Why do dissatisfied consumers remain loyal? The role of switching barriers in online shopping

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Abstract

The existence of e-commerce has two sides of the coin for marketers. E-commerce can be very effective in marketing products or services. On the other hand, it also makes it easier for consumers to switch their choice to competing brands due to the ease of features in comparing prices and quality. Therefore, maintaining consumer satisfaction and dissatisfaction in the online shopping experience is very important for companies to retain their consumers. This study explores the relationship between dissatisfaction and switching behavior in e-commerce. The research was conducted qualitatively using the Critical Incident Technique (CIT) to achieve this goal. Informants in this study were consumers who experienced dissatisfaction when making online purchases in the last six months. The results show that even though consumers experience dissatisfaction, they persist in not switching behavior. The existence of switching barriers in online shopping in the form of ease of use of technology, time efficiency, convenience, and variety seeking are why consumers continue using e-commerce platforms even though they have experienced disappointing services.

Introduction

The rapid development of information and communication technology has changed people's shopping patterns from conventional to online systems where sellers and buyers do not need to meet somewhere but only connect through an application. A survey conducted by statista.com in Asia revealed that by 2023, the penetration of e-commerce users will be 61%, and by 2027, it is predicted to increase to 72.9%. Meanwhile, e-commerce users are expected to reach 3,382.4 million in 2027 (ECommerce - Asia, 2023).

The increase in the number of consumers doing online shopping is driven by the convenience offered by the online system. Consumers can choose the products they want only through their mobile phones without spending time in and out of stores. Consumers also do not need to experience traffic jams or need help finding parking spaces. In addition, the prices offered by online stores are often cheaper than offline stores. The increase in consumers shopping online encourages marketers to improve their services to maintain customer satisfaction and remain loyal. Loyalty is important for companies because efforts to get new customers incur higher costs than establishing relationships with existing customers (Ahmad *et al.*, 2010; Nasir, 2017).

Some literature has discussed the relationship between satisfaction, dissatisfaction, loyalty, or switching behavior. Research conducted by Chuah et al. (2017), Gajendra (2017), and Hassan et al. (2017) revealed that satisfaction felt by consumers can make consumers remain loyal, while dissatisfaction can cause a decrease in consumer loyalty levels (Yen, 2010), even switching to other marketers (Bhatnagar *et al.*, 2019; Piha and Avlonitis, 2015) or can be called switching behavior. Switching behavior is a big problem for marketers because it can cause losses. For some reason, consumers choose to leave the current marketer and switch to another marketer who is considered capable of providing what consumers want. According to Keaveney (1995), switching behavior occurs when consumers leave a service provider to switch to a new service provider, causing the service provider to lose profits and bear the costs of acquiring new customers.

Switching behavior is interesting because some previous studies have shown inconsistent results. Research conducted by Rowley (2000), Sánchez-García & Curras-Perez (2019), and Singh (2019) have shown that switching behavior is an exciting topic to study because some previous studies have shown inconsistent results. Balderjahn & Hüttel (2019) showed that even if consumers are satisfied, it does not guarantee that they will continue to do business with marketers. Consumers can move to other service providers who can provide more than they expect. Meanwhile, Hino (2017) and White & Yanamandram (2007) revealed that dissatisfied consumers still have a loyal attitude toward service providers. Even research conducted by Lu et al. (2012) and Sun et al. (2017) found that consumers who feel dissatisfied can have the intention to use the same application. Therefore, digging deeper to understand the relationship between satisfaction/dissatisfaction and switching behavior is necessary.

Several researchers' previous research on switching behavior only explained switching in the online system. Based on several previous studies, Wu et al. (2017) divided online switching into three groups. First, switching due to new technology, such as switching from an offline system to an online system (Lai and Wang, 2015). Second, transitions

to the same service system, such as switching from one social media or e-commerce to another (Chang *et al.*, 2014). Third is the transition between different services, such as moving from a blog service to a social networking service (Hsieh *et al.*, 2012).

