

The Effect of Product Attributes, Brand Image, and Variety Seeking on Brand Switching of Lemonilo Instant Noodles

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Abstract

This study aims to analyze the effect of product attributes, brand image, and variety-seeking behavior on brand switching from other brands to Lemonilo instant noodles. This research is quantitative, utilizing a non-probability sampling method and purposive sampling technique. The sample size of this study consists of 100 respondents. The analytical method used is multiple linear regression analysis. Research results show that product attributes, brand image, and variety seeking have a positive effect on brand switching from other brands to Lemonilo instant noodles.

Keywords:

Product attributes; Brand image; Variety seeking; Brand switching.

1. INTRODUCTION

The food industry, which plays a significant role in people's lives, is one of the many businesses experiencing intense competition in the commercial world today. Instant noodles are a product that is highly sought after since they allow certain individuals to satisfy their carbohydrate requirements without resorting to rice. According to data from the World Instant Noodles Association (WINA) (<https://instantnoodles.org>), Indonesia has the second-highest demand for instant noodles worldwide, with 12,640 million portions consumed in 2020. The significant demand for instant noodles suggests a large consumer base and potential for growth.

Due to intense competition, instant noodle firms need to provide the finest possible product, which may include differentiating their offerings. As a result, there is an increasing range of instant noodle products on the market, introducing customers to different brands with appealing features. According to Simamora (2007), this will lead to brand switching as a result of variety-seeking behavior. "Lemonilo" is one of the instant noodle products employing a differentiation strategy and is currently in direct competition with other brands.

PT Lemonilo Indonesia Sehat launched the Lemonilo brand of instant noodles in 2016. Lemonilo has distinguished itself from other instant noodle products by innovating nutritious instant noodles. Lemonilo offers a range of natural food products that are devoid of harmful elements and suitable for all purposes, thereby implementing the notion of a healthy lifestyle environment. These products are free of preservatives, have a reduced gluten level, use natural green coloring from a combination of spinach, and include organic vegetables (Dhaefina et al., 2021). Furthermore, Lemonilo noodles are produced without being fried, lowering their fat content and making them healthier.

This innovation aligns with the general public's rising understanding of a healthy diet. Supporting Organic Farms and Businesses Through the COVID-19 Crisis (2021) reports that sales of organic products reached 47.9 million USD in 2018 and are expected to reach 60 million USD by 2022. The growing popularity of organic products suggests that consumers are becoming more aware of the benefits of healthy eating. To meet their family's nutritional needs, consumers prefer safe and healthy foods, especially in light of the ongoing pandemic. Healthy instant noodles like Lemonilo have become popular due to growing consumer awareness of good eating practices, which may lead to brand switching.

Hawkins, Mothersbaugh, and Best (2010) define brand switching as when customers stop purchasing goods from one brand and move to another for a specific reason. Due to the public's growing knowledge of the benefits of a healthy diet, Lemonilo has made natural product distribution and production a part of the ecosystem supporting a healthy lifestyle. Customers have resorted to brand switching, moving away from

other instant noodle products, which are typically thought to be less nutritious. This study utilizes product attributes, brand image, and variety seeking to ascertain their impact on brand switching.

According to Kotler and Armstrong (2018), product attributes comprise the benefits a product offers, indicative of its inherent value. Lemonilo distinguishes itself from rivals in the context of fostering a healthy living environment because of its exceptional product attributes, especially its natural component composition, which adds value for health-conscious customers. Hidayatullah et al. (2016) found that product attributes positively influence brand switching. Similarly, Emelia (2013) discovered that product attributes significantly impact brand switching behavior. Contradictory findings, however, are presented by Putri's (2015) study, which shows that product attributes negatively influence brand switching.

According to Keller (2013), brand image refers to how customers view and prefer a brand, indicated by the many kinds of brand associations they have stored in their memory. A positive brand image fosters positive assumptions and perceptions about the manufacturer's brand. The public views Lemonilo instant noodles as a healthier alternative, which is advantageous because traditional instant noodles are typically linked to negative health impacts. Positive brand perception encourages consumers to feel good about using or buying the product, potentially persuading them to switch brands. According to Wahyudi's (2014) research, brand image positively and significantly influences brand switching. However, a study by Kamariyah (2021) indicates that brand switching is unaffected by brand image.

Kotler and Armstrong (2018) claim that while variety seeking consumers have low levels of involvement, they value brand distinctions highly. Instant noodles are a product that is frequently consumed, involves little purchase risk, and requires minimal effort. Customers may become bored as a result and look for alternative options. Research by Sofiana and Budiadi (2015) indicates that variety seeking positively and significantly impacts brand switching. Similarly, research by Hidayatullah et al. (2016) demonstrates that variety seeking positively influences brand switching. However, Wahyuni and Kurniawati's (2018) research indicates that variety seeking has a negative and significant effect on brand switching.

