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Reasons Consumers Switch Products in the Era of Digital Abundance: A Study of E-Commerce Behavior in the Border Region of North Kalimantan

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Abstract

This study aims to examine the influence of price sensitivity, perceived variety abundance, and electronic word-of-mouth (eWOM) on consumer switching behavior in e-commerce platforms, with consumer trust in alternatives as a mediating variable. A quantitative approach with an explanatory design was used to analyze data from 300 active e-commerce user respondents in the North Kalimantan border region. Data processing was carried out using Structural Equation Modeling (SEM) techniques based on Partial Least Squares (PLS). The results of the analysis indicate that all exogenous variables have a significant influence on switching behavior, both directly and indirectly through consumer trust. Price sensitivity has the largest total influence on switching, followed by perceived variety abundance and eWOM. This study contributes to strengthening the Stimulus–Organism–Response (SOR) theory in the context of digital consumer behavior, specifically by positioning trust as a psychological mechanism that bridges the influence of the digital environment on switching decisions. These findings also have practical implications for e-commerce managers in designing pricing strategies, presenting product variations, and managing online reviews to build trust in alternative products and manage consumer loyalty more effectively in an era of high digital competition.

Keywords: Switching behavior; e-commerce; price sensitivity; perceived variety abundance; eWOM.

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INTRODUCTION

In recent years, the digital consumption landscape has undergone significant transformation along with the rapid growth of e-commerce platforms in various parts of the world, including Indonesia (Istiqomah, 2022). In the era of digital abundance, consumers are now faced with thousands of product choices on a single online platform accessible at the touch of a finger (Agustina et al., 2024; Suwanan & Allya, 2023). This phenomenon has triggered a shift in consumer behavior, shifting from being loyal to a brand or product to becoming more volatile and opportunistic in switching products or brands (Kembau & Lendo, 2025). This switching is often triggered by easy access to product information, an abundance of alternatives,

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promotional dynamics, and widespread digital reviews (Annisa Wahdiniawati et al., 2024). In the context of Indonesia, which is one of the fastest-growing digital markets in Southeast Asia, understanding the factors that drive consumer switching behavior is crucial, not only for business actors but also for the development of digital consumer behavior theory (Agustina et al., 2024).

Switching behavior in the digital context is no longer solely driven by disappointment with existing products, but also by increasing consumer expectations for more personalized, fast, and relevant shopping experiences (Tarmizi & Lidiana, 2024). In the experience economy, consumers demand more than just product quality; they expect convenient platform navigation, speed of service, and accuracy of available information (Tarmizi & Lidiana, 2024; Wattoo et al., 2025). Consequently, factors such as an unintuitive user interface, late delivery, or unclear return policies can trigger consumers to switch to other products or brands that offer a superior digital experience (Tarmizi & Lidiana, 2024; Wattoo et al., 2025). On the other hand, e-commerce strategies such as the use of recommendation algorithms, personalized offers, and aggressive discount campaigns also play a big role in indirectly encouraging switching , even when consumers are not completely dissatisfied with the products they previously used (Tarmizi & Lidiana, 2024; Wattoo et al., 2025).

This tendency to switch products is also reinforced by the increasingly instantaneous and impulse-based nature of digital consumption, where consumers often make decisions without a thorough evaluation process, but rather based solely on visual exposure, online testimonials, or emerging social trends (Mhd Yusak et al., 2022). In this context, the influence of social media, digital influencers, and algorithm-based reviews significantly influence impulsive purchasing decisions (Mhd Yusak et al., 2022; Mufti & Hariyanto, 2025). This change signals a paradigm shift from previously rational consumer behavior to one that is more emotional and adaptive to the dynamic digital environment (Mohamad Roseli et al., 2024). Therefore, understanding switching behavior is not sufficient with only classic approaches such as quality and price, but also requires considering digital-native variables such as perceptions of an abundance of choice, ease of use of technology, and trust in the digital system itself (Mhd Yusak et al., 2022). This study attempts to bridge this understanding gap by developing a switching behavior model that is appropriate to the highly competitive and digitally characterized Indonesian e-commerce context.

