

Packaging, Ingredient Branding, And Price As Determinants Of Consumer Brand Switching Intention: A Systematic Literature Review On Jhs Iodized Salt

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Abstract

Brand switching intention represents a critical retention challenge in the Fast-Moving Consumer Goods (FMCG) sector, particularly for commodity products characterized by high substitutability and minimal intrinsic differentiation. This study employs empirical evidence on the roles of packaging, ingredient branding, and price in shaping consumer brand switching intention, with contextual application to JHS Iodized Salt a domestic Indonesian salt brand facing competitive pressure from local and national competitors. Following screening of peer-reviewed publications from 2020 to 2025, twelve articles meeting rigorous inclusion criteria were selected for critical synthesis. Findings consistently demonstrate that packaging quality and informational content, alongside credible ingredient branding strategies, function as protective (negative) antecedents of switching intention by enhancing perceived functional quality, brand association, and consumer trust. Conversely, perceived price unfairness operates as the primary push factor that accelerates switching intention, particularly in traditional market ecosystems where price sensitivity is highest. Critically, the protective effects of packaging and ingredient branding are found to partially attenuate price-induced switching, suggesting a moderating interaction among variables. These findings generate three testable hypotheses and a conceptual framework for future empirical investigation in the Indonesian salt commodity market. Theoretical contributions to the Push-Pull-Mooring (PPM) model and brand switching literature are discussed, alongside practical implications for packaging strategy, nutritional branding, and competitive pricing policy.

Keywords: Packaging; Ingredient Branding; Price; Brand Switching Intention; JHS Salt; FMCG; Literature Review

INTRODUCTION

Customer retention is a foundational pillar of long-term business viability in the Fast-Moving Consumer Goods (FMCG) sector. The financial cost of acquiring new customers substantially exceeds the investment required to retain existing ones, making brand switching intention strategically critical. In commodity product categories, where intrinsic product differentiation is inherently limited, the risk of consumer brand migration is structurally elevated. JHS Iodized Salt operates within precisely this challenging competitive environment. As a domestic salt brand competing in a market saturated with functionally interchangeable substitutes from local and national producers, JHS faces persistent consumer migration driven by perceptions of price, product presentation, and nutritional credibility. Indonesia's salt market is further characterized by dual-channel distribution modern retail and traditional markets with the latter segment exhibiting the highest price sensitivity and lowest brand loyalty. Understanding the determinants of switching intention in this context is therefore both theoretically significant and practically urgent.

Three marketing mix variables are theoretically central to brand switching dynamics in FMCG commodity markets. First, packaging serves as the primary passive marketing communication tool at the point of sale, transmitting product identity, hygienic assurance, and nutritional information in the absence of personal selling (Kotler and Keller, 2021). Second, ingredient branding a strategic communication approach that explicitly highlights the identity and quality of a product's key components offers a differentiation pathway in commoditized markets by reducing nutritional information asymmetry and building trust (Panwar & Khan, 2020). Third, price, as the sole revenue-generating element of the marketing mix, directly

mediates the consumer's perceived financial sacrifice and value exchange, functioning as the most elastic driver of switching behavior in commodity contexts (Kotler et al., 2022)

Empirical evidence underscores the critical need to examine consumer switching behaviors and price sensitivity within Indonesian traditional commodity markets. (Moqoddas et al., 2020) demonstrated that domestic salt prices in Indonesia showed significant volatility between 2010–2018, with imported salt prices, production volume, and consumption levels significantly affecting price fluctuations ($p < 0.05$), while market instability in salt commodities creates consumer vulnerability to price-driven switching decisions. Furthermore, the inadequacy of conventional packaging compounds product quality risks; (Lestari et al., 2022) highlighted that salt producers in Aceh Timur still rely on traditional packaging methods lacking hygienic innovation, resulting in reduced product shelf life and diminished consumer trust, which directly undermines brand competitiveness. Finally, brand switching dynamics are strongly shaped by external information cues. (Andi Ardiansyah, 2024) confirmed that price and product quality jointly explain 61.1% of purchase decision variance in supermarket FMCG segments, with product quality exerting a greater influence than price, indicating that quality cues can override price-driven switching intentions in volatile commodity markets. Additionally, as noted by (Kim & Jindabot, 2021), a systematic understanding of switching determinants is an essential prerequisite for formulating defensive marketing and customer retention strategies across changing retail landscapes.