However, these studies have not discussed the transition from online to offline systems. The switch to the offline system referred to in this study is that consumers no longer use the online system to search for information and purchase transactions. This research seeks to uncover why consumers continue purchasing online and do not switch to conventional services. With the advancement of information technology, this research is necessary because marketers need to know the factors that encourage consumers to keep shopping online. Offline marketers are also expected to start trying to sell their products online and provide services that can satisfy consumers.

This research aims to comprehensively understand dissatisfaction and switching behavior from online to offline purchases. The results of this study are expected to provide input for online marketers to pay attention to consumers who feel dissatisfied by creating improved service performance. Thus, the important thing that want to be explored in this study is:

> RQ: Why will dissatisfied consumers not switch from online shopping to offline shopping?

Literature Review

Switching Behavior

Consumer switching occurs from a product or service to a competitor's product or service. Understanding customer switching behavior is critical for marketers regarding a company's costs and profitability (Li and Ku, 2018). Switching behavior can result in losing future revenues from switching customers, so marketers incur losses. Marketers also must bear additional costs of acquiring new customers, such as account set-up and promotional costs, which are five times the cost of customer retention (Keaveney, 1995).

Several researchers have conducted research related to the causes of switching behavior. Keaveney (1995), in his study, revealed that price, inconvenience, core service failure, service failure, response to service failure, competition, ethical issues, and forced switching are the causes of consumers switching to other service providers. Meanwhile, Chih et al. (2012) found that whether or not consumers switch to another service provider is due to consumers comparing the performance of the product or service received with the desired expectations. When consumers get a product or service different from what was promised by marketers, consumers will turn to other marketers. Research conducted by Anton et al. (2007) and Singh (2019) revealed that consumer experience determines subsequent purchasing decisions, namely whether consumers will switch.

In general, switching behavior is caused by dissatisfaction (Liang *et al.*, 2013; Rane *et al.*, 2023; Singh, 2019). However, consumer dissatisfaction only sometimes triggers consumers to switch to other marketers. In some cases, switching behavior is caused by

other factors such as variety seeking (Anton *et al.*, 2007; Chuah *et al.*, 2017; Sánchez-García and Curras-Perez, 2019), consumer complaints (Yan *et al.*, 2021), service performance (Han *et al.*, 2011; Singh, 2019), previous experience related to incidents (Anton *et al.*, 2007; Do and Bowden, 2023) as well as the existence of alternative attractions (Chuang and Tai, 2016; Ghazali *et al.*, 2016; Ulubaşoğlu *et al.*, 2017).

Colgate & Lang (2001) explained that customer switching is a complex event where consumers experience a cognitive process that requires them to determine whether they remain loyal or leave the service provider. Researchers have recently claimed that satisfied consumers are not always loyal, and dissatisfied consumers do not always switch behaviors (Amani, 2022; Huang and Liao, 2015; Sánchez-García and Curras-Perez, 2019). Some customers do nothing when dissatisfied, while others complain directly to the service provider or switch to another marketer (Richins, 1987).

Thus, a new approach is needed to explain consumer behavior: to stay or switch, as the role of customer satisfaction in their loyalty remains unclear (Mittal, 2016). Ultimately, buyer actions and how marketers react to those actions determine whether customers can be retained (Singh, 1988).

Customer Dissatisfaction

Dissatisfied customers tend to no longer use or recommend a product or service, resulting in a decrease in revenue and reduce the company's reputation (Rane *et al.*, 2023). It is usual for consumers to be dissatisfied with certain service providers, but the most important thing is consumers' attitudes toward this dissatisfaction (Colgate and Lang, 2001; White and Yanamandram, 2007).

