URN etd-0407109-183711-809
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Statistics This thesis had been viewed 41 times. Download 0 times.
Department
Year 2005
Semester 2
Degree Master
Type of Document Master's Thesis
Language zh-TW.Big5 Chinese
Title Effect of Product Involvement, Customer Satisfaction and Switching Costs on the Brand Switching Behavior
Date of Defense 0000-00-00
Page Count 96

Keyword
Customer Satisfaction
Switching Costs
Product Involvement
Brand Switch
Logistic Regression

Abstract
When facing intense competition in the same trade, besides, developing new customer groups, how to reduce the customers' brand switching behaviors is also an important topic for companies. For a company, customers' brand switching is a eternal challenge for the sustainable management of enterprisers. Looking back into the former researches relating to brand switching, it is found that customer satisfaction is the main factor influencing brand switching. However, in our real life, some customers still switch a brand even if they have high satisfaction with this product; while customers with low satisfaction would not necessarily switch brands, this study mainly probes into reasons for this phenomenon.

Synthesize the former documents, it is found that switching costs and product involvement are also important factors influencing brand switching, therefore, this study firstly selected mobile phone and facial cleanser, respectively representing products with high and low product involvement, to find out if there's any difference of customer satisfaction and switching costs under different product involvement. At last, this study analyzed the influence of vital statistical variables, customer satisfaction, switching costs and product involvement on customers' brand switching with Logistic Regression.

The results are as follows:

1.The degree of product involvement is in direct correlation with customer satisfaction, switching costs, i.e., the higher degree of product involvement, the higher customer satisfaction and switching costs.

2.Customer satisfaction has distinct influence on brand switching, customer with higher satisfaction has lower chance of brand switching.

3.The influence of switching costs on brand switching differs according to different products, it has distinct influence on brand switching of mobile phones but no influence on brand switching of facial cleansers.

4.After factor analysis, 2 factors are extracted from product involvement: emotional factor of product (interest in the product or the degree of being attracted by the product, etc.) and product recognition (e.g., the product is highly concerned with and significant for the customer). The higher emotional factor or the lower product recognition factor will lead to lower chance of the customer to

switch the brand.
5.In vital statistical variables, occupation has distinct influence on the brand switching of mobile phones and facial cleanser; other items differ according to different products.
Advisory Committee Mei-Chin Chu - advisor

Files No Any Full Text File.
Date of Submission 2006-07-21