

The Influence of Smartphone Brand Experience on Brand Loyalty ——Take Huawei Mobile Phone for Example

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ABSTRACT: *With the Chinese smartphone market entering the era of negative growth, consumers gradually shift their focus from hardware configuration to experiential value, and it becomes more and more difficult for enterprises to maintain brand loyalty. How to improve brand loyalty has become the key to the success of enterprises. Taking Huawei mobile phone consumers as the research object, this paper conducts an empirical study on smartphone brand experience and brand loyalty. The results show that brand experience is positively correlated with brand loyalty. The research results enrich the research on smartphone brand loyalty to a certain extent, and provide theoretical basis for Huawei mobile phones to improve brand loyalty.*

KEY WORD: *Brand loyalty; Brand experience; Smartphone*

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I. INTRODUCTION

With the ups and downs of China's smartphone market in recent years, the Matthew effect of the whole industry has been revealed, and the smartphone market has gradually changed from an incremental market to a stock market. Smartphones in China stock market, along with the mobile phone brands emerge in endlessly, frequent iteration of the product and various promotional activities, bring the increase of consumer choice and switching costs, keeping loyal customers is more difficult for the domestic smartphone enterprise, how to improve the brand loyalty of consumer to become the key of winning the domestic smartphone companies.

It is generally believed that the higher the customer satisfaction, the higher the customer loyalty to the brand will be (Bloemer & Kasper, 1995). However, according to the latest China Customer Satisfaction Index analysis report, under the premise that satisfaction expression is basically unchanged, Huawei mobile phone consumers have reduced their loyalty commitment, and the intention of repurchase has begun to decline, and there is still a downward space in the future. Thus, it can be seen that the factors affecting brand loyalty are being adjusted, and loyalty research based on customer satisfaction can no longer completely represent the true loyalty of consumers.

The emergence of new smart retail experience stores represented by Huawei marks the advent of the era of "Huawei new retail". "Huawei New retail" goes beyond the scene boundary of online and offline. By using new Internet technology and new thinking to transform and innovate the traditional way, it puts forward Huawei's new retail thought of scene fusion and experience first. The core of "Huawei New retail" is to improve consumers' brand experience. Through the transformation of scene fusion, service experience and experience value, it focuses on the key words such as scene, fun, experience and value. The core of these keywords all point to "experience" (Green, 2019). Therefore, this paper studies the influence mechanism of brand experience on brand loyalty by taking Huawei mobile phone consumers as the research object and using empirical research method. The research results enrich the research on smartphone brand loyalty to a certain extent, and provide a certain theoretical basis for Huawei mobile phones to enhance brand loyalty.

II. THEORY AND HYPOTHESES

2.1 Brand experience

Experience is a kind of individual psychological feeling, which occurs when consumers are exposed to certain stimuli. Brand experience is the individual feeling that the customer responds to some experience of the brand, including the marketing efforts made by the operator in the process of customer consumption and before and after the purchase of the brand product or service. In other words, brand experience refers to the specific experience and feelings of customers towards the brand. Of course, "experience" means much more than products and services under the banner of a brand. It involves every interaction between the customer and the brand or supplier, from the initial understanding, through selection, purchase, use, to the persistence of repeated purchase. Brand experience is the personalized inner feeling generated by the interaction between brands and consumers (Zarantonello& Schmitt, 2010). The definition of brand experience is not uniform, and its composition is also complex and diverse. The authoritative representative is Schmitt's definition: brand experience is an internal reaction and subjective feeling generated by individuals due to certain external stimuli, including packaging,

design, environment, characteristics, etc. (Schmitt, 2009). This paper agrees with Schmitt's point of view and defines brand experience as a complex feeling obtained by consumers from various aspects in the whole process of consuming brand products or services.

