Analysis of Factors that Influence Brand Switching Behavior in Hand and Body Lotion Cosmetic Products

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Received	: 08 Maret 2024	Accepted	: 25 Mei 2024
Revised form	: 27 April 2024	Available Online	: 30 November 2024

ABSTRACT

This research aims to determine what factors influence the brand switching behavior of hand and body lotion cosmetic products among women in Surabaya and also wants to know the dominant factors. This type of research is quantitative research with descriptive research methods. The population in this research is users of hand and body lotion cosmetic products in Surabaya. The sample in this research was 150. The sampling technique used was the purposive sampling method. The analysis used is factor analysis with the help of the IBM SPSS 25 program. The results of the research show that 10 factors influence women's brand switching behavior in Surabaya for hand and body lotion cosmetic products, namely e-commerce promos, reference groups, product quality, local brand, product bundling, variety seeking, online promotion, product packaging, price, and product knowledge. Of these 10 factors, the e-commerce promos factor is the dominant factor.

Keywords: Brand Switching, Cosmetic Products, Factor Analysis.

e-ISSN: 2527-9947/© 2024 The Authors
DOI: 10.30996/jem17.v9i2.11141
Published by Fakultas Ekonomi dan Bisnis, Universitas 17 Agustus 1945 Surabaya.

INTRODUCTION

Business in Indonesia is developing very rapidly of the many industries in Indonesia, cosmetics is one of the mainstays of the three national priority industries listed in the 2015-2035 National Industrial Development Master Plan [1]. The continuing increase in cosmetic sales in Indonesia proves this.

Source: Tirto.id, 2023

Figure 1 . Cosmetics Sales in Indonesia

The increasing sales of cosmetic products cannot be separated from the awareness of female consumers who need cosmetics to support their appearance. Many new brands are emerging in cosmetic products, so it can be said that there will be pretty tight competition. Therefore, cosmetic companies must build a marketing strategy to influence and win the consumer market. Below is data on several categories of cosmetic products from various brands for 2020-2023, which have become Top Brands.

Table 1. Top Brand Award for Cosmetic Products in Indonesia 2020-2023

Category	Brand	Year			
		2020	2021	2022	2023
		Top Brand Index	Top Brand Index	Top Brand Index	Top Brand Index
Lipstick	Wardah	33.5%	31.9%	27.2%	26%
	Maybelline	6.1%	11.6%	15.8%	19.3%
	Revlon	8.8%	7.5%	8.5%	6.3%
	Pixy	5.4%	5.6%	2.8%	3.6%
Face Powder	Wardah	20%	20.3%	20.5%	19.3%
	Marcks	18.3%	20.6%	18.1%	17.7%
	Make Over	-	8.1%	11.6%	11.3%
	Viva	6.6%	5.5%	4.7%	5.2%
Facial Cleansing	Biore	17.1%	16.4%	14.3%	15.8%
	Garnier	13.8%	14.5%	14.4%	17%

Soap	Ponds	-	-	-	25.3%
	Wardah	5.8%	9.9%	10.1%	6.9%
Foundation	Revlon	14.9%	25.5%	25.8%	24.1%
	LOreal	-	-	-	12.6%
	La Tulipe	11.5%	12.5%	12.3%	10.9%
	Make Up For Ever	7.4%	9.4%	10%	8.2%
Hand and Body Lotion	Image	31.5%	29.1%	29.6%	29.75
	Marina	22.4%	16.2%	13.6%	15.9%
	Vaseline	11.8%	14.8%	16.5%	17.1%
	Nivea	5.4%	8.8%	8.9%	7.2%
Perfume	Casablanca	-	20.7%	21.4%	16.6%
	Vitalis	-	14.3%	15.6%	16.2%
	Victoria	-	6.1%	8.4%	11.2%
	Pucelle	8.2%	9.1%	9.3%	5.7%

Source: Top Brand Award, 2023

The data above represents superior brands with extraordinary performance in the Indonesian cosmetics market. This data shows that various brands in each cosmetic product category experienced increased and decreased performance in the target market. This can be seen in the percentage, which changes yearly. Changes with ups and downs in performance indicate that consumers are switching brands. Brand switching results from dissatisfaction with a product, which causes consumers to stop purchasing products from one brand and replace them with another more suitable brand [2].

From the initial survey conducted on 35 women in Surabaya, the results showed that all respondents had switched brands of cosmetic products; they most often switched brands to hand and body lotion cosmetic products with a percentage of 34.3%, followed by lipstick at 22, 9%, soap 14.3%, perfume 11.4%, shampoo 8.6%, and the rest answered powder and eyebrow pencil. Therefore, in this study, cosmetics in the hand and body lotion category were chosen for further study. Naturally, consumers have reasons or factors that make them switch brands from one cosmetic brand to another, whether these factors come from within the consumer or the environment around the consumer. Based on this phenomenon, researchers are interested in researching why women behave in Surabaya by switching hand and body lotion cosmetic products brands. Cosmetics companies can later use the results of this research to formulate appropriate marketing strategies to attract new consumers and retain old consumers, as well as as a source of information to improve the company's shortcomings so that in the future, they can create loyal consumers.

