

## **V. CONCLUSIONS AND IMPLICATIONS**

### **A. Conclusion**

1. Dissatisfaction has a positive influence on brand switching.
2. Characteristic of product category has a positive influence on brand switching.
3. Need of variety seeking no moderates the influence of dissatisfaction on brand switching.
4. Need of variety seeking no moderates the influence of characteristics of product `category on brand switching.
5. Perceived price to another brand has a positive influence on brand switching.
6. Competitors'' promotion has a positive influence on brand switching.

### **B. Implication**

#### **1. Managerial Implication**

- a. In order to minimize its customers'' brand switching behavior, marketing manager of Samsung smartphone products needs to make priority on marketing policy to address the customer dissatisfaction. The ways can be done by optimize the system and technology of its battery, and smartphone battery also need to adapt not only in size but also in capacity and efficiency. Manager of Samsung smartphone products should always looking for ways on how improve battery

performance and durability, decrease the several risks are faced by Samsung smartphone users related to its camera and application systems in order to minimize their feel doubt, set the complaint handling system and procedure that integrated with the core business which are supported by the best services to all consumers from their purchase to post-purchase services, and so always to follow up the customers' complaints related to the problems or error of the Samsung smartphone product quickly and accurately.

- b. Because characteristics of product category has a positive influence on its customers' brand switching, marketing manager of Samsung smartphone products should be able to make a good marketing strategy about product characteristics of Samsung smartphone which can differentiate it with the smartphone products of competitors. The ways can be done by create the specific products of smartphone which cannot be imitated by competitors, and always offer the smartphone products more qualified than smartphone products of competitors.
- c. To prevent its customers from brand switching behavior, marketing manager of Samsung smartphone should be able to minimize the negative impacts of customer need of variety seeking. The ways can be done by apply the product diversification strategy through modifying existing products or adding the new product of Samsung smartphone based on price levels and target market segmentation.
- d. In order to minimize its customers' brand switching behavior, marketing manager of Samsung smartphone products should be able to

make priority on marketing policy to address the customer need of variety seeking. The ways can be done by make the various technological innovations to improve the quality and usefulness of smartphone products in accordance with the changing needs, desires and consumers' preferences.

- e. Because perceived price to another brand has a positive influence on brand switching, so marketing manager of Samsung smartphone products needs to make priority on price policy of its smartphone products offered. The ways can be done by set price of Samsung smartphone products that are cheaper than price of competitors' smartphone products with still maintain the quality and benefits of Samsung smartphone products, determine the price level of Samsung smartphone products which are competitive and in accordance with the financial capabilities of the consumer targeted.
- f. To minimize its customers' brand switching behavior, marketing manager of Samsung smartphone should be able to make the right marketing strategy to anticipate the negative impacts of its competitors' promotional programs. The ways can be done by build the brand image of "SAMSUNG", establish the intensive two-way communication with users of Samsung smartphone brand, and so always maintain and strengthen the quality of long-term marketing relationships with its customers to keep them from being influenced by the promotional programs of competitors' product or brand.

## 2. Theoretical Implication

Refers to the result limitations of this study, further research need to choose and add the number of respondents that in practically can be implemented the probability sampling method, needs to consider using the other methods of data collection, such as interview and observation. Further research also can extend the studies to incorporate the other independent variables (for example: negative word of mouth, service failure and inconvenience), mediator variables (for example: brand image and brand trust) or moderator variables (for example: gender, perceived value and switching barriers), and develop the wider object to produce the better result, more generally and objectively.