Dissatisfaction can be seen from the level of disconfirmation by focusing on the uncertainty experienced by consumers. The difference between expectations and actual results is defined as uncertainty. Actual results that are better than expected lead to satisfaction, while actual results that are worse than anticipated lead to dissatisfaction (Oliver, 1980). Although dissatisfaction is believed to result from cognitive processes (comparison between expectations and outcomes), more recent research suggests that affective processes also explain customer dissatisfaction (Lu *et al.*, 2012).

Consumer dissatisfaction is an important issue that marketers must consider because it can have various impacts that interfere with the company's survival. Dissatisfaction can cause consumers to break off relationships with marketers and switch to other service providers (Liang *et al.*, 2013; Rane *et al.*, 2023), complaints (Lu *et al.*, 2012; Yan *et al.*, 2021), and regret (Cho and Song, 2012).

When consumers decide to shop online, the risk of experiencing dissatisfaction is greater than the risk of shopping conventionally. Differences in products received with the information provided by marketers, poor service quality, and complaints that marketers need to respond to are things consumers often experience when purchasing online. Yu & Li (2015) explained that consumers will feel higher risks when using online systems that utilize intangible and heterogeneous internet services compared to transactions carried out face-to-face. This risk will appear in the form of dissatisfaction for consumers. Dissatisfaction related to information conveyed by marketers, online systems, and overall online service quality ultimately leads to negative emotions (Lu *et*

al., 2012), eventually encouraging consumers to switch to other marketers.

Methodology

Critical Incident Technique (CIT)

Following the nature of the research questions and objectives, this research was designed using a qualitative approach with the CIT (Critical Incident Technique) method developed by Flanagan in 1954. The CIT method was chosen because this research discusses the success or failure of services carried out by online shops and their impact on switching behavior. This method has also been used previously in research related to service (Keaveney, 1995), service switching or service failure (Anton *et al.*, 2007; Singh, 2019), and value destruction (Baker and Kim, 2019).

Critical incidents are specific interactions between customers and company employees that are highly satisfactory or unsatisfactory. Not all service incidents can be classified, only those customers consider memorable as highly satisfactory or unsatisfactory (Bitner, 1990). Critical incident data can be collected in various ways, including through personal interviews, focus group interviews, and direct and indirect observation. Data collection using CIT comes from the informant's point of view using their own words. This method provides a rich data source and allows informants to determine which events are most relevant to them regarding the phenomenon under study (Edvardsson, 1992).

This research follows the stages of the CIT method from Flanagan (1954) and Viergever (2019) to obtain objective and accurate data. The first stage is to determine the research objectives, namely to explore information about the reasons why informants continue to shop online and do not switch to conventional systems even though they have previously experienced dissatisfaction. The second step is to plan the research by identifying the informant criteria used in the study, namely (1) having done online shopping, (2) experiencing dissatisfaction when shopping online, (3) interacting with online sellers, and (4) the event occurred within the last six months. Step three is collecting data through interviews with several informants. The selected informants are consumers who have met the predetermined criteria. The fourth step analyzed the data by coding, and the final step interpreted and reported the research results. Steps three to five will be explained in detail in the following subchapters.

Data Collection

The research data was collected through interviews with several informants who met the predetermined criteria. The time when the critical incident occurred in the last six months was chosen based on the research results (Edvardsson, 1992; Grace, 2007; Keaveney, 1995). The underlying thing is that the incident experienced by the informant can certainly be remembered clearly if it is still within six months. However, it does not rule out the possibility that informants still remember events experienced more than six months earlier. Research conducted by Grace (2007) revealed that although informants were asked to remember events that had just occurred (in the last six months), many informants could write down these events in the past. Informants in the study stated that even though an event occurred about 25 years ago, they still

remembered it.