Formulation of the Problem

Based on the description previously presented, in this research, the problem formulation can be drawn as follows :

1. What factors are considered in the brand switching behavior of cosmetic hand and body lotion products among women in Surabaya?
2. What are the dominant factors in the brand switching behavior of cosmetic hand and body lotion products among women in Surabaya?

Writing Purpose

Referring to the problem formulation above, the objectives of this research are :

1. To find out what factors influence women in Surabaya's behavior when switching brands of hand and body lotion cosmetic products
2. This study aims to determine the dominant factors in the brand-switching behavior of hand and body lotion cosmetic products among women in Surabaya.

LITERATURE REVIEW

Consumer behaviour

Marketers need to study consumers to market their products because they can create appropriate marketing strategies by studying consumer behavior. Apart from that, by understanding consumer behavior, it will be easier for marketers to know what kind of products or services consumers like so that they will sell more quickly. Consumer behavior studies how individuals, groups, and organizations select, purchase, use, and dispose of goods, services, ideas, or experiences to meet their needs and desires [3] . Consumers have different needs, opinions, attitudes, and tastes in different environments. Therefore, it is crucial to know who consumers are to understand their behaviour.

Kotler and Armstrong stated that the factors that influence consumer behavior are a) Cultural factors: culture, sub-culture, and social class; b) Social factors: reference group, family, roles, and status; c) Personal factors: age and life cycle stage, occupation, economic situation, lifestyle, personality, and self-concept; d) Psychological factors: motivation, perception, knowledge, beliefs and attitudes [4]. These factors are essential to consider in order to determine how far consumer behavior factors influence purchasing decisions. Purchasing decisions are a decision-making process carried out by buyers when they choose to buy one item from various alternatives [4]. Consumers must go through several stages during the purchasing decision-making process, and these stages will determine whether they will buy or

not and whether they will feel satisfied after buying the product. These stages include problem recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior.

Marketing Mix

The marketing mix also influences the creation of purchasing decisions. Kotler and Armstrong said, "The marketing mix is the set of tactical marketing tools that the firm blends to produce the response it wants in the target market." this shows that the company uses the marketing mix to achieve its marketing goals in the target market [4]. The marketing mix, or the 4P, can be seen from two points of view, namely from the seller's and the buyer's point of view. From the seller's point of view, the 4P are marketing tools to attract buyers, while from the buyer's point of view, the 4P are marketing tools that aim to help buyers. The marketing mix components, often called the 4P, include product, price, place, and promotion [3].

The first factor is the product; product quality can influence purchasing decisions. If the product produced is of good quality, then consumers will feel satisfied. Conversely, if the product consumers receive is not good, they will become dissatisfied and switch to another brand.The next factor is the value consumers must pay to get a product or service. Price plays an essential role in the marketing mix, explaining the perception of quality and positioning the product in the target market. Next is the promotion factor, which influences consumers to purchase according to their wants and needs. The promotion aims to attract attention, inform, remind, and convince potential consumers. The final factor in the 4P marketing mix is location. It is essential to determine the right location to be able to operate efficiently and achieve the targets that have been set.

