## Factors influencing brand switching behavior: Role of variety seeking need as moderator variable

Title	Factors influencing brand switching behavior: Role of variety seeking need as moderator variable
Abstract	
Authors	S Febiastuti, AT Nawarini
Journal Name Journal of Research in Management 1 (2), 34-48, 2018	
Publish Year	2018
Citation	13
Url	https://scholar.google.com/scholar?q=+intitle:"Factors influencing brand switching behavior: Role of variety seeking need as moderator variable"
Author	ALISA TRI NAWARINI, MBA