
The Influence of Prior Experience, Variety Seeking and Product Knowledge on Brand Switching

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Abstract

Beauty companies are very competitive, with many brands popping up by creating similar products to gain market share. This study aims to determine the influence of *Prior Experience*, *Variety Seeking*, and *Product Knowledge* on *Brand Switching*. The population in this study is Wardah consumers in Lamongan. This research uses quantitative research methods. Using purposive sampling and the Slovin formula, the sample size was determined to be 94 respondents. The results of the study show that *the variety seeking* variable for *brand switching* has a negative and significant effect. Meanwhile, *Prior Experience* and *Product Knowledge* on *Brand Switching* have a positive and significant effect. Based on the R² (coefficient of determination) results for the Prior Experience, Variety Seeking, and Product Knowledge factors, Brand Switching was affected by 68.7%, with the remaining 31.3% attributable to variables not studied in this study. This research contributes to the understanding of consumer decision-making in the beauty sector, highlighting the complex role of experience, knowledge, and the search for variety in shaping brand preferences. Further research can explore additional variables influencing Brand Shift to provide a more comprehensive understanding of consumer behaviour in a highly competitive industry.

Keyword: Prior Experience; variety Seeking; Product knowledge; Brand Switching

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1. Introduction

In today's modern era, developments in the business world are developing rapidly. This is proven by the many goods and services that continue to compete in the national and international arena. The beauty business is one that also faces fierce competition to win consumers' hearts. The trend of using skincare is a routine that must be followed to keep facial skin glowing and enchanting. In fact, the use of this skincare has become part of daily life for women and even men.

To get the attention of consumers, many big brands from beauty products to *styles* are competitive in seizing market share both nationally and internationally. Wardah products are one of the local halal brands and top brands in the beauty industry that support women in looking beautiful according to their character. The Wardah brand has several types of products, namely: *hair care products*, *body care*, *makeup* and *skincare*. Wardah brand *skincare* products include facial cleansers, eye creams, sleep masks, scrubs, face masks, serums, toners, moisturisers, *micellar water* and essences. Citing sales data (compas.co.id), the Wardah brand achieved total sales of IDR 13.4 billion in the market in just two weeks.



Figure 1. Top of the most famous local skincare brands

However, Wardah's products are ranked seventh in e-commerce sales. And also in Lamongan the sales of wardah in a month do not reach hundreds according to one of the store employees in Lamongan.



Figure 2. Best-Selling Skincare Sales Graph in E-Commerce

Brand Switching is the behaviour of changing brands by consumers who move to another brand for a reason (Purnama, Siswadi, and Mujiatun 2021). Business actors must continue to innovate and always meet or understand consumer needs so that there is no change of brand. Brand Switching is one behaviour involving changing brands for a specific reason. Factors: Prior Experience (previous experience) is one of the reasons that affect Brand Switching. Empirical research (Manuaba, 2014) shows that previous experience impacts consumers' decision to switch brands, and further research (Charomah, 2017) It shows that consumers' previous experience of switching brands has a positive and significant impact.

Other factors that influence consumers' brand switching are *Variety Seeking*. *Variety seeking is the consumer behaviour of seeking a variety of products, even with products they were previously satisfied with*. However, a consumer still needs a new variety or product to fulfill their heart's desire in looking for alternative products.(Musnaini, 2021), because

currently there are many similar products emerging, which can lead to consumer behavior looking for variety. Empirical studies (Nurhamidah et al., 2022) and (Apriliani et al., 2021) stating that seeking variations in displacement has a positive and significant influence.

Brand switching is also caused by *Product Knowledge*. *Product Knowledge* or product knowledge, which is any form of information or a person's ability to assess the quality of a product before purchasing and using the new product (Ayuningsih & Maftukhah, 2020) In addition, *Product Knowledge* (product knowledge) can also help consumers in adjusting the purchasing power of a product so that consumers understand the purchasing power of a certain product. Purchasing power allows for the selection of the best products (Christianto, Kelvin & Harjanti, 2020). Empirical research (Charomah, 2017) shows that product knowledge on consumers' decisions to change brands has a positive and significant influence, this is further strengthened by research (Alamsyah & Husna, 2023) stating that *Product Knowledge* against *Brand Switching* has a positive and significant influence.

In order to overcome these problems, producers must move quickly to be more innovative and creative in creating a product and in introducing their products so that they can compete with other manufacturers. If a business unit does not keep up with the times such as creating excellence, innovation and variety of the products it produces to attract consumers, then it is likely that consumers will do Brand Switching.

Based on the description above, the formulation of the problem in this research is that there is a decrease in consumer buying interest in Lamongan products, so that Brand Switching occurs, so the author is interested in studying more deeply the influence of Prior Experience, Variety Seeking and Product Knowledge on Brand Switching.

