

## Identifying and Analyzing the Role of Brand Loyalty towards Incumbent Smartphones in New Branded Smartphone Adoption: Approach by Dual Process Theory

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**Abstract :** Fierce competition in smartphone market may encourage users to switch brands when buying a new smartphone. However, many smartphone users continue to use the same brand although other branded smartphones are perceived to be more attractive. The purpose of this study is to identify and analyze the effects of brand loyalty toward incumbent smartphone on new smartphone adoption. For this purpose, a research model including two hypotheses, the positive effect on rational judgments and the negative effect on rational judgments, are proposed based on the dual process theory. For the validation of the research model, the data was collected by surveying Korean university students and tested by the group comparison between high and low brand loyalty. The results show that the two hypotheses were statistically supported.

**Keywords :** brand loyalty, dual process theory, incumbent smartphone, smartphone adoption

**Conference Title :** ICMB 2016 : International Conference on Mobile Business

**Conference Location :** Paris, France

**Conference Dates :** November 21-22, 2016