

The Influence of Consumer Dissatisfaction and Variety Seeking on Brand Switching (A Study of Tumbler Tupperware Users in Surabaya)

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ABSTRACT

This study aims to analyze the influence of consumer dissatisfaction and variety seeking on brand switching among users of Tupperware water bottles (tumblers) in Surabaya. The research method used was a quantitative approach with purposive sampling of 90 respondents who had used Tupperware and switched to another brand. Data collection was conducted via a questionnaire using a Likert scale, followed by analysis using Partial Least Squares (PLS-SEM). The results indicate that Consumer Dissatisfaction has a positive and significant effect on Brand Switching, with a coefficient of 0.338 and a p-value of 0.000. Additionally, Variety Seeking also has a positive and significant influence with a coefficient of 0.631 and a p-value of 0.000, and it is the more dominant variable in influencing Brand Switching. The research model explains 57.3% of the variation in Brand Switching.



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INTRODUCTION

The growth of the household goods industry, particularly in the market for water bottles (tumblers), reflects increasingly fierce competition as public awareness of healthy and eco-friendly lifestyles continues to rise (Meliana, 2025). This trend is driving various brands to constantly innovate in terms of design, quality, and price in order to attract consumers.

One of the brands that is quite well known in the market tumbler Tupperware, which has long had a strong image among consumers, has become increasingly popular. As technology and consumer needs evolve, the designs and functions of drinking bottles have become more diverse, weakening Tupperware's market position. Tupperware's declining performance is also evident in the Indonesian Brand Index, indicating a weakening of the brand's position in the Indonesian market (Top Brand Award, 2024). Market dynamics and changing consumer preferences have led to the phenomenon of brand switching (brand switching) which is increasing.

Table 1. Research Pre-Survey Results

No	Statement	Yes (n)	Yes (%)	No (n)	No (%)
1	Have you switched from Tupperware tumblers to another brand?	19	76%	6	24%
2	Was dissatisfaction with Tupperware one of the reasons you switched brands?	13	52%	12	48%
3	Did the desire to try other varieties or brands drive you to move away from Tupperware?	18	72%	7	28%

Source: Pra-Research Survey (2026)

This phenomenon is reinforced by pre-survey results showing that the majority of consumers have switched from Tupperware to other brands. Furthermore, dissatisfaction with the product and variety seeking are factors driving brand switching. This situation indicates that consumer loyalty to a brand is no longer stable, but rather influenced by consumption experiences and dynamic preferences.

Theoretically, companies are expected to be able to maintain consumer loyalty through consistent product quality and continuous innovation (Kotler et al., 2022). However, empirically, the reality on the ground shows that consumers tend to switch brands easily when they experience dissatisfaction or boredom with the product they're using. This gap highlights the gap between companies' expectations for customer retention and actual consumer behavior, which is increasingly flexible in making brand choices.

Previous research shows that Consumer Dissatisfaction has a positive effect on Brand Switching (Widargo & Dermawan, 2023). In addition, Variety Seeking also has a significant influence on this behavior (Ardiansyah & Wardhani, 2023). In fact, other studies have found the variable Variety Seeking as the most dominant variable in influencing Brand Switching.

However, most previous studies have focused on product categories such as smartphones, fashion, and cosmetics, while studies on household products, especially drinking bottles (tumbler) is still limited. Furthermore, no research has specifically examined Brand Switching in Tupperware products in the context of current consumer behavior changes. Therefore, this study is novel in examining the influence of Consumer Dissatisfaction and Variety Seeking on Brand Switching in Tupperware products, which is still rarely researched in the context of the Indonesian market.

Based on the description, the aim of this study is to analyze the influence of Consumer Dissatisfaction and Variety Seeking on Brand Switching from Tupperware to other brands among tumbler users in Surabaya.

LITERATURE REVIEW

Brand Switching

Brand switching is the tendency of consumers to replace the brand they use with another brand in the same product category (Solomon & Russel, 2024). Brand switching is the result of consumer dissatisfaction with a product, which causes consumers to stop buying products from one brand and switch to another brand (Mothersbaugh & Hawkins, 2020). Brand switching can also be a consumer response to certain value evaluations or situational conditions that encourage them to choose an alternative brand (Schiffman & Wisenblit Joe, 2019). Brand Switching Behavior can be measured by 3 indicators, namely a strong intention to switch to another brand, a desire to stop using it, and a decision not to use the same brand (Maulidiyah & Nurhadi, 2025).

