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Analysis of Millennial Generation Preferences Towards Brand Switching Decisions to Smartphone OPPO Brand in Jabodetabek

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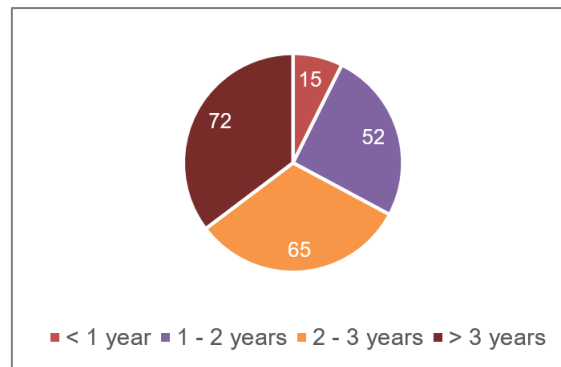
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Abstract: Indonesia is one of the most smartphone-using countries in the world. Several smartphone brands, such as Samsung, Oppo, Xiaomi, Vivo, and Apple, dominate the Indonesian market share today. From 2022 to March 2023, OPPO suddenly ranked first as the smartphone with the largest market share in Indonesia, rivaling several well-known smartphones, such as Samsung and Apple. This phenomenon needs to be analyzed further, especially on consumer preferences related to the decision to switch from a well-known smartphone to the OPPO brand, which is actually a newcomer to the smartphone market. This study aims to analyze consumer preferences in making switching decisions from various well-known smartphone brands to OPPO smartphone brands by utilizing conjoint analysis. The analysis was conducted on 204 millennial generation OPPO users in the Jabodetabek area. The results of the study show that product features are the most important attribute for consumers in making switching decisions, as evidenced by an importance value of 37.957, followed by marketing communication with an importance value of 28.589, price with an importance value of 12.048, brand image with an importance value of 11.249, and lifestyle with an importance value of 10.157. This research suggests that the development of product feature innovation is very important to win the smartphone market competition in Indonesia, especially in Jabodetabek.

Keywords: Brand Switching, Conjoin Analysis, Consumer Preference, Smartphone.

INTRODUCTION

Indonesia has experienced a significant increase in the use of smartphones from year to year. Rapid technological advances and the availability of various brands and models of smartphones, make brand switching a common phenomenon among smartphone consumers, especially in Indonesia. Brand switching is an important topic, especially when it comes to purchasing smartphones (Fintikasari & Ardyan, 2018). Researchers surveyed 204 respondents about how long it takes consumers to replace their old smartphone with a new one. The survey results stated that the majority of consumers replace their old smartphone with a new one every > 3 years with the following details:

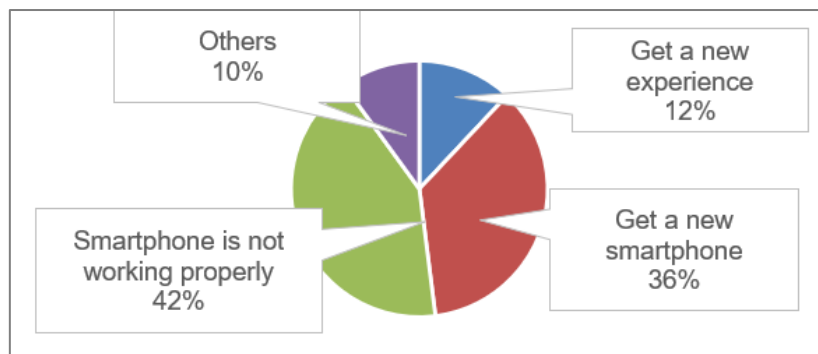


Source: data processed by researchers (2023)

Figure 1. The Length of Time Consumers Replace Smartphones

Based on the chart above, it can be seen that 35% of consumers or 72 people change their smartphones every > 3 years. Then, 32% of consumers or 65 people change their smartphone every 2-3 years. In addition, 25% of consumers or 52 people change their smartphones every 1-2 years. Then about 7% of consumers or 15 people change their smartphone less than once a year.

