

**ANALYSIS THE BRAND SWITCHING OF CONSUMER OF  
WARDAH COSMETICS IN MANADO***ANALISA PERPINDAHAN MEREK KONSUMEN WARDAH KOSMETIK DI MANADO*

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**Abstract:** The use of cosmetics in Indonesia is considered to be growing rapidly, this is evident from the increasing consumption of cosmetics every year and this is reinforced by changes in people's lifestyles today. The purpose of this study was to determine the shifting of consumer brands in Manado and how to see opportunities to find out how brand displacement was caused by halal labels on Wardah brands. This study uses an exploratory approach with in-depth interviews to collect data from fifteen informants. The qualitative approach used in this study illustrates the importance of brand transfer for Muslim female students. The results showed that they felt the halal importance of the halal labeled brand and included halal products to use the Wardah brand especially for Muslim female students to fulfill Islamic law, be safe and suitable from the brand, as well as low prices to make purchasing decisions and switch brands from one brand to brand Wardah. Based on the findings, the recommendations of this study are for cosmetics consumers Wardah in Manado, especially Muslim female students to maintain these 3 indicators to become loyal customers of trusted brands in accordance with the needs and Islamic law.

**Keywords:** *brand switching, halal product, consumer switching, variety seeking, promotion.*

**Abstrak:** Penggunaan kosmetik di Indonesia tergolong berkembang pesat, hal ini terbukti dari meningkatnya konsumsi kosmetik setiap tahun dan ini diperkuat oleh perubahan gaya hidup masyarakat saat ini. Tujuan dari penelitian ini adalah untuk mengetahui perpindahan merek konsumen di Manado dan bagaimana melihat peluang untuk mengetahui bagaimana perpindahan merek disebabkan oleh label halal pada merek Wardah. Penelitian ini menggunakan pendekatan eksplorasi dengan wawancara mendalam untuk mengumpulkan data dari lima belas informan. Pendekatan kualitatif yang digunakan dalam penelitian ini menggambarkan pentingnya perpindahan merek untuk mahasiswa wanita Muslim. Hasil penelitian menunjukkan bahwa mereka merasa penting kehalalan dari merek berlabel halal dan termasuk produk halal untuk menggunakan merek Wardah terutama bagi siswa perempuan Muslim untuk memenuhi Hukum Islam, aman dan cocok dari merek, serta harga murah membuat keputusan pembelian dan beralih merek dari satu merek ke merek Wardah. Berdasarkan temuan, rekomendasi dari penelitian ini adalah untuk konsumen kosmetik Wardah di Manado, terutama mahasiswa perempuan Muslim untuk tetap mempertahankan 3 indikator ini untuk menjadi pelanggan setia merek terpercaya sesuai dengan kebutuhan dan hukum Islam.

**Kata kunci:** *perpindahan merek, produk halal, perpindahan konsumen, mencari variasi, promosi.*

## INTRODUCTION

### Research Background

Industry in Indonesia began together with the beginning of the development of factories. At present the development of industry in Indonesia, especially cosmetics is growing rapidly. In modern times an attractive appearance is one of the things that is prioritized by everyone, especially for women who are synonymous with beauty and attractiveness. This condition is utilized properly by cosmetics producers and the population is around 250 million, make Indonesia a promising market for cosmetic companies. The rapid development of the cosmetics industry in Indonesia, the innovation of cosmetic products is carried out by producers to gain consumer trust in products along with the circulation of cosmetics in Indonesia. Each cosmetic product offers a variety of advantages possessed. The used of cosmetics in Indonesia is classified as growing rapidly. This is evident from the increasing consumption of cosmetics every year. This is reinforced by changes in the lifestyle of today's society. The trend in the use of cosmetics by men has contributed to the increase in the level of cosmetic consumption in Indonesia. Gender is no longer a limitation in the use of cosmetics, both women and men are now using it to make themselves look different.

