

DETERMINANTS OF CONSUMERS' BRAND SWITCHING BEHAVIOR IN THE PURCHASE OF MINERAL WATER PRODUCTS IN MANADO CITY

by:

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ABSTRACT

Business of bottled mineral water is more appealing, companies have to keep maintaining their customers to prevent them on switching to another brand by analyzing what factors determines consumers switch brand. This research is conducted in Wanea sub-district Manado, North Sulawesi. The objectives of this research are to analyze the determinants of consumer brand switching behavior in the purchase of mineral water products partially and simultaneously. This research is the causal type of research where it will investigate the influence of elements on consumer brand switching behavior. Use multiple regression models to answer the research problem. The population in this study is a consumers of mineral water products, whereas samples taken by each respondent 100 respondents. The hypothesis testing, this research conduct a conclusion of there is a significant influence of Price, Promotion, Brand Image, and Brand commitment simultaneously and partially on Consumers Brand Switching behavior. This study reveals that brand image of mineral water products has a strong influence on consumers brand switching behavior because consumers' in Manado city do not want to buy a product that have a bad image whether on their product or company itself because it will affect the both performance.

Keywords: *price, promotion, brand image, brand commitment, brand switching.*

INTRODUCTION

Research Background

Human beings are certainly having needs that must be fulfilled for survival, human needs are divided into three parts which is primary needs, secondary needs and tertiary needs. Primary needs are based upon biological demands, such as the need of oxygen, food and water. Secondary needs are generally psychological, such as the need of nurturing, independence and achievement, while tertiary needs are reached after primary and secondary needs are fulfilled which demand of luxury products or high priced products. Maslow (1943) stated that there are five stages of needs which are Physiological, Safety, Love/belonging, esteem, self-actualization. But this research are going to implicate the primary and Physiological needs (food and water) and only focusing on human needs of water to survive.

Water is the source of human life; water is a mineral that is vital for the human body. Not only human, other living beings also need water for their lives. Do not let our body on water shortages because it can lead to dehydration and other illnesses that may arise. Among the many existing water such as rain water and well water, the most healthy and refreshing is ground water. But due to difficult of getting ground water, there was made bottled water to enable people to get drinking water easily. Business of bottled mineral water is more appealing, with the increasing of population and the poor quality of the water supplied by the government through the taps in homes, consumers often have no choice but to choose bottled drinking water (mineral water) which are currently

flooding the market. The companies are also working on getting a lot of bottled drinking water business and continue to expand the network and expand the market of its products. The fact is, people especially in big cities can no longer be separated from drinking water.

There are many changes which companies have to notice in the market place, especially increased competition and customers' new preferences. Companies are more concerned about the severe competition resulted from product similarity and large numbers of competitive brands in the same market. The growing intensity of competition pushes companies to study their competitors, and most important, to understand their customers including both existing and potential buyers.

In Manado market, there are many changes in consumers' behaviors due to the economy growth and lifestyle changing. Probably, during recent years, one of the most concerned behavioral changes among Manado consumers is the increasing willingness of trying new products. In order to prevent customers switching to other brands, companies consider that the improvement of customers' satisfaction is an important solution. Companies tend to maintain their existing customers when they are creating more new customers, and they try to increase their customer loyalty through improvement and development of its product in this case is in mineral water product category.

Meanwhile, marketers are trying to understand why consumers change from one brand to another, how price, promotion, brand image and brand commitment will affect consumers' brand choice behaviors, and how consumers will respond to those factors. In Manado, there are several brands of bottled mineral water that has been distributed in the market. The dominant brands in Indonesia are Aqua, Viro, Cleo, Club. There is also brands that originally from Manado, namely Ake, HN, Nyiur who also competes in the market. In a brief interview, Manado society stated that Aqua and Ake are the major bottled mineral water brands. There are several reasons why they are choose or switch from one brand to another brand, ranging from price, the influence of advertising and promotion (involving the product to restaurants, hotels, planes, or in a political campaigns), word of mouth, a commitment to a brand based on various reasons to switching brands, and of course its popularity.

The consumers' brand-switching behavior is an interesting topic. Price, promotion, brand image and brand commitment have been examined as key determinants which influence brand switching. It seems that, finding out the determinants which influence brand switching is important for companies to improve customer satisfaction and maintain existing customers especially in Manado city.