According to a survey conducted by Smartphone Buyer Insight in 2022, almost 50% of consumers change their smartphones because they only want to upgrade their smartphones with the latest output. Meanwhile, 42% of consumers replace their smartphone with a reason because the smartphone is not working properly. Here is a detailed survey of the reasons consumers change their smartphones:



Source: Team91 (2022)

Figure 2. Reasons Consumers Buy New Smartphones

The decision to change the old smartphone to a new smartphone made by consumers is certainly inseparable from the decision of which smartphone brand will be chosen by consumers as their new smartphone. In Indonesia itself, there are various smartphone brands that are widely used by Indonesian people, namely Samsung, Xiaomi, OPPO, iPhone, Vivo, Asus, Huawei, Leonovo, Sony, and so on (Adhiat, 2022). With so many different brands of smartphones, competition in the smartphone industry is getting tougher and encourages companies to create their products as much as possible in order to expand their market share. Based on research from Canalys, in 2023, OPPO is the best-selling smartphone brand in Indonesia with a market share percentage of 20% (Yudhistira, 2023).

OPPO is a Chinese smartphone that began entering Indonesia in 2013. OPPO can be easily accepted by the Indonesian people because OPPO is presented with premium specifications and designs, but sold at affordable prices (Ananta, 2019)

Currently OPPO is trying to target all consumers, ranging from young people to businesspeople. However, the focus of OPPO's target market in Indonesia is currently the

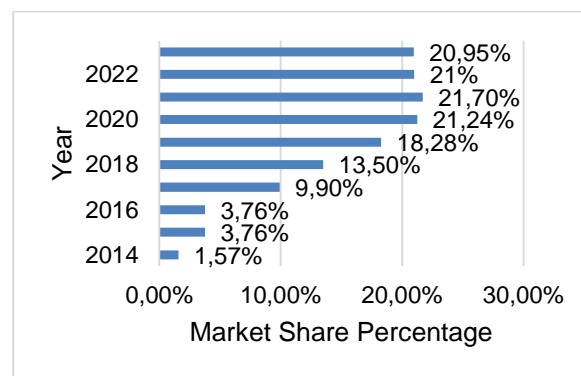
youth market segment, especially those who are active in various social media (Sugandi, 2022). Therefore, OPPO classifies its products into three categories as follows:

Chart 1. Category Smartphone OPPO

Categories	Advantages	Selling Price
OPPO A series	Offers high device performance and battery life	Rp1 million s.d. Rp5 million
OPPO Reno series	Has the advantage of the development of camera features and design	Rp5 million s.d. Rp10 million
OPPO Find series	Flagship products with the latest technology and innovation	Rp11 million s.d. Rp15 million

Source: Techno Business (2022)

Although OPPO is considered a newcomer smartphone in Indonesia, the percentage of OPPO market share tends to continue to increase. This can be seen from the following Oppo market share growth chart (Statcounter, 2023):



Source: Statcounter (2023)

Figure 3. OPPO's Market Share in Indonesia

From the chart above it can be seen that OPPO's market share in Indonesia tends to increase every year since a year after its appearance in Indonesia. OPPO's growth can be said to be very good considering there are various competing brands that also offer smartphones with their own advantages, but OPPO's market share growth in Indonesia can accelerate quite rapidly.

Currently, in addition to the percentage of OPPO market share that tends to continue to increase from the beginning of its emergence, OPPO also managed to rank first as a smartphone brand with the largest market share in Indonesia beating some of its competitors. Here is a table comparing OPPO's market share with other smartphone brands in Indonesia (Statcounter, 2023):

Chart 2. Mobile Vendor Market Share Indonesia Period January 2018-March 2023

Year	Market share					First Rank
	OPPO	Samsung	Xiaomi	Vivo	Realme	
2018	13,50%	28,70%	17,63%	-	-	Samsung
2019	18,28%	25,33%	21,36%	-	-	Samsung
2020	21,24%	24,44%	20,26%	0,99%	4,46%	Samsung
2021	21,70%	21,89%	19,92%	12,87%	6,68%	Samsung
2022	21,00%	20,90%	19,17%	14,65%	7,66%	OPPO
2023	20,95%	20,58%	17,80%	14,46%	7,79%	OPPO

