

The Effect of Variety Seeking and Price Perception on Brand Switching Among Consumers on Hijab Products (Elzatta Case Study)

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Abstract

The Indonesian hijab industry has experienced significant growth due to the increasing number of Muslim women wearing hijabs and the rapid development of modest fashion trends. This dynamic market environment has intensified competition among hijab brands, prompting consumers to frequently switch brands based on changing preferences and evaluations. This study examines the effects of variety seeking and price perception on brand switching behavior among consumers of Elzatta hijab products in Cirebon City. A quantitative associative research design was employed using a survey method. Data were collected from 218 female respondents who had purchased Elzatta hijabs as well as competing hijab brands. The analysis was conducted using Structural Equation Modeling–Partial Least Squares (SEM-PLS) to test the proposed hypotheses. The findings indicate that variety seeking has a positive and significant effect on brand switching, suggesting that consumers with a stronger desire for novelty and product variation are more likely to switch brands. In addition, price perception also has a positive and significant influence on brand switching and emerges as the dominant factor affecting consumer decisions. Consumers are more inclined to switch brands when they perceive that product prices do not align with the quality and value received. The model explains 48.1% of the variance in brand switching behavior. In conclusion, both psychological factors, represented by variety seeking, and economic considerations, reflected in price perception, significantly influence brand switching among Elzatta hijab consumers, with price perception playing a more substantial role in shaping switching behavior.

INTRODUCTION

The hijab industry in Indonesia is experiencing rapid growth, driven by the increasing number of women wearing hijabs and the strengthening of modest fashion trends (Aisy & Kusumawati, 2023; Ratuannisa, 2024; Yuniastuti & Pratama, 2023). The hijab has evolved from being merely a religious symbol to an important aspect of modern lifestyle identity (Ahmad & Aziz, 2022; Feizollah et al., 2025; Merlins, 2024). This development is closely tied to Indonesia's demographic structure, as a majority-Muslim country with over 87% of the population identifying as Muslim. This creates substantial market potential for hijabs and Muslim fashion products, stimulating the emergence of local brands competing on design innovation, material quality, and pricing. The rapid growth in demand and product variety makes the hijab industry highly dynamic and competitive, with competition not only among large brands but also among small- and medium-sized enterprises that continue to grow annually.

This growth is further supported by an NBR Corp report, which shows that Muslim fashion sales transactions on Indonesian e-commerce platforms continue to rise significantly toward 2025 (Bhala, 2025; Łasak & Williams, 2023). The hijab category ranks among the products with the highest search and purchase rates online, reflecting a shift in consumer behavior toward reliance on marketplaces for fashion needs. This surge in online shopping indicates that consumers are more active and selective, which intensifies competition among brands. Each brand must offer superior value through innovative designs, comfortable materials, unique models, and competitive pricing to maintain consumer loyalty.

From a competitive perspective, Top Brand Award data highlight dynamic changes in market positions of national hijab brands. Elzatta, for instance, experienced fluctuating market shares over the past five years: 28.60% in 2021, 32.10% in 2022, 29.00% in 2023, 21.90% in 2024, and a slight recovery to 22.60% in 2025. These fluctuations indicate that consumer preferences in the hijab industry are highly responsive to trends, designs, and marketing strategies, confirming that brand switching is a relevant phenomenon that warrants further research.

West Java, particularly Cirebon, plays a strategic role in the growth of the Muslim fashion industry, including hijabs. Many local and national brands have expanded production, distribution, and marketing networks in the province due to its high number of hijab users and strong fashion culture. Cirebon represents a potential market with diverse consumer characteristics, including varied fashion needs, price sensitivity, and a tendency to explore new products and trends. These factors make Cirebon an appropriate context for studying consumer behavior, particularly brand switching.

In examining brand switching, two key independent variables were selected: variety seeking and price perception. Variety seeking reflects consumers' desire to try new models, colors, and trends, which are constantly evolving in the fashion industry. Research by Nanda et al. (n.d.) suggests that higher consumer variety-seeking tendencies lead to increased brand switching. Consumers with strong exploratory drives tend to quickly become bored with one brand and are motivated to try alternatives offering new designs or experiences. This makes variety seeking a crucial determinant of brand switching among hijab consumers, particularly in the context of Elzatta's diverse fashion collections.