Despite the individual richness of literature on these variables, an integrated and systematic synthesis of their joint influence on brand switching intention in the Indonesian salt commodity market remains absent. This gap is particularly consequential given the structural characteristics of the JHS market context. This study addresses this gap by systematically synthesizing contemporary peer-reviewed empirical studies published between 2020 and 2025. The study produces three testable hypotheses and a conceptual framework to guide subsequent primary research. The findings offer actionable implications for JHS's product and marketing strategy, and contribute to the broader brand switching and consumer behavior literature.

Brand Switching Intention

Brand switching intention is conceptualized as the cognitive predisposition of a consumer to discontinue patronage of a current brand and transfer consumption to an alternative provider in the near future (Kotler et al., 2022). It is distinguished from actual switching behavior by its status as an intentional antecedent a measurable psychological state preceding behavioral action. In the brand management literature, switching intention is typically operationalized within the Push-Pull-Mooring (PPM) framework (Hamdani et al., 2025), which disaggregates switching antecedents into: push factors (internal dissatisfaction with the current brand), pull factors (perceived attractiveness of competing alternatives), and mooring factors (inertia, habit, and switching barriers that moderate action). (Hanifati, 2020) establishes that non-competitive pricing, in combination with insufficient perceived quality, radically escalates brand switching intention. Collectively, these studies position switching intention as a multi-determined construct susceptible to the integrated effects of packaging, ingredient communication, and price signals.

Packaging

Packaging encompasses all activities involved in designing and producing the container or wrapper of a product, functioning simultaneously as physical protector, communication vehicle, and brand identity carrier (Kotler and Keller, 2021). In the FMCG context, packaging is particularly consequential at the point of sale, where consumers make rapid, low-involvement decisions with limited access to supplementary information. Effective packaging communicates ingredient composition, expiration dates, certifications, and quality signals that collectively reduce consumer uncertainty. (Wijaya & Annisa, 2020) empirically demonstrate that packaging information exerts a direct positive influence on purchase decisions by generating psychological safety and credibility perceptions. (Mensah et al., 2022), in a quantitative study of over-the-

counter products, establish that packaging quality significantly strengthens brand association and perceived loyalty, creating a psychological barrier to brand switching.

Ingredient Branding

Ingredient branding is an advanced marketing strategy through which the brand identity of a raw material, active component, or proprietary ingredient is explicitly communicated on the final product's packaging (Panwar & Khan, 2020). This strategy is particularly effective in commoditized markets, where it transforms consumer perception of a generic product into a differentiated, premium offering by reducing nutritional and quality information asymmetry. For iodized salt, ingredient branding takes the form of prominently communicating iodine content, purity certification, and quality standards directly on the packaging surface. (Panwar & Khan, 2020)) theorize that ingredient branding creates differentiation advantages particularly suited to high-competition commodity contexts, enabling producers to command premium positioning through ingredient transparency. (Andrew Budiman, 2025) demonstrates empirically that product ingredient information on packaging functions as a satisfaction-forming stimulus, driving repurchase intention. (Ali, 2025) confirms that ingredient quality assurance mediates the relationship between brand trust and loyalty, suggesting that when consumers are confident in ingredient credibility, their psychological switching barriers are significantly strengthened.

