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Contributors of Brand Switching: The Mediating Role of Brand Image and Customer Satisfaction

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ABSTRACT

The purpose of this study is to investigate the factors contributing to brand switching and how product quality can help to maintain the brands competitive position in the market. The direct relationship of brand quality with brand switching was measured through the mediators of customer satisfaction and brand image. The data was collected from 300 top-tier consumer brands. Findings show that brand availability and perception are intrinsically tied to the brand service or product quality. The results demonstrate the role of product quality in influencing customer loyalty and brand image which leads to less brand switching. The novelty of this research lies in that previous relevant research studies focus on the telecommunication and smartphone sector. Our study is the first application of the framework on the fast moving consumer goods industry. In addition, this paper also makes a novel theoretical contribution by applying the Theory of planned behaviour and the Push and Pull theory to a new area of behavioural research. It provides practical implications to the decision makers on engaging the consumers with multiple marketing techniques, increasing the business productivity.

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INTRODUCTION

Nowadays, how brands are marketed and developed has changed significantly due to technology and digital means.Competition has increased in every industry, be it fashion, electronics or services, and it has led to the availability of more and a wide variety of choices to the consumers (Hemalatha & Jacob, 2019). Over the years, consumer spending and buying behaviour have changed as well. Since consumers have more alternatives available now, they can turn to another, if they are not contented with a product. (Garga et al., 2019).

The dependent variable, brand switching, is central to our study. Brand switching has become extremely important in today's world since, with more brands and each brand offering a different and unique set of products with varying levels of quality and perks, consumers are attracted to other brands (Huat & Ling, 2020). Brand switching is a phenomenon that companies face every day, due to this, they face a loss in profits, a decline in market share, and a negative brand image. Brand switching can occur for two reasons: customer dissatisfaction with a brand's offering; second, they are looking for something new, different, and better than the brand they are currently purchasing Shah and Ahmad (2013) . However, it can also occur due to the changes in consumption patterns or purchasing power, especially in the context of the pandemic. Hence, brand switching occurs when brand loyalty tends to fall, and consumers seek other brands that increase their willingness to try the alternatives. Brand switching can occure due to the various factors, such as sales promotion offers, prices, product variety, product design, quality, the influence of friends and family, product innovation, customer service provided by a brand, and a brand image (Frank et al., 2014). It has significantly contributed to rivalry amongst the competitors and their profit levels.

Many types of research studies exist on the topic of brand switching (Hollebeek et al., 2019). They have identified how important this concept is to the marketers and brand managers while making strategies, focusing on improving their products, and identifying why they lost their customers which lead to declining profit levels. From the previous literature on this topic, we have identified different factors that cause brand switching behaviour among consumers mentioned above. Previous research has studied contextual factors that cause this switching behaviour; however, consumer behaviour changes with each passing day (Appiah & Ayertey, 2018). What we need to know through this research or the aim of this study is to identify and create relationships between selected variables and understand how they influence consumers to switch brands and how significant they are.

This research collects the latest data from customers and, based on it, draws results that are representative of the current consumers given the current market conditions (Appiah et al., 2019). This research investigates the relationship between product quality and brand switching and the mediation effects of customer engagement and brand image.

A dearth in the previous researches is that they are time-bound to the pre-pandemic era and mainly focused on technological innovations. On the contrary, our research focuses on the fast moving consumer goods industry. In previous research Ibok and Etuk (2015) have also stated that certain factors affect brand switching; however, they fail to identify that many factors do not cause switching behaviour amongst the customers directly, but may have a moderating or mediating role to play. Hence, in our research, we have taken the variable of customer satisfaction as a mediator, which is also a novel theoretical contribution. It also applies the 'Theory of planned behaviour' and 'Push and pull theory' to a new avenue of social sciences. It is pertinent to mention that this paper studies the switching behaviour of both products and services.