In Indonesia, the majority of the population is Muslim. Everything that is halal has always been a concern for people in Indonesia, both food consumed and cosmetics and facial care. This is what makes the atmosphere of competition in the halal cosmetics industry stronger. Awareness of the benefits of halal guarantees from Muslim customers has made cosmetic producers in droves to embed halal labels on their products and utilize the increase of the halal cosmetics market. But one of the obstacles for Muslim women is the quality and materials used in the make-up, including elements of halal products. Halal is an Arabic word meaning lawful or permitted. Halal products are a necessity for Muslims. So that Muslim women consider the content of the product and influence the purchasing decisions of cosmetic products themselves. Halal labeling on cosmetic products can be a guarantee for consumers, especially Muslim women, that the products they consume are safe and in accordance with their beliefs. In Indonesia, the reference to halal cosmetics is the recognition of halal after passing the audit phase of the MUI, both the assessment of raw materials and the manufacturing process (LPPOM MUI, 2014)

PT Paragon Technology and Innovation is one of the companies that produce cosmetics. PTI has three brands, including Wardah. Wardah is the flagship local brand of PT Paragon Technology and Innovation and is known as the largest local brand in Matahari, the largest Department Store in Indonesia. The reason researchers choose Wardah cosmetics because it has advantages that are different from other cosmetics, Wardah cosmetics emphasizes more on product halalness. PT Paragon Technology and Innovation (PTI) developed Wardah cosmetics which was the pioneer of halal cosmetics in Indonesia in 1995. The product development carried out by PTI has succeeded in seizing the attention of the Muslim female segment. Halal certification, both in the use of materials and production methods, is one of the 7 considerations among Muslims in choosing cosmetics. Thus, halal products still only make a small amount of sales in Indonesia. This is largely because the status of the halal region is still limited in terms of consumer awareness. The lack of marketing of halal products means that many consumers are not aware that this product is available to buy. Although the increase in the Muslim population in Indonesia and other regions of APAC is a considerable opportunity for cosmetics producers and so on, with sophisticated and better developed marketing campaigns, the industry can witness considerable growth from several initiatives carried out by vendors and stakeholders. Other interests. Furthermore, before official halal products reach the market, various stringent criteria must be met including the entry of only pure ingredients that are free of 'unclean or najasah' ingredients, such as alcohol and also animal fat that is forbidden. (PT. Paragon Technology and Innovation, 2018)

Brand switching is a interesting things and need studied more go on by marketers who don't want to lose its customers. With know the underlying factor-factor decision displacement brand marketer could make use of brand switching behavior as strategy for enter to in something industry and interesting customer competitors. On the another side, be attitudes to avoided company in maintain its existence so that could minimize possibility its customers for move. This study was conducted at the Sam Ratulangi University in Manado, because the Sam Ratulangi University in Manado as we know it today the majority of the population of the city of Manado is from the Minahasa tribe, because the Manado area is located on the land / Minahasa area. And the religions adopted are Protestant Christianity, Muslim, Catholicism, Hinduism, Buddhism and Confucianism. How see the opportunity to find out how brand switching is caused by the halal label on Wardah brand. Sam Ratulangi University is a strategic place to conduct research. The unit of analysis of this research is Student because it is a potential market, so that has a fairly large purchasing power. Cosmetics are a basic requirement for a woman, especially for a student who is concerned with appearance. In addition, female students are adolescents, where

adolescents tend to be consumptive and very easy to switch brands. From the survey results it is known that one third of Indonesia's population is teenagers with various lifestyle who are increasingly consumptive, like changing brands, and are moving targets that are only briefly in their segment because they want to be different and the best of the others.

### Research Objective

To find out the brand switching of consumer of Wardah Cosmetic in Manado.

## THEORETICAL REVIEW

### Marketing

Kotler and Armstrong (2008) defined marketing is a social and managerial process by which individual and organizations obtain what they need and want through creating and exchanging value with others. In a narrower business context, marketing involves building profitable, value-laden exchange relationship with customer.

American Marketing Association (2007) defined marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

### Brand Switching

Peter and Olson (2002), defined brand switching is pattern purchases that are characterized with change or turnover from one brand to other brands. Transfer brand could appear because the existence of variety seeking.

### Halal Product

Aziz and Wahab (2012) defined halal products are food, beverages, medicine, cosmetics, biological chemical products and genetic engineering, and / or other products, whose elements and processes are permitted to be eaten, drunk, used or used in accordance with Islamic law. Product label is any information about the product in the form of images, writing, a combination of both, or other forms included in the product, inserted into, affixed to, or part of the product packaging.

