# Millennial Smartphone Brand Loyalty in Malaysia

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## Abstract

**The practical importance of this study comes into view through identifying how affective (feel) brand experience dimension can impact customer-based brand equity of smartphone brand. The distinctive contribution of this research is that it examines the influence of affective brand experience dimension on customer-based brand equity in the context of smartphone brands in the Malaysian emerging markets. Consequently, smartphone companies should stress the emotional appeal of their offers to meet customers' expectations by providing the millennial buyers with smartphones that fulfill their needs.**

## Keywords

**Smartphone, Malaysia, market, customer's.**

## 1. INTRODUCTION

This research aims to investigate the factors that influence the Malaysian millennial loyalty to brands in Malaysian smartphones.

### 1.1. Research Background

Marketing has undergone some changes under the influence of information and the realization of communication technology. The world of business seems to be constantly filled with products and services worldwide. Proper marketing and related branding can not only lead to higher sales for one item but include all other items related to that particular brand (Ambler, T. 1997). The rapid development of globalization, fierce competition, luxury brands, and economic recession, environmental crisis, and highly judged consumers have brought new challenges to marketers and consumers, leading to a changing landscape of the market. Because of this changing consumer profile, marketers are enhancing innovative strategies to solve problems. As a result, investment-based brands aim to create precious experiences for consumers today.

### 1.2. Problem Statement

In Malaysia, the use of mobile phones has grown tremendously in recent years. Malaysia is considered one of the countries in the wave of telecommunication development technology; as a result, Malaysia 's mobile phone usage has grown significantly. It was reported by the MCaM Committee of the Mobile Phone Users Survey Committee that 85% of people in Malaysia own a smartphone. Therefore, with the development of the high-tech industry, the demand for smartphones increased by 124% in 2010, while the market demand for feature phones fell by 22%. Customers are now more aware and experienced in the demand for smartphones. However, as with any high-tech product, the useful life of a smartphone is short and the frequency of changing from one smartphone to another is high (Atilgan, E., Aksoy, S., & Akinci, S. 2005). Traditional tagging methods are not appropriate for millennial consumers because they value real-life experiences. As a result, smartphone manufacturers are under great

pressure from existing customers. Smartphone manufacturers and manufacturers face fierce competition to build and maintain a strong brand that is valued by changing customer needs. Due to the growing demand for smartphones, mobile phone manufacturers have increased the variety of smartphone products on the market. It is important to have a strong brand in such a competition and become a consumer-first choice. Consumer-loved brands are said to have high brand equity, which is agreed by academics (Atwal, G., & Williams, A. 2009). Competitive advantages Companies with high-asset brands include successful opportunity expansion, resilience against competitors' promotional pressures, and barriers to creating a competitive entry, which is critical to developing marketing strategies for goods and services. Most research on brand equity and how it is formed is widely based on marketing mix, product quality, location, and promotions that involve 4P strategies (i.e. pricing). As a result, marketing professionals have realized that the secret to success is to continue to provide unique experiences that competitors cannot match and to satisfy the intentions and preferences of target buyers. This indicates that the research areas that need further development in important brand areas are brand relationships and customer experience. Despite extensive literature, the brand experience has not explicitly considered creating brand equity. Past research has shown the short-term effects of direct and indirect brand experience, such as satisfaction and loyalty, investigated the impact of brand experience on brand loyalty, and found that brand experience has a positive effect on brand loyalty.

## 1.3. Research Methods

This study uses a quantitative approach and responses were obtained from the millennial era in Malaysia. Using SPSS 20, the results show that there is a significant relationship between brand image, trust, and customer satisfaction that has increased millennial loyalty to smartphone brands(Bellizzi, J. A., & Hite, R. E. 1992). Promotions have not played an important role in loyalty to smartphone brands in the Malaysian millennials. This study uses a cross-sectional study design that examines only one point in time for consumer opinion. Future research should try to attract more respondents to verify the theoretical connections tested in this study. Second, this results in a relatively small size compared to the size of the population. This may also affect representative results. There are other suggestions to extend the current model further. First, you can test the research model in different customer groups and investigate whether people of different backgrounds might evaluate different brand loyalty to buy smartphones in different ways(Berry, L. L. 2000). A longitudinal study design should be done for better results. As a result, this research provided some important theoretical and practical significance for the brand management of smartphones.