In-depth interviews conducted data collection via telephone or face-to-face. Some interviews were conducted over the phone because the research was conducted during the COVID-19 pandemic (June 2020), so most informants stayed home. When conducting interviews, researchers recorded all informants' answers using a recording device on a mobile phone. The number of informants in this study was twelve. With this sample size, the responses between informants tended to be the same, so the researcher did not need to increase the sample size again. Lee et al. (1999) stated that data collection in qualitative research is stopped when the researcher knows that little or no additional information is obtained by adding data. The questions given to informants are as follows: (1) How long has it been doing online shopping (2). What has been a disappointing event in the last six months when doing online shopping? (3). How did the disappointing incident occur? (4). After the incident, do customers still shop online? (5). Why do customers shop online after the disappointing event? (6). Why are customers no longer interested in conventional purchases (offline shopping)?

This study used data source triangulation to check the validity of the data. This triangulation is done by comparing and rechecking the consistency of information obtained at different times and in different ways (Patton, 1999). The transcribed interviews were returned to the informants to check whether what was written down matched what was said during the interview. All informants stated that what was written in the transcript was appropriate to validate the interview results. Meanwhile, the quality of critical incidents can be seen from the details of the answers given by the informants. Flanagan (1954) stated that if the details provided are complete and precise, the critical incident story can be assumed to be accurate. During the interview, all informants told their experiences, accompanied by intonations of disappointment and negative emotions. This study has fulfilled the elements of validity and reliability because it uses the CIT method (Andersson and Nilsson, 1964). They revealed that the information collected by CIT method is reliable and valid.

Data Analysis

Data analysis began with identifying initial concepts in the data and grouping them into categories or open coding. This coding was carried out using *first-level* codes (Van Maanen, 1979), namely the language used by informants or simple descriptive sentences. Furthermore, *axial coding was* carried out, where researchers looked for relationships between categories obtained from *open coding*, which were then arranged into higher themes (*second order).* Finally, the researcher collects similar themes into several overarching dimensions that form the basis of the emerging framework (Corley and Gioia, 2004). After going through the coding process, the aggregate dimension is obtained as follows:

Table 1: Aggregate Dimension

1st Order Concept	2nd Order Concept	Aggregate Dimension
Seller cannot be contacted Sellers are not communicative	Complaints handling	Switching barriers
Can select more models Can compare prices, other product variations	Variety seeking	

Can choose unique items	
No need to leave the house	Efficient
Easy to just pick and choose	
Can shop anytime	
Can choose a seller based on location proximity so the product will be delivered quickly	
Save time and effort	
No need to get tired of window shopping at store	
No transportation costs	Price benefit
Online shop offers lots of discounts	

Results

Based on the interviews, it was found that the informants in this study have been shopping online for an average of five years. The items purchased by the informants varied from children's toys, household appliances, clothes, headsets, and bags. Most of the items purchased were low-involvement items. The maximum age of the informants was 46 years old, and all of them were familiar with using the internet.

Table 2: Participant Characteristics

No.	Informants	Gender	Age (years)	Disappointed with...
1.	A	Women	44	Garment size, delivery time
2.	B	Women	46	Cleaning, complaint handling
3.	C	Women	33	Kid's toys, Clothes size, delivery time
4.	D	Women	44	Types of clothing, fake accounts
5.	E	Women	32	Laptop bag size
6.	F	Male	45	Clothing size, mobile phone not working, delivery time
7.	G	Male	29	Clothing size
8.	H	Male	25	Clothing material
9.	I	Women	22	Baking equipment, complaint handling
10	J	Male	42	The car audio is not working properly, and the mobile phone is not working properly.
11.	K	Women	30	Plant size
12.	L	Male	40	The lamp is not working properly

The dissatisfaction experienced by informants varies, starting from service inconsistencies such as delay in delivery, unresponsive sellers, fake accounts, defective products, or goods received that do not match the information provided by marketers on their websites.

> I don't want to buy clothes online anymore, because yesterday I bought clothes that were too small and could not be returned. (informant E)

> The product arrived late, and the seller did not respond (informant A)

I have transferred, but the online shop does not exist. It turned out to be a fake account (informant D)

Despite dissatisfaction, the results show that consumers intend to avoid switching to an offline shopping system. They feel that they get more benefits from online shopping than conventional shopping.