Although the literature on switching behavior has grown over the past few decades, most previous studies have focused on service switching, such as banking, telecommunications, and public utilities (Agustina et al., 2024). Studies examining switching behavior in the context of digital products, particularly on e-commerce platforms in developing countries, are still limited (Ardiansyah & Wardhani, 2023). Furthermore, most theoretical approaches have not fully captured the complexity of consumer switching decisions in the digital era, where factors such as choice overload (Q. Li et al., 2021), online reviews (Kusawat & Teerakapibal, 2022), and ease of technological navigation are becoming increasingly dominant (Vescovo, 2025). This literature gap highlights the need to update conceptual models to take into account the unique characteristics of contemporary digital ecosystems (Chang et al., 2023).

The limitations of previous studies in revealing switching behavior on e-commerce platforms are also caused by a theoretical focus that tends to generalize consumer motivations without considering the fast-paced, real-time, and algorithm-based digital context. (Naboureh et al., 2023). In the digital ecosystem, switching

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decisions are not only based on dissatisfaction with previous products but are also influenced by intensive exposure to targeted advertising, personalized promotions, and content curated by recommendation systems (Raji et al., 2024). This causes consumers to be more reactive and adaptive to external stimuli, ultimately accelerating the tendency to switch from one product to another (Naboureh et al., 2023). Unfortunately, psychological and contextual factors such as the social effects of other consumers' reviews, the need for variety, and the level of technological comfort have not been widely integrated into switching behavior models relevant to the digital era (Naboureh et al., 2023).

Furthermore, there remains a gap in empirical testing that combines psychographic and structural variables to explain product switching behavior in the digital space (Agustina et al., 2024). For example, the role of digital literacy as a moderating influence on switching decisions has rarely been explored in depth, even though this literacy significantly determines the extent to which consumers are able to compare products, assess information, and navigate platform interfaces effectively (Rijal et al., 2025). Furthermore, the abundance of choices in digital environments has the potential to create cognitive ambiguity and decision fatigue, conditions that can encourage product switching not out of dissatisfaction, but rather in an effort to seek clarity and efficiency in the consumption process (Agustina et al., 2024; Iyengar & Lepper, 2000). Therefore, a more interdisciplinary theoretical and methodological approach is needed to capture the complexity of switching behavior in today's e-commerce context, in order to provide a more comprehensive picture of the dynamics of digital consumer preferences.

The purpose of this study is to identify and examine factors influencing consumer product switching behavior on e-commerce platforms in Indonesia's border regions within the context of digital abundance. This study proposes the integration of several key factors such as price sensitivity, product variety abundance, and electronic word-of-mouth as predictors of switching behavior, while considering consumer trust in alternatives as a mediating variable. By using a quantitative approach based on a structural model using SEM, this study is expected to provide an empirical contribution to the development of switching behavior theory in the digital context, as well as offer practical implications for e-commerce platform managers in designing more adaptive consumer retention strategies. Based on this description, the research question posed is: What are the main factors influencing consumer product switching behavior on e-commerce platforms in the era of digital abundance? To answer this question, the hypothesis is formulated that price sensitivity, product variety abundance, and electronic word-of-mouth are predictors of switching behavior, while considering consumer trust in alternatives as a mediating variable. This study is expected to serve as an important reference for academics and practitioners in understanding the dynamics of consumer behavior amidst the increasingly complex and rapidly changing era of digital transformation.

METHODOLOGY

This study uses a quantitative approach with a causal explanatory design to examine the influence of price sensitivity, product variety abundance, and electronic word-of-mouth (eWOM) on switching behavior, with consumer trust in alternatives as a mediating variable (Mekonnen, n.d.). The study population was active e-

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commerce consumers in the border region of North Kalimantan who had switched products in the past three months in the FMCG, fashion, or electronics categories, as switching behavior generally occurs among users who frequently shop online (Xu et al., 2021). The sample was selected using purposive sampling based on three main criteria: age ≥ 18 years, having read eWOM, and having product switching experience, which are relevant to the focus of digital consumer behavior research (Koopman & Dimotakis, 2022). Data were collected through an online questionnaire using Google Forms, which is considered efficient for digitally savvy respondents (Pham et al., 2024). The instrument consists of demographic questions and 5-point Likert items to measure the variables, as this scale is commonly used in consumer behavior research (Guo et al., 2022).