Price

Price is the sole revenue-generating element of the marketing mix and the most direct expression of the consumer's perceived financial sacrifice relative to product value (Kotler et al., 2022). In commodity product categories characterized by high substitutability and minimal intrinsic differentiation, price perception operates as the most elastic and immediate driver of switching behavior. Consumer sensitivity to price is particularly pronounced in traditional market channels the primary distribution pathway for JHS where comparison shopping is facilitated by spatial proximity of competing brands. (Abdul et al., 2022) confirm through regression analysis that price significantly influences both initial purchase intention and final purchasing decisions. (Hamdani et al., 2025), using the PPM-TPB integrated framework, identify price unfairness as the dominant push factor in the switching intention model. Critically, (Hanum et al., 2025) establish that price sensitivity can be attenuated when consumers perceive superior product quality, suggesting that effective packaging and ingredient branding strategies may moderate the adverse effect of price on switching intention.

H	Predictor	Proposed Relationship	Direction
H ₁	Packaging (X ₁)	Packaging quality and informativeness reduce consumer switching intention by building brand association and perceived quality	Negative (Protective)
H ₂	Ingredient Branding (X ₂)	Ingredient branding transparency reduces switching intention by elevating trust and perceived functional superiority	Negative (Protective)
H ₃	Price (X ₃)	Perceived price unfairness accelerates switching intention, particularly in high-substitutability commodity markets	Positive (Push Factor)

RESEARCH METHODS

Literature Search Protocol

This study executed a comprehensive literature search across four academic databases: Google Scholar, Sinta (Science and Technology Index), Semantic Scholar, and ResearchGate. Search queries were constructed using Boolean operators combining the following primary terms: "brand switching intention," "packaging consumer behavior," "ingredient branding," "price sensitivity FMCG," "switching intention salt," and "consumer loyalty commodity." The search was temporally bounded to publications from January 2020 to December 2025, ensuring contemporary empirical relevance.

Inclusion and Exclusion Criteria

Article selection followed structured inclusion and exclusion criteria as presented in Table 2. Initial screening was conducted at the title and abstract level; full-text evaluation was subsequently applied to all candidate articles passing initial screening. While purely qualitative studies were excluded to preserve conceptual generalizability, mixed-methods studies were explicitly retained provided they contained a rigorous, generalizable quantitative component evaluating the target marketing variables.

Inclusion Criteria	Exclusion Criteria
Published in peer-reviewed journals (2020–2025)	Opinion articles, editorials, or non-peer-reviewed sources
Empirical or structured literature review focus on packaging, ingredient branding, price, or switching intention	Articles with no measurable variable related to consumer brand behavior
Quantitative methods (SPSS, SEM-PLS, regression) or structured SLR	Qualitative-only studies without quantitative generalizability
Published in Indonesian or international journals indexed in Sinta, Scopus, or Google Scholar	Duplicate publications or articles without accessible full text
Consumer goods or FMCG product context	Studies focused exclusively on service industries unrelated to FMCG

Data Extraction and Synthesis

From an initial pool of 47 candidate articles identified through database searches, 12 articles met all inclusion. Data extraction from included articles captured: author(s), publication year, research context, methodology, key variables, statistical findings, and relevance to study hypotheses. Synthesis was conducted through critical thematic analysis, grouping findings by their directional relationship (protective or push-factor) with brand switching intention.

RESULTS AND DISCUSSION

Results

The systematic screening process yielded 12 articles meeting all rigorous methodological benchmarks. Table 3 presents an overview of these included studies, organized by variable focus, methodology, key findings, and their respective hypothesis relevance.

