

Marketing mix, word of mouth, variety seeking and brand awareness in explaining brand switching: A systematic literature review

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Abstract

Brand switching has become an important issue in consumer behavior research as increasing market competition and product alternatives encourage consumers to switch from one brand to another. However, previous studies have reported fragmented findings regarding the determinants of brand switching, highlighting the need for a comprehensive synthesis. This study aims to identify the major determinants of brand switching and develop an integrated conceptual framework through a *Systematic Literature Review (SLR)*. A total of 50 peer-reviewed journal articles published between 1978 and 2025 were systematically reviewed and analyzed using a *narrative synthesis* approach. The findings indicate that brand switching is primarily influenced by four key determinants: *Marketing Mix*, *Word of Mouth (WOM)*, *Variety Seeking*, and *Brand Awareness*. Marketing Mix and WOM function as external drivers that shape consumer evaluations, while Variety Seeking represents an intrinsic motivation to explore alternative brands and Brand Awareness strengthens brand preference, thereby reducing consumers' switching tendencies. The review also reveals a shift in brand switching research from analytical models toward integrated consumer behavior perspectives. This study contributes to the literature by synthesizing fragmented empirical evidence into an integrated conceptual framework that provides a theoretical foundation for future research on brand switching across different industries and market contexts.

Keyword: Brand switching; Marketing mix; Word of mouth; Variety seeking; Brand awareness; Philosophy of Management Science; Systematic literature review

1. Introduction

Brand switching has become an important phenomenon in consumer behavior research because it reflects consumers' changing preferences from one brand to an alternative brand in increasingly dynamic and competitive markets. The rapid advancement of digital technology, greater access to information, and the expanding availability of product alternatives have enabled consumers to evaluate and compare multiple brands before making purchasing decisions (Al-Kwafi & Ahmed, 2015; Appiah et al., 2019; Ng et al., 2015). Consequently, brand switching is no longer viewed as an incidental consumer behavior but rather as a complex phenomenon that is increasingly relevant across various industries, including smartphones, apparel, consumer goods, ride-hailing services, and healthcare products (Michaelidou & Dibb, 2009; Purbohastuti et al., 2023; Sunardi et al., 2023). More recently, advances in artificial intelligence (AI) have enabled researchers to develop predictive models of consumers' brand-switching behavior, demonstrating that brand switching research continues to evolve alongside changes in market dynamics and consumer behavior (Erkayman et al., 2023).

Brand switching has significant strategic implications for firms because it directly affects customer retention, brand loyalty, and long-term market competitiveness. Consumers' migration to competing brands not only reduces sales but

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also alters market structures and challenges the effectiveness of firms' marketing strategies (Whitaker, 1978; Novak, 1993; Iacobucci et al., 1996). Accordingly, brand switching research has evolved from analytical and probabilistic models designed to estimate switching behavior toward consumer behavior perspectives that seek to explain the psychological, social, and marketing factors underlying consumers' switching decisions (Bucklin et al., 1998; Al-Kwafi & Ahmed, 2015; Appiah et al., 2019). This evolution suggests that brand switching is a multidimensional phenomenon that cannot be adequately explained from a single theoretical perspective.

Consistent with this development, previous studies have identified numerous determinants influencing consumers' brand-switching decisions. From a marketing perspective, elements of the marketing mix, including product quality, price, promotion, and distribution, have been found to significantly influence consumers' propensity to switch brands (Ashfaq & Samreen, 2015; Kwafi & McNaughton, 2011; Ajiwinanto et al., 2021). In addition, word of mouth (WOM), both traditional and electronic (eWOM), shapes consumers' perceptions of brands and may either strengthen or weaken their switching intentions (Ardayan et al., 2021; Gulamali & Persson, 2017). From a psychological perspective, variety seeking represents an intrinsic motivation that encourages consumers to try alternative brands even when they are satisfied with their current brand (Michaelidou & Dibb, 2009; Menidjel et al., 2023). Conversely, brand awareness strengthens brand associations in consumers' minds, reinforces brand preference, and reduces the likelihood of switching to competing brands (Xiong et al., 2021; Hidayat et al., 2021).

