A study of the influence of the product negative world-of-mouth effect on consumer switching behavior.

Huang Kaijun, Cai Cuixu

ABSTRACT

This study focused on investigating electronic negative word-of-mouth and its influence on consumer switching behavior. Recent years, shanzhai mobile phones have become popular, and the internet has also become important because consumers always search for knowledge from it. Therefore, whoever searches for information about shanzhai mobile phones to fill out and answer the questions, a total of 500 was sampled to fill out the questionnaire, and the final valid sample was 418. The results reveal that the strength of electronic negative word-of-mouth, the disseminator's expertise would affect the consumer switching behavior. Swatching cost affects the electronic negative word-of-mouth but weakens the disseminator's expertise.

Keywords: electronic negative word-of-mouth, switching behavior, switching cost, shanzhai mobile phone

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References

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Introduction

One of the most important factors in the success of a product is its ability to influence consumer switching behavior. In recent years, shanzhai mobile phones have become popular, and the internet has also become important because consumers always search for knowledge from it. Therefore, whoever searches for information about shanzhai mobile phones to fill out and answer the questions, a total of 500 was sampled to fill out the questionnaire, and the final valid sample was 418. The results reveal that the strength of electronic negative word-of-mouth, the disseminator's expertise would affect the consumer switching behavior. Swatching cost affects the electronic negative word-of-mouth but weakens the disseminator's expertise.

Recommendations

In conclusion, this study has provided insights into the influence of electronic negative word-of-mouth on consumer switching behavior. Further research could explore the impact of different types of online negative word-of-mouth on consumer switching behavior and examine how consumers respond differently to different types of media for negative information.