A STUDY ON CUSTOMER INTENTION TO REPURCHASE SMARTPHONES

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by
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ABSTRACT

This dissertation analyzed customers' intention to repurchase a smartphone based on an analysis of previous research. In particular, this study examined whether social influence directly affects the intention to repurchase, whether positive and negative social influence have differential effects on intention to repurchase, and the effects of habit on intention to repurchase and their role as a mediator. The study focused on two customer groups, customers who bought a smartphone of the same brand as their current smartphones, and customers who bought a different brand of smartphone. Previous studies have suggested that customer satisfaction leads to brand loyalty, which, in turn, leads to repurchase. However, this paper looks at customers' intentions to repurchase by considering social influence, customer satisfaction, emotion loyalty, and the moderating effects of customer habit. In addition, statistical analysis was conducted to investigate customers' intention to repurchase and their causal relationships. Customer satisfaction and emotional loyalty were studied as mediators.

The results showed that for both customer groups, positive social influence affects customer satisfaction, and customer satisfaction affects 'intention to repurchase'. This paper also found that customer habit moderates the relationships among customer satisfaction, emotional loyalty, and intention to repurchase (the latter in the customer group who repurchased the same brand smartphone). The customer group who repurchased the same brand smartphone showed that positive social influence affected customer satisfaction and emotional loyalty. Additionally, both customer satisfaction and emotional loyalty had positive effects on intention to repurchase. In addition, customer habit had a positive effect

on intention to repurchase, and habit moderated the relationship between customer satisfaction and emotional loyalty and intent to repurchase (the customer group who repurchased the same brand smartphone).

These results suggest that companies should strengthen their customer loyalty programs and subscription business strategically to induce customers to repurchase. If customer satisfaction and emotional loyalty have mediating effects, then companies should establish differentiated marketing strategies considering customer satisfaction and emotional loyalty. Customers' habits should be strategically utilized to induce them to continuously use the same brand of products. Customer repurchases are based on a satisfactory experience of customers' consumption behavior. However, the results of this study show that customer habits also play a role in moderating customer satisfaction in a negative direction. In other words, habit can be an important factor in inducing customers to repurchase smartphones unconsciously, rather than making reasonable decisions.

Keywords: Intention to repurchase, Customer habit, Positive social influence, Negative social influence, Emotional loyalty

DEDICATION

This dissertation is dedicated to my parents,

my wife and my two sons

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When I decided to study in doctoral program, I was concerned about studying a new field, but my expectations and excitement to study a new field were greater.

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CHAPTER 1

INTRODUCTION

Securing Customers for Corporate Growth

Companies often pay large amounts of money to increase customer loyalty and lure customers away from their competitors. Verizon, a leading U.S. telecommunications service provider, launched an unlimited plan as an aggressive marketing strategy to secure customers from competitors (Malara & Dang, 2019). Other competitors in the same industry such as T-Mobile, AT&T, and Sprint offer smartphone installment plans and Early Termination Fees (ETFs) to customers who switch from competitors to their businesses. In addition, many smartphone manufacturers offer marketing promotions that greatly reduce the purchase price of smartphones when customers sign up for more than two years if service through alliances with mobile communication service providers. In this way, each company actively implements marketing strategies to attract competitors' customers and protect their customers in mature markets. Companies know that retaining existing customers is more profitable than finding new ones. Additionally, companies' repurchase strategies often revolve around event promotion. These strategies can temporarily increase sales, but there is a limit to maintaining sustainability. Therefore, companies are researching various marketing strategies to induce repurchase of existing customers.

Recently, many companies have tailored their marketing strategies toward securing brand loyalty. With advanced technology, customers can easily find the products and services they want; however, from a business standpoint, creating and providing

products or services that are superior to competitors and cannot be imitated in the actual business scene is becoming more difficult. Many companies are forced to compete fiercely within the same market for the same customers, and marketing costs in a saturated market are often focused on retaining existing customers rather than acquiring new ones. Research has shown that if the service industry reduces its customer bounce rate by 5%, profits will increase from 25% to 85% (Reichheld and Sasser, 1990). In other words, previous studies have shown that from a marketing standpoint, managing relationships with existing customers is more efficient than attracting new customers, and customer loyalty is positively related to corporate profit (DeSouza, 1992; Jones and Sasser, 1995). Therefore, it is important to manage customer loyalty in order to increase profits in companies in this competitive market situation.

Based on the previous research, this dissertation examines the factors affecting repurchase were analyzed and applied to intention to repurchase a smartphone.

Table 1
Smartphone penetration rate by country. (PEW research center, 2019)

Name of Country	Smartphone rate	Mobile phone but not smartphone	No mobile phone
South Korea	95%	5%	0%
Israel	88%	10%	2%
Netherlands	87%	11%	2%
Sweden	86%	12%	2%
Australia	81%	13%	6%
U.S	81%	13%	6%
Spain	80%	18%	2%
Germany	78%	16%	6%
UK	76%	19%	5%
France	75%	19%	6%
Italy	71%	20%	8%
Argentina	68%	16%	17%
Japan	66%	26%	8%
Canada	66%	9%	25%
Hungary	64%	27%	9%
Poland	63%	30%	7%

Russia	59%	34%	7%
Greece	59%	32%	10%

As Table 1 shows, the smartphone market in Korea is saturated, and other countries are also improving smartphone penetration. Therefore, to improve corporate profits, it is necessary to encourage customers to repurchase smartphones. To this end, it is critical to understand what influences customers' repurchase decision. This study investigated the factors that affect the intention to repurchase smartphones for Korean consumers, who have the highest smartphone penetration rate.

The Phenomenon of Customers using Smartphones

The phenomenon investigated in this study is the average usage period of the smartphone. Consumer-friendly smart devices like smartphones have an average lifecycle of only 2.77 years (The Statistics Portal, 2018). Because smartphones are used more frequently and worn out more quickly than other electronic devices, smartphones have a faster repurchase cycle. Thus, this paper conducted research on and analyzed the purchasing behavior of customers who repurchase smart devices.

Research Questions

The research began with the questions "Why do customers repurchase smartphones?" and "What factors affect customers' repurchase of smartphones?" Thus, this paper studied the repurchase factors that customers think about when they repurchase a smartphone. I ask the following research questions:

1. What are the factors that affect the repurchase of smartphones?
2. What does the quality and ease of use perceived by customers have to do with customer satisfaction and purchasing habits?

3. How do positive and negative words about the smartphone influence customer satisfaction and purchasing habits (Intention to Use continuously)?
4. How does the customer's habit affect the intention to repurchase (Intention to Use continuously)?

Goal of Research

This study analyzed several topics related to the research questions. The study examined both the factors affecting the repurchase intentions of smartphone users and the causal relationship affecting these intentions. This paper also analyzed the effect of customer habits on high-involvement products such as smartphones. Consequently, I studied the effects of social influence, emotional loyalty, customer satisfaction, and mediation of habit on intention to repurchase. Research on customer psychology is actively underway to secure long-term competitive advantages through favorable relationships between companies and customers. Previous studies have suggested that when customer satisfaction (customers' empirical performance, e.g., familiarity heuristic) increases with the superior quality of products and services, customers are more willing to repurchase.

Despite the importance of intention to repurchase, most research has focused on customer satisfaction as a factor of that intent, ignoring other factors. This paper examined positive social influence and negative social influence affecting intention to repurchase that deviates from research on the customer satisfaction-centered repurchasing factor, specifically the mediating effects of customer habit. This paper inferred that customers' purchasing habits are based on the familiarity heuristic when high-involvement products familiar to customers are concerned.

CHAPTER 2

LITERATURE REVIEW

This paper uses process theory as the foundation for its research process. Previous studies (theory of reasoned action, heuristics theory, social influence, customer satisfaction, emotional loyalty, habit) related to the research model and development were also analyzed.

Review of Research Theory

Process Theory

A process model explains development in terms of the order in which events occur and the stage in the process at which they occur. Process theory focuses on critical events and their conjunctions to explain development and change, and hence, they hinge on necessary causality (Van de Ven, 2007). Each causal event imparts a particular direction and moves the developing subject toward a specific outcome. This influence is necessary for development to proceed down a particular path (Van de Ven, 2007).

In this paper, a structural research model was used based on process theory to solve research problems and was verified.

Theory of Reasoned Action (TRA)

One of the most important areas of research in consumer psychology and behavior research is the relationship between consumers' attitudes and their behavior. One theory explaining consumers' attitudes and intention to use a product is the theory of reasoned action (TRA). The TRA suggests that consumers carefully consider the consequences of various behaviors before acting (Ajzen & Fishbein, 1980). In other words, consumers'

behavior is voluntary; thus, consumers' behavior can be predicted by their intentions (Ajzen & Fishbein, 1980). In addition, the theory of reasoned action (TRA) considers subjective norms in comparison with other models that explain consumer attitudes. Consumers consider the costs of performing their actions and the benefits that may arise as a result of the action before choosing the action that brings the most benefit (Bagozzi, Baumgartner, & Yi 1992; Fishbein & Ajzen 1975).

Norman and Smith (1995) suggested that the direct determinant of behavior is not one's attitude toward the behavior but the intention to perform it. In other words, the intention is the motivation to perform the action, suggesting that it includes the sum of the effort and the time that the individual took to do the action (Norman and Smith, 1995). Ajzen and Fishbein (1980) argued that based on TRA, most socially relevant behaviors are under voluntary control, and thus intention can be predicted. In addition, according to the TRA, the estimation of subjective norms consists of two factors: an individual's normative beliefs and the motivation to conform to the group. In other words, a particular behavior is determined by the behavioral intention, and the behavioral intention depends on the attitude and subjective norm of the individual's behavioral consequences. This rational theory of behavior is supported by numerous experimental studies in the field of consumer psychology and behavior. Therefore, the TRA is the most useful model for explaining consumers' attitudes toward product repurchase and usage intention. Based on the TRA, this study analyzes what factors influence causal intention to repurchase and what causal relationships are involved.

Two-Factor Theory

According to Herzberg et al.'s (1959) two-factor theory, there are two distinct sets of factors for job satisfaction and job performance in organizations. One set, labeled "satisfiers" or "motivators", results in satisfaction when adequately fulfilled (DeShields, Kara & Kaynak, 2005). The other set, labeled as "dissatisfiers" or "hygiene factors", causes dissatisfaction when deficient (DeShields, Kara & Kaynak, 2005). Critically, Herzberg et al.'s theory (1959) did not define satisfaction and dissatisfaction as opposite ends of the same continuum: The opposite of satisfaction is not dissatisfaction, but no satisfaction. The opposite of dissatisfaction is not satisfaction, but no dissatisfaction. Extrinsic factors affect job satisfaction and can cause dissatisfaction if not adequately fulfilled, even if the motivating factors themselves are addressed satisfactorily (DeShields, Kara & Kaynak, 2005). This paper applies Herzberg et al.'s (1959) theory to study how positive social influence and negative social influence exist in mutually exclusive relationships.

Heuristics Theory

Heuristic thinking means intuitively thinking through experience rather than analyzing conclusions based on rational thinking (Kahneman et al., 1982). In other words, it is a bias, and the heuristic expresses the human being who is satisfied with "bounded rationality" rather than pursuing the impossible real rationality (Simon, 1992). "Bounded rationality" has since come to refer to a wide range of descriptive, normative, and prescriptive accounts of effective behavior that departs from the assumptions of perfect rationality. The mathematician Polya (2004) described a heuristic as "helpful in

some discovery". Therefore, heuristics can be a convenient discovery method that is used to solve a problem or when there is no clear evidence.