We can shop for various items using a laptop or mobile phone *(informant B)*.

However, for electronic goods, some consumers consider it necessary to buy in a physical store to try them out. Research conducted by Arora & Sahney (2018) revealed that most consumers try to experience electronic products offline before buying online. Consumers visit physical stores to get a touch-and-feel experience and only buy products that are following their choices. Some consumers prefer to check electronic products offline before purchasing products at lower prices in online stores (Basak *et al.*, 2017).

If they're electronic goods like mobile phones, I buy them offline. If I buy online, how do I try the goods? (informant A).

I bought an electronic item and found that the product did not meet my expectations (informant J).

Some informants also choose to shop with conventional methods to buy clothes, shoes, or items that require comfort in using a specific size. As stated by Al-Debei et al. (2015) one of the disadvantages of online shops is that consumers can only try on products after buying them.

If I buy a regular t-shirt, I will buy it online, but if I am looking for a more varied model, it is better to buy it offline; I can try it on, feel the material, whether it is good or not, whether it is cool or not (informant A).

I never buy shoes online, and I'm afraid the size is not suitable for me. Different models usually have different shoe sizes. The standard size of each shoe is not the same (informant F).

Some informants prefer to shop offline because they can interact with store staff. They feel that interaction is part of their need to socialize.

I prefer to buy offline because I can chat with the shop staff. Besides, it is also necessary for socializing (informant L).

Switching Behavior

Online marketing has brought changes to people's purchasing behavior. Consumers tend to choose to make purchases online compared to conventional purchases, even though consumers have experienced dissatisfaction. When dissatisfied with a store's service, consumers will quickly move to another store that is still online.

> If it is not suitable, I will choose another store in the same e-commerce or move to another e-commerce (informant G).

> I prefer to shop online, not through social media. But through the e-commerce platform (informant D).

Research conducted by Chang et al. (2014) stated that switching can also be done between e-commerce, while research by Hsieh et al. (2012) found a switch between different services, such as moving from blogs to Social Networking Services (SNS).

Switching Barriers

To prevent switching behavior, every marketer needs to have factors that can deter this switch. These obstacle factors are called switching barriers. According to Chen & Wang (2009), switching barriers are some factors that can make it difficult for consumers to switch to other marketers because of the effort or costs involved in switching. Many factors can be used as barriers, such as the ease of accessing websites in online systems, good communication services between buyers and sellers, products sold are of good quality, ease of getting product variations and prices, and the ability of marketers to follow up on consumer complaints.

Based on the results of the interviews, the existence of switching barriers in the online shopping system causes consumers to be reluctant to switch to conventional shopping systems. Switching barriers to online shopping obtained from informants include variety seeking, efficiency, price benefits, and complaint handling.

According to Chuah et al. (2017), consumers face switching barriers when switching to another service provider. Switching barriers are essential for marketers to maintain consumer loyalty. Switching barriers helps marketers maintain their relationship with consumers so that consumers do not easily move to other marketers. The existence of ties between marketers and consumers, special discounts, and special benefits are some forms of switching barriers (Vázquez-Casielles *et al.*, 2009). Consumers who are passive or do not like change tend to continue their relationship with marketers even if they do not like the services they provide (Li, 2015).

Variety Seeking

Online shopping systems have facilitated consumers to seek variety without expending too much effort or spending extra money and have further encouraged consumers to tend to have variety-seeking behavior (Bashir *et al.*, 2015; Hoyer and Ridgway, 1984; Van Trijp *et al.*, 1996). Variety seekers quickly get bored with a product and switch to other alternative offerings or try new ones (Trivedi and Morgan, 2003).

> I want to buy a headset with this specification. If it's offline, I need to figure out where to buy it. If it's online, it's easy to choose the specifications I want (informant A).

