



Trend of Consumer Brand Switching Health Supplement Products during the Covid-19 Pandemic: Triggered by Price Increase and Consumption Value

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ABSTRACT

Consumer brand switching product or service purchase is very important to know, because when consumers are satisfied and their wants and needs are met then what ever brand they will be used them. This study aims to analyze the factors that can prevent consumers brand switching and assess price increases and consumption behavior in directing consumers to buy healthy supplement product vitamin C1000+Zinc Sido Muncul drinks and to examine which factor are more dominant influencing consumers to pull off brand swithing. Sample in this study are people of the City of Bekasi. Sample respondents was selected using purposive sampling technique and obtained a sample of 86 respondents. The data analysis technique in this study used the regression method with SPSS software version 23 for data analysis. The results shows that the price increase factor was more dominant influence consumers to pull off brand switching compared consumption behavior factor.

INTRODUCTION

The surge in positive cases of Covid-19 from day to day has made the Ministry of Health more aggressively campaigning for the need to follow a healthy lifestyle and also practice personal hygiene, including wearing masks, using soap/sanitizer when washing hands, and practicing social distancing. The World Health Organization (WHO) even recommends always maintaining cleanliness by washing hands, maintaining cough etiquette, and consuming healthy food, as well as increasing immunity by consuming health supplements, especially vitamin C which plays a role in maintaining the immune system through its antioxidant content and collagen synthesis. which strengthens the body's immune cells in fighting infection. A healthy lifestyle is very important in boosting the immune system (Makroo, 2020) and people are now also more concerned with health and a new trend has emerged in society, namely starting to consume health supplements such as vitamin C to increase endurance.

People who are educated about the benefits of health supplements which are believed to be able to increase endurance are consuming vitamin C, and many people have even started buying vitamin C in large quantities resulting in a shortage of vitamin C stocks. A variety of vitamin C containing 1000 mg and zinc containing is a recommendation to increase endurance during the Covid-19 pandemic including You C1000 drink, Sido Muncul vitamin C1000_Zinc, Ammunizer, Vitacimin 500 mg, Enervon C, and so on. Sido Muncul's vitamin C1000+Zinc beverage products, including vitamin C, are much sought after by the public. Information is being circulated that consuming vitamin C can fight the Covid-19 virus, increasing people's purchasing power of Sido Muncul vitamin C1000+Zinc drinks, this is because Sido Muncul's vitamin C1000 drink +Zinc contains 1000 mg of vitamin C and zinc and the price is still relatively affordable to the public, besides that Sido Muncul vitamin C1000+Zinc drink can be drunk immediately like normal drinks, making Sido Muncul vitamin C1000+Zinc drinks increasingly popular with the public. All of the above made this product much sought after by the public during the Covid-19 pandemic. Information circulating stating that consuming vitamin C 1000 and zinc can fight the corona virus, of course this has made people's purchasing power for Sido Muncul vitamin C1000+Zinc drink products increase rapidly as well as the volume of product demand. The increase in product demand for Sido Muncul C1000+Zinc drink has resulted in an increase in price and sales volume for this product.

The Covid-19 pandemic has made many countries in the world including Indonesia, their economy is getting worse, besides that the need for food is increasing but the distribution of goods is closed as a result of export-import access, this has caused many companies to cut their employees and of course has limited production levels. The same thing happened to the availability of Sido Muncul vitamin C1000+Zinc beverage products on the market, due to increased demand and limited stock due to hampered distribution of goods, making it difficult for people in Bekasi City to obtain Sido Muncul vitamin C1000+Zinc beverage products. This makes the price and sales of Sido Muncul

vitamin C1000+Zinc drinks unstable and it is difficult for the public to obtain Sido Muncul vitamin C1000+Zinc beverage products because the products are rarely marketed. As a result of the scarcity of Sido Muncul's vitamin C1000+Zinc beverage products, people choose other alternatives for consuming vitamin C, for example consuming fruits that contain lots of vitamin C and starting to think about switching to other vitamin C products.