## 1.4. Research Questions

Based on the problem statement of the study, the specific research questions that this study attempts to address are as follows:

1- Does brand experience dimensions influence brand equity?

2- Does brand experience dimensions influence brand loyalty?

3- Does Brand loyalty influence brand equity?

4- Does brand loyalty mediate the relationship between brand experience dimensions and brand equity?

5- Does consumer brand trust moderate the relationship between brand loyalty and brand equity?

## 1.5. Research Objectives

The objective of this study is to investigate the influence of brand experience

dimensions on brand equity and to investigate the mediating role of brand loyalty between brand experience dimensions and brand equity. Furthermore, this study intends to examine the moderating role of brand trust between brand loyalty and brand equity. Specifically, this study seeks to achieve the following objectives:

1- To investigate the influence of brand experience dimensions on brand equity.

2- To investigate the influence of brand experience dimensions on brand loyalty.

3- To examine the influence of brand loyalty on brand equity.

4- To investigate the mediating role of brand loyalty between brand experience dimensions and brand equity.

5- To investigate the moderating role of brand trust between brand loyalty and brand equity.

## 2. LITERATURE REVIEW

With the development of the industry, the smartphone market has rapidly grown in many countries to become an important market in all countries around the world. The use of smartphones is really important and has been in high demand because it helps us to do things in our daily lives(Boo, S., Busser, J., & Baloglu, S. 2009). It can also increase business profits by helping marketers or seller's market their business. Products in any type of media, such as the app itself that appears in smartphones. This has become a major need for all people of all ages and may include today's teenagers.

### 2.1. Competitiveness of the Brand

Having a smartphone has become a trend for everyone. Smartphone brands also affect people. In this modern technology, most smartphone brands that everyone wants to buy are Apple, Samsung, Huawei, and many other global smartphone brands. These global brands compete with each other to gain a larger market share worldwide, and always appear with new product ideas(Brakus, J. J., & Schmitt, B. H., Zarantonello, L. 2009). They have innovated and launched new product models. Seven main components, such as product features, prices, brand image, and promotions affect consumer preferences, service centers, brand image, and smartphone appearance intentions to purchase a smartphone.

### 2.2. Strategy of Mobile Phone Brands

Smartphone companies will enable many types of marketing strategies used to attract a large number of customers to buy their products and also maintain those customers who buy the products, which means that loyal customers will choose a brand when buying a smartphone. Brand loyalty has a deep commitment to repurchase or patronize, as a consistent choice of products or services in the future, resulting in duplication of the same brand or purchase of the same brand(Burnkrant, R. E., & Unnava, H. R. 1995). Although influence and marketing, efforts may lead to a shift in steering. Many factors influence brand loyalty to smartphone brands. Brand image is one of the most complicated factors that strongly and significantly influences the consumer's image of showing him or her. Based on other researchers, brand image is an important factor that may affect people's loyalty to the brand. The definition of trust is explained as the belief that the information obtained is accurate, transparent and reliable. Trust is always associated with the relationship involved, whether with other parties or something else. According to them, satisfaction is related to brand loyalty. Researchers hope to study this issue to understand how brand image affects brand loyalty(Chernatony, L., & Martínez, E. 2008). Learning shows that brand appeal indirectly affects brand loyalty and the use of products by others to enhance personality. Satisfaction increases loyalty The measure of brand loyalty is the

continuous purchase of equivalent product brands. Facilitation is an important part of forming facilitation. The methods and uses of product offerings and customer talks with customers encourage the purchase of products and services.