LITERATURE REVIEW

Switching behaviour is an area of interest for academicians in various disciplines as proven by latest, credible research on the topic (Amani, 2022; Dung et al., 2022; Erdogan et al., 2022; Yan et al., 2022). However, first we discuss the theories applicable to our framework.The theory of planned behaviour is relevant to our study. It is an expectancy theory which studies the behaviour of humans on why they will switch to other brands. It may include the brand image or the product quality of the other brand. As we know, there is a great deal of competition nowadays so, the brands should create a good brand image to retain the customers. It has been assumed by the theory of planned behaviour that the customers are rational decision makers. They will first weigh all the available information and then act accordingly (Nimako, 2012). They will rethink their purchase strategy, if they find products that offer more features and benefits. This means that they will decide if they want to buy from the same brand or opt for a new one. It is the person's intention whether he should engage in brand switching or not. Thus, behaviour is directly predicted from the intention of the customer. In turn, the customers' intention depends on their behaviours and the society's perception (Hemalatha & Jacob, 2019). It can also be due to the inability of the brand to operate, poor service quality, or weak image that the people start to shift to the other brands. With the help of the TPB, the factors that impact brand switching have been discussed (Saeed & Azmi, 2016).

The overall spectrum can include the relation of brand image with two significant factors: product quality and brand switching. These all are linked to make up proper customer satisfaction. Brand image is something closely related to the product itself and all the services itself. However, it can be ascertained that the right products require good services. The customer also perceives a particular set of the values attached to that good (Garga et al., 2019). For example, brand switching will occur if a product positioned for high functionality fails to deliver its promise. In addition, the Push and Pull theory by Hans Hofmann also applies to our research. During the pandemic, people decreased their consumption of luxury products and focused on consumer need-based goods. Hence, the 'Pull' towards fast moving daily use consumer products was high, as studied in our research.

Product Quality

This construct can be defined as a customer general judgment regarding how a product performs based on consumer expectations and actual performance. The quality of a product or service is evaluated in two dimensions, functional and perceived quality. The purchased item should perform its intended function and work appropriately, and functional quality means properly delivered to the customer (Huat & Ling, 2020). Various researchers have identified that customers' assumption, whether positive or negative, depending on the brand is the product quality.

In every industry, product and service quality is essential and very well-identified when it comes to innovation in that company products or services. In addition, communication with the customers, adds value to the services. The quality of the services is a significant factor in customer satisfaction, when it comes to the industries dealing with value added products and all other firms that are giving services. It has an indirect relationship as a mediator with the customer, builds customer relations, and maintains the quality of services linked with brand loyalty in the world's industries.

When customers are not satisfied with the services or the quality of their products or the product behaves lower than their expectations, it will shake their trust (Frank et al., 2014). In return, the customers will be highly dissatisfied and end up switching to any other product from the competitors' category. Hence, product quality plays a significant role, it results in less price sensitivity as the customers, who are loyal to the brand and have confidence in the quality of the product, can also pay a higher price. Conversely, brand switching will occur if the product is not delivering value.

H1: There is a significant relationship between product quality and brand switching.

Customer Satisfaction

Customer satisfaction can be defined as the customers' evaluation after the purchase and is based on the expectations linked with the product performance as well as the image of the brand. Another essential concept is service switching intention, which is used in the context of services as opposed to the products. However, be it products or services, satisfaction is the requirement of every customer (Appiah & Ayertey, 2018). Organizations are successful when they depend on customer satisfaction and improve quality, brand image, credibility and innovation. Customer satisfaction is also a key factor in this digital century, especially for technology-based products (Sharif et al., 2016).

It can also be said that the evaluation of consumption compared to a customer's expectations is defined as customer satisfaction. This concept can be further elaborated by understanding that when consumers form judgments, they compare perceived performance with the previous expectations and experiences (Liang et al., 2013). The consumer expected satisfaction results from the consumers' positive emotions, meaning that product performance was better than expected.

In many studies, customer satisfaction has been considered to play a mediating role, when customers are not satisfied with the brand, they will go for a better option, and brand switching will take place. However, in this research, we are taking customer satisfaction as a moderator and aim to identify how our independent variable affects customer satisfaction and then how customer satisfaction influences brand switching. It has been determined that customer satisfaction leads to consumer retention, which prevents brand switching (Appiah et al., 2019).

H2: There is a positive relationship between product quality and customer satisfaction.

H3: There is a positive relationship between customer satisfaction and brand image.

Customer Satisfaction Mediates the Relationship between Product Quality and Brand Switching

Few studies have focused on a customer's complaining behaviour as an antecedent to pre-switching behaviour (Hanifati & Salehudin, 2021). About 80 per cent of the respondents complained to the bank before they made a switching decision (Al-Kwifi, 2016). Similarly, Colgate and Lang (2001) studied the evolving process dynamics of the customer complaint process, and the study identified factors necessary for detecting influence regarding behaviour complaints.

