

**THE INFLUENCE OF CONSUMER DISSATISFACTION AND COMPETITOR
ADVERTISING ATTRACTIVENESS ON BRAND SWITCHING THROUGH
VARIETY SEEKING AS AN INTERVENING VARIABLE (STUDY ON REALME
SMARTPHONE USERS IN SURABAYA)**



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Abstract

The use of smartphones has grown rapidly on a global scale. However, the increasing popularity and usage of smartphones have led many consumers to exhibit erratic behavior in brand selection. To better understand this phenomenon, this study examines brand switching behavior and its relationship with factors such as consumer dissatisfaction, competitor advertising attractiveness, and variety seeking. This research aims to (1) analyze the influence of consumer dissatisfaction and competitor advertising attractiveness on variety seeking; (2) analyze the influence of consumer dissatisfaction, competitor advertising attractiveness, and variety seeking on brand switching; and (3) analyze the influence of consumer dissatisfaction and competitor advertising attractiveness on brand switching through variety seeking. A quantitative approach was employed in this study. The population consists of Realme smartphone users in Surabaya who have switched to other brands. A total of 140 respondents were selected using purposive sampling based on the Hair formula. Data were collected through questionnaires. The data were analyzed using the Partial Least Squares (PLS) method with the aid of SmartPLS version 4.1 software. The results of the study indicate that consumer dissatisfaction and competitor advertising attractiveness significantly influence variety seeking. Furthermore, consumer dissatisfaction, competitor advertising attractiveness, and variety seeking significantly influence brand switching. Likewise, consumer dissatisfaction and competitor advertising attractiveness, mediated by variety seeking, significantly influence brand switching.

Keywords: Marketing, Consumer Dissatisfaction, Competitor Advertising Attractiveness, Variety Seeking, Brand Switching

INTRODUCTION

The increasing intensity of competition driven by rapid developments in the industrial sector has provided consumers with a broader range of product and service options (Hemalatha & Jacob, 2019). As consumers have more choices, they may switch to alternative products if they are dissatisfied with a particular product (Garga et al., 2019). Among the numerous brands offered through a range of unique products with varying quality and benefits, brand switching behavior becomes an important aspect that requires attention (Ang Hwee Chin et al., 2020). It is no surprise that consumer brand switching behavior is regarded as a significant threat (Sahari et al., 2020).

Hawkins in Aprirachman & Hasri (2022) stated that brand switching behavior is driven by dissatisfaction. Dissatisfaction leads to low consumer loyalty, which in turn generates the intention to switch (Lewis in Yasri & Engriani, 2018). It should also be noted that advertising is one of the factors consumers consider when choosing a product. Attractive advertisements are perceived to directly influence consumer awareness and behavior, which in this context may either enhance loyalty or encourage switching to other products or brands (Zhao et al., 2022). When consumers are exposed to more intense and attractive advertisements from competing brands that highlight the advantages of their products, they may become interested and potentially engage in brand switching (Rosi in Irvianra & Trinanda, 2020). In addition, variety seeking has been identified as a factor influencing brand switching decisions (Peter in Pinontoan, 2019). Consumers are presented with a wide variety of products across different brands, which creates a need for variety seeking. This diversity indicates that the items are distinct or differentiated from one another (Kahn in J. Wang & Jin, 2022).

Findings from previous studies reveal inconsistencies regarding the relationships among these variables. For instance, the relationship between consumer dissatisfaction and brand switching. Research conducted by Brilian & Rohman (2022) found that consumer dissatisfaction has a significant influence on brand switching. However, a different study conducted by Rahayu & Suprapti (2022) stated that consumer dissatisfaction does not influence brand switching behavior. Inconsistencies are also observed in the relationship between competitor advertising attractiveness and brand switching. Research by Apriandi (2019) concluded that competitor advertising has a positive and significant impact on brand

switching behavior. However, another study by Septiningsih et al. (2019) found that competitor advertising does not influence brand switching. Similarly, the relationship between variety seeking and brand switching has yielded differing findings. According to Palma et al. (2021), variety seeking has a positive effect on brand switching behavior. On the other hand, research by Putri et al. (2023) emphasized that variety seeking does not significantly affect brand switching.

