

**“THE INFLUENCE OF CUSTOMER DISSATISFACTION, NEEDS OF
LOOKING FOR VARIETY, PRODUCT PRICE AND COMPETITORS ON
THE BRAND SWITCHING DECISION OF COSMETIC PRODUCT”
CASE IN: PADANG CITY.”**

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ABSTRACT

This research investigates the relationship between “The Influence of Customer Dissatisfaction, Needs of Looking for Variety, Product Price, and Competitors Advertisement on the Brand Switching Decision of Cosmetic Product. (Case in: Padang City).” The data obtained through questionnaire. The samples were drawn from 150 people who ever did the brand switching of cosmetic product. The data analyzed by using SPSS 16. In this research there are five variables, those are independent variable which are customers dissatisfaction, needs of looking for variety, product price, and competitors advertisement, the dependent variable which is brand switching. The findings indicated that customer dissatisfaction has significant to brand switching, needs of looking for variety has no significant to motivation, product price has significant to brand switching and competitor advertisement has significant to brand switching.

INTRODUCTION

Cosmetics industry in the world grew by 5% in 2008 (Euromonitor International, 2009). Euromonitor add, the cornerstone of global growth due to increased purchasing power and customer interest in the health and appearance, it demonstrates the rapid development of cosmetics market is growing in 2006. Cosmetics industry in Indonesia also grew rapidly, as indicated by the increase in imports of cosmetics reached U.S. \$ 250 million, an increase of 34% from the year 2007 of U.S. \$ 187 million (Global Trade, 2010). According to the Ministry of Research Indonesia Finance Today (2012), increasing number of middle class people in Indonesia can be used by cosmetic manufacturers to encourage sales.

The business world is facing a new era of tougher global competition caused by globalization. Globalization is driven by rapid advances in technology, trade liberalization, as well as other factors (Knight, 1999). Furthermore, Knight (1999) said that in the era of globalization, the number of brands and products competing in a market enlarge so that consumers have a variety of options and alternative products or services that can merit their needs. Rapid development of technology encourages consumers to be more powerful because consumers are now able to access and reach the desired product or service although the products or services are located far away from the place where the consumer is located (Yim, Anderson and Srinivasan, 2005).

A wide range of products either goods or services offered by the manufacturer, provides an opportunity for consumers to consume a wide selection of brands. Brand diversity of products offered to consumers make the consumer has the opportunity to switch from one brand to another brand. Therefore, manufacturers need to maintain and increase brand loyalty that has been built previously. As described by Mowen and Minor (2002) that brand loyalty has a meaning of condition in which the consumer has a positive attitude towards a brand, is committed to the brand and intends to continue purchasing in the future.

Customer brand switching behavior is a complex phenomenon that is influenced by behavior, competition, and time factors Assael (2002). According to Assael (2002), brand switching by consumers occurs in products with low purchase involvement characteristics, which is the type of consumer behavior in making purchasing decisions tend to do very susceptible brand switching and switching to competing brands.

Consumer conducts brand switching caused by variations search. The brand switching can also occur through sales promotion (Purnamawati, 2002). Guadagni and Little (1983) stated that consumer brand switching due to the price reason. While Lu-Hsu and Hsien-Chang (2003) argued that advertising provides incentive and incentive for consumers to switch brands the stated that consumers with different levels of perception of advertising has a variety of possibilities to switch brands. Among the cause of consumers

dissatisfaction include desire to seek variety, price and advertising.

Consumer dissatisfaction is one of the factors that could cause consumers to switch brands. As stated by Dharmmesta(2002) that the consumers who experience dissatisfaction is likely to change the behavior of purchasing decisions by looking for alternatives other brands on subsequent consumption to increase satisfaction. Consumer satisfaction is a function of how close the consumer's expectations of a product with perceived performance on the product. If it is happened, after the re-purchase or use of products by consumers. If the manufacturers overestimate the benefits of a product, the consumer expectations will not be met, resulting in dissatisfaction (Kotler, 2008). Dissatisfied customers will find information on other product options which has more value-added and in accordance with expectations. They probably will stop to buy products or influence others to not buy. Therefore, companies should strive to improve customer satisfaction to avoid switching to others.