Due to different research perspectives and fields, scholars at home and abroad hold two-dimensional, three-dimensional, four-dimensional and five-dimensional views on the research dimensions of brand experience. In this paper, brand experience is divided into three research dimensions of usability experience, emotional experience and relevance experience by combining the characteristics of Huawei mobile phones. Usability experience is the effectiveness and efficiency of the interaction process perceived by consumers when they experience the product under the given task scenario. Emotional experience refers to the positive and negative emotions or emotions generated internally by emotional stimuli. Related experience refers to a comprehensive experience in which consumers feel that the cultural value created by the brand and group belonging can represent their social status and maintain social relations.

2.2 Brand loyalty

Brand loyalty is a measure of brand loyalty. It is formed by consumers' long-term repeated purchase and use of the brand and their trust, commitment, emotional maintenance and even emotional dependence on the brand. Customers with high brand loyalty are less sensitive to price, willing to pay high price for high quality, able to recognize the value of the brand and treat it as friends and partners, and willing to make contributions to the brand.

The concept of brand loyalty has a history of nearly a hundred years, and its emergence can be traced back to the 1920s. As for the concept of brand loyalty, there is still no unified and clear definition in the academic circle, but it can be defined from the three perspectives of behaviour theory, attitude theory and behaviour and attitude synthesis theory. Olive's point of view is so far more established and generally accepted. Brand loyalty is a strong commitment of consumers to their preferred product or service brand and they will continue to buy or patronize this brand in the future (Oliver, 1999). Dick and Basu (1994) divided consumers into four categories by taking behavioral loyalty as the horizontal axis and attitudinal loyalty as the vertical axis according to the two factors of consumers' attitude loyalty and brand behavioral loyalty. Therefore, this paper adopts the viewpoint of synthesis theory to define brand loyalty as behavioral tendency caused by consumers' preference commitment towards a brand product or service.

2.3 Research model and hypothesis

With the rapid increase of the consumption ability of Chinese brands, the attention of the practice circle and the academic circle to the brand field is deepened. Although the Chinese brand market has great potential, it also attracts fierce competition. Brand loyalty has become an important factor for the sustainable development of brands.

In the era of experience economy, enterprise competitiveness is not limited to basic products and services, but more importantly, customers have a high degree of brand loyalty. In the study of marketing, it also shows that brand loyalty has a very important value for the establishment of marketing advantages. Loyal customers are willing to pay more for the brand; Brand loyalty can create a larger market share for enterprises; Brand loyalty can also generate good word of mouth and attract new customers. Brand loyalty has become an important factor for the sustainable development of a brand. With the improvement of economic level, consumers' requirements on brand experience have also been improved, and brand experience has become a key factor affecting brand loyalty. Brand experience refers to the impression and experience brought by a brand after consumers come into contact with it. Its influence on brand loyalty has been verified in the existing literature. In recent years, many scholars have conducted empirical studies by selecting different research objects, and the consistent results show that brand experience has a significant positive correlation with brand loyalty. (Terblanche & Boshoff, 2006). Ryoo et al. (2013) took Korean products as an example, this paper verifies the influence of positive emotions brought by brand experience on enhancing self-perception and brand loyalty. Khan and Rahman (2016) examined the influence of e-tail brand experience on e-brand loyalty. Tang and Yan (2018) discussed the influence of online brand community on brand loyalty from the perspective of community experience with five dimensions.

According to the viewpoints of the above scholars, this paper believes that usability experience, emotional experience and relevance experience in the brand experience dimension are positively correlated with brand loyalty, and proposes the following research hypothesis.

