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Synthesis of Consumer Switching Research: A Proposal for Comprehensive Framework

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Abstract. Consumer switching can have a considerable effect to company performance through customer retention and acquisition. A literature review in this paper explores what has been researched regarding consumer switching behavior, especially in a context of information systems. In the review several theoretical and research practice related problem areas are identified. As a result, a theoretical contribution is made in a form of a proposal for comprehensive framework for switching. The proposed framework is based upon theory of migration (Lee 1966) and push-pull-mooring framework (Bansal et al. 2005; Moon 1995). The purpose of the proposed framework is to fill the identified gaps and serve for the benefit of future sense making, comparison and evaluation of consumer switching research.

Keywords. Conceptual framework, consumer switching behavior, literature review, push-pull-mooring framework, switching, theory of migration

1 Introduction

The concept of switching is common for every consumer through practice. Understanding how consumer switching works can be of great importance to companies. At general level switching refers to a movement from one entity to another (Bansal et al. 2005). This movement can be physical such as a person changing a place of residence. The movement can be also conceptual such as in service context replacing an incumbent service provider with a substitute service provider (Bansal and Taylor 1999; Keaveney 1995) or starting to use a new product instead of a previously used one. This paper will discuss conceptual switching in the context of both products and services. Switching, as an aggregated phenomenon called consumer switching behavior, can have considerable repercussions to a company performance in form of customer retention and acquisition. Consequently, a comprehensive understanding of consumer switching behavior can guide product and service designs for the benefit of customer retention and acquisition.

A literature review conducted in this paper suggests that research on consumer switching behavior has been hinged by a few issues. First, the research has been splintered into two parallel and partly independent literature streams: switching barrier research and switching research which mainly considers switching facilitating factors. Essentially, these two literature streams examine the same issue of consumer switching behavior but from different ontological perspectives: whether the objective of a study is prevent or facilitate consumer switching. Second, research on consumer switching behavior has been scattered into multiple research disciplines such as marketing, services and information systems (henceforth IS). The

divided literature streams coupled with scattered research disciplines can add up to the lack of comprehensive consumer switching behavior studies. Third, overall the switching research has been lacking an overarching framework (Bhattajerjee and Park 2014). An overarching framework should structure consumer switching behavior with concepts that are common to switching irrespective of context, and combine the perspectives of parallel literature streams. Only a few attempts for an overarching framework has been made but none of the has been able to comprehensively combine both switching facilitating and inhibiting perspectives. In the field of IS, the consumer switching behavior research is still emerging. Yet still, the issue of incomprehensive theoretical grounding is as pervasive as in the other disciplines.

The current situation of scattered consumer switching behavior research presents an opportunity to review the present literature and propose a conceptual model that synthesizes and extends existing literature (Webster and Watson 2002). Therefore, first, this paper will review the consumer switching behavior literature with an emphasis on the IS. Second, an evaluative framework for theoretical comprehensiveness in consumer switching research will be developed to identify gaps in the extant literature. Third, based on the findings of literature evaluation, a conceptual framework will be proposed with an objective to assist subsequent comparison and sense making in consumer switching behavior research.

2 Literature Review

2.1 Search Process and Literature Overview

The literature review conducted in this paper applies the guidelines set by Webster and Watson (2002) and Vom Brocke et al. (2009). Therefore, the literature search begun with a search word investigation using Scopus bibliographic database. Scopus was select as a search tool because it provides approximately 20% larger coverage compared to Web of Science and more consistent results compared to Google Scholar (Falagas et al. 2008). The initial Scopus search was anchored into an established paradigm of IS literature: technology adoption. The anchoring was chosen due to concept of switching being still relatively unknown in the IS literature. Furthermore, technology adoption – partially overlapping but conceptually different from switching – has a strong foothold in the IS discipline through traditional theories such as technology acceptance model (Davis 1989) and innovation diffusion theory (Rogers 2003). Generally, the process of switching can be considered occurring after technology adoption process. While both of these processes exert many similar qualities, they are not the same mainly because in switching a recognition of prior product or service is fundamentally inwoven into the conceptual examination. Consequently, the term “post adoption” was utilized as a search word for the Scopus search.

The initial search yielded 236 articles of which only 58 could be regarded as IS post-adoption articles based on an abstract level review. Further review revealed that only six of these articles (Huh and Kim 2008; Hsieh et al. 2012; Tseng and Lo 2011; Tseng and Chiang 2013; Ye et al. 2008; Zhang et al. 2009) could be counted as examining consumer switching. The rest of the articles mainly focused on IS use or organizational level of switching.