Smartphones are considered essential and beneficial devices for everyday life, enabling people around the world to communicate with one another for various purposes (Sarker et al., 2019). In Indonesia, the development of the smartphone industry reflects global trends. The number of smartphone users in Indonesia has reached 73 million. This has placed Indonesia as the sixth-largest country in terms of smartphone users (GoodStats, 2023). Realme has become one of the popular smartphone brands in Indonesia. Since its first launch in 2018, Realme smartphones have operated in 61 global markets and achieved 100 million shipments within just three years by 2021 (Official Realme, 2021).

However, in the past two years, Realme smartphones in Indonesia have experienced a significant decline in shipments, market share, and year-over-year (YoY) growth compared to other smartphone brands. Realme's smartphone shipments dropped to 0.8 million units in the first quarter of 2023, down from 1.1 million units in the first quarter of 2022. Additionally, Realme's market share also decreased compared to the previous year. In the first quarter of 2022, this Chinese phone vendor held a market share of 12.3 percent, but in the first quarter of 2023, it dropped to 10.8 percent. Similarly, the year-over-year (YoY) growth showed a drastic decline of 23.3 percent. Overall, the YoY growth of smartphones in Indonesia declined by 11.9 percent, with a total of 7.9 million smartphone units shipped in the first quarter of 2023 (IDC Global, 2023).

When Realme smartphone users feel dissatisfied with the products or services they receive, and at the same time, they find that the appeal of competing advertisements can alter their perception of the value offered, they are likely to seek out other brands that offer greater variety and a more satisfying experience. This ultimately leads to brand switching. Therefore, the interaction between consumer dissatisfaction, the attractiveness of competing ads, and variety seeking creates a complex dynamic in the decision-making process of brand switching among Realme smartphone users.

REVIEW OF LITERATURE

Consumer Dissatisfaction (X1)

According to Fandy in Safitri & Septrizola (2019), consumer dissatisfaction is a form of reaction or response to the discrepancy and negative disconfirmation experienced between what was expected previously and the actual performance of the product/service used.

Consumer dissatisfaction is a form of disappointment felt when consumers find that the product they have purchased or used does not meet their expectations. In this study, consumer dissatisfaction is measured using four indicators as follows:

1. Dissatisfaction with Product Quality
2. Discrepancy Between Quality and Expectations
3. Negative Experience
4. Perceived Complaints

Competitor Advertising Attractiveness (X2)

According to Faela in Ikawati et al. (2021), the attractiveness of an advertisement, or the strength of its impression, is how effectively the ad captivates or grabs the attention of its audience. The attractiveness of an advertisement or the power of an ad's impression refers to how effectively the advertisement is in captivating or grabbing the attention of its audience. To deliver an advertising message that can persuade and keep consumers' memory of the product being offered, a strong attraction to the target audience is necessary. Referring to Schiffman & Kanuk as cited in Wekas et al. (2020), the attractiveness of an advertisement is meant to motivate consumers to take specific actions and alter their perceptions of the product, ultimately driving purchasing behavior.

Competitor advertising attractiveness refers to how effectively a competitor's advertisement captivates or attracts the attention of consumers, motivates them to take certain actions, and influences their attitudes toward the product or service being offered. In this study, competitor advertising attractiveness is measured using four indicators, as follows:

1. Interest When Watching the Advertisement
2. Uniqueness
3. Informative
4. Clarity

Variety Seeking (Z)

According to Dana & Warmika (2023), variety seeking is a behavior that refers to the desire to try new products available in the market or old products that have not been previously used. This action is performed to satisfy curiosity and provide a new experience with other brands. Variety seeking represents consumer behavior in selecting new and diversified products. This behavior can be triggered by intrinsic motivation to seek new stimuli or situational factors. Furthermore, consumers tend to seek more variety in their consumption after being exposed to a range of new products, which leads to an overall increase in consumption and openness to promotions (Li & Tuzhilin, 2023).