Variety Seeking

Variety seeking is the tendency of consumers to choose different brands, which is influenced by the urge to gain new experiences, curiosity, the desire to try something unknown, or boredom with repeated use of the same brand (Solomon & Russel, 2024). Measurement of Variety Seeking is based on 3 indicators, namely the need for variety, limited product choice innovation, and perceived differences between brands (Billman et al., 2024).

The Influence of Consumer Dissatisfaction on Brand Switching

Brand switching is one response to consumer dissatisfaction. Consumer dissatisfaction arises when a product's perceived performance does not meet the consumer's initial expectations (Mothersbaugh & Hawkins, 2020). This theoretical explanation aligns with previous research findings regarding the relationship between consumer dissatisfaction and brand switching. Dissatisfaction is one of the factors that lead to brand switching behavior (At-Thariq et al., 2023).

H1: Consumer Dissatisfaction has a positive effect on Brand Switching from Tupperware to other brands among tumbler users in Surabaya.

The Influence of Variety Seeking on Brand Switching

Consumers' tendency to seek variety is one of the main reasons for brand switching behavior (Mothersbaugh & Hawkins, 2020). Previous research also shows the influence of Variety Seeking on Brand Switching. Variety Seeking is the dominant factor influencing brand switching behavior (Firdaus & Budiman, 2021).

H2: Variety Seeking has a positive effect on Brand Switching from Tupperware to other brands among tumbler users in Surabaya.

RESEARCH METHOD

This study uses a quantitative approach with an explanatory research type that aims to examine the influence of Consumer Dissatisfaction and Variety Seeking on Brand Switchin. The population in this study is users of tumbler Tupperware in Surabaya, with a sampling technique using purposive sampling, total of 90 respondents who had used the product and had switched to another brand. Data were collected through a questionnaire using a Likert scale, then analyzed using the method Partial Least Square Structural Equation Modeling (PLS-SEM) to test the validity, reliability, and relationships between variables in the research model.

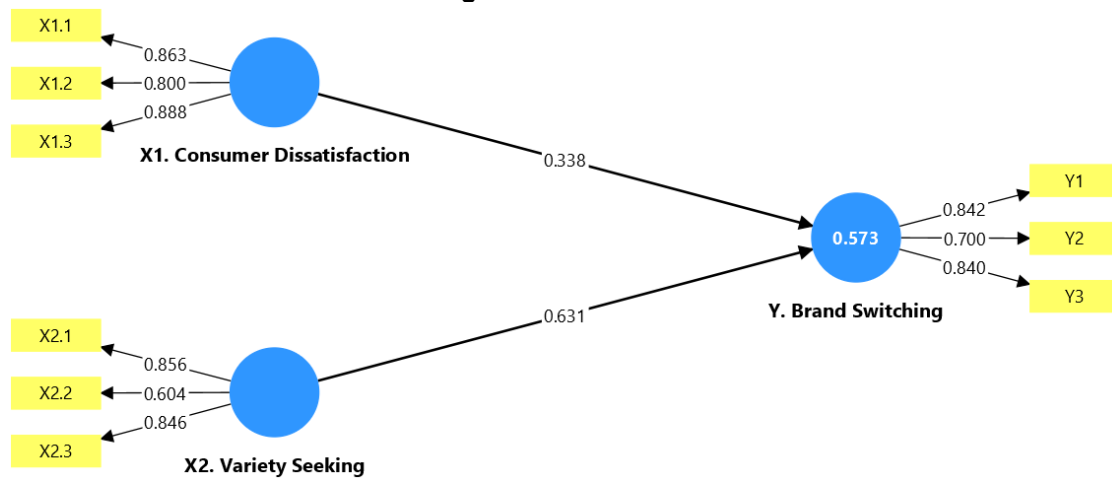
RESULTS AND DISCUSSIONS

Respondent Profile

Total responden is 90, based on gender, the majority of respondents in this study were female (63%) and male (37%). Age-wise, the proportions were balanced between Millennials and Generation Z.

