

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

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ABSTRACT

This study focused on investigate electronic negative word-of-mouth and the influence on consumer switching behavior. Recent years, shanzhai mobile phone is become populare, and the internet also become important because consumer always search knowledge from it, Therefore, who ever search information about shanzhai mobile phone to fill out and answer the products as the questionnaire., A total of 500 were 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 ' expertise would affect the consumer switching behavior. Swatching cost affect the electronic negative word-of-mouth but weaken the disseminator ' s expertise.

Keywords : electronic negative word-of-mouth、switching behavior、switching cost、hanzhai mobile phone

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