

Proceedings of Annual Malaysia Business Research Conference

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Mr. Tanzil Hoque

**Global Research Institute for Business Academics
28 Harlington Street,
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Editorial Note: These proceedings are organised under the following tracks:

**Accounting
Banking
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Marketing**

How to find your paper?

Papers contained in these proceedings are refereed papers as they are double blind peer reviewed. We have tried to minimise the errors but sole responsibility rests on the author(s) concerned. In some cases, we have provided "abstract" only as per instruction of the concerned author(s). We hope these papers would serve as the most valuable materials for business research only and no materials should be used or manipulated for any purpose other than purely academic research. We appreciate the contribution of the author(s) and our editorial staff who worked relentlessly to make the conference an outstanding success.

Mr. Tanzil Hoque

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Factors affecting brand switching on Sunsilk Shampoo in Indonesia

Rina Adi Kristianti* and Ruth**

This study attempts to explore the factors that influence brand switching of Sunsilk shampoo products in Indonesia. Collecting data are using questionnaires on 150 respondents. The independent variables are consumer dissatisfaction, need of variety seeking, price, competitors' advertising, and availability of product. Results showed that consumer dissatisfaction, price and competitors' advertising have a significant positive effect on brand switching. Conversely availability of product has a significant negative effect on brand switching.

Keywords: brand switching, consumer dissatisfaction, need of variety seeking, price, competitors' advertising, availability of product.

1. Introduction

Competition is a major problem faced by every company. Various methods are used to maintain and win the market, so that each manufacturer tried to accentuate its products from rival products is the price policy, product, distribution, and promotion. A wide variety of products on the market, made a marketer must keep in winning customer satisfaction. If all the consumers' needs are met, consumers tend to be loyal to the product and not easy for the consumer to switch to another brand (brand switching).

Many factors influence the consumer to switch to another brand. But the factors that will be discussed in this research are consumer dissatisfaction, the need of variety seeking, price, competitors' ads and product availability. The product studied was shampoo, which for Indonesia hair care products have a very good market share. It was proven that the biggest selling hair care for the Asia Pacific region, Indonesia is in the order to the four. For more details can be seen in the table below:

*Rina Adi Kristianti, Lecturer at the faculty of economics, Tarumanagara University, Jakarta, Indonesia, Email : nirina942003@yahoo.com

**Ruth, Master of Management, Tarumanagara University, Jakarta, Indonesia.

Table 1.1: Hair Care Market Growth category in the Asia Pacific region

Negara	2008	2009	2010	2011	2012
China	3391,6	4012,6	4747,3	5601,4	6604,7
Japan	5742	5907,3	6085,4	6272,7	6463,7
South Korea	957,2	1012	1062,7	1115	1168
Indonesia	490,8	565,1	634,9	700,3	764,3
Filipina	505,6	571,1	623,3	679,1	737,9
Vietnam	179,2	216,7	253,1	290,7	335,7
Malaysia	209,3	228,1	244,7	261,6	279,7
Singapore	90,9	99	106,6	114,1	121,7

In units of million USD

Reference: <http://www.in.cosmeticsasia.com>

The development of the hair care market in the Asia Pacific region very rapidly making many brands of shampoo on Indonesia market. So it becomes very tight competition between these products. The main focus of this research is Sunsilk shampoo which since 2011 the industrial market was dominated by Pantene shampoo. For more details, refer to the table below:

Table 1.2: Shampoo Industries in Indonesia 2009 - 2011

Merek	2009	2010	2011
Pantene	23,3%	21,7%	26,4%
Sunsilk	25,8%	24,3%	22,8%
Clear	18,7%	20,9%	18,5%
Lifebouy	13,2%	14,3%	13,3%

Reference : SWA Magazine

This is also shown by the brand value of the four brands, Sunsilk superior from 2009 to 2010, but since 2011 Pantene can outperform its competitors. The following Table 1.3 describes brand value of shampoo in Indonesia. Brand value shows the best brand image bases on consumers' perception.

