

# **FACTORS DETERMINING SHOE-BRAND SWITCHING INTENTION AMONG E-BUSINESS CUSTOMERS: A COMPARATIVE STUDY BETWEEN CURRENT AND POTENTIAL CUSTOMERS**

Fajar Kasyifil Aziz & \*Amy Mardhatillah

Faculty of Psychology, University of Mercu Buana

\*Corresponding author's e-mail: amy.mardhatillah@mercubuana.ac.id

*Received date: 1 August 2020; Accepted date: 8 September 2020*

**Abstract:** This study aims to determine intention to switch with Push-Pull-Mooring Models (PPM) on users and potential buyers of converse shoes among college students, who bought the product through e-business. The research sample consists of 131 users of converse brand, and 100 non-users of Converse shoes, but willing to try Converse shoes. The design of this research is quantitative. Comparative analysis between users and potentials buyers of Converse shoes found that, service quality as push factor (negative factors from the current users) is the highest mean score to be considered by current as well as potential users. With regard to the mooring factors (psychological and environmental factors), involuntary choice is an important factor to be considered by potential buyers and switching cost for the current customers. Results in the present study address that, psychological and environmental factors are the important factors that lead to switching intention among buyers and potential users of Converse shoes. In addition, mooring factor shows more significant correlation with push factors than the pull factors, for both current and potentials customers. Implication for the present study is that, to avoid switching behavior among current users, Converse management need to ensure that the mooring factors and push factors does not successfully encourage current users migrating to another brand. To encourage switching behavior among the future buyer, converse management need to create diverse opportunity for the involuntary choice programs.

**Keywords:** Switching Behavior, Push Pull Mooring Models, & Online Customer

## **INTRODUCTION**

Consumer switching behavior, has become research interest nowadays, because it is related to the business profit as well as the growth of business (Jishim, Han & Oh, 2016; Syaiful, Rizal & Sari; 2018). Consumers who

often do the brand *switching* in their purchasing behavior usually are the type of buyers who are looking for diversity (Nimako, 2012). From psychological perspective, switching model can be explained by the Theory of Planned Behavior (TPB) in which, behavior is determined by perceived behavior control and intention to do the behavior. According to this theory, individual's intention of executing the behavior is determined by a combination of factors, including "what's in it for me principle", subjective norms and behavior control (Paul, Modi, & Patel; 2015). People will act on certain behavior if it brings benefits to them, as well as environmentally accepted and easily be performed (Wandoko, Panggati, & Wardani, 2020).

Bansal, Taylor and James (2015) conceptualized the switching behavior using a framework called as *Push-Pull-Mooring (PPM) Migration Model*. Push factor is the negative factor from the current product that can make current user migrated to other brand, while pull factor is the positive factor from alternative product that might pull potential user to try other brand and leave their current brand, while the mooring factors are neither the positive and negative factor, but it is more related to the social-cultural and normative elements that might cause individuals to migrate from their current brand to the another brand.

Past studies examined switching behavior in different setting, including service provider, retails, tourism, mobile shopping as well as banking industry (Nimako, 2012; Lai, Ulhas, & Debarma, 2012). Inconsistent findings exist in term of the relationship between PPM model with intention to switch. Some studies found that, push factor is more significantly related with intention to switch, compared to pull and mooring factor (Nazmul, 2017). Other study found that, pull and mooring factor are significant in determining the switching intention (Lai et. al 2012). In addition, still lack of study examine, the switching intention among shoes product that survive across generation. Converse is one the famous brand of shoes, that was established in 1908. Converse has been experiencing the ups and downs in business until nowadays. In 2001, Converse claimed bankruptcy, however, another business management took over the Converse brand and continued the production. Until the release of top brand award survey results, conducted by Frontier Consulting Group, Converse is among the top three brands of shoes in Indonesia ([www.topbrand-award.com](http://www.topbrand-award.com)). Many college students also

becoming member of the group in social media networks *Facebook* named *Converse Head Indonesia* or abbreviated CHI. They exchange review and information about on line shop of converse brand. Gaining information about what makes the current customer stay and do not switch to other brand, is very important to build the sustainable business, especially in the context of online shop. In addition, empirical information with regard to several factors that can make potential users switch and leave the current brand that they are using also important. Although, few studies already examine the PPM model, however the study that analyze switching behavior from the perspective of potential and current users using the PPM model is still scarce. Therefore, the present study, examine the relationship between Push-Pull-Mooring factors on users and potential buyers of Converse shoes among college students, who bought the product through e-business. Implication of the present study can be used to design a proper plan for sustainable business of converse shoes as well as establishing suitable business plan to attract potential buyer migrating to Converse brand among college students' users.