The low yield of consumer switching articles in post-adoption called for a different approach. Therefore, backward and forward searches were applied for the six aforementioned articles and continued with subsequently found articles (see Webster and Watson 2002). Because of the seemingly low initial turnover of IS consumer switching articles, the investigation was further broadened beyond IS articles to include a relevant consumer

switching literature of different fields published in both in journals and top level conference proceedings. Nevertheless, the primary focus was still on IS studies. Moreover, searches were concentrated on studies after 1995 because consumer switching studies prior to 1995 focused primarily on brand switching of frequently purchased consumer products in which price deals and variety seeking were considered as primary factors for switching (Ye and Potter 2011).

The broadened search yielded 41 consumer switching behavior articles – including the original six articles from the initial Scopus search. The reviewed literature involves a broad scope of articles revealing two partially separate streams of literature: switching barrier research which considers switching inhibiting factors and switching research which mainly considers switching facilitating factors. Whereas studies examining switching facilitating factors employed often switching intentions (e.g. Polites and Karahanna 2012; Wieringa and Verhoef 2007) and actual switching (Ganesh et al. 2000; Keaveney 1995) as dependent variables, the studies examining switching inhibiting factors utilized concepts such as loyalty (e.g. Jones et al. 2000; Kim and Son 2009) and commitment (e.g. Bansal et al. 2004).

Of the 40 articles 23 can be considered as IS studies since they examine switching of information and communication technology related products or services. On the research subject level, IS research has been looking primarily into various internet and mobile technology related services and products such as portal sites (Keaveney and Parthasarathy 2001; Kim and Son 2009), blog services (Hsieh et al. 2012; Zhang et al. 2009; 2012), web browsers (Ye et al. 2006; 2008; Ye and Potter 2011) and cross-generation mobile phone switches (Huh and Kim 2008; Tseng and Lo 2011; Tseng and Chiang 2013).

The rest of the studies stem principally from marketing and service research. The subjects have mainly concerned services such as banking (Bansal and Taylor 1999; Colgate and Lang 2001), supermarket retail (Roos 1999), energy service providers (Wangenheim and Bayón 2004; Wieringa and Verhoef 2007) and auto repair services (Bansal et al. 2004; 2005). The reviewed articles are principally empirical research articles. However, there are also two purely theoretical articles (Dick and Basu 1994; Njite et al. 2008). A more itemized list of the reviewed literature can be found from the Appendix.

2.2 Conceptual Frameworks for Consumer Switching

Various frameworks have been adopted to structure reviewed studies. In most cases these frameworks were adopted to structure a specific research setting rather than building a general level comprehensive framework. These research-specific structures contained for example a classifications of personal factors (Balabanis et al. 2006; Bansal and Taylor 1999; Bansal et al. 2004), division to personal factors and incumbent service factors (Chen and Hitt 2002), divisions to incumbent and substitute product or service (Polites and Karahanna 2012; Roos 1999) and classification of switching costs (Burnham et al. 2006).

Only a few attempts have been made to create more general theoretical framework to structure consumer switching. The earliest example in this literature sample is a framework for customer loyalty (Dick and Basu 1994) which builds upon extant loyalty literature and draws parallels from personal factors such as attitude and situational factors such as social influence to commitment and motivation to search alternatives. However, the framework mainly disregards factors that relate to actual products or services affected by switching.

Keaveney (1995) collected a classification of factors that facilitate switching in a service context. The listed factors concerned principally incumbent service from which a switch is

conducted. However, potential factors that may inhibit or prevent switching behavior were not considered in this framework.

A general systems theory was adapted to consumer switching context with a division to situational and company-specific factors (Njite et al. 2008). However, the adaptation does not extrapolate clearly how these factors affect consumer switching decisions. Only companies' control mechanism against customer attrition is presented as inhibiting to customer switching behavior. Additionally, this approach also involves a concept of feedback loop – an ignored concept in other theoretical frameworks. It describes an effect of information and experience gained from a potential substitute product or service to perceptions of an incumbent product or service. Similar ideas of reciprocity between the incumbent and potential alternatives have been also implied in innovation adoption context (see Rogers 2003).

Only overarching consumer switching framework that has received some foothold in IS literature is the Push-Pull-Mooring framework (henceforth PPM framework; Bansal et al. 2005; Moon 1995). The framework was introduced in service context and it has been utilized subsequently by 11 empirical IS switching articles. In the PPM framework factors affecting to switching are classed into three categories: push, pull and mooring. Push factors are negative factors inherent to an incumbent product or service from which these factors encourage a consumer to switch. Pull factors are positive factors of a possible substitute product or service that entices an individual to make a switch. Conversely, Mooring factors refer to life-course, cultural, and spatial factors that have a dualistic nature to both facilitate or inhibit switching decision making (Bansal et al. 2005; Moon 1995).

