

# The Antecedents and Consequences of Customer Switching Costs for Mobil Phone Industry

Arthur Lin  
Associate Professor  
Department of Business Administration  
National Taipei University

Christine Chou  
Ph. D. Candidate  
Department of Business Administration  
National Taipei University  
Address: No. 1, Shih-Yuan Road, Wenshan 116, Taipei, Taiwan.  
E-mail: [chrischoutw@yahoo.com](mailto:chrischoutw@yahoo.com)

## Abstract

The concept of switching cost is widely adopted in economics, psychology as well as in employee relations. However, the application of switching cost could be further developed in other fields. This paper is to apply the theory of switching cost into marketing research. According to Burnham et al. (2003), there are three types of switching costs: (1) procedural switching costs; (2) financial costs; and (3) relational switching costs. In addition, with the rapid growth of mobile phone market worldwide, we need to know better about the users' consumer switching costs so as to compose a comprehensive marketing strategy for players in the market. This paper will modify the framework and try to produce referential findings from the study of mobile phone industry in terms of antecedents and consequences of switching costs. It is hoped that this research will thus enhance the understanding of switching costs for researchers and managers. The managerial implications will be also provided.

Key words: Switching cost, exit, voice, loyalty  
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