2. Material and Method

In this study, quantitative research was used with a survey method. Sampling in this study used purposive sampling with the Slovin formula; a sample of 94 respondents was obtained. The analysis technique utilizes instrument tests, including validity tests and reliability tests. Classical assumption tests consisting of normality tests, reality tests and heteroscedasity tests, multiple linear regression, T tests (perisal) and determination coefficient tests (R2)

2.1 Design Study

The population of this study is consumers of wardah products in Lamongan. Respondents who can fill out this questionnaire are those who buy or use wardah products, are female, and are 15-35 years old because at this age a person is considered to have potential.

2.2 Data Analysis

Distribution of questionnaires through *google form* to consumers of wardah products in Lamongan. After the data is obtained according to the number of samples, the data is processed or analyzed using the SPSS program.

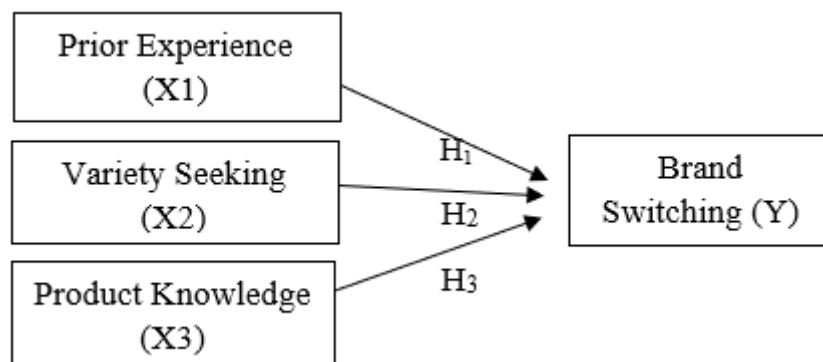


Figure 1. Research Model

3. Results

The analysis technique utilizes instrument tests, including validity tests and reliability tests. Furthermore, a classical assumption test was applied consisting of a normality test, a reality test and a heteroscedasity test. In the next stage, it is followed by multiple linear regression, the T test (perisal) and the determination coefficient test (R^2)

Validity Test

Based on the results of data processing, the following results were obtained:

Table 1. Validity Test

No. Pernyataan	r_{hitung}	r_{tabel}	Interpretasi
<i>Prior Experince (X1)</i>			
X1.1	0,499	0,2028	Valid
X1.2	0,653	0,2028	Valid
X1.3	0,693	0,2028	Valid
<i>Variety Seeking (X2)</i>			
X2.1	0,816	0,2028	Valid
X2.2	0,647	0,2028	Valid
X2.3	0,719	0,2028	Valid
X2.4	0,489	0,2028	Valid
<i>Product Knowledge (X3)</i>			
X3.1	0,814	0,2028	Valid
X3.2	0,842	0,2028	Valid
X3.3	0,794	0,2028	Valid
X3.4	0,761	0,2028	Valid
<i>Brand Switching (Y)</i>			
Y1	0,843	0,2028	Valid
Y2	0,839	0,2028	Valid
Y3	0,866	0,2028	Valid
Y4	0,803	0,2028	Valid

Based on the results of the validation test, the value of the calculation was obtained > rtable. Therefore, it proves that the *Prior Experince*, *Variety Seeking*, *Product Knowledge* and *Brand Switching* variable items are valid.

Reliability Test

Based on the results of data processing, the following results were obtained:

Table 2. Reliability Test Results

Variabel	Nilai Alpha	Keterangan
Prior Experince	0,710	Reliabel
Variety Seeking	0,763	Reliabel
Product Knwoledge	0,815	Reliabel
Brand Switching	0,823	Reliabel

Based on table 2 related to the results of the reliability test, the value of each variable obtained an Alpha value of >0.6, so it can be interpreted that all variables are reliable and worthy of further testing.

Normality Test

Based on the results of data processing, the following results were obtained:
Table 3. Normality Test

NPar Tests		
One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		94
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	.08920284
Most Extreme Differences	Absolute	.084
	Positive	.084
	Negative	-.076
Test Statistic		.084
Asymp. Sig. (2-tailed) ^c		.097
Monte Carlo Sig. (2-tailed) ^d	Sig.	.102
	99% Confidence Interval	
	Lower Bound	.094
	Upper Bound	.110

Based on the results of the normality test, the kolmogorov-smirnov value was obtained of $0.097 > 0.05$ so that it can be concluded that the data is distributed normally.

Multicollinearity Test

Based on the results of data processing, the following results were obtained:
Table 4. Multicollinearity Test

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Prior Experience	.728	1.374
	Variety Seeking	.724	1.381
	Product Knowledge	.711	1.406

Based on the results of the multicollinearity test above, it has a tolerance value greater than 0.1 and a VIF of less than 10 S, which means that the three independent variables do not show symptoms of multicollinearity.