Table 1.3: Brand Value of Shampoo in 2009 - 2011

Brands	Year			Rating		
	2009	2010	2011	2009	2010	2011
Pantene	58,7%	50,4%	54,7%	2	3	1
Sunsilk	60,7%	52,0%	51,9%	1	1	2
Clear	55,6%	50,5%	49,7%	3	2	3
Lifebouy	53,4%	45,0%	46,2%	4	4	4

Reference : SWA Magazine

Based on Table 1.3 shows that in 2009, Sunsilk shampoo had a brand value of 60.7% which occupies the first position. But in 2010 Sunsilk brand value decreased with a value of 52% although ranked first. In 2011, Sunsilk brand value decreased with a value of 51.9% thus placing Sunsilk shampoo in second position after Pantene as first position with a value of 54.7%. It shows that the decline Sunsilk shampoo brand in consumers' perception. From this phenomenon, it is important to do consumer surveys to determine what factors affecting consumers to switch their brands. These results can be input for the company to maintain customer loyalty and prevent consumers do not switch to another brand.

2. Research question

Do consumer dissatisfaction, need of variety seeking, price, competitors' ads and product availability have effect on brand switching of Sunsilk shampoo in Indonesia?

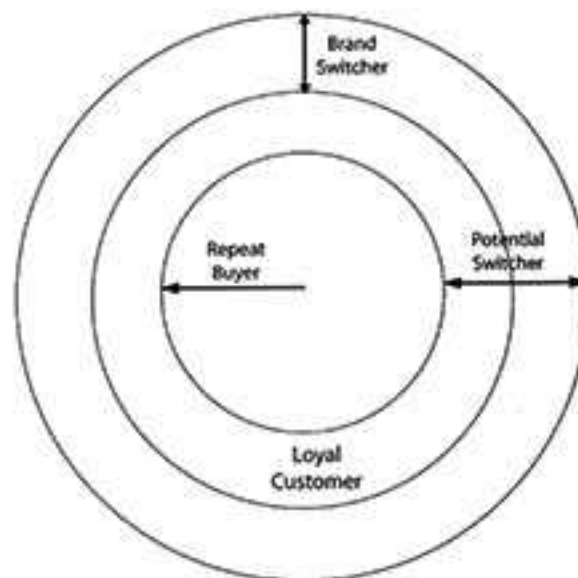
3. Literature Review

3.1. Brand switching

Brand switching is the process in which consumer switches from the usage of one product to another product but of same category. In our daily life consumers switch from one brand to another brand although are highly satisfied from it. (Afzal, et al, 2013). Every consumer of a product is expected to have utility function for each of these attributes. Utility function enables a consumer of a product to study how product satisfaction varies with alternative levels in each of the attributes. According to Lin, et al (2000) the structure of the market and purchase consists of multiple types of buyers that the image is described in Figure 1.

- a) Potential Switcher, this group consists of all customers who are loyal to a product, but there is the potential to be affected by various factors to switch brands.
- b) Repeat Buyer, group buyers make the same choice of products in the past, present and future.
- c) Brand Switcher, this group consists of some buyers will switch brands at least one time when brands make the choice to purchase now or in the future.

Figure 3.1: Repeat Purchase Market Structure and Displacement Brand



Reference: Lin, et al. (2000 : 283)

3.2. Markov Process in brand switching

Markov model is a stochastic process used in terms of a random variable indexed with respect to time. Its analysis also takes cognizance of a sequence of events. The state probabilities at a future instant given the present state of the process do not depend on the states occupied in the past. The behavior of the system in each state memorizes i.e the future state of the system at t_n+1 depends on its present state at t_n (Dilip, et al 2009). Markov chains have been used in many applications; see Sandman (2005), Glennon, et al (2005) among others. Adeyeye, et al (2012) examined the relevance of product attributes to switching rates with reference to three brands of soft drinks. Markov chains were employed to determine the brand loyalty of the consumers of the soft drinks and the future market shares in the long run. Sequel to the balance vector generated, it was discovered that the consumers exhibited the most brand loyalty towards Fanta. Research results can be seen in the image below:

	Fanta	Miranda	Mountain Dew
Fanta	0.50	0.28	0.22
P _{ij} = Miranda	0.35	0.51	0.14
Mountain Dew	0.33	0.17	0.59

From the results above shows that consumers of Fanta were still using the product of 50%, 50% switch to other brands that are 28% to Miranda and 22% to Mountain Dew. Second brand is Miranda that has loyal consumers of 51% then 49% to switch to other brands that are 35% to Fanta and 14% to Mountain Dew. The last brand is Mountain Dew that has loyal consumers of 59% then 41% to switch to other brands that are 33% to Fanta and 17% to Miranda. From the matrix above, most consumers switch brand to Fanta (35% from Miranda consumers and 33% from Mountain Dew consumers).