Need to seek variation or Variety seeking, has been identified as a factor affecting brand switching decisions (Van Trijp et al, 1996). The need for cognitive variation is a commitment to buy a different brand for different reasons, or the emergence of new desires boredom on something that has been consumed for a long time (Peter and Olson, 1999). Because consumers are faced with a wide variety of products with different kinds of brands, this condition can affect consumers to try a variety of products

and brands, so that consumers will not fully loyal to a product.

According to Dharmmesta (2002) the price is an amount of money that it takes to get a combination of goods along with services. For example, the price offered by a brand that is too expensive while the same characteristics offered by rival brands, that kind of thing can also lead to brand switching. The price of a brand is too expensive with the same characteristics offered by competing brands, can cause consumers to switch brand, consumers will be loyal to the brand of high quality with reasonable price (Dharmmesta, 2002). Price is one of the important variables in marketing where prices could affect consumers in making decisions to buy products for a variety of reasons (Ferdinand, 2000).

Advertisement might also increase the likelihood of brand switching decisions (Deighton et al, 1994). Stephan and Tannenholz (1994) voted that theory on the reasons mentioned transition brand advertising activities related to the interference of advertising and promotional activities in the brand selection process, how is the advertising and promotion of change in the probability of a consumer purchasing a brand on the same category in the future.

Lu-Chang Hsu and (2003 in Ernawati, 2008), argued that advertising gives fillip and impetus for consumers to switch brands and stated that the level of consumer perceptions have a variety of different possibilities to switch brands. Sunarto (2006), supported that the great potential to disrupt memory about the ads because many people exposed to

promotional messages. A series of studies conducted recently to investigate that advertisements for competing brands offered by the same manufacturer may hinder the ability of consumers to remember the brand.

Problem Statements

The research question of this study are :

- 1 How does the customers dissatisfaction influence brand switching behavior of cosmetic products?
- 2 How does the need of looking for variety products influence brand switching behavior of cosmetic products?
- 3 How does the product price influence brand switching behaviour of cosmetic products?
- 4 How does the competitors advertisement influence brand switching behavior of cosmetic products?

Research Objectives

The purposes of this study are:

- 1 To analyze the effect of consumer dissatisfaction towards brand switching decisions of cosmetic products.
- 2 To analyze the effect of the need for product variety on brand switching decisions of cosmetic products.
- 3 To analyze the effect of product price on brand switching decisions of cosmetic products.
- 4 To analyze the effect of competing products ads to

brand switching decisions of cosmetic products.

- 5 To analyze which factors the most dominant influence on brand switching decisions of cosmetic products.

Research Contributions

The contributions of this research are as follows:

1. Understanding consumer behavior to switch to another brand.
2. Understanding relationship among customers dissatisfaction, needs of looking variety, product price and competitors advertisement and switching behavior.
3. The results of this study can be used as a reference for future researchers who are interested in the field of consumer behavior. To understand factor influency brand switching decision of cosmetic products.

LITERATURE REVIEW

Concepts of Brand

Brand is a name, term, sign, symbol, or design, or a combination of all that is expected to identify the goods or services of one seller or group of sellers, and are expected to distinguish goods and services of products - a competitor's product (Kotler, 2002). Meanwhile, according to Aaker (1997) brand is a name and character or symbol that distinguishes (such as logo, seal or packaging) in order to identify the goods or services of one seller or a particular group of sellers.

Brand Switching

According to Peter and Olson (2002), displacement of the brand (brand switching) is purchasing patterns which are characterized by a change or shift from one brand to another brand. Brand switching can arise because of the variety seeking. According to Hoyer and Ridgway (1984), the consumer's decision to move the brand is not only influenced by variety seeking, but also influenced by several factors such as strategic decisions, situational factors and normative, dissatisfaction with the previous brand, and problem-solving strategies.

Consumer Dissatisfaction

Consumer dissatisfaction can arise due to the information in the evaluation of a brand. Consumers will use the information of the past and the present to see brands that provide the benefits they expect (and Dharmmes Junaidi, 2002). If the performance of the product is lower than the expectations of consumers, then consumers will experience dissatisfaction (Kotler and Armstrong, 2008). Dissatisfaction experienced by consumers will lead to brand switching behavior. As stated by Dharmmesta (2002), that the major determinant of the ability of receipt brand is perceived by consumers re satisfaction in previous purchases. Consumer dissatisfaction arises because consumer expectations are not the same or higher than the performance of the market acceptance.