Despite the substantial growth of brand switching research, existing studies remain conceptually fragmented. Most investigations focus on the relationships between one or two variables, such as the influence of the marketing mix on brand switching, the role of word of mouth in purchase decisions, or the effect of variety seeking on switching behavior, without integrating these determinants into a comprehensive conceptual framework (Appiah et al., 2019; Ardayan et al., 2021; Menidjel et al., 2023). Moreover, empirical findings remain inconsistent regarding the most influential determinants of brand switching. While some studies emphasize marketing-related factors, others highlight the importance of psychological characteristics or brand-related factors in explaining consumers' switching decisions (Al-Kwafi & Ahmed, 2015; Michaelidou & Dibb, 2009; Xiong et al., 2021). These inconsistencies indicate the need for a comprehensive synthesis of existing evidence to better understand the relationships among the determinants of brand switching.

In response to this research gap, the present study employs a Systematic Literature Review (SLR) to synthesize the development of brand switching research by integrating findings related to the marketing mix, word of mouth (WOM), variety seeking, brand awareness, and brand switching. Unlike traditional narrative literature reviews, the SLR approach follows a systematic, transparent, and replicable procedure for identifying, selecting, and synthesizing relevant literature, thereby providing more comprehensive evidence while minimizing potential review bias (Tranfield et al., 2003; Page et al., 2021).

Accordingly, this study aims to (1) examine the evolution of brand switching research, (2) synthesize the major determinants influencing brand-switching behavior, (3) integrate the conceptual relationships among the marketing mix, word of mouth (WOM), variety seeking, brand awareness, and brand switching, and (4) identify research gaps that may serve as directions for future empirical studies across different industrial contexts.

2. Literature review

2.1. Evolution of Brand Switching Research

Brand switching research has evolved from mathematical modeling approaches toward consumer behavior perspectives. Early studies were dominated by probabilistic models, such as Markov chains, hazard models, and network analysis, which were primarily employed to map brand-switching patterns and market competition structures (Whitaker, 1978; Novak, 1993; Gilboa & Pazgal, 1995; Iacobucci et al., 1996). Although these approaches provided a fundamental understanding of brand-switching dynamics, they offered limited explanations of the psychological and marketing factors underlying consumers' switching decisions.

As consumer behavior research has advanced, brand switching has increasingly been conceptualized as a decision influenced by the interaction of marketing factors, psychological characteristics, and social influences. Previous studies have identified price, product quality, brand image, word of mouth (WOM), variety seeking, and brand awareness as the most frequently examined determinants of brand-switching behavior across various industrial contexts (Al-Kwafi & Ahmed, 2015; Michaelidou & Dibb, 2009; Appiah et al., 2019; Menidjel et al., 2023). More recently, advances in artificial intelligence (AI) have enabled researchers to develop predictive models that improve the accuracy of forecasting consumers' brand-switching behavior (Erkayman et al., 2023). Nevertheless, most existing studies continue to examine

these determinants in isolation, resulting in a limited conceptual synthesis of how multiple factors collectively influence brand-switching behavior.

2.2. Determinants of Brand Switching

Previous studies have consistently demonstrated that brand-switching behavior is influenced by a combination of marketing, social, psychological, and brand-related factors. From a marketing perspective, elements of the marketing mix, including price, product quality, promotion, and product features, have been identified as key determinants of consumers' decisions to remain loyal to or switch to competing brands (Ashfaq & Samreen, 2015; Kwifi & McNaughton, 2011; Ajiwinanto et al., 2021). In addition, information transmitted through word of mouth (WOM), including electronic word of mouth (eWOM), plays a significant role in shaping consumers' perceptions of brands, thereby increasing or reducing their propensity to switch brands (Ardyan et al., 2021; Gulamali & Persson, 2017).

From a psychological perspective, previous research highlights the importance of intrinsic consumer motivations in explaining brand-switching behavior. Variety seeking encourages consumers to explore alternative brands even when they are satisfied with their current brand, reflecting a desire for novelty rather than dissatisfaction (Michaelidou & Dibb, 2009; Menidjel et al., 2023; Zhang, 2022). Meanwhile, brand awareness strengthens consumers' familiarity with and preference for a brand, thereby reducing the likelihood of switching when multiple competing alternatives are available in the marketplace (Xiong et al., 2021; Hidayat et al., 2021). Collectively, these findings suggest that brand switching is the result of the interaction among multiple complementary determinants, highlighting the need for an integrated conceptual framework that explains their combined influence on consumers' brand-switching decisions.

