

The Moderating Role of Switching Cost on Customer's Switching Intention

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Abstract

Nowadays, more and more people makeup. Consumers who purchase cosmetics not only want a pleasant shopping experience but also need a considerate treatment by the company. If the company want to be in the consumers' good grace, it must pay attention to the customer's switching intention. The purpose of this paper is to find out what cause consumers to switch the product brand and the switching cost as moderating role. And, how would it affect the switching intention.

This research collecting 103 valid questionnaires and analyzed by descriptive analysis, reliability analysis, Pearson correlation analysis and regression analysis. According to the results, this research found the four factors to influence on the consumer switching intention; they are "service quality", "brand image", "brand loyalty", and "consumer satisfaction". Finally, using the switching cost as moderating role, the result of regression when switching cost in low situation has a negative significant effect on the relationship between service quality, customer satisfaction and switching intention. In addition, the service quality and customer satisfaction can even reduce customer switching intention when customers are in low switching cost situation.

Keywords: Brand Image, Brand Loyalty, Service quality, Consumer Satisfaction, Switching Intention, and Switching Cost.