Heterokedasticity Test

Based on the results of data processing, the following results were obtained:

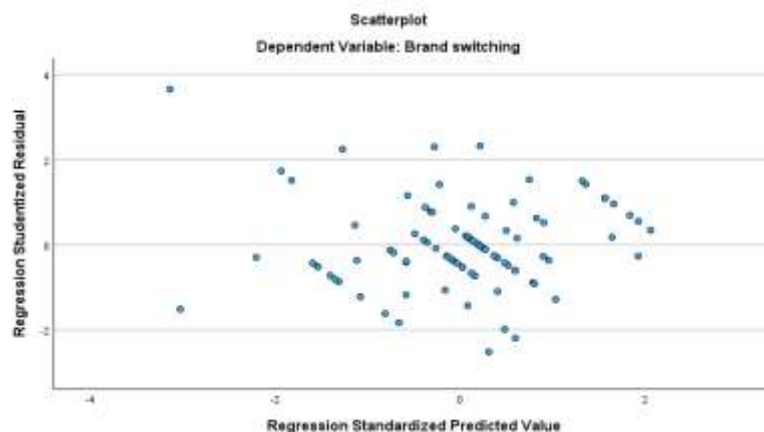


Figure 3. Heterokedasticity Test

Based on the heterokedasticity test graph, it can be seen that the dots do not spread above or below the Y and 0 axes and do not form a certain pattern, so it can be concluded that the research does not have heterokedasticity.

Multiple Linear Regression Test

Based on the results of data processing, the following results were obtained:

Table 6. Multiple Linear Regression Results

Coefficients ^a			
Model		Unstandardized Coefficients	
		B	Std. Error
1	(Constant)	3.541	1.074
	Prior Experience	.257	.095
	Variety Seeking	-.182	.064
	Product Knowledge	.770	.065

After seeing and analyzing the results of the multiple linear regression test, the following multiple linear regression equations can be made:

$$Y = 3.541 + 0.257 X_1 + -0.182 X_2 + 0.770 X_3$$

From the above equation, it can be interpreted as follows:

- 1) The Constant Value (a) is 3.541 which means that if the variable is free (X) 0, so the dependent variable (Y) has a value of 3.541 which means *that Prior Experience, Variety Seeking and Product Knowledge have an effect on Brand Switching.*
- 2) The value of the *Prior Experience* variable (previous experience) is 0.257 which means that *Prior Experience with Brand Switching has a positive effect, which means that if a person's Prior Experience increases, it can have an impact on Brand Switching.*
- 3) The value of the *Variety Seeking* variable is negative at -0.182, which means that the higher the value of the *Variety Seeking* variable is to *Brand Switching*. So it doesn't mean that it will also increase *Brand Switching*.
- 4) The value of the *Product Knowledge* variable (product knowledge) of 0.077 means that *Product Knowledge has a positive effect on Brand Switching, which means that if a person's Product Knowledge increases, it can affect Brand Switching.*

T Test (Persial)

Based on the data processing of the T Test, the following results were obtained:

Table 7. T Test (Persial)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.541	1.074		3.299	.001
	Prior Experience	.257	.095	.183	2.693	.008
	Variety Seeking	-.182	.064	-.195	-2.857	.005
	Product Knowledge	.770	.065	.817	11.880	<.001

Based on the T test table above, the following decisions can be made:

- 1) The tcal value is 2.693 > ttable 1.662 with a significance level of 0.008 < 0.05. It shows that the hypothesis H0 is rejected and H1 is accepted.
- 2) The value of tcal -2.857 < ttable 1.662 with a significance level of 0.005 < 0.05, the Variety Seeking variable has a negative and significant influence on Brand Switching. It is clarified with the T (persial) test fork that H0 is rejected and H1 is accepted

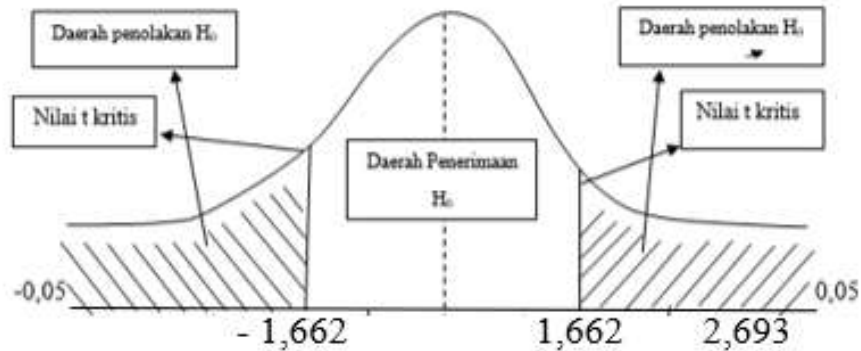


Figure 4. Ho reception area

- 3) The tcal value is 11.880 > the table is 1.662 with a significance level of <.100 < 0.05. So it shows H0 is rejected and H1 is accepted.