Source: Statcounter (2023)

Based on data from Statcounter (2023), it shows that in January-March 2023, OPPO ranked first as the brand with the largest market share in Indonesia, namely with a percentage of 20.95%. Then followed by Samsung which occupies the second position with a percentage of market share of 20.58%, followed by Xiaomi in third position which has a percentage of 17.80%. being in fourth position occupied by Vivo with a percentage of 14.46%, in fifth position there is Realme with a percentage of 7.79%.

From the table above it can also be seen that in previous years, namely from 2018-2021 the smartphone brand that occupied the first position as the owner of the largest market share in Indonesia was Samsung. However, in 2022 and until March 2023, the first position as the owner of the largest market share in Indonesia was occupied by OPPO. It can also be seen from the table above that from 2018 to 2021 OPPO's market share percentage has always increased every year. Although in 2022 and early 2023 OPPO's market share percentage was not higher than in previous years, OPPO managed to become the smartphone brand with the largest market share in Indonesia beating Samsung and other brands.

From the data in Chart 2, it can also be seen that the percentage difference between OPPO as the smartphone brand with the largest market share in Indonesia is currently not too far from Samsung's market share which is in second position where in 2022, the percentage of OPPO and Samsung is only 0.10% different and in January-March 2023 only 0.37% different.

Based on the above data, it is predicted that there is a phenomenon of switching smartphone brands. Switching decisions can be said to be the opposite of consumer loyalty (Guo et al., 2021). This phenomenon requires further study related to the shifting preferences of smartphone users who are already very famous for switching to the OPPO brand, which has just entered the smartphone market in Indonesia. This switching behavior has an impact on OPPO's market share control in Indonesia throughout 2022 to March 2023 and of course this condition is a new phenomenon related to the smartphone market leader in Indonesia.

The study of the decision to switch from well-known smartphone users and switch to OPPO utilizes the perspective of the millennial generation or Generation Y is a generation born around 1980-2000 (Lee & Kotler, 2016). This generation tends to easily replace its smartphone. Research conducted by Fintikasari & Ardyan (2018) found that millennials are easier to switch brands compared to previous generations, especially on smartphones. This is also supported by the findings of Viswanathan & Jain (2013) research which states that millennials like to experiment and adapt to new products, and do not last long with a particular product brand so that millennials are also referred to as "brand switchers".

The results of the study will provide smartphone manufacturers with more accurate knowledge regarding consumer preferences in making switching decisions. This knowledge will also be the basis for the development of continuous innovation to meet the needs of smartphone consumers so that OPPO smartphones are able to achieve the largest market share in Indonesia.

METHOD

Design in this study using cross sectional survey. This study focuses on analyzing consumer preferences in switching brands from various smartphone brands to OPPO smartphones. This research was carried out from April to May 2023 and the research location was carried out in the Greater Jakarta area.

This study uses primary data obtained from the dissemination of online questionnaires. Primary Data is data obtained directly from the main data source or can be called the original data (Malhotra et al., 2017). The sample collection in this study uses purposive sampling technique with criteria, namely smartphone users who switch to OPPO, millennial generation of 1980-2000 who live in Jabodetabek.

In this study, the number of samples was determined using the Lemeshow formula because the size of the population using OPPO smartphones is not known for sure. The following is a calculation using the Lemeshow formula (Levy & Lemeshow, 2013):

$$n: \frac{z^2 \frac{1-\alpha}{2} P(1-p)}{d^2} \dots \dots \dots (1)$$

Description:

- n : number of samples
- z : normal table value with specified alpha
- p : maximum estimate
- d : error rate

Based on the Lemeshow formula, the number of samples needed in this study is as many as 96 samples, but in order for the results of research data processing is better then in this study using 204 samples.