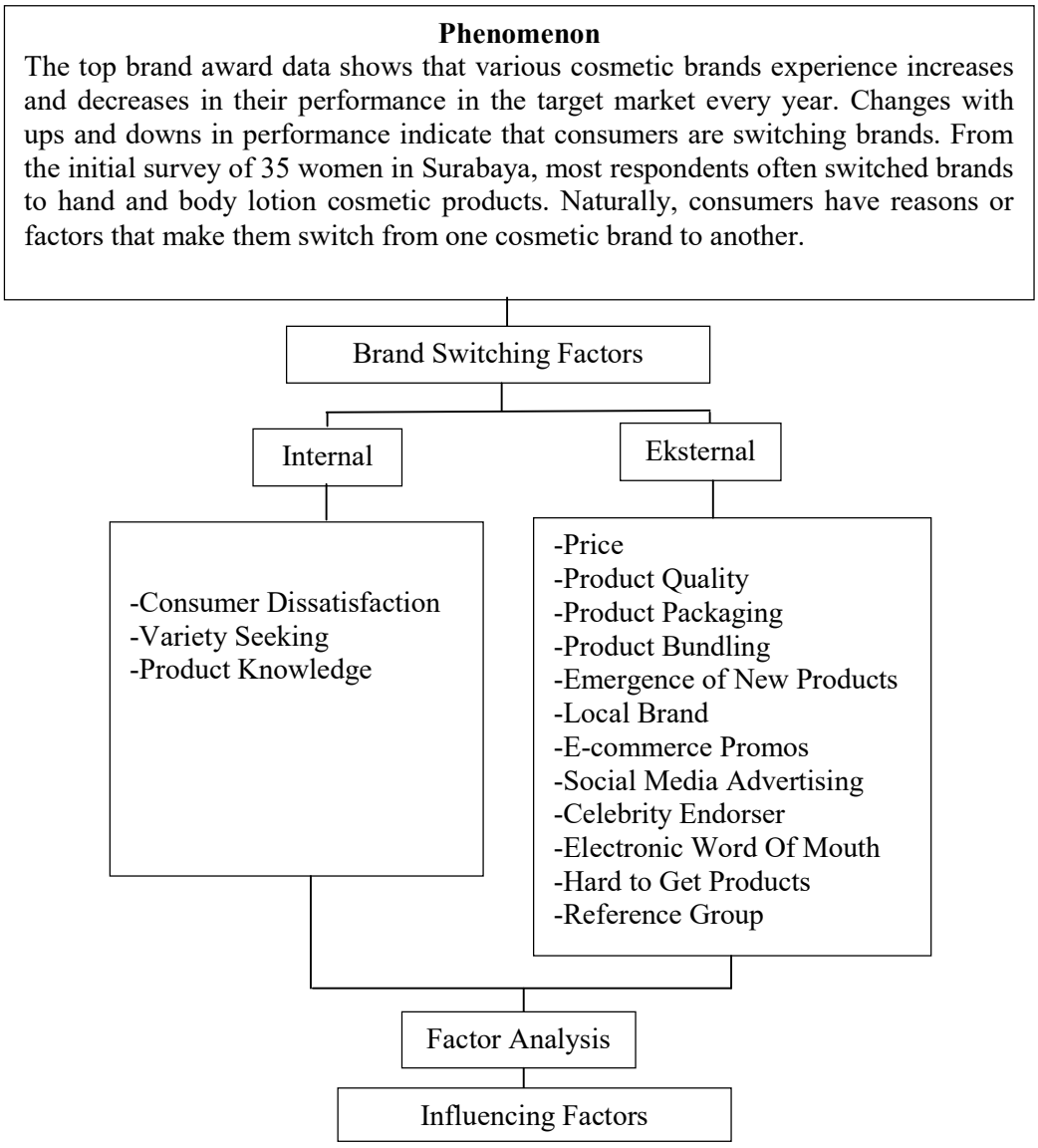
Brand Switching

In today's increasingly competitive world, the term "loyal customer" is rarely encountered. The average consumer must have used different brands for the same product category. This is a phenomenon known as brand switching. Brand switching results from dissatisfaction with a product, which causes them to stop purchasing a product from one brand and replace it with another [2] . The consumer's experience using the product leads to commitment to the brand. If the experience gives consumers unpleasant results, they tend to switch brands. Mareta and Nurchayati stated that several factors influence consumers' switching brands, including internal and external factors. Internal factors include dissatisfaction with old products, the desire to look for new variations, the desire to find suitable cosmetics and consumer knowledge of the product. Meanwhile, external factors include promotions and the influence of reference groups such as peers, family members, and beauty vloggers [5]. Agreeing with

this, Lestari also stated that factors in cosmetic brand switching behavior include many product variations of a brand, advertising, price, and brand image [6] .

Framework of thinking

This research examines what factors are considered in the brand switching behavior of women in Surabaya on cosmetic products and what factors most dominantly influence the brand switching behavior of women in Surabaya on cosmetic products. Based on the theoretical framework that has been put forward, it can be simplified in the form of a framework in the following chart :



Source: Processed by Researchers, 2024

Figure 2. Framework

RESEARCH METHODS

Research Design

This research uses quantitative research methods with a descriptive approach. It uses primary and secondary data sources. Primary data is obtained from all respondents' answers and distributed via questionnaires. In contrast, secondary data comes from official websites, research journals on brand switching, and various book literature that can support this research. The data analysis technique in this research uses factor analysis.

Research Limits

So that the research can focus on a problem and the scope is not too broad, the limitations of the research made by the researcher are that this research only examines what factors are considered and the most dominant factors in changing brands of hand and body lotion cosmetic products in women in Surabaya.

Variable Identification

The variables used in this research are Consumer Dissatisfaction (X_1), Variety Seeking (X_2), Product Knowledge (X_3), Price (X_4), Product Quality (X_5), Product Packaging (X_6), Product Bundling (X_7), Emergence of New Products (X_8), Local brands (X_9), E-commerce Promos (X_{10}), Social Media Advertising (X_{11}), Celebrity Endorser (X_{12}), Electronic Word of Mouth (X_{13}), Hard to Get Products (X_{14}), Reference Group (X_{15}).