Research shows that low customer satisfaction results in a weak competitive stance for the company, low profitability and loss of market share (Maretama et al., 2018). Along with studies focused on customer satisfaction, some other researchers have attempted to explore facets of post-switching behaviour, including word of mouth (Bala et al., 2015). The customer-buyer journey for new services was also investigated by the two researchers Colgate and Lang (2001), they studied and investigated that switching barriers are a reverse phenomenon of drivers switching.

One study has proven that customer satisfaction helps to reduce switching behaviour in retail, banking and insurance companies (Al-Kwifi, 2016). The study ascertained that evolutionary development in the consumer market is a precedent of customer satisfaction. Satisfaction with the product also influences the consumer behavioural intention towards one brand they like. Also, another study on the manufacturing sector showed that operational loyalty is an essential variable for determining customer satisfaction (Ehrenberg, 1988). This research found that a pattern built in the mind of frequent buyers is moderated by product quality. This approach introduced by them also helped measure the brand's quantity and sales. The other measurement technique introduced was the probability of the repurchase (Kumar & Menon, 2017). The method measured the point when the customers were switching to another brand (Mendel et al., 2018).

H4: Customer Satisfaction mediates the relationship between product quality and brand switching.

Brand Image

Brand image has been a topic of interest and discussion for a long time within marketing. To build a positive brand image, companies need to market their products and send out a positive signal to the consumers, since a business's image is of great concern to all the organizations. According to Ogungbade (2015), negative brand image contributes to brand switching behaviour. A consumer perception about a brand helps to develop a mental image in the mind, either based on an emotional or rational approach. Ibok and Etuk (2015) in their research, stated that as the brand's image improves, it leads to more impactful customer loyalty.

The brand concept is frequently discussed in marketing research studies and the marketing literature. Brand building is essential for improving a brand's image and extending services. It is a thought or perception of a brand or its product or services in other people's minds. This brand picture is usually formed when customers share their experience with the same brand, whether

the thought is rational or emotional. Many researchers have also revealed that the marketing literature depicts that there is a positive brand image which results in more significant brand equity by the customers. Customer loyalty towards the company or the brand results is a positive response from the market and high demand for its products in their social circle.

The brand image also plays a vital role in helping companies build networks with their users (Islam et al., 2016). It also prevents customer switching behaviour and helps retain current customers. Companies also apply techniques to attract the users from other networks by building an attractive brand image; moreover, the brand image also helps them retain their current customers (Hollebeek et al., 2019).

The brand image has a direct impact on more enduring customer loyalty. According to the research, a company must carry a more modern and unique brand image to engage and attract newer customers and enhance customer loyalty efforts. Many companies also develop unique benefits to retain the engaged user base, quickly raising their customer satisfaction levels.

H5: There is a significant relationship between product quality and brand image.

H6: There is a significant relationship between brand image and brand switching.

Brand Image Mediates the Relation between Product Quality and Brand Switching

Another variable that strengthens brand loyalty is brand credibility, which includes the brand's image. The customer will never be brand loyal, if the brand's credibility is wrong, and this image is in the customer's mind. There is a combination of multi characteristics, including the reliability of advertised benefits, especially in terms of truthfulness, delivering good quality, claim justification and trust spreading. Brand credibility also contains the three primary terms important for the brand; expertise, good presentation and trustworthiness (Zolfagharian et al., 2017). Market share and another essential variable, the brand-customer relationship, are based on brand credibility. The signalling theory of a brand includes the elements of brand equality and customer loyalty for a more extended period. Brand credibility also impacts the manufacturers in building customer satisfaction and motivating the relationship gradually. Brand credibility assists customer satisfaction to become more vital for the long-run.

Brand credibility also gives rise to risk maximization and an approach to deal with the customers and satisfy the brand specifications (Hanifati & Salehudin, 2021) This helps reduce the perceived risks and increase customer satisfaction.