In an effort to gain knowledge related to consumer preferences in making switching decisions, this study utilizes conjoin analysis. Conjoin analysis is a multivariate technique that is specifically carried out to understand how respondents develop their preferences from different types of objects, such as services or ideas (Hair, 2019). According to Malhotra et al. (2017), conjoint analysis is a technique that determines the value of consumer relative importance that exists in the dominant attribute and the value of usefulness that exists in the category of attributes. In marketing research, conjoin analysis is used to determine consumer preferences for various product or service designs (Ghozali, 2021).

According to Malhotra et al. (2017), attributes can be identified through discussions with management and experts in the field under study, secondary data analysis, qualitative research, and pilot surveys. This study focuses on five independent variables or attributes, namely product features (X₁), marketing communications (X₂), brand image (X₃), and lifestyle (X₄), and price (X₅) that affect the dependent variable, namely consumer preferences in making the decision to Switch (Y). Determination of attributes in this study was determined based on previous research.

Chart 3. Operational Definition of Variables

No.	Variable	Definition	Indicator	Reference
1	Product features	Product feature is an integrated characteristic in the product that is able to meet the needs, desires, and customer satisfaction (Kotler & Keller, 2016)	Smartphone operating system speed Smartphone camera quality Eye-catching physical appearance and design Not easily damaged Easy to operate	Tanzila et al., (2015); Vasigar & Velmurugan (2018)
2	Marketing Communications	Marketing communication is a way that companies use to convey information, invite, and remind consumers, either directly or indirectly about the products and brands offered (Kotler & Keller, 2016; Schiffman & Wisenblit, 2015)	Promotion on social media Advertising on the website Celebrity endorsements SPG's ability to attract consumers to buy	Kotler & Keller (2016)
3	Brand image	Brand image or brand image is the perception and belief of customers that are reflected in the minds of customers	The brand has a good image Famous smartphone brands	Severi & Ling (2013); Guo et al., (2021)

		(Kotler & Keller, 2016)		
4	Lifestyle	Lifestyle is a way of life that is expressed through the activities, interests, and views of the individual (Lamb et al., 2011; Kotler & Keller, 2016; Schiffman & Wisenblit, 2015)	Able to support daily activities (study/work / hobbies/other social activities) Support the interests of fashion / food / recreation / etc	Lamb et al., (2019); Kotler & Keller, 2016); Solomon, (2013)
5	Price	Price is the amount of money charged or exchanged to obtain a product or service (Kotler & Keller, 2016)	Affordable price Attractive price discounts	Baganzi et al. (2017); Ling et al., (2018); Schiffman & Wisenblit, (2015)

Before the analysis of conjoint, in this study first conducted a test of validity and reliability to measure the questionnaire which is an indicator of a variable. The validity test is a test carried out to measure whether the questionnaire created has actually measured what it wants to measure (Ghozali, 2021). The questionnaire is declared valid if the R count > R table with a significance of 0.05 or if the t count > t Table value (Ghozali, 2021).

While reliability is a tool to measure a questionnaire which is an indicator of a variable. Questionnaires are considered reliable if respondents' answers to questions are consistent over time. SPSS measure's reliability with the Cronbach Alpha test. A variable is declared reliable if the Cronbach Alpha value is > 0.70 (Ghozali, 2021).

After the validity and reliability test, all questionnaire data collected will be tested for conjoint analysis. The result of conjoint analysis will give output in the form of utility value, importance value, and correlations. The largest utility and importance values mean that the level and attributes of these values are the ones that are most preferred or most considered important by consumers (Malhotra et al., 2017). Then, in the table of correlations presents the correlation value of Pearson's R and Kendall's Tau. The correlation value is the value of the relationship between the actual assessment and the assessment based on the estimated results that can be used to measure the accuracy of predictions (predictive accuracy). According to Malhotra et al. (2017), the correlation coefficient of 0.95 indicates the presence of good predictive ability and the correlation coefficient value is significant if the GIS value. < 0.05.

