

Exploring factors and contextual applications of the Push-Pull Mooring (PPM) framework in switching intention: A systematic literature review



Geetha Krishnan^a | J. Naga Venkata Raghuram^a ✉

^aVellore Institute of Technology, India.

Abstract The paper aims to undertake a comprehensive systematic literature review to address research questions 1. What are the factors that come into play when Push Pull Mooring (PPM) framework is applied in switching intention over time? 2. How PPM on switching intention is applied in different contexts. The systematic review was conducted for all published literature in the English language from the SCOPUS database from 2012 to 2022. A pool of 551 articles was reduced to 46 articles, which is used for systematic review and the inclusion criteria was (i) Empirical research including keynote of Switching intention & PPM theory (ii) English Language, (iii) Genuine data aggregation using quantitative and qualitative method. After examining the collected data, the predominantly used variables were explored: Dissatisfaction in the push effect, switching Cost in the mooring effect, and alternative attractiveness in the pull effect. The theory of Planned behavior and technology Acceptance model is widely applied in the studies. This systematic review presents an overview of the PPM framework, including its future prospects and its relationship to switching intention. Within this field of study, there exist opportunities and areas that have yet to be explored. The outcomes of this systematic review will serve as a point of reference for future investigations concerning the connection between PPM and switching intention.

Keywords: Push Pull Mooring, switching intention, switching cost, dissatisfaction, alternative attractiveness

1. Introduction

Marketing theories anticipate and explain marketing phenomena influencing marketing strategy and practice (Nimako & Ntim, 2013). The link between customers and the corporate organization is broken or destroyed due to customer switching. Customers become unhappy when products fall short of meeting their expectations. (Colgate & Hedge, 2001) After using a product or service, users evaluate it, which leads to switching intentions. Customers frequently switch behaviour when their evaluation results negatively (Han et al., 2011a). The Push-Pull-Mooring (PPM) theory of migration was created by (Lee, 1966) and (Moon, 1989) as PPM (Bogue, 1977) added the mooring component. The PPM model originally emerged to characterize people's customs and geographic mobility. Still, it is now used to analyze the variables affecting customers' desire to migrate to better products or services. (Bansal et al., 2005) The PPM model gives managers a valuable tool for visualizing the opposing factors influencing the mobility of their customer base, including those that operate to repel customers, lure them to rival businesses, and assist or obstruct switching (Bansal et al., 2005; Y. W. Chang & Hsu, 2019)

The paper addresses the PPM framework on switching intention published in the SCOPUS database. The PPM model and literature review are discussed in the next section. The findings are summarised in terms of the research attributes that made up the systematic review. After then, findings pertinent to the study issues are presented. Finally, descriptive analysis, results, discussion, and future direction are examined.

The study's objective is to systematically review the application of the PPM framework on switching intention (SI). It addresses the following research questions: 1. What factors come into play when PPM is applied in SI over time? 2. How PPM on SI is applied in a different context? To address these questions, the following research objectives are framed:

1. To conduct a systematic search for the published literature.
2. To chart the factors and context setting used in the PPM framework in switching intention.
3. To propose recommendations and enhance the application of research practice.

2. Literature Review

Ravenstein's "Laws of Migration" inspired the push-pull-mooring model and the PPM framework's push-pull component. PPM is used to explain how customers switch products. It divides migration factors into three categories: push (a negative that tempts people to leave their current location), pull (an incentive that draws them to the new site), and Mooring (Social or interactive elements that may encourage or prevent individuals from switching or migrating) (Bansal et al., 2005).



Consumer switching resembles human migration. PPM has moved from migration research to marketing. (C. Ye & Potter, 2011) Despite mooring impacts, people migrate in different ways. The mooring effects are personal, societal, and environmental variables that restrict migration. (Aarts & Dijksterhuis, 2000) As the service provider exits the market, most clients switch voluntarily. (H. H. Chang et al., 2017) Online service, hospitality, e-banking adoption, mobile commerce, etc., apply the PPM (Cheng et al., 2019; Han et al., 2011b). Unlike the TRA, TPB, Norm Action Model, and TAM, the PPM model has no set variables for push, pull, and mooring (Sajjad, Asmi, et al., 2020).