The PPM framework has its roots in human migration literature (see Lee 1966; Moon 1995). However, the currently dominant version of the PPM framework (Bansal et al. 2005) paints a simplified picture of its original migration research inspiration, a theory of migration (Lee 1966). Whereas the PPM framework (Bansal et al. 2005; Moon 1995) has three categories of factors affecting switching – push, pull and mooring – the original framework has four categories: factors associated with origin, factors associated with destination, intervening obstacles and personal factors. The original four factors also accepted that the effect to switching behavior could be either facilitating or inhibiting. Only exception was the intervening obstacles which ranged from inhibiting effect to neutral effect (Lee 1966).

A dualistic perspective combining both facilitating and inhibiting aspects to switching were addressed more comprehensively in the original PPM framework (Moon 1995) until its latest incarnation (Bansal et al. 2005). In the original a concept of value stretch described how same factors may be perceived differently by different individuals and how this perception difference can lead to different decisions: either facilitating or inhibiting switching (Moon 1995). However, the connection to the push, pull and mooring factors was not made evident and, therefore, the value stretch concept was probably not referred in the succeeding version of the PPM framework (Bansal et al. 2005). Consequently, the subsequent PPM studies (e.g. Hsieh et al. 2012; Zhang et al. 2009) have ignored the value stretch concept.

2.3 Evaluative Framework Drawn from Extant Conceptual Frameworks

Drawn from the extant frameworks for consumer switching – especially from the PPM framework (Bansal et al. 2005; Moon 1995) and the theory of migration (Lee 1966) – a parsimonious structure for consumer switching behavior emerges. To a large extent the consumer switching literature seem to recognize an existence of concepts such as origin and

destination. The origin – a term adopted from Lee (1966) – refers to issues associated with a product or service from which the act of switching begins. Some of the reviewed articles use term incumbent service or product for this concept. The destination – another term adopted from Lee (1966) – on the other hand refers to the end state of the act of switching, the service or product that will be used after the process of switching ends. Some of the articles referred to the destination by using term substitute service or product.

Apart from origin and destination, there is also a wide array of other factors recognized in the reviewed that may affect a switching process. The PPM framework (Bansal et al. 2005; Moon 1995) used term mooring factors and theory of migration (Lee 1966) utilized intervening obstacles and personal factors. However, both of these frameworks seem to address the factors outside the origin and destination incomprehensively or inaccurately. The theory of migration (Lee 1966) does not address the facilitating perspective of these other factors in intervening obstacles whereas PPM framework (Bansal et al. 2005; Moon 1995) creates confusion with the mooring label which implies about sole switching inhibiting effect despite the dualistic combination of facilitating and inhibiting effects are mentioned in the mooring factors' definition. Moreover, the mooring factors definition does not include possible effect of social, personal and informational factors. Therefore, for a sake of clarity and in order to distance ourselves from extant definitions, let us call these factors outside the origin and destination factors as mediator factors.

Now we have a set of three dimensions drawn from the extant consumer switching behavior literature that should be present generally in every switching process. Each of the three dimensions also includes the switching facilitating and inhibiting perspectives. As a result these three dimensions – origin, destination and mediator factors – can be used as an evaluative framework to examine the reviewed literature on consumer switching behavior.

2.4 Limitations in Consumer Switching Research

Utilizing the evaluative framework from the previous section, a number of limitations can be recognized from the reviewed switching literature. However, the evaluative framework is only applied to the ontological premise of the reviewed articles. This means that only the frameworks of the studies are evaluated with an emphasis on construct definitions and survey items. The evaluation restriction to the ontological premises is applied because the amount of variable research contexts is rather extensive and the intention of this evaluation is to reveal what has been examined instead of what has been concluded from the findings.

The limitations in the reviewed literature are following: First, examination of the origin factors seem to be rather narrow. Over half of the studies examining origin factors' effect to switching or loyalty are using dissatisfaction or satisfaction as a sole measure. Evidently there are other factors that could affect the origin than just satisfaction measures. These measures can be more general such as pricing (Keaveney 1995; Wieringa and Verhoef 2007), quality (Bansal and Taylor 1999; Bansal et al. 2005), inconvenience (Keaveney 1995; Lai et al. 2012) and usage (Chen and Hitt 2002; Huh and Kim 2008) or more context-dependent such as writing anxiety (Hsieh et al. 2012) or engagement (Hou et al. 2011).