Variety seeking refers to the tendency of consumers to seek variation or something new from other products or services offered to them. In this study, variety seeking is measured using the following indicators:

1. Curiosity Toward Other Brands
2. Desire to Try New Experiences
3. Boredom

Brand Switching (Y)

Mothersbaugh et al. (2023) reveal that brand switching is the result of consumer dissatisfaction with a product, which leads consumers to stop purchasing a product from one brand and replace it with another brand. Meanwhile, according to Assael in Lestari (2022), brand switching is the pattern of shifting from one brand to another, a behavior that often occurs with products that have low purchase involvement characteristics. Givon in Purnama et al. (2021) defines brand switching as the alternative brand chosen by consumers each time they use a product, with the level of brand switching indicating how loyal a company's consumers are to a particular brand.

Brand switching is a consumer behavior where individuals switch from one brand to another for various reasons. The indicators for the brand switching variable used in this study are:

1. Strong Desire to Switch to Another Brand
2. Desire to Accelerate the Discontinuation of Product Use
3. Reluctance to Reuse the Product
4. The following are the hypotheses in this study:

5. **H1:** Consumer dissatisfaction significantly influences variety seeking among Realme smartphone users in Surabaya.
6. **H2:** Competitor advertising attractiveness significantly influences variety seeking among Realme smartphone users in Surabaya.
7. **H3:** Consumer dissatisfaction significantly influences brand switching among Realme smartphone users in Surabaya.
8. **H4:** Competitor advertising attractiveness significantly influences brand switching among Realme smartphone users in Surabaya.
9. **H5:** Variety seeking significantly influences brand switching among Realme smartphone users in Surabaya.
10. **H6:** Consumer dissatisfaction significantly influences brand switching through variety seeking among Realme smartphone users in Surabaya.
11. **H7:** Competitor advertising attractiveness significantly influences brand switching through variety seeking among Realme smartphone users in Surabaya.

RESEARCH METHOD

This study adopts a quantitative approach to systematically and structurally collect and analyze numerical data through statistical analysis testing. The population used is Realme smartphone users who have switched to another brand in Surabaya. The sample size consists of 140 individuals, determined through purposive sampling with the Hair formula. The criteria for sample selection are as follows: 1) Realme smartphone users who have switched to another brand; 2) Residing in Surabaya; 3) Aged at least 16 years old. The research data consists of both primary and secondary data. Data analysis is conducted using the Partial Least Squares (PLS) method with the aid of SmartPLS software.

RESULTS AND DISCUSSION

A total of 140 data points were obtained from the distribution of questionnaires using Google Forms from September to December 2024. The respondent information in this study includes name, gender, age, occupation, domicile, and the brand of smartphone used after using Realme. The data obtained were then analyzed using the SEM-PLS method through SmartPLS software. Below are the results of the data analysis:

Outer Model Evaluation

The outer model is evaluated to assess the validity and reliability of the data used in the research. Validity is tested through two approaches: convergent validity and discriminant validity. Meanwhile, reliability is tested by applying the Cronbach's alpha method and composite reliability.

Below are the results of the convergent validity test based on the loading factor or outer loading values obtained.

Table 1.
Results of Outer Loadings Factor Value

Variable	Indicator	Value	Description
Consumer Dissatisfaction (X1)	X1.1 = Dissatisfaction	0.880	Valid
	X1.2 = Incongruity	0.886	Valid
	X1.3 = Negative Experience	0.895	Valid
	X1.4 = Complaint	0.904	Valid
Competitor Advertising Attractiveness (X2)	X2.1 = Interest	0.869	Valid
	X2.2 = Uniqueness	0.856	Valid
	X2.3 = Informative	0.893	Valid
	X2.4 = Clarity	0.887	Valid
Variety Seeking (Z)	Z.1 = Curiosity	0.856	Valid
	Z.2 = Desire to Try	0.869	Valid
	Z.3 = Boredom	0.851	Valid
Brand Switching (Y)	Y.1 = Strong Desire to Switch	0.847	Valid
	Y.2 = Quick Desire to Stop	0.838	Valid
	Y.3 = Reluctance to Reuse	0.828	Valid