The brand is subdivided into two essential dimensions: behavioural and attitudinal, and these two unique attributes measure brand loyalty. Loyalty is the repurchasing of products, and attitudinal loyalty includes the consumer's commitment and feelings towards the brand. It has been said that brand credibility is positively related to customer loyalty. However, if the brand credibility is not favourable, it means that the brand is going to lose customer loyalty as well.

Product quality has a very positive impact on brand loyalty, especially regarding the brand's sustainability. On the other end, brand switching occurs due to decreased brand loyalty and credibility. Brand switching will decrease the customer's willingness to purchase from the same brand, increasing the willingness to purchase from the alternative brands. Research shows that there were many examples when the customers were pleased with the brand; however, due to some reasons, the brand lost its credibility. The customers switched to the other brands or categories of the competitors (Woodham et al., 2017). The primary variable that plays a role is the brand image that helps customers in decisions-making (Woodham et al., 2017). Recently, studies have been conducted on the mediating role of the brand image between product quality and brand switching (Abdelwahab et al., 2022; Sowunmi et al., 2022; Wang & Xiao, 2022). Various credible research papers have also explored brand image as a mediator in this context (Helmi et al., 2022; Saraswati & Giantari, 2022).

H7: The brand image mediates the relationship between product quality and brand switching.

METHODOLOGY

We skimmed the existing literature for an appropriate data collection tool and learnt that the questionnaire developed by Clemes et al. (2008), was adequate for our study. The questionnaire is bifurcated into two parts: the first part includes questions regarding the participants' profiles; the second part contained thirty items about the functions and features of the product and other factors that could influence the switching behaviour of the customers (depicted in terms of decision and purpose in our research article). On a 5-point Likert-type scale, participants were asked to express their dissatisfaction or approval of these items. The sampling technique was non-probability, convenient sampling, and the sample size was determined by the item response theory, i.e., multiplying the total number of items by ten (Nunnally, 1978). Our items were 30. Hence the total sample size for our study was 300.

The unit of analysis was the individuals. The participants were consumers of different top tier consumer brands, including fast-moving consumer goods.
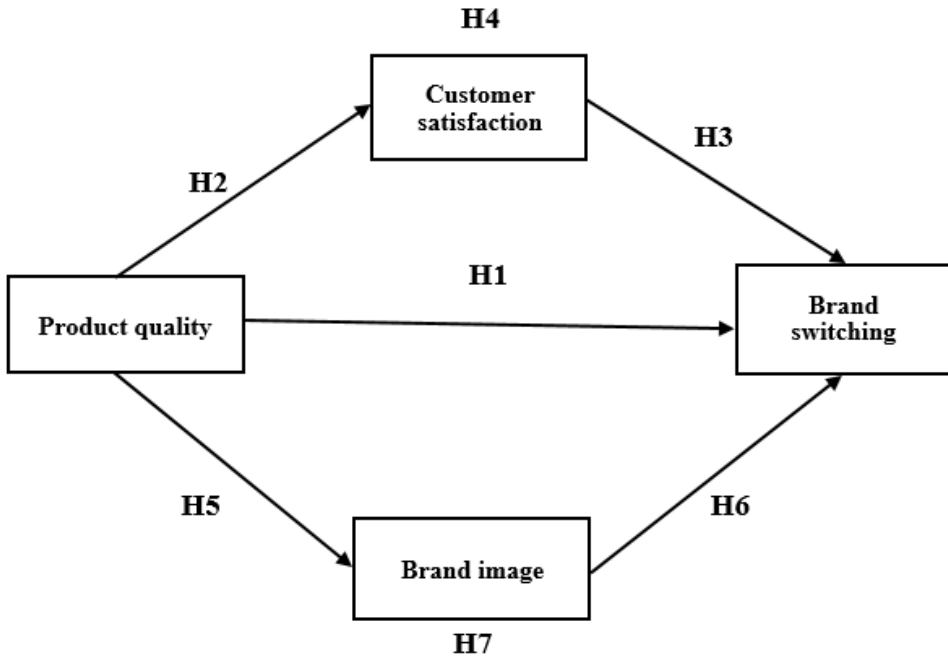
Figure 1: *Theoretical Framework.*

The respondents were screened using the criteria, if they had used any fast-moving consumer brands in the past two weeks; these includeds various daily use products and grocery items. Google Forms was used to create the questionnaires and gather data. The researcher's extent of interference was minimal, and study setting was non-contrived as there was no intervention from the researcher. The time horizon was cross-sectional, since the research was conducted at one point. The sample size was calculated using principles from the item response theory.