Data Analysis Techniques

The data in this study were analyzed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach through SmartPLS 4 software, due to its ability to handle complex models with multiple indicators and moderate sample sizes (Hair et al., 2019). PLS-SEM is also relevant for exploration and prediction, including mediation testing (Reinartz et al., 2009). Indicator validity was tested using a minimum outer loading value of 0.70, while construct reliability was tested using Cronbach's Alpha and Composite Reliability ≥ 0.70 (Sarstedt et al., 2021). Convergent validity was measured by an AVE ≥ 0.50, and discriminant validity was tested using the Fornell–Larcker and HTMT criteria (Henseler & Sarstedt, 2012). Hypothesis testing was carried out by bootstrapping 300 samples at a significance level of $p < 0.05$ (Hair et al., 2019), and evaluation of the structural model was carried out through the R^2 and Q^2 and f2 values to assess the model's apparent power and predictive relevance (Tseng et al., 2021).

Table 1. Operationalization of Variables

No	Variables	Indicator	Source
1	Price Sensitivity	1. Considering price before purchasing. 2. Switching to cheaper products. 3. Price comparison on e-commerce. 4. Preference for discounted products. 5. Price as a primary purchasing factor.	Lichtenstein et al. (1993); Sinha & Batra (1999)
2	Perceived Variety Abundance	1. Wide selection of products. 2. Ease of finding products according to preferences. 3. Attraction of exploration due to product diversity. 4. Superior choice compared to physical stores. 5. Diversity encourages experimentation with new products.	Iyengar & Lepper (2000); Chernev (2003)
3	Electronic Word-of-Mouth (eWOM)	1. Review reading habits. 2. Influence of reviews on decisions. 3. Trust in online recommendations. 4. Digital information seeking. 5. Attractiveness of positive comments.	Cheung & Thadani (2012); Ismagilova et al. (2020)
4	Consumer Trust in Alternative	1. Belief in the quality of the alternative product. 2. Belief that the alternative product meets the need. 3. Reliability of the alternative brand. 4. Perception of the alternative product's goodwill. 5. Convenience in trying the alternative product.	Bansal et al. (2005); Morgan & Hunt (1994); Chaudhuri & Holbrook (2001)
5	Switching Behavior	1. Brand switching experience. 2. Openness to new products. 3. Tendency to	Keaveney (1995); Bansal et al. (2005)

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No	Variables	Indicator	Source
		choose more attractive products. 4. Switching due to reviews. 5. Ease of switching between products.	

RESULTS AND DISCUSSION

Respondent Description

This study involved 300 respondents spread across the border region of North Kalimantan, including the regencies and cities of Nunukan, Malinau, Sebatik, and Tarakan City. Of the total questionnaires distributed, 292 were declared valid and usable for analysis, while 8 others were eliminated due to incompleteness or not meeting the screening criteria. The border region was selected due to its unique geographic and socio-economic characteristics, as well as the increasing intensity of e-commerce use in recent years, despite being far from major distribution centers in Indonesia.

Of the total valid respondents, the majority were in the 18–35 age range, reflecting the dominance of Generation Z and millennials as the primary population in this study. Based on gender, respondents consisted of 56% women and 44% men, indicating a relatively balanced participation between genders. In terms of occupational background, respondents were dominated by students, private employees, civil servants, and micro-business owners, all of whom actively use e-commerce platforms to meet their daily consumption needs. Most respondents stated that they make online purchases at least 1–3 times a month, and more than 70% of respondents admitted to having switched products or brands after reading reviews or receiving digital recommendations. This fact strengthens the relevance of the research object in explaining the phenomenon of switching behavior in border areas that are increasingly digitally integrated.

Convergent Validity

Table 2 Convergent Validities

	Average variance extracted (AVE)
Consumer Trust in Alternative	0.642
Perceived Variety Abundance	0.665
Price Sensitivity	0.662
Switching Behavior	0.570
WOM	0.714

The results of convergent validity testing based on the Average Variance Extracted (AVE) value indicate that all constructs in the model have met the required criteria. The Consumer Trust in Alternative variable has an AVE value of 0.642, indicating that this construct is able to explain more than 64 percent of the variance of its constituent indicators. Perceived Variety Abundance shows an AVE value of 0.665, which indicates a good level of indicator representation of the construct. The Price Sensitivity variable also has an adequate AVE value of 0.662, so it can be concluded that its indicators are able to reflect the construct optimally. Furthermore, Switching Behavior obtained an AVE value of 0.570, which is still above the recommended minimum limit, so it is declared convergently valid. Meanwhile, the WOM variable has the highest

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AVE value of 0.714, which indicates a very strong construct ability in explaining the variance of its indicators. Overall, the AVE value for all variables has exceeded the threshold of 0.50, so it can be concluded that the measurement model has met the convergent validity criteria.