## LITERATURE

### Switching Behavior

According to Srivastava and Sharma (2013), *Customer Switching Behavior* is a customer's decision to halt the purchase or business activities of a company. Switching behavior is a brand switching behavior of consumers conducted for their particular factor, or interpreted as well as the vulnerability of consumers to switch to another brand (Suzy, 2008).

Keaveney (1995) made an initial attempt to develop a general model of transition service users through an exploratory study using *grounded theory* to clarify the issues, incidents and non-factor services that can cause the displacement of service users as well as the consequences of *Customer Switching Behavior*. He stated that there are eight factors that affect the Consumer Switching Behavior, namely:

- a. **Core Service Failure.** *Core Service Failure* can cause consumers move because of an error or a technical problem on products offered to consumers. This can occur when consumers suffer losses due to employee error. For example, failure in

providing appropriate size of shoes as well failure to provide good shoe material.

- b. ***Service Encounter Failure.*** It is a consumer migration caused by the failure of the service. Among other causes because of the attitude of employees including lack of attention, no manners, less control of scope, and unresponsive.
- c. ***Pricing.*** It may cause consumers to switch to other companies because of the very high prices or price given does not make sense and cannot fulfill customer expectations.
- d. ***Inconvenience.*** It can cause of the shift of consumers because of the company's locations are difficult to reach, the comfort of the room or the user of the product, and wait quite a long time to be served.
- e. ***Responses to Service Failures.*** It is a failure to respond to or deal with consumer complaints that could lead to the displacement of consumers.
- f. ***Attractions by Competitors.*** It can make consumers switch to other brand because other companies more attractive when compared with the previous companies that cause dissatisfaction.
- g. ***Ethical Problems.*** It is associated with insecurity, moral or behavioral problems related to social norms.
- h. ***Involuntary Switching.*** It is the migration of consumers to the products of other companies due to negligence.

### **Push Pull Moring Model**

Bansal, Taylor and James (2005) PPM (Push-Pull-Mooring Models) borrowed the idea of human geography that the movement of people from one place to another in terms of geography prove the suitability of consumer switching from one product to another. For instance, just as people who buy goods by comparing prices and other factors, potential migrants compare the attributes

of alternative sites and express the choice to move to the location of the most satisfying them.

The transfer of a person in using the services or products to other products due to certain negative factors are derived from the initial product that causes brand switching to another product (Push Factor), an interesting factor of services or other products (Pull Factor), and factor mooring in the middle because it can affect the pull factor and also a push factor.

### **Past study on Switching Behavior, Converse Brands and PPM**

Jishim, han and Mihae (2015), use the PPM model to examine the switching behavior among traveler toward the Airline. Result indicated that, all PPM category are related with intention to switch. Further, their study found that, mooring factors are significantly predicting the relationship between pull category and intention to switch, while mooring factors do not significantly predict the relationship between push factors and intention to switch.

Lai, Ulhas, and Debbarma (2012), investigated the factors influencing consumer switching behavior towards mobile shopping. Result in their study found that, mooring and pull factors have the strongest effect on switching intention as compare to the push factors.

Nazmul (2017) investigated the restaurant switching intention among existing customers of ethnic Indian restaurants in Helsinki and explored the implications of the existing consumers' switching intention on new ethnic Indian restaurants. Findings revealed that the push variables namely 'service quality' played the dominant role in creating the switching intention, then followed by 'food quality' and 'price'.

Srivastava and Sharma (2013) examined the switching behavior among the users of tele-communication service. Result indicated that, switching behavior was related with product quality and brand image. Another study done by Syaiful, Rizal and Sari (2018) also found that, there was a relationship between costumer perception on the product quality and the consumer trust.

Akbar (2015) examined the relationship between personality type and intention to buy Converse brand among college student in Bandung. This study also examines what are the determinant factors that may cause student to buy Converse. Result suggested that intention to by Converse was

determined by the subjective norms. Further, Supriyadi and Ginanjar Indra (2016) examined the relationship between brand image and intention to purchase Converse shoes among college students in Malang. Result indicated that, there was significant relationship between brand image and intention to buy.

In summary, previous study highlight the importance of PPM model in relation to the switching behavior. Past study also examined the Converse brand user among the college students, however, comprehensive study from the perspective of current and potential users is still rare, especially among the user who bought the product through the e-business.

## **METHOD**

Population in the present study consist of 1834 students who joined the Converse Head Indonesia (CHI). Sample in the present study consist of 131 participant that randomly selected from the CHI list. Further, 100 respondents who are not Converse user, but willing to try converse brand also participated in the present study.