Research Objectives

The objectives of this research are to analyze the influence of:

1. Price, promotion, brand image, brand commitment on consumers' brand switching behavior in the purchase of mineral water products in Manado.
2. Price on consumers' brand switching behavior in the purchase of mineral water products in Manado.
3. Promotion on consumers' brand switching behavior in the purchase of mineral water products in Manado.
4. Brand Image on consumers' brand switching behavior in the purchase of mineral water products in Manado.
5. Brand Commitment on consumers' brand switching behavior in the purchase of mineral water products in Manado.

THEORETICAL REVIEW

Consumer Behavior

Schiffman and Kanuk (1994:7) stated the term consumer behavior refers to the behavior that consumers display in searching, purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs. The study of consumer behavior is the study of how individuals make decisions to spend their

available resources such as time, money, and effort on consumption-related items. It includes the study of what, why, when and where consumers buy products or services and how often they buy and use them.

Price

Kotler and Armstrong (2010:194) stated that price is one of the important factors which play a vital role in brand switching, price is that amount which consumer pays for any product or service, while purchasing or using of that product or service. If service providers charge price sensible and give the better service 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 towards satisfaction (Martin, Molina and Esteban, 2007). That's mean price has a positive impact on brand switching, If service provider charge high price than more consumers will switch to another brand (Herrmann, Xia and Monroe, 2007)

Promotion

Kotler (2003:12) defines companies can run the same advertising and promotion campaigns used in the home market or change them for each local market, a process called communication adaptation. If it adapts both the product and the communication, the company engages in dual adaptation. It consists of sales promotion, advertising, sales force, public relations, directs marketing.

Brand

Unique design, sign, symbol, words, or a combination of these, employed in creating an image that identifies a product and differentiates it from its competitors. Over time, this image becomes associated with a level of credibility, quality, and satisfaction in the consumer's mind. Thus brands help harried consumers in crowded and complex marketplace, by standing for certain benefits and value. Legal name for a brand is trademark and, when it identifies or represents a firm, it is called brand name. Kotler and Armstrong (2004:227) stated that a brand name is a name, term, sign, symbol, or design, or a combination of these, that identifies the maker or seller of a product or service. Brand differentiates the product or service from those of competitors. Brand names help consumers identify products that might benefit them. Brands also tell the buyer something about product quality.

Brand Image

Many scholars have attempted to capture the essence of the term "brand image" in a definition. De Chernatony and McDonald (1999) defined a successful brand as "an identifiable product, service, person, or place augmented in such a way that the buyer or user perceives relevant, unique added values which match their needs most closely. The term "brand image" gained popularity as evidence began to grow that the feelings and images associated with a brand were powerful purchase influencers, though brand recognition, recall and brand identity. It based on the proposition that consumers buy not only a product (commodity), but also the image associations of the product, such as power, wealth, sophistication, and most importantly identification and association with other users of the brand.

Brand Commitment

Brand commitment in this study is defined as the degree of attachment and readiness the consumer has toward a preferred brand that they use and re-buy or re- patronize. Keller and Lehmann (2006:745) argued that the "Customer Based Equity" of the brand is based on a "series of attachments" to the brand and image associations. The current study argues that these attachments are represented by four underlying constructs of brand commitment: brand loyalty, satisfaction with the brand, involvement in category and relative perception of brand performance.

Brand Switching

Peter and Jeny (1999) stated that brand switching is purchasing patterns that are characterized by the change from one brand to another brand. Switching brands can arise because of the variety seeking. Meanwhile, according to Djan and Ruvendi (2006) brand switching is when a consumer or group of consumers switching loyalty from one brand of a particular product brand to other products. So, Brand switching is a displacement to other brand by consumers with abandoning the old brand. Consumer decision to purchase a product brand different from that previously or usually purchased. Brand switching can be instigated by price promotions, in-store displays, superior availability, perceived improvements or innovations in competitive brands, desire for novelty, number of available brands, perceived risk, frequency of purchase, changes in quality, or level of satisfaction with the most recent purchase. Brand switching is common with products that have no great perceived variation in quality across brands such as bottled water, dairy products, or paper towels.

Previous Researchers

Beomjoon and Rohini (2013), Determinants of brand switching: The role of consumer inferences, brand commitment and perceived risk. Luo, X (2006), Examine the Factors Influencing Brand-switching: the effects of advertising and Promotion. Rizwan et al (2007), Impact of Brand Switching, Brand Credibility, Customer Satisfaction and Service Quality and Brand Loyalty.