The research data collection and analysis procedure followed three main steps. Firstly, data collection was initiated by sending customer questionnaires online using convenience sampling. In the second step, the collected data were analyzed through SPSS software using process Macro by Hayes Double Mediation Model 4. Lastly, the interpretations and findings were presented based on demographics, correlation, reliability and regression analysis.

Operational definitions and measurement of the variables

All the constructs are measured on 5-point Likert scale. The operational definition and sources of scales are given below:

Brand switching

Brand switching is described as the process in which consumers switch from the use of one product to another of the same category due to unsatisfactory levels and falling quality of the product (Kumar & Menon, 2017). Brand switching is measured by 8 items adopted from Van Trijp et al. (1996); Wind (1978). A sample item includes "Staying with the same brand we are buying from is preferred".

Product Quality

This construct can be defined as a customer's general judgment regarding how a product performs based on the expectations held by the consumers and the product's actual performance (Edward & Sahadev, 2011). Product Quality is measured on a 5-point Likert scale with 7 items from the study of Carroll and Ahuvia (2006). A sample item is "I believe this brand is of high quality".

Customer satisfaction

Customer satisfaction can be defined as a consumer's response to an evaluation of their consumption compared to their expectations (Liang et al., 2013). The eight items have been derived from Aurier and N'Goala (2010), whereby a sample item is "My brand meets my expectations".

Brand image

It is how consumers develop a favorable or unfavorable image of the brand, based on their experience (I Lee et al., 2014). The 7 items for Brand image have been derived from the research of Jumiati and Suki (2015). A sample item is "This particular product/brand has a clean image".

RESULTS

Demographics

Presents an overview of the demographics of the study respondents:

Table 1.
Demographic Results.

	Number	Percentage
Male	80	27%
Female	220	73%
15-24 years	112	37.4%
25-34 years	85	28.3%
35-44 years	72	24%
45-54 years	31	10.3%
Intermediate	19	6%
Bachelors	176	59%
Masters	94	31%
PhD	11	4%

Reliability

Table 2.
Reliability

Variable	Items	Alpha
Brand Image	7	.89
Customer Satisfaction	8	.92
Product Quality	7	.76
Brand Switching	8	.83

The Table 2 portrays that all four variables; Consumer Satisfaction, Product Quality, Brand switching, and Brand image all have Chronbach's Alpha values above 0.69; hence, all the variables are reliable.

Correlation matrix

Table 3.
Correlation Matrix

	Variable	BI	BS	PQ	CS
1	Brand Image	1			
2	Brand Switching	-.761**	1		
3	Product Quality	.668**	-.623**	1	
4	Customer Satisfaction	.603**	-.780**	.723**	1

*Note: * p < 0.05; ** p<0.01, and ** depicts significance.*

The results of the correlation analysis are indicating the presence of a strong positive correlation between brand image and brand switching (r= -.761, p<0.05) which indicates brand switching will decrease when brand image increases. The correlation between product quality and brand image is moderate positive (r=0.668, *p*<0.05), which indicates brand image will increase when product quality increases. There is a strong positive correlation between customer satisfaction and brand image (r=0.603, *p*<0.05), which shows satisfaction of the customer will be enhanced when brand image increases.

The correlation between product quality and Brand switching is moderate and negative(r=-0.623, *p*<0.05), which indicates when product quality decreases, brand switching will also increase.   The correlation between consumer satisfaction and brand switching is strong and negative (r= -0.780, *p*<0.05) which shows that when customer satisfaction decreases, then brand switching also increases. The correlation between customer satisfaction and product quality is moderate and positive (r=0.723, *p*<0.05) which shows that when product quality increases then customer satisfaction also increases.

ANALYSIS THROUGH PROCESS MACRO BY HAYES

Process Macro results for Hypotheses 1, 2, 3 and 4

Hypothesis 1: Product Quality→Brand Switching

In Table 4 *p*= 0<0.05 indicates the significant relationship between product quality and BS. The results show an interaction value of ULCI (-0.403) and LLCI (-.198), and since both values are negative, both the variables have negative relation. Furthermore, the coefficient value of -0.40 shows the variance in BS due to change in PQ, i.e., one unit increase in PQ results in 0.40 unit decrease in BS. Thus, first hypothesis is supported which states that there is a significant relation between PQ and BS.