> When I shop online, I can choose the price, model, and other variations (informant D).

> I can pick and choose items. If I don't like the offer from one shop, I will look for the same product in another shop. Then I can compare prices, and I can also

choose the seller (informant E).

Consumers feel that the online system makes it easier for them to make purchases. Using a mobile phone or computer, consumers can choose a wide range of products they want, be it models, brands, prices, types of goods, and even the seller's location. Consumers with hedonic behavior can spend hours comparing models from one store to another. As Nagar and Gandotra (2016) explained in their research, a variety of seekers can use technology to shop online. They also have more ability to explore online systems. The existence of users seeking variety is an attraction for consumers to continue using the online system. However, most consumers feel the need to make product comparisons before deciding to make a purchase.

Efficiency

One of the advantages offered by online systems is efficiency. Efficient in terms of saving time (Miyatake et al. 2016; Rahman et al. 2018; Vasic et al. 2019) and making purchases without the time and place restrictions (Al-Debei *et al.*, 2015). Almost all informants stated that shopping online has advantages, namely practicality, no need to leave the house, so that it saves time and can be done at any time.

> Online shopping is more efficient and saves time (informant C).

> Saves time, ma'am. I don't have time to go in and out of regular shops. It's a hassle ma'am... better to shop online (informant E).

> Online shopping is practical, there is no need to leave the house (informant H).

For some people, online stores can be a fun and inexpensive recreation. Consumers can explore various online stores or marketplaces without having to spend a lot of money and effort. They will spend their free time looking at products in online stores without buying them. As stated by Al-Debei et al. (2015), in online shopping, consumers can search for information to compare prices without buying.

Price Benefits

The Internet makes it easy to market a variety of products and services. Online marketing offers consumers a different shopping experience from physical-based marketing, such as convenience, search, delivery, and price (Palmer, 2000). Online marketing also provides comfort in comparing prices between marketers (Vasic et al., 2019).

> If I shop online, I can save money to find the location of a regular store (informant E).

> The advantage of online shopping is that shoppers can compare prices to find cheap prices (informant G).

Online stores can provide lower prices than physical stores because they do not require the cost of renting and maintaining premises and paying employees. As stated by Arora & Sahney (2018) in their research, physical stores cannot offer lower prices than online

stores because they have employees who are not available in online stores. At certain events, online marketers often provide discounts to consumers, such as on Independence Day or National Online Shopping Day. In addition, by shopping online, consumers also get discounts in the form of free shipping or buy one get one.

> I don't want to move to offline because online shopping has a lot of discounts, and I can find cheap prices" (informant D).

Complaints Handling

How marketers handle consumer complaints attracts dissatisfied consumers to maintain their relationship with service providers. If marketers can handle problems related to consumer dissatisfaction, consumers will be willing to make repeat purchases at the same place (Lu *et al.*, 2012).

> Seller replied briefly. She is not communicative (informant C).

Consumers will see marketers who can respond well to consumer complaints as an effort to correct mistakes that have been made. Thus, consumers who were previously dissatisfied will feel happy with the handling of these complaints and consider their loyalty to marketers.

Discussion

The interview results show that consumers continue to use the online shopping system even though they have experienced dissatisfaction. The desire of consumers to continue using the online system is due to the switching barrier offered by the online system. Jones et al. (2000) argued that consumers will intend to make repeat purchases if marketers can create switching barriers. In this case, switching barriers are important things companies must pay attention to.

Increased competition and decreased customer loyalty encourage customer retention in marketing issues. Customer retention is a strategy carried out by companies to retain consumers to reduce the costs incurred to get new customers (Lin *et al.*, 2016). Experts point out that customer retention can be achieved mainly by building loyalty attitudes and behaviors and creating switching barriers. Switching barriers for service companies is an additional retention strategy in addition to traditional customer satisfaction and loyalty strategies (Jones *et al.*, 2000). These barriers are significant because they can encourage better retention, increasing the strength of engagement in actual behavior.

