

Exploring the Critical Factors of User Software Switching Behavior : Perspectives of IDT and TPB

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ABSTRACT

Developing new products is one of the important strategies for software companies to gain competitive advantage. However, understanding the customers what factors influence their switching to use new products is another key to obtain the market share and profit. This study applies innovation diffusion theory (IDT) and theory of planned behavior (TPB) to examine the factors that influence the user's switching behavior for operating system (OS). The proposed model was empirically evaluated by using survey data collected from 266 users concerning their perceptions of OS. The study found that IDT characteristics (relative advantage and compatibility), TPB factors (attitude, subjective norm and perceived behavior control) and perceived price significantly affect user's switching behavior. Specifically, switching cost and personality traits have the moderator effect on user's switching behavior. The results may provide further insights into software design and marketing strategies.

Keywords : Innovation of Diffusion Theory、Theory of Planed Behavior、Price、Personality traits、Switching Costs

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