



# The Impact of Brand trust, Self-image Congruence and Usage Satisfaction toward Smartphone Repurchase Intention

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## ABSTRACT

The purpose of this study is to examine the subjective factors; brand trust, self-image congruence and usage satisfaction toward repeat purchase intention of smartphones among the Gen-Y consumers in Malaysia. A total of 182 respondents participated in this research. Most of the respondents purchased a smartphone within the last 12 months and a large number of the respondents are active users of text messaging and smartphone applications. Results indicate that self-image congruence is the main antecedents for repeat purchase of smartphones. This is followed by usage satisfaction as the second predictor and lastly would be brand trust. This paper provides some discussion and recommendations for practitioners.

**Keywords:** Brand Trust, Self-image, Satisfaction, Smartphones, Malaysia

**JEL Classifications:** M310, M370

## 1. INTRODUCTION

In the recent decade, consumers are becoming more technology savvy with the growth of the digital era. The use of smartphone has grown over the years which enabled consumers to be constantly connected with the rest of the world through their smartphone device(s). The invention of smartphone applications, user-friendly websites and social network sites have helped push the demand of smartphones to a higher level. Mothar et al. (2013) highlighted that the amount of people purchasing smartphones in Malaysia has increased to 7.7 million in 2013. The competition in the smartphone industry has also surged over the years where old players such as Apple, Samsung, HTC and Sony are competing with newer brands such as Oppo, Xiaomi and Huawei.

Globally, the smartphone industry is extremely competitive especially with the emergence of new competitors. Hence, all players are enhancing their strategies in retaliation to their competitors to preserve their market share via the act of repurchasing. Marketers around the world have invested substantial amount of capital in research and development to determine the factors in ensuring consumers' loyalty to a brand. There have been some studies which emphasize on enhancing internal management process that would result positive external

outcomes. However, limited studies have been conducted to further address repurchase intention in the context of smartphone industry (Su and Huang, 2010; Hsiung, 2011). One key driver to encourage repeat-purchase intention is to increase customer usage satisfaction. According to Dimitriadis (2006), it is vital for marketers to implement consumer-oriented business model these days in order to survive in this highly competitive business environment. Sit et al. (2009) further support this assertion by stating that only companies that use consumer-oriented approach can attain customer retention and gain competitive advantage.

Past studies have also focused on the characteristics and attributes of the product to predict repeat purchase intention, and less on the consumers themselves. For instance, Tsai and Ho (2013) focused on the design of the smartphones toward usage behaviour. In addition, many other researchers have also reported that price, ease of use, product features and brand image influences smartphones purchase intention (Tsai and Ho, 2013), find more articles to support. There are very few researches that actually focus on the subjective perspective of consumers in the smartphone repeat purchasesuch as the prior usage satisfaction, trust in the smartphone brands and self-image congruence with the brand. Therefore, this paper seeks to examine to what extent do brand trust, self-image congruence and usage satisfaction influence