Author (Year)	Variable Focus	Method	Key Finding	Relevance to H
(Apriliani et al., 2022)	Packaging → Brand Switching	SEM-PLS	Packaging deficiencies have a significant positive effect on brand switching ($\beta=0.343$, $T=3.197$)	H1
(Mensah et al., 2022)	Packaging → Brand Loyalty	Quantitative/Regression	Packaging quality strengthens brand association, reducing switching tendency	H1
(Wijaya & Annisa, 2020)	Packaging → Purchase Decision	Quantitative	Packaging information positively and significantly guides purchase decisions	H1
(Panwar & Khan, 2020))	Ingredient Branding → Differentiation	Conceptual/Empirical	Ingredient branding effectively differentiates commoditized products and builds trust	H2
(Ali, 2025)	Ingredient Quality → Trust → Loyalty	Quantitative/PLS	Ingredient transparency increases trust, which locks in loyalty and reduces switching	H2
(Andrew Budiman, 2025)	Product Info → Satisfaction → Repurchase	Quantitative	Ingredient information on packaging builds satisfaction driving repurchase intention	H2
(Noviantoro et al., 2021)	Price → Brand Switching	Multiple Regression	Price has significant partial effect on brand switching (p -value= $0.002 < 0.05$)	H3
(Hamdani et al., 2025)	Switching Intention (PPM+TPB)	Mixed Methods	Price unfairness is the primary push factor in the PPM brand-switching model	H3

Author (Year)	Variable Focus	Method	Key Finding	Relevance to H
(Hanum et al., 2025)	Price → Purchase Decision	Quantitative/SPSS	Price sensitivity is neutralized when consumers perceive superior product quality	H3
(Kim & Jindabot, 2021)	Switching Intention determinants	Quantitative Survey	Understanding switching determinants enables defensive marketing strategies	H1/H2/H3
(Youn et al., 2021)	Channel Switching (PMT-TPB)	Quantitative Survey	Perceived behavioral control and demographics moderate switching speed	H3
(Hanifati, 2020)	Price + Quality → Switching Intention	Quantitative	Non-competitive pricing radically escalates brand switching intention	H3

The extracted data reveal distinct statistical trends regarding the structural linkages. Studies evaluating packaging (Apriliyani et al., 2022; Mensah et al., 2022; Wijaya & Annisa, 2020) establish it as a core determinant, with direct metrics demonstrating that visual and functional design breakdowns drive consumers away. Quantitative evaluation of ingredient branding (Ali, 2025; Andrew Budiman, 2025) consistently reveals high statistical mediation values for trust and satisfaction, locking in brand loyalty. Conversely, price analysis (Hamdani et al., 2025; Noviantoro et al., 2021) delivers uniform evidence of price as a direct, independent predictor of customer movement, showing high significance values (p -value = 0.002) across consumer surveys.

Discussion

Theoretical Interpretations and Cross-Variable Synthesis

The empirical parameters extracted in the results provide profound insights into how marketing mix elements interact under the Push-Pull-Mooring (PPM) framework. (Apriliyani et al., 2022) verified through SEM-PLS that packaging deficiencies serve as a significant positive driver of brand switching ($\beta = 0.343$, T-statistic = 3.197 > 1.96). When integrated with the findings of (Wijaya & Annisa, 2020) and (Mensah et al., 2022), it becomes clear that packaging serves a vital dual purpose: it acts as a baseline protective asset that guarantees chemical integrity and serves as an anchor for psychological brand association. When packaging degrades or lacks clear information, consumer perceived quality drops, accelerating the switching process.

Ingredient branding acts as a strong mooring factor that alters this path. By communicating raw material purity and active component certification, it builds brand trust and establishes a strong psychological barrier to switching (Ali, 2025; Panwar & Khan, 2020). (Andrew Budiman, 2025) confirms that this structural informational transparency is a vital satisfaction-forming stimulus. This study reveals a key cross-variable interaction: while price unfairness acts as the dominant push factor across lower-involvement commodities (Hamdani et

al., 2025; Noviantoro et al., 2021), this price sensitivity is not static. As (Hanum et al., 2025) note, consumer price sensitivity can be muted when superior functional quality is perceived. Consequently, investments in advanced packaging and clear ingredient branding create a strong quality signal that buffers the brand against competitor price advantages.

To contextualize these findings within the wider literature, we must consider how switching mechanics change across sectors. (Youn et al., 2021) observed that consumer demographics and perceived behavioral control moderate switching velocity in high-involvement retail spaces like fashion. Transposing this mechanism to low-involvement FMCG commodities like iodized salt suggests that while demographic differences still affect consideration times, the lack of intrinsic product differentiation compresses the cognitive deliberation window, making immediate visual cues and cost perceptions much more decisive.

