Understanding Consumer's Brand Switching Behavior: Factors, Impact on Brand, Strategies to Regain on Retail Products

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Abstract –

This research examines into the critical aspect of customer behavior by focusing on the primary elements that play a significant role in consumers decisions to switch from one brand to another. The objective of this study is to identify the primary elements that influencing customers to switch from one brand to another brand on retail products and to analyse the impact on existing brand perceptions that influencing the consumers to switching to another brand on Retail Products and also to analyse the existing strategies and to suggest the new strategies to regain the consumers who have switched to competitors on retail products. The data is collected from the manufacturing sector and the majority of the respondents are only end user/Public. This study is based on empirical study. The sampling size is 100 end-user/Public, who fill the questionnaire for the survey. Simple random sampling method will be used for sample selection. Primary data and secondary data are used as a tool for data collection. Chi-square test is used to prove the hypothesis. the researchers has identified the primary element that change in price, new product innovation and features that attract consumers are influencing consumers to switch from one brand to another brand on consumer products, and lack on innovation on existing product has a significant impact on brand perception and some other factors are also influencing the consumers to switching to another brand on retail products, the researchers has analysed that consumers focus on competitive pricing as an existing strategies, personalized marketing campaigns and also other new strategies suggested to regain the consumers who have switched to competitors on retail products.

Keywords – Primary element of consumers brand switching, Impact brand perception, existing and new Strategies.

Introduction –

In today dynamic business environment, marked by intense competition and rapidly changing consumer preferences switching from one brand to another has become a central concern for companies across various manufacturing industries. The ability to retain a loyal customer base is crucial for sustained success, making it imperative for businesses to comprehend the underlying factors that lead customers to switch their brand loyalty. Consumer behaviors and preferences are influenced by a complex interplay of various factors, ranging from product quality, pricing to consumer service experiences and brand perception. By identifying the most influential factors and comprehending the motivations driving customers' shifts to different brands, companies can take a measure to adopt their marketing, product, and service offerings to enhance consumer loyalty and minimize defections. The aspect of brand switching, where consumers shift their preferences from one brand to another, is a critical study in the field of consumer behavior. Understanding the factors that drive this behavior holds immense importance for businesses operating in a dynamic and competitive market environment. Brand switching can have far-reaching implications on a company's market share, consumer loyalty, and overall success. Consumer brand switching behavior is a crucial aspect on retail products of the manufacturing industry, one that holds a significant impact on both brands and consumers alike. This behavior is driven by various factors that influence a consumer decision to switch from one brand to another, ultimately affecting brand loyalty and market dynamics. In this context, understanding the complexity of brand switching behavior becomes essential for brands to grow and adapt in a competitive marketplace. This research aim to examine into the multifaceted dimension of understanding consumer brand switching behavior. By examining the factors that motivate consumers to change their brand preferences, the consequences of such behavior on the brands themselves, and the strategies that companies can employ to regain the trust and loyalty of their consumers, we also aim to highlight on a critical element on retail products.

Review Literature –

Dr.Gimson.D.Parambil (2016) The researcher points out the fact that consumers are very much found of natural products than synthetic products. Besides, the side effects of synthetic products are also alarming. There is drastic change in the consumer product market in the coming days i.e from synthetic product to natural products. Major factors influencing the demand for Patanjali products are found to be its ayurvedic nature, style, appearance and attractive package. More than half of the respondents prefer direct purchase from Patanjali stores to ensure credibility and trust. These products have a better mouth publicity in the market.

Muhammad Abdul Rauf Shah1, Mudassir Husnain2, Amir Zubairshah (2018) The researcher's analysis focused on four variables: price, quality, brand image, and the impact of family in relation to customer satisfaction and switching behavior

within the telecommunications industry of Pakistan. The findings unveiled that service quality, the influence of family, friends, and relatives, as well as pricing structures, were key determinants affecting customer satisfaction and their propensity to switch brands. To cater to a diverse customer base, greater emphasis should be placed on these factors, and offering ongoing sales promotions to customers is recommended.

