(2) °)	Switch In Cost :- It is a cost that a Consumer incurs as a gresult of changing bounds, suffliers on broducts.
2	incure as a result of
	changing borands sufficers on broducts.
î;)	Lock-In Cost: - This cost makes a customen defendent on a vendon for fundant and services, unable to use another vendon without switching cost.
1.7	desendent on a vendon for
	Europy and services unable to use another
	vendon without ewitching last
	y Crack Constitution of the constitution of th