3. Methodology

E-database Scopus was utilized for a comprehensive literature search (<http://www.scopus.com>). Databases allow access to publications in business, management & accounting, social sciences, arts & humanities, psychology, economics, and decision-making, providing more search results. Scopus has the most peer-reviewed academic articles, publications, and conferences. Scopus tracks, analyses, and visualizes science, technology, health, social sciences, and the arts and humanities research. (Elsevier, n.d.) The systematic review inclusion criteria were i) Empirical research, including keynote of Switching intention & PPM theory (ii) English Language, and (iii) Genuine data aggregation using quantitative and qualitative methods.

SCOPUS found 551 articles using "Switching Intention" AND "Push Pull Mooring." After removing duplicates, title and keyword topic screening, 63 papers were finalized. The selection criteria were applied to each of the 63 abstracts to find the most relevant study. Full articles were evaluated for the selection criterion. Seventeen papers were rejected for failing to meet selection criteria. Fewer were peer-reviewed despite their titles and keywords. 46 items were selected after careful consideration.

Figure 1 represents the total publications, a majority were published in Emerald Insight(n=11), Elsevier Ltd (n=9), Springer (n=4), Frontier Media (n=3), MDPI (n=3), John Wiley & Sons Ltd (n=1), Taylor & Francis Ltd (n= 1) and others (n=5).

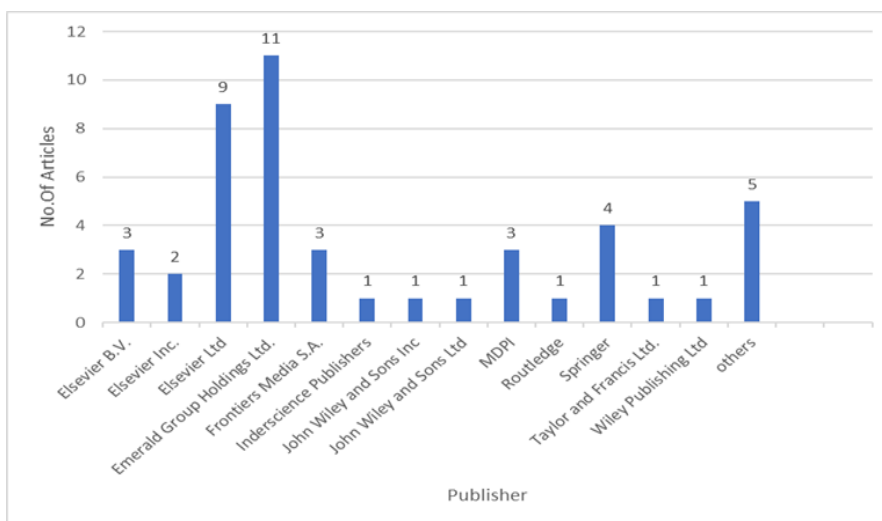


Figure 1 Distribution of articles based on publications.

4. Results and Discussion

Switching intention is a process of shifting from one place to another. In the case of customers, it's a switch from one product or service to another. The empirical research on the PPM effects on SI that has been done in various countries is summarised in Table 1. The frequently used theories in PPM on switching intention were the TPB, TAM, Institutional Theory, Cognition-Affect-Behaviour, and means-end chain theory.

According to the Theory of Planned Behavior, subjective norms, an individual's impression of a group's permissive and descriptive standards, and Perceived Behavioural Control (PBC) motivate an activity. Consumers will act if conditions are favourable. (X. Lin & Wu, 2021). Perceived behavioural control (PBC) and behavioural intention are part of the TPB model. PBC indicates how simple or hard an action is (Sumaedi et al., 2016) Ajzen (1975) found that reasoned action may predict and explain behavior in many settings (TRA). Davis (1986) TAM Forecast Information Technology Uptake and Use. (Tang et al., 2016) It identifies how external influences affect users' internal intents, attitudes, and beliefs and gives a practical, theoretical framework to considerate a user's acceptance of an innovative knowledge product (C. H. Lin et al., 2007; Qi et al., 2009)

Table 1 provides a compilation of empirical studies that explore the application of push, pull, and mooring factors in the context of switching intention. These studies examine various industries and countries, shedding light on the factors influencing customers' decisions to switch from one product or service to another. Let's discuss some key findings and trends observed across these studies.