### Cosmetic Industry

Kumar, Massie and Dumonceaux (2017) defined product innovation is essential in gaining competitive advantage in the cosmetic industry. Because of the short life cycle of beauty products cosmetic companies are constantly introducing new product innovations or improving current products.

Product innovation is diversified depending on the level of novelty: world novelty, incremental product improvement, new line of products, product repositioning, product line expansion and cost reduction.

### Previous Research

#### Conceptual Framework

This part discuss about the conceptual framework from the variable of this study



**Figure 1. Conceptual Framework**

Source: Data Analysis Method, 2019

This study aims to analysis the brand switching of consumer of Wardah cosmetics in Manado.



## RESEARCH METHOD

### Research Approach

This research used qualitative method. Qualitative data are data in the form of words as generated from the broad answers to question in interviews, or from responses to open-ended questions in a questionnaire, or through observation, or from already available information gathered from various sources such as the Internet. Exploratory study is undertaken when not much is known about the situation at hand, or no information is available on how similar problems or research issues have been solved in the past (Sekaran and Bougie, 2013). This research will analyze the brand switching of consumer of Wardah in Manado, the data will be collected from the Wardah consumers especially the Muslim Women Students in Faculty of Economics and Business, Sam Ratulangi University. The data from the informant has been analyzed in order to give the final conclusion of the research.

### Population

The population in this research is the Muslim Women Students in Faculty of Economics and Business, Sam Ratulangi University.

### Sampling Technique

This study use purposive sampling as the technique sampling.

### Sample

In this research uses 15 informant of Muslim women students in Faculty of Economics and Business, Sam Ratulangi University.

### Data Collection Method

The data collection method collected by two types. First is primary data, it was collected through deep interview. Second is secondary data, it was taken from books, articles, and internet.

### Operational Definition of Research Variables

**Table 1. Definition of Research Variable**

Variables	Definition	Indicator
Brand Switching	The process in which consumer switching from the usage of one product to another product but in same category and brand switching not a personal consumer switches but a group consumer move loyalty from one brand to another brand.	<ul style="list-style-type: none"> <li>- Variety Seeking</li> <li>- Consumer Switching</li> <li>- Promotion</li> </ul>

Source: Author's, 2019.

## RESULT AND DISCUSSION

### Result

#### Informant 1

Wardah is a product that has clearly been declared halal and a product that is very helpful for women. The informant can be called a loyal customer because one of the reasons is Wardah verifications as a halal product from MUI (*Majelis Ulama Indonesia*) and the benefits that are must have no doubt in choosing any product because Wardah provides all the products needed. Wardah is compatibility with the skin and includes halal products and is never bored with just one brand, informant also has a curiosity about products from other brands but it is hard and don't really care about it. The informant decided to use Wardah without knowing of any promos available or offered.

#### Informant 2

Wardah one of the brands that is important until now and is still being used well because of its compatibility and one of the reasons, is guaranteed halal by the MUI (*Majelis Ulama Indonesia*), the informant has also used any products of Wardah that are less suitable but still stand with a suitable product and advantages

that make not hesitate in choosing make-up or skincare products that will be used because it is guaranteed halal and does not have the bored of a brand, just that sometimes there is a mismatch that makes the informant must move to other brands or brand switching. Because the benefits of the Wardah brand are guaranteed to be 100% halal for Muslim users who are not comfortable with products that have not been declared halal.

### **Informant 3**

Wardah is a very good product and has been labeled halal so there is no fear for Muslim women to use it. The informant included as Wardah's brand customer loyalty and curiosity towards products from other brands so far are not yet but the informant will make the purchase decision to move products from Wardah to another brands. Wardah brand compatibility is one of the reasons persists in Wardah brand about halal is still the second option for the informant.

### **Informant 4**

Wardah is one of the brands that includes the needs of Muslim women because Wardah is already known as halal labeled. The informant used Wardah products recently and cannot be called loyal customer, but according to informant it might be a loyal customer in the future because with one of the reasons Wardah has been declared halal by MUI (*Majelis Ulama Indonesia*) and what is very beneficial is Informant 4 has run right one Islamic Law is to use halal products.