Model PLS

Figure 1. PLS Model



Source: Data Processing, SmartPLS Output (2026)

Outer Model

Table 2. Outer Loading

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ((O/STDEV))
X1.1 ← X1. Consumer Dissatisfaction	0.863	0.855	0.048	18.102
X1.2 ← X1. Consumer Dissatisfaction	0.800	0.786	0.073	11.030
X1.3 ← X1. Consumer Dissatisfaction	0.888	0.891	0.025	35.693
X2.1 ← X2. Variety Seeking	0.856	0.853	0.044	19.339
X2.2 ← X2. Variety Seeking	0.604	0.593	0.115	5.263
X2.3 ← X2. Variety Seeking	0.846	0.843	0.042	20.245
Y1 ← Y. Brand Switching	0.842	0.840	0.038	22.174
Y2 ← Y. Brand Switching	0.700	0.696	0.066	10.582
Y3 ← Y. Brand Switching	0.840	0.841	0.034	24.809

Source: Data Processing, SmartPLS Output (2026)

The indicator meets convergent validity if the factor loading ≥ 0.70 , but 0.60–0.70 is still acceptable (Hair et al., 2019). Based on Table 2, all indicators in variables X1 and Y are ≥ 0.70 , while X2 has a value of 0.60, which is still acceptable. Furthermore, a T-Statistic value of > 1.96 indicates that significance has been met, so all indicators are valid.

Table 3. Average Variance Extracted (AVE)

	AVE
X1. Consumer Dissatisfaction	0,725
X2. Variety Seeking	0,604
Y. Brand Switching	0,634

Source: Data Processing, SmartPLS Output (2026)

The results of the AVE test show that the variables Consumer Dissatisfaction (X1), Variety Seeking (X2), and Brand Switching (Y) have an AVE value of more than 0.50, so all variables can be declared valid.

Table 4. Composite Reliability

	Composite reliability (rho_c)
X1. Consumer Dissatisfaction	0,888
X2. Variety Seeking	0,817
Y. Brand Switching	0,838

Source: Data Processing, SmartPLS Output (2026)

The results of the reliability test show that the variables Consumer Dissatisfaction (X1), Variety Seeking (X2), and Brand Switching (Y) have a value Composite Reliability above 0.70, it can be concluded that all variables in this study are reliable.

Inner Model

Table 5. R-Square

	R-square
Y. Brand Switching	0,573

Source: Data Processing, SmartPLS Output (2026)

The R-Square results show the value R-Square is 0.573, this can be interpreted that 57.3% of the Brand Switching phenomenon can be explained by Consumer Dissatisfaction and Variety Seeking, the remaining 42.7% is explained by other variables outside this study (besides Consumer Dissatisfaction and Variety Seeking). The value of 0.573 is above 0.50 so it is included in the moderate model category.

Hypothesis Test

Table 6. Path Coefficients

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
X1. Consumer Dissatisfaction → Y. Brand Switching	0,338	0,342	0,077	4,396	0,000
X2. Variety Seeking → Y. Brand Switching	0,631	0,634	0,064	9,908	0,000

Source: Data Processing, SmartPLS Output (2026)

The results of hypothesis test can produce the following conclusions:

H1: Consumer Dissatisfaction has a positive effect on Brand Switching from Tupperware to other brands among tumbler users in Surabaya (**accepted**). The results of the analysis show a T-Statistic value of $4.396 > 1.96$ (T-table value of $Z_{\alpha} = 0.05$), or a P-value of $0.000 < 0.05$ and an original sample value of 0.338 with positive results, so it is proven that Consumer Dissatisfaction has a positive effect on Brand Switching.

H2: Variety Seeking has a positive effect on Brand Switching from Tupperware to other brands among tumbler users in Surabaya (**accepted**). The analysis results show a T-Statistic value of $9.908 > 1.96$ (T-table value of $Z_{\alpha} = 0.05$), or a P-value of $0.000 < 0.05$ and an original sample value of 0.631 with a positive result, so it is proven that Variety Seeking has a positive effect on Brand Switching.