Table 1 Empirical Studies on PPM application in Switching intention.

| Author & Year | Push | Pull | Mooring | Major Findings |
|--------------------------|--|---|--|---|
| (Zhou, 2016) | Dissatisfaction with service quality, Dissatisfaction with system quality, Dissatisfaction with information quality, | Alternative attractiveness | Switching Cost, Social Influence | All push pull and mooring had an impact on user switching intention. |
| (Zeng et al., 2021) | Dissatisfaction Fatigue | Perceived Usefulness, Perceived Ease Of Use, Subjective Norms | Switching Cost, Perceived Risk, Inertia | Pushing and pulling variables favor switching intention. Mooring variables hinder switching. |
| (Yusfiarto et al., 2021) | Monetary Value, Perceived Risk, Perceived inefficiency | Enjoyment, Convenience, Personal Innovativeness | Switching Cost, Religious Commitment | The pull variables persuade Muslim customers to switch from cash to mobile payment. |
| (Yoon & Lim, 2021) | Dissatisfaction, Operation Policy | Peer Influence, Perceived Usefulness, Low Cost | Switching Cost, Low IT innovativeness | Customers choose internet-only banking due to perceived usefulness. Low IT innovation supported internet-only banking. Switching costs didn't appear to hinder customers' intentions to switch to internet-only banking. As predicted, Dissatisfaction with online banking increased internet-only banking. |
| (Q. Ye et al., 2020) | Information & Technology Knowledge and Experience, Warm Glow (Altruistic Value | Market Opportunities, Personal Innovativeness in technology | Regulatory support, Normative Support | Mooring factor (Normative support and Regulatory support) and Market opportunity on switching intentions to green entrepreneurship moderates, Personal Innovativeness has the most impact. |
| (Xu et al., 2014) | Dissatisfaction with current SNS | Attraction from alternative SNS | Switching Cost, Peer Influence | Dissatisfaction with entertainment, expense of continuity, peer pressure, and social support drive SNS switching. |
| (Wu et al., 2017) | Perceived Risk | Critical Mass | Low switching Cost, Favourable social norm toward the substitute | Mooring considerations lessen pull factors but not push factors on switching intention. |
| (Tang et al., 2016) | Inconvenience, Perceived high risk | Perceived Usefulness, Perceived ease of Use | High Switching Cost, Low Security | Push and pull variables influence customers' channel migration intention to shop mobile. |
| (Sun et al., 2017) | Dissatisfaction with incumbent, Fatigue with incumbent | Alternative attractiveness, Subjective Norms | Inertia, Switching Cost | Push and pull factor positively affect switching intention, |



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|------------------------------|--|--|--|---|
| (Suh & Kim, 2018) | The competitive disadvantage, Lack of satisfaction | Evaluating alternative, Expectancy Value | Switching Cost, Inertia | but mooring factor negatively affects it. An alternative provider attracts customers, but the switching cost's mooring effect prevents purchasers from switching. |
| (Sajjad, Chu, et al., 2020) | Knowledge, Health Risk, Regulatory Environment | Alternative attractiveness, Normative Environment | Self-efficacy, Switching Cost | Green vehicles' mooring effects affect SI, pull and mooring effects are more significant than push effects. |
| (Sajjad, Asmi, et al., 2020) | Environmental quality, Strict Environmental Regulatory | Alternative attractiveness, Subjective Norms | Self (Decision) efficacy, Willingness to pay | The regulatory environment and alternative attractions have weak effect. |
| (Radhamani et al., 2021) | Perceived inefficiency, Equipment/reagent cost, Closure of Universities | Perceived ease of Use, Explicit interaction, Content richness | Free of Cost, technology-based education | Virtual laboratories increased and student dependence on teachers decreased during epidemic lockdowns. |
| (Mu & Lee, 2021) | Dissatisfaction | Perceived Substantiality, Perceived Usefulness, Perceived Ease of Use | Perceived technical compatibility, Perceived Risk | Pull factors attract PMP users. Perceived risk hinders consumers' switching intentions. |
| (Lu & Wung, 2021) | Perceived trouble, Perceived record for transaction, Difficult to pay large amount for transaction | Perceived Convenience, Perceived benefit, Saving time | Habit | Pull influences mobile payment switching more than push. |
| (Loh et al., 2021) | Monetary Value | Alternative Attractiveness | Perceived privacy & security, Trust | The pull factor affect m-payment more than the push factor. Mooring factors had different consequences. |
| (X. Lin & Wu, 2021) | System quality, Information quality, Service quality, Perceived risk | Structural Assurances, Personal propensity to trust, Firm reputation | Attitude Subjective norms, Perceived behavioural control | Food traceability information convinces Chinese shoppers to pay more. |
| (X. Lin et al., 2021) | User Satisfaction | Trust | Switching Cost | User satisfaction and switching propensity were unaffected by perceived risk and switching costs. |
| (C. F. Lin et al., 2020) | Privacy Protection, Collecting Information | Visual Interaction, Relationship Maintenance, Expanding friendship tie | Self Expression, Message seeding | Push and pull effects that favour IG and tempt FB members. Mooring effects keep users on Facebook. |
| (C. L. Lin et al., 2021) | Perceived service risk, Learning Convenience, Service quality | Task technology fit, Perceived Ease of Use, Perceived Usefulness | Habit, Switching Cost | Push, pull, and mooring variables influenced consumers' decision to convert to online learning. |