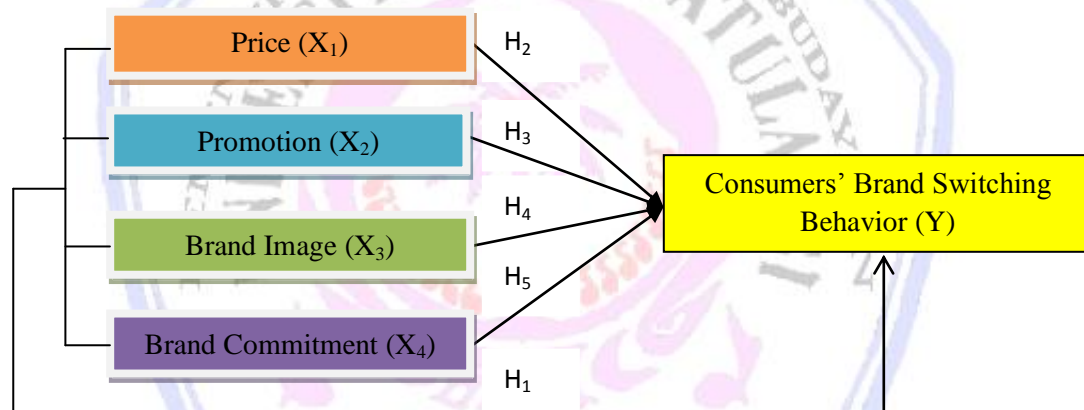


Figure 1 Conceptual Framework

Source: Processed data 2014

Hypothesis

The hypotheses of this research are:

- H₁: Price, Promotion, Brand Image, Brand Commitment has significant influence on Consumers' Brand Switching Behavior in the purchase of mineral water products simultaneously.
- H₂: Price influences Consumers' Brand Switching Behavior in the purchase of mineral water products partially.
- H₃: Promotion influences Consumers' Brand Switching Behavior in the purchase of mineral water products partially.
- H₄: Brand Image influences Consumers' Brand Switching Behavior in the purchase of mineral water products partially.
- H₅: Brand Commitment influences Consumers' Brand Switching Behavior in the purchase of mineral water products partially.

RESEARCH METHOD

Type of Research

This research is a causal type of research where it will investigate Consumers' Brand Switching Behavior in the purchase of mineral water products, in Manado city.

Place and Time of Research

This study was conducted in Wanea sub-district, Manado City. The questionnaire was distributed directly on society who lives in Wanea. The research was conducted on November 2014.

Population and Sample

Population is the entire group of people, events, or things that the researcher desires to investigate (Sekaran and Bougie, 2010:443). The population in this research is for all consumers of mineral water products in Wanea, Manado. The sample of this research is the consumers of mineral water products as much as 100 respondents. The sampling design is sample random sampling that is considered as the best way of getting some basic information quickly and efficient. Sample random sampling is using every element in the population has a known and equal chance of being selected as a subject. This sampling design has the least bias and offers the most generalizability (Sekaran and Bougie, 2010:270).

Data Collection Method

They are two types of data: (1) Primary Data use questionnaires were distributed to consumers of mineral water products, respectively 100 sheets. While calculating weight rating customer questionnaires using Likert scale. Likert scale was associated with a statement about one's attitude towards something. And (2) secondary data is method of data collection by studying the relevant literature in order to obtain a theoretical overview from books, journals, and relevant literature from library and internet of the concept of consumers' brand switching behavior in the purchase of mineral water products.

Operational Definitions and Measurement of Research Variable.

Operational definitions of research variables are:

1. Price (X_1) is refers to Price of the mineral water.
2. Promotion (X_2) is how good the promotion to attract consumers of mineral water.
3. Brand Image (X_3) is the impression in the consumers' mind of a brand's total personality.
4. Brand Commitment (X_4) is the degree to which a consumer is committed to a given brand in that they are likely to re-purchase/re-use in the future.

Data Analysis Method

Validity and Reliability Test

The reliability of a measure is established by testing for both consistency and stability. Consistency indicate how well the items measuring a concept hang together as a set, Gronbach's alpha is a reliability coefficient that indicates how well the items in a set are positively correlated to one another (Sekaran and Bougie, 2010:162). Since reliable scale are not necessarily valid researchers also need to be concerned about validity. It assesses whether

scale measure what is supposed to be measured. Thus validity is a measure of accuracy in measurement (Hair et al, 2010:120).

