

The Influence of Switching Costs on Negative Word-of-Mouth: Capital as Moderators

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ABSTRACT

The purpose of this study was to investigate the influence of switching costs on negative word-of-mouth, and examine the moderating effect of social capital, financial capital, and human capital. Data collected from 269 questionnaires were analyzed by hierarchical multiple regressions. The major findings indicated that (1) Switching costs was positively related to negative word-of-mouth. (2) The relationship between switching costs and negative word-of-mouth is weaker when social capital is higher. (3) The relationship between switching costs and negative word-of-mouth is stronger when financial capital is higher. (4) The relationship between switching costs and negative word-of-mouth is weaker when human capital is higher. Finally, implications of these findings for management practice and future research are discussed.

Keywords : Switching Costs ; Negative Word-of-Mouth ; Social Capital ; Financial Capital ; Human Capital

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