A rational choice is to choose results based on the information given and on rational analysis. Therefore, it is necessary to consider different variables in the rational decision-making of consumers, but there are limitations in perfectly understanding decision-making due to lack of information and time constraints. Therefore, a feasible solution with realistic constraints is required. However, many customers make decisions based on habits, beliefs, or following others' decisions, as it is simpler and avoids complications. Hence, this paper adopted Heuristics Theory as a basis from which to study customer habit.

Factors Affecting the Intention to Repurchase

It can be inferred that maintaining existing customers is more important than attracting new customers in today's competitive environment. Most marketing research focuses on customer satisfaction and customer intention to use products and services, with the assumption that customer satisfaction induces repurchase. It is necessary to study a variety of customer behaviors to more comprehensively understand customers' repurchase behavior.

Positive and Negative Social Influence

Social influence in this study refers to the extent to which people socially influence one another's behavior (Rice et al., 1990), i.e., the ways in which a person's beliefs, attitudes, thoughts, and actions change as a result of social interactions (Friedkin, 2006). This definition is rooted in social influence theory. Social influence has been

regarded as a critical element to decision making for people in sociology and in behavioral science.

The TRA (Ajzen and Fishbein, 1980; Fishbein and Ajzen,1975) suggests that a person's behavioral intentions depend on the person's attitude toward the behavior and other subjective norms. A subjective norm is the influence of people in one's social environment on one's behavioral intentions (i.e., the perception of whether people who are important to him think he should perform the behavior in question). The use of subjective norms has greatly influenced the formation of the measures of social influence in these two models and many other acceptance studies. Venkatesh and Davis (2000) posited that in voluntary settings, social influence is more likely to operate indirectly through utilitarian outcomes.

According to this perspective, changes in mobile user perceptions and behavioral intentions in a social environment can be explained as the consequences of internalizing an external discourse of normalcy and actual experience. Changes in perceptions or behavioral intentions may reflect practices of consumer resistance operating within existing discourses. Smartphone users are exposed to the effect of interactions among people in the bigger social environment. Members in complex social networks, including colleagues, experienced users, friends, family members, and celebrities, are all likely to influence one's behavioral intention. However, information and opinions from certain members may be valued more for various reasons and therefore more strongly impact their decisions (Lu, 2014). Recently, some scholars have explored the components of social influence as a determinant of behavioral intention (Zhou, 2011). In this study,

previous research related to word of mouth (WOM) were included under the umbrella term social influence.

Consumers tend to rely on others' judgments when there is greater uncertainty in product selection; the more ambiguity is perceived in the situation, the less confidence and commitment they must judge (Ratneshwar & Chaiken, 1991). In other words, consumer behavior is influenced by other members of society; they seek advice from others when purchasing products, and they are conscious of the behavior patterns and purchasing patterns of the people around them. The fact that people around us can have a strong influence on individual behavior has been proven by Asch (1956).

According to Cohen & Golden (1972), social influence can be affected in consumer decision making process. In other words, if objective evidence such as belief or value cannot be easily obtained and cannot be completely dependent on facts, consumer decision-making is determined through social influence. Considering these previous studies, consumers are positively or negatively affected by people or various media when purchasing products or services. However, consumers recognize the commercial intention of the company and tend not to trust positive information provided by the company for product sales (Schiffman & Kanuk, 2000). Social influence is a very effective marketing method compared than high cost such as advertising or corporate-led communication method with low trust from consumers. As a consumer-led communication method, it can have a greater impact on purchases. Therefore, this study defined the activities of listening to or talking about consumption experiences of products or services from family, friends and various social media as social influence.

According to a previous study, customers put more weight on negative social influence than positive social influence in the product evaluation process (Lutz 1975, Wright, 1974). Nowadays, negative word of mouth is an interesting topic in marketing research circles. Negative word of mouth, which typically results from a dissatisfactory consumption and negative consequences of experience, affects all types of organizations, as consumers are twice as willing to engage in spreading negative word of mouth as they are positive word of mouth. Further, because most customer experiences in intensely competitive markets are positive, any negative WOM can be crucial in the battle for organizational market share and revenue (Anderson, 1998). Chiou and Cheng (2003) suggested that negative reviews of a brand have a negative effect on the rating of a brand compared to neutral reviews but suggest that positive reviews have no effect on brand evaluation.

On the other hand, some research has shown that positive social influence is equal to or far more influential than negative social influence on purchase attitude (Charlett et al., 1995; Ahluwalia, 2002; East et al., 2005). Some research has suggested that there is no difference between negative social influence and positive social influence. However, some research has suggested that the effect of positive social influence is greater (Clemons, Gao, & Hitt, 2006; Doh & Hwang, 2009; Gershoff, Mukherjee and Mukhopadhyay, 2003; Xue and Zhou, 2010). Gershoff et al. (2003) suggested that positive movie reviews were more effective than negative reviews in the study of the acceptance of online movie evaluations. Doh and Hwang (2009) found that online effect was not effective in the reliability of online word of mouth but found a positive word-of-mouth effect in attitude and purchase intention.

Nowadays, word of mouth as a marketing communication has become famous and is characterized as a cost-effective and persuasive promotional tool around the world. (Maisam & Mahsa, 2016). In fact, similarity, trustworthiness and source attractiveness can be as effective as positive word of mouth, and the significant impact of these factors can affect purchase intention (Khan, Ramzan, & Mohyuddin, 2015). Therefore, consumers are more likely to disperse positive word of mouth when they have a satisfactory consumption experience with a product (Nikookar, Rahrovy, Razi, & Ghassemi, 2015). Because the results of the study on the direction of online word of mouth are inconsistent, the current study aims to study the effects of social influence on customers' 'intention to repurchase' by dividing them into two types: positive and negative.

Customer Satisfaction

Oliver (2010) found that customer satisfaction differs from the euphoria experienced from purchasing products (or services). Instead, their expectations were better than the purchase experience. In addition, they found that customer satisfaction is reflected in the evaluation of emotions about products or services. Rust, Zahorik, and Keiningham (1995) have shown that customer satisfaction (a customer's willingness to revisit by recommendation) has a strong impact on loyalty. They also found that customer satisfaction is influenced by various causes (product, service quality, store attributes, and corporate marketing activities). Wen et al. (2011) suggested that satisfaction positively affects online repurchase intention. In several previous studies, researchers have suggested that as customer satisfaction (customers' empirical performance) increases with the quality of products and services, customers become more willing to repurchase.

Emotional Loyalty

Law, Hui and Zhao (2004, p. 547) cited Oliver's definition of loyalty as "a deeply held commitment to re-buy or re-patronize a preferred product/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." In other words, they view loyalty as an attitude rather than a behavior. In contrast, behavioral loyalty is viewed as actual repurchase of the product or service. Dixon et al. (2005) indicated that loyal customers are expected to consistently repurchase despite competitive efforts. Similarly, emotional loyalty is the ultimate feeling of the consumer, where consumers will repurchase a brand regardless of price, convenience, or other factors because of their personal connection to the brand.

A technology product with attractive appearance, novel material, and atypical design positively elicits consumers' feelings, and offers consumers emotional value. Consumers may perceive social value from smartphones. Recruiting iPhone users as interviewees, Arruda-Filho et al. (2010) conducted a netnographic analysis and found that consumers may experience social value from the possession and usage of smartphones. They may view the possession of an iPhone as a symbol of luxury and higher social status (Liao & Hsieh, 2013). In addition, the sharing of the smartphone usage experience aids consumers' interpersonal interactions. When consumers perceive higher social value from a product/brand, they exhibit greater brand loyalty behaviors, such as disseminating positive information and accepting premium prices (Pihlström & Brush, 2008). Pihlström and Brush (2008) revealed consumers that perceive greater emotional value in a

product/brand demonstrate more brand loyalty as measured by repurchase intentions, willingness to pay, and positive word-of-mouth.

Customer Habit

Research on habits is important for consumer behavior because repetition is a central feature of daily life. Chiu et al. (2012) and Limayem and Cheung (2007) found that customers tend to purchase products habitually. Wood and Neal (2009) defined habit as psychological tendencies that are automated through repetitive responses of the past. Neal, Wood, and Quinn (2006) studied how people live with many habits, and they discovered that about 45% of our everyday behaviors are due to repetitive behavior habits rather than decisions (Wood, Quinn, & Kashy, 2002). In marketing, consumer habits have been studied to improve customer value and to significantly improve company performance over the long term (Ehrenberg & Goodhardt, 2002). Ji and Wood (2007) analyzed consumers' behaviors when purchasing fast food and watching TV, and they found that consumers habitually buy in daily life rather than acting according to specific intentions.

Bargh (2002) studied unconscious behavior that influences decision making in real life, and this was defined as habit. In other words, habit is conceptualized as an automatic and unconscious influence. A study by Ajzen (1991) revealed that when consumers purchase a particular product or brand, their habitual purchase intent influences that purchase. Some researchers posit that every time consumers purchase a product that they frequently purchase, they do not make a conscious decision (Chiu, Hsu, Lai, & Chang, 2012; Limayem & Cheung, 2007). This is because the consumer repeatedly performs an action to achieve a specific purpose and then performs the action

unconsciously in similar future situations. Researchers call this a "customer habit," and it describes the natural, subconscious choices that are made about services and products (Chiu, Hsu, Lai, & Chang, 2012; Limayem & Cheung, 2007).

From a psychological point of view, habits are defined as the constant repetition of certain behaviors depending on the situation. In recent years, habits have been analyzed in marketing and consumer behavior, and it has been shown that consumption is repeated consistently for certain product groups as consumer habits (Liu-Thompkins & Tam, 2013). Thus, consumer habits can be defined as a form of automatic behavior that is goal-directed and carried out repeatedly by a consumer in a purchase environment.

Intention to Repurchase

Researchers have paid much attention to customers' intention to repurchase. Henkel et al. (2006) concluded that satisfied customers have increased service usage levels and increased future usage intentions. While discussing the importance of satisfaction, Cronin, Brady, and Hult (2000) discovered that customer satisfaction and repurchase intentions can be increased by offering value added and quality services.

Repurchasing behavior—defined as a consumer's actual behavior resulting in the purchase of the same product or service on more than one occasion—and the factors that influence it have been investigated by many scholars (Dick & Basu 1994; Ehrenberg & Goodhardt 1968; Jacoby & Kyner 1973; Law, Hui & Zhao 2004; Mittal & Kamakura 2001; Seiders et al., 2005). The majority of consumers' purchases are repeat purchases (Peyrot & Van Doren 1994), and customers often buy similar products repeatedly from similar sellers. Retention, another common term for repurchase (Hennig-Thurau 2004; Narayandas 1998; Zineldin 2006), is considered among the most important variables in

relationship marketing (Morgan & Hunt, 1994). While repurchase is the action, repurchase intention is defined as the customer's decision to engage in future activities with the retailer or supplier (Hume, Mort & Winzar 2007).

Therefore, it is necessary to study new factors that deviate from customer satisfaction-centered repurchasing factor research. This dissertation studies the new factors affecting intention to repurchase, especially the mediation effect of customer satisfaction and emotional loyalty on intention to repurchase.