Participants and Settings

This research was conducted in the city of Surabaya. The population of this study were users of hand and body lotion cosmetic products in Surabaya. Questionnaires are distributed online via electronic media, namely Google Forms. Because the target population size is uncertain, the sample will be determined using the Hair formula. Hair suggests that the number of representative samples is a minimum of 5 times the number of indicators and a maximum of 10 times the number of indicators[7]. There are 24 indicators in this research, so the calculation is a minimum sample of 5 x 24 = 120 and a maximum of 10 x 24 = 240. So, this research uses a sample size of 150, more than the minimum sample limit.

Furthermore, the sampling technique was based on a non-probability sampling method with a purposive sampling technique. According to Sugiyono, purposive sampling is a sampling technique that has specific criteria[8]. The criteria used in this research are as follows:

1. Respondents are women aged 17-40 who use hand body lotion cosmetics and live in Surabaya.
2. Respondents had switched from one brand of hand and body lotion to another.

Research Instrument

A research instrument is a tool used to measure the variable's value to be studied [8]. Instruments will be used to carry out measurements to produce accurate quantitative data.

Table 2. Questionnaire Grid

Variable	Indicator	Statement
Internal factors		
Consumer Dissatisfaction (X_1)	Not as expected	Not suitable for skin
		There is no change at all after use
Variety Seeking (X_2)	Brand saturation	Feel bored
		Monotonous product
	Desire to try other brands	Interested in trying other brands that follow the trend
		Interested in trying other, more innovative brands
Product Knowledge (X_3)	Knowledge of product attributes	Get to know the scents of other brands
		Know the ingredients of other brands.
	Knowledge of product benefits	Know that other brands have SPF that protects the skin from UV rays.
		Knowing other brands provides additional nutrition for the skin
External Factors		
Price (X_4)	Affordability	Other brands are cheaper
		Choose a brand whose price matches your purchasing power.
Product Quality (X_5)	Performance	Not able to moisturize the skin
		Difficult to absorb into the skin
	Durability	It quickly fades during use.
		Does not survive well under different weather conditions
Product Packaging (X_6)	Packaging Design	Interested in other contemporary brand packaging designs
		Interested in other brands' simple but elegant packaging designs
	Packaging Innovation	Choose products that have various packaging sizes.
		Choose products whose packaging is easy to use
Product Bundling (X_7)	Price match with product bundlingpurchased	brands offer product bundlingat lower prices
		Other brands offer product bundling whose prices are commensurate with the benefits provided
	Merging main and supporting products	Interested in the variations in product bundlingoffered by other brands
		Interested in product bundling offers from other brands that provide gifts
The Emergence of New Products (X_8)	New product	New multifunctional products appear
		New products have emerged that have unique variants for sensitive skin

Local Brand (X_9)	Love for the brand	Choose local brands
		Proud to use local brands
	A brand that fits the customer's personality	Local brands are better able to understand skin needs
		Local brands are more in line with personality
E-commerce promos (X_{10})	Providing free shipping	Interested in brands that provide free shipping promotions with no minimum purchase
		Interested in brands that provide free shipping promos of up to 100% at certain moments
	Giving cashback	cashback promotions without a minimum purchase
		Be interested in brands that provide promos giving up to 100% cashback at certain moments.
	Providing discounts	Be interested in brands that offer discounts from the original price.
		Interested in brands that offer buy one get one free discounts
Social Media Advertising (X_{11})	Interest	Interested in another brand after seeing its ad on Instagram
		Interested in another brand after seeing its advertisement on TikTok
		Interested in another brand after seeing its ad on Facebook
Celebrity Endorser (X_{12})	Power	Be interested in brands promoted by famous artists
		Interested in brands promoted by beauty vloggers
Electronic Word of Mouth (X_{13})	Content	I saw a lot of negative reviews from the previous brand in online media
		Seeing lots of positive reviews from other brands in online media
Hard to Get Products (X_{14})	Product Inventory	The previous brand was hard to find
		Choose brands that are always available in online and offline stores
Reference Group (X_{15})	Observation of the group	Be interested in brands used by the majority of friends.
		Be interested in brands used by the majority of family members.
	Group recommendations	Choose brands recommended by friends.
		Choose a brand that the family recommends

Source: Processed by Researchers, 2024

Measurements

The data analysis technique in this research uses factor analysis. Factor analysis is a multivariate analysis designed to examine the relationship between variables in a particular set, which shows a specific relationship pattern [9] .