Price perception is another important factor because consumers evaluate products based on the perceived alignment between price and quality, including material comfort, durability, and design. According to Firdaus & Budiman (2021), when consumers perceive a product's price as disproportionate to its quality, it becomes a strong trigger for brand switching. This variable is especially relevant in the competitive hijab market, where price assessment directly influences consumer decisions to stay loyal or switch brands.

Brand switching, the dependent variable in this study, has become increasingly prevalent in the hijab market, as indicated by the unstable market shares of various brands. Studies by Fadlullah Hana et al. (n.d.) suggest that brand switching frequently occurs in fast-trend fashion products with exploratory consumers. Existing research shows that factors such as price, service quality, variety seeking, and brand image significantly influence brand switching across industries (Zulhijja & Surachman, 2023; Sahru Ramadhan et al., 2024; Palma et al., 2021; Nanda et al., n.d.; Firdaus & Budiman, 2021).

Despite these insights, several research gaps remain. Most prior studies focus on

industries outside fashion, such as services, courier services, or food and beverages, limiting their applicability to the hijab market, which experiences rapid trend dynamics. Additionally, the simultaneous effects of variety seeking and price perception on brand switching have rarely been studied in the context of hijabs, particularly in regional markets like Cirebon. Furthermore, few studies link fluctuations in market share of brands such as Elzatta with consumer behavior driven by variety seeking and price perception. These gaps underscore the need for localized and context-specific research on factors influencing hijab consumer behavior.

This study contributes both theoretically and practically. Theoretically, it expands the literature on brand switching by providing a focused investigation of the hijab industry, complementing previous research primarily conducted in service or non-fashion contexts. It confirms and extends the understanding of how variety seeking and price perception influence consumer behavior in industries shaped by aesthetic trends and preferences. Practically, the findings offer valuable insights for hijab brands such as Elzatta, Zoya, and others, informing strategies for product design, innovation, and competitive pricing. The results also provide a reference for market actors in Cirebon seeking to enhance competitiveness and maintain consumer loyalty amid the rapidly growing hijab industry.

RESEARCH METHOD

This study utilizes a type of quantitative approach through causal associative which is useful in providing an analysis of the causal or causal relationship between variety seeking (X1) and price perception (X2) to brand switching (Y) in Elzatta brand hijab products in Cirebon City (Sugiyono, 2013). Variety seeking and price perception play a role as independent variables, then brand switching becomes a dependent variable. The population used is female consumers in Cirebon City who have purchased Elzatta hijab and used other hijab brands, with an unspecified number of population. The assignment of multiple samples refers to a criterion (Hair et al., 2017) which states that the minimum number of samples in the SEM-PLS analysis is 10 times of many indicators, which makes it necessary to have a minimum of 90 respondents, and 218 respondents are used to improve the statistical strength and accuracy of the research results. The research data fully utilizes the primary data type from the results of the distribution of questionnaires to respondents who are directly involved in making decisions to purchase hijab.

RESULTS AND DISCUSSION

Data analysis is carried out through validity, reliability, and structural model testing. Convergent and discriminant validity are useful to ensure the accuracy of indicators on the study construct measurements, while construct reliability is analyzed to ensure measurement consistency. Furthermore, the internal evaluation of the model is carried out in measuring the model's ability to decipher and provide predictions of research variables. The hypothesis test was carried out using the bootstrapping method to see the significance of the influence between the variables studied.