S. Nagarajan, A. Jafersadhiq (2019) The researcher conducted an inquiry to ascertain the factors that impact customers' purchasing decisions, particularly those leading to brand switching. The findings indicate that elements such as price, quality, and advertising play a pivotal role in shaping customer choices. Additionally, respondents reported being influenced by their family, friends, and peers. The study also revealed that customer loyalty to a brand is contingent on the brand's ability to meet customer satisfaction levels. When this is achieved, respondents are not only inclined to endorse the brand to others but also to persuade them to give it a try.

1Mr.Ankit Katiyar, 2Mrs. Nikha Katiyar (2014) The research has determined that the perceptions of rural consumers are on par with those of urban consumers. They exhibit an understanding of product needs, possess a comprehensive awareness of the product, and have access to appropriate information sources regarding the product. They draw conclusions based on their product experiences, conduct thorough assessments of the product's negative aspects and quality, and approach fast-moving consumer goods (FMCG) products with thoughtful purchasing decisions.

Objectives of the Study –

1. To identify the primary elements that influencing consumers to switch from one brand to another brand on retail products.
2. To analyse the impact on existing brand perceptions and that influencing the consumers to switching to another brand on retail products.
3. To analyse the existing strategies and to suggest the new strategies to regain the consumers who have switched to competitors on retail products.

Research Methodology –

This research is mainly based upon the empirical study. This study explains about the type of information and the source of the data collected. Sampling unit implies respondents are end-user/public and questionnaires were administered by the researcher personally and respondents were educated on how to fill the questionnaires. Simple random sampling has been used for the sample section. Statistical tools like chi-square test have been used to prove the hypothesis for analysis and interpretation. The data has been presented through tables and graphs.

Data Collection –

1. Primary data, collected from the end-user/public through questionnaires.
2. Secondary data, collected from Journals.

Limitation of the Study –

1. The sample of this research is limited to 100 end-user/Public.
2. This research focuses on primary elements, impact of brand perception and strategies to regain the consumers.
3. The information is often biased because of use of questionnaire.

Data Analysis and Interpretation –

Table 01 demographic factors

Demographic Profile	Variables	Frequency	Percentage
Gender	Male	63	63%
	Female	37	37%
Marital status	Married	58	58%
	Unmarried	42	42%
Age	Less than 20	33	33%
	21 – 30	27	27%
	31 - 40	17	17%
	41 – 50	14	14%
	51 and above	09	09%
Education qualification	Below and SSLC	19	19%
	PUC	14	14%
	Under Graduate	12	12%
	Post Graduate	08	08%
	Professionals	47	47%
Occupation	Self-employed	21	21%
	Any other occupation	79	79%
Monthly income	Below 15,000	33	33%
	16,000 – 30,000	29	29%
	31,000 – 45,000	21	21%
	Above 46,000	17	17%
Consumer preference on retail products	Groceries	38	38%
	Electronics	12	12%
	Appliances	08	08%
	Apparel	32	32%
	Any other retail products	10	10%
Mode of purchase	Online	68	68%
	Offline	32	32%

From the above analysis of the Table 01, the respondents say that 63% of the consumers are male, the respondents says that 37% of the consumers are female, the

respondents say that 58% are married, the respondent say that are 42% are unmarried, the respondents say that 33% of the consumers are Less than 20 age group, the respondents say that 27% of the consumers are 21 – 30 age group, the respondents say that 17% of the consumers are 31 – 40 age group, the respondents say that 14% of the consumers are 41 – 50 age group, the respondents say that 09% of the consumers are 51 and above age group, the respondents say that 47% of the consumers are Professionals, the respondents say that 19% of the consumers are Below and SSLC, the respondents say that 14% of the consumers are PUC, the respondents say that 12% of the consumers are Under Graduate, the respondents say that 08% of the consumers are Post Graduate, the respondents say that 79% of the consumers are Any other occupation, the respondents say that 21% of the consumers are Self-employed, the respondents say that 33% of the consumers earn Below 15,000, the respondents say that 29% of the consumers earn 16,000 – 30,000, the respondents say that 21% of the consumers earn 31,000 – 45,000, the respondents say that 17% of the consumers earn Above 46,000, the respondents say that 38% of the consumers preference on Groceries, the respondents say that 32% of the consumers preference on Appliances, the respondents say that 12% of the consumers preference on electronics, the respondents say that 10% of the consumers preference on Any other retail products the respondents say that 08% of the consumers preference on appliance, the respondents say that 68% of the consumers prefers to purchase through online the respondents say that 32% of the consumers prefers to purchase through offline.