2.3. Toward an Integrated Conceptual Framework

The synthesis of the reviewed studies indicates that brand-switching behavior cannot be explained by a single determinant but rather results from the interaction of marketing factors, social influences, consumers' psychological characteristics, and brand-related factors. Previous studies suggest that the marketing mix provides the initial external stimulus through price, product quality, promotion, and product attributes, whereas word of mouth (WOM) shapes consumers' perceptions by transmitting information through interpersonal communication and digital platforms (Ashfaq & Samreen, 2015; Ardyan et al., 2021; Gulamali & Persson, 2017). Furthermore, psychological characteristics such as variety seeking determine consumers' willingness to explore alternative brands, while brand awareness strengthens brand preference and reduces consumers' propensity to switch to competing brands (Michaelidou & Dibb, 2009; Menidjel et al., 2023; Xiong et al., 2021).

Although the relationships among these variables have been widely investigated, most previous studies have examined their individual effects within specific industrial contexts. Consequently, the understanding of how the marketing mix, word of mouth, variety seeking, and brand awareness interact to explain brand-switching behavior remains limited. Based on the synthesis of the reviewed literature, this study proposes that these four determinants form a complementary conceptual framework in which the marketing mix and word of mouth serve as external stimuli, variety seeking represents consumers' intrinsic psychological tendency to seek alternative brands, and brand awareness functions as a mechanism that reinforces brand preference. This integrated conceptual framework provides the theoretical foundation for the synthesis and discussion presented in the subsequent sections.

3. Methodology

This study employed a Systematic Literature Review (SLR) approach to identify, evaluate, and synthesize previous research on the determinants of brand switching. The SLR approach was selected because it enables the systematic integration of findings from diverse studies, providing a more comprehensive understanding of the evolution of brand-switching research, its key determinants, and potential directions for future studies. The review process consisted of four main stages: literature searching, article selection based on predefined inclusion criteria, data extraction, and narrative synthesis to identify recurring patterns and conceptual relationships among the variables examined.