RESULTS AND DISCUSSION

Validity and reliability test

To determine consumer preferences in deciding to switch to OPPO smartphones, validity and reliability tests were first carried out to determine whether the questionnaires made in this study were feasible to use or not. Validity and reliability testing in this study was conducted on 30 questionnaires that have been collected. Validity test with 30 respondents had R table of 0.3494. The validity test of this study was declared valid because r count > R table (Ghozali, 2021). The results of the validity test of this study are presented in the following table:

Chart 4. Validity Test Results

Question	R count	Description
Q1	0.598	Valid
Q2	0.781	Valid
Q3	0.696	Valid
Q4	0.821	Valid
Q5	0.634	Valid
Q6	0.682	Valid
Q7	0.678	Valid

Q8	0.786	Valid
Q9	0.654	Valid
Q10	0.530	Valid
Q11	0.364	Valid
Q12	0.627	Valid
Q13	0.777	Valid
Q14	0.656	Valid
Q15	0.712	Valid
Q16	0.769	Valid
Q17	0.656	Valid
Q18	0.826	Valid
Q19	0.734	Valid
Q20	0.524	Valid
Q21	0.627	Valid
Q22	0.616	Valid
Q23	0.723	Valid
Q24	0.680	Valid
Q25	0.682	Valid

Source: processed Data (2023)

The reliability test in this study can be seen that the value of Cronbach's Alpha is 0.948 > 0.70 which states that the research questionnaire is reliable. Here is a table of reliability test results.

Chart 5. Reliability Test Results

Cornbach's Alpha	N of Items
0.948	25

Source: processed Data (2023)

Demographics Of Respondents

Below is a table of demographic analysis of respondents in this study.

Chart 6. Demographic Profile Of Respondents

Categories	Description	Total	Percentage
Gender	Men	75	37%
	Women	129	63%
Millennial Age Group	20-27 Year	66	32%
	28-35 Year	92	45%
	36-43 Year	46	23%
Domicile	Jakarta	65	32%
	Bogor	39	19%
	Depok	10	5%
	Tangerang	74	36%
	Bekasi	16	8%
Previous Smartphone Brands	Samsung	62	62.33%
	Xiaomi	48	48.25%
	Vivo	31	31.16%
	Realme	25	25.13%
	iPhone	24	24.13%
	Other	14	14.7%

Source: processed Data (2023)

This study uses primary data obtained through the distribution of online questionnaires devoted to OPPO smartphone users among the millennial generation domiciled in Greater Jakarta. The number of samples used in this study was 204. Based on Table 6, the respondents who dominate as smartphone users who have switched to OPPO are women, as many as 129 people or 63%. This is possible because OPPO has a good camera quality,

especially on the front camera and OPPO has also had the tagline “selfie expert” While selfie taking activities are more done by women than men.

Respondents in this study is the population of millennial generation smartphone users born in 1980 – 2000 (Lee & Kotler, 2016) who are domiciled in the Greater Jakarta area (Jakarta, Bogor, Depok, Tangerang, and Bekasi). The selection of this region is because Jabodetabek is an urban area and is a functional area or related to each other (Putri, 2023). Based on the results of this research survey, smartphone users who have switched to OPPO most domiciled in Tangerang, as many as 74 people or 36%.

The category of millennial OPPO users in this study was divided into three age categories, namely 20-27 years old, 28-35 years old, and 36-43 years old. The three millennial age groups enter the productive age where the productive age group uses the internet and smartphones more as a means of supporting work and daily activities compared to the non-productive age group. In this study, smartphone users who switch to OPPO most in the age group of 28-35 years consisting of 92 people or 45%.

Some of the smartphone brands used by respondents before they decided to switch to OPPO were Samsung, Xiaomi, iPhone, Realme, Vivo, and other brands. Based on Table 6, it can be seen that the majority of respondents who switched to OPPO before are Samsung smartphone users who are currently in second place as smartphones with the largest market share in Indonesia where respondents consist of 62 people or 62.33%.