This research reveals that consumers' ability to stick to online services is due to switching barriers, which include variety seeking, efficiency, and price benefits. Variety seeking is suspected to be one of the reasons consumers are attracted to online shopping (Babin *et al.*, 1994; Nagar and Gandotra, 2016). The ease of implementation and operation of technology offered by online systems (Wu *et al.*, 2017) makes it easy for consumers to move from one store to another without spending much effort. With a single click, consumers can browse several online/e-commerce stores to browse products or search for the desired product. Consumers can also compare the desired products from one store to another.

Meanwhile, efficiency is also something to consider when dealing with an online system. Consumers no longer need to go in and out of the store to find the desired product. Time is an important thing that consumers consider when making purchases, both online and in traditional systems (Bhatnagar *et al.*, 2000). In addition, the online system has also eliminated space and time constraints. Consumers can shop whenever they want. Research by (Bashir *et al.*, 2015; Cho and Sagynov, 2015; Rohm and Swaminathan, 2004) explained that shopping with online systems usually takes less time than shopping at traditional retail outlets because in conventional methods, many activities require time, such as traveling to the store, looking for a parking space or queuing at the cashier.

Shopping through online systems also allows consumers to save money and is often an important reason for consumers to make online purchases (Punj, 2012). The informants stated that shopping online reduces the cost of going in and out of stores. In addition, online shopping offers more diverse discounts than conventional shopping systems. These discounts encourage consumers to stick with online shopping systems despite having an unpleasant experience. They prefer to switch to another online store or e-commerce rather than lose the opportunity to get the various discounts available when shopping online. Some informants stated they get quality products at lower prices by shopping online. In addition to providing discounts on products, marketers offer discounts on shipping costs or free shipping.

Complaints handling due to customer dissatisfaction is an important thing that marketers need to pay attention to. How they behave towards customers and respond promptly to customer complaints will make customers feel valued and willing to remain loyal to service providers (Lu *et al.*, 2012). Some e-commerce has used social media to promote upcoming events and accommodate customer complaints. Through this social media, interactions between customers and marketers will be formed, which can be used as an evaluation for customers to assess how marketers handle complaints. Istanbulluoglu & Sakman (2022) explained that companies need to provide timely responses and apologies while showing credibility and concern. If consumers are satisfied with handling complaints, they will not hesitate to remain loyal. Otherwise, they will decide to switch to other marketers. Marketers are also expected to be more friendly in communicating with buyers, understanding consumers' wishes, and helping them realize them. Consumers will be more comfortable transacting in online stores, which can build a good interaction atmosphere.

The results also show that consumers will switch to another online shop or service system if dissatisfaction occurs but only intend to leave online services partially. The various advantages online shops offer, as explained at the beginning of the discussion, cause consumers to feel reluctant to switch to offline purchasing systems. If they must make conventional purchases, the products purchased require special attention, such as cosmetics, clothing, shoes, and electronic goods, which are high-involvement products. After all, the disadvantage of the online system is that consumers cannot try the items they will buy. So, some consumers choose to keep shopping offline.

The results of this study also revealed several factors that can encourage consumers to purchase in physical stores. These factors include trying products before buying and interacting with staff and other consumers. Consumers must try clothing, cosmetics, and electronics before buying them (Rahman et al. 2018). Consumers buy offline to see

and try the product directly to avoid purchasing mistakes. With current technological advances, Augmented Reality is one solution to overcome the need to try problems. Consumers can try products online before making a purchase.

The next factor is more interaction or socialization when shopping online. Some consumers choose to shop through online stores to avoid interaction with others (Jen-hung and Yi-chun, 2010; Wolfinbarger and Gilly, 2001), but for other consumers, this interaction is a necessity. If purchases are made offline, consumers can meet and interact with employees (Rahman et al. 2018). For this reason, online stores need to provide chatbot applications or form communities that can accommodate consumers so that they can still interact with other consumers even through the online system.