CHAPTER 3

RESEARCH MODEL AND HYPOTHESES

Research Model

Also, Goldsmith and Horowiz (2006) studied that consumers obtain information on product purchase and price through social influence such as WOM to reduce the risk of purchase. In other words, social influence is an important source of information that affects consumers' purchasing process. However, most studies on social influence have been conducted around monolithic social influence. In other words, research was conducted based on the 'single latent trait' of social influence. This means that if social influence is studied only in a single dimension, positive social influence and negative social influence are a single concept, and positive social influence and negative social influence have a reverse relationship.

In the studies on emotion of psychology, whether positive emotion and negative emotion coexist was an old issue. Some scholars have argued that the two emotions are both ends on one scale (Russell and Carroll, 1999), while others have positive emotions and negative emotions that are distinct emotions, and that they can coexist in two different dimensions simultaneously (Cacioppo and Bernston 1994; Diener and Emmons 1985; Diener and Iran-Nejad 1986; Larsen et al. 2001; Schimmack, 2005).

Therefore, in this study, based on the two-factor theory of Herzberg (1959), social influence was divided into positive social influence and negative social influence, respectively, and a research model was presented. In particular, in the dissertation proposal study, we did not find that there were significant effects of a monolithic social

influence construct on intention to repurchase. To see if the reasons for this might have been because the construct of social influence may be operating differently depending on whether we are looking at positive versus negative social influences, the construct was split for the dissertation study.

This study's research model, shown in Figure 1, and its components are based on the experiences of customers, relying on six factors (positive social influence, negative social influence, customer satisfaction, emotional loyalty, customer habit and intention to repurchase). Based on the research model, the effects of positive and negative social influence, customers' satisfaction, emotional loyalty and habits on the intention to repurchase smartphone were analyzed. Also, based on the experiences of both customers who repurchased smartphones of the same brand as well as customers who purchased smartphones of a different brand than their previously used smartphones, the research model developed based on six factors (positive social influence, negative social influence, customers' satisfaction, emotional loyalty, habit and intention to repurchase). Based on the research model, the effects of positive and negative social influence, customers' satisfaction, emotional loyalty and habits on the intention to repurchase smartphone analyzed. In particular, this paper analyzed whether habits directly affect the moderator factors and intention to repurchase.

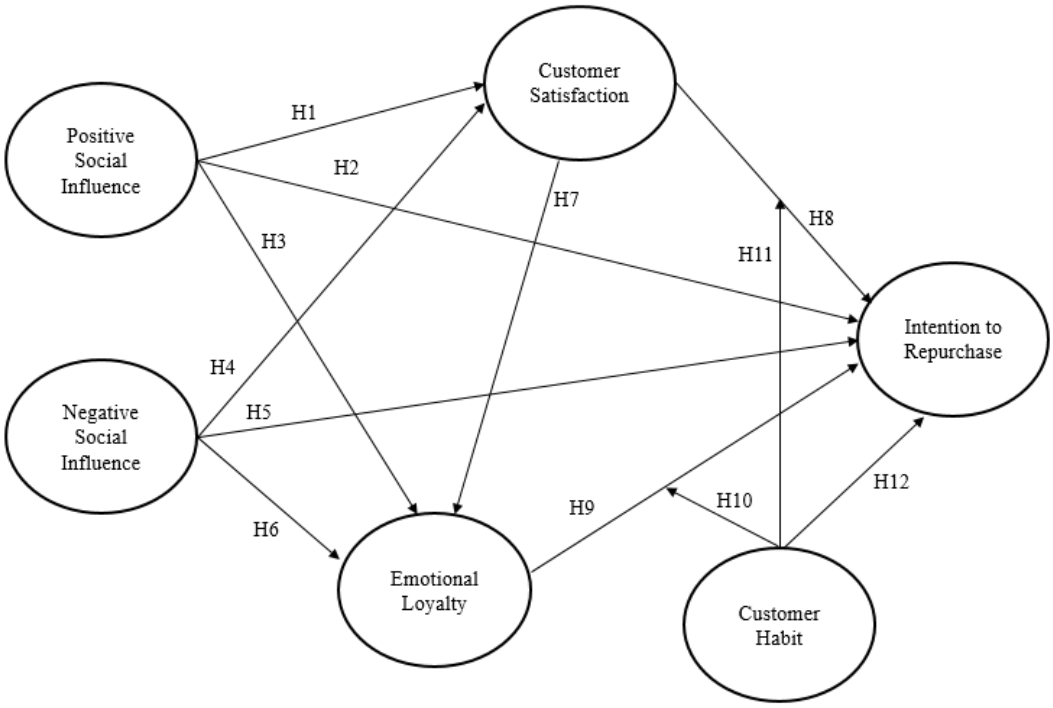


Figure 1. Research model.

Social Influence Consists of Two-Factor Variables

In this paper, social influence was subdivided into positive and negative social influence, and the factors affecting intention to repurchase were analyzed. To this end, in this study, the response results of customers who responded to negative social influence were reverse scored and social influence was composed of a single factor. Through this, a research model composed of a single social influence was analyzed as shown in Tables 2 and 3. In addition, we studied the differences from the research model that subdivided social influence into positive and negative influence.

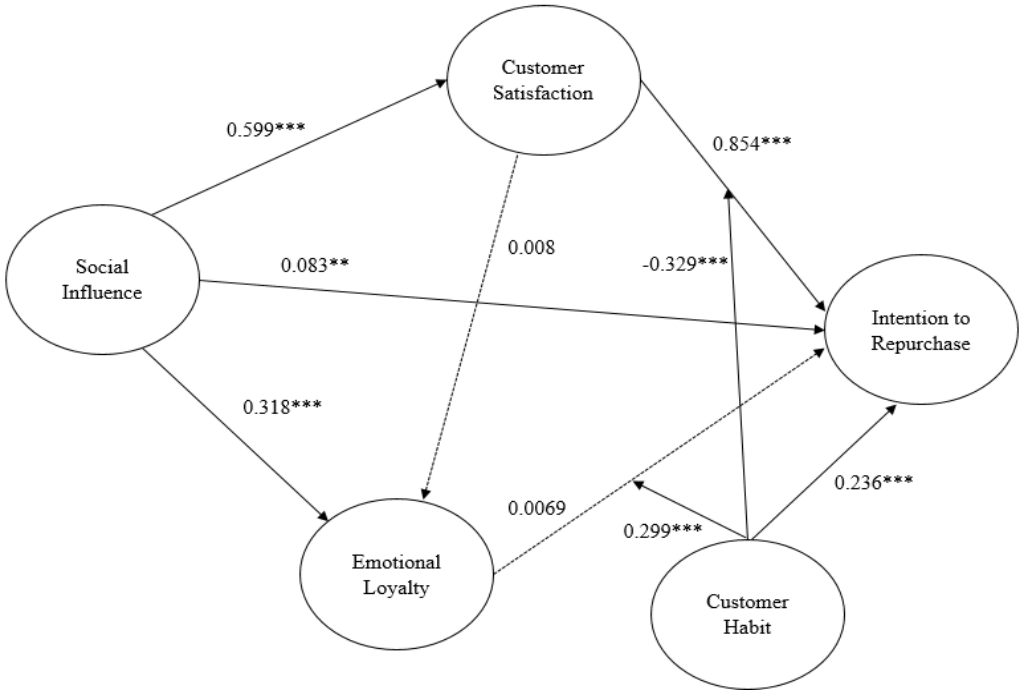
According to Table 2, customers who bought the same brand were analyzed that social influence directly affected the intention to repurchase. However, it was analyzed that the emotional loyalty did not affect the intention to repurchase.

Table 2
Monolithic social influence: Analysis of Research Model (Causal Coefficients, customers who bought the same brand)

			Standardized regression weights	Estimate	S.E.	Critical Ratio	*p*-value
Social Influence	→	Customer Satisfaction	0.599	0.116	0.005	21.087	***
Social Influence	→	Intention to Repurchase	0.083	0.020	0.009	2.173	0.030
Social Influence	→	Emotional Loyalty	0.318	0.090	0.006	15.381	***
Customer Satisfaction	→	Emotional Loyalty	0.008	0.012	0.037	0.326	0.745
Customer Satisfaction	→	Intention to Repurchase	0.854	1.040	0.066	15.762	***
Emotional Loyalty	→	Intention to Repurchase	0.069	0.057	0.049	1.171	0.242
Customer Habit	→	Intention to Repurchase	0.236	0.467	0.063	7.447	***
Customer Satisfaction *Habit (Moderator)	→	Intention to Repurchase	-0.329	-0.107	0.017	-6.187	***
Emotional Loyalty *Habit (Moderator)	→	Intention to Repurchase	0.299	0.070	0.016	4.249	***

***p-value<0.01

According to Table 13, when social influence was subdivided into positive and negative social influence, it was studied that positive and negative social influence did not directly affect intention to repurchase. This is a result different from the analysis in Table 2.



*Noted: Hypotheses in bold lines were supported;*p-value<0.10, **p-value<0.05, ***p-value<0.01*

Figure 2. Monolithic social influence construct (customers who bought the same brand)

In addition, according to Table 3, customers who bought a different brand were also analyzed that social influence directly affects intention to repurchase.

However, according to Table 22, when social influence was subdivided into positive and negative social influence, it was studied that positive and negative social influence did not directly affect intention to repurchase. This is a result different from the analysis in Table 3.

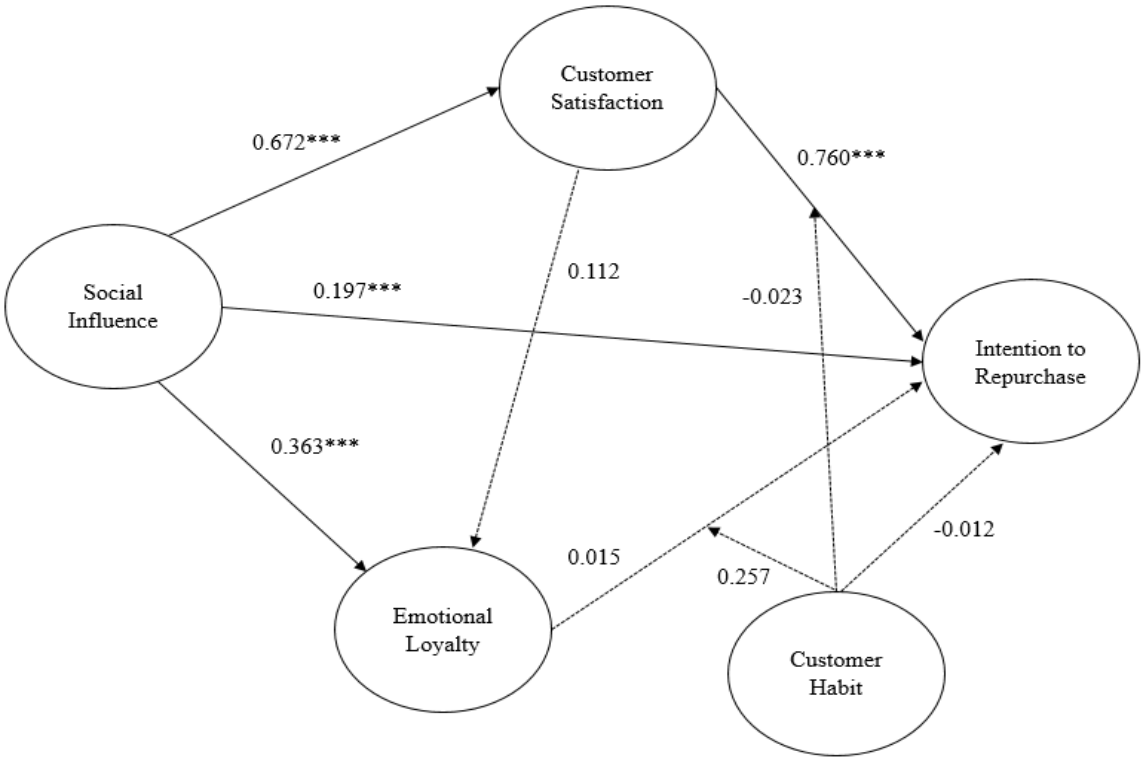
Table 3
Monolithic social influence: Analysis of Research Model (Causal Coefficients, customers who bought a different brand)

