

The Influencing Factors toward Brand Loyalty of Smartphone in Phnom Penh, Cambodia

Kao Dauch

MBA, Graduate School of Business,
Assumption University of Thailand

Dr. Apichart Intravisit

Asst. Prof. Dr. Sirion Chaipoopirutana

Lecturers

Graduate School of Business, Assumption University

Abstract

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 dependent variable and independent variable. The researcher targets university students both male and female who currently use the Apple iPhone. A total of 400 questionnaires were distributed at the top five rankings of number of university students in Phnom Penh, Cambodia. The researcher used SPSS software for the statistical treatment of data by applying descriptive analysis and inferential analysis. The results of this study showed that brand trust had a high positive significant influence on brand affect, perceived quality had a high positive significant influence on satisfaction, advertising spending had a high positive significant influence on perceived quality. Furthermore, brand affect, brand trust, satisfaction, perceived quality, and CSR had a positive significant influence on brand loyalty in terms of behavior, commitment, and price tolerance. Whereas, only one variable which is advertising spending had a negative significant influence on brand loyalty in terms of behavior. However, customer orientation had not a significant influence on brand loyalty in terms of behavior, commitment, and price tolerance.

Keywords: brand affect, brand trust, customer satisfaction, perceived quality, advertising spending, customer orientation, corporate social responsibility (CSR) and brand loyalty.

Introduction

The Smartphone market in Cambodia is growing rapidly, and being more competitive with more features and attributes of all Smartphones provide to the consumers. To get a higher market share and consumer loyalty, Smartphone manufacturers pointed out different branding strategies. In this case, the Apple iPhone entered the Cambodia market and has to compete with the other brands, such as Samsung, Nokia, LG, HTC, Huawei and other Smartphone brands. Kabadayi and Alan (2012) mentioned that the brand is recognized as the most valuable, strategic asset of a company

as consumers are more likely to buy products/services from a brand they perceive to be better than others. The more previous researchers have identified the number of variables that could impact loyalty for a brand, namely brand affect, brand trust, perceived quality, satisfaction, advertising spending, customer orientation, and CSR activity (Berry and Parasuraman, 1991; Yoo et al., 2000 etc).

This study aims to explore the various factors that influence brand loyalty for the Apple iPhone in Phnom Penh, Cambodia. Ting et al (2011) mentioned that today's consumers have become highly dependent on Smartphones to retrieve useful information by a simple browse and click method to access their Smartphones as it is with them when they commute, relax at home, travel overseas, and so on. Hence, the researcher collected the data from university students in Phnom Penh, Cambodia and this population was selected because university students represent the youth of Cambodia who are more likely to be inclined towards technologically advanced products like Smartphones in comparison to the rest of the population. Tian et al. (2009), they mentioned that university students are perceived to be dependent on Smartphones when they regard them as a requirement and have a strong tendency for constant high usage, being engaged and unwilling to separate with them.

Research Objectives

The objective of this research is to study the influencing factors toward brand loyalty for the Apple iPhone in Cambodia, which is measured by brand trust, brand affect, perceived quality, satisfaction, advertising spending, customer orientation, and CSR. The researcher aims:

1. To study the influence of brand trust on brand affect
2. To study the influence of perceived quality on satisfaction
3. To study the influence of advertising spending on perceived quality
4. To study the influence of brand affect, brand trust, satisfaction, perceived quality, advertising spending, customer orientation, CSR on brand loyalty in terms of behavior
5. To study the influence of among brand affect, brand trust, satisfaction, perceived quality, advertising spending, customer orientation, CSR on brand loyalty in terms of commitment
6. To study the influence of among brand affect, brand trust, satisfaction, perceived quality, advertising spending, customer orientation, CSR on brand loyalty in terms of price tolerance

Literature Review

Advertising spending

Advertising spending is an important signal for investors which it indicates the ability of a firm to deploy the resources necessary to attract and/or to reinforce customers and their value proposition to existing customers (Chauvin and Hirshey, 1993). Additionally, Agrawal (1996) defined that advertising is a “defensive” and “offensive” strategy to build customer loyalty and lure customers away from competitors simultaneously. Furthermore, McAlister et al. (2007) identified that advertising spending creates consumer awareness and enhances brand loyalty.

