

ABSTRACT

In Myanmar, with the smartphone consumers are increasing swiftly, there is variety of brands to choose and the loyalty of customer to certain brand turn out to be more and more unpredictable and uncertain. This can lead to confusing in a market which has an effect on the market in ways such as that getting lower expected sale. In addition, the cost to acquire new customers is substantially greater than that to retain existing customers hinges on a stream of interrelated factors. Therefore, in this research, the researcher will concentrate on customer loyalty towards smartphone in order to investigate what factors that actually influencing customer loyalty of smartphone among Myanmar consumers. What's more, descriptive and inferential analysis method was applied to analyze the data. Survey methodology and 420 questionnaires were distributed to the respondents from three branches of Mobile King Shop in Yangon; both male and female aged 18 or above, who are using Samsung smartphone for more than two years. The data was analyzed and summarized by applying the Statistical package for Social Science (SPSS). Pearson Correlation Coefficient Analysis was applied to predict if there was a relationship between independent variables and dependent variable.

Firstly, this study found out the relationship among satisfaction, trust, perceived value, affect, perceived switching cost, corporate image, brand reputation and customer loyalty. It indicated that all of the independent variables have a significant relationship with customer loyalty. The strongest significant relationship was revealed between satisfaction and customer loyalty (.761). Secondly, this study found out the second strongest relationship between perceived value and customer loyalty (.642). The moderate positive relationships are the relationship between trust, perceived switching cost, brand reputation and customer loyalty. However, there are weak significant relationships between affect, corporate image and customer loyalty.

To sum up, this research provides valuable implications for the enterprises to find a suitable path to cultivate or attract more customers to extend market size.