3.3. Previous researches and hypotheses

There are several previous studies that examine the factors influence brand switching to various products. Previous researches can be summarized in table 3.3.1 below:

Table 3.3.1 Previous Researches of Brand Switching

Researchers & Products	Dependent Variable	Independent Variables	Results
Ahmed, et al (2015) Mobile Phone Market	Brand switching	Marketing tactics (promotional and loyalty campaign)	Marketing tactics do not significantly influence to brand switching.
Faustine (2015) Blackberry	Brand switching	Variety seeking, Social status, quality, advertisement	Variety seeking has a significant positive effect on brand switching.
Porral & Mangin (2015) Mobile Services Market	Brand switching	Attractiveness, search effort, customer satisfaction	Attractiveness and search effort have significant positive effect and customer satisfaction has a significant negative effect on brand switching.
Raza, et al (2015) Telecommunication service companies	Brand switching	Service quality, price, brand image, value offered, trust, satisfaction, customer loyalty	Service quality has a significant positive effect on brand switching
Afzal, et al (2013) Cellular network	Brand switching	Price, service quality, brand loyalty, trust	Service quality and trust have significant positive effect, and brand loyalty has a significant negative effect on brand switching
Saeed, et al (2013) Telecom Industry	Brand switching	Price, Inconvenience, Service Failure	Price & Inconvenience have significant positive effect on brand switching
Xu, et al (2013) Social Network Game	Brand switching	Subjective norm, satisfaction, need for variety, alternative attractiveness.	Subjective norm, need for variety and alternative attractiveness have significant positive effect and satisfaction has a significant negative effect on brand switching
Siddiqui & Javed (2012) Telecommunication Industry	Brand switching	Brand quality, brand satisfaction, mediation effect of brand satisfaction between brand quality and brand switching	If brand is not providing quality to it customer then customer will not be satisfied and can easily switch to other brands available in the market which have tragic effect on the brand performance.

Thapa, et al (2012) Shampoo brand	Brand switching	Impact of packaging, Price rise of current brand, Scheme of brands, Advertisement impact, Brand not available ,To try new option, Influence by other	Advertisement impact, price and brand not available have bigger impact for consumers to switch their brands.
Utarestantix (2012) Cell Phone Market	Brand switching	Consumer dissatisfaction, sales promotion. Using moderating variable is variety seeking	Consumer dissatisfaction and sales promotion have significant positive effect on brand switching. The Need to Seek Variation Moderates the Influence of Consumer Dissatisfaction on the Brand Switching Decision

The study has five hypotheses are:

a) Consumer dissatisfaction and brand switching

Utarestantix (2012) stated that consumer dissatisfaction occurs when brand of a specified product, which is considered to meet the consumers' needs and desires produce an opposite state after the consumers have used and assessed the expected benefits of that product. These unsatisfied consumers will try to find information or options of other products that have added value and in line with their expectations, and they may stop buying that product or even influence others not to buy. Therefore, companies should strive to improve customer satisfaction, so they become loyal, and if marketers are not able to provide the needs and desires of consumers, it can cause consumers to switch the brands. Sharon, et al (2013) proved that felt regret affected consumers' brand-switching intentions and behavior. Porral & Mangin (2015); Xu, et al (2013), Siddiqui & Javed (2012), Jung & Yoon (2012); Han, et al (2011) proved that consumer dissatisfaction has a significant positive effect on brand switching. But Raza, et al (2015) proved that customer dissatisfaction does not significantly influence brand switching.

H2: Consumer dissatisfaction has a negative effect on brand switching

b) Need of variety seeking and brand switching

Kahn (1995) defined variety-seeking as "the tendency of individuals to seek diversity in their choices of services or goods". When the customers feel bored or even dissatisfied with the product they are using now then they will try to seek for other varieties. Olsen, et al (2014) & Mittelstaedt, et. al. (1976) found that high sensation seekers (HSS) tend to push through the evaluation phase and move right in to the actual trial of a new product. HSS individuals also have a shorter decision time than those with a low sensation seeker. Porral & Mangin (2015); Faustine (2015); Xu, et al (2013); Uturestantix (2012) proved that need of variety seeking has a significant positive effect on brand switching.