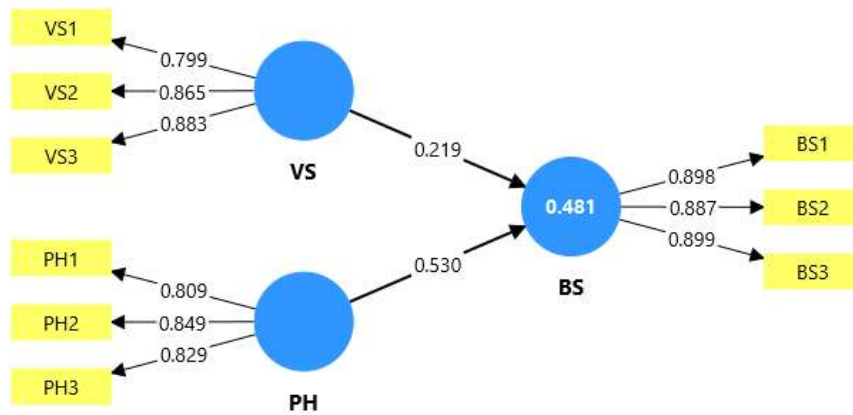


Figure 1 Outer Model

Convergent Validity Test

1. Outer Loading

Tabel 1 Outer Loading

Constructs	Items	Loadings	Conclusions
Variety Seeking	VS1	0,799	VALID
	VS2	0,865	VALID
	VS3	0,883	VALID
Price Perception	PH1	0,809	VALID
	PH2	0,849	VALID
	PH3	0,829	VALID
Brand Switching	BS1	0,898	VALID
	BS2	0,887	VALID
	BS3	0,899	VALID

Source: Primary Data Processed, 2026.

The results of the outer loading test indicated that the overall indicator from Variety Seeking produced values ranging from 0.799 to 0.883, the indicator in the Price Perception construct was in the range of 0.809 to 0.829, and the indicator in the Brand Switching construct had a value of 0.898 to 0.899. All of these values have exceeded the minimum limit of 0.70, which indicates that each indicator is capable of being a reflection of a strong and consistent latent construct. So this means that the validity of the indicators in the measurement model is appropriate and feasible.

2. Average Variance Extracted (AVE)

Tabel 2 Average variance extracted (AVE)

Average variance extracted (AVE)	
Variety Seeking	0,722
Price Perception	0,687
Brand Switching	0,800

Source: Primary Data Processed, 2026.

The AVE value in the Variety Seeking construct is 0.722, Price Perception is 0.687, and Brand Switching is 0.800 > 0.50. This means that each construct is able to decipher more than 50% of the variance of its constituent indicators. So it can be interpreted that the convergent validity of all constructs in the model is appropriate.

Discriminating Validity Test

1. Cross Loading

Tabel 3 Cross Loading

	Brand Switching	Price Perception	Variety Seeking
BS1	0.898	0.584	0.484
BS2	0.887	0.591	0.491
BS3	0.899	0.630	0.542
PH1	0.514	0.809	0.510
PH2	0.598	0.849	0.524
PH3	0.558	0.829	0.597
VS1	0.416	0.435	0.799
VS2	0.476	0.600	0.865
VS3	0.541	0.618	0.883

Source: Primary Data Processed, 2026.

The correlation value between each indicator and the construct it measured proved to be higher than the correlation of that indicator to other constructs in different blocks. This condition suggests that each indicator represents its own construct more than the other. Thus, it can be concluded that all statement items in this study have met the criteria of discriminatory validity and are suitable for use in the measurement model.

2. Heterotrait–Monotrait Ratio (HTMT)

Tabel 4 Heterotrait–Monotrait Ratio (HTMT)

	Variety Seeking	Price Perception	Brand Switching
Variety Seeking			
Price Perception		0.820	
Brand Switching		0.667	0.815

Source: Primary Data Processed, 2026.

The Heterotrait–Monotrait Ratio (HTMT) value indicates that the correlation of Variety Seeking and Brand Switching is 0.667, the relationship between Price Perception and Brand Switching is 0.815, and the relationship between Variety Seeking and Price Perception is 0.820. All of these values are in the threshold of 0.90, so it can be concluded that each construct has a clear conceptual separation and there is no overlap of the constructs in the measurement model.

3. Fornell Larcker Criterion

Tabel 5 Fornell-Larcker criterion

	Variety Seeking	Price Perception	Brand Switching
Variety Seeking	0.850		
Price Perception	0.655	0.829	
Brand Switching	0.566	0.674	0.895

Source: Primary Data Processed, 2026.

Referring to the Fornell–Larcker criteria, the square root value of AVE in Variety Seeking is 0.850, Price Perception is 0.829, and Brand Switching is 0.895. All of these values are higher than the correlation values between other constructs. This means that each construct can be clearly distinguished empirically, and makes the validity of the discriminator considered appropriate.

Reliability Test

Table 6 Reliability Test

	Cronbach's alpha	Composite reliability (rho_a)	
Variety Seeking	0.808	0.823	Reliabel
Price Perception	0.773	0.777	Reliabel
Brand Switching	0.875	0.877	Reliabel

Source: Primary Data Processed, 2026.

