



## ***The Correlations Between Emotional Branding with Brand Switching of Consumer***

Findy Suri N.S.Psi, M.Si<sup>1</sup>

<sup>1</sup>University of Medan Area

### **Abstract**

*This study aims to see the correlation between emotional branding and brand switching of consumer . The sample in this study were students of the Faculty of Psychology semester V. The number of samples in this study were 111 female students. Methods of data collection using purposive sampling technique. Emotional Branding was measured using Emotional Branding scale which was measured from 41 valid items ( $\alpha = 0.834$ ), while the Brand Switching Scale was measured from 30 valid items ( $\alpha = 0.762$ ). The results of this study indicate the correlation coefficient  $r_{xy} -0.546$  with a significance of  $p = 0.003$  means  $p < 0.05$ . These results indicate that the hypothesis proposed by the researcher that there is a negative relationship between emotional branding and brandswitching is acceptable. The positive correlation coefficient value indicates that the direction of the relationship between the two variables is positive, meaning that the higher the emotional branding, the higher the consumer loyalty to female students. Emotional branding provides an effective contribution of 39.8% to and by 60.2% is influenced by other factors.*

**Keywords:** Brand Switching, Emotional Branding, consumer.

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### **Introduction**

Nowadays, the need for communication is one of the most important things for everyone. Cell phones are a means of communication. According to Santoso (2014) cellular telephones are electronic telecommunication devices that have the same basic capabilities as conventional fixed line telephones, but can be carried anywhere and do not need to be connected to the telephone network using cables. Indonesia is the fourth largest smartphone user country in the world after China, India and America (Rahmayani, 2015).

Competition between old brands and various new brands that enliven market competition, especially for the category of Mobile products. With the increasing number of companies that produce similar goods, each company must be able to design and develop new strategies from marketing programs that are able to create, maintain and increase customer satisfaction compared to its competitors. In this case the role of consumers is crucial for the survival of a product.

According to Ribhan (2006), explaining that "consumers often make brand switching in their purchases, including the type of buying behavior that seeks diversity (Variety Seeking Buying Behavior)".

And according to Srinivasan (2013), behavioral factors, competition and time are phenomena that affect brand switching behavior in customers, but basically there are certain reasons that affect brand switching by customers, such as: price, advertising and the latest models. Brand Switching is often influenced by intentions or often referred to as intentions. Brand Switching Intention is a person's tendency or intention to switch brands. According to Shohib (2012), intention is an attempt to achieve clear goals and objectives by involving the relationship between himself and behavior so that intention is the main cause of Brand Switching. Intention is a belief whose object is the individual and the attribution is behavior, so that intention is closely related to the creation of a Brand Switching behavior.

According to Rajkumar. R & Chaarlas. LJ (2012) Brand Switching itself is a process of brand switching from a brand that is usually used to a new brand but still one product. According to a survey conducted by the Ministry of Communication and Informatics, around 30 million children and adolescents in the age range of 10-19 years access the internet throughout Indonesia and 73% of the 400 children sampled in the survey from various parts of Indonesia access via cellphone (Ministry of Communication and Information, 2014 ).

This fact proves that teenagers are the highest cellphone users in Indonesia, this is because teenagers cannot be separated from what is called technology because technology has become a necessity for life in the era of globalization of teenagers at this time, including generation Z, where generation Z is the generation that

### **Correspondence**

**Findy Suri**

University of Medan Area, Indonesia

born in the range of 1995 – 2010, because teenagers are now generation Z which is a transitional generation of generation Y with increasingly developing technology, so along with that, teenagers now need cellphones to meet the technological needs that have become their needs.

## 2. Materials and Methodological Framework:

This research is a quantitative research, where the procedure used in this study is a correlational model, namely to see the relationship between the independent variable (x) and the dependent variable (y) which in this study is emotional branding with brand switching

Emotional branding is one of the strategies used in marketing that tries to build a brand in an attractive way to form a bond between consumers and companies. According to Gobe (2010), emotional branding is creating an emotional nuance with the aim of establishing a deep emotional connection between brands and consumers with creative and innovative approaches. Emotional branding is a channel through which a person unconsciously has a relationship with the company and with the company's products through an emotionally admirable method.

