

## How Does Customer Experience Shape the Attitude Towards and Intention to Brand Switching?

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### Abstract

Customer Experience (CeX) and Brand Switching Behavior (BsB) of customers play an important role in the market performance of brands. The underlying relationship between these two constructs to shed light into the success factors in the contemporary consumer markets. This study aimed to (1) explore the relationship between CeX and BsB behavior including Attitude Toward Switch (AtS) and Intention to Switch (ItS), (2) understand the effects of CeX on Customer Satisfaction (CuS), Brand Trust (BaT) and Brand Loyalty (BL), and (3) propose and test a sequential model of these relationships. The results of the study confirmed that positive CeX which has a statistically significant effect on CuS, BaT and BL, eventually leads to the decreasing levels of AtS and ItS through the effect of BL. On the other hand, CuS and BaT are also found to be effective on BL. Finally, AtS is found to be effective on the ItS.

**Keywords:** Customer Experience, Brand Switching Behavior, Attitude Toward Switching, Intention to Switch.