			Standardized regression weights	Estimate	S.E.	Critical Ratio	*p*-value
Social Influence	→	Customer Satisfaction	0.672	0.150	0.010	14.552	***
Social Influence	→	Intention to Repurchase	0.197	0.050	0.016	3.065	0.002
Social Influence	→	Emotional Loyalty	0.363	0.101	0.011	9.575	***
Customer Satisfaction	→	Emotional Loyalty	0.071	0.089	0.056	1.590	0.112
Customer Satisfaction	→	Intention to Repurchase	0.760	0.856	0.099	8.746	***
Emotional Loyalty	→	Intention to Repurchase	0.015	0.014	0.107	0.130	0.897
Customer Habit	→	Intention to Repurchase	-0.012	-0.026	0.089	-0.290	0.772
Customer Satisfaction *Habit (Moderator)	→	Intention to Repurchase	-0.023	-0.009	0.031	-0.287	0.774
Emotional Loyalty *Habit (Moderator)	→	Intention to Repurchase	0.257	0.060	0.030	1.988	0.057

***p-value<0.01

Therefore, as shown in the analysis of Tables 2 and 3, it can be seen that there are differences in the analysis results of the research model that subdivided the monolithic social influence construct and social influence into two-factors. In other words, positive and negative social influence presented in this study can be inferred that there are mutually exclusive characteristics between the two-factors.

In this study, social influence was constructed as two-factor variable to analyze the differentiated factors affecting intention to repurchase.



*Noted: Hypotheses in bold lines were supported; *p-value<0.10, **p-value<0.05, ***p-value<0.01*

Figure 3. Monolithic Social Influence: Analysis of Research Model (customers who bought a different brand)

Research Hypotheses

Customers can affect the success of the businesses' publicity and reputation more directly than ever before, as word-of-mouth information from a trusted source has a strong influence on other consumers (Beyari & Abareshi, 2018). WOM is the communication of information and experiences among customers to help each other make purchase decisions (Kim, 2000). If a customer is satisfied with the experience he or she had, that customer will share this experience through positive WOM, saying good things about the organization. Word-of-mouth is defined by Kim & Lee (2000) as the exchange of information between consumers to help each other make purchase decisions.

The theory of social influence analyses individual social interactions from a behavioral and technological point of view (Kelman, 2017). Social influence affects how individuals use social media and what products they buy (Kim, Sohn & Choi 2011). Businesses must consistently take customer satisfaction into account because their growth is based on positive consumer experience. Social influence is a significant factor affecting consumers when they use e-commerce sites (Bhattacherjee, 2000). If social influence guides purchase decision-making, we expect it will also affect the level of satisfaction that results from a customer's purchase. Positive WOM will also increase customer satisfaction (Shi et al, 2016). Therefore, in this study, the following research hypothesis is established based on the previous studies.

H1: ***Positive social influence has a positive impact on customer satisfaction.***

The paper studied the importance of social influence on repurchase intentions (Butcher, 2002). It can be seen in socialization, peer and family pressures. In social psychology, it is often related to the impact of social norms toward the changing of individual behavior and attitudes (White et al., 2009). Buying decisions are related to having social values derived from a need to be respected and to acquire desirable social status (Delre et al., 2008). Additionally, most consumers do not shop alone; Peers, family members, and other groups exert strong influence on individuals' buying decisions. These reference groups do the word-of-mouth marketing. They can play an active role in influencing the opinions of others. That influential impact sometimes goes against or in favor of the interest of a particular organization (Rana, Osman and Othman, 2015). In addition, Ye et al. (2009) in their study showed that positive online reviews can

significantly increase the number of bookings in a hotel. Therefore, in this study, the following research hypothesis is established based on previous studies.

H2*: Positive social influence has a positive impact on intention to repurchase.*

Positive and negative emotional influence is an antecedent of behavioral loyalty (retention intentions) (Tsoukatos, 2006). Positive correlations between social influence and loyalty have been reported in several studies (Parasuraman et al., 1988; Reichheld & Sasser, 1990; Fornell, 1992; Chumpitaz & Paparoidamis, 2004). In addition, if it is acknowledged that positive comments have a positive impact on brand reputation (Yacouel and Fleischer, 2012), this helps the company to capture new customers and increase the propensity of new customers to become loyal. Therefore, in this study, the following research hypothesis is established based on the previous studies.

H3*: Positive social influence has a positive impact on emotional loyalty.*

This paper also proposes hypotheses about the direct effect of habit on intention to repurchase. According to Wang (2011), satisfied consumers may or may not engage in positive WOM, while dissatisfied consumers have a strong tendency to share their anger or even exaggerate the bad experience. On eWOM platforms, products with positive reviews get higher recommendations to friends as compared to products with negative reviews (Lee and Youn, 2009). Therefore, the following hypothesis is established based on previous studies.

H4: ***Negative social influence has a negative impact on customer satisfaction.***

Comparing the effect of positive and negative reviews on the choice of hotels by customers, Vermeulen and Seegers (2009) emphasized that negative reviews of hotels result in a negative attitude change. On the contrary, positive reviews improve customers'

attitude toward the hotel. A study based on online shopping observed that positive eWOM not only makes the relationship between consumers' emotional trust and intention to purchase stronger but also improves consumers' perceived integrity and attitude (Cheung et al., 2009). Therefore, the following hypothesis is established based on previous studies.

H 5: ***Negative social influence has a negative impact on intention to repurchase.***

Negative word of mouth is customer dissatisfaction with the company. Negative word of mouth is a quiet and powerful force that can destroy the practical aspects of emotional loyalty (Lau and Ng, 2001). Therefore, the following hypothesis is established based on previous studies.

H 6: ***Negative social influence has a negative impact on emotional loyalty.***

Customer satisfaction is a positive, affective reaction resulting from a favorable appraisal of a shopping or consumption experience (Babin & Griffin, 1998). Also, customer satisfaction is a comparison between the expectation of the level of service (before purchase) and the perceived service (after the purchase or consumption) (Parasuraman, 1997; Ravald and Grönroos, 1996). Therefore, customer satisfaction is considered an antecedent of loyalty, and previous studies have shown that customer satisfaction has a direct and positive impact on customer loyalty (Callarisa et al., 2012; Da Silva and Alwi, 2008; Loureiro and Kastenholz, 2011; Tu et al., 2012; Wilkins et al., 2010). Therefore, high satisfaction can increase the likelihood of consumers recommending the product or service.

Thus, by influencing customer loyalty, customer satisfaction can affect profitability. Advocates of this theory include Anderson and Fornell (1994), Gummesson (1993), Heskett et al. (1994), Reichheld and Sasser (1990), Rust et al. (1995), Schneider

and Bowen (1995), and Storbacka et al. (1994). Therefore, the following hypothesis is established based on previous studies:

H7*: Customer satisfaction has a positive impact on emotional loyalty.*

Fornell (1992) studied positive correlations between customer satisfaction and retention. Wen et al. (2011) suggested that satisfaction positively affects online repurchase intention. Early studies in consumer behavior explored the relationship between repurchase and the level of satisfaction. However, this relationship is not straight forward. Mittal and Kamakura (2001) stated that the satisfaction-repurchase relationship can display variability for three main reasons. This view is supported by many researchers (Anderson & Sullivan, 1993; Davidon, 2003; Durvasula et al., 2004; Eggert & Ulaga, 2002; Harris, 2004; Hennig-Thurau, 2004; Jones et al., 2000; Mittal & Kamakura, 2001; Preis, 2003; Szymanski & Henard, 2001).

In contrast, Olsen (2002) stated that despite the common view that satisfaction is linked to repurchase, few empirical studies connect satisfaction to actual repurchase behavior. Mittal and Kamakura (2001) indicated that establishing a direct link between repurchase and satisfaction ratings is not simple. In addition, the satisfaction-repurchase relationship can be affected by consumers' characteristics. Despite identical ratings on satisfaction, a significant difference was observed in repurchase behavior, which was attributed to differences in consumer age, education, marital status, sex, and area of residency (Mittal & Kamakura 2001). Several other factors complicate the satisfaction-loyalty-repurchase relationship. Researchers do not consistently define loyalty across studies, operationalizing it as behavioral, attitudinal, or composite (Taylor et al., 2006). This has fostered a misunderstanding of how loyalty forms and the strength of its relation

to satisfaction and repurchase. Consumer satisfaction can occur during different stages of the shopping process (pre, during, and post), during purchase of different types of goods (convenience, shopping, and specialty) (Bassi & Guido, 2006), and in both traditional and online settings. In addition, different types of consumers (Halstead et al., 2007) have different levels of product knowledge (Hicks, et al., 2005), which affects their level of satisfaction.

Understanding the importance of a comprehensive review, this study attempts to summarize previously reported findings to explain the complex relationships between satisfactions and repurchase. Does satisfaction have a strong relationship with repurchase? Knowledge of consumers' satisfaction and repurchase behavior will enhance the practitioner's ability to develop more effective marketing strategies in the future (Leingpibul et al., 2009).

However, the more positive the customer's experience, the more likely he or she is of reusing the service (Udo et al., 2010). Kollmann et al. (2012) suggested that a higher convenience orientation will lead to a higher propensity to seek information through the online channel and will also increase the propensity to purchase online. In fact, recent studies showed that convenience and satisfaction have a direct effect on purchasing trends (Jiang et al., 2013; Mpinganjira, 2015). Customer satisfaction plays a significant role in the decision-making process for online shoppers, affecting repurchase behavior and increasing repetitive purchases (Gupta and Kim, 2010). In other words, these studies demonstrate that customer satisfaction with services is strongly related to behavioral intent to reuse the service provider (Hellier et al., 2003). Therefore, the following hypothesis is established based on previous studies.

H8*: Customer Satisfaction has a positive impact on intention to repurchase.*

Customer loyalty is well recognized as a significant driver of repurchase intention in the online marketing literature (Anderson & Srinivasan, 2003; Chauke & Dhurup, 2017).

Emotional loyalty is also behaviorally expressed by retention (Bansal & Taylor, 1999). This emotional and affective connection influences consumer behavior (retention, brand repurchase, positive word of mouth) (Albert & Merunka, 2013). Brand loyalty is the tendency to consistently choose a single brand among several brands in the same product group (Aaker, 1994). Customers with brand commitment become loyal customers and exhibit repeat purchasing behavior (Baldinger & Rubinson, 1996). Therefore, loyalty may affect consumer repurchase behaviors (Zheng et al., 2017). Although purchase intentions are usually identified with brand commitment, there is an important difference between them. Specifically, brand commitment indicates a relationship similar to a friendship that a consumer develops for the brand (Erciş et al., 2012).

Therefore, it can be expected that loyalty intentions may affect consumer repurchase behaviors in the online shopping environment (Zheng et al., 2017). This sparks the question: Does loyalty have a strong relationship with repurchase? Therefore, the following hypothesis is established based on previous studies.