The results of the reliability test showed that the Variety Seeking construct had a Cronbach's Alpha value of 0.808, Price Perception 0.773, and Brand Switching of 0.875. Then the Composite Reliability value of each construct is 0.823, 0.77, and 0.877. All of these reliability values have exceeded the minimum limit of 0.70, so it can be interpreted if the instrument has a high level of internal consistency and is able to provide measurements on latent constructs reliably and stably.

Inner Model Evaluation

1. R-Square

Table 7 R-Square

	R-square	R-square adjusted
Brand Switching	0.481	0.476

Source: Primary Data Processed, 2026.

The R-square value of 0.481 indicates that Brand Switching is described by independent variables in the model, namely 48.1%, and the other 51.9% are influenced by external factors. Then the R-square adjusted value of 0.476 means that the model's ability to explain Brand Switching remains stable after adjustments, so that the research model is included in the category of moderate.

2. F-Square

Table 8 F-Square

	f-square
Variety Seeking -> Brand Switching	0.053
Price Perception -> Brand Switching	0.309

Source: Primary Data Processed, 2026.

Based on the f-square value, the Variety Seeking variable produces a relatively small influence on Brand Switching, which is 0.053. Meanwhile, Price Perception shows a stronger influence with an f-square value of 0.309, This means that Price Perception is considered dominant in influencing Brand Switching.

3. Goodness Of Fit (Q² -Square)

Table 9 Q-Square

	Q ² predict
Brand Switching	0.468

Source: Primary Data Processed, 2026.

The value of Q²_predict is 0.468 on Brand Switching, which means that the research model has good predictive relevance, because the value is higher than zero. This means that the independent variables in the model are able to adequately predict Brand Switching. This value also indicates that the model not only has sufficient explanatory capabilities, but also has strong prediction accuracy of observational data.

Uji Hypothesis

Tabel 10 Path Coefficient

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Variety Seeking -> Brand Switching	0.219	0.220	0.066	3.317	0.001
Price Perception -> Brand Switching	0.530	0.531	0.058	9.098	0.000

Source: Primary Data Processed, 2026.

The test results showed that Variety Seeking produced a positive and significant influence on Brand Switching, where the path coefficient value was 0.219, t-statistics value 3.317, and p-value 0.001. The t-statistical value above 1.96 and the p-value below 0.05 are meaningful if the influence is statistically significant. So the tendency of consumers to find high variations will also increase the likelihood of Brand Switching occurring.

Meanwhile, Price Perception also has a positive and significant effect on Brand Switching, where the path coefficient value is 0.530, the t-statistics value is 9.098, and the p-value is 0.000. The results show that Price Perception produces a stronger influence than Variety Seeking in influencing Brand Switching. Thus, consumer perception of price is the dominant factor that drives brand change.

The Influence of Variety Seeking on Brand Switching

Referring to the results of the hypothesis test, a path coefficient value of 0.219 was produced, through a t-statistical value of 3.317 (> 1.96) and a p-value of 0.001 (< 0.05). These results show that variety seeking produces a positive and significant influence on brand switching, and makes the H1 hypothesis accepted.

The result means that if the tendency of Elzatta hijab consumers in Cirebon City to vary, it means that the greater the likelihood of these consumers changing brands. Consumers who easily feel bored, have high curiosity, and are encouraged to try new hijab products tend not to stick with one brand for a long time. In the context of a highly dynamic and trend-based hijab industry, variety seeking behavior is an important factor that triggers consumers to explore other brands that offer different designs, colors, or styles.

The results of this study are supported by the variety seeking theory by Kahn, (1995) consumers often change brands not because of dissatisfaction, but because of the urge to gain new experiences and avoid boredom due to repeated consumption. Referring to Zhang, (2022) variation search behavior arises in response to the psychological need of consumers to maintain satisfaction levels through the exploration of product alternatives.

Empirically, these results are supported by Palma et al., (2021) Sahru (Ramadhan, (2024) and Budiarti et al., (2024) who found that variety seeking produces a positive and significant influence on brand switching in various industry contexts. Therefore, the results corroborate the evidence that variation search behavior also plays an important role in encouraging brand change in the hijab industry, especially in Elzatta consumers in Cirebon City.