According to Givon (2001), Brand Switching is a brand switching used by customers for each time of use, where the level of Brand Switching also shows the extent to which they have loyal customers. Meanwhile, Chatrin and Karlina (2007) argue that Brand Switching is consumer behavior that reflects the change from product brands that are usually consumed with other brand products.

## 3. Results

There is a significant relationship between Emotional Branding and Brand Switching in students of the Faculty of Psychology, University of Medan Area in semester V, which is indicated by the coefficient  $r_{xy} = -0.546$  with  $p = 0.000$ , which means  $p < 0.05$ , meaning that the higher the Emotional Branding, the lower the brand switching. Based on the results of this study, the proposed hypothesis is accepted.

The coefficient of the determinant  $r^2$  of the relationship between the independent variable (X) and the dependent variable (Y) is  $r^2 = 0.39$ . This shows that Emotional Branding affects Consumer Loyalty at the Medan University Student Area Faculty of Psychology Semester V by 39.8%, thus there are still 60.2% contributions from other factors.

In general, the results of this study state that Emotional Branding is low and consumer brand switching in the fifth semester of Medan Area University students is low.

## 4. Discussions

Based on the results of data analysis using the product moment correlation analysis method, it can be seen that there is a relationship between emotional branding and brand switching, that the higher the emotional branding, the lower the brand switching. This means that based on the results of the study, it can be stated that the hypothesis in this study is accepted.

One of the things that companies can do to create customer loyalty is to do emotional branding. By doing Emotional branding, it is hoped that a company can form a long-lasting relationship with its consumers. If consumers already feel bound to a product, they will be loyal to the product. And do not do brand switching.

The results of this study are in accordance with what was expressed by Gobe (2010), that emotional branding affects consumer loyalty. With emotional branding, there will be a deep relationship between brands and consumers. When consumers feel tied to a brand, consumers tend to be loyal to a product and continue to repurchase the product. The results of research conducted at the Faculty of Psychology, University of Medan Area in terms of existing theories, according to Swastha and Handoko (in Joko Riyadi 2004) mention five factors that influence consumer loyalty. Based on the results of the study, it was found that emotional branding in semester III and semester V students of the Faculty of Psychology, University of Medan Area is in the high category, which means that consumer loyalty to miniso products for students in semester V of the Faculty of Psychology, University of Medan Area is influenced by emotional factors, one of which is product quality. From the results of this study, brand switching in college students who are classified as high is influenced by emotional branding by 39.8%. Based on the results of this study, it is known that there are still 60.2% influenced by other factors which were not investigated in this study. In addition, there is another study on "The Relationship between Emotional Branding and Brand Loyalty on XL Cellular Card Consumers" by Mirza (2016) it was found that there is a relationship between emotional branding and brand loyalty, the higher the brand loyalty, the higher the emotional branding that consumers will have. , and vice versa. By doing emotional branding a brand will be able to arouse the feelings and emotions of consumers. Products that can evoke the feelings and emotions of consumers can form deep and long-lasting relationships with consumers. Consumers will not switch to another brand if they already have a deep relationship with the product. This means that emotional branding is related to brand switching.

The results of the study indicate that the brand switching variable is one of the factors that influence emotional branding from several existing factors such as (a) good product quality will directly affect the level of consumer satisfaction, (b) service quality is another thing that

affects consumer loyalty, (c) emotional as the seller's own belief to be more advanced in his business, (d) a good price at a cheaper or competitive price, and (e) the cost of a company that dares to spend a lot of money in a promotion or production of certain products that will be produced. will be good and quality.

### 5. Conclusion:

There is a significant relationship between Emotional Branding and Brand Switching in students of the Faculty of Psychology, University of Medan Area in semester V, which is indicated by the coefficient

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