H9*: Emotional Loyalty has a positive impact on intention to repurchase.*

Khare and Inman (2006) realized that customers purchase the same brand repeatedly, or only try new product types within the same brand, depending on the situation. Other types of habitual purchase patterns have also been identified, such as

purchasing various trademarks habitually according to customers' values (Khare & Inman, 2006). Consumers tend to buy the same brands of products across different shopping episodes (e.g., Seetharaman, 2004), purchase the same amounts at a given retail store across repeat visits (Vogel, Evanschitzky, & Ramaseshan, 2008), and eat similar types of foods at a meal each day (e.g., Khare & Inman, 2006). Thus, repetition, and more specifically, habits, may characterize a significant segment of consumer behavior that is linked to important marketing outcomes (Wood & Neal, 2009).

Habit is also considered as a factor that will moderate the influence of satisfaction on repeat purchase intention positively. As Khalifa and Liu (2007) suggest, if customers have same level of satisfaction with an online store, a customer who has high levels of habit will be more likely to repurchase from the same online store than those without such habit. Khalifa and Liu (2007) also provide an empirical evidence to support that habit positively moderate the influence of satisfaction on repeat purchase intention.

The familiarity heuristic on intention to revisit as the familiarity heuristic is a very important factor in analyzing customers' intention to revisit based on heuristic theory. Familiarity heuristic means that the customer prefers a familiar brand or product (Park & Lessig, 1981). However, Ouellette (1998) found that the familiarity heuristic might only be used in situations where the target behavior is habitual in a stable context. Thus, this heuristic could be limited to habits and behaviors in routine situations. This study considered the characteristics of customer habit obtained through a literature review, and it suggested the hypothesis that customer habit can affect moderated mediation in the relationship between customer satisfaction and intention to repurchase. Also, the paper studied the hypothesis that customer habit can affect moderated mediation in the

relationship between emotional loyalty and intention to repurchase. Therefore, the following hypotheses are established based on previous studies:

H10*: In the relationship between emotional loyalty and intention to repurchase, customer habit positively moderates the relationship.*

H11*: In the relationship between customer satisfaction and intention to repurchase, customer habit positively moderates the relationship.*

This paper also analyzes the direct relationship between habit and intention to repurchase. Khare and Inman (2006) realized that customers purchase the same brand repeatedly, or only try new product types within the same brand, depending on the situation. It has also been found that there are various types of habitual purchase patterns, such as purchasing various trademarks habitually according to customers' values (Khare & Inman, 2006). Consumers tend to buy the same brands of products across different shopping episodes (e.g., Seetharaman, 2004), purchase the same amounts at a given retail store across repeat visits (Vogel, Evanschitzky, & Ramaseshan, 2008), and eat similar types of foods at a meal each day (e.g., Khare & Inman, 2006). Habit theory also supports the habit–continuance intention relationship because prior habitual behaviors can produce favorable feelings toward the behavior, thereby increasing continuance intention (Kim and Malhotra, 2005). Therefore, in this study, the following hypothesis is established based on previous studies.

H12*: Customer habit has a positive impact on intention to repurchase.*

This paper collected customer data to solve the research questions presented in the introduction. This study also analyzed the causal relationship between the factors in the research model (Figure 1) through statistical analysis of the collected data. Based on this, the validity of the research model was analyzed.

CHAPTER 4

DATA COLLECTION AND ANALYSIS

This paper collected customer data to solve the research questions presented in introduction. This study also analyzed the causal relationships among the factors in the research model (Figure 1) via statistical analysis of the data.

Research Process

This study analyzed the satisfaction of customers who purchased smartphones and their intention to repurchase drawing on previous research. First, previous research was analyzed to determine the benefits that customers perceive when satisfied with their smartphones. The value of a smartphone that consumers perceive was also analyzed, along with usefulness and ease of use. In order to verify the statistical validity of the research model, a survey was conducted with five-hundred and forty-eight customers (N=548) who had directly repurchased smartphones (the survey excluded cases where the smartphone was received as a gift or for some other reason without purchasing it directly). The statistical validity of the research model verified based on the customer survey results. Based on the statistical data, the research model can analyze factors that affect the intention to repurchase smartphones.

Measurement

This study surveys the opinions of customers. Therefore, the research used verified questionnaire through analysis of previous researches. The study is to test the research hypotheses and attempted to answer the research questions through the

development of a questionnaire as a research instrument. The items for each construct were adopted from previous literature.

Table 4
Measurement Items

Construct	Measurement Items	Related Studies
Positive Social Influence	• The preferences of family members can positively influence my choice of smartphone. • To satisfy the expectations of classmates or work associates, my decision to purchase a smartphone is positively influenced by their preferences. • When buying a smartphone, I would refer to online users' experiences and positive feedbacks to the brand's smartphone.	Yang, He & Lee,2007; Kulviwat, Bruner & Al-Shuridah,2009; Podoshen, 2008
Negative Social Influence	• If having read negative articles about a brand's cell phones, I would have negative impression on that brand's cell phones. • In general, if on-line users give negative feedbacks to a brand's cell phones, it would affect my purchase inclination.	Crosby, 1990; Bansal, 2000; Hennig-Thurau, 2004; Chiou, 2002
Customer Satisfaction	• I am satisfied with the current smartphone • My current smartphone meets all my requirements that I consider reasonable. • I am very satisfied with the quality of my smartphone. • My smartphone meets my expectations.	Bhattacherjee (2000); Lin et al. (2005); Hsu et al. (2006)
Emotional Loyalty	• I am passionate about this brand of smartphone. • I'm very attached to this brand of smartphone. • I'm willing to pay a premium price to buy this brand of smartphone.	Kim & Lee (2010)
Customer Habit	• I always like to park my car or bike in the same place. • I prefer a familiar brand, rather than a special brand or product. • I like what I'm used to rather than getting to know new things.	Ersche, Lim, Ward, Robbins & Stochl (2017)
Intention to Repurchase	• I intend to continue purchasing the same smartphone in the future. • I would recommend the brand of smartphone I am using to others.	Bhattacherjee, (2000); Lin et al. (2005); Hsu et al. (2006)

Sample Size for Statistical Constraints and Structural Equation Model Formulas

This study calculated the appropriate sample size for the analysis within the statistical significance level in the following Structural Equation Model (SEM). According to Cohen (1988) and Westland (2010), the sample size should be calculated by the following method. Equations (1)–(3) were used to compute a priori sample sizes for structural equation models.

Error function:

$$erf(\chi) = \frac{2}{\sqrt{\pi}} \int_0^x e^{-t^2}\, dt \tag{1}$$

The lower bound sample size for a structural equation model is:

$n = max\ (n_1, n_2)$

where:

$$n_1 = \left[50\left(\frac{j}{k}\right)^2 - 450\left(\frac{j}{k}\right) + 1100\right]$$

$$n_2 = \left[\frac{1}{2H}\left(A\left(\frac{\pi}{6} - B + D\right) + H + \sqrt{\left(A\left(\frac{\pi}{6} - B + D\right) + H\right)^2 + 4AH\left(\frac{\pi}{6} + \sqrt{A} + 2B - C - 2D\right)}\right)\right] \tag{2}$$

$A = 1\text{-}\rho^2$

$B = \rho \arcsin\left(\frac{\rho}{2}\right)$

$C = \rho \arcsin(\rho)$

$D = \frac{A}{\sqrt{3-A}}$

$H = \left(\frac{\delta}{Z_{1-\alpha/2} - Z_{1-\beta}}\right)^2$

where j is the number of observed variables, k is the number of latent variables, ρ is the estimated Gini correlation for a bivariate normal random vector, δ is the anticipated effect size, α is the Sidak-corrected Type I error rate, β is the Type II error rate, and z is a standard normal score. The normal distribution cumulative distribution function is represented by the following equation:

$$\mathrm{F}(x; \mu, \sigma^2) = \frac{1}{2}\left[1 + \mathrm{erf}\left(\frac{x - \mu}{\sigma\sqrt{2}}\right)\right] \tag{3}$$

where μ is the mean, σ is the standard deviation, and erf is the error function. The study model used had four latent variables and 17 observation variables. Therefore, at least 227 samples were required considering a 95% significance level. Therefore, the 548 surveys used in this study were considered within the significance level range.

Data Collection

This paper collected data on customers' intention to repurchase through surveys of customers living in Korea. According to the Pew Research Center (2018), a global market research organization, the country with the highest smartphone penetration rate in the world is Korea, with 95% of the population using smartphones. In addition, consumers in Korea are more active in purchasing and using advanced information and communication equipment than consumers in other countries, and Korea has a well-equipped network infrastructure. According to a 2017 survey by the Korean government (the Ministry of Science, ICT and Future Planning), on average, Koreans tended to replace their smartphones when the contract with Telecom Company expired. This rate is higher compared to those of customers in the United States and China. In other words, customers living in Korea are more aggressive in purchasing smartphones and smart devices. This makes Korea a good market in which to analyze the characteristics of customers who repurchase smartphones.

Korean customers were classified into two groups based on experience repurchasing smartphones (customers repurchasing smartphones of the same-brand, customers who purchased smartphones of a different-brand than previously used smartphones). This paper collected data through a total of 548 surveys, 278 and 270 customers from each group. Thus, the 548 surveys used in this study within the significance level range.

The study used a questionnaire as a research instrument. The items of each construct were adopted from previous literature and measured on a five-point Likert scale where 1 = strongly disagree and 5 = strongly agree. We attempted to answer the research

questions through the development of a questionnaire as a research instrument. The items of each construct were adopted from previous literature. The data were collected as shown in Table 3, based on 2018 demographic data for major Korean metropolitan cities and regions to represent the collected data. Additionally, data were collected considering Gender and Age as shown in Tables 6 and 7. The paper also collected additional data to account for the demographic ratios. In addition, this paper collected customer data of smartphone brands with relatively low collection frequency. In addition, for the representativeness of the collected data, the data collected is based on the 2018 demographic data residing in major cities and regions in Korea.

Table 5
Analysis of Survey Respondents (Region)

Region	Population Ratio	Respondent Ratio	Number of Respondent
Seoul	36.9%	30.3	166
Busan	5.3%	6.6%	36
Daegu	5.1%	5.1%	28
Incheon	5.9%	6.4%	35
Gwangju	1.6%	3.3%	18
Daejeon	3.0%	3.1%	17
Ulsan	1.4%	1.8%	10
Sejong	0.3%	0.4%	2
Gyeonggi-do	25.5%	28.1%	154
Gangwon-do	1.5%	2.0%	11
Chungcheongbuk-do	1.8%	1.5%	8
Chungcheongnam-do	1.9%	2.6%	14
Jeollabuk-do	1.9%	1.5%	8
Jeollanam-do	1.5%	1.1%	13
Gyeongsangbuk-do	2.2%	2.4%	13
Gyeongsangnam-do	3.3%	3.6%	20
Jeju-do	0.8%	0.4%	2
Total	100%	100%	548

Table 6 presents results that explain the characteristics of the respondents who participated in the survey. For customers who bought the same brand, the men's response rate was 54.3%, and the women's response rate was 45.7%. However, in the customers who bought a different brand, the men's response rate was 45.9%, and the women's response rate was 54.1%. Also, customers who repurchased smartphones 2–6 times in the last two years account for more about 80% of all respondents.