Need Of Looking Variety Products

Consumers will often express satisfaction with branded goods like they use now, but stay involved in the

replacement of the brand. This can occur because of variations is the motive of consumer search are quite common. Consumers who have low emotional involvement to a brand will quickly move on to a competitor brand. The tendency is often to the attention of marketers will success productsoffered. Search variations will occur if the level of consumer involvement at a lower brand and consumer is aware of the differences between brands (Assael, 1998). The need for cognitive variation is a commitment to buy a different brand for different reasons, or the emergence of new desires boredom on something that has long been consumed (Peter and Olson, 1999).

Price of Product

Price is the amount of money charged for a product or service, or the amount of value that consumers swap to get the benefits of having or using the product or service (Kotler and Armstrong, 2008). And price formation is an agreement between the buyer and seller in the bargaining process.

Price is the only element in the marketing mix that creates revenue, other elements show the cost and competition. Many companies are not able to handle pricing well. The most common error is the determination of cost-oriented, price is often less revised, less variable prices for the products and the different market segments.

Competitor Product Advertising

Promotional activity is a marketing effort that provides short-term intensive efforts to encourage the

desire to try or buy a product or service (Kotler, 2002). Promotion is part of the marketing mix consisting of five variables, namely: advertising, sales promotion, personal selling, publishing, direct marketing (Kotler, 2002). Advertising is a promotional tool most widely used for consumer products. Although it does not directly result in purchases, advertising is a means to help establish an effective marketing communications in an attempt to deal with competitors.

Advertising is a form of non-personal promotion for a product or service idea by advertisers clearly identified (Kartajaya, 2005). By advertising marketers can buy advertising space in magazines, newspapers, billboards, or buy a television or radio airtime for products or services. Judging from receiving advertising messages included in future direct communications for advertisers to communicate with diverse recipient, not to the individual or the personal or small group.

HYPHOTHESIS

- H1 : Consumer dissatisfaction positively influence on brandswitching decision.
- H2 : Need of looking variety positively Influenced on brand switching decisions.
- H3: Product price positively influenced on brand switching decisions.
- H4 :Competitors advertising positively influenced on brand switching decisions

RESEARCH METHOLODGY

The present research strategy is a quantitative approach to test the hypothesis. This study was conducted to exam the influence of customer dissatisfaction, need of looking variety products, price and competitors product advertisement to the brand switching decisions of cosmetic product. Hypothesis testing is study that explain the nature of certain relationship, or establish the differences among groups or the independence of two or more factors in a situation (Sekaran, 2003).

Population and Sample

Population of this study is a cosmetic users in Padang who ever did brand switching of cosmetics product. In this research the sample size determined 25 times variable independent. Regression analysis with four independent variables requires a sample of 100 sample respondents (Ferdinand Agusty, 2006).

Sample Collection Techniques

The sampling method used in this study is non-probability sampling. Non-probability is sampling on certain considerations that the people of Padang who ever did brand switching of cosmetics. Purposive sampling technique was done so the respondent obtained as a source of information of the research

Data

The method of data collection is one of the aspects that have a role in the smooth and success of some research. In this research the method of data collection used was a questionnaire. The questionnaire is a technique of collecting data through the forms containing questions submitted in writing on a person or a group of people to get an answer or response that is needed by researchers (Mardalis, 2008).

Research Variables

Definition of research variables is something that shaped what is defined by the researchers to be studied in order to obtain information about it. Then be deduced (Sugiyono, 2000). In this research there are two variables, namely the independent variables (Customer dissatisfaction, Needs of looking of variety products, Product price, Competitor products advertisement) and the dependent variable (Brand switching decision).

Data Analysis

To test the hypothesis of the existence of the influence of customers dissatisfaction, Needs of looking for variety product, Product price, Competitors product advertisement to the brand switching decision then used statistical test equipment that is linear

regression in multiple that can be formulated:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + e$$

Result and Discussion

To determine the extent of the influence of consumer dissatisfaction, needs of looking for variety products, price and competitors product advertisement on brand switching decision for cosmetic users in the Padang city, the research conducted distributing questionnaires to 150 respondents who done the Brand Switching of cosmetics products. The respondents only for Female.