Brand switching is a process where customers make changes in buying one product brand to buy another product brand from the same category (Keller, 2008). The factor behind consumers easily doing brand switching is that other product brands offer competitive prices and product quality, besides that consumers have experienced unsatisfactory experiences including product quality and also difficulties in obtaining products due to product scarcity. Negative experiences that have been felt by consumers have resulted in consumers switching brands and not having to buy back products that do not satisfy their needs. In addition, the price offered and also the availability of products are also factors that make consumers switch product brands (brand switching) to other products (Dodson et al., 1978).

Companies that produce Sido Muncul vitamin C1000+Zinc drinks should retain their customers in an effective way, because customers can simply move if customers are dissatisfied with the product they need. Companies should also focus on market research to understand consumer needs and satisfaction. therefore for To keep consumers loyal to their products, companies must unravel the common thread of stock availability in the market so that consumers can easily get Sido Muncul's vitamin C1000+Zinc and also maintain competitive prices compared to producers who produce the same product.

The purpose of this study was to analyze the determinants of factors that could prevent consumers from switching brands for Sido Muncul vitamin C1000+Zinc beverage products and to investigate the factors that lead consumers to buy Sido Muncul vitamin C1000+Zinc beverage products. Most of the literature on brand switching focuses on customer dissatisfaction with the products consumed, product features, and competitive market products (Low and Johnston, 2006; Xavier and Ypsilanti, 2008; Al-Kwif and McNaughton, 2013), but little is focused on consideration of rising prices and also consumptive behavior to carry out brand switching of vitamin C health supplement beverage products.

THEORETICAL REVIEW

Brand Switching

Brand switching studied in the marketing literature is at the level of consumer marketing and business or organizational marketing. At the consumer level, consumers take full control over the brand switching process from evaluating different brands to the final decision. Meanwhile, at the organizational marketing level, brand switching is more complicated because it involves complex environments and the involvement of different individuals in the decision-making process (Barclay, 1991). Meanwhile, according to Shah et al., (2019) brand switching is a consumer activity when they switch their loyalty

to one particular product brand to another product brand. It was further explained that perceived price, inconvenience and service quality are the key factors that influence consumers to switch to other brands.

Price Increases

Price is one of the elements of the marketing mix which is a managerial tool that can influence product, brand image, equity, position, and purchases (Homburg et al., 2005). Price is also an integral part of the value of the sacrifices made by consumers to benefit from the products and services purchased (Monroe, 2003). In addition, price is a variable that is conceptualized as a predictor of a person's decision to buy a product. Changes and increases in the price of health supplement products during the Covid-19 pandemic often occur, this occurs because consumer demand for health supplements is increasing but product availability is limited and even scarcity often occurs in the market, this is due to the supply of goods being slightly disrupted by PPKM. imposition of restrictions on community activities). Price is important in determining product performance, namely the number of individual requests for a particular product sold by a seller which is influenced by individual perceptions of the price set by the seller. Several previous studies have linked price perceptions and their impact on product performance in various contexts, including exploring prices to determine purchasing decisions (Berger et al., 2018), consumer reactions to pricing strategies set by companies for product sustainability (Ingenbleek, 2015).

Consumption Behavior

Consumption value indicates that consumer choice is a multiple value function of consumption, each of which has a different value in the situation it chooses, including functional value, emotional value, social value, epistemic value, and conditional value (Shets et al. , 1991). Meanwhile Biswas and Roy (2015) explain that consumption value is the extent to which consumers' needs are met based on the overall value of utility and product satisfaction after comparing the advantages and disadvantages obtained. In the context of this study, consumers who buy health supplement products tend to consider emotional value, which assesses something from the emotional side of consumers' feelings about health, as explained by Lee et al. (2015) that emotional value refers to the utility that is felt and obtained from the capacity of an affective state or that evokes feelings. Kang et al. (2015) explained that health value is a concept that includes customers' views of the importance of health. Furthermore, Ghazali et al. (2017) explained that concerns about personal and family health are important factors that can influence consumer attitudes towards health supplement products.

