

Switching costs are the expenses or inconveniences that customers face when they change from one product or service to another. These costs can be financial, such as fees to end a contract early, or non-financial, like the time and effort needed to learn a new system or the emotional attachment to a familiar brand.





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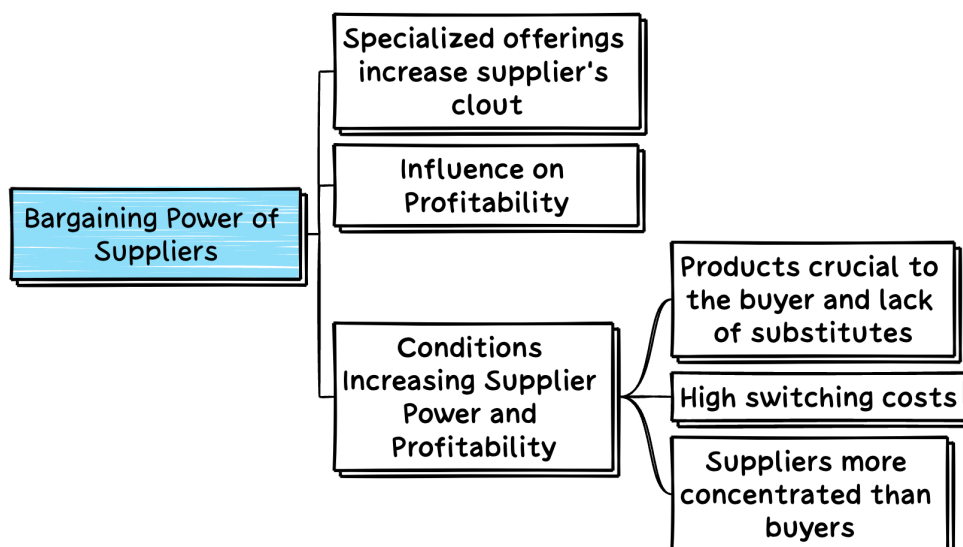
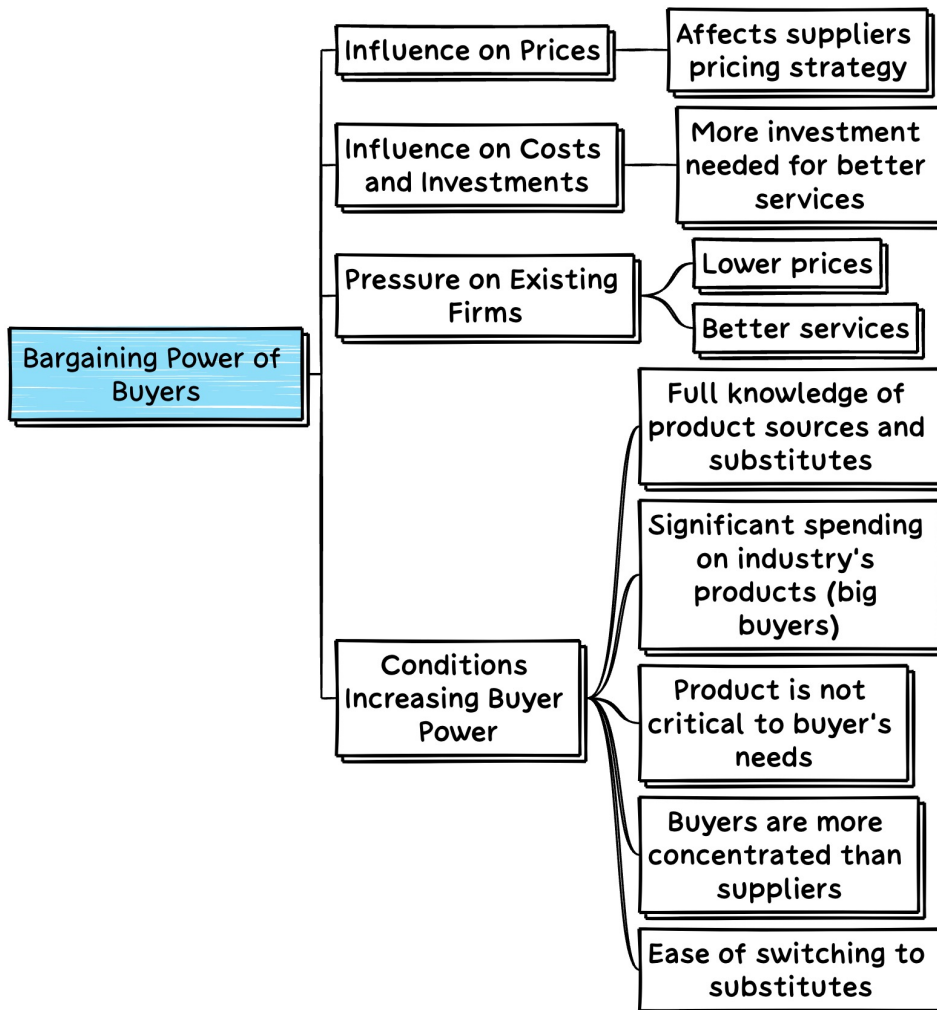
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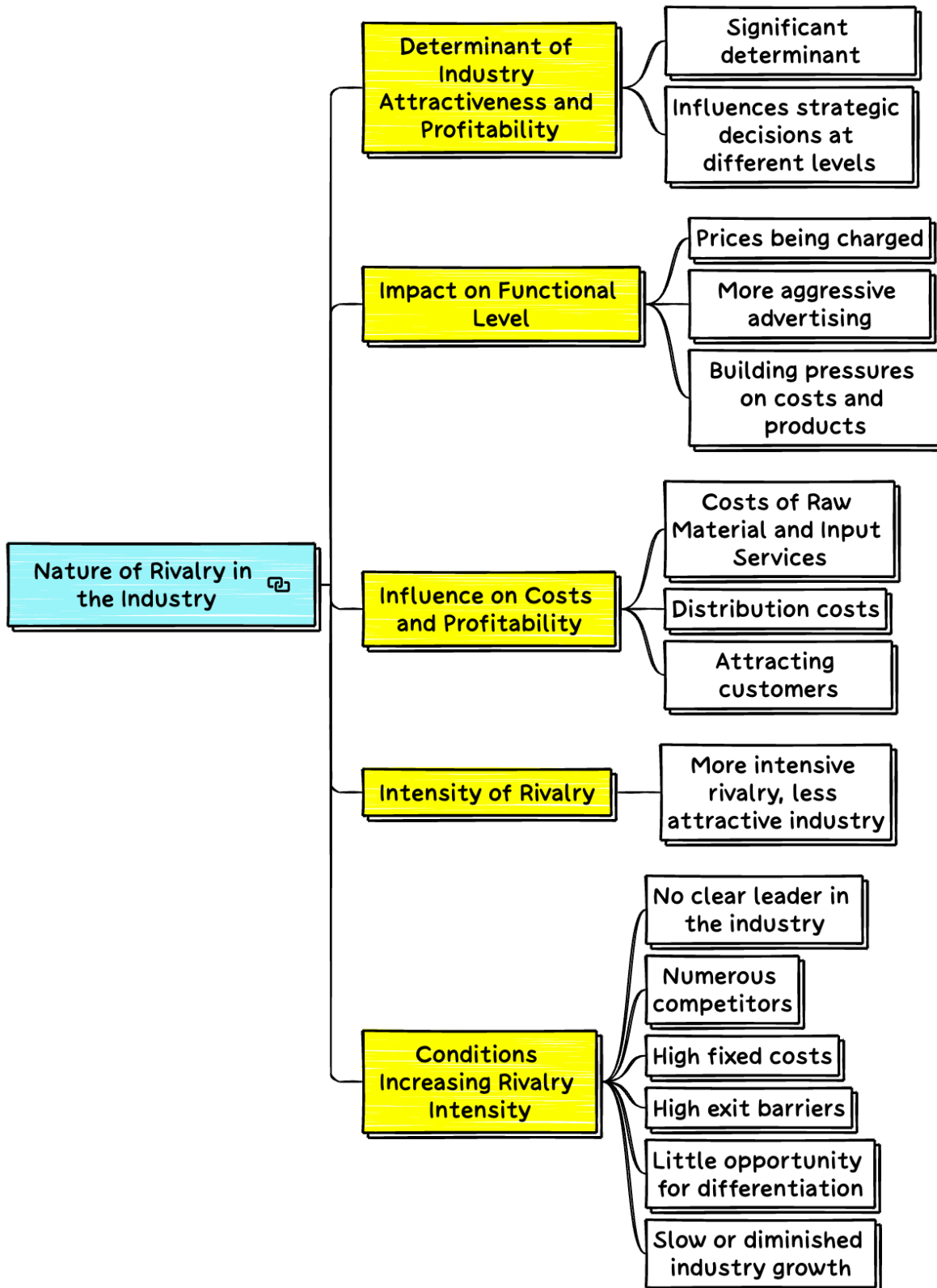
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