## 2.3. Goals of Mobile Phone Brands Among Millennials

Today is becoming more modern and global, and customers are becoming more diverse. Therefore, this makes global brands always appear with new products and models that can attract and grab the heart, and need their eager target customers. Promotional results will have an impact on conversion behavior. Promotional activities may cause consumers to change their choices of unfamiliar brands. Some studies have provided different brands that can determine the duration of the promotion period during the conversion for customer conversion. According to research by Esfahani and Jafarzadeh, who prefer to change brands, these consumers are more susceptible to promotions because they stimulate brand conversion(Chin, W. W. 1998a). Many researchers have studied the relationship between brand image, satisfaction, retail store loyalty and loyalty, and the service industry, but there are still a few studies focused on product markets specifically targeted to the millennial age. Reasons to focus on smarts The reason millennials conduct phone research is that Malaysians make changes to their phones more often than other technology devices. Also, the millennial era is known as a technology-savvy generation that leads the direction, values, and sense of place to build a brand. Interestingly, most millennial members are parents born with a stable financial background and a rich cultural and technological context. The context has a profound influence on their upbringing, their lifestyle, and their carefree, entertaining and adventurous personality. Therefore(Chin, W. W. 1998b), the main objective of this research is to find out the relationship between brand image, trust, customer satisfaction, and promotion. Malaysian millennial consumers are loyal to smartphone brands. Therefore, this study was performed to determine whether the relationship between these variables was significant or not.

## 2.4. Brand Loyalty

Commenting on brand image towards brand loyalty Brand image is the consumer's perception of several specific brands. Image brands tend to change over time. Brand image is created in the minds of consumers and is mainly based on the expertise and interaction of buyers and brands. Interactions will present themselves in several ways, not just purchases or the development of goods or services. Moreover, the brand image will be implemented through product promotion tools such as packaging, advertising, and word of mouth from the public. The image contains not only useful attributes but also emotional and symbolic attention(Chin, W. W. 2010). Every organization is adequate. Once the company has a stable, stable and strong image, it is very useful for achieving the company's motivation and goals. This can be seen on smartphones of international brands such as Apple, as once heard on the brand, personal perception of the brand will be affected and it will have a top brand. This strong brand image will provide many advantages, which will make it easier to introduce new products. The additional profit brought by new customers in branded goods is attracted by the goods or services and helps to increase the trust of existing goods or services. Degree customers. Brand image is one of the most important complex factors. It affects brand loyalty in two ways; the first is that shoppers like to express their image, and the second is that individuals tend to classify themselves as completely different in goal analysis Social categories have similar goals and values compared to the values and goals of many consumers (Cobb-Walgren, C. J., Ruble, C. A., & Donthu, N. 1995). A prestigious brand image that attracts shoppers to acquire a brand and triggers them to repeat purchases and reduce value will not affect their change behavior, which is critical for minors in the brand. A physical change will gain a competitive advantage. The brand image must validate product sales, as it brings together the opinions and beliefs associated with a product to a particular brand. The value and characteristics of a brand through

its image and ultimately, it reflects the core values of the organization is reflected. In the market, consumers usually make purchase decisions based on the brand image, not the product itself(Davis, J. A. 2009). For example, even if there is a situation, people are still buying the iPhone. This is Apple 's bumpy battery box in 2016. This situation will worsen Apple 's sales reputation. But there are still people who are willing to buy because they have the concept that everyone should at least One of the Apple-branded products. This shows how strong Apple's brand image is. According to Ogilvy, a strong brand image can build customer loyalty. Loyal customers recommend specific brands to others without being affected by competitors.

## 2.5. Assumptions

Hypothesis 1: There is a relationship between brand image and brand loyalty

Trust brand loyalty

Trust is one of the really important factors that can affect brand loyalty. Individuals will not remain loyal and trust the brand when they are unwilling to buy it. In other words, distrust, and loyalty to the brand. Previous research has found that trust is the most important factor that can influence others and affect brand loyalty. Loyal customers are willing to make products that appeal to other products, uniqueness, and high perceived quality brands do not offer them(John Wiley & Sons. Ekström, K. M., & Brembeck, H. 2004). Previous research has found that trust involves consumer commitments, especially when product or service participation is high. Of researchers jointly announced that brand trust will have an impact on loyalty. Trust from partners can also have an impact and also help build and build loyalty. Past research has shown that trust is crucial to the development of loyalty to activities. Customers trust brands to rely on positive conviction services related to their products or product expectations. The motivation of the buyer really depends on the qualification set by the consumer to achieve the real purpose, and it is clearly reflected in brand trust. Trust is an important factor in developing marketing relationships(Farquhar, P. 1989). Trust is also conceptually related when one party has confidence in communication and expresses trust and satisfaction. Therefore, the assumption is:

Hypothesis 2: There is a positive relationship between trust and brand loyalty.

Customer satisfaction with brand loyalty

Customer satisfaction is a term commonly used in promotions. It always wants to measure how the goods and services provided by the company meet or meet customer expectations. Various empirical studies have shown the necessary role of customer satisfaction in developing repurchase behavior. Satisfaction increases loyalty Brand loyalty is through a series of successive purchases of a fixed brand. Customer satisfaction builds a strong relationship with brand loyalty. Moreover, different researchers believe that customer satisfaction cannot be achieved without apparent loyalty. In analyzing various factors and brand loyalty(Forgas, J. P. 1981), several researchers found a positive correlation between customer satisfaction and brand loyalty. A study by Rose Beard that applied and implemented a survey of 200 senior marketing managers found that 71% of them found customer satisfaction metrics to be very helpful in managing and monitoring their business. It can be concluded that every business that needs to be carried out should take into account that the customer is satisfied that it can help increase the company's profits, which may also be included in the mobile phone industry. Every smartphone brand that needs to be introduced in the market, whenever it is needed, should first conduct a survey to satisfy their target customers. After analysis, it is found that customer satisfaction has improved its reputation in the service market. Part of the relationship between reputational intervention satisfaction and loyalty and the relationship between the two are satisfaction and recommendation. Therefore, assume:

Hypothesis 3: There is a positive correlation between customer satisfaction and brand loyalty.

Increase brand loyalty

Advertising is one of the promotional tools, but if it is used continuously, it will incur costs for a long period, and it will not involve too many costs. Brand awareness changes customers find a brand among many brands(Gefen, D., Straub, D. W., & Boudreau, M. C. 2000).. Customer acquisition and international brands, wherever they are extremely useful, will become an important advantage for customer acquisition decisions. Customers may build their most sensible quality after buying the most popular brands to discover knowledge about the brand. Promotion is an element of the marketing mix, and it is a source of communication that can inspire people to give products and brands to customers. Promotions include the use of advertising, commerce, personal commerce, and promotions. Advertising may be non-personal displaying information about a product, brand, company, or store in the mass media. It may have a significant impact on consumers' image, product beliefs, and attitudes, and then influence their buying behavior. Advertising is very useful in many ways. It can build ideas or perceptions in the minds of customers and help distinguish one brand from others. Therefore, once the company has a decent advertisement, it has the opportunity to attract the loyalty of many customers that influence the brand. And, once a company applies for effective communication to drive their brand, it persuades and encourages target customers to have confidence in it, and later it may turn into the action they need to take to acquire the product. Once this happens, this may change the target customers are initially loyal to the brand. However, success will be achieved once marketers have planned a good promotion strategy(Gorn, G. J., Chattopadhyay, A., Yi, T., & Dahl, D. W. 1997). Outreach tools are used by organizations to form public relations activities. It is also an announcement that promotions may be a key factor in determining market success. According to researchers, promotion is a very important part of forming a promotion strategy and use to talk to customers about product offerings and further encourage the acquisition of products and services. Promotion, especially targeted publicity, can not only reduce price sensitivity, but also be loyal to the brand, and more importantly, it has changed the customer's information, behavior, and perspective towards the brand.

## 3. RESEARCH METHODOLOGY

These measurements were developed based on an extensive review of past research.