### **Informant 5**

Wardah brand with the halal statement from the MUI (*Majelis Ulama Indonesia*) will make a sense of more trust in a brand and feel safe to use Wardah brand products. The advantage is the security in using products from the Wardah brand, and have a sense of being bored and curious about one brand this is true. The informant has also moved from other brands to Wardah brand on the grounds that it has been labeled as halal and feels the difference from other brands with Wardah brand, from the safety and comfort of users where halal products are one of Islamic law.

### **Informant 6**

Wardah a very important role for Muslim women who use the Wardah brand because cosmetic products have become a daily necessity for how to choose products that are safe and halal-guaranteed. The difference that is felt when using the Wardah brand is the halal labeled on the packaging makes it easier to make purchasing decisions after brand switching. Who initially felt insecure and worried, got better because there was no fear.

### **Informant 7**

Wardah is very important after being declared halal by the *Majelis Ulama Indonesia* (MUI) for Muslims. The informant has not been bored quickly for one particular brand, but curiosity about one brand is stated often, but not quickly to move from one brand to another brand or make decision of brand switching. Wardah brand differences with other brands are very beneficial for the age that can be considered still a teenager with lighter material for use in the skin of Informant 7 and has a affordable price.

### **Informant 8**

The halal label stated by *Majelis Ulama Indonesia* (MUI) is very important and the content of the product is guaranteed because it doesn't contain parabens and it can also be said that the products of the brand are safe and secure. The informant uses approximately 1 year of use and the perceived benefit is the MUI (*Majelis Ulama Indonesia*) logo because it makes it safer to use and gets bored quickly while the product from the brand doesn't cause harm to Informant 8 will still become Wardah loyal customer brand.

### **Informant 9**

Wardah labeled halal is very important because it is claimed to be halal by the MUI (*Majelis Ulama Indonesia*) because according to informant halal MUI has fulfilled the terms and conditions in force and is legally Islamic and could be an attraction for Indonesian consumers especially for students and use Wardah from 2015 until now and the benefits of Wardah are not only a matter of halal label but because of the suitability for Asian skin according to informant knowledge to make a brand declared halal by MUI (*Majelis Ulama Indonesia*) quite difficult so that if Wardah as it is known has halal means the product is guaranteed the brand is stated promising.

**Informant 10**

Wardah is a product that can be trusted so far and about the importance of halalness is very important because products with the halal brand have guaranteed the use of ingredients that are not worrying and for use of the Wardah brand starting from 2015 because it started from Wardah was declared halal until now it has become a loyal customer of the Wardah brand because it always carries out repurchase of Wardah products. The advantage gained is not concern about the use of an excess product from the Wardah brand and the perceived benefit is comfort because it has run Islamic law.

**Informant 11**

Wardah is a well-known brand especially among Muslimah Indonesia since Wardah was declared one of the brands labeled halal by the *Majelis Ulama Indonesia* (MUI). The advantage for the informant is that the frequent personal use of cosmetics every day Wardah is very profitable starting from affordable prices with quality and halal label guaranteed for informants.

**Informant 12**

Using products from the Wardah brand before Wardah was officially opened was MUI (*Majelis Ulama Indonesia*) and after it was officially opened by MUI Wardah (*Majelis Ulama Indonesia*) informant could be declared loyal customer because it never tried to stop using Wardah could say using the Wardah brand for almost 6 years and finally Wardah started releasing products for Muslimah starting from the shampoo and finally decided to use almost all products from the Wardah brand.

**Informant 13**

Wardah is an important role for the Muslimah, which also included informant because according to what is known about the halal MUI (*Majelis Ulama Indonesia*), it was clear that for informant it turned out that Wardah was already officially authorized by the MUI (*Majelis Ulama Indonesia*) and was declared halal as one of the new benefits. Switching from one brand to Wardah brand that is ever and the difference is so far the reason is the compatibility of Wardah brand with informant skin about the halal label is still not a reason to make a decision to buy products from Wardah brand and move because the promo offered by Wardah is because the product has affordable prices for students.