Conjoin Analysis

In Table 7 presents the results of conjoin analysis based on the value of Utility Estimate. Utility estimate value can be used to determine the preferences of respondents based on certain levels in an attribute.

Chart 7. Utility Estimate

Utilities			
Atribut	Level	Utility Estimate	Std. Error
Features_ product	Smartphone operating system speed	.037	.019
	Smartphone camera quality	-.012	.019
	Physical appearance and eye-catching design	-.057	.019
Communication_ marketing	Not easily damaged	.018	.019
	Easy to operate	.014	.019
	Promotion on social media	.012	.015
Brand_ image	Website OPPO sangat komunikatif	.004	.018
	Endorse selebriti	-.018	.018
	SPG's ability to attract consumers to buy	-.035	.018
Lifestyle	The brand has an image	-.007	.010
	Famous smartphone brands	.007	.010
Price	Able to support daily activities (study/work / hobbies/other social activities)	-.003	.010
	Supports interest in fashion / food / recreation / etc	.003	.010
	Affordable price	.007	.010
(Constant)	Attractive price discount	-.007	.010
		3.081	.011

Source: processed Data (2023)

Based on the results of conjoin analysis in Table 7 it can be seen that for variables or attributes of product features, the highest utility estimate value is 0.037, which means that the majority of respondents prefer OPPO smartphones because of the speed of the operating

system. In the attributes of marketing communications can be seen that the promotion in social media has the highest utility estimate value, which is equal to 0.012. This means that the majority of respondents prefer OPPO because it always promotes on social media. In the brand image attribute, the highest utility estimate value is a well-known smartphone brand, with a utility estimate value of 0.007. This means that the majority of respondents are switching to OPPO because OPPO is already known by many people. In lifestyle attributes, the highest value of utility estimate is to support consumer interest in fashion/food/recreation/etc., with a utility estimate of 0.003. This means that the majority of respondents are switching to OPPO because OPPO is able to support consumer interest in fashion/food/recreation/etc. In the price attribute, the highest utility estimate value is at an affordable price, with a utility estimate value of 0.007. This means that the majority of respondents are switching to OPPO because OPPO has an affordable price.

In Table 8, the importance values are presented. Importance values are used to determine the most important factors according to the majority of respondents.

Chart 8. Importance Value

Atribut	Value
product features	37.957
Marketing communications	28.589
Brand image	11.249
Lifestyle	10.157
Price	12.048

Source: processed Data (2023)

Based on the results in Table 8, it can be seen that the highest importance value is in product features. This means that OPPO has features that can indeed meet the needs and desires of its users where according to Kotler & Keller (2016), a product with features that are able to meet the needs, desires, and satisfaction of consumers can attract consumers to switch to these products.

In Table 9 presented correlation table to see the accuracy of the relationship between the actual assessment and the estimated results.

Chart 9. Correlations

	Value	Sig.
Pearson's R	.736	.000
Kendall's tau	.534	.000

Source: processed Data (2023)

Based on the table above, Pearson's R correlation value is 0.736 and significance value is 0.000 where $0.000 < 0.05$. Meanwhile, Kendall's value is 0.534 and significance value is 0.000 where $0.000 < 0.05$. Based on these values, it can be interpreted that the actual assessment and assessment based on the estimated results have a fairly strong linear relationship (significant) as a whole. In other words, the assessment based on the estimated results has a fairly high level of Accuracy (Not much different) to the actual assessment for the majority of respondents.

Discussion

Based on the results of research that has been done, it can be seen that the most important factor according to millennial consumers in the Greater Jakarta area in making the switch to OPPO smartphones is product features. As for the most important level in the attribute of product features is the speed of the operating system on OPPO smartphones.

Currently OPPO uses the ColorOS operating system which is a branch of the Android operating system. The ColorOS operating system is a system that is only owned by OPPO

smartphones. The ColorOS operating system has various features, such as the innovative multi-screen connect, meeting assistant, Bitmoji AOD (Always on Display), Omoji, and the ColorOS operating system also supports long-lasting battery performance. The ColorOS operating system owned by OPPO can also operate smoothly (Oppo, 2023).