PPM is measured by the scale developed by Jung, Han and Mihae (2016). This scale consists of 32 items, with Likert scale measuring on the push, pull and mooring factor. Example for push factor from the service quality is the aspect of "Converse shoes use safe material". Example for pull factor from the attractiveness of alternative aspect is "I'm more interested in other shoes compared with the Converse shoes". Example for mooring factor from the involuntary choice aspect is "I cannot choose the shoes that I use, because it is gifts from other people". Intention to switch is measured by one question, "how likely you switch the shoe-brand to other brand that, you are currently using".

Back translation process had done prior to dissemination of the questionnaires in Indonesian sample. Cronbach alpha for this measure recorded 0.833, it indicates that this measure is reliable. Descriptive analysis and correlation analysis were used to analyze the data.

## **RESULT AND DISCUSSION**

One hundred and thirty-one Converse users participated in this study. It consists of 116 male and 15 female respondents. Most of the respondents have two pair of shoes (29.8%), followed by one pair and three pair of

shoes. Sixty-six-point four percent of the Converse users said that the reason to buy Converse because of good model, 23.7 % of the respondents said that it is convenient to used. While for the non-Converse user, there were 100 respondents participated in the present study. Sixty six percent of the potential buyers are male and 34 % are female.

Result of descriptive analysis for the Converse users indicated that, the highest mean score with regard to factor that determine the switching behavior is service quality with (M = 14.07; SD = 1.68), followed by pricing problem ( M =10.19; SD = 1.43) and followed by the switching cost (M = 9.55; SD = 1.71). This result shows that, current customers of Converse, will not switch to other brand if Converse still have good quality, good price as well as the switching cost to other product is high. This finding shows that, the push factors are very important with regard to the switching behavior. Details result on descriptive analysis are presented in the Table 1.

Table 1: Switching Factors based on Push-Pull-Mooring Models for Converse Users

<b>Sub-Dimension</b>	<b>Mean</b>	<b>SD</b>	<b>Dimension</b>
Prior Switching Experience	5.62	1,04	Mooring Factor
Variety Seeking	6,74	1,08	Mooring Factor
Satisfaction	7,71	1,61	Push Factor
Attractiveness of Alternative	8,03	1,85	Pull Factor
Involuntary Choice	8,07	1,47	Mooring Factor
Trust	8,11	1,64	Push Factor
Opportunity of Alternative	8,62	1,93	Pull Factor
Pricing Benefits	8,64	1,75	Pull Factor
Switching Cost	9,55	1,71	Mooring Factor
Pricing problem	10,19	1,43	Push Factor
Service Quality	14,07	1,68	Push Factor

Correlational analysis for Converse customer found that, there is a significant relationship between mooring factor with push factor with  $r(0.639)$ ,  $p < 0.01$ . There is also a significant relationship between mooring factor with pull factor with  $r(0.429)$ ,  $p < 0.01$ . This finding is inconsistent with previous finding in which mooring factors are more important in predicting pull factors, while the push factors are not predict by the mooring factors (Jug et al., 2016).

Result of descriptive analysis of the potential users show that, the highest mean score with regard to factor that determine the switching behavior is the service quality ( $M = 14.19$ ;  $SD = 1.78$ ), followed by involuntary choice ( $M = 10.71$ ;  $SD = 2.68$ ) and followed by the pricing problem ( $M = 10.22$ ;  $SD = 1.43$ ). Result also indicates that the switching intention is higher among the non-Converse users as compare to Converse user. Details result on descriptive analysis are presented in the Table 2.

Table 2: Switching Factors based on Push-Pull-Mooring Models for Potential Users

Sub-Dimension	Mean	SD	Dimension
Prior Switching Experience	5,61	1,08	Mooring Factor
Variety Seeking	6,95	0,99	Mooring Factor
Satisfaction	7,69	1,68	Push Factor
Attractiveness of Alternative	7,94	1,88	Pull Factor
Trust	8,07	1,64	Push Factor
Opportunity of Alternative	8,59	1,93	Pull Factor
Pricing Benefits	8,77	1,76	Pull Factor
Switching Cost	9,84	1,61	Mooring Factor
Pricing problem	10,22	1,43	Push Factor
Involuntary choice	10,71	2,68	Mooring Factor
Service Quality	14,19	1,78	Push Factor

Correlational analysis for potentials customer found that, there is significant relationship between mooring factor with push factor with  $r (0.749)$ ,  $p < 0.01$ . There is also significant relationship between mooring factors with pull factor with  $r (0.590)$ ,  $p < 0.01$ . This finding is inconsistent with previous finding in which mooring factors is more important in predicting pull factors, while the push factors is not predict by the mooring factors (Jug et al., 2016).