Second, the role of destination factors have also been considered through a rather narrow lens. Often factors affecting to selection of a destination are compiled into a single variable of alternative attractiveness (e.g. Bansal et al. 2005; Zhang et al. 2009). This type of examination also aggregates all the possible destination options into a single construct. As there is no

consideration over the different substitute options, an important and easily obtainable information may be lost; why a certain substitute is selected over other options? Conversely, a relegation of destination factors to a single variable may be justified in the cases where the switch destination is known and clearly defined concept such as for example cross-generation mobile phone switching (Huh and Kim 2008; Tseng and Lo 2011; Tseng and Chiang 2013).

Third, there has been some confusion about framework dimensions in PPM framework (Bansal et al. 2005; Moon 1995) which all seem to be stemming from interpretations of mediator factors or as it was called in the PPM framework: the mooring factors. Even though mooring factors by definition are dualistic by incorporating both facilitating and inhibiting perspectives to switching, in practice the factors are interpreted by most of the PPM studies as its label implies: inhibiting switching. Chiu et al. (2011) even define mooring solely as a inhibiting dimension. Furthermore, the confusion with the mooring factors has also led to mislabeling of tested constructs. For example, both Cheng et al. (2009) and Lai et al. (2012) positioned a peer influence variable as a destination factor even though peer influence is a measurement for social influence. Therefore, the peer influence should be positioned outside of the scope of destination factors. Only a single PPM study (Hou et al. 2011) has embraced the facilitating side of the mooring dimension. Two additional studies (Bhattacharjee and Park 2014; Chiu et al. 2011) exhibited variables having switch facilitating mooring effects. However, neither of these studies labeled these variables explicitly as being mooring factors.

Fourth, when the facilitating and inhibiting perspectives of switching are taken into account, the evaluative framework consists of six sub-dimensions. However, none of the reviewed articles conducted a comprehensive examination exhibiting all of these six sub-dimensions of the evaluative framework. In fact, 90 percent of the reviewed articles considered only three or less sub-dimensions of the potential six in their examinations. Furthermore, none of the reviewed articles justified the omission of these sub-dimensions from their examination in any form.

Fifth, the balance among different sub-dimensions of the evaluative framework is uneven in the reviewed literature. Figure 1 illustrates the distribution of the examined evaluative framework sub-dimensions in absolute amounts. For studies utilizing the PPM framework (Bansal et al. 2005; Moon 1995), the results show evident lack of inhibiting perspectives of both origin and destination factors. This tendency can be expected as these sub-dimensions are not defined in the framework. Furthermore, the confusion relating to the mooring dimension of the PPM framework is obvious because there is a clear unbalance between the facilitating and the inhibiting perspectives.

At a general level, the figure 1 shows also a sub-dimensional unbalance. Both facilitating perspective to mediator factors and especially the inhibiting perspective to destination factors are overlooked compared to other evaluative framework sub-dimensions. Only approximately one fourth of the total reviewed articles considered facilitating mediator factors of switching and even less considered the inhibiting destination factors. The results of IS research are very similar to general level examination; facilitating mediator factors and inhibiting destination factors are categorically overlooked compared to other evaluative framework sub-dimensions.

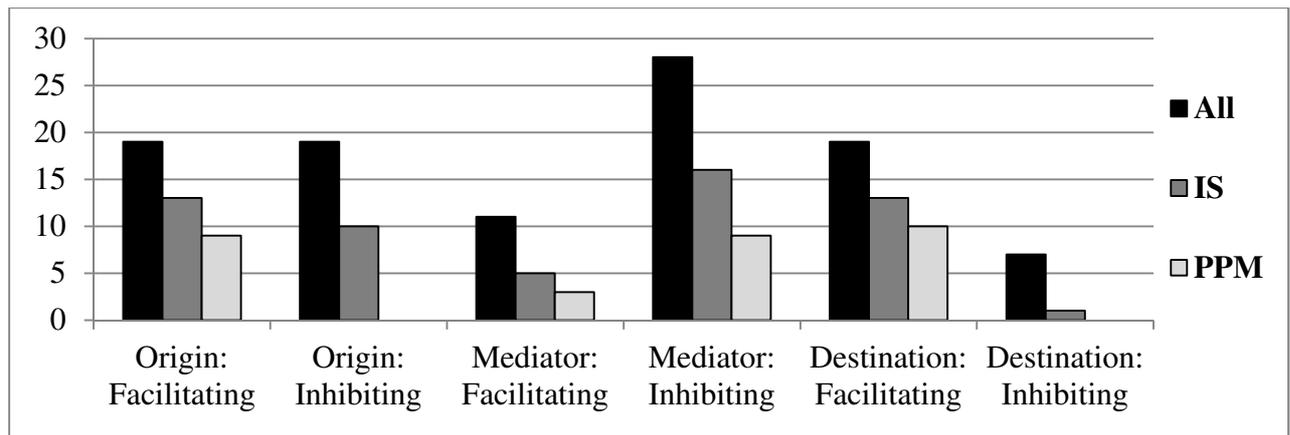


Figure 1: Distribution of reviewed literature examinations in the evaluative framework