According to Ghozali, the steps for analyzing data using factor analysis are explained as follows [10] :

1. Develop a correlation matrix between variables by carrying out three statistical tests: the Kaiser Meyer Olkin (KMO) Test, Bartlett's Test of Sphericity, and the Measures of Sampling Adequacy (MSA) Test.
2. Extract factors using the Principal Components Analysis extraction method.
3. Rotate the factors using orthogonal rotation with the varimax method.
4. Interpretation of research results.

RESULTS

Validity test

A validity test is a test to determine the validity of a questionnaire in data collection (Sugiyono, 2019). This test uses IBM SPSS 25 with a significance level of 5%. Testing was conducted on 49 statements with 30 respondents to obtain the r table value from the sample value (N) = 30 of 0.361. Based on the test results of 49 statements, the smallest value for the validity test was 0.496, where the results obtained a value above 0.361, indicating that all statements in this study had a calculated r value > r table. So, it can be said that the instrument in this research is suitable for use as a research instrument that can be analyzed further. The results of the validity test can be seen in the following table:

Table 3. Validity Test Results

	Corrected item-total correlation	Construct	Information
X1.1	0.881	0.361	Valid
X1.2	0.819	0.361	Valid
X2.1	0.883	0.361	Valid
X2.2	0.819	0.361	Valid
X2.3	0.512	0.361	Valid
X2.4	0.840	0.361	Valid
X3.1	0.818	0.361	Valid
X3.2	0.752	0.361	Valid
X3.3	0.644	0.361	Valid
X3.4	0.496	0.361	Valid
X4.1	0.881	0.361	Valid
X4.2	0.843	0.361	Valid
X5.1	0.873	0.361	Valid
X5.2	0.870	0.361	Valid
X5.3	0.851	0.361	Valid
X5.4	0.820	0.361	Valid

X6.1	0.895	0.361	Valid
X6.2	0.880	0.361	Valid
X6.3	0.881	0.361	Valid
X6.4	0.885	0.361	Valid
X7.1	0.799	0.361	Valid
X7.2	0.810	0.361	Valid
X7.3	0.890	0.361	Valid
X7.4	0.832	0.361	Valid
X8.1	0.809	0.361	Valid
X8.2	0.894	0.361	Valid
X9.1	0.841	0.361	Valid
X9.2	0.878	0.361	Valid
X9.3	0.690	0.361	Valid
X9.4	0.905	0.361	Valid
X10.1	0.810	0.361	Valid
X10.2	0.776	0.361	Valid
X10.3	0.825	0.361	Valid
X10.4	0.824	0.361	Valid
X10.5	0.827	0.361	Valid
X10.6	0.863	0.361	Valid
X11.1	0.858	0.361	Valid
X11.2	0.779	0.361	Valid
X11.3	0.916	0.361	Valid
X12.1	0.945	0.361	Valid
X12.2	0.934	0.361	Valid
X13.1	0.918	0.361	Valid
X13.2	0.902	0.361	Valid
X14.1	0.887	0.361	Valid
X14.2	0.905	0.361	Valid
X15.1	0.906	0.361	Valid
X15.2	0.891	0.361	Valid
X15.3	0.777	0.361	Valid
X15.4	0.911	0.361	Valid

Source: Processed Primary Data, 2024

Reliability Test

A reliability test is a statistical test used to determine how consistent an instrument is in repeatedly measuring the same thing [8]. Reliability testing in this research was measured using the Cronbach Alpha coefficient with the help of the IBM SPSS 25 program, and variables were declared reliable if the Cronbach Alpha value was> 0.6. The reliability test on 30 respondents showed that each variable had a Cronbach's Alpha value > 0.6. So, it can be concluded that the instruments used in the research are reliable.The results of the reliability test can be seen in the following table :

Table 4. Reliability Test Results

Reliability Statistics

Variables	Cronbach's Alpha	N of Items
X1	0.678	2
X2	0.769	4
X3	0.612	4
X4	0.652	2
X5	0.870	4
X6	0.905	4
X7	0.852	4
X8	0.615	2
X9	0.849	4
X10	0.903	6
X11	0.796	3
X12	0.866	2
X13	0.791	2
X14	0.752	2
X15	0.895	4

Source: Processed Primary Data, 2024

Factor Analysis Test

Correlation Matrix

About factor analysis, the test that must be carried out is testing the value of the Kaiser Meyer Olkin Test (KMO), Measure of Sampling Adequacy Test (MSA), and Barlett's Test of Sphericity with the criterion of the degree of correlation between variables >0.5. The Kaiser Meyer Olkin Test (KMO), Measure of Sampling Adequacy Test (MSA), and Barlett's Test of Sphericity output tables are used to determine whether a variable is worthy of further processing using this factor analysis method.