METHODOLOGY

This study uses a quantitative descriptive approach using price increase and consumption behavior as independent variables and brand switching as the dependent variable. The population in this study are consumers who do brand switching of health supplement products in Bekasi City, with an

unknown population size. The sampling technique used was purposive sampling with categories 1) consumers who have switched brands to Hemaviton C1000 products and 2) consumers who have used Hemaviton C1000 products more than 2 times. The number of samples in this study used the Slovin formula and from the calculation results obtained a sample of 85.54 rounded up to 86 respondents. The type of data in this study uses primary data obtained from questionnaires distributed to respondents. Price increase, consumptive behavior, and brand switching variables are measured by asking questions that are developed on the basis of theory. The questionnaire consists of 20 different question items with a 5-point Likert scale. (1=strongly agree and 5=strongly disagree) which is used to measure the factors and their influence. The method used for data analysis is the regression method with the help of SPSS version 24 software for data analysis.

RESULTS AND DISCUSSIONS

The results obtained from data analysis using SPSS version 24 consist of data quality tests (validity and reliability tests), classic assumption tests, multiple linear regression analysis, hypothesis testing, and coefficient of determination tests:

Data Quality Test

A. Validity Test

The validity test is used to determine the feasibility of the items in a questionnaire in defining a variable. The validity test on the question items is declared valid if the validity test results have $r_{count} > r_{table}$. Besides that, if $sig. \leq 0.05$ then declared valid and if $sig. \geq 0.05$ is declared invalid. The results of the validity test are shown in the following table:

Tabel 1 Uji Validitas

Butir Pertanyaan	Hitung	Tabel	Keterangan
Price Increase			
Butir 1	0.585	0.178	Valid
Butir 2	0.633	0.178	Valid
Butir 3	0.717	0.178	Valid
Butir 4	0.592	0.178	Valid
Butir 5	0.670	0.178	Valid
Butir 6	0.613	0.178	Valid
Butir 7	0.682	0.178	Valid
Consumption Behavior			
Butir 8	0.593	0.178	Valid
Butir 9	0.632	0.178	Valid
Butir 10	0.746	0.178	Valid
Butir 11	0.610	0.178	Valid
Butir 12	0.613	0.178	Valid
Butir 13	0.535	0.178	Valid
Butir 14	0.496	0.178	Valid
Brand Switching			
Butir 15	0.759	0.178	Valid
Butir 16	0.726	0.178	Valid
Butir 17	0.695	0.178	Valid
Butir 18	0.628	0.178	Valid
Butir 19	0.601	0.178	Valid
Butir 20	0.676	0.178	Valid

From the validity test table above it can be seen that the rcount value of the 20 statement items shows all items are positive and greater than rtable (0.178). So it can be concluded that the 20 statement items from the variable price increase, consumption behavior, and brand switching in this study were declared valid.

B. Reliability Test

Tabel 2 Hasil Uji Reliabilitas

No	Variabel	Alpha Cronbach	Kriteria	Keterangan
1	Price Increase	0.713	0.60	Reliabel
2	Consumption Behavior	0.868	0.60	Reliabel
3	Brand Switching	0.771	0.60	Reliabel

The reliability test of the price increase, consumption behavior, and brand switching variables in table 2 above which consists of 20 statement items shows that the Cronbach's alpha value for the price increase is $0.713 > 0.60$ while the Cronbach's alpha value for the consumption behavior variable is $0.868 > 0.60$ then the Cronbach's alpha value for the brand switching variable is $0.771 > 0.60$. So it can be concluded that all statement items in the questionnaire are reliable because all statement items studied have a Cronbach alpha value of > 0.60 (meets the reliability criteria > 0.60).

C. Test the Coefficient of Determination

Tabel 3 Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.475 ^a	.226	.207	3.577	1.082

a. Predictors: (Constant), PriceIncrease, ConsumptiveBehavior

b. Dependent Variable: BrandSwitching

Table 3 shows how fit the model is from the research. From the model summary above, it can be seen that the R value (variable correlation) is 0.475. This indicates that there is a positive relationship between brand switching and price increases and consumption behavior. Meanwhile the R Square value indicates the variability of the brand switching variable explained by 22.6% by the price increase and consumption behavior variables. This shows that the combination of price increase and consumption behavior variables in the regression analysis predicts a total brand switching variance of 22.6% and 77.4%, which is another factor that can influence consumers to make brand switching.

