyalty in department stores. The relationship between switching barriers and loyalty yields some of the same conclusions as the switching obstacles theory.

Research on consumer switching intentions has focused on individual variables that have a direct effect on consumer intention or behavior, rather than analyzing them as a composite phenomenon (Rizwan et al., 2013). Some service provider activities lead to disconnections, while others lead to a desire to switch, according to this article. The mediating variable is used to observe the effect of customer satisfaction. Customer satisfaction is harmed by poor service quality and a lack of corporate commitment, which has only an indirect effect on switching intention. Price inequity and anger incidents, on the other hand, have a strong direct and indirect effect on switching, both directly and indirectly through satisfaction. After the service failure was evaluated in prior research, only 5-10% of customers expressed their desire to migrate to the company. As a result, the vast majority of disgruntled clients complain to the service provider. Several research proposed that complaints may be reduced by removing perceived barriers to complaints, such as by providing alternative routes of communication. Customers' satisfaction and switching obstacles are essential factors affecting their decision to stay with a service provider, according to Satisfaction and Switching Barriers. Interpersonal linkages, perceived switching costs, and the attractiveness of alternatives are all examples of switching barriers that make switching difficult or expensive for customers. In department stores, study the causal relationship between promotion impacts, switching obstacles, and loyalty.

Rather than studying customer switching intentions as a complex phenomenon, much past research has concentrated on specific variables that have a direct effect on consumer intentions or behavior.(Anton et al., 2007). Some service provider activities contribute to breakups, while others lead to a desire to switch, according to this report. The mediating impact of customer satisfaction was used to observe these various outcomes. While poor service quality and a lack of corporate

commitment reduce customer satisfaction and have only a minor impact on switching intentions, price inequities and incidences of anger have significant direct and indirect effects on switching intentions. Termination is tracked during the decision-making process, when a customer is considering transferring providers. Because this stage involves intent, it is unlikely that customers will remove relationships in the near future. Variables such as consumer involvement and experience, as well as switching prices, have been considered as moderators of the switching process. Other characteristics, such as awareness of alternatives, may have a mixed effect: either as direct drivers of switching intention (as has been shown in the literature), or as moderators between switching intention and actual cessation behavior.

Traditional watch owners' behavioral desire to convert to smartwatches is substantially influenced by the respective advantages and financial switching costs (Bölen, 2020). Furthermore, the impacts of relative advantage and perceived product longevity on switching intentions are mediated by financial switching costs. Surprisingly, product longevity, complexity, and procedural switching costs had no effect on switching intentions. He contributes to understanding customer intentions in diverting daily requirements shopping from offline to online channels through his studies, particularly in developing countries like Indonesia. It investigates the effects of customer intentions on online buying using a technological acceptance model, as well as a research of the moderating effect of gender on performance, which intends to analyze the intention to switch consumers from traditional to electronic shopping (Handayani et al., 2020). Gender has a substantial moderating effect on the elements that influence consumers' willingness to switch. It can be refined further by looking into other sociodemographic parameters, such as age, to see if there are any other factors that may influence the decision to switch to e-grocery purchasing.

The findings revealed that marketing mix actions, particularly advertising, in-store communication, and monetary promotion, had a beneficial impact on perceptions about private label brands. Attitude has a beneficial impact on switching intentions. In the association between private label brand attitudes and switching intentions, the predicted moderating influence of generalized neophobia and gender is supported (Aw & Chong, 2019). The aim of their study was to describe the elements of an effective marketing mix for private label brands in emerging markets, aiming to complement the related literature which is mostly centered on developed markets. Specifically, we are interested in the simultaneous effects of the marketing mix, i.e., price, monetary promotion, in-store brand communication, and advertising activity on private label brand attitudes and subsequent switching intentions. It further explores the roles of generalized neophobia and gender moderators in the relationship between private label attitudes and switching intentions, attempting to explain the attitude-intention gap. Spears and Singh define brand attitude as "a relatively durable, unidimensional summary evaluation of a brand that might energize behavior." Attitude reflects the preferences and advantages of a brand. Many studies have shown the impact of private label brand attitudes on consumer behaviors that are attractive to companies, such as brand purchasing and private label brand loyalty. Attitudes correspond to consumers' assessments of the brand, thereby influencing future purchase intentions and actual buying behavior. Therefore, attitude is considered as an important element in forging marketing effectiveness. In this study, brand switching intention refers to the intention of consumers to switch from the national brands they currently consume to private label brands. Although consumers may be satisfied with their national brand, it does not mean that there is a strong bond between the two parties.