Hypothesis 2: Product Quality→Customer Satisfaction

In Table 4 *p*=0.000<0.05 indicates the significant relationship between PQ and CS. Hypothesis 2 (product quality is positively related to CS) is supported, with results showing both positive values of upper and lower confidence intervals; LLCI (-0.198) and ULCI (-0.403). The value of R is also acceptable depicting the correlation at 0.80. It substantiates a strong positive relation between PQ and CS. The value of R square is 62.2%, which shows that the amount of variation in CS, due to Product Quality, is 62.2%. The value of f (F=231.033) and p-value of 0.0 shows the goodness of fit of the model. The findings hence, supported the 2nd hypothesis.

Table 4.

Process Macro results for Hypotheses 1, 2, 3 and 4

Outcome variable: CS Model Summary						
R	R2	MSE	F	df1	df2	p-value
0.87	0.622	0.354	231.033	1.000	228	.000
Model						
	coeff	SE	t-value	p-value	LLCI	ULCI
Constant	0.748	0.168	4.452	.000	0.314	0.98
PQ	0.818	0.045	18.194	.000	0.718	0.89
Covariance matrix of regression parameter estimates:						
Outcome variable: BS						
Model Summary						
R	R2	MSE	F	df1	df2	p-value
-0.735	0.698	0.195	281.211	2.000	227	.000
Model						
	coeff	SE	t-value	p-value	LLCI	ULCI
Constant	0.82	0.13	6.309	.000	0.564	1.077
PQ	-0.4	0.052	7.666	.000	-0.198	-0.403
CB	-0.387	0.049	.7.882	.000	-0.291	-0.484
Direct Effect of X on Y						
	Effect	SE	t-value	p-value	LLCI	ULCI
	0.4	0.052	7.666	.000	-0.198	-0.403
Indirect effect(s) of X on Y:						
	Effect	BootSe	BootLLCI	BootULCI		
CS	0.317	0.048	-0.125	-0.317		

Y: Brand Switching; X:Product quality; M: Customer satisfaction; Sample size: 220; and Level of confidence: 95.0000

Hypothesis 3: Customer Satisfaction→Brand Switching

p=0.000 < 0.05 shows the significant relationship between CS and BS. Hypothesis 3 (CS is significantly related to BS is supported, with results showing an interaction value of ULCI (-0.403) and LLCI (-0.198); hence, the negative values shows the negative relation exist between the variables and since both values are negative, the negative relation exist in between the variable. This means, if one variable increase the other variable decreases. Moreover, the coefficient value of -0.618 indicates a negative and i.e. one unit increase in CS results in a decrease of BS by 0.618.

The value of R depicts that the relation is 0.60 between customer satisfaction and brand switching. The value of R square is 62.2%, which shows that the amount of

variation in brand switching, due to customer satisfaction, is 0.622, which shows if the CS increases by one unit then brand switching will decrease by 0.62 units. The value of f (F=231.033) and *p*-value (0.000) is less than 0.05, supports the fitness of the model. The findings supported the 3rd hypothesis, which states there is a significant relation between CS and BS.

Hypothesis 4: Product Quality→Customer Satisfaction→Brand Switching

The findings of Hayes model 4 report the indirect (M) and direct (X) effect of variables on a dependent variable (Y). Product Quality is the independent variable, brand switching is the dependent variable, and customer satisfaction is the mediator. The number of participants (n) is 220. The bootstrap value is 1000, with a 95% confidence interval. The values of Boot UCLI (-0.317) and Boot LLCI (-0.125) indicate that the indirect influence of quality on brand switching with the mediation of CS is negative because both values are also negative. The R is -0.735, which proves a strong negative correlation. The value of R square is 69.8% which is acceptable. These findings support our fourth hypothesis.

Process Macro results for Hypotheses 5, 6, and 7

Hypothesis 5: Product Quality→Brand Image

p=0<0.05 shows a significant relationship between PQ and BI. The value of R shows the correlation between the variables; here, 'R' is 0.517, which means there is a positive, moderate relation between product quality and brand image. The value of R square is 32.1%, which shows that the amount of variation in brand image due to product quality is 32.1%.

