

Documents

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An intellectual journey into the historical evolution of marketing research in brand switching behavior - Past, present and future

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Abstract

Purpose - The aim of this paper is to explore the historical development of brands and the development of literature on brand switching to define the antecedents that cause switching behavior among consumers and the impact of switching on market share of companies. **Design/methodology/approach** - The historical development of brands is tracked using different secondary sources. Then an intensive literature review is conducted on brand switching at the consumer and business levels. At each level, studies on brand switching are divided into several categories, such as household products, technological products and service providers, and the common factors behind switching for each category and between categories are determined. **Findings** - An examination of the historical development of brands shows that brands appeared on products a long time ago and evolved through a number of stages based on the economic and social environment. The literature reveals that no single model can explain brand switching behavior of consumers or businesses across different industries and products. Each study uses a specific set of factors to explain brand switching. However, brand attractiveness can be counted as the most common factor behind brand switching. **Research limitations/implications** - There is little understanding of the historical mutations of brand switching behavior and the influence of mutation on branding strategies. The study suggests that continuous exploration of consumer's preferences is needed to create and sustain attractive brands. **Practical implications** - Managers increasingly recognize brands as one of the most valuable assets of an organization, and, therefore, an informed knowledge of the factors underpinning brand switching may help managers build attractive brands and prevent brand switching. This condition imposes significant challenges in a highly innovative environment, where technological changes can quickly make attractive brands obsolete. **Originality/value** - This paper highlights that the factors behind brand switching should be monitored constantly, even for the same brand, to define an appropriate strategy that helps sustain brand attractiveness. © Emerald Group Publishing Limited

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