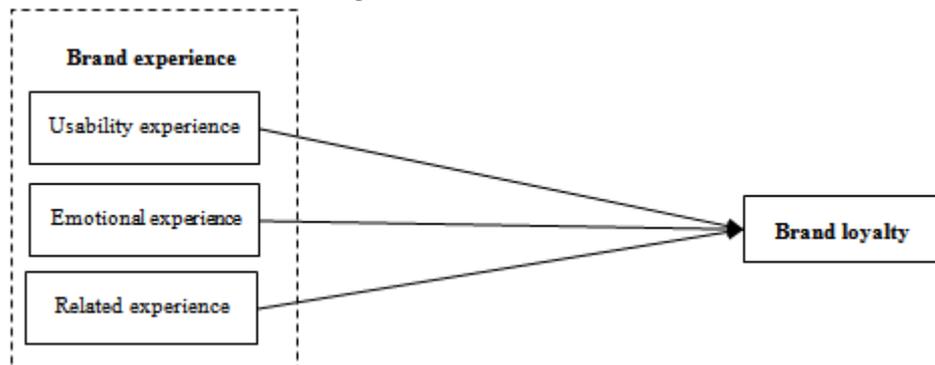
H1: Smartphone consumers' usability experience associates positively with brand loyalty.

H2: Smartphone consumers' emotional experience associates positively with brand loyalty.

H3: Smartphone consumers' related experience associates positively with brand loyalty.

Based on the above analysis and research hypothesis, this paper constructs a research model of the influence mechanism of smartphone brand experience on brand loyalty, which shows the influence of the three dimensions of brand experience on brand loyalty respectively, as shown in Figure 1.

Figure 1: Research model



III. METHODOLOGY

3.1 Sampling and Data Collection

The main research object of this paper is Huawei mobile phone consumers. First of all, through a small range of pre-survey questionnaire, we preliminarily judge whether the design of each item in the questionnaire is reasonable, and improve relevant Suggestions and questions so as to form a formal questionnaire for this study. This paper focuses on the investigation and research of Huawei mobile phone brand loyalty, so people with experience in using Huawei mobile phones are selected as the research objects. This survey mainly adopts online survey and offline survey, among which online survey mainly adopts the networkCommunication tools (such as WeChat, QQ, etc.) release questionnaires, and collect questionnaires through snowballing convenient sample, while offline research adopts random interception and interview to release and collect questionnaires. According to the research plan, a 30-day questionnaire survey was conducted in the research area. A total of 300 questionnaires were issued and 290 were recovered, among which 238 were valid and the questionnaire efficiency was 79.33%.

3.2The characteristics of the respondents

The descriptive analysis is based on the basic information collected from the respondents. In terms of gender, the ratio of male to female is basically balanced, with 125 males accounting for 52.52% and 113 females for 47.48%. In terms of age, users of Huawei mobile phones are mainly between 18 and 40 years old, accounting for 79.83% of the total sample in this study. This group is the main user group of Huawei mobile phones and also the main object of this study. In terms of educational level, those with bachelor's degree or above accounted for the largest proportion, accounting for 75.21% of the total sample population. In terms of careers, students dominate the survey, accounting for 49.16%. In terms of the average monthly income (the average monthly consumption level), the sample of 1000-2000-yuan accounts for 30.67% at most, which is consistent with the age and occupation of the respondents, and the average monthly income (the average monthly consumption level) at all levels is basically evenly distributed.

3.3Measurement model assessment

In this paper, using SPSS17.0 software of Pearson correlation coefficient between brand experience and brand loyalty for correlation analysis, the results show that the brand experience and brand loyalty between three dimensions on the 0.01 level (double side) significantly correlated and the correlation coefficient is bigger, so you can according to the preliminary brand experience and brand loyalty has certain correlation between brand experience, the better, the higher the brand loyalty may be. At the same time, based on the theoretical basis and research hypothesis of this paper, the structural equation software AMOS 23.0 was used to construct the overall research model of this paper, and the hypothesis of the relationship between variables was verified through the standardized path coefficient and significance level of the model. The path coefficients and hypothesis testing results calculated by AMOS 23.0 are shown in Table 1.

