

## **ABSTRACT**

*Brand switching is a natural condition in the context of consumer behavior. This condition occurs due to changes in consumer behavior which can be influenced by changes in preferences, consumer experience and the influence of other brands' promotional strategies. This is certainly a threat to brands that are abandoned and is an opportunity for brands that are the destination of consumers. This condition requires companies to be able to implement effective strategies to attract new consumers and prevent consumers from moving to competitors' brands.*

*This study aims to analyze the factors that influence brand switching behavior in halal skincare consumers. the factors used in this study are variety seeking, alternative attractiveness, halal awareness, and product attribute. The research data obtained primary data collected through questionnaires with 204 Avoskin consumer samples. The results showed that variety seeking, alternative attractiveness, halal awareness, and product attribute have a positive and significant influence on brand switching in halal skincare consumers.*

**Keyword** : *brand switching, customer choice, attractiveness, halal awareness*