Table 6
Analysis of Survey Respondents (Gender)

		Frequency	Percent	Valid Percent	Cumulative Percent
Customers who bought the same brand	Men	151	54.3	54.3	54.3
	Women	127	45.7	45.7	100.0
	Total	278	100.0	100.0	
Customers who bought a different brand	Men	124	45.9	45.9	45.9
	Women	146	54.1	54.1	100.0
	Total	270	100.0	100.0	

Table 7
Analysis of Survey Respondents (Age)

		Frequency	Percent	Valid Percent	Cumulative Percent
Customers who bought the same brand	20s	60	21.6	21.6	21.6
	30s	120	43.2	43.2	64.7
	40s	46	16.5	16.5	81.3
	50s	52	18.7	18.7	100.0
	Total	278	100.0	100.0	
Customers who bought a different brand	20s	95	35.2	35.2	35.2
	30s	128	47.4	47.4	82.6
	40s	23	8.5	8.5	91.1
	50s	24	8.9	8.9	100.0
	Total	270	100.0	100.0	

Table 8
Analysis of Survey Respondents (Number of smartphone repurchases)

		Frequency	Percent	Valid Percent	Cumulative Percent
Customers who bought the same brand	2	8	2.9	2.9	2.9
	3	48	17.3	17.3	20.1
	4	75	27.0	27.0	47.1
	5	69	24.8	24.8	71.9
	6	32	11.5	11.5	83.5
	7	15	5.4	5.4	88.8

	8	10	3.6	3.6	92.4
	9	3	1.1	1.1	93.5
	10	18	6.5	6.5	100.0
	Total	278	100.0	100.0	
Customers who bought a different brand	2	14	5.2	5.2	5.2
	3	46	17.0	17.0	22.2
	4	61	22.6	22.6	44.8
	5	67	24.8	24.8	69.6
	6	28	10.4	10.4	80.0
	7	20	7.4	7.4	87.4
	8	11	4.1	4.1	91.5
	9	2	0.7	0.7	92.2
	10	21	7.8	7.8	100.0
	Total	270	100.0	100.0	

Analysis Method

After classifying the customers who participated in this research into customers who bought the same brand and customers who bought a different same brand, this paper analyzed and compare the effects of positive social influence and negative social influence on the factors of the research model. In this way, this paper compared analyses for the high and low customer habit groups.

Squared Multiple Correlations

Descriptive statistics of the survey were analyzed to determine the means and standard deviations of the responses using AMOS 24.0. In addition, this paper analyzed the relationship between variables and observation variables through squared multiple correlations analysis (SMC). SMC typically represents a portion of variance of a variable explained by its predictors (Joreskog and Sorbom, 1996). SMC values in structural equation modeling are analogous to R square in regression analysis (Diamantopoulos and Siguaw, 2000). Also, to analyze the casual relationship between the variables, the path coefficient considering significance level was found and then measured considering the analyses of the research model and the structural equation model.

Table 9
Squared Multiple Correlations

	Customers who bought the same brand	Customers who bought a different brand
	Estimate	Estimate
Customer Satisfaction	0.181	0.397
Emotional Loyalty	0.096	0.139
Intention to Repurchase	0.933	0.881
Q18	0.447	0.720
Q19	0.571	0.813
Q20	0.898	0.778
Q21	0.486	0.473
Q26	0.474	0.473
Q27	0.817	0.794
Q28	0.433	0.564
Q29	0.674	0.700
Q30	0.594	0.692

The resulting list of popular fit indices used in the IS literature (e.g., Thompson, Barclay et al. 1995; Hair, Anderson et al. 1998; Gefen, Straub et al. 2000; Straub, Boudreau et al. 2004) is shown in Table 10.

Table 10
Key Fit Indices

Fit Index	Result	Cutoff
χ^2	91.9336	
χ^2/df	2.0427	≤ 5.0
NFI	0.940	≥0.95
CFI	0.951	≥0.95
GFI	0.932	≥0.9
AGFI	0.919	≥0.8
RMSR(RMR)	0.026	≤ 0.05
RMSEA	0.035	≤ 0.05

Based on these analyses, the research model of this paper appear valid.

Instrument Validation and Measurement Model Testing

In addition, the validity of the survey questionnaire for this study was examined through an analysis of AVE (average variance extracted) and CR (construct reliability). In order to test the validity of the survey questionnaire for statistical analysis, the CR for each item should be at least 1.95; the standardized regression weights should be at least

0.5; the AVE should be at least 0.5; and the constitutive reliability of the latent variables should be at least 0.7 (Fornell &Larcker, 1981). This paper analyzed the convergent validity of the research model and analyzed that the observed variables represent latent variables well. The results are presented in Tables 11 and 12, and all survey questionnaires in this study were found to be valid.

Table 11
Analysis of Convergent Validity (Customers who bought the same brand)

			Standardized regression weights	Estimate	S.E.	Critical Ratio	*p*-value	Construct Reliability	AVE (Average Variance Extracted)
Positive Influence	→	Q12	0.943	0.610	0.013	47.344	***	0.897	0.744
Positive Influence	→	Q13	0.992	1.017	0.008	128.564	***		
Positive Influence	→	Q14	0.991	1.098	0.009	123.750	***		
Negative Influence	→	Q15	-0.988	-0.942	0.009	-106.736	***	0.912	0.838
Negative Influence	→	Q16	-0.994	-1.050	0.007	-150.664	***		
Customer Satisfaction	→	Q18	0.669	1.000				0.909	0.718
Customer Satisfaction	→	Q19	0.755	1.151	0.099	11.571	***		
Customer Satisfaction	→	Q20	0.948	1.354	0.097	14.005	***		
Customer Satisfaction	→	Q21	0.697	0.990	0.092	10.779	***		
Emotional Loyalty	→	Q27	0.904	1.000				0.801	0.577
Emotional Loyalty	→	Q26	0.688	0.619	0.040	15.441	***		
Emotional Loyalty	→	Q28	0.658	0.745	0.051	14.490	***		
Customer Habit	→	Q32	0.466	1.000				0.703	0.509
Customer Habit	→	Q36	0.351	0.851	0.169	5.046	***		
Customer Habit	→	Q35	0.992	2.146	0.328	6.553	***		
Intention to Repurchase	→	Q29	0.821	1.000				0.786	0.648
Intention to Repurchase	→	Q30	0.771	0.861	0.059	14.520	***		

***p-value<0.01

Table 12
Analysis of Convergent Validity (Customers who bought a different brand)

			Standardized regression weights	Estimate	S.E.	Critical Ratio	*P-value*	Construct Reliability	AVE (Average Variance Extracted)
Positive Influence	→	Q12	0.956	0.685	0.013	53.263	***	0.890	0.729
Positive Influence	→	Q13	0.990	0.954	0.008	117.918	***		
Positive Influence	→	Q14	0.989	0.989	0.009	107.776	***		
Negative Influence	→	Q15	-0.991	0.997	0.008	-118.934	***	0.912	0.838
Negative Influence	→	Q16	-0.993	-1.041	0.007	-141.783	***		
Customer Satisfaction	→	Q18	0.849	1.000				0.923	0.752
Customer Satisfaction	→	Q19	0.902	1.150	0.058	19.943	***		
Customer Satisfaction	→	Q20	0.882	1.020	0.053	19.167	***		
Customer Satisfaction	→	Q21	0.688	0.747	0.058	12.952	***		
Emotional Loyalty	→	Q27	0.891	1.000				0.817	0.601
Emotional Loyalty	→	Q26	0.688	0.617	0.042	14.678	***		
Emotional Loyalty	→	Q28	0.751	0.879	0.052	16.857	***		
Customer Habit	→	Q32	0.513	1.000				0.709	0.501
Customer Habit	→	Q36	0.519	1.265	0.197	6.408	***		
Customer Habit	→	Q35	0.914	1.829	0.305	6.003	***		
Intention to Repurchase	→	Q29	0.837	1.000				0.816	0.690
Intention to Repurchase	→	Q30	0.832	0.870	0.054	16.180	***		

***p-value<0.01

Statistical Hypothesis Testing and Standardized Direct Effects

This study completed a research model as shown in Figure 4, considering moderating role of customer habit. This study was analyzed the research model as presented in Figure 4 using AMOS and based on the results shown in Table 13 and Table 22, this study analyzed twelve research hypotheses.

This study analyzed the effects between independent and dependent variables in the research model as shown in the table 13. Table 13 shows that negative and positive social influences all affected the intention to repurchase through customer satisfaction. In particular, 'intention to repurchase' decreases as negative social influence increases. Table 13 likewise shows that positive social influence has a greater effect than negative social influence.

In addition, positive and negative social influence has influence on the customer satisfaction. Positive social influence has positive influence on the emotional loyalty, however negative social influence doesn’t have positive influence on the emotional loyalty. Both customer satisfaction and emotional loyalty have a positive effect on intention to repurchase. Customer habit also has a positive effect on intention to repurchase.

Customers who Bought the Same Brand

In addition, customer habit had a moderating effect in the relationship between customer satisfaction, emotional loyalty and intent to repurchases. Customer habit also has a positive effect on intention to repurchase. In addition, customer habit was analyzed to have a moderating effect on the relationship between customer satisfaction, emotional loyalty and intention to repurchase.