### 3.1. Study Design

The survey is divided into part A is audience characteristics, part B is brand loyalty, part C is brand image, part D is trust, part E is customer satisfaction, and part F is customer satisfaction. Promotion(Grundey, D. 2008).. Use the five-point Likert scale for survey size (ie 1 = strongly disagree, 5 = strongly agree). Use 50 to conduct pre-test research on millennial undergraduates from public universities. Since the initial pre-test, several questions have been rewritten to improve the readability of the instrument.

### 3.2. Sample

Samples A total of 200 questionnaires were distributed in this study. The collected responses are screened later and checked for incomplete responses and reputation.

This initial procedure resulted in the deletion of 48 incomplete or unreliable replies (ie 200 replies), resulting in three regions (Kuala Lumpur, Malacca, and Sabah).

### 3.3. Data Results

After all the data is obtained from the analyzer, the data analysis process begins. Respondents. The Social Science Statistics Package (SPSS) for Windows is used to analyze data and get answers to research questions. Results Among the 152 respondents, the majority of the respondents were from the female population (75.7%), and another 24.3% were from the male

population(Ha, H. Y., & Perks, H. 2005).. About 80.9% of the male population was under 25 years old, while the other 19.1% Of respondents were between the ages of 26 and 35. The majority of respondents were from Selangor (48%), while 28.3% were from Sabah and 23.7% from Malacca. About 79.6% of the respondents majored in bachelor's degrees, followed by a diploma (13.8%), master's degree (0.7%), and finally 1.3% of doctoral degree holders. According to this survey, the population of these three states was mainly answered by students (69.1%), followed by respondents working in the private sector (15.8%), government agencies (11.2%), and finally self-employed (3.9%) Therefore, the monthly income or highest income allowance is less than RM500 (44.1%) and the lowest income receives more than RM2500 (7.2%). Most respondents use Apple (36.2%), and the lowest brand of smartphone is Oppo (10.5%).

### 3.3.1 Reliability analysis

The reliability of the feature structure is measured using Cronbach's alpha. From Table 1(Hoe, S. L. 2008), the coefficient alpha values of these five structures range from 0.76 to 0.95, demonstrating good internal consistency and strong reliability in each dimension.

**Table 1.** Results of Reliability Analysis

|                       | No.of Items | Cronbach's Alpha | Internal Consistency |
|-----------------------|-------------|------------------|----------------------|
| Brand Loyalty         | 8           | 0.764            | Acceptable           |
| Brand Image           | 6           | 0.884            | Good                 |
| Trust                 | 6           | 0.901            | Very Good            |
| Customer Satisfaction | 7           | 0.956            | Very Good            |
| Promotion             | 6           | 0.877            | Good                 |

### 3.3.2 Multiple regression analysis

Multiple regression is an extension of the bivariate correlation used to test hypotheses. The result of the regression is the equation that represents the relationship between brand image, trust, customer satisfaction, and increased brand loyalty(Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. 2010). The following table shows the results of the regression analysis of the four independent variables; brand image, trust, customer satisfaction and improvement.

**Table 2.** Results of Regression Analysis

| Model | Standardized Coefficients | T | Sig |
|-------|---------------------------|---|-----|
|       | Beta                      |   |     |
| (Constant)            |        | 2.883 | .000 |
| Brand Image           | .409   | 5.255 | .000 |
| Trust                 | .155   | 1.416 | .029 |
| Customer Satisfaction | .117   | 1.109 | .041 |
| Promotion             | .139   | 1.490 | .099 |
| F-value               | 39.466 | | |
| Sig.                  | .000   | | |
| Adjusted $R^2$        | .505   | | |
| $R^2$                 | .518   | | |

As shown in table 2, $R^2$ indicates the percentage variance in the dependent variable that is explained by the variation in the independent variables. The $R^2$ is 0.518 which means that all

the variables (brand image, trust, customer satisfaction and promotion) explains 51.8% of the variance in brand loyalty. 48.2% of dependent variable is explained by other variable. Table 2,shows the results of the hypotheses relationships. The analysis suggests a strong support on our three posited hypotheses (i.e. H1,H2 and H3) but not hypothesis .

