The Effect of Switching Costs on the Satisfaction-Continuance Relationship: An Extension of Expectation-Confirmation Model

Emergent Research Forum papers

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Abstract

The expectation-confirmation model (ECM) has been applied to investigate the satisfaction with and continuance of information technology (IT) after its adoption. However, the ECM assumes that the satisfaction-continuance relationship is linear. In the electronics market, however, such a linear relationship may be susceptible to the influence of new variants unique to the Internet. In addition, the ECM-based satisfaction-continuance relationship explains psychological motives for IS continuance nicely, but its framework is insufficient to capture the non-psychological dimensions of IS continuance intention. Subsequently, the inclusion of switching costs, which has been frequently proposed as a determinant of loyalty and a moderator of the satisfaction-loyalty relationship, as a construct of ECM may enrich our understanding of the continuance and the satisfaction-continuance relationship of online services. The addition of switching costs can also improve the theoretical completeness of the model, particularly in the online services context.

Keywords

Expectation confirmation model, IS continuance/discontinuance, satisfaction, switching costs.

Acknowledgements

The work described in this paper was fully supported by a grant from the Research Grants Council of the Hong Kong Special Administration Region, China (Project no, CUHK491313).