H2: Need of variety seeking has a positive effect on brand switching

c) Price and brand switching

Price can be a competitive advantage for customers, because there are types of consumers who make the price as the main factor on product purchasing decisions (Kotler and Keller, 2007). If service providers charge price sensible and give the better services than it will create customer satisfaction and very less consumer will switch to another brand, because price fairness is an extremely significant concern that leads toward satisfaction (Martin, et al 2007). Saeed, et al (2003); Thapa, et al (2012), Herrmann, et al (2007) proved that price has a significant positive effect on brand switching. But Raza, et al (2015); Afzal et al (2013) showed that the price does not significantly influence to brand switching.

H3: Price has a significant positive effect on brand switching

d) Competitors' advertising and brand switching

Competitors' advertising that more interesting can attract consumers to buy competitors' products. Mendez, et al (2015) stated that promotions have impact on long term effects, such as brand loyalty and the type of risk associated with a product or service. Uturestantix (2012) & Thapa, et al (2012) proved that competitors' advertising influence to brand switching. But Ahmed, et al (2015) proved that competitors advertising do not significantly influence brand switching.

H4 : Competitors' advertising has a significant positive effect on brand switching

e) Availability of product and brand switching

Papakiriakopoulos (2012) stated that product availability is an important component to maintain consumer satisfaction and secure revenue streams for the retailer and the product supplier. Product availability is a measure of the service level a supply chain offers to the end customer. High product availability means the consumers find and buy the products they want. Thapa et al (2012) proved that availability of product have impact on brand switching.

H5: Product availability has a significant negative effect on brand switching

4. Research Methodology

4.1. Population and sampling techniques

Before the questionnaires were distributed, first conducted a pre-test by distributing questionnaires to 30 respondents, and there are 35 questions. Based on validity test, there are 7 invalid questions so the invalid items are removed, total questions in the questionnaire become 28. This study used a sample of 150 respondents by reason of any of 28 questions and multiplied as much as 5 to 7 times to get the number of respondents that will be used in research that a total of 140 respondents to 196 respondents. (Malhotra, 2010: 374). To simplify the calculations used in this study as many as 150 respondents as samples. The sampling technique is purposive sampling, the criteria were 1) age 18 years and over, which at that age is assumed respondents already quite mature and understand so that it can respond to each question in the questionnaire research well, 2) Ever used Sunsilk Shampoo and switch to other brands.

4.2. Definition of variables

Dependent variable is brand switching and independent variables are consumer dissatisfaction, need variety seeking, price, competitor advertising and availability of product.

Table 4.2.1 Definition of variables

Variables	Indicators
Brand switching	The desire to move to another brand., unwillingness to use the product, the desire to accelerate the termination of consumption / use of the product, do not committed to being a consumer product brand, assessment that the decision to move the brand is the right decision, satisfaction after switching brands, the dissatisfaction experienced by post-consumption.
Consumers dissatisfaction	Sense of disappointment after using the product, dissatisfaction with the quality of the product, the discrepancy between benefits and costs.
Need of variety seeking	Try the product in a state of urgency, sense of saturated / tired of the products used, curiosity / their curiosity about the other product brands, do not worry in trying a different brand, and choose products for trend.
Price	Price are relatively low for competitors' products, rebates / discounts on products of competitors, price vary for the size of the package , price are in line with the benefits, gift free.
Competitors' advertising	Competitors' advertising were able to attract the attention of consumers, competitors' ads more informative, competitors' advertising offer more benefits, competitors' ads easily remembered by consumers, competitor's advertising uses commercials that I like, competitors' ads more often seen, competitors advertising able to arouse consumer desire to buy the product.
Availability of products	Layout sales (product layout in the display), supplies products are always there, distribution of products is available in various outlets evenly, ease of purchase.