Table 02 Identifying the primary elements that influencing consumer to switch from one brand to another brand on consumer products

Primary elements that influencing consumer	Respondents	Percentage
Product quality	05	05%
Change in price	37	37%
New product innovation and features that attract consumers	21	21%
Social media	09	09%
Poor strategic decision	10	10%
Rival brand/ competitor's in market	18	18%
Total	**100**	**100%**
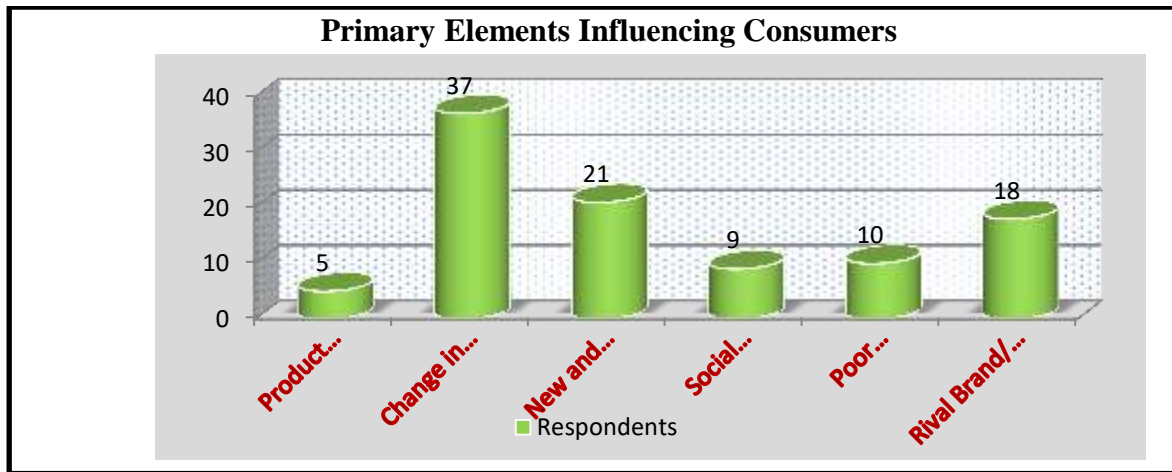
From the above analysis of the Table 02, 37% of the consumers responded that change in price, 21% of the consumers responded that due new product innovation and features are attracting the consumers to switch from one brand to another, 18% of consumers responded that due to more number of competitor's in the market switching to another brand, 10% of the consumers responded because of poor strategic decision, 09% of the consumers responded due to social media influencing the consumers, are the factors influencing the consumers to transition from one brand to another brand on retail products.

Table 03 Analysing the impact on existing brand perceptions and that influencing the consumers to switching to another brand on retail products