Brand affect

Brand affect is a brand’s potential to get information a positive or negative emotional response in the average consumer (Moorman et al., 1992). In addition, Chaudhuri and Holbrook (2001, p. 82) defined brand affect as “a brand’s potential to elicit a favorable or unfavorable emotional response in the average consumer as a result of its use”, or as spontaneous feelings about a brand that can be created on the spot. Matzler et al. (2006) suggested that brand affect is the relationship between consumers and brand under a specific category and it can be considered the general elicitation of the consumers for brand after its usage.

Brand loyalty

Brand loyalty is a deeply held commitment to re-buy or re-patronize a preferred product or service consistently in the future, thereby causing repetitive same-brand or same brand-set purchasing, despite situational influences and marketing efforts having the potential to cause switching behavior (Oliver, 1999). Moreover, Schiffman and Kanuk (2004) defined that brand loyalty represents a commitment of the consumer to the brand which makes it an intangible asset that reflects the company's price of the product or service. However, brand loyalty can also be demonstrated through attitudes that influence consumers’ commitment to a brand, price tolerance, and positive word-of-mouth (Salmones et al, 2005).

Brand trust

Brand trust is the willingness of the average consumer to have confidence in the reliability on the ability of the brand to perform its stated function (Moorman et al., 1992). Moreover, Becerra and Korgaonkar (2011) mentioned that brand trust is related to the behavior of consumers in supporting of a brand despite the risk or uncertainty associated with that brand.

Corporate social responsibility (CSR)

CSR can be considered as a concept defining how companies integrate social and environmental concerns in their business operations and how they interact with stakeholders on a voluntary basis (EC, 2010). Spence and Bourlakis (2009) argued that CSR focused on voluntary practices rather than government intervention, namely that corporate responsibility (CR) is the voluntary actions that an organisation can take, over and above compliance with minimum legal requirements, to address both its own competitive interests and the interests of the wider society.

Customer orientation

According to Ha et al. (2009) defined customer orientation as employees' competence in engaging in activities designed to better identify, assess, comprehend, and meet customer needs. Vargo and Lusch (2004) supported this definition and further validated it by arguing that the concept of service, and the catering of benefit and assistance it entails, is more compatible with the understanding of customer orientation. Verhoef et al. (2010) defined that customer orientation is a market tools used to orient customer to focus on firms' business strategies and continually seek new ways to interact and engage with them.

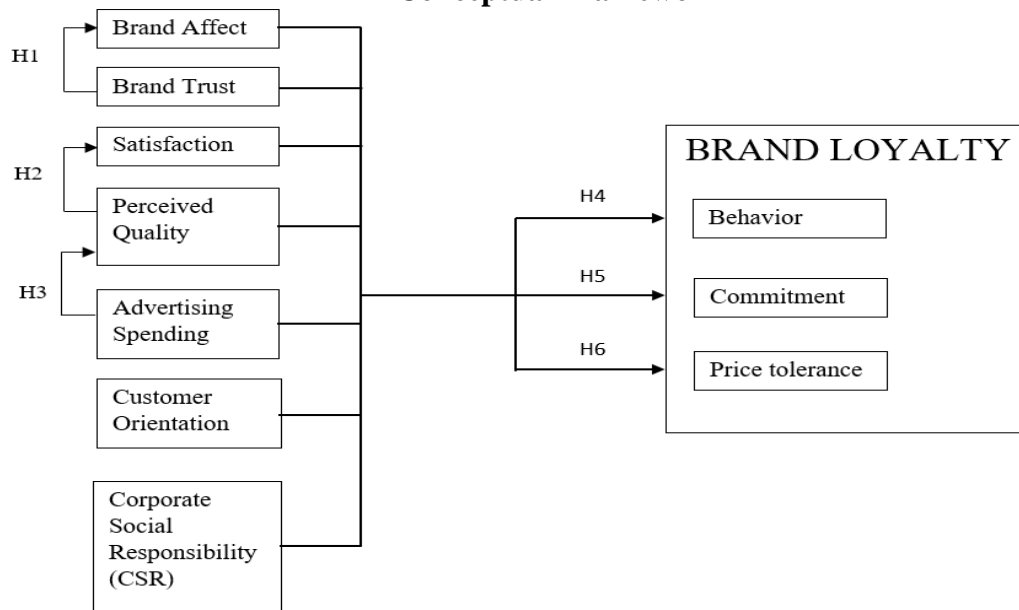
Perceived quality

Perceived quality is a consumer's cognitive judgment on the superiority of a brand in fulfilling consumers' expectations and as mentioned above perceived quality is often seen as a prerequisite to satisfaction and brand loyalty (Oliver, 1999). Moreover, Zeithaml (1988) illustrated that perceived quality is different from actual quality in the way that consumer perceived quality is an abstract idea influenced by consumer attitudes and consumers' environment and added that perceived quality is the judgement of consumer toward superiority or excellence of a product.