Source: Primary Data (Processed), 2024

Based on the data presented in Table 1, it can be observed that each indicator for the variables being studied shows an outer loading value greater than 0.7. This result indicates that all indicators meet the criteria for convergent validity. In addition to outer loading, convergent validity can also be assessed by looking at the Average Variance Extracted (AVE) value, which is considered valid if the value is greater than 0.5. Below are the results of the convergent validity test based on the Average Variance Extracted (AVE) values.

Table 2
AVE Value

Variable	AVE Value	Description
Consumer Dissatisfaction (X1)	0.795	Valid
Competitor Advertising Attractiveness (X2)	0.768	Valid
Brand Switching (Y)	0.702	Valid
Variety Seeking (Z)	0.737	Valid

Looking at the data presented in Table 2 above, it can be seen that the AVE values for each variable exceed 0.5. This indicates that all the variables studied in this research have met the established validity criteria. Below are the results of the discriminant validity test, which is calculated based on the cross-loading values for each indicator variable.

Table 3
Results of Cross Loading Value

Variable Indicator	Consumer Dissatisfaction (X1)	Competitor Advertising Attractiveness (X2)	Brand Switching (Y)	Variety Seeking (Z)	Description
X1.1	0.880	0.517	0.613	0.470	Valid
X1.2	0.886	0.461	0.597	0.461	Valid
X1.3	0.895	0.491	0.605	0.527	Valid
X1.4	0.904	0.502	0.655	0.484	Valid
X2.1	0.448	0.869	0.675	0.495	Valid
X2.2	0.454	0.856	0.639	0.430	Valid
X2.3	0.523	0.893	0.692	0.503	Valid
X2.4	0.511	0.887	0.651	0.474	Valid
Y.1	0.567	0.765	0.856	0.602	Valid
Y.2	0.593	0.580	0.869	0.630	Valid
Y.3	0.628	0.599	0.851	0.591	Valid
Z.1	0.476	0.450	0.592	0.847	Valid
Z.2	0.427	0.488	0.585	0.838	Valid
Z.3	0.466	0.429	0.600	0.828	Valid

Source: Primary Data (Processed), 2024

From Table 3, it can be seen that each indicator for the research variables has a higher cross-loading value compared to the indicators from other variables. This result indicates that the discriminant validity of the indicators and variables in this study is well-established. In addition to cross-loading, discriminant validity can also be analyzed using the Fornell-Larcker Criterion. Below are the results of the discriminant validity test using the Fornell-Larcker Criterion.

Table 4
Results of the Fornell-Larcker Criterion Value

	X1	X2	Y	Z
X1	0.891			
X2	0.553	0.876		
Y	0.693	0.759	0.859	
Z	0.545	0.544	0.707	0.838

Source: Primary Data (Processed), 2024

Based on the data in Table 4 above, it can be observed that the Fornell-Larcker Criterion values for each variable exceed 0.7. This indicates that the discriminant validity of the data for each variable is considered good. Below are the results of the reliability test, which is calculated based on the values of Cronbach’s alpha and composite reliability.

