

Exploring Users Who Switch the E-Commerce Online Platform : PPM Theory

Yu-Hsuan, Chen

Ming Chi University of Science Technology, Taipei, Taiwan

Abstract

This study investigates consumer switching behavior in Taiwan e-commerce sector by applying the push-pull-mooring (PPM) theory to analyze why users migrate from PChome to alternative platforms such as Shopee and Momo. Drawing on 157 valid survey responses, the study employs Partial Least Square Structural Equation Modeling to examine the influence of three factors: push effects (low enjoyment, service dissatisfaction, poor usability), pull effects (perceived attractiveness of alternatives), and mooring effects (switching costs, social relationships, need for variety) on user's switching intentions.

The results reveal that only the pull effects significantly and positively influence switching intention, indicating that users are primarily driven by the appeal of alternative platforms rather than dissatisfaction with PChome or barriers to switching. Push and mooring factors did not show significant effects. These findings suggest that in a competitive digital environment, users are more responsive to external incentives and platform attractiveness than to internal dissatisfaction or loyalty constraints.

This research contributes to the theoretical extension to the PPM model within the context of online shopping behavior. It offers practical implications for e-commerce platforms aiming to enhance customer retention and engagement strategies.

Keywords

PPM theory, switching intention, e-commerce platform migration.

