Abstract

Generally, both scholars and practitioners agree that satisfaction is a necessary condition for customer retention. However, this work focuses on the cases where it is not a sufficient condition. Two empirical applications to the mobile phone services and vacation destination contexts have been carried out to illustrate some of the reasons that may lead satisfied consumers to switch providers. Findings show an important difference between satisfied and highly satisfied users in mobile phone services because the formers are more prone to exit their company. Furthermore, both in mobile phone services and in vacation destinations the consumers more willing to switch have a higher perception of alternative attractiveness, feel a lower anticipated regret and show a higher variety seeking propensity than the consumers more reluctant to switch service providers.

Keywords

Switching intention, satisfaction, alternative attractiveness, variety seeking, regret