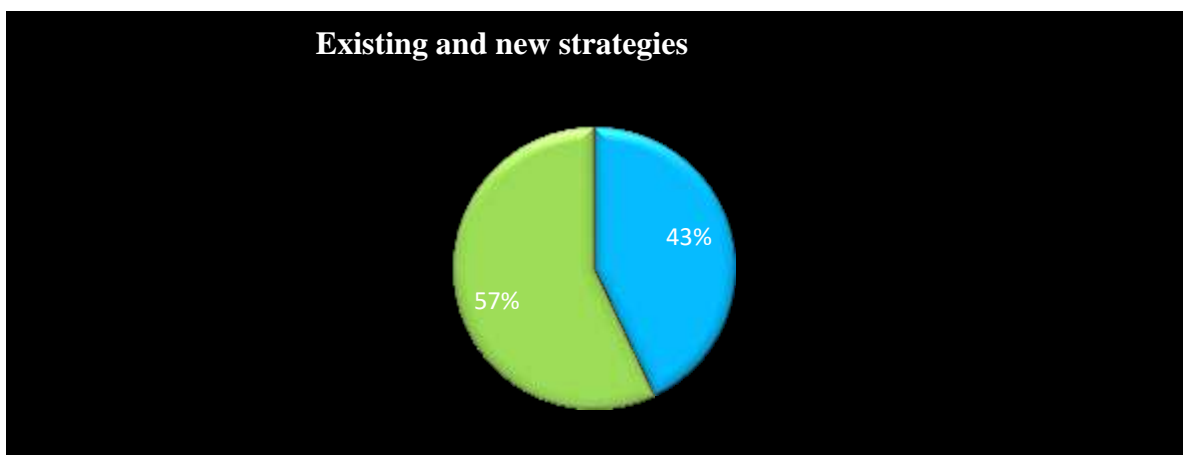| Impact on existing Brand Perception	Respondents	Percentage
Lack of poor service offered by the companies	16	16%
Lack of negligence in maintaining the quality when consumers are increased	05	05%
Increasing in the price with limited/ same quantity on few retail product	14	14%
Limited offers on existing product	04	04%
Lack on innovation on existing product	17	17%
Total	**56**	**56%**
Influencing to switching to another brand		
Review and ratings of new product in the market	12	12%
Change in trend	07	07%
Change in taste / preference influencing the consumers	09	09%
Consumers recommendation & experience on new product	05	05%
Influence on social media advertisement	11	11%
Total	**44**	**44%**
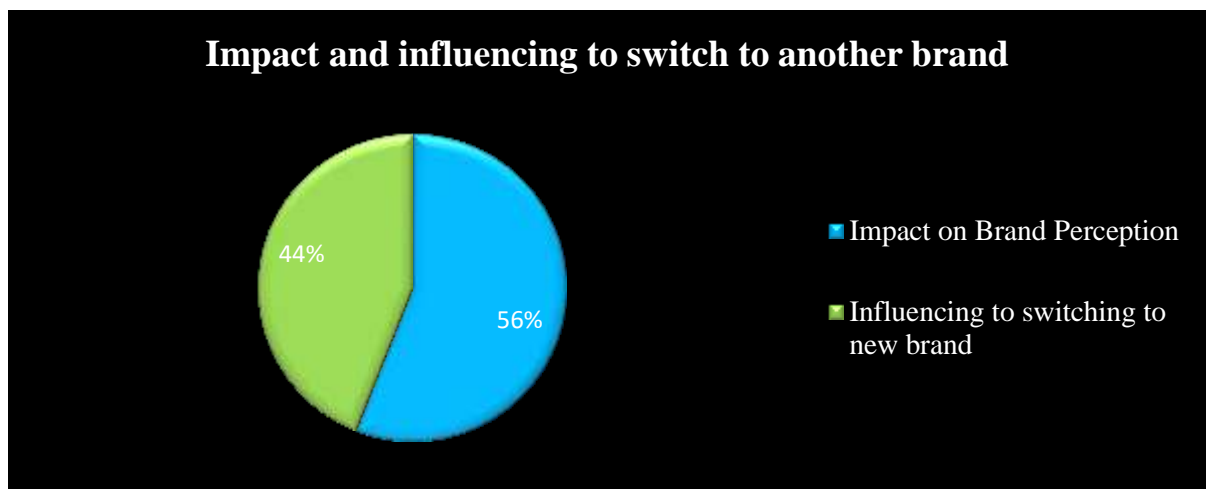
From the above analysis of the Table 03, 17% of the consumers responded that there is lack on innovation on existing retail product, 16% of the consumers responded that there is lack of poor service offered by the

companies on existing retail product, 14% of the consumers responded that there is increasing in the price with limited/ same quantity on few retail product, 05% of the consumers responded that there is lack of negligence in maintaining the quality when consumer are increased, 04% of the consumers responded that there is limited offers on existing product are the impact on existing brand perceptions, and 12% of the consumers responded that based on review and ratings consumer switch to new product in the market, 11% of the consumers are influence on social media advertisement, 09% of the consumers has an habit of change in taste/preference, 07% of the consumers prefer to change in trend, 05% of the consumers responded that based on consumer recommendation & experience on new product are influencing the consumers to switching to another brand on retail products.