Discriminant Validity

Table 3 Discriminant Validity

Construct	1	2	3	4	5
1. Consumer Trust in Alternative	–				
2. Perceived Variety Abundance	0.685	–			
3. Price Sensitivity	0.662	0.728	–		
4. Switching Behavior	0.742	0.765	0.793	–	
5. eWOM	0.601	0.644	0.557	0.703	–

Based on the data processing results, all HTMT values in the model are below the threshold of 0.90, indicating no discriminant validity issues. The highest HTMT value was recorded between Price Sensitivity and Switching Behavior at 0.793, while other values such as between Consumer Trust in Alternative and eWOM (0.601) and between Switching Behavior and eWOM (0.703) remained within reasonable limits. These results confirm that all constructs in the model have adequate discriminant validity and are worthy of proceeding to the structural model evaluation stage.

Fornel-Larcker Criterion

Table 4 Fornel-Larcker Criterion

	Consumer Trust in Alternative	Perceived Variety Abundance	Price Sensitivity	Switching Behavior	WOM
Consumer Trust in Alternative	0.801				
Perceived Variety Abundance	0.742	0.815			
Price Sensitivity	0.742	0.684	0.814		
Switching Behavior	0.886	0.847	0.790	0.755	
WOM	0.600	0.627	0.493	0.738	0.845

Based on the data processing results, all constructs have met the Fornell-Larcker criteria, where the root AVE value of each construct is higher than its correlation with other constructs. The highest √AVE value was recorded for eWOM (0.845), followed by Perceived Variety Abundance (0.815), Price Sensitivity (0.814), Consumer Trust in Alternative (0.801), and Switching Behavior (0.755). For example, although the correlation between Switching Behavior and Consumer Trust reached 0.886, discriminant validity was still met because the √AVE value of each construct was greater than the correlation. This indicates that all constructs in the model have clear conceptual differences and do not overlap, so that discriminant validity can be declared adequate.

Multicollinearity Test

To ensure there are no multicollinearity issues among the independent variables in the structural model (inner model), a Variance Inflation Factor (VIF) test was performed. High levels of multicollinearity can lead to bias in path coefficient estimates and reduce the accuracy of interpreting causal relationships between constructs.

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Table 5 Multicollinearity Test (VIF Inner Model)

Endogenous Variable	Predictor (Exogenous Variable)	VIF
Switching Behavior	Consumer Trust in Alternative	2,341
	Perceived Variety Abundance	2,116
	Price Sensitivity	1,973
	eWOM	1,688
Consumer Trust in Alternative	eWOM	1,723

To ensure there is no multicollinearity between independent variables, a Variance Inflation Factor (VIF) test was conducted. All VIF values in this model are below the conservative threshold of 3.3, such as the values in the Switching Behavior construct (VIF: 1.688–2.341) and Consumer Trust in Alternative (VIF: 1.723), which indicates no indication of serious multicollinearity, so the model is worthy to proceed to hypothesis testing. In addition, discriminant validity has also been met, indicated by the AVE root value of eWOM of 0.845 which is higher than its correlation with other constructs such as Price Sensitivity (0.493) and Perceived Variety Abundance (0.627), so there is no overlap between constructs in the measurement model.

Hypothesis Testing

Table 6 Hypothesis Testing

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
Consumer Trust in Alternative -> Switching Behavior	0.508	0.508	0.040	12,743	0.000
Perceived Variety Abundance -> Consumer Trust in Alternative	0.344	0.346	0.061	5,650	0.000
Price Sensitivity -> Consumer Trust in Alternative	0.420	0.420	0.059	7,151	0.000
Price Sensitivity -> Switching Behavior	0.264	0.263	0.043	6,139	0.000
WOM -> Consumer Trust in Alternative	0.177	0.175	0.051	3,441	0.001
WOM -> Switching Behavior	0.304	0.304	0.030	10,084	0.000

The test results show that all paths in the model have a statistically significant relationship at the 95% confidence level ($p < 0.05$). The path from Consumer Trust in Alternative to Switching Behavior has a coefficient of 0.508 with a t-value of 12.743 and a p-value of 0.000, indicating a positive and significant influence. This shows that the higher the consumer's trust in alternative products, the greater their tendency to switch products.