5. The Findings

Based on the data in Table 5.1, it can be seen that respondents who had not used Sunsilk shampoo in less than 1 week (<1 week) is 11.3% or 17 respondents, within 1 week - 3 months is 17.3% or 26 respondents, within 3 months - 1 year is 30% or 45 respondents, and respondents who had not used Sunsilk shampoo more than 1 year (> 1 year) amounted to 41.4% or 62 respondents.

Table 5.1 Respondents: Period Is Not Using Sunsilk Shampoo

Period is not using Sunsilk Shampoo	Amount	Percentage
< 1 Week	17	11,3 %
1 Week – 3 Months	26	17,3 %
3 Months – 1 Year	45	30 %
Over 1 Year	62	41,4 %
Total	150	100 %

Source : Questionnaire data that have been processed by SPSS version 22 for Windows

While the new shampoo used by the respondents in this study, can be seen in the table below:

Table 5.2 Profile of Respondents Based on Shampoo Being Used

Shampoo Being Used	Amount	% (Percentage)
Pantene	21	14 %
Zinc	18	12 %
Dove	17	11,3 %
Clear	14	9,3 %
Head & Shoulders	13	8,7 %
Tresemme	12	8 %
Lifebouy	12	8 %
Rejoice	10	6,7 %
Syoss	9	6 %
Emeron	7	4,7 %
Loreal	7	4,7 %
Natur	5	3,3 %
Mane' n Tail	5	3,3 %
Total	150	100

Source: Questionnaire data that have been processed by SPSS version 22 for Windows

From the data above, most consumers of Sunsilk shampoo switch to Pantene (14%), Zinc (12%), Dove (11.3%), Clear (9.3%) and Head & Shoulder (8.7%). Table 5.3 presents a regression analysis of factors affecting brand switching on Sunsilk shampoo.

Table 5.3 Regression Analysis of Factors Affecting Brand Switching on Sunsilk Shampoo

Variables	B	t	Sig
Constant	1,257	4,851	,000
Consumers dissatisfaction	,069	2,225	,028**
Need of Variety seeking	-,091	-1,134	,259
Price	,431	5,242	,000***
Competitor advertising	,344	3,894	,000***
Availability of product	-,096	-2,104	,037**
R square	.670		
Adj R square	.659		
D_W stat	1.723		
F statistic	0.000***		

Note, (1)*** significant at 1%, **significant at 5%, *significant at 10%

From the above results, it can be concluded that consumer dissatisfaction has a significant positive effect on brand switching at a level of 5%. This result supports the researches conducted by Porral & Mangin (2015); Xu, et al (2013), Siddiqui & Javed (2012), Jung & Yoon (2012); Han, et al (2011). Need of variety seeking has insignificant effect on brand switching. While price has a significant positive effect on brand switching at a level of 1%. This result supports the researches conducted by Saeed, et al (2003); Thapa, et al (2012), Herrmann, et al (2007). Competitors' advertising has a significant positive effect on brand switching at a level of 1%. This result supports the researches conducted by Uturestantix (2012) & Thapa, et al (2012). The last result of product availability that has a significant negative effect on brand switching at a level of 5%. This result supports the research

conducted by Thapa et al (2012). R square is 0,670 means that 67% of brand switching variance can be explained by consumer dissatisfaction, variety seeking, price, competitors' advertising and the availability of product while the rest of 33% can be explained by other variables that did not be explored by this research.

5. Conclusions and Recommendations

The variables that significantly influence brand switching are consumer dissatisfaction, price, competitors' ads and product availability. Based on the results can be advised to the producer so consumers not switch to other brands are 1) the main factors triggering dissatisfaction is discrepancy between benefits and costs. So it is good that producer combines some benefits in one shampoo so consumers can buy one shampoo with some benefits. 2) Based on price it is important to pay attention to a variety of packaging that has a price variations. 3) Based on competitor advertising, consumers will switch to other brands because competitor advertising more attractive and highlight the benefit of their products so the producer of Sunsilk Shampoo if makes advertising must be more attractive and more informative to highlight the benefits of its product. 4)Based on the availability of product that it is important to need pay attention to the completeness of the products in the store and its layout. So the producer must frequently check the store point of sale to ensure that products that are full of a variety of packaging and variants. Also pay attention to the layout as to facilitate the buyer in finding the desired product. Further researches can development other variables that influence brand switching such as attractiveness, service failure, brand image, trust and customer loyalty.

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