Table 04 To analyse the existing strategies and to suggest the new strategies to regain the consumers who have switched to competitors on retail products.

Existing strategies	Respondents	Percentage
Quality assurance	10	10%
Consumer feedback, review and rating	07	07%
Competitive pricing	12	12%
Product customization	06	06%
Customer loyalty programs	08	08%
Total existing strategies	**43**	**43%**
New strategies		
Personalized marketing campaigns	17	17%
Introduce subscription-based services	08	08%
Augmented Reality (AR) shopping	13	13%
Targeted audience	10	10%
Value-added services	09	09%
Total new strategies	**57**	**57%**

Calculation of Statistical Test of Table 02 & 03

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		B_1	B_2	Total
		Impact on brand perception of existing brand	Influencing to switching to new brand	
A 1	Existing strategies	56 (a)	44(b)	**100**
A 2	New strategie s	43(c)	57(d)	**100**
		99	**101**	**200 N**

Testing of Hypothesis

H_0 = There is an impact on existing brand perceptions, strategies that influencing the consumers to switching to new brand on retail products, necessitating the recommendation of new strategies.

H_1 = There is no impact on existing brand perceptions, strategies that influencing the consumers to switching to new brand on retail products, necessitating the recommendation of new strategies.

$$x^2{}_{obs} = \frac{N(ad-bc)^2}{(a+b)(c+d)(a+c)(b+d)}$$

$$x^2{}_{obs} = \frac{200\ (56\ X57\ -44X43)^2}{(56+44)(43+57)(56+43)(44+57)}$$

$$x^2{}_{obs} = \frac{200\ (3,192-1,892)^2}{(100)(100)(99)(101)}$$

$x^2{}_{obs} = 3.380$

The degree of freedom is = 1

The level of significance is $\alpha = 1\%$

The critical value is one tailed test $k_2 = 6.63$

Since, $x^2{}_{obs} = 3.380 < 6.63$, H_0 is accepted.

Based on the above analysis of the statistical table 03 & 04, $x^2{}_{obs}$ is less than 0.01, the null hypothesis is accepted at 1% level of significance, which means that, there is an Impact on existing brand perceptions, strategies that influencing the consumers to switching to new brand on retail products, necessitating the recommendation of new strategies.

From the above analysis of the table 04, 12% of the consumers focus on competitive pricing, 10% of the consumers focus on quality assurance, 08% of the consumers take look on customer loyalty programs, 07% of the consumers responded that based on consumers feedback, review and rating prefer to purchase the retail products, 06% of the consumers compare product customization are the existing strategies on retail products, and 17% of the consumers prefer for personalized marketing campaigns, 13% of the consumers prefer augmented reality (AR) shopping, 10% of the consumers responded that companies should focus on targeted audience, 09% of the consumers responded that that companies should provide value-added services, 08% of the consumers focus on introduce subscription-based services are the new strategies that can be suggested to regain the consumers from competitors.

Findings –

1.   The researchers found that 21% of the consumers survey reported that new product innovations and features were a significant factor that attracted them to switch from one brand to another. The innovation plays a crucial role in influencing consumer choices and brand loyalty. Companies that consistently

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introduce innovative features may have a competitive advantage in capturing market share and attracting consumers away from competitors who offer fewer new features.

2. The researchers has analysed that 05% of the consumers responded that product quality is the primary elements that influencing consumer to transition from one brand to an alternative in consumer goods. This means that the quality of a product plays a significant role in consumers' decisions to change brands.

3. The researchers has analysed that, 14% of the consumers observed that there is increasing in the price on few retail product. This finding indicates that there is a perceivable trend of rising prices in the retail market, at least according to the consumers perceptions. A comprehensive market analysis should be carried out to assess the overall economic factors that could contribute to these price increases. Factors like inflation rates, supply chain disruptions, and changes in consumer demand should be considered.

4. The researchers has analysed that, 12% of the consumers responded that based on review and ratings consumer switch to new product in the market are influencing the consumers to switching to another brand on Retail Products. This indicates that a portion of consumers in the retail product market is highly influenced by these factors when making their purchasing decisions.