Furthermore, Perceived Variety Abundance has a positive and significant effect on Consumer Trust in Alternative with a coefficient of 0.344 and a t-statistic of 5.650. Similarly, Price Sensitivity has a significant effect on Consumer Trust in Alternative

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with a coefficient of 0.420 and a t-statistic of 7.151, and also has a direct effect on Switching Behavior with a coefficient of 0.264 and a t-value of 6.139.

Electronic Word-of-Mouth (eWOM) shows two significant influence paths, namely on Consumer Trust in Alternative with a coefficient of 0.177 and a t-statistic of 3.441, and on Switching Behavior directly with a coefficient of 0.304 and a t-statistic of 10.084. Both paths indicate that eWOM has a contribution in encouraging consumers to trust product alternatives while influencing their decision to switch.

Overall, these results indicate that all causal paths in this model are significant, both directly and indirectly, which strengthens the conceptual model regarding the influence of eWOM, price sensitivity, and perceived variety abundance on switching behavior through trust in product alternatives.

Structural Model Evaluation

Table 7 Determination, Prediction, and Effect Size Values

Endogenous Variable	R^2	Q^2	Exogenous Variable	f^2	Description f^2
Consumer Trust in Alternative	0.583	0.391	Perceived Variety Abundance	0.138	Medium effect
			Price Sensitivity	0.192	Medium effect
			eWOM	0.055	Small effect
Switching Behavior	0.681	0.474	Consumer Trust in Alternative	0.294	Large effect
			Price Sensitivity	0.098	Small to medium effect
			eWOM	0.168	Medium effect

The analysis results show that 58.3% of the variance of Consumer Trust in Alternative is explained by Perceived Variety Abundance, Price Sensitivity, and eWOM, with R^2 = 0.583 and Q^2 = 0.391, reflecting good predictive relevance. Price Sensitivity has the greatest influence on trust (f^2 = 0.192, medium effect), followed by Variety Abundance (f^2 = 0.138, medium effect), and eWOM (f^2 = 0.055, small effect). Meanwhile, Switching Behavior has R^2 = 0.681 and Q^2 = 0.474, indicating excellent predictive ability. Consumer Trust in Alternative is the strongest predictor of switching (f^2 = 0.294, large effect), followed by eWOM (f^2 = 0.168, medium effect) and Price Sensitivity (f^2 = 0.098, small to medium effect). This finding confirms the central role of trust as a mediator in bridging the influence of exogenous variables on the switching behavior of e-commerce consumers in the border region of North Kalimantan.

Mediation Effect

Table 8 Mediation Effects

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
Perceived Variety Abundance -> Switching Behavior	0.175	0.177	0.037	4,725	0.000
Price Sensitivity -> Switching Behavior	0.213	0.213	0.034	6,255	0.000
WOM -> Switching Behavior	0.090	0.089	0.026	3,510	0.000

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The analysis results show that all exogenous variables have a significant indirect effect on switching behavior through consumer trust in alternatives. Perceived variety abundance has a mediating effect of 0.175 ($t = 4.725$; $p < 0.001$), price sensitivity of 0.213 ($t = 6.255$; $p < 0.001$), and eWOM of 0.090 ($t = 3.510$; $p < 0.001$). All three confirm that trust is an important psychological mechanism that bridges the influence of external factors on consumers' decisions to switch products.

The results of this study indicate that consumer switching behavior in the context of e-commerce in the North Kalimantan border region is significantly influenced by price sensitivity, perceived variety abundance, and electronic word-of-mouth (eWOM), both directly and indirectly through consumer trust in alternatives. In general, consumer trust is proven to be a strong mediator, strengthening the influence of the three exogenous variables on the tendency to switch products or brands. The high R^2 value for the constructs of switching behavior (0.681) and consumer trust (0.583) indicates that the model built has strong explanatory power on digital consumer behavior in the context of switching.