Multiple Regressions on Analysis Method

Linear regression is used to model the value of a dependent scale variable based on its linear relationship to one or more predictors. The method of analysis used in this study is multiple regression models approach the return. Cooper and Schindler (2001:767) stated that multiple regression analysis is techniques to observed value more than one X to estimate or predict corresponding Y value. The formula of multiple linear regressions is as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e$$

Where:

Y = Brand Switching

X₁ = Price

X₂ = Promotion

X₃ = Brand Image

X₄ = Brand Commitment

α = Constant

b₁, b₂, b₃, b₄ = the regression coefficient of each variable

e = error

RESULTS AND DISCUSSION

Result

Validity and Reliability Test

The validity test of Price (X₁) 0.914, Promotion (X₂) 0.722, Brand Image (X₃) 0.862, Brand Commitment (X₄) 0.782 also Brand Switching (Y) 0.776 are above 0.3 which mean that all indicator are valid. The reliability test using Alpha Cronbach. The Cronbach's Alpha parameter, with ideal scores more than 0.6. The variable are reliable because the value of Cronbach's Alpha is bigger than 0.6.

Test of Classical Assumption

Multicollinearity

Table 1. Collinearity Statistics

Model	Collinearity Statistics	
	Tolerance	VIF
X ₁	.414	2.413
X ₂	.312	3.210
X ₃	.123	8.101
X ₄	.103	9.693

a Dependent Variable: Y (Consumer Perception)

Source: Processed Data, 2014

The calculation multicollinearity through VIF and tolerance. VIF value of Price (X₁) 2.413, Promotion (X₂) 3.210, Brand Image (X₃) 8.101, and Brand Commitment (X₄) 9.693 are < 10, this means that there is no connection between the independent variables.

Heteroscedasticity

Heteroscedasticity occurs if there are dots which form a certain pattern regularly as waves. Homoscedasticity occurs if there are no certain patterns which are clear, and the dots spread above and below the 0 the Y-axis.

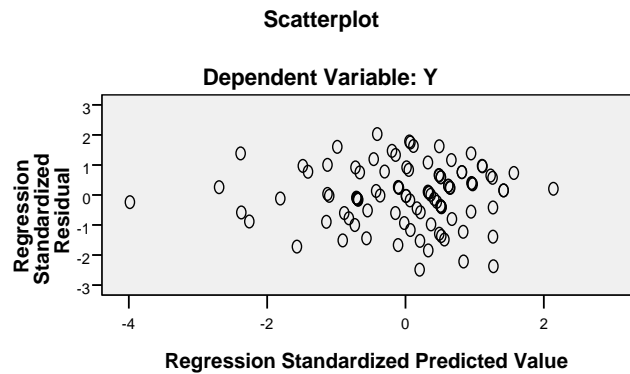


Figure 2. Heteroscedasticity Results

Source : Processed data 2014

Figure 2 shows that the patterns of the dots are spreading and the dots are spreading above and below the zero point of Y-axis. So, there is no heteroscedasticity in this regression.

Normality

Normality test can be identifying by using graph of P-P Plot. The data will distribute normally if the value of P-P Plot is near diagonal line of the graph. The normality test is intended to test whether the regression model of the determinants of consumers' brand switching behavior in the purchase of mineral water products has a normal distribution or not. Regression model is good if the data distribution is normal or near normal. If the data is spread around the diagonal line and follow the direction of the diagonal line, then the regression fulfills the normality assumption.

Normal P-P Plot of Regression Standardized Residual

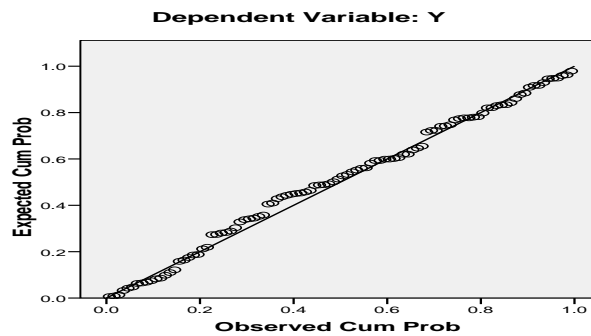


Figure 3. Normality Results

Source : Processed data 2014

Figure 3 shows the dots spread near the diagonal line and follow the direction of the diagonal line. Therefore, the data is distributed normally.