The results show an interaction value of ULCI (-0.609) and LLCI (-0.425), and since both values are positive, a positive relationship exists between the variables. This means if one variable increases, the other variable also increases. The hypothesis is supported, which states a significant relation between PQ and BI. Furthermore, the coefficient value of 0.517 show variances in BI due to changes in PQ i.e. one unit increase in PQ results in a 0.517 unit increase in BI. The value of f (F=130.122) and p-value (0.000) is less than alpha (0.05), showing that the model is well fitted. The findings supported the 5th hypothesis, which states a significant positive relation between PQ and BI.

Hypothesis 6: Brand Image→Brand Switching

p=0.000<0.05 depicts significance which is further supported by the confidence intervals; both being negative show a negative but significant relationship

Table 5.
Process Macro results (H5, H6 & H7)

Outcome variable: BI Model Summary						
R	R2	MSE	F	df1	df2	p-value
0.517	0.321	0.296	130.122	1.000	228	.000
Model						
	coeff	SE	t-value	p-value	LLCI	ULCI
Constant	1.613	0.154	10.496	.000	1.21	1.516
PQ	0.487	0.041	11.837	.000	0.406	0.568
Outcome variable: BS						
Model Summary						
R	R2	MSE	F	df1	df2	p-value
-0.777	0.535	0.236	187.228	2.000	227	.000
Model						
	coeff	SE	t-value	p-value	LLCI	ULCI
Constant	0.778	0.167	4.66	.000	0.489	1.107
PQ	-0.617	0.047	13.24	.000	-0.425	-0.609
BI	-0.206	0.059	3.482	0.001	-0.089	-0.322
Direct Effect of X on Y						
	Effect	SE	t-value	p-value	LLCI	ULCI
	0.517	0.047	13.24	.000	-0.425	-0.609
Indirect effect(s) of X on Y:						
	Effect	BootSe	BootLLCI	BootULCI		
BI	0.1	0.03	-0.034	-0.259		

Y: Brand Switching; X : Product Quality; M: Brand Image; Sample size: 220; level of confidence for all confidence intervals in output: 95.0000; and number of bootstrap samples for percentile bootstrap confidenceintervals: 1000.

between the variables. This means if one variable increases, the other variable decreases. The coefficient value of -0.617 shows a negative relation between BI and BS, i.e. one unit increase in BI results in a 0.617 unit decrease in BS. The 6th hypothesis is supported, which states that there is a significant relationship between BI and BS.

Hypothesis 7: Product Quality→Brand Image→Brand Switching

The findings of Hayes model 4 report the indirect (M) and direct (X) effect of variables on a dependent variable (Y). Brand image is the independent variable, brand switching is the dependent variable, and customer satisfaction is the mediator. The number of participants (n) is 220, and the bootstrap value is 1000,

with a 95% confidence interval.

The values of Boot UCLI (-.034) and Boot LLCI (-0.259) indicate that the indirect influence of product quality (X) on brand switching (Y) through the mediation of brand image is negative as both values are negative. The value of R depicts that the relationship between brand switching and other variables is -0.777, which means there is a strong, negative correlation between the variables. The value of R square is 53.5%, which is acceptable. The $p=0<0.05$ shows a significant relationship between the variables. The value of F (F=187.228) and p=0.000 show that the model is well fitted. Hence, our 7th hypothesis is also supported.

DISCUSSION

The first hypothesis of our study, H_1 proposes that product quality significantly correlates with brand switching. The beta coefficient ($\beta1$) -0.30 shows a negative relationship between product quality and customer satisfaction. The p value is 0.000, which is less than alpha (0.05), so it is concluded that the relationship between product quality and brand switching is significant, so we accept H_1.

The second hypothesis proposes that product quality positively correlates with customer satisfaction. The beta coefficient (β_2) of the value 0.818 shows a positive relationship between product quality and customer satisfaction, since the p-value is less than alpha i.e 0.000<0.05. So, the relationship is significant. Hence, we accept H_2. The third hypothesis proposes that customer satisfaction significantly correlates with brand image. The beta coefficient (β_3) of the value 0.60 shows a significant relationship between brand image and customer satisfaction. Since, the p-value is less then alpha i.e 0.000<0.05. So, the relationship is significant hence, we accept H3.