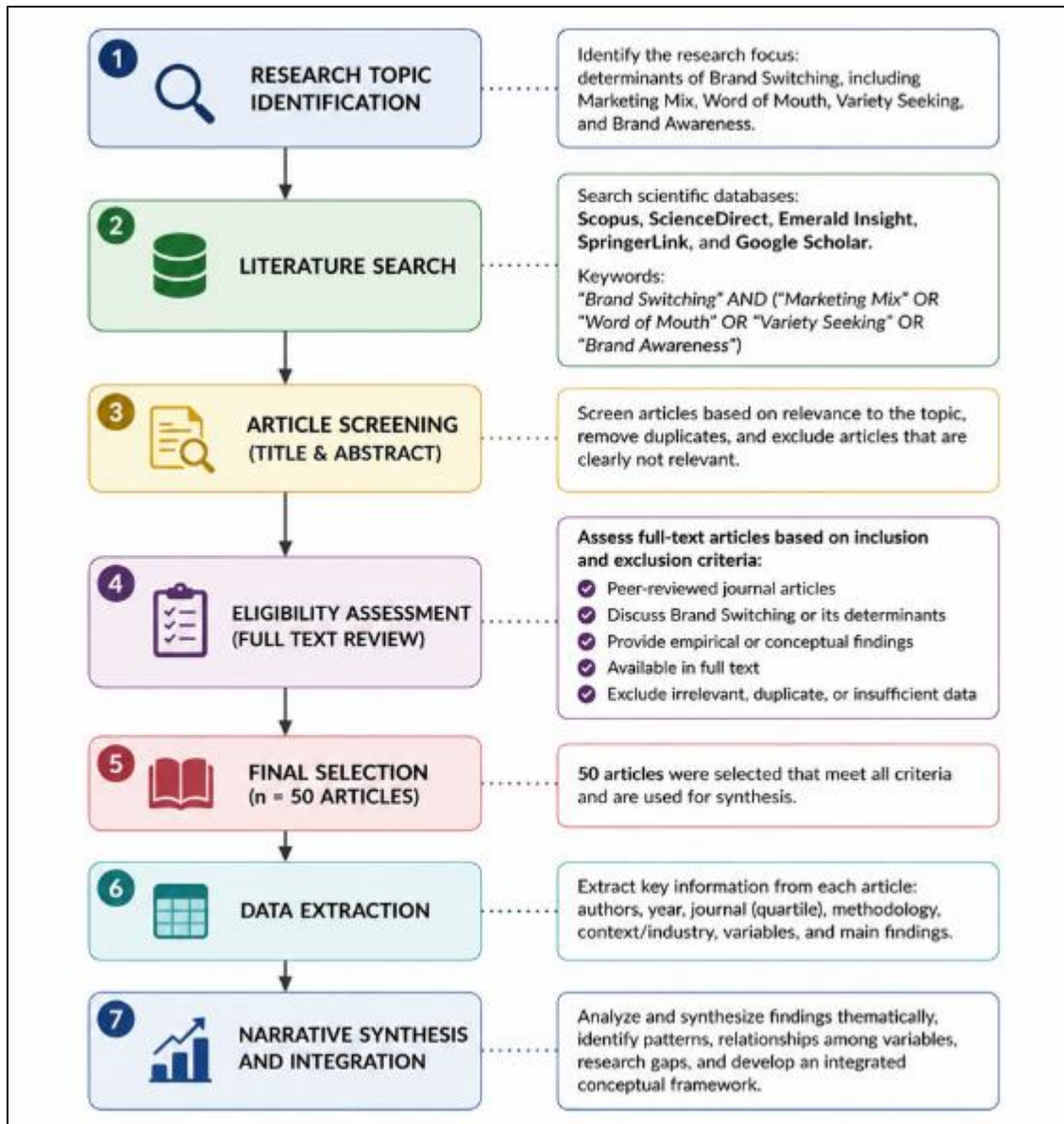


Figure 1 Research Design Systematic Literature Review on Determinants of Brand Switching

3.1. Literature Search Strategy

Literature was retrieved from several major academic databases commonly used in marketing and management research, including Scopus, ScienceDirect, Emerald Insight, SpringerLink, and Google Scholar. The search strategy employed combinations of the keywords "Brand Switching," "Marketing Mix," "Word of Mouth," "Variety Seeking," and "Brand Awareness" using Boolean operators (AND and OR) to identify studies relevant to the research objectives. The retrieved articles were subsequently screened based on their topical relevance, journal quality, and alignment with the objectives of this review. Priority was given to articles published in reputable international journals indexed in Scopus (Q1–Q4), while several seminal conceptual studies were also included because of their significant contributions to the development of brand switching theory. Following the screening process, a total of 50 articles met the inclusion criteria and were selected for the final synthesis.

3.2. Inclusion and Exclusion Criteria

Articles were selected based on the following inclusion criteria: (1) they examined brand switching or its key determinants, including the marketing mix, word of mouth, variety seeking, and brand awareness; (2) they were published in peer-reviewed academic journals; (3) the full text was available; and (4) they reported empirical or conceptual findings relevant to the objectives of this review. Articles were excluded if they were not directly related to the research topic, constituted duplicate publications, or lacked sufficient information to support the synthesis process.

3.3. Data Extraction and Synthesis

Data from each selected article were extracted into a synthesis matrix containing information on the author(s), publication year, journal quartile, research methodology, and principal findings. These data were used to identify the characteristics of the reviewed studies and the evolution of brand switching research. Subsequently, the extracted evidence was analyzed using a narrative synthesis approach by organizing the findings according to the major determinants of brand switching. This approach enabled the identification of recurring patterns, similarities, differences, and conceptual relationships among the reviewed studies, leading to the development of a more comprehensive integrated conceptual framework.