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|---------------------------|---|---|--|---|
| (Y. W. Liao et al., 2019) | Enjoyment, Social Interaction, Service Quality | The attractiveness of new services, Social Effect | Switching Cost, Prior Switching Experience | Push, mooring, and pull influence switching intention. |
| (J. Liao et al., 2020) | Regret | Alternative attractiveness, Subjective norms | Switching Cost, Habit, Emotional Commitment, Brand Community engagement, Variety Seeking | Push factors make customers switch. Pull factors affect customers. Mooring considerations reduce switching intention. |
| (Li & Ku, 2018) | Low Transaction Efficiency | Sociability(social presence, social benefit, social support and self presentation) | Conformity, Personal Experience switching | E- commerce and social commerce website pull customers |
| (Li, 2018) | Poor Aesthetic design | Locatability, Transaction Convenience, Economic benefit, Gamification | Inertia, Perceived Substitutability | Push-pull variables favour switching intention. |
| (Lai & Wang, 2015) | Low satisfaction, Low Commitment | Ubiquitous care, Responsiveness, Personalized Care | Low Privacy & security, High switching cost, Low trust, Low Government support | Pull, push, and mooring factors drive cloud healthcare adoption. |
| (Kuo, 2020) | Regret | Alternative attractiveness, Perceived network size of alternative, perceived complementarity of the alternative | Inertia | Push and pull aspects increase user SI. Mooring characteristics negatively affect user switching intention. |
| (Kim et al., 2020) | Low Usefulness, Functional Simplicity, Perceived inefficiency | Interactivity, Expeirneability, Amplified enjoyment | Personal Innovativeness | Push-pull constructions affect switching intention, except perceived inefficiency. Personal innovativeness boosts all research model paths except perceived inefficiency and switching intention. |
| (Yan et al., 2019) | Satiation service, Satiation Decoration, Satiation amenity | Economic Value, Social Benefit, Hedonic Value, Epistemic Value | Optimal Stimulation Level | The mooring factor greatly moderates pull factor-switching intention. Mooring also affects pull and push forces. |
| (Jung et al., 2017) | Low Service quality, Pricing Problems, Low Satisfaction, Low trust | Attractiveness of alternatives, Opportunities for alternatives, Pricing benefits | High Switching Cost, Low variety seeking, Low prior switching experience, Involuntary Choice | Mooring significantly moderated the pull factor-switching intention relationship. The push factor-switching intention relationship was unaffected by the mooring factor in airlines. |
| (Jin et al., 2021) | Learning Convenience, Perceived Security risk, Service quality | Perceived Ease Of Use, Perceived Usefulness, Task Technology fit, Instructor attitude | Switching Cost, Habit | Due to pull and mooring effects, users moved to online classes. |
| (Isibor & Odia, 2021) | Relationship related, Performance related, Appraisal of self-related factor | The appeal of Pastor, The appeal of the Church, Relationship, The presence of the special ministry, | Individual Characteristics | Apart from variety seeking, the push, pull, and mooring components |