Tabel 4 ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	310.205	2	155.103	12.123	.000 ^b
	Residual	1061.934	83	12.794		
	Total	1372.140	85			

a. Dependent Variable: BrandSwitching

b. Predictors: (Constant), PriceIncrease, ConsumtionBehavior

The criterion for a significance value is 0.05 and in table 4 it can be seen that the sig. of 0.00 means the sig value. $0.00 < 0.05$. This shows that there is a relationship between the brand switching variable and the price increase and consumption behavior variables.

Tabel 5 Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
1	(Constant)	13.549	2.297		5.899	.000	8.980	18.117		
	<u>ConsumtionBehavior</u>	.221	.066	.326	3.368	.001	.091	.352	.993	1.007
	<u>PriceIncrease</u>	.260	.067	.374	3.863	.000	.126	.394	.993	1.007

a. Dependent Variable: BrandSwitching

Table 5 shows that the dependent variable is brand switching and the independent variable is price increase and consumption behavior. The regression equation for this study is as follows: $\text{Brand switching} = 13.549 + 0.260(\text{Price increase}) + 0.221(\text{Consumption behavior})$. From the regression equation, it can be seen that if 1 unit price increase increases, there will be an increase in brand switching of 0.260 units. Meanwhile, for the consumption behavior variable, it can be seen that if maritime consumption increases by 1 unit, there will be an increase in brand switching of 0.221 units.

In table 5 above it can be seen that the value of the price increase from the unstandardized coefficient B is 0.260, this indicates that there is a positive relationship between price increase and brand switching, so that the first hypothesis can be accepted (H1: Price Increase has an effect on brand switching). Meanwhile, the unstandardized coefficient B for consumption behavior is 0.221, this shows a positive relationship between consumption behavior and brand switching, so that the second hypothesis can be accepted (H2: Consumption behavior has an effect on brand switching). Furthermore, simultaneously the variable price increase and consumption behavior have a positive correlation to brand switching. So that hypothesis 3 (H3: price increase and consumption behavior affect brand switching). The recapitulation of the results of hypothesis testing is shown in table 6 below:

Tabel 6. Rangkuman Hasil Pengujian Hipotesis

No	Pengaruh	Hipotesis	T	sig	Keterangan
1	X1 terhadap Y	H ₁	7.206	0.000	Diterima
2	X2 terhadap Y	H ₂	1.721	0.086	Diterima
3	X1 dan X2 terhadap Y	H ₃	-2.308	0.022	Diterima

Sumber : data diolah peneliti

CONCLUSIONS AND RECOMMENDATIONS

This research was conducted to determine the price increase and consumption behavior factors that influence consumers to switch brands to health supplement vitamin C drink products. From the analysis of the data and the hypothesis developed, it can be seen that the regression analysis shows that H₁, namely the price increase, has a positive relationship with supported brand switching, so this hypothesis is accepted. This indicates that the price increase will influence consumers to switch brands for vitamin C health supplement products. Meanwhile, the next hypothesis shows that H₂, namely consumption behavior, is also positively related to supported brand switching. switching of vitamin C health supplement drink products. Then for H₃, namely price increase and consumption behavior have a positive impact on supported brand switching with the variable price increase being more dominant, so it can be concluded that price increase and consumption behavior will influence consumers to do so. be careful when setting a price increase strategy for Sido Muncul's vitamin C1000+Zinc beverage products. Companies must conduct market analysis as well as analysis of customer wants, needs and expectations first, then determine what strategy is right in relation to price increases and consumption behavior.

FURTHER STUDY

This study was limited to respondents in Bekasi City and among the many various health supplement products in vitamin C bottles, namely You C1000, Hemaviton C1000, Hi C1000, Sidomuncul Vit C1000+Zinc, Amunizer Vit C1000, Oronamin C drink, but we choosing drink products Sido Muncul viamin C1000 + Zinc in this study. Further research studies can be conducted in other areas with larger samples and can also add other variables in research including trust, brand loyalty, variety seeking, or promotion.

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