Multiple Regression Analysis Result

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficient	t	Sig.	Linearity Statistics	
		B	Std. Error	Beta			Collinearity	VIF
1	(Constant)	5.299	1.507		3.517	.001		
	Customer Dissatisfaction	.309	.096	.313	3.204	.002	.406	2.466
	Need Looking for Variety Product	-.046	.089	-.052	-.518	.605	.387	2.586
	Price (X3)	.198	.090	.233	2.200	.029	.346	2.894
	Competitors product advertisement	.293	.074	.294	3.943	.000	.694	1.441

aDependent Variable: Brand Switching Decision (Y)

Regression equation above shows the relationship between the dependent and independent variables of the equation partially can be concluded that:

1. Customer Dissatisfaction Variable (X1) has a positive effect on Brand Switching Decision (Y) with the value of 0.313.

Conclusion: If Customers Dissatisfaction is high, So the

brand Switching Decision is also high.

2. Needs of Looking for Variety Product Variable (X2) has a negative effect on Brand Switching Decision (Y) with the value of -0,052.

Conclusion: Need of looking for variety product not effect with the brand switching decision.

3. Product Price Variable (X3) has a positive effect on Brand Switching Decision (Y) with the value of 0.233.

Conclusion : If Product Price is high, So the Brand Switching Decision is also high.

4. Competitors Product Advertisement Variable (X4) has a

F-Test

positive effect on Brand Switching Decision (Y) with the value of 0.294

Conclusion : More often the Competitor Product Advertisement that appear, so the Brand Switching Decision is high.

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	488.398	4	122.099	28.360	.000 ^a
	Residual	624.276	145	4.305		
	Total	1112.673	149			

a. Predictors: (Constant), Competitors product advertisement (X4), Price (X3), Customer Dissatisfaction (X1), Need Looking for Variety Product (X2)

b. Dependent Variable: Brand Switching Decision (Y)

Based on the results in Table 4.20 ANOVA F obtained count of 28.360 with a significance level of 0.000. Because F count > F table is bigger than the significance level of 2.46 and 0.000 < 0.05 then the regression model can be used to predict brand switching decisions (Y) or say that the variable X1, X2, X3, and X4 together influence on the variable Y.

T-Test

1. T-test

Variables	T	Sig.
Customer Dissatisfaction (X ₁)	3.204	0.002
Needs of Looking for Variety Product (X ₂)	-0.518	0.605
Price (X ₃)	2.200	0.029
Competitors Product Advertisement(X ₄)	3.945	0.000

Source: Processed from questionnaires by using SPSS

Coefficient of Determination

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.663 ^a	.439	.423	2.075	2.274

a. Predictors: (Constant), Competitors product advertisement (X4), Price (X3), Customer Dissatisfaction (X1), Need Looking for Variety Product (X2)

b. Dependent Variable: Brand Switching Decision (Y)

From the table 4.22 can be seen by the table of the value of Adjusted R Square of 0.423 this means that 42.3% of the variation in the brand switching decision of cosmetic products in the city of Padang is influenced by customer dissatisfaction variables (X1), need of looking for variety product (X2), price (X3), competitors product advertisement (X4) while the remaining 57.7% are explained by other variables not examined in this research

Conclusion

The purpose of this research was to determine the influence of Customers Dissatisfaction, Need of Looking for Variety Products, Product Price and Competitors product advertisement, and find out which variable is the most dominant to influence the brand switching decisions of cosmetics products in Padang city. Based on the analysis and discussion that has been done, it can be concluded as follows:

1. The first hypothesis (H1) suggests that customer dissatisfaction variables give significant and positive impact on the brand switching decision of cosmetics products. This is evidenced by the significant value of 0.002 which is smaller than the specified alpha value (0,05). This means that low quality products is one factor that can encourage customers to do brand switching to another brand. If the producer overestimate the

benefits of a product and the level of consumer expectations, or expectations not achieved will give impact customers dissatisfaction (Kotler, 2008). Thus it can be said if the customer dissatisfaction is high, so the brand switching decisions will be higher.