Satisfaction

Satisfaction is considered as a crucial factor in consumer behavior, post-consumption decisions, and in attitudes of consumers to a service firms (Oliver and Swan 1989). Referring to Zeithaml et al. (1990) illustrated that customer satisfaction is based on the balance between customers' expectations and customers' experiences with the products and services and in case that if a customer's experience exceeds that customer's expectations, therefore that customer will be satisfied.

Conceptual Framework



Research Hypotheses

H1a: Brand trust has a significant influence on brand affect

H2a: Perceived quality has a significant influence on satisfaction

H3a: Advertising spending has a significant influence on perceived quality

H4a: Brand affect, brand trust, satisfaction, perceived quality, advertising spending, customer orientation, and CSR have a significant influence on brand loyalty in terms of behavior.

H5a: Brand affect, brand trust, satisfaction, perceived quality, advertising spending, customer orientation, and CSR have a significant influence on brand loyalty in terms of commitment.

H6a: Brand affect, brand trust, satisfaction, perceived quality, advertising spending, customer orientation, and CSR have a significant influence on brand loyalty in terms of price tolerance.

Research Methodology

This study is a descriptive research of the influencing factors toward brand loyalty for the Apple iPhone brand in Phnom Penh, Cambodia, namely brand affect, brand trust, satisfaction, perceived quality, advertising spending, customer orientation, and CSR.

Zikmund et al. (2013) identified that descriptive research is used to describe characteristics of population such as people, group, objects or tries to paint a picture by answering to who, what, when, where, and how questions. Furthermore, the sample survey method was used to collect primary data from respondents by the researcher. Cooper and Schindler (2014) mentioned that a survey is a measurement process which is used to collect information– sometimes with a human interviewer and other times without.

In this study, the primary data has been collected from 400 respondents who have studied in university in Phnom Penh, Cambodia. Then, for secondary data, the researcher has been collected from journals, books, previous studies and Internet for supporting the conceptual framework of this study. The target population is the consumers who currently use the Apple iPhone and the researcher set the locations for data collection based on the top five rankings of a number of university students in Phnom Penh, Cambodia.

Data Collection

The primary data was collected using the self-administered questionnaires distributed to the top five ranking of university students including the Royal University of Phnom Penh (RUPP), the National University of Management (NUM), the Cambodia Mekong University (CMU), the Royal University of Law and Economics (RULE), and the Paññāsāstra University of Cambodia (PUC) in Phnom Penh, Cambodia; to students who currently use the Apple iPhone until the requirement of sample size was achieved. Hox and Boeijs (2005) defined that primary data are the data that used in research originally obtained through the direct efforts of the researcher through surveys, interviews and direct observation.

On the other hand, secondary data were collected and summarized from Emerald journals and ProQuest in order to construct the conceptual framework for this research. Furthermore, the secondary data also collected from the articles, journals, textbooks, reports, and other websites via internet to support the idea of this study. As Hox and Boeijs (2005) argued that secondary data are the materials that were created by other researchers in which is made available for reuse by the general research community.

Findings

Table 1:
Summary of Demographic factors by using Frequency and Percentage

Demographic factor	Characteristic	Frequency (f)	Percentage (%)
Gender	Male	262	65.5%
Age	18 to 25	358	89.5%
Marital Status	Single	373	93.3%
Education level	Bachelor Degree	387	96.8%
Job Status	No	219	54.8%
Occupation	Student	294	73.5%
Income per month	216 dollar or less	327	81.8%

Table 2:

*Summary of Demographic factors by using Means and Standard Deviation
Descriptive Statistics*

	N	Mean	Std. Deviation	Variance
Brand Affect	400	3.66	.656	.431
Brand Trust	400	3.87	.780	.609
Satisfaction	400	3.93	.736	.542
Perceived Quality	400	3.94	.679	.462
Advertising Spending	400	3.50	.793	.628
Customer Orientation	400	3.61	.638	.407
CSR	400	3.62	.509	.259
Brand Loyalty in terms of Behavior	400	3.87	.761	.579
Brand Loyalty in terms of Commitment	400	3.71	.659	.434
Brand Loyalty in terms of Price Tolerance	400	3.59	.787	.620
Valid N (listwise)	400			