| | | Opportunity of development | | |
|----------------------------|---|---|--|---|
| (Hwang et al., 2019) | SNS interaction overload, Concern about unwanted relationship, Privacy | Alternative attraction, Peer pressure customers | Switching Cost | substantially explained followers' switching intentions. Pull variables— alternative attractiveness and peer pressure— strongly influenced users' switching intentions. |
| (Hou & Shiau, 2020) | Socializing, Enjoyment, System quality of SNS, Customer Service Satisfaction | Attractiveness of alternatives, Peer Influence, Critical Mass | - | Push factors discourage and pull factors encourage Instagram users to switch. |
| (Hazen et al., 2017) | Price | Government Incentive, Environmental benefits | Attitude | Push and pull factors moderates consumer attitudes regarding remanufactured goods. |
| (Hati et al., 2021) | Product, Price, Place, Promotion, People, Process, Physical evidence | Product, Price, Place, Promotion, People, Process, Physical Evidence | Subjective Norms, Switching Cost, Past Behaviour, Variety Seeking, Religiosity | Clients switch to Islamic banks due to pull and mooring. |
| (Fan et al., 2021) | Dissatisfaction of system quality, Dissatisfaction on service quality | Relative advantage of substitute IT, Critical Mass | Perceived Switching Cost, Personal Innovativeness | Mooring and pull factors directly affect customer switching behaviour |
| (Chi et al., 2021) | Dissatisfaction | Alternative attractiveness | Switching Cost, Prior Switching experience, Social Influence | Pull, push, and mooring variables positively affect traveller switching intention, except switching Cost. |
| (Cheng et al., 2019) | Security Risk, Privacy Risk | Network externalities, attributes, Network externalities & Usefulness, Enjoyment | Habit, Switching Cost | Push, pull, and mooring affect switching intention. |
| (Y. H. Chen & Keng, 2019) | Learning Convenience, Service quality, Perceived price | E-Learning Motivation, Perceived Usefulness | Learning Engagement, Switching Cost, Social Pressure | Push, pull, and mooring affect users' intentions to switch from offline to online English learning. |
| (I. C. Chang et al., 2014) | Dissatisfaction and Regret | Alternative Attractiveness | Switching Cost | Push and pull influences SNS users' switching intents more than mooring. |
| (H. H. Chang et al., 2017) | Information Search Behavior, Perceived benefit of search, Perceived Cost of search, Perceived value, Perceived service quality, Perceived price | Attractiveness of mobile store, Mobile characteristics, Perceived quality of mobile store | Self Efficacy, Switching Cost | Except for the perceived search expense, other push and pull effects directly affect switching intention, while mooring effects moderate it. |
| (X. Cao et al., 2020) | Social Prescence | Referent network size, Relative Ease of Use | Inertia | The push factors drives bloggers away, but pull factor ease of Use draws them in. |
| (J. Cao et al., 2021) | Dissatisfaction with current business model, Anxiety about life | Perceived benefits of policies, Subjective norms | Perceived switching cost | Pull and mooring effect impact street selling. |



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|------------------------|---|---|--|--|
| (Nguyen et al., 2022) | Perceived Risk | Perceived product quality | Willingness to pay premium price, Health Consciousness | Push, pull, and mooring variables affect customer switching to traceable agricultural products. |
| (L. Chen et al., 2022) | Low Satisfaction | Face Consciousness, Alternative Attractiveness, Government Credibility, Subjective Norms | Cost factor, Perceived Risk, Habit | Mooring variables greatly hinder switching intentions. Pull and push variables affect switching intentions. |
| (Cai et al., 2022) | Perceived time shortage for playing video games, Perceived time consuming nature of traditional gaming, Perceived expensiveness of traditional gaming | Perceived network effects from mobile gaming, Perceived flexibility of mobile gaming, Perceived simplicity of mobile gaming | Perceived Cost due to lost benefits, Perceived Learning Cost, Perceived high performance of traditional gaming | Push factors improve switching intention. pull effects positively affect switching intention and mobile gaming's perceived adaptability. |