1.1. Product Attributes

Product attributes, as defined by Bilson Simamora (2007), encompass the factors considered during a purchase decision. Kotler and Armstrong (2018) describe product attributes as the development of a product or service by outlining the benefits it offers. These benefits are communicated through qualitative, functional, stylistic, and design aspects of the product. According to Kotler and Armstrong (2018), the indicators for product attributes include: Product Quality; Product Features; Product Style and Design.

1.2. Brand Image

Brand image, according to Keller (2013), represents customers' perceptions and preferences towards a brand, shaped by various brand associations stored in their memory. Marketing efforts aimed at reinforcing a brand's benefits, qualities, and uniqueness are crucial for establishing a positive brand image. The metrics used to assess brand image are: Strength of Brand Associations; Favorability of Brand Associations; Uniqueness of Brand Associations.

1.3. Variety Seeking

Variety-seeking behavior may lead to brand switching, as suggested by Van Trijp et al. (1996). Peter and Olson (2014) define variety seeking as a cognitive commitment to purchasing different brands due to factors like novelty, excitement, or overcoming boredom. Metrics utilized to gauge variety seeking include: Curiosity; Desire to try new products; Boredom.

1.4. Brand Switching

Brand switching, as defined by Assael (2001), occurs when a customer chooses to purchase a product from a different brand than previously. Hawkins and Mothersbaugh (2010) assert that brand switching arises from customer dissatisfaction with a product, prompting them to switch to another brand. Assael (2001) identifies several indicators for measuring brand switching: Post-consumption dissatisfaction with the product/brand; A desire to seek brand variety; A desire to expedite the cessation of using a particular brand.

1.5. Hypotheses and Theoretical Framework

H1 : Product attributes have a positive effect on brand switching from other brands to Lemonilo instant noodles.

H2 : Brand image has a positive effect on brand switching from other brands to Lemonilo instant noodles.

H3 : Variety seeking has a positive effect on brand switching from other brands to Lemonilo instant noodles.

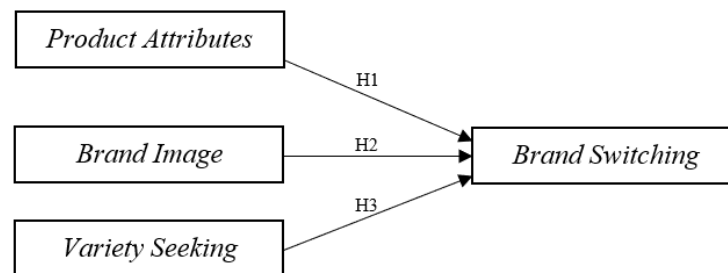


Figure 1. Hypotheses and Theoretical Framework

2. RESEARCH METHOD

This study employs a quantitative approach to examine a specific population or sample. Data collection utilizes research instruments, and data analysis is quantitative/statistical in nature, aiming to test predetermined hypotheses (Sugiyono, 2016). The research utilizes primary data collected through questionnaires distributed to the respondents as the data source.

In accordance with the research framework, there are four variables in this study, namely brand switching as the dependent variable, followed by product attributes, brand image, and variety seeking as independent variables.

This research utilizes a non-probability sampling technique employing purposive sampling method, considering that consumers have previously engaged in brand switching from other brands to Lemonilo instant noodles. The population in this study is unknown in number, thus determining the sample size according to Hair et al. as cited in Wiyono (2020), states that to determine the sample size, it can be calculated through the number of statement items on the questionnaire, which is calculated by multiplying the number of statement items on the questionnaire by five (5). Hence, the determination of the sample size in this study calculation is $18 \text{ statements} \times 5 = 90$, thus the minimum sample size used in this study is 90 respondents.

The validity and reliability of the research questionnaire instrument are tested, followed by testing of basic assumptions such as normality test, as well as classical assumption tests such as multicollinearity test and heteroskedasticity test. Data analysis technique employs multiple linear regression to determine the influence and direction of the relationship between independent variables and the dependent variable. The F-test (Goodness of fit) is conducted to assess the model's fitness, t-test, and coefficient of determination to ascertain the percentage of influence provided by the independent variables on the dependent variable. Data analysis is conducted using IBM SPSS Statistics version 26.0 software.

3. RESULTS AND DISCUSSION

3.1. Results

Data analysis was conducted using IBM SPSS Statistics version 26.0 software, consisting of several testing stages, namely instrument testing using validity and reliability tests to determine the appropriateness of the distributed questionnaires and their ability to measure what should be measured. Subsequently, basic assumption tests were conducted, including tests for normality, multicollinearity, and heteroscedasticity. Following this, the multiple linear regression data analysis technique was employed to determine the relationship between independent and dependent variables. The F-test (Goodness of fit) was used to assess the suitability of the research model, while the t-test was used to determine the partial influence of each independent variable on the dependent variable, and the coefficient of determination to ascertain the percentage of influence provided by the independent variables on the dependent variable.