### 3.3.3 Structural model inspection

In this stage of data analysis, both convergent and discriminant validity were assessed to examine the measurement model(Holbrook, M. B., & Hirschman, E. C. 1982). Convergent validity was calculated by measuring reliability, composite reliability (CR) and the average variance extracted (AVE). Reliability of items was measured by each item's loading on its corresponding construct. A rule of thumb suggests that the item loading should exceed 0.50 or higher (Hair et al., 2010). In this study, two items from brand equity (BEQ 6 = 0.367 and BEQ 7 = 0.484) were deducted due to loading lower than the acceptable limit. In addition, CRs and AVEs are recommended to be 0.70 and 0.5 or higher, respectively. Table 3 shows that both CR and AVEs exceeded 0.70 and 0.50 respectively.

*Item Loading, Scale Reliability, AVE and CR*

| Constructs | Items | Loading | CR | AVE |
|---|---|---|---|---|
| Affective dimensions | ADIM 1 | 0.702 | 0.845 | 0.522 |
| | ADIM 2 | 0.716 | | |
| | ADIM 3 | 0.761 | | |
| | ADIM 4 | 0.764 | | |
| | ADIM 5 | 0.664 | | |
| Brand equity | BEQ 1 | 0.723 | 0.868 | 0.567 |
| | BEQ 2 | 0.814 | | |
| | BEQ 3 | 0.819 | | |
| | BEQ 4 | 0.746 | | |
| | BEQ 5 | 0.656 | | |

Further, Fornell and Larcker's formula was used to assess the discriminant validity between constructs that the square root of the AVE for each construct should be higher than the correlations between these constructs and all other constructs. This study finds the square root of AVE of all the diagonal values of the constructs were higher than the off-diagonal ones. As shown in Table 2, the calculated value of AVE exceeds the intercorrelations of the diagonal constructs with the other off-diagonal constructs ensuring adequate discriminant validity(Hultén, B., Broweus, N., & Van Dijk, M. 2009). Therefore, the results of the analysis can reveal that the measurement model of this study fulfills adequate convergent and discriminant validity. This study also assessed the Goodness of Fit (GoF) using the formula suggested by Tenenhaus, Vinzi, Chatelin, and Lauro and found the model had a large goodness of fit (GoF = 0.361). According to Wetzels, Odekerken-Schroder, and Van Oppen, the value higher than 0.36 indicates global validation of the PLS model. In addition to evaluating the magnitude of the $R^2$ value as a criterion of predictive accuracy, researchers need to examine the Stone-Geisser's $Q^2$ value. This measure is an indicator of the model's predictive relevance. The $Q^2$ represents "a measure of how well observed values are reconstructed by the model and its parameter estimates". For calculating predictive relevance, the stone-Geisser $Q^2$ was considered. In this regard, the value redundancy (Red) in $Q^2$ must be greater than zero. This study also fulfills the criteria and finds the value of the redundancy (Red: 0.113) acceptable.

## 4. DISCUSSION

This study found important relationships between brand image, trust and customer satisfaction with brand loyalty(Palgrave Macmillan UK. Iglesias, O., Singh, J. J., & Batista-Foguet,

J. M. 2011). The results are supported by previous findings, which have shown that the smartphone brand image has a positive effect on consumer loyalty in the Malaysian millennium.

## 4.1. Brand Image

A good brand image will help and prevent customers from switching to other brands. When a smartphone has a strong brand image, it can drive more customers to buy products. Forsido's previous research also pointed out that a good brand image will influence consumer behavior towards brands that lead to loyalty. Current research also finds that trust has affected the millennial brand loyalty to smartphone users, in line with Reichheld & Schefter. Trust is one of the most important factors leading to brand loyalty. The current survey results also indicate that customer satisfaction affects brand loyalty in line with previous findings by Li and Chaipoopirutana. Several literatures point out that satisfaction is a comprehensive factor that leads to brand loyalty. Finding that customer satisfaction improves the service reputation market and reputation interferes with the relationship between customer satisfaction and brand loyalty.