Table 1 Summary of Included Studies (n=50)

Author(s) (Year)	Article Type / Methodology	Key Constructs Examined	Industry / Context
Whitaker (1978)	Analytical Model (Markov)	Brand Loyalty; Brand Switching	General
Novak & Stangor (1987)	Weighted Least Squares	Brand Switching; Market Structure	Consumer Markets
Lynch & Benowitz (1987)	Longitudinal Study	Brand Switching	Cigarettes
Gilboa & Pazgal (1995)	Theory & Empirical Model	Consumer Memory; Brand Switching	FMCG
Kahn (1995)	Integrative Literature Review	Variety Seeking	Consumer Goods & Services
Wedel et al. (1995)	Hazard Modeling	Brand Switching	FMCG
Iacobucci et al. (1996)	Network Analysis	Brand Switching	Automotive
Bucklin et al. (1998)	Empirical Modeling	Market Share; Brand Switching	FMCG
Trivedi (1999)	Empirical Study	Variety Seeking; Promotion	Consumer Goods
Sun et al. (2002)	Dynamic Structural Model	Promotion; Brand Switching	Consumer Products
Hatsukami et al. (2007)	Randomized Experiment	Brand Switching	Smokeless Tobacco
Michaelidou & Dibb (2009)	Regression	Variety Seeking; Brand Switching	Clothing
Sahay & Sharma (2010)	Survey	Brand Relationships; Brand Switching	Young Consumers
Bui et al. (2011)	Experimental (SEM)	Regret; Satisfaction; Brand Switching	Consumer Products
Kwif & McNaughton (2011)	Survey	Innovation; Brand Switching	High-tech Equipment
Cameron et al. (2012)	Cost Analysis	Generic Switching	Pharmaceutical
Okada & Tsurumi (2012)	Multidimensional Scaling	Brand Switching	Margarine
Umoh et al. (2013)	Markov Analysis	Brand Switching	Toothpaste
White et al. (2014)	Longitudinal Analysis	Price; Brand Switching	Tobacco
Al-Kwif & Ahmed (2015)	Literature Review	Brand Switching Evolution	General
Ashfaq & Samreen (2015)	Survey	Marketing Mix; Brand Switching	Smartphones

Ng et al. (2015)	Conceptual Study	Dissatisfaction; Brand Switching	Cross-cultural
Rao et al. (2016)	Survey	Switching Factors	Telecommunication
Al-Kwafi (2016)	fMRI Experiment	Brand Switching	Smartphones
Hwang & Kwon (2016)	Survey	Loyalty Program; Switching	Services
Gulamali & Persson (2017)	Survey	Influencer; Brand Switching	Consumer Products
Appiah et al. (2017)	Conceptual Study	Identity; Brand Switching	Smartphones
Sang et al. (2018)	Empirical Study	Variety Seeking; Satisfaction	Consumer Products
Appiah et al. (2019)	Qualitative Case Study	Identity; Brand Switching	Smartphones
Fetscherin (2019)	Survey	Brand Hate; Brand Switching	Consumer Products
Flinterman et al. (2020)	Cohort Study	Brand Switching	Pharmaceutical
Xiong et al. (2021)	Analytical Modeling	Brand Awareness; Variety Seeking	General
Biraglia et al. (2021)	Experiment	Scarcity Appeal; Switching	Consumer Products
Kazmi et al. (2021)	PLS-SEM	Green Brand; Switching	Green Products
Guo et al. (2021)	SEM Survey	Push-Pull-Mooring	Smartphones
Hidayat et al. (2021)	PLS-SEM	Brand Awareness; Switching	Healthy Food
Ardayan et al. (2021)	PLS-SEM	Negative eWOM; Switching	Retail
Cattani & Kim (2021)	Computational Model	Variety Seeking	Learning
Zhang (2022)	Literature Review	Variety Seeking	General
Amani (2022)	SEM Survey	Brand Love; Switching	Telecommunication
Mahmood et al. (2022)	SEM Survey	Protection Motivation	Restaurants
Wang & Xiao (2022)	Survey	Satisfaction; Variety Seeking	Sharing Apparel
Menidjel et al. (2023)	PLS-SEM	Variety Seeking; Engagement	Services
Erkayman et al. (2023)	Machine Learning	Brand Switching Prediction	General
Purbohastuti et al. (2023)	SEM	Price; Experience; Switching	Ride-hailing

Note: SEM = Structural Equation Modeling; PLS-SEM = Partial Least Squares SEM

4. Findings and discussion

4.1. Characteristics of Included Studies

A total of 50 articles that met the inclusion criteria were analyzed to provide an overview of the development of brand switching research. The selected studies were published between 1978 and 2025, indicating that brand switching has been investigated for more than four decades. Early research primarily focused on analytical models, including Markov models, hazard models, and network analysis, to explain brand-switching patterns and market competition. As marketing research evolved, the focus gradually shifted toward consumer behavior perspectives, emphasizing the roles of psychological, marketing, and social factors in influencing consumers' switching decisions. More recently, advances in artificial intelligence (AI) and machine learning have been incorporated to improve the prediction of consumers' brand-switching behavior.