Discussion

The Influence of Consumer Dissatisfaction on Brand Switching Behavior

Based on the results of the hypothesis test, it is known that the hypothesis stating that the Consumer Dissatisfaction variable has a positive effect on Brand Switching from Tupperware to other brands among tumbler users in Surabaya is accepted. These results indicate that the higher the level of dissatisfaction felt by consumers towards Tupperware tumbler products, the greater the tendency of consumers to switch to other brands.

Consumer dissatisfaction can arise from a gap between expectations and perceived product performance. When a product fails to meet consumer expectations, consumers tend to seek alternative products that are perceived as better able to meet their needs and desires. In this study, dissatisfied tumbler consumers with Tupperware were more open to trying and switching to other brands that offered better value.

The indicator with the highest loading factor value of the Consumer Dissatisfaction is negative experience, which indicates that bad experiences experienced by consumers are the dominant factor in forming dissatisfaction with Tupperware tumblers. This negative experience is related to the product's durability, which is not commensurate with its relatively high price. This is reflected in consumer experiences, such as bottles that develop cracks within a few months of use, bottle caps that quickly loosen, causing leaks during use, and plastic materials that change color or produce odors after repeated use. Furthermore, negative experiences can also originate from non-product aspects, such as unsatisfactory service, a warranty claim process that is considered complicated, and limited product availability. These various experiences can cause discomfort and disappointment for consumers, thereby reinforcing negative perceptions of the brand. When consumers have an unpleasant experience, their perception of the brand will decline and trigger a re-evaluation of their purchasing decisions, making it easier to find alternative brands.

The positive influence of Consumer Dissatisfaction on Brand Switching is in line with consumer behavior theory, Mothersbaugh & Hawkins (2020) stated that brand switching is one form of response to consumer dissatisfaction. The results of this study agree with previous research conducted by At-Thariq et al. (2023) and Sunardi et al. (2023) showed that Consumer Dissatisfaction has a positive and significant effect on Brand Switching.

The Influence of Variety Seeking on Brand Switching

Based on the results of the hypothesis test, it is known that the hypothesis stating that the Variety Seeking has a positive effect on Brand Switching from Tupperware to other brands among tumbler users in Surabaya is accepted. This result indicates that the higher the level of consumer need for variety, the greater the tendency of consumers to switch from the Tupperware brand to other brands.

Variety Seeking is a consumer's tendency to try new things to avoid boredom with the same product over and over again. This suggests that brand switching behavior can be driven by consumers' personal drive to gain new experiences.

The indicator with the highest factor loading value of Variety Seeking is the need for variety, which indicates that consumers' desire to gain new experiences is a major factor in driving brand switching behavior. This drive arises from consumers' tendency to avoid boredom due to repeated use of the same product, so consumers actively seek alternative brands that offer differences. This condition is further strengthened by the large selection of tumbler brands that offer diverse innovations and more competitive prices, so that consumers have a great opportunity to try other alternatives. Furthermore,



the development of lifestyle trends and dynamic consumer preferences also strengthen the influence of Variety Seeking on Brand Switching. Tumbler consumers often consider aesthetic aspects, trends, and self-identity in choosing a product. Therefore, the desire to appear different or follow a certain trend encourages consumers to always try alternative brands that are considered more in line with their current preferences.

The positive influence between Variety Seeking on Brand Switching is in line with consumer behavior theory, (Mothersbaugh & Hawkins, 2020) stated that consumers' tendency to seek variety is one of the main reasons for brand switching behavior. The results of this study agree with previous research conducted by Firdaus & Budiman (2021) and Biilman et al. (2024) which stated that Variety Seeking has a positive and significant effect on Brand Switching.

CONCLUSION

This study concludes that Consumer Dissatisfaction and Variety Seeking have a positive and significant influence on Brand Switching among Tupperware tumbler users in Surabaya, with the Variety Seeking being the more dominant factor. These results indicate that brand switching behavior is not only caused by dissatisfaction, but also by consumers' desire to try new products. The implication of this study is that companies need to improve product quality while continuously innovating to maintain consumer loyalty. Furthermore, further research is recommended to add other variables such as price, brand image, or product quality to provide a more comprehensive understanding of brand switching behavior.

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