In this study, factors for switching behavior in e-business are determined by three sub-dimensions of service quality, pricing problem, switching cost. The service quality considers as the highest score for switching behavior. The product quality and customer service are two factors that can make current costumer stay loyal. Service quality and pricing are the main factors that make current customer to stay loyal as well as the on user stay loyal to their product. However, the involuntary choice lies among the



top three factors that can cause switching behavior among non-user. Therefore, to attract more customers, Converse brand needs to create more activities that can enhance opportunity for involuntary choice to introduce the product to the non-user. Unlike the finding of the previous study, result in the present study indicated that the mooring factor including the culture, social norm and other people opinion has stronger correlation on the push factors than the pull factors. This indicates that the mooring factors contribute more on making current user to leave their product than to attract non-user to try the product.

## **CONCLUSION**

Results in the present study highlight that, push factor dimension which includes service quality and pricing problem are the most important factors to be considered by current user in switching to another brand. The service quality and involuntary choice are the most important factors to be considered by the potentials user in switching to another brand. Implication for the present study is that, to avoid switching behavior among current user, Converse management needs to ensure the service quality as well as good price, while to encourage switching behavior among the future buyer, Converse management needs to create diverse opportunity for the involuntary choice programs. Mooring factors including variety of seeking, switching experience and cost of switching might become the factors that can push current customer to switch to another brand as well as pull potential customer to leave their current brand and try other brand.

## **REFERENCES**

- Akbar, B. N. (2015). Hubungan Antara Tipe Keterlibatan Konsumen Dengan Intensi Membeli Converse Counterfeit Pada Mahasiswa di Kota Bandung. Skripsi. Departemen Psikologi fakultas Ilmu Pendidikan Universitas Pendidikan Indonesia.
- Bansal, T. and James. (2015). Migrating” to New Service Providers: Toward a Unifying Framework of Consumers’ Switching Behaviors. *Journal of the Academy of Marketing*, 33 (1), 96-115.
- Calvo-Porrall, C., Levy-Mangin, C. (2015). Switching Behavior And Customer Satisfaction In Mobile Services: Analyzing Virtyual And Traditional Operators. University of Coruna, Department.
- Syaiful, I. A., Rizal, K., & Sari. A.V. K. (2018). Proses Pengambilan Keputusan Pembelian di Toko Daring: Peran Faktor Psikologis

- Persepsi Kualitas Produk dan Tingkat Kepercayaan. *Psikohumaniora: Jurnal Penelitian Psikologi*, 2 (2), 194-208.
- Jishim, J., Han, H., Oh, M. (2016). Travellers Switching Behavior In The Airline Industry From The Perspective Of The Push-Pull-Mooring Framework. Sejong University
- Keaveney, S. M. (1995). Customer switching behavior in service industries: An exploratory study. *Journal of Marketing*, 59(2), 71-82. doi: 10.2307/1252074
- Paul, J., Modi, A., Patel, J. (2015). Predicting green product consumption using theory of planned behavior and reasoned action. University of Puerto Rico. doi: <https://doi.org/10.1016/j.jretconser.2015.11.006>
- Srivastava, K., & Sharma, N. K. (2013). Service quality, corporate brand image, and switching behavior: The mediating role of customer satisfaction and repurchase intention. Rajiv Gandhi Institute of Petroleum Technology. doi: 10.1080/15332969.2013.827020
- Lai, J. Y., Ulhas, K. R., & Debbarma, S. (2012). An empirical study of consumer switching behavior towards mobile shopping: a push pull mooring model. *International Journal of Mobile Communication*, 10(4), 386-404.
- Nazmul, M. A. (2017). *Observing and Estimating the Switching Intentions of Existing Consumers towards New Ethnic Indian Restaurant in Helsinki*. Thesis submitted to Haaga-Helia University.
- Osama, S., A., Zafar, U. A. (2015). *An intellectual journey into the historical evolution of marketing research in brand switching behavior*. Qatar University. <https://doi.org/10.1108/JMH-03-2014-0076>
- Nimako, S. G. (2012). Consumer switching behaviour: A theoretical review and research agenda. *Research Journal of Social Science and Management*, 2(3), 74-82.
- Supriyadi, Y. F., & Ginanjar Indra, K. N. (2016). Pengaruh kualitas produk dan *brand image* terhadap keputusan pembelian (Studi pada mahasiswa pengguna produk sepatu merek converse di fisip universitas merdeka malang). *Jurnal Bisnis dan Manajemen*, 3 4(1), 135-144.
- Suzy, W. (2008). Analisis Perilaku *Brand Switching* Konsumen Dalam Pembelian Produk Sepeda Motor. *Jurnal Bisnis dan Ekonomi*, 15 (2), 107 – 127.

Wandoko, W., Panggati, I. E., & Wardani, L. M. I. (2020). Building millennial digital customers e-loyalty toward online retailer. *Journal of Theoretical and Applied Information Technology*, 98(03), 391-401.