

Exploring the Impact of Dual Brand Image on Continuous Smartphone Usage Intention

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Abstract : The mobile phone has no longer confined to communication, from the aspect of smartphones, consumers are only willing to pay for the product which the added value has corresponded with their appetites, such as multiple application, upgrade of the camera, and the appearance of the phone and so on. Moreover, as the maturity stage of smartphone industry today, the strategy which manufactures used to gain competitive advantages through hardware as well as software differentiation, is no longer valid. Thus, this research aims to initiate from brand image, to examine exactly whether consumers' buying intention focus on smartphone brand or operating system, at the same time, perceived value and customer satisfaction will be added between brand image and continuous usage intention to investigate the impact of these two facets toward continuous usage intention. This study verifies the correlation, fitness, and relationship between the variables that lies within the conceptual framework. The result of using structural equation modeling shows that brand image has a positive impact on continuous usage intention. Firms can affect consumer perceived value and customer satisfaction through the creation of the brand image. It also shows that the brand image of smartphone and brand image of the operating system have a positive impact on customer perceived value and customer satisfaction. Furthermore, perceived value also has a positive impact on satisfaction, and so is the relation within satisfaction and perceived value to the continuous usage intention. Last but not least, the brand image of the smartphone has a more remarkable impact on customers than the brand image of the operating system. In addition, this study extends the results to management practice and suggests manufactures to provide fine product design and hardware.

Keywords : smartphone, brand image, perceived value, continuous usage intention

Conference Title : ICBEM 2018 : International Conference on Business, Economics and Management

Conference Location : Paris, France

Conference Dates : June 25-26, 2018