R² Test (Determinant Coefficient)

Based on the processing of R2 test data, the following results were obtained:

Table 8. R2 (Determinant Coefficient) Test

Model Summary ^a				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.835 ^a	.697	.687	1.28944

Source : Data processing results (SPSS) 2024

The results of table 8 data processing obtained an adjusted R square value of 0.687. So this means that 68.7% of the variables *Prior Experince*, *Variety Seeking*, *Product Knowledge* are *Brand Switching*. Meanwhile, 31.3% of variables were not present in this study.

4. Discussion

The Influence of *Prior Experince* on *Brand Switching*

Prior Experince against *Brand Switching* has a positive and significant influence on Wardah skincare products in Lamongan. In accordance with the results of the study (Manuaba, 2014) and (Wachjuni, 2015) states that the *Prior Experince* against *Brand Switching* have a positive and significant impact.

This means that if the *Prior Experince* of a wardah consumer in lamongan in using a product increases, the higher the consumer's intention to do *Brand Switching*.

The Influence of *Variety Seeking* on *Brand Switching*

Variety Seeking (Finding Variety) has a negative and significant influence on *Brand Switching* (brand change) on Wardah skincare products in Lamongan. The results of this study are not in line with the research (Nurhamidah et al., 2022) and (Susanto & Widyawati, 2016) who researched on the Smartphone object stated that *Variety Seeking* against *Brand Switching* has a positive and significant impact.

However, the results in this research are that if the need to seek variety increases in wardah consumers in Lamongan, so that the consumer's intention to do *Brand Switching* will be lower, because in wardah products there are many variations of products sold. Likewise, if a

consumer's need to seek variety decreases, then the buyer's intention to do *Brand Switching* will increase.

The Influence of *Product Knowledge* on *Brand Switching*

Product Knowledge against *Brand Switching* has a positive and significant influence on Wardah skincare products in Lamongan. In accordance with the results of the study (Asnawi, 2022) and (Wachjuni, 2015) i.e. *Product Knowledge* against *Brand Switching* has a positive and significant effect.

This means that if consumers' *Product Knowledge* is wider the products offered have more value than the brand they use, the higher the consumer's intention to do *Brand Switching*.

5. Conclusion, Implication, and Recommendation

Conclusion

1. *Prior Experience* on *Brand Switching* has a positive influence and has a significant impact on consumers in Lamongan, which means that the higher the *Prior Experience* of consumers, the higher the interest of buyers to do *Brand Switching* or brand switching.
2. *Variety Seeking* for *Brand Switching* has a negative and significant influence on Wardah consumers in Lamongan, which means that if the need to seek variety (*Variety seeking*) increases in Wardah consumers in Lamongan, it will be lower the intention of buyers or consumers in doing *Brand Switching*,
3. *Product Knowledge* on *Brand Switching* has a positive and significant influence on Wardah consumers in Lamongan, which means that the increase in *consumer Product Knowledge* so that the interest of buyers or consumers in doing *Brand Switching* on other brands is also increasing.

Involvement

1. Practical Implications

Practical implications related to *Prior Experience*, PT. Paragon Technology and Innovation must be careful and precise in producing a product so that the quality is in accordance with consumer expectations, so that later it is expected to provide the best experience for consumers when using the product.

Practical implications related to *Variety Seeking*, PT. Paragon Technology and Innovation is advised to continue to innovate to make product variations to meet consumer needs in looking for product variations to attract consumer interest in wardah products.

Practical implications related to *Product Knowledge*, PT. Paragon Technology and Innovation must be active in providing information about the advantages, attributes and value of products that can meet consumer needs. It is recommended to continue to promote through advertisements and celebrities (brand ambassadors) in various media to provide information about products to increase consumer knowledge and attract consumer interest in wardah products.

2. Theoretical Implications

This research is expected to be a reference material for future research as well as add knowledge, especially in the field of marketing management, especially in the variables of *Prior Experience*, *Variety Seeking*, *Product Knowledge* and *Brand Switching*.

Recommendation

For the next researcher, it is better to research with other variables or add variables because in this study it has an effect of 68.7% for the variables *Prior Experience*, *Variety Seeking* and *Product Knowledge* on *Brand Switching* and the remaining 31.3% can be influenced by variables that are not found in this study. In this study, *the variety seeking* variable has a negative effect, so it can use other variables such as *E-WOM*, *Brand Trust*,

Media Seach, dissatisfaction and others, and also expand on the research object for future researchers.

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