5. The researchers has analysed that, 16% of the consumers responded that there is lack of poor service offered by the companies on existing retail product are the impact on existing brand perceptions is significant and indicates a potential area for improvement.

6. The researchers has analysed that, 11% of the consumers are Influence on social media advertisement are influencing the consumers to switching to another brand on retail products. The finding underscores the fierce competition in the retail industry. With consumers easily affected by social media ads, brands must focus on their advertising strategies to gain a competitive edge.

7. The researchers has analysed that, 07% of the consumers focus on competitive pricing are the existing strategies on retail products. This finding implies Retailers should recognize that consumers have a wide range of priorities beyond pricing. These may include product quality, brand reputation, customer service, convenience, and other factors that influence their purchasing decisions.

8. The researchers has analysed that, 17% of the consumers responded that there is lack on innovation on existing retail product are impacting on existing brand perceptions. The findings imply that consumers may tie innovation in retail products to their overall perceptions of a brand.

9. The researchers has analysed that, 16% of the consumers responded that there is lack of poor service offered by the companies on existing retail product are impacting on existing brand perceptions. This finding has a significant role on minority of consumers is dissatisfied with the service quality associated with these products, and also highlights the importance of providing exceptional service to maintain and improve brand reputation.

10. The researchers has analysed that, 14% of the consumers responded that there

is increasing in the price with limited/ same quantity on few retail product are impacting on existing brand perceptions. This finding suggests that consumers are sensitive to price changes, especially when it's not accompanied by improvements in product quantity or quality.

11. The researchers has analysed that, 05% of the consumers responded that there is lack of negligence in maintaining the quality when consumer are increased are impacting on existing brand perceptions. This implies that, in their view, the brand is not adequately addressing quality issues when faced with an influx of consumers.

12. The researchers has analysed that, 04% of the consumers responded that there is limited offers on existing product are impacting on existing brand perceptions. This indicates that a small but notable percentage of consumers are concerned about the limited availability of offers on products and how it affects their perceptions of brands.

13. The researchers has analysed that, 17% of the consumers prefer for personalized marketing campaigns are the new strategies that can be suggested to regain the consumers from competitors. This finding signifies that a portion of the consumer base values and responds positively to personalized marketing efforts. This preference for personalization can be a valuable asset for businesses looking to retain and attract consumers in a competitive market.

14. The researchers has analysed that, 13% of the consumers prefer augmented reality (AR) shopping are the new strategies that can be suggested to regain the consumers from competitors. This indicates a potential interest among a small but notable portion of the consumer base in AR shopping experiences. Consumers who prefer AR shopping and potentially attract a larger customer base, gaining a competitive edge in the market.

15. The researchers has analysed that, 10% of the consumers respond that companies should focus on targeted audience are the new strategies that can be suggested to regain the consumers from competitors. The findings also imply that there is competition for consumer attention and loyalty. Companies are varying for the same consumer base, making it crucial to stand out with innovative strategies.

16. The researchers has analysed that, 09% of the consumers responded that companies should provide value-added services are the new strategies that can be suggested to regain the consumers from competitors.

17. The researchers has analysed that, 08% of the consumers focus on introduce subscription-based services are the new strategies that can be suggested to regain the consumers from competitors.

Suggestions –

The following suggestions are made on the basis of findings of the study –

1. The companies should focus on research and development to continuously improve their products and Keep a close eye on emerging trends and technology to stay ahead of the competition. Hence continuous innovation and a customer-

centric approach are key to long-term success in a competitive market.

2. Consumers attributed their decisions to switch brands to concerns about product quality. This highlights the significance of maintaining and enhancing product quality to retain customer loyalty. Neglecting this critical factor could lead to a decline in customer satisfaction, brand reputation, and market share. By addressing product quality concerns, companies can build customer trust and satisfaction, laying a foundation for long-term success in a competitive market environment.

3. Increasing in the price on few retail products, this indicates that there may be inflationary pressures, supply chain issues, or changes in production costs affecting these products, the fact that consumers are also receiving the same or limited quantities of these products alongside price increases raises concerns about value for money. Consumers may perceive this as a reduction in product quality or value.