**Informant 14**

Wardah began to be known by many people since the Halal statement was formally declared by the MUI (*Majelis Ulama Indonesia*) and the important issue of whether or not halal products were for the informant halal brands were very important especially in Islamic Law which actually requires every Muslim to use products labeled as halal. Move from other brands to Wardah brand is one of the reasons because Wardah is different from other brands, one of which is cheap price for students.

**Discussion****Variety Seeking**

A purchase based on variety seeking is included in decision making from the perspective of experience, because the purchase is made to influence feelings. When consumers feel bored and curious, they will try to change themselves for the better by buying a new brand. Variety seeking or variety-seeking buying behavior describes a consumer's desire to search for alternative products even if she or he is satisfied with a current product and marketers are constantly trying to find ways to bridge any perceived gaps between themselves and consumers. With that being said, marketers have worked to identify a specific segment of consumers that have similar tendencies, known as variety-seeking buying behavior. Variety-seeking buyer behavior can best be described as the buying tendencies of those consumers that do not have a high involvement with a product when there is a significant difference between brands.

Due to the number of options in front of consumers, variety-seeking buyer behavior consumers typically do a lot of brand switching, or the decision of a consumer to purchase a brand other than the one they have previously used or purchased. Have 4 types of consumer buying behavior is high involvement, low involvement, *significant differences between brands*, and *few differences between brands*. In this study, used the *low involvement* this term means when the consumer is not highly involved while buying a product. It happens in case of low price goods. Variety seeking behavior in this case consumer involvement is low while buying the product but there are significant differences between brands. Consumers generally buy different products not due to



*dissatisfaction from the earlier product but due to seek variety. Like every time they buy different washing detergent just for variety. So it is the duty of the marketer to encourage the consumer to buy the product by offering the discounts, free samples and by advertising the product a lot.*

Based on the interview result, most of the informants almost have the similarity opinion when the researcher asked the questions. The interview result show that brand switching of consumer of Wardah Cosmetics measure from variety seeking dominants is informant being bored but rarely and curious of the other brand, so the meaning that variety seeking has a positive influence on brand switching. This is in parallel with research conducted by Tri(2018) the result of this research is that variety seeking has a positive and significant influence on brand switching. This can be explained that the higher the curiosity, want to find new experiences, friend references, and the variants provided can increase consumers to do brand switching. Arousal motivation theory states that survive by seeking stimulation, but in certain conditions living organisms also reduce stimulation. Consumers are the target marketers in providing stimuli, but based on arousal motivation theory the optimum level of stimulation cannot be maintained continuously, it will make consumers in a boring condition, then look for other stimulations that lead to variety seeking and bring about brand switching.

### **Consumer Switching**

In defined consumer switching behavior as consumer preferred another service provider than the original service providers, which involving a variety of potential and conflicting. It has contributed a major impact on understanding consumer switching behavior, where by developing greater awareness of consumer switching behavior. Consumer switching behavior provide an extremely important role on the demand side of a well-developed market in which consumers are actively participating. Customer switching or consumer switching describes "customers/consumers abandoning a product or service in favor of a competitor". Assuming constant price, product or service quality, counteracting this behavior in order to achieve maximal customer retention is the business of marketing, public relations and advertising. Brand switching as opposed to brand loyalty is the outcome of customer switching behavior. Switching is a significant business factor affecting revenues for companies providing continuously delivered services, as is the case for the energy market as opposed to sectors providing products that stimulate non- or sparsely recurring purchase because of the durability of the product or a general orientation towards casual customers. Energy customer switching is a significant risk or success factor for energy suppliers.

Based on the interview result, all the informants give the same opinion about consumer switching indicator. All respondents said the halal labeled is the important things to consumer switching indicator, because they feel the comfort when use the brand with halal labeled and to help every Muslim woman student to better and follow the Islamic Sharia. This is in accordance with research conducted by Tielung(2014) the result of this research is that consumer switching has a positive and significant influence on brand switching, the research concludes there are positive association effects between halal certification, food quality and marketing promotion on Islam customers purchase decision in solaria restaurant and food quality is the most influencing variable that significantly influence customers purchase decision in solaria restaurant. Halal refers to what is permissible and lawful to consume, use, or engage in accordance with the Islamic Sharia. When applied to minerals, plants, or animals, it refers to what is permissible to eat, drink or use such as cosmetics therein in accordance with the Islamic law. Its antonym is haram, referring to what is impermissible or unlawful.