The choice of the operating system as the most important consumer preference in switching to OPPO smartphones in terms of product features is supported by research conducted by Malviya & Thakur (2013), which states that the operating system has a fairly good impact in terms of preference for brand selection. In addition, Böhm et al., (2015) and Gupta (2016) in their research also stated that the OS or operating system is the most important attribute in deciding to buy a smartphone because the operating system serves to connect between software and hardware making it easier for users when interacting with their smartphones. Attributes of a product that has benefits in accordance with consumer expectations will be one of the factors considerations in purchasing decisions (Suprpto et al., 2014).

Overall, the selection of product feature attributes as the most important factor for the millennial generation in switching smartphone brands is also supported by the results of research conducted by Ling et al., (2018) which states that consumers are strongly influenced by product features in making brand switches because more and more smartphone brand choices are offered so that consumers prefer brands with the best features. Harjadi & Nurfatimah (2021) also stated that the more sophisticated and attractive the features owned by a smartphone brand, the more consumers will be interested in switching to that brand. Consumers from among the millennial generation are very sensitive to technological developments and have a tendency to change smartphone brands to support their needs for the latest technology (Harjadi & Nurfatimah, 2021).

Today consumers are very concerned about innovation in a product, especially smartphones. Companies that do not innovate and do not adjust their products to the needs and desires of customers will make customers switch to competing brands. In a study conducted by Hammad (2023), it was revealed that companies that do not innovate on the smartphone features they offer will result in customers switching to competing brands. However, if the company continues to innovate and meet the needs and desires of customers then customers will not be so motivated to switch to another brand.

The second factor that is the preference of consumers in making the switch to OPPO smartphones is the marketing communication factor where the most important level according to millennial consumers in marketing communication attributes is the promotion on social media. Facebook Instagram, TikTok, Facebook, YouTube, and Twitter.

From various social media owned by OPPO, it can be seen that OPPO always promotes its products on various social media, ranging from smartphones with the latest series, discount information, or various events that will be held by OPPO. Social media becomes a means to share information, text, images, audio, and video between consumers and companies or vice versa (Kotler & Keller, 2016).

Kotler & Keller (2016), states that marketers can utilize social media to strengthen the message of a brand to consumers whereby utilizing social media, marketers can provide the latest information to all target markets. Highly competitive market competition makes companies make various promotional efforts to convey their competitive advantages (Ling et al., 2018).

According to Nielsen (2014), millennials rely heavily on smartphones in their usability to connect them with the real and virtual world. They more often access social media sites through smartphones where this shows a close relationship between social media and smartphone use. According to Gillespie (2023), millennials tend to buy a product seen on social media impulsively where it shows that social media influences their buying behavior and decisions.

The results of this study are also in line with studies conducted by Vasigar & Velmurugan (2018) and Manzoor et al. (2020) which states that promotions carried out by companies can affect brand switching decisions made by consumers. Kaushani & Buddhika (2022) also states that promotion is taken into consideration for consumers in choosing a product, especially in terms of brand switching. With various promotions carried out, especially at this time promotions are also widely intensified on social media, consumers become easier to learn about a product when they want to decide to buy a particular product.

The third factor that is the preference of millennial consumers in making the switch to OPPO smartphones is price. The majority of millennial consumers prefer OPPO because it has an affordable price. Price is often taken into consideration in making purchases (Harjadi & Nurfatimah, 2021). According to Isa et al. (2020), price is the main reason consumers make the switch to smartphone brands.

Based on website Oppo.com (2023), the selling price of OPPO smartphones starts from the range of Rp1.5 million to the most expensive price, which almost reaches Rp15 million. In other words, OPPO smartphones are sold for low-end to high-end segmentation because of their varied prices and products. From this research, it was found that the existence of various series of OPPO smartphones sold at affordable prices can make smartphone consumers of other brands switch to OPPO. According to Butts (2023), millennials in Southeast Asian countries, including Indonesia, prefer mid-range smartphones at affordable prices compared to high-end smartphones with well-known brands, such as Samsung and Apple.