From a methodological perspective, most of the reviewed studies adopted empirical survey-based approaches analyzed using Structural Equation Modeling (SEM) or Partial Least Squares Structural Equation Modeling (PLS-SEM). Other studies employed experimental designs, longitudinal analyses, analytical modeling, machine learning techniques, and

literature reviews to examine brand-switching behavior from different perspectives. This methodological diversity suggests that brand switching is a multidimensional phenomenon that can be investigated using various research designs depending on the characteristics of the research context.

Regarding publication quality, most of the reviewed studies were published in Scopus Quartile 1 (Q1) journals, while the remaining articles were published in Q2, Q3, and Q4 journals. The predominance of Q1 publications indicates that this review is grounded in high-quality, peer-reviewed scientific evidence. Furthermore, brand-switching research has been conducted across a wide range of industries, including smartphones, telecommunications, consumer goods, retail, healthcare, tourism, platform-based transportation services, and green products. This diversity demonstrates that brand switching is a cross-industry phenomenon shaped by different market characteristics and competitive environments.

Overall, the characteristics of the reviewed studies indicate that brand switching research has experienced substantial development in both methodological approaches and research contexts. Nevertheless, most previous studies have examined relationships among variables within specific industrial settings. This highlights the need for a broader conceptual synthesis that integrates the major determinants of brand switching into a comprehensive framework capable of explaining consumers' brand-switching behavior across different contexts.

4.2. Research Trends in Brand Switching

The synthesis of the reviewed literature indicates that brand switching research has evolved considerably in terms of both theoretical perspectives and methodological approaches. Early studies primarily focused on developing analytical models to explain brand-switching patterns and market competition dynamics. Markov models, hazard models, and network analysis were widely employed to estimate consumers' switching probabilities and to examine competitive market structures across different product categories (Whitaker, 1978; Novak, 1993; Gilboa & Pazgal, 1995; Iacobucci et al., 1996). These approaches established a solid quantitative foundation for understanding brand-switching behavior.

As consumer behavior research advanced, the focus shifted from mathematical modeling toward identifying the determinants of consumers' brand-switching decisions. Researchers increasingly integrated marketing, psychological, and social perspectives to explain why consumers switch brands. Consequently, the marketing mix, word of mouth (WOM), variety seeking, and brand awareness emerged as the most frequently examined determinants across a wide range of industries, including smartphones, telecommunications, consumer goods, and digital services (Al-Kwafi & Ahmed, 2015; Ashfaq & Samreen, 2015; Michaelidou & Dibb, 2009; Ardyan et al., 2021; Xiong et al., 2021). This shift reflects a broader understanding of brand switching as the outcome of interactions between external marketing stimuli and consumers' psychological characteristics.

Recent studies have increasingly adopted more integrative approaches by incorporating multiple determinants into a single research framework. At the same time, advances in artificial intelligence (AI) and machine learning have enabled researchers to develop more accurate predictive models of consumers' brand-switching behavior using large-scale consumer data (Erkayman et al., 2023). Nevertheless, the findings of this review indicate that most existing studies continue to examine these determinants separately and within specific industrial contexts. Consequently, a comprehensive conceptual synthesis is needed to integrate the major determinants of brand switching and provide a more holistic understanding of consumers' brand-switching behavior.

4.3. Key Determinants of Brand Switching

The synthesis of the reviewed studies indicates that the determinants of brand switching can be classified into four major categories: the marketing mix, word of mouth (WOM), variety seeking, and brand awareness. These determinants consistently appear across different research contexts, although each contributes differently to consumers' brand-switching decisions. Overall, the marketing mix serves as an external marketing stimulus, word of mouth functions as a source of social influence, variety seeking reflects consumers' intrinsic motivation to seek alternative brands, and brand awareness reinforces consumers' preferences for a particular brand.