3.1.1. Validity Test

The validity test was conducted by examining the significance value, deemed valid if the significance value is less than 0.05 (Ghozali, 2018).

Table 1. Validity Test Results

Variable	Item	Sig. (2-tailed)	Description
Product Attributes (X_1)	A1	0.000	Valid
	A2	0.000	Valid
	A3	0.000	Valid
	A4	0.000	Valid
	A5	0.000	Valid
	A6	0.000	Valid
Brand Image (X_2)	B1	0.000	Valid
	B2	0.000	Valid
	B3	0.000	Valid
	B4	0.000	Valid
	B5	0.000	Valid
	B6	0.000	Valid
Variety Seeking (X_3)	C1	0.000	Valid
	C2	0.000	Valid
	C3	0.000	Valid
Brand Switching (Y)	D1	0.000	Valid
	D2	0.000	Valid
	D3	0.000	Valid

Source: Processed primary data, 2022

All variables have significance values $< 5\%$ (0.05). Thus, it can be stated that all statement items in each variable are valid.

3.1.2. Reliability Test

An instrument is considered reliable if it has a Cronbach's Alpha value > 0.60 (Nunnally and Bernstein, 1994).

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Description
Product Attributes (X_1)	0.799	Reliable
Brand Image (X_2)	0.873	Reliable
Variety Seeking (X_3)	0.625	Reliable
Brand Switching (Y)	0.827	Reliable

Source: Processed primary data, 2022

All variables have Cronbach's Alpha values > 0.60 . It can be concluded that all statement items are reliable, thus the data can be used in the study.

3.1.3. Normality Test

This test is based on the Kolmogorov-Smirnov Test on the model being tested, with the criteria that if the significance value (Sig.) > 0.05 , then the research data is normally distributed (Ghozali, 2018).

Table 3. Normality Test Results

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	.52452494
Most Extreme Differences	Absolute	.072
	Positive	.072
	Negative	-.030

Test Statistic	.072
Asymp. Sig. (2-tailed)	.200 ^{c,d}
a. Test distribution is Normal.	
b. Calculated from data.	
c. Lilliefors Significance Correction.	
d. This is a lower bound of the true significance.	

The Asymp. Sig. (2-tailed) value is 0.200. This indicates that the test result is greater than 0.05, therefore it can be concluded that the data used in the study is normally distributed.

3.1.4. Multicollinearity Test

The multicollinearity test is conducted by examining the values of tolerance and variance inflation factor (VIF). The cutoff value used to indicate multicollinearity is if the tolerance value is ≤ 0.10 or if the VIF value is ≥ 10 , it can be said that there is multicollinearity in the data.

Table 4. Multicollinearity Test Results

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Product Attributes	.340	2.940
Brand Image	.442	2.262
Variety Seeking	.659	1.519

a. Dependent Variable: Brand Switching

The tolerance values for all three variables are greater than 0.1. Furthermore, when examining the variance inflation factor (VIF) values, all three variables have VIF values less than 10. Therefore, it can be stated that there are no multicollinearity issues among the independent variables.

3.1.5. Heteroskedasticity Test

The Glejser test is employed to examine heteroskedasticity. The criterion for this test is if the significance value (Sig.) > 0.05 , indicating no heteroskedasticity symptoms in the regression model (Ghozali, 2018).

Table 5. Heteroskedasticity Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.608	.988		1.627	.107
Product Attributes	-.051	.063	-.140	-.805	.423
Brand Image	.045	.043	.160	1.049	.297
Variety Seeking	-.004	.076	-.006	-.048	.962

a. Dependent Variable: Abs_RES

The significance values (Sig.) for all three variables are greater than 0.05. Therefore, it can be stated that there are no symptoms of heteroskedasticity in the regression model.

3.1.6. Multiple Linear Regression Analysis

According to Ghozali (2018), multiple linear regression analysis is employed to determine the direction and magnitude of the influence of independent variables on the dependent variable.