Sixth, there are two additional limitations in the reviewed literature which are not observable through the evaluative framework. These two limitations seem to be stemming from the ontological assumptions that the reviewed studies have made. Firstly, many of the reviewed studies seem to make an assumption that the switching process is triggered by the origin factors, especially by satisfaction. However, these studies do not venture very far to investigate factors affecting to the satisfaction. This oversight may become troublesome because both destination and mediator factors may affect the satisfaction through the concept of feedback loop (Njite et al. 2008; Rogers 2003). Secondly, there seem to be an ontological tendency to structure studies so that a switch is expected to occur. This assumption often leads to the samples that consist solely of switchers. Therefore, many of the studies are inclined principally to examine factors that only facilitate switching rather than including also inhibiting perspectives (e.g. Bhattacharjee and Park 2014; Keaveney 1995). Similarly in the case of switching barrier studies, an observable concentration of examination is solely on inhibiting factors (e.g. Keaveney and Parthasarathy 2001; Kim and Son 2009) leading to favor samples consisting solely of individuals not willing to commit to the act of switching. Consequently, only a few studies compared samples of switchers and stayers (Ganesh et al. 2000; Roos 1999; Wangenheim and Bayón 2004).

3 A Proposal for a Comprehensive Framework

Wide variety of research subjects and structures can make a comparison of studies difficult – especially if research constructs cater only for a contextually dependent research setting. A clearly structured and communicated overarching framework can help sensemaking of the empirical findings, resolve conflicting observations, and offer guidance for selecting constructs and creating hypotheses in switching research (Bhattacharjee and Park 2014) as well as help to recognize inadvertently omitted perspectives. However, these type of overarching frameworks for consumer switching behavior have been scarce (Bhattacharjee and Park 2014). Yet still, based on the previous section findings, there is an evident need for that kind of comprehensive framework.

Therefore, emulating the evaluative framework of this paper which draws from theory of migration (Lee 1966) and the PPM framework (Bansal et al. 2005; Moon 1995) I propose a comprehensive framework for consumer switching behavior. This proposed framework aims

to synthesize the two parallel and partly overlapping literature streams of switching barriers and consumer switching by involving both the facilitating and inhibiting perspectives of switching. Furthermore, the proposed framework is intended as a general level framework that does not discriminate any particular kind of switching. Moreover, the framework is proposed to address all the limitations identified in the previous section.

The comprehensive framework for switching is illustrated in Figure 2. The framework is divided into three dimensions with two sub-dimensions in each as in the evaluative framework. Each of the sub-dimensions is now labeled individually in order to alleviate confusion with the constructs of the emulated frameworks: the theory of migration (Lee 1966) and the PPM framework (Bansal et al. 2005; Moon 1995).