However, the f-square value of 0.053 indicates that the influence of variety seeking on brand switching is relatively small, so although significant, its contribution is not dominant compared to other variables in the model. This indicates that the drive to seek variety does drive brand shifting, but it is not the only major factor influencing hijab consumers' decision to switch from Elzatta brands to another.

The Effect of Price Perception on Brand Switching

The results of the hypothesis test show that price perception has a positive and significant influence on brand switching. This is evidenced by the path coefficient value of 0.530, the t-statistical value of 9.098 (> 1.96), and the p-value of 0.000 (< 0.05). So it means that the H2 hypothesis is accepted.

The relatively large value of the path coefficient shows that price perception is a strong factor in influencing brand change in Elzatta hijab consumers. This means that when consumers judge that the price of Elzatta hijab is less affordable, not comparable to the perceived quality, or not competitive enough compared to other brands in the same class, then the tendency to move to other hijab brands will increase.

This finding is strengthened by the theory of price perception by Kotler and Armstrong (2009) that price is the main indicator of perceived value by consumers. If consumers feel that the perceived value is not worth the price paid, then it can reduce loyalty and encourage brand switching behavior. In addition, Tjiptono (2008) also emphasized that consumer perception of price fairness greatly determines the decision to buy back and change brands.

This result is strengthened by Firdaus & Budiman, (2021) and Zuhijjah & Surachman, (2023) who state that price perception has a positive and significant effect on brand switching. In the context of Elzatta's hijab, consumers tend to compare prices with other hijab brands that offer similar designs and quality, so price differences that are considered unfavorable can be the main trigger for brand change.

Then the acquisition of an f-square value of 0.309 is meaningful if price perception has a moderate to strong influence on brand switching and is used as the dominant variable in the model. This confirms that the problem of fluctuations in Elzatta's market share is not only influenced by trend factors or product variations, but also closely related to how consumers view the suitability of prices with the benefits they receive.

The Influence of Variety Seeking and Price Perception on Brand Switching

Based on the results of the internal model evaluation, an R-square value of 0.481 was

obtained, which means that 48.1% of the variation in Brand Switching was described by Variety Seeking and Price Perception, while the remaining 51.9% was influenced by other factors outside the model, such as brand image, product quality, promotion, or consumer satisfaction. This value shows that the model's ability to explain brand switching is in the moderate category.

In addition, the value of $Q^2_{\text{predict}} 0.468 (> 0)$ indicates that the research model produces relatively good predictive relevance, so that the variety seeking variables and price perception are not only able to provide an explanation for the phenomenon of brand switching, but also have a strong ability to predict brand switching behavior in Elzatta hijab consumers.

The results show that the H3 hypothesis is accepted, where variety seeking and price perception simultaneously produce a positive and significant influence on brand switching. Conceptually, these findings support a framework of thought that consumer exploratory behavior and rational evaluation of price complement each other in driving brand switching decisions.

In the context of research problems, these results provide an empirical explanation for the fluctuations in Elzatta's market share that have occurred in recent years. Consumers who have the urge to try new variations and at the same time are sensitive to prices will find it easier to change to other hijab brands that are considered more attractive and valuable. Thus, brand switching in hijab consumers in Cirebon City is the result of the interaction of psychological factors (variety seeking) and economic factors (price perception).

CONCLUSION

This study provides an analysis of the influence of variety seeking and price perception on brand switching among Elzatta hijab consumers in Cirebon City, motivated by the increasingly fierce competition in the hijab industry and the rapid evolution of fashion trends. Employing an associative quantitative approach and Structural Equation Modeling–Partial Least Squares (SEM-PLS), the study was conducted on female consumers in Cirebon City who had purchased Elzatta hijabs as well as other hijab brands.

The findings indicate that both variety seeking and price perception significantly influence consumers' decisions to switch brands. Consumers' desire for novelty and variation, along with their assessment of price fairness, are key factors shaping hijab purchasing behavior. Furthermore, price perception exerts a more dominant influence than variety seeking, suggesting that while consumers may be motivated by a preference for new designs and trends, brand-switching decisions are primarily guided by rational evaluations of price relative to perceived quality and value. Therefore, the phenomenon of brand switching among Elzatta hijab consumers in Cirebon City reflects the interaction of psychological and economic factors. Both aspects must be carefully considered in strategies aimed at maintaining consumer loyalty within the highly competitive hijab market.

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