Table 5. KMO and Bartlett's Test

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,903
Bartlett's Test of Sphericity	Approx. Chi-Square	5607.119
	df	1176
	Sig.	,000

Source: Processed Primary Data, 2024

The research results show that factor analysis can be continued based on two important indicators: the KMO value and the Sig value from Bartlett's Test of Sphericity. The KMO value of 0.903 indicates that the data used in this research is suitable for factor analysis. The Sig value of Bartlett's Test of Sphericity is 0.000, much smaller than the predetermined significance level (0.05). This shows that the basic assumptions in factor analysis are met.

Next, it will be tested using the Measure of Sampling Adequacy (MSA). If the MSA value = 1, other variables can estimate this variable without error. If the MSA value is ≥ 0.5, then this variable can still be estimated and analyzed further. However, if the MSA value is <0.5, this variable must be reduced from other variables. The MSA value between variables is shown in the anti-image correlation value. The test results show that all variables have an MSA value of more than 0.5, so they are all suitable for further analysis.

Factor Extraction

In factor extraction, principal component analysis is used to reduce the number of variables into more minor variables. More minor variables are grouped via maximum rotation by maximizing the variance value. Communality shows how many variances can be explained by each new variable extracted through the PCA (Principal Component Analysis) procedure, stipulating that the closer the value is to 1, the closer the relationship with the factors formed. The test results show that all variables have a commonality value ≥ 0.5. This indicates that all variables are worthy of further analysis

The eigenvalues approach is used to determine the number of factors. Factors with eigenvalues ≥ 1 will be retained and included in the model, but factors with eigenvalues < 1 will not be included in the model. Using the help of IBM SPSS 25, 10 components that had eigenvalues ≥ 1 were obtained, so 10 factors were included in the model.

Table 6. Total Variance Explained

Initial Eigenvalues			
Components	**Total**	**% of Variance**	**Cumulative %**
1	18,604	37,967	37,967
2	3,339	6,814	44,781
3	2,379	4,855	49,636
4	2,151	4,389	54,026
5	1,914	3,907	57,932
6	1,760	3,592	61,525
7	1,479	3,019	64,544
8	1,289	2,631	67,174
9	1,169	2,386	69,560
10	1,055	2,154	71,714

Source: Processed Primary Data, 2024

Factor Rotation

Factor rotation is carried out to obtain a more transparent data display of the loading values for each variable against the existing factors. This interpretation is based on each variable's most considerable loading value on the existing factors, so a variable will be included in the factor with the most considerable loading value after comparing the correlation values for each row. The loading factors and grouping of variables after rotation are shown in the following table:

Table 7. Rotated Component Matrix

	Components									
	1	2	3	4	5	6	7	8	9	10
X10.4	0.880									
X10.5	0.866									
X10.3	0.845									
X10.2	0.821									
X10.6	0.779									
X10.1	0.727									
X8.1										
X15.2		0.772								
X15.1		0.759								
X15.3		0.739								
X15.4		0.736								
X11.3										
X13.1										
X5.2			0.732							
X5.3			0.707							
X1.2			0.675							
X5.1			0.671							
X5.4			0.632							
X9.1				0.817						
X9.2				0.795						
X9.4				0.752						
X9.3				0.734						
X14.1										
X8.2										
X14.2										
X7.2					0.725					
X7.1					0.720					
X7.3					0.685					
X7.4					0.665					
X2.3						0.697				
X2.1						0.692				
X2.2						0.650				
X2.4						0.646				
X3.2						0.502				
X3.1										
X11.2							0.728			

X11.1							0.712			
X12.1							0.643			
X12.2							0.579			
X1.1							0.535			
X6.1								0.701		
X6.2								0.621		
X6.4								0.521		
X6.3								0.502		
X4.2									0.776	
X4.1									0.737	
X3.3										0.711
X3.4										0.691
X13.2										

Source: Processed Primary Data, 2024

Factor Interpretation

Interpretation of the results based on the eigenvalues of each factor can be explained as follows:

1. The first factor influencing women's behavior in Surabaya to switch hand and body lotion cosmetic product brands is the e-commerce promos factor (37,967%). This factor consists of variables X10.1 (e-commerce promos giving free shipping without a minimum purchase), X10.2 (e-commerce promos givingfree shippingup to 100% at certain moments), X10.3 (e-commerce promos giving cashback without a minimum purchase), X10.4 (e-commerce promos giving cashback up to 100% at certain moments), X10.5 (e-commerce promos giving discounts), X10.6 (e-commerce promos givingbuy one get one free).
2. The second factor influencing the brand switching behavior of cosmetic hand and body lotion products among women in Surabaya is the reference group factor (6.814%). This factor consists of variables X15.1 (Interest in brands used by the majority of friends), X15.2 (Interest in brands used by the majority of familymembers), X15.3 (friend's recommendation), X15.4 (Family recommendation)
3. The third factor influencing the brand switching behavior of cosmetic hand and body lotion products among women in Surabaya is the product quality factor (4,855%). This factor consists of variables X5.1 (not able to moisturize the skin), X5.2 (Difficult to absorb into the skin), X5.3 (quickly fades during use), X5.4 (does not survive well under different weather conditions), X1.2 (no change at all after use).
4. The fourth factor influencing the brand switching behavior of cosmetic hand and body lotion products among women in Surabaya is the local brand factor (4,389%). This factor consists of variables X9.1 (Choosing local brands), X9.2 (Proud to use local brands), X9.3 (local brands are more in line with personality), X9.4 (local brands are better able to understand skin needs)

5. The fifth factor influencing women's behavior in Surabaya switching brands of hand and body lotion cosmetic products is the product bundling factor (3,907%). This factor consists of variables X7.1 (Product bundling, which costs more economically) and X7.2 (Product bundling, whose price is commensurate with the benefits provided). X7.3 (Variations in product bundling), X7.4 (Product bundling that provides gifts)
6. The sixth factor influencing women's behavior in Surabaya to switch hand and body lotion cosmetic product brands is the variety-seeking factor (3.592%). This factor consists of variables X2.1 (Feeling bored), X2.2 (Monotonous products), X2.3 (Desire to try other brands that follow trends), X2.4 (Desire to try other, more innovative brands), X3.2 (Consumer knowledge regarding the ingredients of other brands).
7. The seventh factor influencing women's behavior in Surabaya to switch hand and body lotion cosmetic product brands is the online promotion factor (3,019%). This factor consists of variables X11.1 (Product advertisement on Instagram), X11.2 (Product advertisement on TikTok), X12.1 (Promoted famous artists), X12.2 (Promoted beauty vlogger), X1.1 (Not suitable for skin)
8. The eighth factor influencing the brand switching behavior of cosmetic hand and body lotion products among women in Surabaya is the product packaging factor (2,631%). This factor consists of variables X6.1 (Current packaging design), X6.2 (Simple but elegant packaging design), X6.3 (Has various packaging sizes), X6.4 (Easy to use packaging)
9. The ninth factor influencing the brand switching behavior of cosmetic hand and body lotion products among women in Surabaya is the price factor (2,386%). This factor consists of variables X4.1 (Cheap price) and X4.2 (Price suitability to purchasing power).
10. Product knowledge is the tenth-factor influencing women's behaviour in Surabaya when switching brands of hand and body lotion cosmetic products (2,154%). This factor consists of variables X3.3 (Consumer knowledge about other brands that protect the skin from UV rays) and X3.4 (Consumer knowledge about other brands that provide additional nutrition for the skin).

DISCUSSION

E-commerce Promos Influence Brand Switching Behavior

Shopping online in e-commerce is very easy and convenient because consumers can buy products anytime and anywhere without going to a physical store. E-commerce also offers a variety of products from various brands at more affordable prices. Therefore, providing lots of promotions on e-commerce is a very appropriate strategy to attract consumers' attention to buy the brand. E-commerce promos are included in the promotion dimension of the sales promotion category. According to Databoks, the e-commerce promos that are most popular with consumers are free shipping, cashback, and discounts [11].

This factor influences someone to switch brands because, with this promotion, consumers can save on costs, time, and energy because they do not need to make purchases offline.

Reference Groups Influence Brand Switching Behavior

Reference groups are included in the social factors that influence consumer purchasing behavior [4].This factor influences consumers to switch brands because individuals tend to have more trust in the group that is their reference. The social influence of reference groups can make consumers feel more confident about trying or switching to recommended brands. If reference group members start using a different body lotion brand, consumers may feel attracted to trying the same brand used by the reference group members. This aligns with Mareta and Nurchayati's research, which states that reference group factors significantly influence consumers' decision to switch brands [5].

Product Quality Influences Brand Switching Behavior

Each product produced by a cosmetic company has a different quality. If the product is of good quality, it will satisfy consumers, ultimately increasing customer loyalty. On the other hand, if the product received by consumers is of poor quality, it will cause dissatisfaction. This may cause them to look for other brands that offer better quality products and better suit their needs [12]. This factor influences consumers to switch brands because of their perceived value. They tend to be disappointed that the quality of the previous brand does not meet expectations, so they choose to switch to a brand with better quality.

Local Brands Influence Brand Switching Behavior

Local brands are brands that originate from within the country itself. This factor influences consumers to switch brands because local brands tend to understand skin conditions, climate, and domestic market preferences. Their products are often specially formulated to meet the specific needs of local consumers. Therefore, understanding and adapting products to local consumer needs and preferences is an effective way to attract consumer attention to choose the product.