Contextual Application to JHS Iodized Salt and Strategic Implications

For JHS Iodized Salt, these synthesized interactions offer a practical path out of the generic commodity trap. In traditional Indonesian market ecosystems, where spatial proximity to functional substitutes is high, JHS faces intense competitive pressure. The data suggest that competing solely on a low-margin price war is unsustainable. Instead, JHS must use packaging and ingredient branding as defensive tools to reduce its price elasticity.

Because traditional retail spaces expose products to humidity and rough handling, basic packaging often fails to preserve product freshness and hygiene. (Lestari et al., 2022) demonstrated that salt producers in Aceh Timur still rely on traditional packaging methods lacking hygienic innovation, resulting in reduced product shelf life and diminished consumer trust, which directly undermines brand competitiveness and triggers brand migration. Therefore, investing in high-grade, puncture-resistant polymer structures is a critical first step to prevent functional dissatisfaction. Concurrently, JHS should implement an active ingredient branding campaign on its wrapper face, transforming its standard iodine content into a prominent value proposition. Explicitly displaying high-visibility Indonesian National Standard (SNI) and BPOM clearance seals reduces information asymmetry and elevates consumer trust, as (Andi Ardiansyah, 2024) confirmed that product quality exerts a significantly greater influence than price on purchase decisions in FMCG segments, with quality cues explaining 61.1% of purchase decision variance. This combined strategy allows JHS to justify a slight marginal price premium, keeping final costs close to local substitutes while using superior visual cues to insulate the brand from price-induced customer switching.

CONCLUSION

This Systematic Literature Review synthesizes contemporary peer-reviewed empirical studies published between 2020 and 2025 to evaluate the influence of packaging, ingredient branding, and price on brand switching intention within commodity FMCG markets, with contextual application to JHS Iodized Salt. Three principal conclusions are advanced.

First, packaging quality and informational content function as significant protective antecedents of brand switching intention, operating through trust-building, perceived quality enhancement, and brand association formation. For JHS, investment in structural packaging modernization utilizing high-grade, puncture-resistant polymers to secure product integrity against humidity in traditional retail environments represents a high-leverage defensive strategy. Second, ingredient branding, particularly the explicit communication of standardized iodine content and purity certification, constitutes an underutilized but empirically validated switching deterrent. By transforming iodine quality from a low-visibility regulatory obligation into a highly visible, premium consumer value proposition on the wrapper face, JHS can construct a differentiated consumer perception that elevates the psychological cost of brand switching.

Third, perceived price unfairness is the dominant push factor accelerating switching intention, with the highest effect magnitude in traditional market channels. However, the synthesized evidence reveals a moderating interaction: effective packaging and ingredient branding strategies attenuate price-induced switching by constructing functional quality perceptions that justify price premiums and compress consumer price sensitivity.

Theoretically, these findings extend the PPM framework by establishing packaging and ingredient branding as mooring variables with commodity-specific empirical grounding. Practically, JHS management is recommended to implement an integrated approach combining: (1) structural packaging modernization displaying prominent Indonesian National Standard (SNI) and BPOM clearance seals to elevate visual compliance; (2) targeted nutritional identity branding centered on certified iodine reliability; and (3) a tactical price-banding mechanism designed to keep the final product costs strictly aligned with nearby alternative commodities while leveraging visual superiority to justify minor marginal premiums.

This study carries important limitations. No primary data were collected from JHS consumers or traditional market distributors. Additionally, the literature corpus is predominantly Indonesian and may not fully generalize to other salt commodity markets. Future research should empirically test the three hypotheses generated in this review through primary quantitative fieldwork specifically in JHS's traditional market distribution channels and should consider the inclusion of moderating variables including brand familiarity, consumer involvement level, and channel type. Longitudinal designs capturing switching intention dynamics across price fluctuation events would be particularly valuable.

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