Table 3:

Summary results from hypothesis testing

Hypothesis	Statistic Treatment	Level of Significance	Beta coefficient values	Result
H1 ₀ : Brand trust has not a significant influence on brand affect	Simple Linear Regression	.000	.366	Rejected H ₀
H2 ₀ : Perceived quality has not a significant influence on satisfaction	Simple Linear Regression	.000	.615	Rejected H ₀
H3 ₀ : Advertising spending has not a significant influence on perceived quality	Simple Linear Regression	.000	.186	Rejected H ₀
H4 ₀ : Brand affect, brand trust, satisfaction, perceived quality, advertising spending, customer orientation, and CSR have not a significant influence on brand loyalty in terms of behavior	Multiple Linear Regression	.000		Rejected H ₀
<ul style="list-style-type: none"> ▪ brand affect, ▪ brand trust, ▪ satisfaction, ▪ perceived quality, ▪ advertising spending, ▪ customer orientation, ▪ CSR 		<ul style="list-style-type: none"> ▪ .001 ▪ .234 ▪ .000 ▪ .001 ▪ .042 ▪ .961 ▪ .001 	<ul style="list-style-type: none"> ▪ .182 ▪ .066 ▪ .335 ▪ .182 ▪ -.084 ▪ .003 ▪ .261 	<ul style="list-style-type: none"> Rejected H₀ Fail to Reject H₀ Rejected H₀ Rejected H₀ Rejected H₀ Fail to Reject H₀ Rejected H₀
H5 ₀ : Brand affect, brand trust, satisfaction, perceived quality,	Multiple Linear Regression	.000		Rejected H ₀

advertising spending, customer orientation, and CSR have not a significant influence on brand loyalty in terms of commitment				
<ul style="list-style-type: none"> ▪ brand affect, ▪ brand trust, ▪ satisfaction, ▪ perceived quality, ▪ advertising spending, ▪ customer orientation, ▪ CSR 		<ul style="list-style-type: none"> ▪ .000 ▪ .026 ▪ .000 ▪ .421 ▪ .656 ▪ .717 ▪ .000 	<ul style="list-style-type: none"> ▪ .168 ▪ .100 ▪ .234 ▪ .037 ▪ .015 ▪ .018 ▪ .423 	Rejected H ₀ Rejected H ₀ Rejected H ₀ Fail to Reject H ₀ Fail to Reject H ₀ Fail to Reject H ₀ Rejected H ₀
H6 ₀ : Brand affect, brand trust, satisfaction, perceived quality, advertising spending, customer orientation, and CSR have not a significant influence on brand loyalty in terms of price tolerance	Multiple Linear Regression	.000		Rejected H ₀
<ul style="list-style-type: none"> ▪ brand affect, ▪ brand trust, ▪ satisfaction, ▪ perceived quality, ▪ advertising spending, ▪ customer orientation, ▪ CSR 		<ul style="list-style-type: none"> ▪ .000 ▪ .063 ▪ .519 ▪ .003 ▪ .801 ▪ .246 ▪ .000 	<ul style="list-style-type: none"> ▪ .222 ▪ .113 ▪ .040 ▪ .182 ▪ .011 ▪ .077 ▪ .388 	Rejected H ₀ Fail to Reject H ₀ Fail to Reject H ₀ Rejected H ₀ Fail to Reject H ₀ Fail to Reject H ₀ Rejected H ₀

Discussion

The data from demographic factors in Table 1 show that most of the respondents are male (65.5%) and the aged is between 18 to 25 years old (89.5%), most of them are single (93.3%) and hold a bachelor degree (96.8%). Furthermore, most of the respondents are student (73.5%) and have an income of 216 dollar or less per month (81.8%). In other words, the Apple iPhone's customers who intend to use the Smartphone of this brand are mainly young and educated adults. From the researcher's perspective, Apple iPhone management should consider more to this group of people. Apple iPhone have to understand their needs and wants in orders to make them more satisfied and keep them loyal with iPhone brand.

