

# The Study of the Impacts of Satisfaction, Regret and Switching Barriers on Transition Behavior of World-Famous Brand ...

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## ABSTRACT

Cellular phone manufacturers have invested lots of resources to engage in product innovation recently to provide diversified and new functional mobile phones to consumers. For example, mobile phones equipped with wireless headsets, voice dialing, superior pixel digital photographing, digital media, Bluetooth, wireless transformation, GPS and PDA, are. In addition, they also strengthen the specialties of products to promote competitive advantages, switch the mobile phones from enduring products to consuming products and arouse the fashion of the usage of 3C to attract consumers to switch their mobile phones. Results and suggestions: 1. Cellular phone design significantly influences the satisfaction and the regret altitude of consumers. We suggest that cellular phone manufacturers should invest more resources into cellular phone function design and provide better supporting services to improve consumer's satisfaction and reduce consumer's regret. 2. cellular phone manufacturers can increase the degree of consumers' switching barriers and decrease consumers' churn intention by constructing switching costs. 3. Switching barriers do not significantly influence consumers' churn intention. The reason may be either the sample size is too small or the questionnaire is not in details to entail the actual viewpoints of the consumers. 4. Churn intention may result in switching behavior. That is, consumers may be more inclined to take switching action when the churn intentions are higher. Hence, cell phone manufacturers should not only enhance the core competition advantages and construct effective switching barriers, but also provide substantial service to eliminate consumers' churn intention.

Keywords : consumer satisfaction、regret、switching cost、switching barriers、churn intention、switching behavior

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