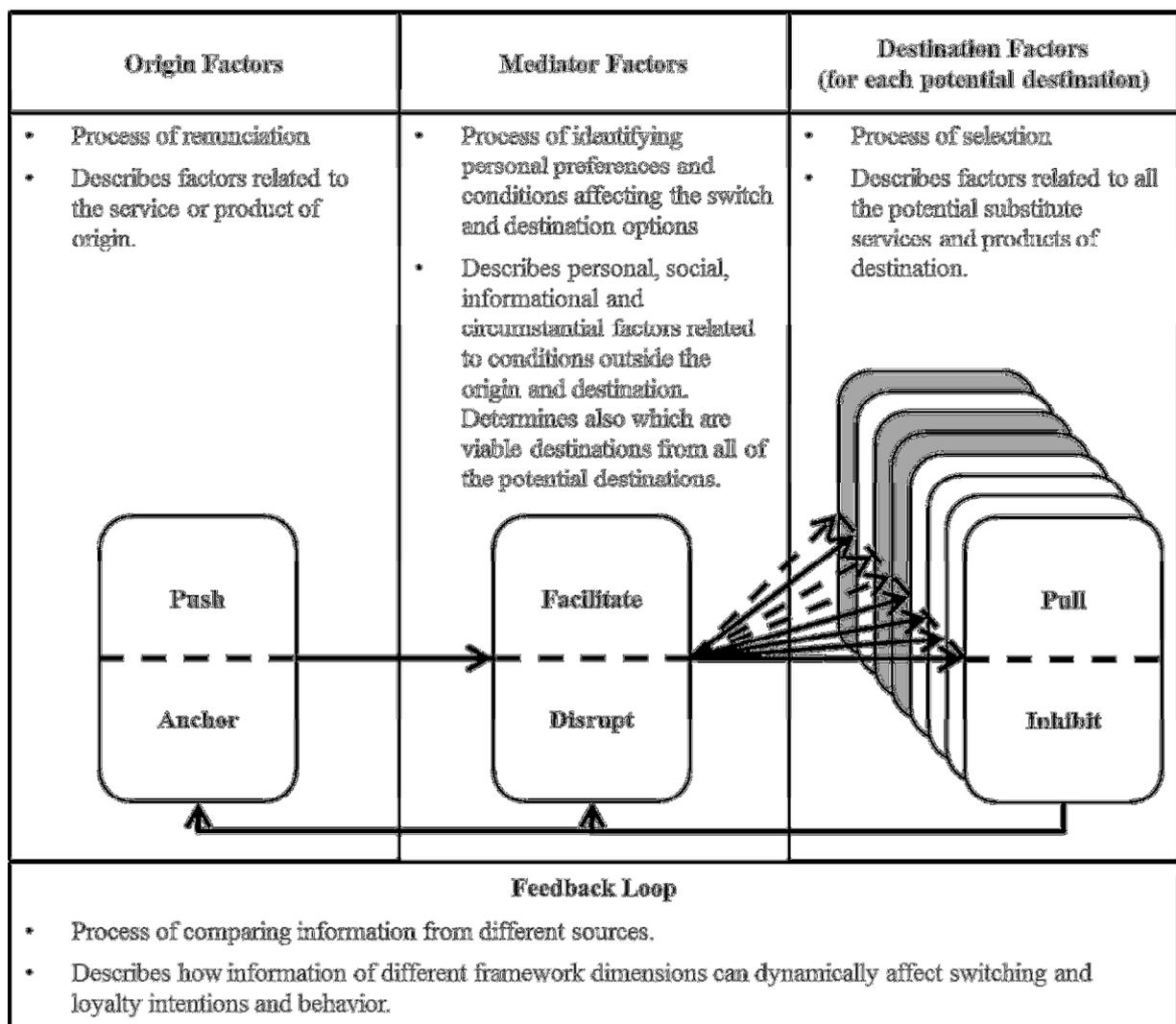


Figure 2: Extended framework for switching

- **Origin Factors** relate to an incumbent situation or retrospectively to an origin state from which a switching process will be or was initiated. The two sub-dimensions are Push and Anchor. *Push* is exactly the same as in the PPM framework (Bansal et al. 2005; Lee 1966; Moon 1995); factors that cause displeasure at the origin state and encourage initiating a process of switching. *Anchor* is the opposite of push: factors that cause satisfaction at the origin and persuade refraining from switching.

- **Mediator Factors** combine intervening obstacles, personal factors (Lee 1966) and mooring factors (Bansal et al. 2005; Moon 1995) by describing personal, social, informational and circumstantial factors that do not relate either the origin or the destination. The sub-dimensions are Facilitate and Disrupt. *Facilitate* describes personal, social, informational and circumstantial factors that enable and assists switching whereas *Disrupt* is the opposite; personal, social, informational and circumstantial factors the hamper or even prevent switching or picking a certain destination alternative from all of the possible alternatives. In figure 2 the unavailable but possible alternatives are illustrated in gray color at the destination factors section.
- **Destination Factors** is a combination of factors describing all the alternatives that are possible for an individual to consider during a switching process. This dimension differs from the anterior PPM framework (Bansal et al. 2005; Lee 1966; Moon 1995) in its pluralistic view as it aims to avoid a simplified aggregation variable for every possible substitute alternative. Sub-dimensions for destination factors are Pull and Inhibit. *Pull* is the same as in the anterior PPM framework (Bansal et al. 2005; Lee 1966; Moon 1995) describing positive factors in a possible destination that entice an individual to pick that destination over the other alternatives. Conversely, *Disrupt* is the opposite of Pull describing the negative factors in a possible destination that make an individual to second-guess for picking that particular alternative.