Product Bundling Influences Brand Switching Behavior

Product bundling is included in the promotion dimension of the sales promotion category. This factor influences consumers to switch brands because bundling products are offered at more affordable prices than buying them separately. They feel they get more benefits or additional products without paying extra costs. Discounted prices make packages more attractive, so consumers feel they are getting more for their money. This method can influence consumer behavior when making purchases and encourage them to try brands offering product bundling.

Variety Seeking Influences Brand Switching Behavior

Consumers seeking variety tend to be more open to new brands or products. This factor influences consumers to switch brands because they face various products from various brands. It can also influence curiosity and curiosity to try various products from several brands so that consumers will not be completely loyal [13]. Besides, consumers feel bored with brands they have used for a long time, so they look for variations by using other brands to overcome this boredom and gain new experiences.

Online Promotion Influencing Brand Switching Behavior

Promotion is one of the variables in the marketing mix, and companies need to implement it in marketing their products or services. This factor influences consumers to switch brands because, with online promotion, consumers can access information about products anytime and anywhere; they are not limited by a particular time or location. Online promotion allows more specific and relevant targeting based on individual preferences and needs, thereby increasing the likelihood that the promotion will attract the attention of the right consumers. In addition, online promotions provide information related to product details, customer reviews, and price comparisons that help consumers make better product decisions.

Product Packaging Influencing Brand Switching Behavior

Beautiful and visually attractive packaging can make the product look more attractive and tempting to consumers. Packaging must be attractive, practical, and efficient in protecting the product from damage or contamination.This factor influences consumers to switch brands because of the visual appeal of the packaging. Modern designs, bright colors, and attractive aesthetics can make products stand out on store shelves or online images. Apart from that, in terms of functionality and convenience, packaging that is practical and easy to use can provide added value for consumers, thereby increasing their interest. For example, packaging features such as a lid that is easy to open and close again, spill-proof, and a size that is easy to carry anywhere.

Price Influencing Brand Switching Behavior

Price is an essential element in the marketing mix to explain perceptions of quality. This factor influences consumers to switch brands because when consumers compare products from different brands, price becomes a significant factor in assessing the product's value. If consumers feel that a product offered by another brand is a better value at a lower price, they may switch to that more affordable brand. Price is the main determining factor in purchasing a product for consumers with limited income, so they adjust it to their purchasing power. This aligns with Rahmawati Nurhadi's research, which states that price factors significantly influence consumers' decision to switch brands [14].

Product Knowledge Influencing Brand Switching Behavior

Consumer knowledge is included in the psychological factors that influence consumer purchasing behavior. This factor influences consumers to switch brands because consumers with in-depth knowledge about products tend to be more critical of the brand's benefits and quality. If another brand offers better quality or benefits, they will switch brands. In addition, well-informed consumers usually follow the latest trends and innovations in the products they are interested in. If another brand introduces an innovation in its product, consumers may be tempted to try it. This is in line with Asnawi's research, which states that consumer knowledge about a product significantly influences consumers' decision to switch brands [15].

CONCLUSION

The results of research on 150 respondents, namely women in Surabaya who had switched brands to hand and body lotion cosmetic products based on the factor analysis research method of 15 variables with 49 statements, showed that there were 10 factors formed, namely e-commerce promos, reference group, product quality, local brands, product bundling, variety seeking, online promotion, product packaging, price, and product knowledge. The ten factors influencing the brand switching behavior of cosmetic hand and body lotion products among women in Surabaya provide a cumulative diversity proportion of 71,714%.

After factor analysis, it was discovered that e-commerce promos were the dominant factor. Therefore, they switched body lotion brands because they were interested in other brands that often provide many promos on e-commerce. This factor is the dominant factor based on an eigenvalue of 18.604 with a variance value of 37.967%.

SUGGESION

The researcher suggests that future researchers can improve and expand the scope of research by using other variables that are not in this study, and this study only discusses factor analysis using the principal component analysis method in forming factors so that other methods can be used in future research. Such as typical factor analysis.

CREDIT AUTHORSHIP CONTRIBUTION STATEMENT

Putri Septiana Kusumaningrum: Conceptualization, Supervision, Data Curation, Formal Analysis, Project Administration, Writing-original Draft, and Writing-review Editing. **Saino Saino**: Conceptualization, Resources, Software, Validation, Visualization, Funding Acquisition, Investigation, Writing-original Draft, and Writing-review Editing.

DECLARATION OF COMPETING INTEREST

The author declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

ACKNOWLEDGMENTS

The authors would like to thank the anonymous referees for their helpful comments and suggestions.

DATA AVAILABILITY

Data will be made available in request.

FUNDING

This research is support by all authors and independent funding.

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