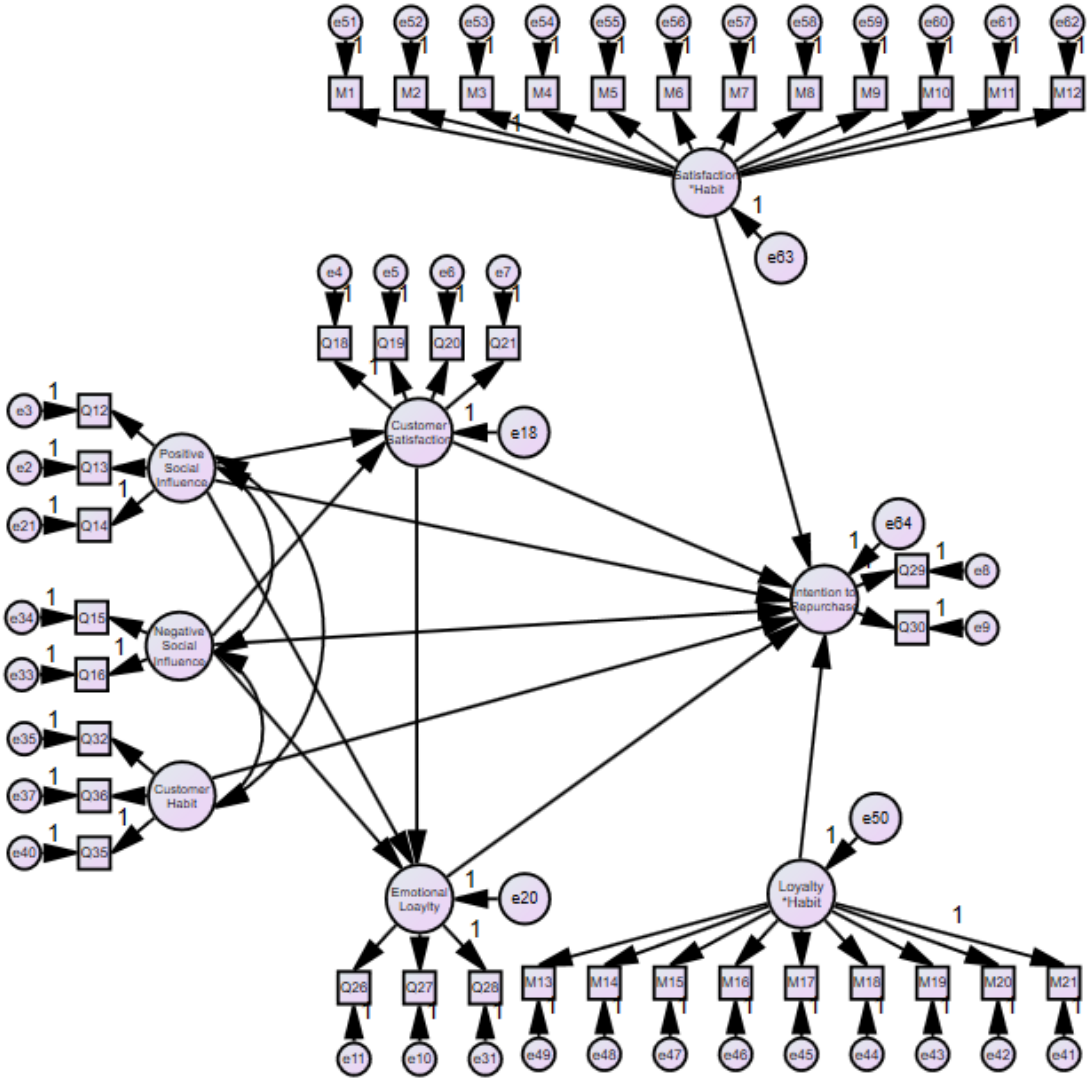


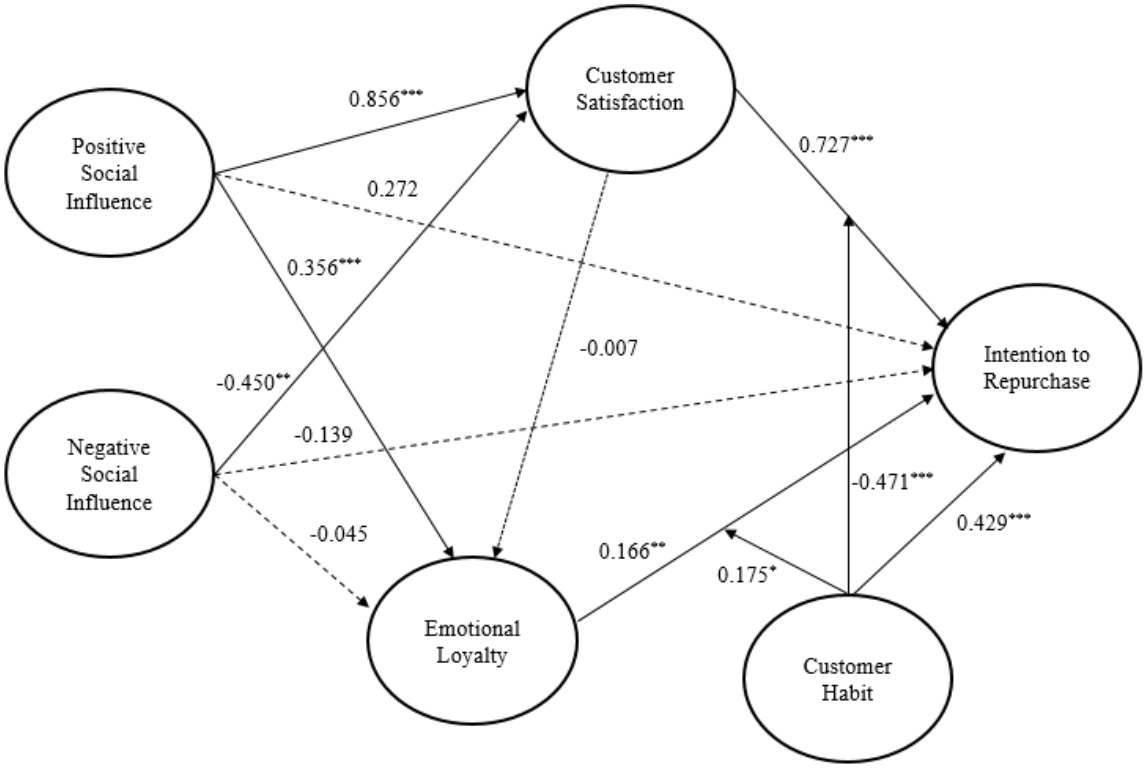
Figure 4. Analysis of research model using AMOS

Table 13

Analysis of Research Model (Causal Coefficients, Customers who bought the same brand)

			Standardized regression weights	Estimate	S.E.	Critical Ratio	*p*-value
Positive Social Influence	→	Customer Satisfaction	0.856	0.131	0.034	3.870	***
Positive Social Influence	→	Intention to Repurchase	0.272	0.067	0.049	1.367	0.172
Positive Social Influence	→	Emotional Loyalty	0.356	0.100	0.036	2.812	0.005
Negative Social Influence	→	Customer Satisfaction	-0.450	-0.071	0.034	-2.081	0.037
Negative Social Influence	→	Intention to Repurchase	-0.139	-0.035	0.049	-0.721	0.471
Negative Social Influence	→	Emotional Loyalty	-0.045	-0.013	0.036	-0.365	0.716
Customer Satisfaction	→	Emotional Loyalty	-0.007	-0.013	0.071	-0.180	0.857
Customer Satisfaction	→	Intention to Repurchase	0.727	1.163	0.132	8.805	***
Emotional Loyalty	→	Intention to Repurchase	0.166	0.144	0.061	2.365	0.018
Customer Habit	→	Intention to Repurchase	0.429	0.903	0.143	6.311	***
Customer Satisfaction *Habit (Moderator)	→	Intention to Repurchase	-0.471	-0.155	0.028	-5.467	***
Emotional Loyalty *Habit (Moderator)	→	Intention to Repurchase	0.175	0.044	0.022	1.990	0.047

***p-value<0.01



Note: Hypotheses in bold lines were supported;*p-value<0.10, ** p-value<0.05, *** p-value<0.01

Figure 5. Hypotheses Testing Results (Customers who bought the same brand)

In other words, positive word-of-mouth and information can be linked to satisfaction and expectation of smartphone rather than negative word-of-mouth and information about smartphone. Therefore, if the company utilizes both positive and negative social influences, it will be more effective in making customers repurchase their current smartphones.

Table 14
Standardized direct Effects of Research Model (Customers who bought the same brand)

	Negative Social Influence	Positive Social Influence	Customer Habit	Customer Satisfaction
Customer Satisfaction	-0.450	0.856	0.000	0.000
Emotional Loyalty	-0.045	0.356	0.000	-0.007
Intention to Repurchase	-0.139	0.272	0.429	0.727

Table 15
Standardized direct Effects- Two Tailed Significance (Customers who bought the same brand)

	Negative Social Influence	Positive Social Influence	Customer Habit	Customer Satisfaction
Customer Satisfaction	0.037	0.003		
Emotional Loyalty	0.877	0.005		
Intention to Repurchase	0.441	0.203	0.008	0.003

In addition, the standardized direct total effect of customers on intention to repurchase is calculated as follows.

0.856(Positive social influence→Customer Satisfaction) * 0.727(Customer Satisfaction→Intention to Repurchase) = 0.622

0.356(Positive social influence→Customer Satisfaction) * 0.166(Emotional Loyalty→Intention to Repurchase) = 0.059

-0.450(Negative social influence→Customer Satisfaction) * 0.727(Emotional Loyalty→Intention to Repurchase) = -0.327

Men and Women Customers who Bought the Same Brand

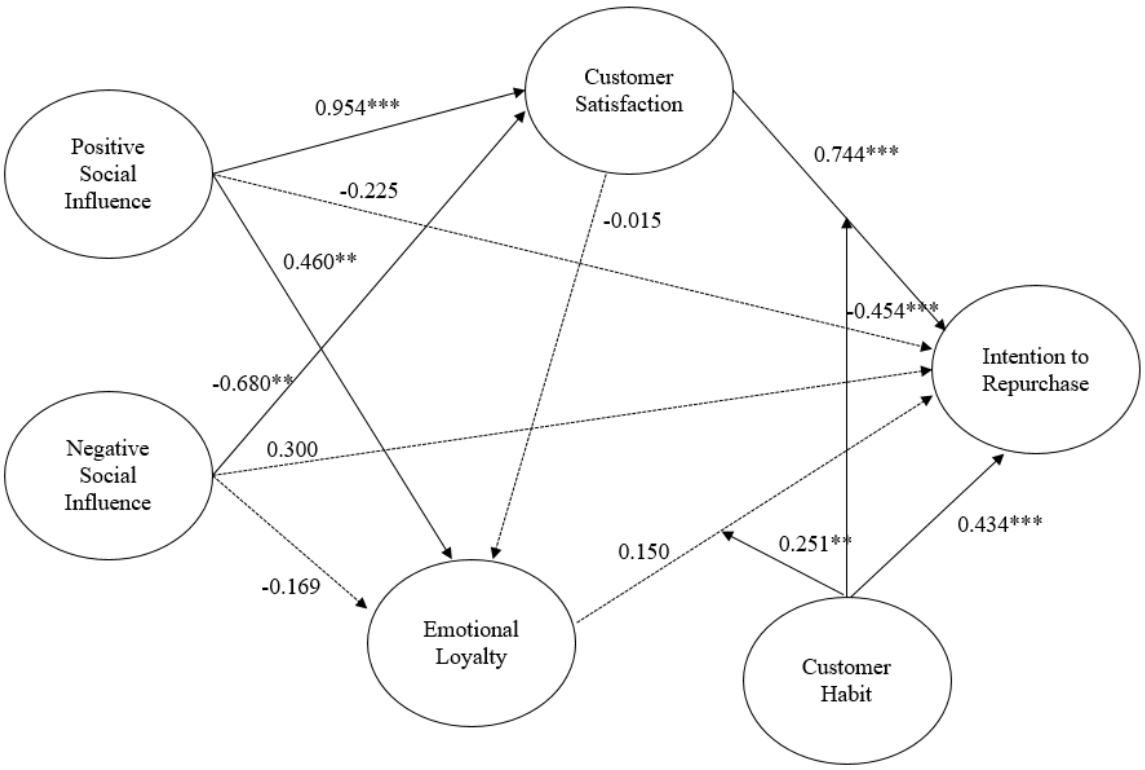
In this paper, the intention to repurchase was analyzed by classifying men and women customers as shown in Tables 16 and 17.