### **Promotion**

Promotion is the voice of your company which send out your brand's message loud and clear to the audience. Various media platforms can be used to promote your company and brand. They include television, radio, shopping outlets, billboards, magazines, and social media. Various promotional strategies can be used to promote and market your business depending on the goals, objectives and priorities of your company. Without marketing promotions, your brand or service would not be able to garner the attention of pre-occupied customers. Promoting your brand will help you in many different ways as increase brand awareness, provide appropriate information, increase customer traffic, build sales and profits. Not only this but promotion will also help your company to introduce products easily in the ever-so-competitive market.

Based on the interview result, most of the informants almost have the similarity opinion when the researcher asked the questions. The interview result show that brand switching of consumer of Wardah Cosmetics measure from promotion dominants is make a purchase decision because the promo and promotion offered, so the meaning that promotion has a positive influence on brand switching. This is in accordance with research conducted by Jatmiko (2013) the results are in accordance with the theory which explains that consumer brand

switching is not active looking for information about a brand, and promotion is one of the strategic marketing activities that can effectively build brand awareness in the minds of consumers. According to definitions above able to explained that promotion is an activity that should be doing by company or organization to show, recognize and inform to help the decisions making to the company. Promotion activity that already did by company must be accepted by the citizens. Success of the promotion strategy implementation is consisted of company's ability to sell product or service.

## CONCLUSION AND RECOMMENDATION

### Conclusion

Wardah is one of the pioneers of halal cosmetic products in Indonesia. Wardah already has halal certification from MUI. This has become a guarantee of products for consumers and added value to Wardah products by becoming one of the choices for consumers in cosmetic products, especially for the female segment in Indonesia. Halal products still only make a small amount of sales in Indonesia. This is largely because the status of the halal region is still limited in terms of consumer awareness. The lack of marketing of halal products means that many consumers are not aware that this product is available to buy.

Brand switching occurs for a variety of reasons, not just when the brand has done something to dissatisfy customers. Switching is sometimes induced by external reasons such as coupons, price reductions, peer or family advice as well as internal factors like desire to try something new, dissatisfaction with the service or product. Consumer switching behavior is substantively vital for the sustainability of any brand. Consumer switching behavior refers to the level of propensity of customers to switch from one product or service provider to another in a given industry or purchase situation. When consumers are the final destination of any products or services, the success of any business depends upon the behavior of the consumer, if not they will switch to other brands. When any business loses a consumer, they are not only losing future revenues, but also the financial cost of finding new potential loyal consumer.

Brand switching bring positive impact to the consumers especially for Muslim women student. Not only that, the consumers stated that brand switching is really important because the importance of halalness. There are 3 indicator which is variety seeking, consumer switching and promotion that become the measuring the consumers of the brand. With positive effect of these three indicators, consumers will have good choice to trusted the brand and fulfill the Islamic Law. Halal labeled it's the important thing but besides that not only the halalness, compatibility and cheap price increasing the brand switching. The consumers make a purchase decision because the promo and promotion offered to the consumers, and make the consumers switching to one brand to another brand then be customer loyalty.

### Recommendation

The recommendations of this research are for the consumers of Wardah cosmetics in Manado, especially Muslim women students as a respondent to keep maintaining these 3 indicators to be a loyal customer of a trusted brand in accordance with the needs and Islamic law and the University to give some knowledge for the students especially Economics and Business about the brand switching has an important role in one brand. To the future researcher that would like to make a similar research with this research, the researcher recommends to find the other object as the case study and adding more the indicators.

Academic benefit it is expected to be maintain to the knowledge gained, used as reference material to add more indicator and businesses benefit to look at the role of brand switching to the business, how consumers keep one brand or lose consumer because brand switching in some ways it is almost inevitable as that is what makes competition. Brand switching happens because the competitor brand offers a better product or service. When two or more competitors offer similar products that have the same functionality, consumers turn to the competitor whose product offers the better reliability. The customer may perceive one brand to be superior on different desirable attributes and this results in brand switching.





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