4.1. Push Factor

According to the conceptual definition, the push construct is believed to be an impact caused by multiple unfavourable conditions. It is also known as push factors or push effects. Push factors refer to internal motivations that drive customers to switch. They include factors such as Dissatisfaction with the current service or product, perceived low quality, and system-related issues. The push effect is the negative aspect of the construct. Customers are pushed to switch to other services or products by the "push" effects, which are caused by drawbacks to the status quo (Yoon & Lim, 2021) Several studies (Loh et al., 2021; Mu & Lee, 2021; Nguyen et al., 2022; Sun et al., 2017; Q. Ye et al., 2020; Yusfiarto et al., 2021; Zeng et al., 2021; Zhou, 2016) highlight the significance of push factors in influencing switching intentions. Dissatisfaction emerges as a common theme, indicating that negative experiences and Dissatisfaction with the existing offering can push customers towards considering alternatives. Unfulfilled expectations cause Dissatisfaction. PPM experts say Dissatisfaction drives migration. (Zhang et al., n.d.) Service value aspects cause Dissatisfaction and are positively correlated. (Bansal et al., 2005; Han et al., 2011a; Mittal & Kamakura, 2001) Behavioral research often examines the multifaceted idea of contentment or discontent (Edwards, 2001) Users are unsatisfied when performance falls short of expectations (Zhou, 2016) The biggest psychological reason people leave a product or service is Dissatisfaction (C. Ye & Potter, 2011).

4.2. Mooring Factor

Despite the strong push and pull factors, consumers may not switch. Mooring effects moderate the push-pull interaction between switching intention and decision. Switching intentions negatively affects mooring effects. "Moored" customers are less likely to switch service providers. Because it accounts for moderating linkages, the PPM migration model should describe switching intentions better than a simple examination of predictors' direct impacts (Bansal et al., 2005). Mooring factors, or the "intervention barrier," increase human migration. Personal circumstances, mental concerns, morals, standards of life, and societal impact enhance the push-pull effect of PPM (X. Lin et al., 2021). Mooring factors involve external influences that create attachment or loyalty to the current product or service, making customers less likely to switch. They include factors such as switching costs, social norms, and habits. Several studies (H. H. Chang et al., 2017; L. Chen et al., 2022; Isibor & Odia, 2021; J. Liao et al., 2020; Suh & Kim, 2018; Sun et al., 2017) emphasize the role of mooring factors in hindering switching intentions. High switching costs, social norms, and habits are barriers to switching, even when customers are dissatisfied or attracted to alternative options. In migration literature, switching Cost is consumers' perception of the Cost of switching service providers (Zeng et al., 2021). Switching costs, or one-time expenditures in time, effort, money, and psychological impacts, are often cited as a major mooring aspect (Burnham et al., 2003; C. Ye & Potter, 2011). Switching costs are user sacrifices while switching platforms (X. Lin et al., 2021). Switching barriers are utilized to keep customers even if they are dissatisfied. Switching costs dissuade unhappy clients from switching service providers (Quoquab et al., 2018). Switching costs may occur from investing in relationship-specific materials or people (Suh & Kim, 2018).

4.3. Pull Factors

Pull factors represent external influences that attract customers towards alternative options. These factors include the perceived benefits, attractiveness, and suitability of the alternative product or service. Many studies (J. Cao et al., 2021; Hati et al., 2021; Kuo, 2020; Lai & Wang, 2015; Li, 2018; X. Lin & Wu, 2021) demonstrate the impact of pull factors on switching intention. These findings suggest that customers are drawn to alternatives that offer higher perceived benefits, convenience, or alignment with their needs and preferences. Customers are drawn to alternative services or goods through pull effects,



which are produced by the advantages of those services or items (Yoon & Lim, 2021). Pull factors, also known as attractors, the positive factor such as improved work prospects, higher income or educational levels, a more favourable climate, and chances to engage in novel activities (Fan et al., 2021). The migrant is pulled to the location by alternative attractive qualities. (Bansal et al., 2005; Chi et al., 2021). Alternative attractiveness is stated as 'consumer opinions on how many marketable, rival products are available. The appeal of the alternative also holds for changing services. When a competing business offers excellent customer service, it might persuade customers to move from their current service provider to it (Bansal et al., 2005; Hou & Shiau, 2020; Kuo, 2020).

4.4. Cultural and Contextual Differences

The research looks at a number of different nations, including China, Korea, Taiwan, Indonesia, the United States of America, and Nigeria. The findings have some similarities, but variances also develop due to cultural and contextual factors. For example, in research carried out in China, the push, pull, and mooring elements were found to have a consistent influence on switching intentions. However, it is essential to keep in mind that the relative importance of these characteristics might vary significantly from one place to another depending on cultural nuances as well as the dynamics of the market.