From a marketing perspective, previous studies consistently identify price, product quality, product features, and promotional activities as the primary drivers of brand-switching behavior. Consumers tend to evaluate the value offered by competing brands before deciding to switch, particularly when alternative brands provide superior benefits. This finding has been consistently reported across various industries, including smartphones, cosmetics, platform-based transportation services, and consumer goods (Ashfaq & Samreen, 2015; Kwafi & McNaughton, 2011; Purbohastuti et al., 2023). Beyond traditional marketing activities, information communicated through word of mouth, particularly

electronic word of mouth (eWOM), also plays a crucial role in shaping consumers' brand perceptions and increasing switching intentions when the information received is unfavorable (Ardyan et al., 2021; Gulamali & Persson, 2017).

From a consumer psychology perspective, variety seeking is one of the most consistent determinants explaining consumers' willingness to try alternative brands despite being satisfied with their current choices. Previous studies suggest that the desire for variety motivates consumers to explore new brands as part of their search for novel experiences (Kahn, 1995; Michaelidou & Dibb, 2009; Menidjel et al., 2023). In contrast, brand awareness acts as a protective mechanism by strengthening consumers' familiarity with and preference for a brand, thereby reducing their likelihood of switching to competing alternatives (Xiong et al., 2021; Hidayat et al., 2021).

Overall, the findings of this review demonstrate that brand-switching behavior cannot be explained by a single determinant. Rather, consumers' switching decisions result from the interaction of marketing stimuli, social influences, psychological characteristics, and brand-related factors. This synthesis highlights a clear shift in brand switching research toward more integrative perspectives, emphasizing the importance of developing conceptual models that capture the combined effects of these four determinants to provide a more comprehensive understanding of brand-switching behavior.

4.4. An Integrated Conceptual Framework of Brand Switching

The synthesis of the reviewed literature suggests that brand-switching behavior is a multidimensional phenomenon resulting from the interaction of marketing factors, social influences, consumers' psychological characteristics, and brand-related factors. Previous studies indicate that the marketing mix serves as an external stimulus that shapes consumers' perceptions through product attributes, pricing, promotion, and distribution strategies. These perceptions are subsequently influenced by word of mouth (WOM), derived from both interpersonal communication and digital interactions, which can reinforce or alter consumers' evaluations of a brand. At the same time, psychological characteristics such as variety seeking influence consumers' willingness to explore alternative brands, whereas brand awareness strengthens brand preference and reduces the likelihood of switching to competing brands. Therefore, brand-switching decisions are not determined by a single factor but rather emerge from the combined influence of multiple complementary determinants.