Table1 : The path coefficient of the model and the result of hypothesis testing

Paths	Standardized ML estimate	Hypothesis supported
Usability experience → Brand loyalty	0.86***	Yes
Emotional experience → Brand loyalty	0.70***	Yes
Related experience → Brand loyalty	0.87***	Yes
Fit statistics: P<0.001, NC=2.868<3, RMSEA= .089, NFI= .849 IFI= .896, TLI= .879, CFI= .895		

Notes: ***p≤0.001

IV. DISCUSSION

4.1research conclusions

Based on the theoretical research of domestic and foreign scholars, this paper constructs a research model of Huawei mobile phone brand loyalty from the research dimensions of brand loyalty and brand experience, puts forward research hypotheses, verifies the influence of various dimensions of brand experience on brand loyalty through empirical research, and draws some research conclusions.

In the dimension of brand experience, usability experience, emotional experience and relevance experience have significant positive correlation with brand loyalty, and the importance is emotional experience, relevance experience and usability experience in order. Huawei mobile phones bring consumers a safe, stable and durable experience in terms of performance; Through specific task scenarios, consumers can perceive the effectiveness and efficiency of the interaction process, thus forming attraction. Emotionally, create a cordial and pleasant atmosphere through service and environment, so as to make consumers resonate and depend on; When consumers perceive that the cultural value and group belonging created by Huawei are similar or consistent with their own lifestyle and values, and can show their social status, they will have higher brand loyalty to Huawei mobile phones.

In addition, age, education level, occupation and average monthly income all showed significant differences in smartphone brand loyalty. Due to the differences in individual characteristics, consumers have differences in experience focus and perception during brand experience, so they will show different loyalty to smart phone brands.

4.2Managerial Implications

Research on Brand loyalty of Huawei mobile phones is of great significance for Huawei mobile phones to stand firm and remain invincible in the fierce industry competition. Based on the above research conclusions, some management Suggestions are proposed.

First, scene fusion, experience first. Huawei mobile phones can consider adopting multi-dimensional experience mode. Starting from products and services, it can integrate scientific and technologically innovative aesthetic design and scene experience close to life, so that consumers can feel the fun and value of multi-dimensional experience and thus improve their brand loyalty. On the one hand, continue to adhere to the core concept of Huawei's innovation, thus forming the unique intelligent interactive experience of Huawei mobile phones; On the other hand, through the construction of "Huawei new retail" large service system, so as to build Huawei intelligent experience store into a warm home.

Second, brand IP is the trend of future brand development. Huawei mobile phone can consider the re-innovation of brand culture communication, improve the ability to tell "brand story", accelerate the integration of Huawei brand culture and value recognition of consumers, so as to improve consumers' brand loyalty. On the one hand, through cultural IP and innovative IP, consumers can recognize the cultural value of Huawei brand and form dependence. On the other hand, we actively cooperate with leading partners in the industry, so that consumers can have a sense of pleasure and belonging and resonate, so as to achieve win-win results for both parties and even for all parties.

Thirdly, customization on demand and personalized leadership. Huawei mobile phones can consider the individual characteristics of different consumer groups and achieve emotional convergence and resonance with consumers through personalized customized services, so as to improve the brand loyalty of consumers. By understanding where consumers' pain points are, we can directly and deeply reveal what consumers' needs are, so as to provide customized and hedonistic product experience and comfortable and carefree purchasing experience for consumers.

4.3 Future Research and Limitations

This paper has referred to a large number of scholars' research literature on "brand loyalty and brand experience" and related issues. However, due to the limitations of the author's energy and ability, there are still many deficiencies in this paper. Subsequent studies can continue to deepen this point of view.

First, in terms of variable selection, although this paper selects variables for the research on Huawei mobile phone brand loyalty based on relevant literature, it does not conduct in-depth research on the selection of variables. Subsequent studies can re-select research variables based on qualitative and quantitative analysis.

Second, in terms of sample selection, the survey sites in this paper are concentrated, and the survey group tends to be younger and more high-level, so the sample has limitations. Follow-up studies can expand the investigation area and objects, and select more different samples to further improve relevant studies.

Third, in terms of the research content, although this paper has refined the research content to a certain extent and selected a single brand for the research, there will be some differences in the research process for different models of Huawei mobile phones. Subsequent studies can continue to refine the research for different brands and different models of mobile phones.

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