Table 5
Results of Cronbach’s Alpha & Composite Reliability Value

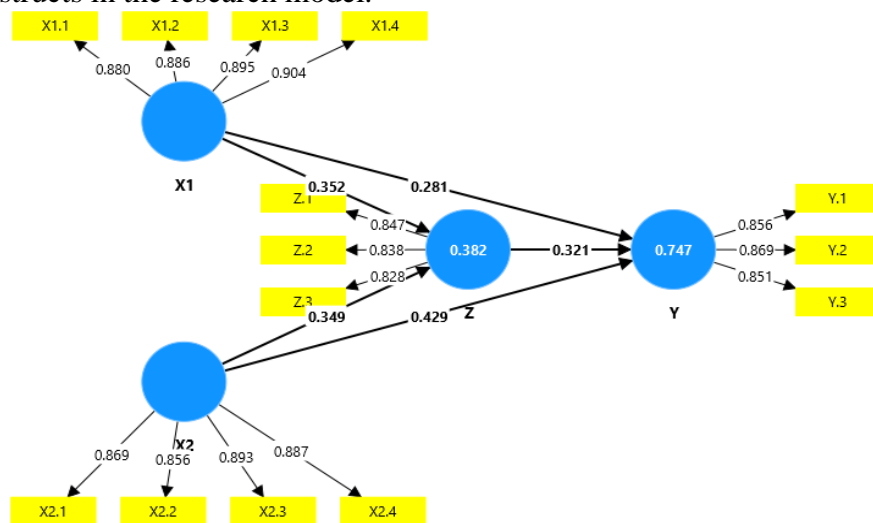
Variable	Cronbach’s Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	Description
Consumer Dissatisfaction (X1)	0.914	0.915	0.939	Reliable
Competitor Advertising Attractiveness (X2)	0.899	0.901	0.930	Reliable
Variety Seeking (Z)	0.822	0.824	0.894	Reliable
Brand Switching (Y)	0.787	0.787	0.876	Reliable

Source: Primary Data (Processed), 2024

From Table 5, it can be seen that each variable and construct has a Cronbach’s alpha and composite reliability value exceeding the threshold of 0.7. This result indicates that all the variables in the study meet the reliability criteria, thus, it can be concluded that each variable has a high level of reliability.

Inner Model Evaluation

The analysis of the structural model (inner model) aims to evaluate the relationships between the latent constructs in the research model.



Source: Primary Data (Processed), 2024

One of the aspects tested is the R-squared value. Below are the results of the R-squared testing in this study.

Table 6
R-Square Test Results

Variable	R-Square	R-Square Adjusted
Y	0.747	0.742
Z	0.382	0.373

Source: Primary Data (Processed), 2024

Based on the information in Table 6, the R-Square value for the Brand Switching (Y) variable is recorded at 0.747. This means that the variables Consumer Dissatisfaction (X1), Competitor Advertising Appeal (X2), and Variety Seeking (Z) are able to explain 74.7% of the variability in Brand Switching (Y). The remaining 25.3% is influenced by factors outside the scope of this research model. Additionally, the R-Square value for the Variety Seeking (Z) variable is recorded at 0.382. Thus, 38.2% of the variation in Variety Seeking can be explained by the variables Consumer Dissatisfaction (X1) and Competitor Advertising Appeal (X2). However, 61.8% of the influence comes from factors outside the model. In addition to R-Square, another aspect that can be tested to assess the results of the structural model (inner model) is the Q-Square value. Below are the results for the Q-Square calculation.

$$\begin{aligned} \text{Q-Square} &= 1 - [(1-R^2_1) \times (1-R^2_2)] \\ &= 1 - [(1 - 0.747) \times (1 - 0.382)] \\ &= 1 - (0.253) (0.618) \\ &= 1 - 0.156 \\ &= 0.844 \end{aligned}$$

The analysis results show that with a Q-Square value of 0.844, this research model is able to explain approximately 84.4% of the variation in the research data. Around 15.6% of the data variation is still influenced by factors that are not included in this model.

Hypothesis Testing

This study uses two types of hypothesis testing: direct effect and indirect effect, using the calculation output from path coefficients and specific indirect effects. Below are the results of the direct effect hypothesis testing obtained through the path coefficient output.