2. The second hypothesis (H2) states the needs of looking for variety products variables not significantly and negatively affect to the brand switching decision of cosmetic products. This is evidenced by the significant value of 0.605 which is greater than the value of alpha is determined (0,05). This is because consumers are faced with a wide variety of products with different kinds of brands, this situation does not affect the consumer to try a variation range of cosmetic products. Thus it can be said that if needs of looking for variety product is low, so the brand switching decision will also low.
3. The third hypothesis (H3)states that the price product variables significant and positive impact on Brand Switching Decisions of cosmetics products. This is evidenced by the significant value of 0.029 which is smaller than the specified alpha value

(0,05).cosmetic product prices previous are more expensive than other cosmetic brand or the price is not in accordance with the benefits of previous cosmetic will result the brand switching decision of cosmetic product. According to Price, et al (In DwiErmayanti, 2006) the difference in price between the brand can influence brand switching behaviour. So it can be said if the product price is high, so the brand switching decisions will be higher.

4. The fourth hypothesis (H4) state that the Competitors Product Advertisement give significant and positive impact on Brand Switching Decisions on cosmetic product. This is evidenced by the significant value of 0.000 which is smaller than the specified alpha value (0,05). In this case the previous cosmetic advertising also less innovative than the other brands. Previously cosmetics advertisement offers an interesting example like to meet his idol when buying cosmetic products, of course it can influence customers to do brand switching. Lu Hsu and Chang 2003 (In Ernawati, 2008), argues that the advertisement provides stimulation and encourage the customers to do brand

switching and stated the customers with different levels of perception have a different of possibilities to do brand switching. Thus more often the competitor product advertisement is appear, So the brand switching decisions will higher.

5. Consumer dissatisfaction variables have the most influence on the brand switching decisions among the other independent variables studied were at .309. Then the greatest influence other (respectively) is variable by 0,293 competitors product advertisement, and product price variable for 0,198 . Last variable needs of looking for variety product of -0.046 which means it does not affect the brand switching decision.

Implication

Customer dissatisfaction variables prove significant effect on brand switching decisions of cosmetic products. Therefore company of cosmetics brand should further improve the quality of product, so the customers will feel satisfied. The company of cosmetic brands should make something more fresh and innovative so that consumers do not switch to another brand.

Product price variable shows a significant effect on brand switching decision of cosmetic product. Cosmetic product prices more expensive than its

competitors or not accordance with the benefits can affect the customers switching to other brands. The company of Brand cosmetic should give the price that can be reached by customers, and the price is also more in line with the benefits.

Competitor product advertisement showed a significant effect on Brand Switching Decision. Therefore, companies need to further improve the cosmetics brand advertising to make it more attractive and can compete with other brands so in order to not lose the customers. So to avoid the customers consumers eventually switch to other brands, The company of cosmetics brand needs to better maintain and improve advertisement either directly through a variety of media and indirectly through events held. Like using the famous artist, give gifts of goods or coupons, discounts, or prizes to meet his idol if buy the cosmetics brand. The way use by companies of cosmetic brand to increase the possibility the customers to repurchase.

Limitations of Research

This research has the limitations of the information provided through the questionnaire respondents sometimes do not show the actual opinions of the respondents. This can happen because of the inability of the respondents to understand the contents of the question, respondents dishonesty in answering questions while filling out the questionnaire and not correct.

Another limitation of this research is the researchers not explain with specific about the definition about cosmetic itself. Researchers only

define cosmetic in outline, but not define the cosmetic more specific. This things need to be note to the future researchers who want to interested in brand switching field.

The others limitation of this research is because majority of respondents is college student and their income or allowance only around Rp5000.00-Rp 1.500.000, So with limited funds their have it is difficult for the respondents to look some variety of another cosmetic product. Last, the limitation is the respondents only for women, so it is difficult for the researchers to find the respondents to find and look appropriate with the criteria was determined from the researchers.

Recommendation

To reduce the limitations of the study need to be done it - the following:

1. Avoid ambiguous or confusing questions
2. Use neutral language
3. Avoid questions that are beyond the ability of respondents to answer
4. Perform questionnaires in the right time.

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