The fourth hypotheses statement proposes customer satisfaction mediates the relationship between product quality and brand switching. The beta coefficient (β_3) of the value -0.735 shows a strong negative relationship. Since the p-value is less then alpha, i.e 0.000<0.05. So, the relationship is significant hence, we accept H_4. The fifth hypotheses statement proposes a significant relationship between product quality and brand image. The beta coefficient (β_3) of the value 0.517 shows a positive, moderate relationship between product quality and brand image. Since the p-value is less then alpha i.e 0.000<0.05. So, the relationship is significant hence, we accept H3.

The sixth hypotheses statement proposes a significant relationship between brand image and brand switching. The beta coefficient (β_3) of the value -0.617 shows a negative relationship between brand switching and brand image, since the p-value is less then alpha i.e 0.000<0.05. So, the relationship is significant; hence, we accept H_6. The seventh hypotheses statement proposes that the brand

image mediates the relation between product quality and brand switching. The beta coefficient (β_3) of the value -0.777 shows a strong negative relationship between brand switching and brand image since the p-value is less than alpha i.e 0.000<0.05, the relationship is significant; hence, we accept H7.

This research complements the existing research on brand switching (Amani, 2022; Dung et al., 2022; Erdogan et al., 2022; Gong et al., 2022; Park & Yoon, 2022). In addition, similar findings were witnessed in prior credible research on customer satisfaction (Crick et al., 2022; Darko & Liang, 2022; Khan et al., 2022; Novitasari et al., 2022). However, it is also noteworthy to mention that previous research articles on this specific framework focused on the telecommunication and smartphone sector (Grigoriou et al., 2018; Hanifati & Salehudin, 2021; Wong et al., 2018) while our study is the first application of these study variables on the fast-moving consumer goods industry. In addition, our study also adds to the literature on the topic of fast-moving consumer goods (Naim, 2022). Furthermore, the findings of this paper complement studies on the variables of product quality (Abdelwahab et al., 2022; Sowunmi et al., 2022) as well as research papers on the subject of the brand image as a mediator (Helmi et al., 2022; Saraswati & Giantari, 2022).

CONCLUSION

The research findings provide knowledge about the productivity and usefulness of the research. The present study has significantly explored the role of the costumers' satisfaction, brand image and its impact on the brand shift. While conducting the research, the confounding variables were also considered enhancing the validity of the current research.

The present research can be used by businesses to engage consumers with multiple marketing techniques to increase the business productivity. It can also be utilized by business students to understand the current trends of consumer behaviour, and they can forecast sales effectively. In addition, it will add value to the research authorities, who try to understand the role of individuals' interests and trends of the customers and their role in the success of the business. Furthermore, it will provide feasibility and comprehension to the business and related field students to understand the market environment. This research will provide a clear and comprehensive understanding to the general masses about the business and all its significant domains. It can be used by multiple authorities to determine the impact of customer satisfaction on the growth of companies. Apart from the above, this study can also be utilized by the research analysts responsible for giving new directions to business research.

It is hereby concluded that brand satisfaction is highly related to the overall performance and quality assurance by the brand itself. The brand services, packaging, presentation and impression collectively impact the consumer satisfaction. Switching occurs when a consumer gets dissatisfied and does not find all these elements in the brand. Furthermore, the role of product quality crafts consumer expectations and forms the brand's image, significantly predicting consumer satisfaction level and brand switching behaviour. In addition, brand loyalty is formed over a long period, requiring consistent quality and continuous customer engagement.

LIMITATIONS AND FUTURE DIRECTION

The data was collected online, all the questionnaires were sent through the google forms due to Covid-19, which made it impossible to supervise and guide participants while filling the forms. Future research can be carried out, and data can be collected through multiple methods. Other than the quantitative method, qualitative method can be utilized to assess the matter from multiple dimensions. This study was about how brand Image influences brand switching, other factors can be studied such as impressions of friends, family and other close people (Hayes et al., 2018).

Retailers also play a significant role in the brand image and impact the consumers' choice, and this variable must be included in future research. Marketing and social media campaigns also influence the brand image and may be studied in the capacity of a mediator. Other studies have explored these variables in different contexts.

CONFLICT OF INTEREST STATEMENT

The authors declare no conflict of interests.

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