

Abstract

The Smartphone market in Cambodia is growing rapidly, and being more competitive. In order to get a higher market share and consumer loyalty, Smartphone manufacturers have to provide more features and attributes of their products to attract the consumers to satisfy with their Smartphone brand. In this case, Smartphone manufacturers also pointed out different branding strategies to attract consumers loyal to their brand. The purpose of this study was to investigate the influencing factors of the independent variables, i.e. brand affect, brand trust, customer satisfaction, perceived quality, advertising spending, customer orientation, and CSR toward brand loyalty as dependent variable for the Apple iPhone in Phnom Penh, Cambodia. Then, the conceptual framework was designed from the theoretical framework, and hypotheses were constructed from the conceptual framework in order to know the relationship between two variables; dependent variable and independent variable. The researcher targeted university students both male and female who currently use the Apple iPhone and are therefore, consumers of the iPhone brand.

A total of 400 questionnaires were distributed at the Royal University of Phnom Penh (RUPP), National University of Management (NUM), Cambodia Mekong University (CMU), Royal University of Law and Economics (RULE), and Paññāsāstra University of Cambodia (PUC). The time frame of data collection for this research was relatively short, being from October to November, 2015. After collecting data via a questionnaire, the researcher used the statistical software for the statistical treatment of data by applying descriptive analysis and inferential analysis which included the analysis of simple linear regression, and multiple linear regression.

In terms of hypothesis testing, some hypotheses failed to reject H_0 and some hypotheses rejected H_0 . Firstly, brand trust (with $\beta=.366$) had high positive significant influence on brand affect, perceived quality (with $\beta=.615$) had high positive significant influence on satisfaction, advertising spending (with $\beta=.186$) had high positive significant influence on perceived quality, satisfaction ($\beta=.371$) had the highest positive influence on brand loyalty in terms of behavior while brand affect ($\beta=.191$) had the lowest positive influence on brand loyalty in terms of behavior. Where, advertising spending ($\beta=-.087$) had a negative significant influence on brand loyalty in terms of behavior. However, brand trust ($\beta=.066$) and customer orientation ($\beta=.003$) had not a significant influence on brand loyalty in terms of behavior, corporate social responsibility (CSR) ($\beta=.450$) had the highest positive influence on brand loyalty in terms of commitment while brand

trust ($\beta=.110$) had the lowest positive influence on brand loyalty in terms of commitment and however, perceived quality ($\beta=.037$), advertising spending ($\beta=.015$), and customer orientation ($\beta=.018$) had not significant influence on brand loyalty in terms of commitment, corporate social responsibility (CSR) ($\beta=.447$) had the highest positive influence on brand loyalty in terms of price tolerance while perceived quality ($\beta=.272$) had the lowest positive influence on brand loyalty in terms of price tolerance and however, brand trust ($\beta=.113$), satisfaction ($\beta=.040$), advertising spending ($\beta=.011$), and customer orientation ($\beta=.077$) had not significant influence on brand loyalty in terms of price tolerance for Smartphone in Phnom Penh, Cambodia.

The findings of this research can be useful for Smartphone management in Cambodia to face new challenges in the Smartphone industries in Cambodia and also to understand the customer perception toward Smartphone. The Smartphone management can use these findings to improve their business performance and their strategies to lead the customer satisfaction and generate the brand loyalty. Based on these findings, the researcher would like to suggest that Smartphone management should enhance the brand trust to build brand affect, improve perceived quality to create satisfaction, increase the advertising spending to improve perceived quality, enhance satisfaction to build brand loyalty in terms of behavior, involving in Corporate Social Responsibility (CSR) to enhance brand loyalty in terms of commitment and price tolerance.