Table 6. Multiple Linear Regression Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.853	1558		-2.474	.015
Product Attributes	.199	.099	.246	2001	.048
Brand Image	.216	.068	.344	3.186	.002
Variety Seeking	.344	.120	.254	2870	.005

a. Dependent Variable: Brand Switching

Regression equation:

$$Y = -3.853 + 0.199X_1 + 0.216X_2 + 0.344X_3 + e$$

Explanation:

- The constant value is -3.853 with a significance level of 0.015 or less than 0.05. This means that if the variables for product attributes, brand image, and variety seeking are all 0, then the brand switching amounts to -3.853, indicating no brand switching.
- Product Attributes: The regression coefficient for product attributes is 0.199 with a significance level of 0.048 or less than 0.05. This implies that the product attributes variable has a positive effect on brand switching. Therefore, an increase in the product attributes variable leads to an increase in brand switching.
- Brand Image: The regression coefficient for brand image is 0.216 with a significance level of 0.002 or less than 0.05. This indicates that the brand image variable has a positive effect on brand switching. Hence, an increase in the brand image variable results in an increase in brand switching.
- Variety Seeking: The regression coefficient for variety seeking is 0.344 with a significance level of 0.005 or less than 0.05. This suggests that the variety seeking variable has a positive effect on brand switching. Thus, an increase in the variety seeking variable leads to an increase in brand switching.

3.1.7. F Test (Goodness of Fit)

The goodness of fit of the model can be measured by the F-statistic, using a significance level of 0.05. The criterion for this test is if the significance value (Sig.) < 0.05, indicating that the regression model is suitable for the study (Ghozali, 2018).

Table 7. F Test (Goodness of fit) Results

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	327.582	3	109.194	32.639	.000 ^b
	Residual	321.168	96	3.346		
	Total	648.750	99			

a. Dependent Variable: Brand Switching

b. Predictors: (Constant), Variety Seeking, Brand Image, Product Attributes

The significance level is 0.000, which is smaller than 0.05. Thus, it indicates that the regression model is suitable for the study.

3.1.8. Coefficient of Determination (Adjusted R²)

The coefficient of determination (R²) essentially measures how well the model explains the variation in the dependent variable. The fundamental weakness of using the coefficient of determination is the bias toward the number of independent variables included in the research model. Therefore, researchers use adjusted R² when evaluating which regression model is the best. The adjusted R² value can increase or decrease if one independent variable is added to the research model (Ghozali, 2018).

Table 8. Coefficient of Determination Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.711 ^a	.505	.489	1.829

a. Predictors: (Constant), Variety Seeking, Brand Image, Product Attributes

Coefficient of determination is 0.489. This means that the percentage of influence of independent variables (product attributes, brand image, variety seeking) on brand switching is 48.9%, while the remaining 51.1% is influenced by other variables not included in this study.

3.2. Discussion

3.2.1. Product Attributes

Based on the results of the t-test, the product attributes variable indicates that this study supports the research conducted by Emelia (2013) and Hidayatullah et al. (2017), which stated that the partial test results on the product attributes variable have a positive effect on brand switching. Thus, the better the attributes of Lemonilo instant noodles, the higher the switching from other brands to Lemonilo instant noodles by consumers.

3.2.2. Brand Image

Based on the t-test results of the brand image variable, this study supports the research conducted by Wahyudi (2014) and Sari & Dewi (2019), which stated that the partial test results on the brand image variable have a positive effect on brand switching. Thus, the better the brand image possessed by Lemonilo instant noodles, the higher the switching from other brands to Lemonilo instant noodles by consumers.

3.2.3. Variety Seeking

Based on the t-test results of the variety seeking variable, this study supports the research conducted by Kamariyah (2021) and Palma (2021), which stated that the partial test results on the variety seeking variable have a positive effect on brand switching. Therefore, the higher the variety-seeking behavior exhibited by consumers, the higher the switching from other brands to Lemonilo instant noodles by consumers.

4. CONCLUSION

Based on the results of the research and discussions conducted, the following conclusions can be drawn: 1) Product attributes have a positive effect on brand switching from other brands to Lemonilo instant noodles. 2) Brand image has a positive effect on brand switching from other brands to Lemonilo instant noodles. 3) Variety seeking has a positive effect on brand switching from other brands to Lemonilo instant noodles. 4) The percentage of influence exerted by product attributes, brand image, and variety seeking on brand switching from other brands to Lemonilo instant noodles in this study is 48.9%.

Based on the conclusions above, the researcher proposes several recommendations, including: 1) It is hoped that the company can always maintain product quality and consistency in providing good products for health. This can be achieved by continuously improving the product attributes of Lemonilo instant noodles to be even better, such as consistently using natural ingredients, upgrading packaging designs to be more appealing according to current trends, and conducting further research to add flavor variants to Lemonilo instant noodle products. 2) The company is also expected to maintain its good image and reputation as a producer of safe and healthy food products for daily consumption, so that consumers increasingly trust and are confident in switching from other brands to Lemonilo instant noodles. 3) The company also needs to consider the variety-seeking behavior exhibited by consumers. The company is expected to continue innovating to develop new products so that Lemonilo instant noodles have more variety, for example, in terms of flavors, to anticipate boredom and make consumers more interested in switching from other brands to Lemonilo instant noodles. 4) It is hoped that future researchers who want to study similar topics can further develop this research model by delving deeper into the literature and adding other variables that can influence brand switching.

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