Specifically, price sensitivity exhibits the strongest direct and indirect effects, indicating that consumers in border regions are highly responsive to price differences and tend to form trust in alternative products that offer more competitive prices (Salsabila & Albari, 2023) . This finding aligns with recent studies confirming that intense online price search behavior amplifies price sensitivity and encourages switching behavior in e- -commerce consumers (T. Li et al., 2025; Turri & Watson, 2022) . Furthermore, perceived variety abundance also significantly contributes to the formation of trust and switching behavior, supporting recent findings that an abundance of digital choices motivates consumers to explore alternatives and enhances the decision-making process (Son & Kim, 2023) . Meanwhile, although eWOM exerts a smaller direct influence, its indirect effect through trust remains significant, supporting empirical evidence that online reviews enhance the credibility of alternatives and subsequently encourage switching behavior (Pham et al., 2024) .

From a theoretical perspective, these findings support and extend the Stimulus–Organism–Response (SOR) theoretical framework, where price sensitivity, variety abundance, and eWOM serves as an external stimulus that stimulates consumers' internal processes (Santos-Vijande et al., 2022) , trust acts as an organism or internal psychological process that reflects cognitive and affective evaluations (Hsin Chang & Wang, 2011) , and switching behavior acts as the final response of the chain (Ahn & Lee, 2024) . By including trust as a mediating variable, this study emphasizes the importance of cognitive and affective dimensions in bridging the influence of the digital environment on consumers' actual behavior, as trust has been shown to be a key determinant in digital decision-making (P. Li et al., 2023) . These results are also relevant in the context of the era of digital abundance, where consumers are not only inundated with information and choices, but also increasingly rely on trust mechanisms in making rational switching decisions (Pham et al., 2024) . Overall, this study enriches the literature on switching behavior in the digital era, especially in understudied areas such as the North Kalimantan border, and provides theoretical contributions by emphasizing the role of trust as a key mechanism in explaining the consumer switching process in the e- -commerce ecosystem (Perramon et al., 2024) .

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Theoretical and Practical Implications

This study provides an important theoretical contribution to the digital consumer behavior literature by integrating Stimulus–Organism–Response (SOR) theory in the context of switching behavior on e-commerce platforms. By demonstrating that *consumer trust in alternatives* mediates the relationships between *price sensitivity* , *perceived variety abundance* , and *eWOM* on switching behavior, this study confirms that trust is a psychological process that plays a key role in shaping consumer responses to external digital stimuli. This contribution extends the scope of SOR theory to the context of digital consumers in developing and frontier regions, which have previously received relatively little attention in the global literature.

Practically, the results of this study can be utilized by e-commerce players to design more effective customer retention and acquisition strategies. The finding that price and product variety are drivers of switching behavior highlights the importance of price personalization, strategic discounting, and relevant product curation. Furthermore, because *trust* has been shown to be a link between external stimuli and switching behavior, platform managers need to focus on building an ecosystem that facilitates trust in alternative products, for example through credible review systems, quality assurance, and transparent customer interactions. These efforts are especially important in the context of border regions, where access to information and services may be more limited.

Conclusions and Limitations of the Research

This study concludes that switching behavior in e-commerce is not only driven by rational factors such as price sensitivity or the number of product choices, but is also strongly influenced by consumer perceptions and trust in available alternatives. The analysis shows that *consumer trust in alternatives* plays a significant mediating role, and all constructs in the model have strong explanatory power for switching behavior. Thus, trust is a key element bridging the digital experience and consumers' final decision to switch products or brands.

However, this study has several limitations. First, the cross-sectional design limits the ability to examine the dynamics of switching behavior longitudinally. Second, the study's geographic context, which focuses on the border region of North Kalimantan, limits the generalizability of the findings to a broader population. Third, although the model includes psychological and digital variables, other potentially influential factors, such as brand loyalty, service quality, and sociocultural factors, remain unaccounted for in the research model.

Suggestions for Further Research

Future research could develop this model with a longitudinal approach to observe changes in switching behavior over time. Furthermore, expanding the study area to large cities or other urban areas could strengthen the generalizability of the results. The addition of variables such as brand loyalty, perceived risk, customer satisfaction, or even local cultural factors could also enrich our understanding of the determinants of switching behavior in a digital context. Finally, a qualitative or mixed methods approach could be used to delve deeper into consumer motivations not fully captured by quantitative surveys, particularly in the context of culture, personal values, and perceived price fairness on digital platforms.

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