4. Based on review and ratings consumer switch to new product in the market are influencing the consumers to switching to another brand on Retail Products. These encourage satisfied consumers to leave positive reviews and ratings for your products. Highlight these reviews prominently on company website and marketing is an advantage and a Positive reviews can be a strong driver for new customers to try your brand.

5. Lack of poor service offered by the companies on existing retail product are the impact on existing brand perceptions is significant and indicates a potential area for improvement. Hence, Companies should invest in comprehensive consumers service training for their staff to ensure they are knowledgeable, well behaved, and attentive to customer needs. This can help mitigate the negative impact on brand perceptions caused by poor service.

6. The effectiveness of social media advertising can vary depending on the industry, target audience and specific product. It's important to continuously assess and adjust company strategy to stay relevant and meet the required needs and preferences of their consumers.

7. A well-rounded retail strategy should also consider other factors like quality, convenience, and brand reputation, as different customer segments have varying priorities.

8. By addressing the perceived lack of innovation in existing retail products and actively working to innovate and communicate these changes, brands can positively influence their brand perceptions and sustain a competitive advantage in the marketplace.

9. By implementing improve service quality, regular training and monitoring, gather consumers feedback, promote positive customer experiences, transparency and communication, invest in technology, competitor analysis, monitor and adapt these suggestions, companies can work to address the concerns of the consumers who perceive poor service as negatively impacting brand perceptions. Ultimately, this can lead to improved customer satisfaction and a more positive brand image.

10. The research findings highlight the need for brands to carefully manage price increases to avoid negatively impacting brand perceptions. Transparency, value enhancement, and staying attuned to consumer sentiments are key strategies for maintaining a positive brand image when implementing price adjustments.

11. Remembering that consumer perception can have a significant impact on a brand's success. Addressing concerns related to quality maintenance during periods of increased consumer numbers is crucial for maintaining a positive brand image and ensuring customer loyalty.

12. The researcher suggests that there may be chance for improvement in the marketing and promotional strategies employed by the brands.

13. Personalized marketing campaigns are the new strategies that can be suggested to regain the consumers from competitors. Hence, continuously the companies should adapt and refine the strategies to meet changing consumer expectations and market trends.

14. Augmented reality (AR) shopping are the new strategies that can be suggested to regain the consumers from competitors. Consumers can virtually try and see how it looks before making a purchase.

15. Companies should focus on targeted audience are the new strategies that can be suggested to regain the consumers from competitors. Implement personalized marketing strategies, such as personalized emails, product recommendations, and content. That show consumers that companies have understand their individual preferences and needs.

16. Value-added services in the retail industry can set a business apart from its competitors, improve customer loyalty, and enhance the overall shopping experience. The specific value-added services you offer will depend on your target market and the nature of your retail business. It's essential to listen to consumers feedback and adapt your services to meet their evolving needs and expectations.

17. Introducing subscription-based services are the new strategies that can be suggested to regain the consumers from competitors. Implementing special offers, discounts, and promotions for new subscribers. This can motivate consumers to sign up for service over competitors.

Conclusion –

From the above analysis, the researcher concludes understanding consumers brand switching behavior is essential for businesses in the retail industry. Several factors influence this behavior, including product quality, price, brand loyalty, and changing market dynamics. When consumers switch brands, it can have a significant impact on the affected brand's market share and profitability.

To address brand switching, companies can implement various new strategies to regain consumer trust and loyalty. These strategies may include improving product quality, offering competitive pricing, enhancing customer service, implementing Personalized marketing campaigns, Introduce subscription-based services, Augmented Reality (AR) shopping, Targeted Audience, value added

services. By implementing these strategies, companies can work to win back the trust and loyalty of consumers who have shifted to competitors in the retail product sector. These efforts can create a more convincing and long lasting connection with customers, thereby reducing brand switching and strengthen brand loyalty.

By understanding the diversity of consumer brand switching behavior and employing appropriate strategies, retail businesses can navigate the challenges of a dynamic marketplace and encourage brand loyalty, ultimately contributing to their sustained growth and success.

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