Conclusions

Switching behavior will always be an interesting topic to research. The causes and ways of avoiding switching behavior constantly change depending on the consumer, the conditions, and the object of the event. The findings of this study show that although consumers are dissatisfied, they have no desire to switch to conventional purchases. The convenience marketers offer through online purchasing is a barrier for consumers to switch from the online system. Thus, it is expected that online marketers are more creative in creating a barrier so that unsatisfied consumers are willing to maintain a relationship with the service provider. Switching barriers such as discounted prices, attractive product variations, good communication services, and complaint handling will make customers loyal and reluctant to switch to other service providers.

Some products, such as cosmetics, shoes, and glasses, can be tried using the Virtual Try-On feature in Augmented Reality (AR) technology to reduce the risk of disappointment. Marketers can adopt Augmented Reality (AR) as a medium for consumers to get an engaging online shopping experience. Consumers can try products online as they were done in the real world. Through this technology, consumers can reduce the risk of mistakes when buying products.

Limitations

This study needs to differentiate between the informants' age and the products purchased online. Future research should explore more in-depth information related to switching behavior when viewed from age and experience in using technology and product types. Based on experts' research results, the age level will affect consumer behavior in choosing an online or offline purchasing system. In addition, the type of product consumers purchase impacts their trust in the online system. The results of this study show that some informants tend to choose to make offline purchases when they have to buy products with high involvement.

Practical Implications for Asian Business

Consumer behavior is a topic that is always interesting to study. Along with the development of technology, consumer behavior will also change. In the current era of digitalization, where everything can be done online, consumers also want convenience in making purchases. Marketers are ultimately required to keep up with the changes.

This shows that online purchasing has become a lifestyle for consumers. Through this study, researchers tried to identify the factors that encourage consumers to keep making online purchases despite previous dissatisfaction. The results revealed that online stores have barriers preventing consumers from switching to offline purchases. Among them are time efficiency, ease of finding product variations, and ease of getting affordable prices. Online shops must strengthen their barriers so that consumers remain loyal to using the online shop.

Complaints related to dissatisfaction experienced by consumers need to be responded to by online stores. Dissatisfaction impacts negative word of mouth if not resolved quickly and satisfactorily. Disappointed consumers will tell other consumers about their experiences so that they can reduce consumer loyalty. Online stores that need help to handle complaints properly encourage consumers to switch to making purchases offline. The survey results from We Are Social revealed that more than 1 billion people in South Asia prefer to keep making offline purchases ("Digital 2022: Another Year of Bumper Growth", 2022).

Complaints handling can range from the simplest of apologies to, for example, allowing customers to exchange unsuitable products. Online stores can also provide several payment methods to make it easier for consumers to make transactions. To foster consumer trust, online shops can offer Cash on Delivery (COD) facilities so consumers do not hesitate to make online purchases. Online shops can provide discounts on certain days, such as Independence Day or religious holidays, to increase short-term income.

Online stores must also utilize technology by designing Augmented Reality (AR). For some consumers, the need for touch and trying is important before purchasing. Augmented Reality (AR) can help consumers try products virtually without going to a physical store. AR is expected to provide a new experience for consumers in purchasing products according to what they expect. This technology provides added value for online stores so that, in the end, it can encourage loyalty.

The problem of lack of interaction or socialization in online shopping can be overcome by providing chatbots or forming online communities for consumers. Chatbots make it easier for consumers to ask questions or give feedback to marketers. Marketers can also use the live-streaming feature to make it easier for consumers to get product information before purchasing. Community building is also necessary to keep consumers loyal to online shopping. This community facilitates consumers to stay connected with online stores and other consumers. Through the community, consumers can share shopping experiences and product usage and submit complaints, suggestions, and opinions that marketers can use to improve their performance.

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