Table 7
Hypothesis Testing Results: Direct Effect (Path Coefficients)

Hypotheses	Effects	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
H1	X1 -> Z	0.352	0.335	0.110	3.208	0.001
H2	X2 -> Z	0.349	0.364	0.106	3.298	0.001
H3	X1 -> Y	0.281	0.287	0.092	3.060	0.002
H4	X2 -> Y	0.429	0.432	0.082	5.246	0.000
H5	Z -> Y	0.321	0.312	0.097	3.295	0.001

Source: Primary Data (Processed), 2024

Based on the results of the direct effect hypothesis testing in Table 7 above, several findings can be outlined as follows:

1. The effect of the Consumer Dissatisfaction variable (X1) on the Variety Seeking variable (Z) resulted in a t-statistic value of 3.208 and a p-value of 0.001. The t-statistic value is greater than the t-table value (1.96), and the p-value is smaller than the significance level (0.05). With these results, it can be concluded that Consumer Dissatisfaction (X1) has a significant effect on Variety Seeking (Z). Therefore, the first hypothesis in this study is **supported**.

This finding is consistent with previous research conducted by Zafe'i (2022). In his study titled "Pengaruh *Brand Loyalty*, *Customer Dissatisfaction* terhadap *Brand Switching* melalui *Variety Seeking* sebagai Variabel Intervening (Studi pada Petani Pengguna Produk Broad Plus di Demak)", it was found that customer dissatisfaction significantly affects variety seeking, where dissatisfaction contributes to an increased desire among consumers to try new product variations as a mechanism to cope with the boredom of repeatedly using the same product.

2. The effect of the Competitor Advertising Attractiveness variable (X2) on the Variety Seeking variable (Z) resulted in a t-statistics value of 3.298 and a p-value of 0.001. The t-statistics value is greater than the t-table value (1.96), and the p-value is smaller than the significance level (0.05). With these results, it can be concluded that Competitor Advertising Attractiveness (X2) has a significant effect on Variety Seeking (Z). Therefore, the second hypothesis in this study is **supported**.

This finding is consistent with previous research conducted by Yanti (2022). In her study titled "Pengaruh Iklan Media Sosial terhadap *Variety Seeking* dan Dampaknya terhadap

Perpindahan Merek Masker Pelindung Diri Sensi Duckbill di Massa Covid-19 (Studi Kasus pada Masyarakat DKI Jakarta)”, it was found that the attractiveness of competitor advertising significantly affects variety seeking. This indicates that competitor ads designed with engaging elements such as unique visuals, clear messaging, and relevant information are able to influence consumers to become curious about other products.

3. The effect of the Consumer Dissatisfaction variable (X1) on the Brand Switching variable (Y) resulted in a t-statistic value of 3.060 and a p-value of 0.002. The t-statistic value is greater than the t-table value (1.96), and the p-value is smaller than the significance level (0.05). With these results, it can be concluded that Consumer Dissatisfaction (X1) has a significant effect on Brand Switching (Y). Therefore, the third hypothesis in this study is **supported**.

Widargo & Dermawan (2024). This finding aligns with previous research conducted by Widargo & Dermawan (2024). In their study titled “*Pengaruh Citra Merek, Ketidakpuasan Pasca Konsumsi dan Persepsi Harga terhadap Keputusan Perpindahan Merek Produk Indihome*”, it was found that consumer dissatisfaction had the most dominant contribution (significantly and positively influencing) to brand switching decisions.

4. The effect of the Competitor Advertising Attractiveness variable (X2) on the Brand Switching variable (Y) resulted in a t-statistics value of 5.246 and a p-value of 0.000. The t-statistics value is greater than the t-table value (1.96), and the p-value is smaller than the significance level (0.05). With these results, it can be concluded that Competitor Advertising Attractiveness (X2) has a significant effect on Brand Switching (Y). Therefore, the fourth hypothesis in this study is **supported**.

Khasanah & Cahya (2018). This finding is consistent with previous research conducted by Khasanah & Cahya (2018). In their study titled "Brand Switching of Halal Cosmetic Products: Viewed from the Aspects of Advertising Attractiveness and Variety Seeking," it was found that advertising attractiveness significantly influenced brand switching.