The proposed framework addresses to the issue of narrow perspective to both the origin and destination dimensions by highlighting both the facilitating and inhibiting perspectives to switching through the framework sub-dimensions. Furthermore, the destination dimension is even further underlining the broader perspective by applying a pluralistic view to the destination options. However, as this framework is intended as parsimonious general level framework, it is left up to subsequent research to respond this urge to broaden the examination perspectives relating to both origin and destination dimensions.

Compared to the precursor frameworks – the theory of migration (Lee 1966) and the PPM framework (Bansal et al. 2005; Moon 1995) – the proposed framework is now more balanced and comprehensive. Therefore, if the framework will be applied correctly, it should enable more coherent and comprehensive examination of consumer switching behavior. Furthermore, if it is not possible to consider all of the framework dimensions and sub-dimensions, the framework structuring can also be utilized to recognize and justify the omissions.

The comprehensive framework involves also a process perspective since switching can be perceived as a process. The process perspective enables a linkage to other established theories utilized in the IS research such as innovation diffusion theory (Rogers 2003) and expectation disconfirmation theory (Oliver 1977; 1980). The proposed framework connects to the innovation diffusion theory (Rogers 2003) through adoption decision process. Similar decision processes are prevalent in all three dimensions as well as in the feedback loop. In each of these dimension a process involving acknowledgement, persuasion, decision, implementation and confirmation (Rogers 2003) can be identified irrespective of whether the process ends up with renunciation of an incumbent product or service (*origin*), identifying, comparing and validating information (*mediator* and *feedback loop*), or selection of a substitute product or service (*destination*).

The concept of feedback loop (Njite et al. 2008; Rogers 2003) can be connected to the previously identified limitation in which satisfaction within the origin was an assumed trigger

for switching. Feedback loop describes the dynamic nature how these framework dimensions can affect each other. Therefore, a feeling of dissatisfaction in the origin and subsequent switching intentions may be caused by an obtained knowledge from mediator and destination dimensions. For example, this can happen so that an individual learns about a new product that has unique features. This may lead to certain type of expectations concerning the individual's currently used origin product. If the origin product does not adequately match to these unique features presented by the new product, the individual's increased expectations to the performance of the origin product are not met. This may lead to feeling of disconfirmation and subsequently triggering of the switching process. Moreover, this example describes the information comparison process of the feedback loop and the subsequent trigger to switch in similar terms as the expectation disconfirmation theory (Oliver, 1977; 1980).

4 Conclusions

This article examined the level of understanding to consumer switching behavior through literature review. Currently, the consumer switching behavior literature has been splintered into two parallel literature streams and an absence of an overarching comprehensive framework has add to the confusion. An evaluative framework was devised based on the theory of migration (Lee 1966) and the PPM framework (Bansal et al. 2005; Moon 1995) to evaluate the current level consumer switching behavior literature.

The evaluation revealed a number of limitations such as simplistic examination of both the origin and the destination dimensions, confusion in the utilization of the PPM framework (Bansal et al. 2005; Moon 1995), incomprehensive overall examination of consumer switching in terms of the evaluative framework and ontological assumptions that further reduce the comprehensiveness of consumer switching research. As a result, a comprehensive framework for switching was proposed to address these aforementioned issues.

The proposed framework structures consumer switching behavior influencing factors into three dimensions: the origin, mediator and destination factors. Each of these dimensions includes also a dualistic aspect of combining switching facilitating and inhibiting perspectives. Furthermore, the proposed framework extends the current frameworks with a pluralistic perspective to the destination dimension and a concept of feedback loop that enable dynamic influence between the framework dimensions. Additionally, a link was established to traditional IS theories such as innovation diffusion theory (Rogers 2003) and expectation disconfirmation theory (Oliver 1977; 1980) through a process perspective. The proposed comprehensive and overarching framework is intended to be utilized to help sensemaking of empirical findings, resolve conflicting observations, and offer guidance for selecting constructs and creating hypotheses in switching research (Bhattacharjee and Park 2014).

4.1 Practical Implications

The proposed framework can also have practical value to product and service companies from a perspective of both customer acquisition and customer retention. Information gained from a company's competitor and market analyses can be structured utilizing using the proposed framework and utilized to calculate for example customer defection risk for different customer segments. The accumulated knowledge can subsequently used to guide a product and service design processes. Furthermore, the proposed framework can also provoke

companies to consider aspects relating to switching more broadly in their competitor and market analyses.

4.2 Limitations

This literature review has a few limitations. First, the approach is theoretical but grounded on empirical research articles. However, no empirical validation is conducted in this paper for the proposed framework. Second, the literature review can be considered as comprehensive only for part of consumer switching behavior research in IS. Besides IS, switching research is only covered in the context of various banking, auto repair, hairstyling, travel and accommodation and energy provider services. Third, the evaluation conducted with the evaluative framework concerns only the research premises and their ontological assumptions. Therefore, no evaluation is conducted on the actual results of the reviewed studies.