## 4.2. Brand Trust

In this study, it can be confirmed that millennials are satisfied with the smartphone brands they currently use(Keller, K. L. 1987). A satisfied customer will recommend a brand to his or her friends and will lead to brand loyalty. Good promotional activities can attract many consumers to buy the brand promotion they offer is a good choice for consumers. However, the current study shows that there is no significant relationship between promotion. Brand loyalty. However, these findings contradict previous research. The discrepancy is believed to be due to the lifestyle of millennials. Millennials, who are widely exposed to technology and social media, will feel famous, fashionable and possibly make them popular on social media by using expensive smartphones. Even other brands are doing a lot of promotional deals with target consumers to compete with other global consumers, and even other global brands have made huge improvements, and they still stick to their choice of no. 1 global smartphone brand. This can be achieved by apple brand see, rarely with other brands of smartphones for promotion, but will still be one of the studies, the empirical results show the brand image, trust and customer satisfaction can predict consumer brand loyalty and our results suggest that explains the brand loyalty of the 51% difference. The higher the value, the greater the buy-back commitment and the recommendation of a given brand after identifying the consumer(Keller, K. L. 1993). The findings suggest that smartphone brand loyalty may depend more on personal factors than interpersonal factors. Since brand image, trust and satisfaction values contribute to brand loyalty, smartphone marketers should also build a brand identity based on functional value, emotional value, social value, and brand identity.

## 4.3. Limit

Some limitations should be acknowledged. First of all, the data collection of this study is limited to the survey of respondents in Malaysia indicating generalization. Future research should attempt to cover a larger population of respondents to verify the theoretical link tested in this study. Second, the result is relatively small compared to the size of the population. This may also affect the representation of the results. There are further Suggestions to further extend the current model. First, it is possible to test and study model customers in different groups and check whether people of different backgrounds will evaluate different brand loyalties and purchase smartphones in different ways. Longitudinal studies should be conducted to design better results.

### 4.4. Significance of Research

This research was conducted to identify important factors affecting customer loyalty in the mobile phone industry. We can see that there are many brands in the market and marketers find the competition fierce, so this research will help marketers and manufacturers develop marketing strategies and will help make business decisions. Collecting data at the time under the protection of four basic variables will help marketers decide what variables they must focus on, such as building brand image, establishing trust by focusing on product quality, promoting sales or satisfying customers(Keller, K. L. 2003). In this study, all variables indicate a positive correlation between independent variables. Variables and dependent variables, in addition to promotion, those local variables have a reason behind the market, and there is no electronic observation of any promotional media for international brands. The results of this research will help marketers and manufacturers develop marketing strategies and will help achieve optimal business results in deciding to increase sales. The research will also help marketers determine what factors they need to focus on to achieve customer satisfaction.

## 5. CONCLUSIONS

The main importance of this paper comes into view through: firstly, reviewing the influence of affective brand experience dimension on brand equity; secondly, shedding the light on the millennial generation which consists of two billion new customers worldwide, and makes up over 40% of the population in Malaysia, which makes them potential leaders, consumers, and users with great purchasing power that shape the country's social, economic, and political landscape in the future(NJ Ciffs, Englewoods: Prentice Hall. Keller, K. L., & Lehmann, D. R. 2006). The practical importance of this study comes into view through identifying how affective (feel) brand experience dimension can impact customer-based brand equity of smartphone brand. As a result, this study provides evidence that the affective brand experience dimension positively influences brand equity. The distinctive contribution of this research is that it examines the influence of affective brand experience dimension on customer-based brand equity in the context of smartphone brands in the Malaysian emerging markets. Such work is essential in understanding the importance of experiential marketing in an emerging economy such as Malaysia for building a strong smartphone brand. Consequently, smartphone companies should stress the emotional appeal of their offers to meet customers' expectations by providing the millennial buyers with smartphones that fulfill their needs. Consequently, consumers will continue to purchase or upgrade their smartphone of a particular brand. In conclusion, affective brand experience dimension is a strong predictor of high customer based brand equity which in turn can influence buying behavior of smartphone brands in Malaysia.

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