The results from hypothesis testing indicated that some variables had a significant relationship and some had not a significant relationship with each other. Based on the result of hypothesis one, the researcher found that brand trust had a positive significant influence on brand affect at the .000 of significance level and at .366 of Beta coefficient (β), which means the null hypothesis was rejected. Moreover, the Beta coefficient (β) showed that brand trust had a high positive significant influence on brand affect, which means that brand affect of Apple iPhone is strongly influenced by brand

trust. This result is supported by previous findings of Kabadayi and Alan (2012) found that brand trust had a positive significant effect on consumers' brand affect. According to this result, if customers' trust in the Apple iPhone brand can be increased, consequently their brand affect will also increase.

According to the result from hypothesis two, the researcher found that perceived quality had a positive and significant influence on satisfaction at the 0.000 of significance level and at .615 of Beta coefficient (β), which means the null hypothesis was rejected. Moreover, the Beta coefficient (β) showed that perceived quality had a high positive significant influence on satisfaction, which means that satisfaction of Apple iPhone is strongly influenced by perceived quality. This result is supported by previous findings of Delgado and Munuera (2001).

From the results of hypothesis three, the researchers found that advertising spending had a positive significant influence on perceived quality at the .000 of significance level and at .186 of Beta coefficient (β), which means the null hypothesis was rejected. Moreover, the Beta coefficient (β) showed that advertising spending had a high positive significant influence on perceived quality, which means that perceived quality of Apple iPhone is strongly influenced by advertising spending. This finding is supported by previous studies of Moorthy and Zhao (2000), and Yoo et al. (2000) who linked high advertising spending with higher quality perceptions. Based on this result, increasing in advertising spending for Apple iPhone would increase its perceived quality in consumers' minds.

Based on the result of hypothesis four, five, and six, the researcher found that brand affect, brand trust, satisfaction, perceived quality, and CSR had a positive significant influence on brand loyalty in terms of behavior, commitment, and price tolerance. Whereas, only one variable which advertising spending had a negative significant influence on brand loyalty in terms of behavior, which means that the null hypothesis was rejected. However, customer orientation had not a significant influence on brand loyalty in terms of behavior, commitment, and price tolerance.

The result of brand affect is supported by many researchers such as Chaudhuri and Holbrook (2002), and Sung and Kim (2010) who argued that that brand loyalty is higher when positive emotions cause consumers to hold positive attitudes towards a brand. From this result, the researchers can derive that if customers get high brand affect from Apple iPhone, they will be more loyal to it.

The result of brand trust is supported by the findings of Delgado and Munuera (2001), Chaudhuri and Holbrook (2002) who stated that brand trust is a determinant of brand loyalty. From this result, the researchers found that if customers trust the Apple iPhone brand, they will be more loyal to it.

The result of satisfaction is supported by the findings of Anderson and Srinivasan (2003) confirmed that satisfaction has a relationship with brand loyalty. Therefore, the result indicates that if customers get high satisfaction, they will be more loyal to the Apple iPhone brand.

The finding of perceive quality is supported by many researchers including Cronin et al. (2000) and Zeithaml et al. (1996). Grisaffe et al. (2011) who compared key antecedents of brand loyalty between two emerging markets found a positive correlation between perceived quality and brand loyalty. Based on this finding, the researchers can infer that if customers perceive the quality of Apple iPhone to be high, they will be more loyal to it.

The result of CSR is supported by the findings of Maignan and Ferrell (2001) who specified CSR as a strong factor for creating brand loyalty. From this result, the researchers can construe that if Apple iPhone engages in socially responsible behavior, customers will be more loyal to it.

Recommendations

This research contributes the knowledge and better understanding within the Smartphone industries. It can help marketers not only to understand the consumer's loyalty towards Apple iPhone, but also to gain more competitive advantages. The main objective of this research is to investigate the influencing factors toward brand loyalty of Apple iPhone in Phnom Penh, Cambodia. The researcher would like to provide some recommendations based on the result of six hypotheses as follows:

Based on the result of hypothesis one, the researcher found that brand trust had a positive significant influence on brand affect. According to the Beta coefficient (β), it was illustrated that brand trust ($\beta=.366$) had high positive influence on brand affect. Hence, the researcher would like to suggest that Apple iPhone should focus mainly on the activities that can create the trust of customers and improve in brand trust will increase brand affect of Apple iPhone. To build customers' trust on Apple iPhone, the researcher would like to recommend that Apple iPhone should provide the better services with the high quality of their product, offer training programs for the employees, give customers a consistent experience, create an emotional connection with customers and the emphasizing of emotion can be also used in the marketing and advertising campaign to create customer's trust. According to Kabadayi and Alan (2012), it is vital for managers to recognize that brand trust and brand affect originate from consumers' unique experiences with the brand. Therefore, the researchers would like to suggest that Apple iPhone management find ways to provide unique brand experiences to consumers thereby increasing their brand trust and consequently, brand affect.