The findings revealed that the congruence of ideal social and social images plays a significant role in explaining relationship quality and switching intention; that the relationship quality component significantly mediates the effect of the image-fit factor on intentions; and that the sharpness of product use affects the components of image congruence (link satisfaction), social image congruence (link trust), and trust (link destination transition). These findings highlight the significance of the research variables in limiting restaurant customers' desire to switch (Han & Hyun, 2013). Customer loyalty is thought to be divided into two dimensions: behavioral and attitude. While the behavioral part of loyalty is concerned with the frequency and volume of purchases, the attitude aspect is concerned with a psychological commitment to a product or service. Because the frequency of purchase does not always imply that the customer has a positive attitude toward a product/service, and simple repeat purchases are possible without held commitments, researchers, particularly in the

hospitality industry, generally agree that assessing customer loyalty with an attitude item is more adequate to capture it accurately. Intentions to behave in a positive or forceful way. As a result, this study explores the attitudinal aspects of customer loyalty attitudes, particularly those concentrated on the negative features (ie, switching intentions).

Their findings show that, with the exception of perceived inefficiency, all push/pull constructs have a considerable impact on switching intentions (Kim et al., 2019). Users usually assess the perceived worth and risk of the social networking sites they use, as well as build a level of confidence in those networks (C. N. Lin & Wang, 2017). The result (Nikbin et al., 2013) reveals that switching intention has a substantial association with all characteristics of perceived service fairness. In addition, except for outcome fairness, perceived service fairness shows a positive link with trust in all aspects. Furthermore, only procedural and interactional justice had a positive link with commitment and pricing fairness among the perceived service fairness characteristics, while outcome fairness had no such relationship. Finally, the findings show that relationship quality (trust and commitment) has a negative and significant impact on switching intentions.

In the context of Airbnb, research looks at the relationship between satisfaction, trust, and switching and repurchasing intentions (Liang et al., 2018). Regarding the relationship between trust, contentment, repurchase intention, and switching intention, a theoretical framework is given. Transaction-based satisfaction and experience-based satisfaction are distinguished, while trust is divided into institutional-based trust (faith in Airbnb) and disposition to trust (trust in the host). The model was put to the test using data gathered in North America. Transaction-based pleasure is a related but distinct construct from experience-based satisfaction, according to the findings. Transaction-based satisfaction has a strong impact on experience-based satisfaction. Trust has been found to act as a link between transactional satisfaction and repurchase desire. Trust in Airbnb, on the other hand, has no statistical impact on trust in hosts. The result is that industry experts should pay attention to transaction-based satisfaction since it has a big impact on experience-based contentment, trust, and repurchase intent.

Consumers' decisions to switch from offline to online shopping are influenced by differences in risk perception, price search intent, evaluation effort, and waiting time (Gupta et al., 2004). Consumers who buy online have a lower perception of channel risk, search effort, assessment effort, and wait (delivery) time than those who buy offline, and they have substantially higher price search intents online than they do offline. Consumers drawn to the off-line channel reported lower search expenses and higher price search intent online than they did offline, yet their on-line search effort and price search intent were much lower than those drawn to the off-line channel.

4. CONCLUSSION AND SUGGESTIONS

The majority of studies on switching intention focus on customer satisfaction, loyalty, or service quality. Consumer switching intentions have previously been studied in terms of specific elements that have a direct impact on consumer intention or action, rather than as a complex phenomenon. Transactional satisfaction is important because it influences experience-based satisfaction, trust, and repurchase intent. The congruence of desired social and social image is crucial in determining relationship quality and switching intention. Components of consumer loyalty attitudes that do not benefit switching intentions, particularly those concentrating on aspects of customer loyalty attitudes that do not aid switching intentions. Customer retention, repurchase intent, and loyalty are all favorable indicators for service businesses, however service switching and switching intentions are bad indicators. Redefinition of the concept of consumer switching intentions as different perceptions of risk channels, consumer evaluations of perceived value, associated with perceived service fairness, procedural switching costs, satisfaction, trust, and repurchase intentions that are formed and directly influenced by attitudes to break relationships in the decision-making stage.

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