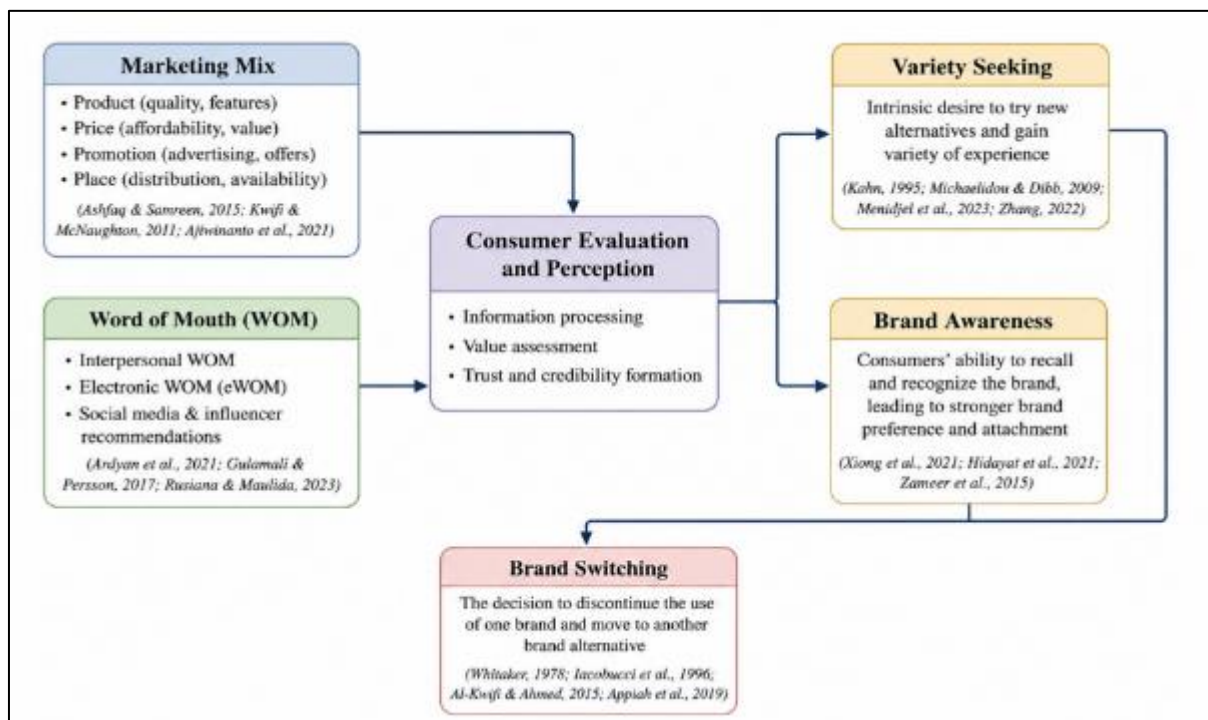


Figure 2 Integrated Conceptual Framework of Brand Switching

The findings also reveal a significant shift in the focus of brand switching research. Earlier studies primarily examined the effects of one or two determinants within specific industrial contexts, whereas more recent studies have begun to develop more comprehensive models by integrating multiple determinants of consumer behavior. Nevertheless, this

review indicates that the relationships among these determinants are still predominantly examined in isolation, leaving the underlying mechanism of brand-switching behavior insufficiently explained across different industries. Accordingly, this study proposes an integrated conceptual framework in which the marketing mix, word of mouth, variety seeking, and brand awareness jointly represent the principal determinants of brand-switching behavior. This framework provides a theoretical foundation for future empirical research aimed at developing more comprehensive models of brand-switching behavior

Figure 2 presents the integrated conceptual framework developed from the synthesis of the reviewed literature. The framework illustrates that brand-switching behavior is influenced by four major groups of determinants. The marketing mix and word of mouth represent external stimuli that shape consumers' perceptions and evaluations of brands. In contrast, variety seeking reflects consumers' intrinsic motivation to explore alternative brands, while brand awareness reinforces brand preference and reduces consumers' propensity to switch. Rather than representing a validated empirical model, the framework serves as a conceptual synthesis of the existing literature and provides a theoretical basis for future empirical investigations into brand-switching behavior.

5. Conclusion

This study employed a Systematic Literature Review (SLR) to synthesize previous research on the determinants of brand-switching behavior. Based on the analysis of 50 peer-reviewed studies, the findings indicate that brand switching is a multidimensional phenomenon shaped by the interaction of marketing factors, social influences, consumers' psychological characteristics, and brand-related factors. The review identified the marketing mix, word of mouth (WOM), variety seeking, and brand awareness as the four most consistently examined determinants of brand-switching behavior across different industrial contexts. These findings demonstrate that consumers' brand-switching decisions cannot be explained by a single determinant but rather result from the combined influence of multiple complementary factors.

Beyond identifying the major determinants, this review reveals a clear evolution in brand-switching research from probability-based analytical models toward more comprehensive consumer behavior perspectives. Recent studies increasingly emphasize the integration of marketing, psychological, and social factors in explaining brand-switching behavior. Building on these findings, this study proposes an integrated conceptual framework that illustrates the relationships among the marketing mix, word of mouth, variety seeking, brand awareness, and brand switching. The proposed framework contributes to the literature by integrating previously fragmented empirical evidence into a coherent conceptual perspective, thereby providing a theoretical foundation for future empirical research.

This review is subject to several limitations. It focuses exclusively on studies relevant to the objectives of this review and does not differentiate the influence of brand-switching determinants across specific industries or geographical regions. Future research is therefore encouraged to empirically validate the proposed conceptual framework and to conduct comparative studies across industries and countries to enhance the understanding of brand-switching behavior in different market contexts.

Compliance with ethical standards

Disclosure of conflict of interest

No conflict of interest to be disclosed.

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