4.5. Impact of Industry and Service

The research looks at various industry and service settings, such as mobile stores, internet banking, green entrepreneurship, virtual laboratories, social networking sites, e-learning, and many others. According to the findings, the extent to which push, pull, and mooring elements exert influence may differ based on the particular type of service and the business. Dissatisfaction, perceived benefits, costs associated with switching, and social norms are all factors that have varying implications for various types of industry and services (Figure 2).

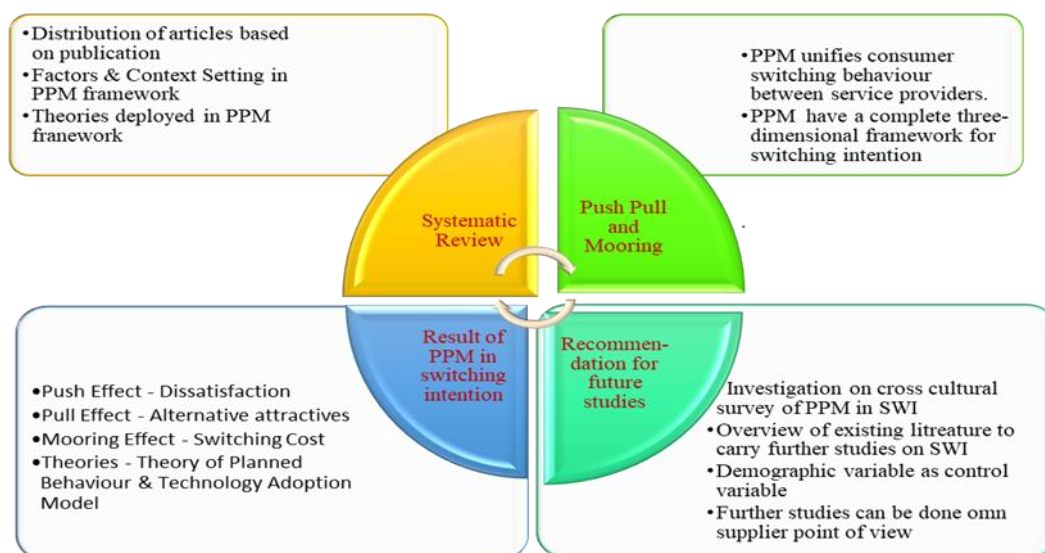


Figure 2 Summary of Findings.

4. Final Considerations

This paper aims to present a systematic review paper on the application of PPM on switching intention. PPM on switching intention has been used in different context settings such as Social Networking Sites, Mobile Shopping, Mobile payment, Banking and E-learning. This systematic review paper analyzed to answer the research questions: what factors come into play when PPM is applied in switching intention over time? and how PPM on switching intention is applied in different contexts? This work fills this knowledge gap by illuminating essential PPM aspects. This systematic review provides an overview of the PPM framework on switching intention and includes the future direction. In this research field, possibilities and gaps were found. The findings of this systematic review will guide further research on PPM in switching intention.

6. Limitation and future scope

This study looks into PPM's application in switching intentions. The current research has tried to incorporate the literature that describes the Use of PPM in switching intentions. The author does not assert that they have covered all the literature that is out there. It's possible that a few papers that didn't contain the search terms used to conduct the review were overlooked.



This systematic review presents the variables used in the push-pull mooring effect in switching intention. This study will act as a stepping stone and provide an overview of existing literature to carry out future studies on switching intention. Though institution theory, optimal stimulation level theory, and Cognition-effect behavior are used in switching intention, they are limited and investigation can be done using these theories. Most of the studies conducted a survey in one country and cross-cultural surveys could be conducted to provide a more complete view of the antecedents of switching intention. A small sample size is investigated in empirical research of PPM in switching intention, and further studies can be done with large samples to generalize the result. Demographic variables can be considered as control variables in future studies as different occupation groups, ages, gender, and geographical locations can have variations in results. There are many studies considering consumer intention and there is a limited study from the supplier point of view, further studies can be focused on it. The study shows that Taiwan, China, Indonesia, and Korea are the major contributors to the studies on applying PPM in switching intention. In order to considerably expand global knowledge and practice, there is tremendous space for improvement in the number of publications from most countries.

Ethical considerations

Not applicable.

Conflict of Interest

The authors declare no conflicts of interest.

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