Based on the result of hypothesis two, the researchers found that perceived quality had a positive significant influence on satisfaction. According to the Beta coefficient (β), it was illustrated that perceived quality ($\beta=.615$) had a high positive influence on satisfaction. Therefore, the researcher would like to suggest that Apple iPhone should focus mainly on customer perceived quality and improve in perceived quality will increase satisfaction of Apple iPhone. To increase perceived quality of Apple iPhone, Apple iPhone management should convince customers their product has quality superior to that of other brands, increase R&D expenditure to develop more innovative and user friendly, use celebrity endorsement to increase perceived quality, offer customers a free trial of products or services, keep in selling with high price, promote the excellent results include the testimonials, success stories and references. According to Fornell et al. (2006), customer satisfaction is derived more from quality rather than either value or price.

Based on the result of hypothesis three, the researcher found that advertising spending had a positive influence on perceived quality. According to the Beta coefficient (β), it was illustrated that advertising spending ($\beta=.186$) had a high positive influence on perceived quality. Hence, the researcher would like to suggest that Apple iPhone should focus on advertising spending to build perceived quality of Apple iPhone. If Apple iPhone spend on advertising more than any other smart phone brand, then the perceived quality toward Apple iPhone brand will be positive influence and better than other smart phone brand. This result is supported by Moorthy and Zhao (2000) identified that advertising spending is positively associated with the perceived quality after accounting for market share, objective quality and price which can also be used to reinforce perceived quality and consumption experience for a given brand (Moorthy and Hawkins, 2005).

Based on the result of hypothesis four, five, six, and considering the value of Beta coefficient (β), the research showed that:

Brand affect had a positive significant influence on brand loyalty in terms of behavior, commitment, and price tolerance. According to Berry and Parasuraman (1991), brand affect is the foundation of a loyal customer company relationship. Based on the results, brand affect play a crucial role in creating brand loyalty and it conducts a marketing advantages such as gaining more new consumers, reducing marketing cost, providing great trade leverage, performing word of mouth, and insulate brand from competitors marketing effort. Hence, the researcher would like to recommend that Apple iPhone management should build up brand affect for iPhone through effective communication and merchandising strategies. To do that, Apple iPhone should induce consumer experience with brands through the appropriate coordination of marketing communication tools. Furthermore, Apple iPhone management should consider the different product categories, services and brand influence brand loyalty.

Brand trust had a positive significant influence on brand loyalty in terms of commitment. Hence, the researcher would like to recommend that Apple iPhone management should focus mainly on brand trust to build brand loyalty in terms of commitment of Apple iPhone. Chaudhuri and Holbrook (2001) mentioned that brand trust is defined as the willingness of the average customer to rely on the ability of the brand to perform its stated function and it is a determinant to brand loyalty. Therefore, Apple iPhone management should train employees to be respectful and cool with customers by providing and deserving with ethical and accurate time. Apple iPhone should create a long term relationship with customers by installing CRM and providing a great experiences to them.

Satisfaction had a positive significant influence on brand loyalty in terms of behavior and commitment. According to Oliver (1999), brand loyalty is a direct outcome of satisfaction. Therefore, the researcher suggests that Apple iPhone management should mainly focus on customer satisfaction in order to make consumers more brand loyal. Some strategies can be minimizing software and device malfunctions, and enhancing product design and feature sets. Furthermore, Apple iPhone management should consider carefully with the marketing program or the marketing mix of 4P's that it has to be managed aiming at gaining customer satisfaction. Apple iPhone should also create and install customer relationship management (CRM) programs and total quality management (TQM) to satisfy with customers' need in aiming to gain customer satisfaction. Perceived quality had a positive significant influence on brand loyalty in terms of behavior and price tolerance. Tepeci (1999) stated that perceived quality is a key influencing factor of brand loyalty. Therefore, the researcher would like to suggest that Apple iPhone management should identify iPhone's key strengths and build on them to promote brand loyalty by increasing R&D expenditure to develop more innovative and user friendly models of iPhone. The findings of Moniaga (2013) indicate that iPhone is perceived as a quality product because of its trendy look, user friendly operating system, sensitive touch and a multitude of applications; the researchers suggest playing to these strengths to develop higher quality perceptions and brand loyalty.