5. The effect of the Variety Seeking variable (Z) on the Brand Switching variable (Y) resulted in a t-statistic value of 3.295 and a p-value of 0.001. The t-statistic value is greater than the t-table value (1.96), and the p-value is smaller than the significance level (0.05). With

these results, it can be concluded that Variety Seeking (Z) has a significant effect on Brand Switching (Y). Therefore, the fifth hypothesis in this study is **supported**.

Arifyantama & Susanti (2021). This finding is consistent with previous research conducted by Arifyantama & Susanti (2021). In their study titled “Pengaruh *Reference Group*, *Variety Seeking*, dan *Price* terhadap Perilaku *Brand Switching* (Studi pada Pengguna *Smartphone* Samsung Beralih ke Merek Lain di Kabupaten Kebumen)”, it was found that variety seeking significantly influenced brand switching.

Here are the results of the hypothesis testing for indirect effects, obtained through the output of the Specific Indirect Effect.

Table 8
Hypothesis Testing Results: Indirect Effect (Specific Indirect Effect)

Hypotheses	Effects	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
H6	X1 -> Z → Y	0.113	0.106	0.050	2.260	0.024
H7	X2 -> Z → Y	0.112	0.111	0.044	2.562	0.010

Source: Primary Data (Processed), 2024

Based on the results of the direct effect hypothesis test in Table 8 above, the following findings are outlined:

1. The effect of the Consumer Dissatisfaction (X1) variable on the Brand Switching (Y) variable through the Variety Seeking (Z) variable results in a t-statistic value of 2.260 and a p-value of 0.024. The t-statistic value is greater than the t-table value (1.96), and the p-value is smaller than the significance level (0.05). With this result, it can be concluded that Consumer Dissatisfaction (X1) has a significant effect on Brand Switching (Y) through Variety Seeking (Z). Therefore, the sixth hypothesis in this study is **supported**. This finding is consistent with previous research conducted by Farmanugroho (2023). In his research titled “Pengaruh *Ketidakpuasan Konsumen dan Promosi terhadap Perpindahan Merek melalui Kebutuhan Mencari Variasi sebagai Variabel Intervening pada Aplikasi E-Wallet LinkAja di Kota Surabaya*”, it was found that consumer dissatisfaction through variety seeking significantly contributes to brand switching behavior.
2. The effect of the Competitor's Advertising Attractiveness (X2) variable on the Brand Switching (Y) variable through the Variety Seeking (Z) variable results in a t-statistic

value of 2.562 and a p-value of 0.010. The t-statistic value is greater than the t-table value (1.96), and the p-value is smaller than the significance level (0.05). With this result, it can be concluded that Competitor's Advertising Attractiveness (X2) has a significant effect on Brand Switching (Y) through Variety Seeking (Z). Therefore, the seventh hypothesis in this study is **supported**.

From the results of both the direct effect and indirect effect hypothesis tests, it can be concluded that all hypotheses in this study are accepted.

CONCLUSION

Based on the study's findings, the following conclusions can be drawn: Consumer dissatisfaction and competitor advertising attractiveness significantly influence variety seeking behavior among Realme smartphone users in Surabaya. Furthermore, both factors also exert a direct and significant impact on brand switching behavior. Variety seeking itself plays a pivotal role in encouraging brand switching. Additionally, the study confirms the mediating role of variety seeking in the relationship between both consumer dissatisfaction and competitor advertising attractiveness with brand switching. These results highlight the critical influence of psychological and promotional factors in shaping consumer loyalty and switching intentions in the smartphone market.

RECOMMENDATION

It is recommended to adopt more diverse and comprehensive research methods while involving cross-regional populations with different characteristics. This approach can provide more relevant insights into brand switching behavior. Additionally, future studies may consider including variables such as price, brand image, product attributes, or Word of Mouth (WoM) to enrich the analysis.

Realme is advised to enhance customer satisfaction by improving product quality and after-sales services, such as warranties and service centers. The company should also monitor competitor advertisements to develop more competitive marketing strategies through creative, unique, and consumer-relevant advertisements. This is crucial for maintaining customer loyalty and attracting new customers.

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