4.3 Avenues for Future Research

As this literature review was not completely comprehensive, there is an opportunity to broaden the scope of this paper by reviewing more consumer switching behavior literature and test the fit of the proposed framework. Moreover, the scope of this study can be broadened also by analyzing the actual results and to map out how these findings distribute to the proposed framework dimensions. Additionally, the proposed framework requires an empirical validation. An empirical validation could also serve as a first attempt to create a comprehensive empirical switching study that would take into account all the proposed dimensions and sub-dimensions as well as the plurality of destination dimension and dynamic effects of the feedback loop.

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Appendix: Reviewed Literature Table

This table lists the reviewed literature for this paper. The table also itemized if a reviewed article is examining an IS object (IS), if an article utilizes a PPM framework (Bansal et al. 2005; Moon 1995) to structure the examination (PPM) and if an article examines facilitating (+) or inhibiting (–) perspective in any of the three evaluative dimensions: origin, destination and mediator factors.

Study	Context	IS	PPM	Origin		Mediator		Destination	
				+	–	+	–	+	–
Balabanis et al. (2006)	E-store / Internet shopping	IS			X		X		X
Bansal & Taylor (1999)	Banking and trust agency services			X		X	X		
Bansal et al. (2004)	Auto repair services				X		X		X
Bansal et al. (2005)	Auto repair and hair styling Services		PPM	X			X	X	
Bhattacharjee & Park (2014)	Client-hosted and cloud-computing	IS	PPM	X		X	X	X	
Bolton & Bronkhorst (1995)	Mobile phone subscriptions	IS		X	X				
Burnham et al. (2006)	Credit card and long-distance telephone services				X		X		
Chang et al. (2013)	Social Network Sites	IS	PPM	X			X	X	
Chen & Hitt (2002)	Online brokerage services	IS		X	X				
Cheng et al. (2009)	Social Networking Sites	IS	PPM	X			X	X	

Study	Context	IS	PPM	Origin		Mediator		Destination	
				+	-	+	-	+	-
Chiu et al. (2011)	Consumer electronics cross-channel free-riding	IS	PPM			X	X	X	
Colgate & Lang (2001)	Retail banking and insurance services				X		X		X
Dick & Basu (1994)	Non-specific services					X	X	X	
Ganesh et al. (2000)	Online banking services	IS		X					
Hou et al. (2011)	Massive Multiplayer Online Role Playing Games	IS	PPM	X		X		X	
Hsieh et al. (2012)	Blog Services and Facebook	IS	PPM	X			X	X	
Huh & Kim (2008)	Cross-generation mobile phone switching	IS		X			X		
Jones et al. (2000)	Banking and hairstyling services				X		X		X
Keaveney (1995)	Various services			X		X		X	
Keaveney & Parthasarathy (2001)	Online portal sites	IS			X	X	X		
Kim & Son (2009)	Online portal sites	IS			X		X		
Kim et al. (2004)	Mobile phone service providers	IS			X		X		
Lai et al. (2012)	Mobile Shopping	IS	PPM	X			X	X	
Morgan & Dev (1994)	Lodging services				X	X		X	
Njite et al. (2008)	Non-specific services				X				
Patterson & Smith (2003)	Travel agency, medical, & hairdressing services				X		X		X
Polites & Karahanna (2012)	Google Docs	IS					X	X	
Ranaweera & Pradhu (2003)	Fixed line telephone service	IS			X		X		
Ranganathan et al. (2006)	Mobile digital services	IS			X		X		
Roos (1999)	Supermarkets			X	X		X	X	
Tseng & Lo (2011), Tseng & Chiang (2013)*	Cross-generation mobile phone switching	IS		X				X	
Vázquez-Carrasco & Foxall (2006)	Hairdressing services			X		X	X	X	
Wangenheim & Bayón (2004)	Energy service providers					X	X		X
Wierenga & Verhoef (2007)	Energy service providers			X	X		X		X
Xu et al. (2013)	Social Networking Games	IS			X	X		X	
Ye & Potter (2011)	Web Browsers	IS	PPM	X			X	X	
Ye et al. (2006), Ye et al. (2008)*	Web Browsers	IS			X			X	
Zhang et al. (2009; 2012)*	Blog Services	IS	PPM	X			X	X	
Total		26	11	21	20	11	29	22	7

* Practically the same research framework structure was utilized in two different publication outlets.