CSR ($\beta=.261$) had a high positive significant influence on brand loyalty in terms of behavior, commitment, and price tolerance. Hence, Apple iPhone management should focus mainly on CSR to build brand loyalty. According to Maignan and Ferrell (2001), CSR is a key determinant for creating brand loyalty. In addition, Carroll (1991) found that CSR consists of four dimensions - economic, legal, ethical and philanthropic. The researcher would like to suggest that Apple iPhone should consider to reduce the environmental and social impact of its production activities and align itself with a well-known social work organization or NGO. Creating a recycling program for old mobile phones is a possible CSR activity for Apple iPhone. Apple iPhone needs to disseminate and share its socially responsible activities in popular media. Combining CSR and advertising could be an effective strategy. Furthermore, Apple iPhone management should consider carefully to the four dimensions of CSR, for example legal behavior, Apple iPhone have to make sure that every employee knows and observes relevant laws

and regulations. The ethical behavior, Apple iPhone have to adopt and disseminate code of conducts, build a company of ethical behavior, and hold their people fully responsible for observing ethical and legal guideline. Apple iPhone have to stay away from the unethical behavior. Social responsibility behavior, Apple iPhone should provide information about a company's record on social and environmental responsibility to help people decide which companies to buy from, invest in, and work for. The sustainability, Apple iPhone have to make sure that they have the ability to meet humanity's needs without harming future generations.

Advertising spending had a negative significant influence on brand loyalty in terms of behavior. According to Yoo et al. (2000), high advertising spending is strongly linked to high brand loyalty, especially in a competitive market. Accordingly, the researcher would like to recommend that Apple iPhone management should increase its advertising expenditure in order to raise brand awareness and create brand loyalty. Apple could use celebrity endorsements for greater outreach; the focus of advertising should be on associating iPhone with memorable and positive image themes. Further, Apple iPhone should do the advertising which involves mass media that can transmit a message to large groups of individuals, often at the same time.

Based on the result of hypothesis 4, brand trust ($\beta=.066$) and customer orientation ($\beta=.003$) had not significant influence on brand loyalty in terms of behavior. Hence, the researcher would like to suggest that Apple iPhone should not focus on brand trust ($\beta=.066$) and customer orientation ($\beta=.003$) to build brand loyalty in terms of behavior. Based on the result of hypothesis 5, perceived quality ($\beta=.037$), advertising spending ($\beta=.015$), and customer orientation ($\beta=.018$) had not significant influence on brand loyalty in terms of commitment. Hence, the researcher would like to suggest that Apple iPhone should not focus on perceived quality ($\beta=.037$), advertising spending ($\beta=.015$), and customer orientation ($\beta=.018$) to build brand loyalty in terms of commitment.

Based on the result of hypothesis 6, brand trust ($\beta=.182$), satisfaction ($\beta=.182$), advertising spending ($\beta=.182$), customer orientation ($\beta=.182$) had not significant influence on brand loyalty in terms of price tolerance. Hence, the researcher would like to suggest that Apple iPhone should not focus on brand trust ($\beta=.182$), satisfaction ($\beta=.182$), advertising spending ($\beta=.182$), customer orientation ($\beta=.182$) to build brand loyalty in terms of price tolerance.

Further Study

This study was conducted on students of five universities located in Phnom Penh, Cambodia. Further researches should be conducted in different cities of Cambodia or other country to obtain a greater diversity in age, gender, income, compare with difference perceptions of two country, and extend the population of the sample. In the scope of this study, the researcher studied seven independent variables influencing toward brand loyalty in terms of behavior, commitment and price tolerance. Hence, in the future, other marketing-related variables can be analyzed, example are: brand reputation, brand

awareness, country-of-origin image, overall valuation of the service, brand personality congruity, brand attitude, risk aversion, emotional attachment, functional benefit, and so on. Moreover, to generalize the findings of this study, future researches should focus on other Smartphone brands or other luxury products; and also a comparative study on the differences in determinants of brand loyalty for two or more Smartphone brands would be a useful addition to the literature.

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