Multiple Regression Analysis

Table 2. Multiple Regression Result

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.451	.132		3.403	.001
	X ₁	.516	.050	.018	5.327	.003
	X ₂	.428	.061	.454	7.064	.000
	X ₃	.749	.092	.829	8.108	.000
	X ₄	.334	.115	.325	4.912	.004

Source: Processed Data, 2014

From the analysis, obtained by linear regression equation as follows:

$$Y = 0.451 + 0.516 X_1 + 0.428 X_2 + 0.749 X_3 + 0.334 X_4$$

From the multiple linear regression equation above, it can inform the interpretation as follows:

1. Constant 0.451 shows the influence of Price (X₁), Promotion (X₂), Brand Image (X₃), Brand Commitment (X₄) and Brand Switching (Y). It means that, in a condition where all independent variables are constant (zero), Consumer Perception (Y) as dependent variable is predicted to be 0.451.
2. X₁ (Price) has an effect to Y (Brand Switching) as many as 0.516. In condition where other variables are constant, if there is one unit increasing in X₁ (Price), Y (Brand Switching) is predicted to be increased by 0.516.
3. X₂ (Promotion) has an effect to Y (Brand Switching) as many as 0.428. In condition where other variables are constant, if there is one unit increasing in X₂ (Promotion), Y (Brand Switching) is predicted to be increased by -0.428.
4. X₃ (Brand Image) has an effect to Y (Brand Switching) as many as 0.749. In condition where other variables are constant, if there is one unit increasing in X₃ (Brand Image), Y (Brand Switching) is predicted to be increased by 0.749.
5. X₄ (Brand Commitment) has an effect to Y (Brand Switching) as many as 0.334. In condition where other variables are constant, if there is one unit increasing in X₄ (Brand Commitment), Y (Brand Switching) is predicted to be increased by 0.334.

Coefficient Determination (r²)

Table 3. Table R and R²

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.937(a)	.878	.872	.20601

a Predictors: (Constant), X₂, X₁

b Dependent Variable: Y

Source: Processed Data, 2014

To determine the contribution The Influence of Price (X₁), Promotion (X₂), Brand Image (X₃), Brand Commitment (X₄) on Consumer Brand Switching Behavior (Y) in the purchase of mineral water in Manado can be

seen that the determinant of the coefficient (r^2) in the table above. R^2 value of 0.878 in this study may imply that the contribution of The Influence of Price (X_1), Promotion (X_2), Brand Image (X_3), Brand Commitment (X_4) on Consumer Brand Switching Behavior (Y) in the purchase of mineral water in Manado of 87.8% while the remaining 12.2% is affected by other variables not examined in this study.

Hypothesis Testing

Table 2 F-Test

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	28.888	4	7.222	170.174	.000(a)
	Residual	4.032	95	.042		
	Total	32.920	99			

a Predictors: (Constant), X_2 , X_1

b Dependent Variable: Y

Source: Processed Data, 2014

Value of 170.174 F_{count} significant 0.000. Because the $\text{sig} < 0.05$ means the confidence of this prediction is above 95% and the probability of this prediction error is below 5% which is 0.000. Therefore H_0 is rejected and accepting H_a . Thus, the formulation of the hypothesis that Price (X_1), Promotion (X_2), Brand Image (X_3), Brand Commitment (X_4) on Consumer Brand Switching Behavior (Y) in the purchase of mineral water products in Manado Simultaneously, accepted.

Table 3.t-Test

Model	T	Sig.
Price	5.327	.003
Promotion	7.064	.000
Brand Image	8.108	.000
Brand Commitment	4.912	.004

a Dependent Variable: Y

Source: Processed Data, 2014

The calculations in the table above, the interpretation as follows:

- t_{count} for Price (X_1) 5.327 more than the value of 1.660 t_{table} means Price variable (X_1) partial influence on consumers' brand switching behavior (Y) in the purchase of mineral water products in Manado city. The sig. value at 0.003 means that prediction of Price (X_1) on consumers' brand switching behavior (Y) in the purchase of mineral water products doing errors is 3%, thus the confidence of this prediction is below 95%. Therefore, H_0 is accepted and rejecting H_a .
- t_{count} for Promotion (X_2) 7.064 more than the value of 1.660 t_{table} means Promotion (X_2) partial influence on consumers' brand switching behavior (Y) in the purchase of mineral water products. The sig. value at 0.000 means that prediction of Promotion (X_2) on consumers' brand switching behavior (Y) in the purchase of mineral water products doing errors is 0%, thus the confidence of this prediction is below 95%. Therefore, H_0 is accepted and rejecting H_a .
- t_{count} for Brand Image (X_3) 8.108 more than the value of 1.660 t_{table} means Brand Image (X_3) partial influence on consumers' brand switching behavior (Y) in the purchase of mineral water products. The sig. value at 0.001 means that prediction of Brand Image (X_3) on consumers' brand switching behavior (Y) in the purchase of mineral water products doing errors is 0%, thus the confidence of this prediction is below 95%. Therefore, H_0 is accepted and rejecting H_a .