The ability of price in influencing consumer switching decisions is in line with research conducted by Anand et al., (2018) and Kulshreshtha et al., (2017) stating that price is an important factor that consumers consider in purchasing smartphones. The price factor becomes important because it is adjusted to the financial capabilities of consumers. Baganzi et al., (2017) also stated in his research that smartphone prices strongly influence consumer preferences where affordable smartphone prices are considered more favorable than smartphones with high prices. This supports the current situation where OPPO is the smartphone brand with the largest market share in Indonesia due to the Affordable selling price of its products that affect consumer preferences to switch to OPPO smartphones.

Then, the fourth factor that is the preference of millennial consumers in making the transition to OPPO smartphones is the brand image factor. Brand image is one of the important parts in brand awareness since it was first created so that the brand is always remembered by consumers (Yuhesdi, 2020). A product or brand that has a positive brand image will be more chosen by consumers (Hakim et al., 2021). Brand image factor in this study, consumers prefer smartphones with brands that are already known to many people.

Currently OPPO is one of the famous smartphone brands in Indonesia. OPPO smartphones are also known as superior smartphones because they have good selfie cameras. OPPO also made the slogan "Selfie Expert" at the beginning of its appearance and the slogan is still remembered by consumers today, although the Oppo slogan has been changed to "Inspiration Ahead". In addition to being famous for having a good camera, OPPO is also famous for its affordable price and good design (Oppo, 2023).

Consumer preference on brand image in switching to Oppo smartphones is supported by research conducted by Ling et al., (2018) and Manzoor et al., (2020) which states that brand image is able to influence customers in deciding to switch to another smartphone brand. This research is also supported by Sethi & Chandel (2015) which states that brand is the most important attribute for consumers in making smartphone purchases.

CONCLUSION

Based on the analysis that has been done, it was concluded that in making the decision to switch to OPPO smartphones, the most important attributes according to millennial

consumers in the Greater Jakarta area are product features, marketing communication effects, price levels, brand image, and lifestyle.

The preferences of millennial consumers in the Greater Jakarta area in making decisions to switch to OPPO smartphones for product feature attributes in a row from the most important are the speed of the operating system, the durability of smartphones or OPPO smartphones that are not easily damaged, easy to operate, camera quality, as well as physical appearance and eye-catching design. The attributes of marketing communications that are considered important are social media promotions, communicative OPPO websites, celebrity endorsements, and SPG's ability to attract consumers to buy. On the price attribute that is considered the most important by consumers is OPPO has an affordable price and then followed by an attractive Oppo selling price discount. In the brand image attribute that is considered the most important is a well-known smartphone brand and then the brand has a good image. Then, the lifestyle attribute that is considered the most important is that OPPO is able to support consumer interest in fashion/food/recreation/etc.and then OPPO is able to support daily activities, such as learning, work, hobbies, and other social activities.

Based on research and analysis conducted on millennial consumer preferences towards the decision to switch to OPPO smartphones, researchers provide policy recommendations to OPPO manufacturers. The study found that consumers consider product features to be the most important attribute in deciding to switch to OPPO smartphones. Therefore, it is advisable for OPPO to always innovate and develop product features so that it can maintain its market share because innovative features on smartphones are able to make consumers interested in making purchases, especially if the innovations and features developed are characteristic of OPPO and are not owned by other smartphones. In addition to focusing on product features, OPPO must also continue to conduct marketing communication strategies, especially promoting on various social media so that consumers continue to get the latest information about OPPO. In addition, OPPO must also maintain an affordable selling price in an effort to maintain and expand market share. In terms of brand image, OPPO must continue to create innovative, quality, and unique products so that OPPO still has a strong brand image in the eyes of consumers. In terms of lifestyle, OPPO must continue to analyze and observe trends, activities, and consumer interests from time to time so that OPPO can continue to adapt its products to the lifestyle owned by consumers.

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