4. t_{count} for Brand Commitment (X_4) 4.912 more than the value of 1.660 t_{table} means Brand Commitment (X_4) partial influence on consumers' brand switching behavior (Y) in the purchase of mineral water products. The sig. value at 0.000 means that prediction of Brand Commitment (X_4) on consumers' brand switching behavior (Y) in the purchase of mineral water products doing errors is 4%, thus the confidence of this prediction is below 95%. Therefore, H_0 is accepted and rejecting H_a .

Discussion

This research discovers that there are some factors that determine the consumers' brand switching behavior in the purchase of mineral water products in Manado city. Based on the result of F-test there is a linear relationship in this multiple regression equation model, in other words all the independent variables influence the consumer preference simultaneously. Price, promotion, brand image and brand commitment, are all factors that determines the consumers' brand switching behavior in the purchase of mineral water. The result of T-test shows that the independent variables such as Price, promotion, brand commitment and brand image partially has very significant and significant influence.

The result shows that Price of mineral water has significant influence to consumers' brand switching behavior. According to the data, people are very sensitive about price comparison between two products in the same category, since its only a mineral water so many people do not really care about the taste and they are more look at the price, the cheaper the better. This becomes the reasons why consumers switch the brand of their mineral water, and it significantly influence. Promotion of mineral water products has significant influence to consumers' brand switching behavior. The researcher found out that the level of attractiveness and informative promotions are more important to several people who cares every details of the product because the attractive promotion whether advertisement through billboards, magazines, events or on television and the clearer the information shown so the more people are likely to buy the product. The result shows promotion became the significant variable.

The other multiple regression result showed that brand image of the mineral water products has significant influence to consumers' brand switching behavior. People in Indonesia especially in Manado city does not want to buy a product that have a bad image whether on their product or company itself because once they are get a bad certain issue it will probably impact the both performance, because people in Manado could easily influenced by the issue no matter it is accurate or not. So, mineral water companies have to keep their names clean in order to avoid consumers to switch their brand. So based on the result, brand image became the most significant variable. Another result showed that brand commitment of consumers to mineral water products has significant influence to consumers' brand switching behavior. Brand commitment is an important factor to determine consumers to switch the brand to another product because mineral water companies has to keep improving the quality of their product to keep maintaining their loyal consumers to re-buy and avoid the worst impact which is consumer switching brand. The companies have to more concern to their pricing strategies, promotions, brand image, show the better performance and always look towards consumers' demands.

The previous researches has relatable conclusions to this research, Runturambi and Tumewu (2014) concluded that advertisement and promotion influences customer of mobile phone to switch brand, it has a strong influence because both factors are giving huge impact to the both performance, products and the company itself. This research also conclude that promotion influence consumers' brand switching behavior in the purchase of mineral product but not the most significant factor. Luo (2006) also examined that advertisement and promotion are the main key on consumers brand switching behavior because it will affect and control the consumers' preferences. Rizwan et al (2007) described that to get the best image of a company the role of managers is important to determines the performance of the products and the company itself, managers has the responsibility to drive and taking control the company, brand credibility, customers satisfaction and service quality in order to get customers' attention and prevent consumer to switch brand.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

There are five constructive findings that can be concluded from the overall result in this research, which are listed as follow:

1. Price, Promotion, Brand Image, Brand Commitment has significant influence on Consumers' Brand Switching Behavior in the purchase of mineral water products simultaneously.
2. Price has significant influence on Consumers' Brand Switching Behavior in the purchase of mineral water products partially.
3. Promotion has significant influence on Consumers' Brand Switching Behavior in the purchase of mineral water products partially.
4. Brand Image has significant and strong influence on Consumers' Brand Switching Behavior in the purchase of mineral water products partially.
5. Brand Commitment has significant influence on Consumers' Brand Switching Behavior in the purchase of mineral water products partially.

Recommendations

There are two practical recommendations that can be concluded from the overall result of this research, which are listed as follows:

1. The mineral water companies must consider about the importance of price, promotion, brand image and the brand commitment for the mineral water products, regarding with it in advance.
2. On the other hand, the mineral water companies must also evaluate other important factors that affect the consumers' brand switching behavior, regarding with the continuity of mineral water companies in the future.

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