Table 16

Analysis of Research Model (Causal Coefficients, Men customers who bought the same brand)

			Standardized regression weights	Estimate	S.E.	Critical Ratio	*p*-value
Positive Social Influence	→	Customer Satisfaction	0.954	0.197	0.056	3.534	***
Positive Social Influence	→	Intention to Repurchase	-0.225	-0.055	0.065	-0.845	0.398
Positive Social Influence	→	Emotional Loyalty	0.460	0.126	0.050	2.536	0.011
Negative Social Influence	→	Customer Satisfaction	-0.680	-0.127	0.057	-2.240	0.025
Negative Social Influence	→	Intention to Repurchase	0.300	0.075	0.065	1.155	0.248
Negative Social Influence	→	Emotional Loyalty	-0.169	-0.048	0.049	-0.956	0.334
Customer Satisfaction	→	Emotional Loyalty	-0.015	-0.022	0.084	-0.263	0.792
Customer Satisfaction	→	Intention to Repurchase	0.744	1.000	0.136	7.361	***
Emotional Loyalty	→	Intention to Repurchase	0.150	0.133	0.087	1.525	0.127
Customer Habit	→	Intention to Repurchase	0.434	0.870	0.188	4.622	***
Customer Satisfaction *Habit (Moderator)	→	Intention to Repurchase	-0.454	-0.146	0.036	-4.040	***
Emotional Loyalty *Habit (Moderator)	→	Intention to Repurchase	0.251	0.063	0.032	2.003	0.045

***p-value<0.01



*Noted: Hypotheses in bold lines were supported;*p-value<0.10, **p-value<0.05, ***p-value<0.01*

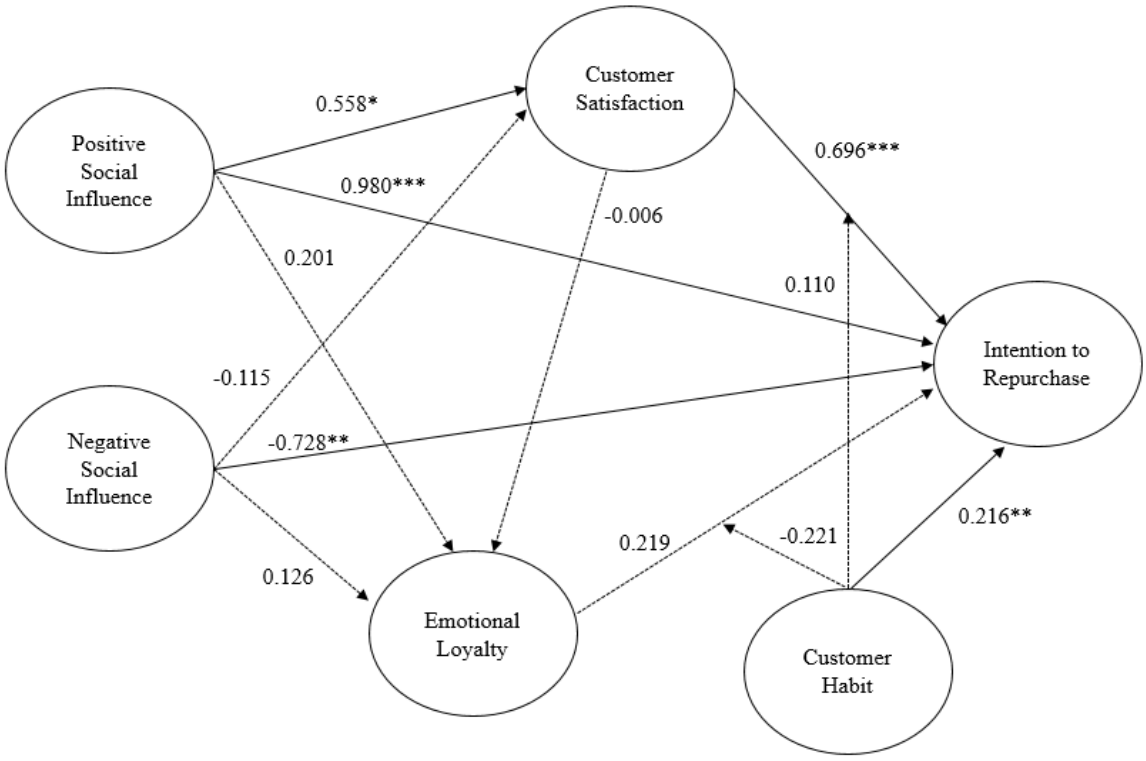
Figure 6. Men customers who bought the same brand

Table 17

Analysis of Research Model (Causal Coefficients, Women customers who bought the same brand)

			Standardized regression weights	Estimate	S.E.	Critical Ratio	*p*-value
Positive Social Influence	→	Customer Satisfaction	0.558	0.068	0.036	1.872	0.061
Positive Social Influence	→	Intention to Repurchase	0.980	0.182	0.070	2.606	0.009
Positive Social Influence	→	Emotional Loyalty	0.201	0.062	0.051	1.222	0.222
Negative Social Influence	→	Customer Satisfaction	-0.115	-0.014	0.036	-0.397	0.691
Negative Social Influence	→	Intention to Repurchase	-0.728	-0.139	0.070	-1.985	0.047
Negative Social Influence	→	Emotional Loyalty	0.126	0.040	0.052	0.778	0.436
Customer Satisfaction	→	Emotional Loyalty	-0.006	-0.015	0.131	-0.116	0.908
Customer Satisfaction	→	Intention to Repurchase	0.696	1.066	0.288	3.704	***
Emotional Loyalty	→	Intention to Repurchase	0.219	0.131	0.143	0.916	0.360
Customer Habit	→	Intention to Repurchase	0.216	0.312	0.136	2.297	0.022
Customer Satisfaction *Habit (Moderator)	→	Intention to Repurchase	0.110	-0.057	0.050	-1.135	0.256
Emotional Loyalty *Habit (Moderator)	→	Intention to Repurchase	-0.221	0.023	0.056	0.404	0.687

***p-value<0.01



*Noted: Hypotheses in bold lines were supported;*p-value<0.10, **p-value<0.05, ***p-value<0.01*

Figure 7. Women customers who bought the same brand

Women customers' 'intention to repurchase' study did not differ significantly from the analysis results in Figure 5. In addition, the effect of emotional loyalty on intention to repurchase was analyzed to be outside the statistical significance level. On the other hand, the biggest difference between women customers and men customers is that women customers have a direct effect on both groups' intention to repurchase. Therefore, in order to improve the intention to repurchase of men and women customers, it is necessary to establish different marketing strategies of positive and negative social influence.

Tables 18 and 20 show the results of analyzing the standardized direct effects of men and women customers.

Table 18
Standardized direct Effects of Research Model (Men customers who bought the same brand)

	Negative Social Influence	Positive Social Influence	Customer Habit	Customer Satisfaction
Customer Satisfaction	-0.680	0.954		
Emotional Loyalty	-0.169	0.460		-0.015
Intention to Repurchase	0.300	-0.225	0.434	0.744

Table 19
Standardized direct Effects – Two Tailed Significance (Men customers who bought the same brand)

	Negative Social Influence	Positive Social Influence	Customer Habit	Customer Satisfaction
Customer Satisfaction	0.017	0.003		
Emotional Loyalty	0.188	0.034		0.792
Intention to Repurchase	0.340	0.471	0.002	0.006

Table 20
Standardized direct Effects of Research Model (Women customers who bought the same brand)

	Negative Social Influence	Positive Social Influence	Customer Habit	Customer Satisfaction
Customer Satisfaction	-0.115	0.558	0.000	0.000
Emotional Loyalty	0.126	0.201	0.000	-0.015
Intention to Repurchase	-0.728	0.980	0.216	0.696

Table 21
Standardized direct Effects – Two Tailed Significance (Women customers who bought the same brand)

	Negative Social Influence	Positive Social Influence	Customer Habit	Customer Satisfaction
Customer Satisfaction	0.672	0.051		
Emotional Loyalty	0.357	0.312		0.988
Intention to Repurchase	0.047	0.009	0.045	0.002

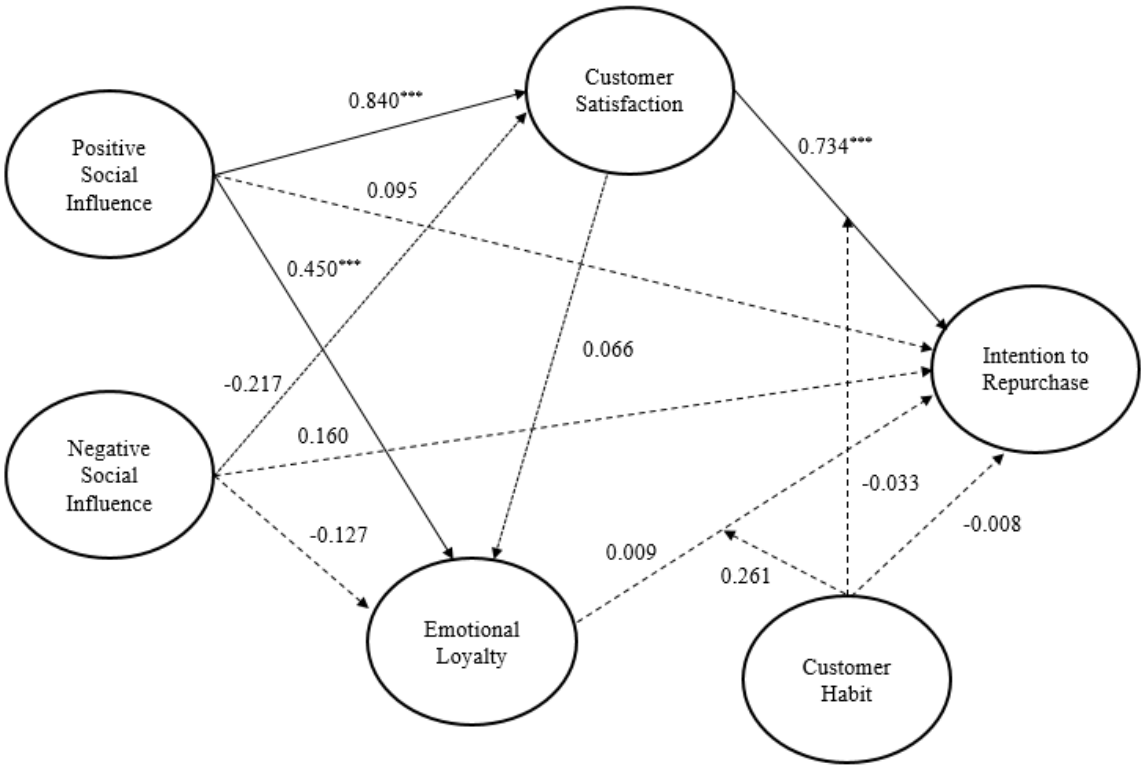
Customers who Bought a Different Brand

Table 22 shows the results of analyzing the intention to repurchase customers who bought a different brand. Positive social influence has a positive effect on customer satisfaction and emotional loyalty. In addition, customer satisfaction has a positive effect on intention to repurchase.

Table 22
Analysis of Research Model (Causal Coefficients, Customers who bought a different brand)

			Standardized regression weights	Estimate	S.E.	Critical Ratio	*p*-value
Positive Social Influence	→	Customer Satisfaction	0.840	0.179	0.041	4.313	***
Positive Social Influence	→	Intention to Repurchase	0.095	0.024	0.046	0.523	0.601
Positive Social Influence	→	Emotional Loyalty	0.450	0.123	0.030	4.107	***
Negative Social Influence	→	Customer Satisfaction	-0.217	-0.049	0.043	-1.127	0.260
Negative Social Influence	→	Intention to Repurchase	0.160	0.043	0.047	0.923	0.356
Negative Social Influence	→	Emotional Loyalty	-0.127	-0.037	0.030	-1.229	0.219
Customer Satisfaction	→	Emotional Loyalty	0.066	0.086	0.056	1.539	0.124
Customer Satisfaction	→	Intention to Repurchase	0.734	0.879	0.100	8.821	***
Emotional Loyalty	→	Intention to Repurchase	0.009	0.009	0.106	0.080	0.936
Customer Habit	→	Intention to Repurchase	-0.008	-0.017	0.089	-0.188	0.851
Customer Satisfaction *Habit (Moderator)	→	Intention to Repurchase	-0.033	-0.013	0.031	-0.417	0.677
Emotional Loyalty *Habit (Moderator)	→	Intention to Repurchase	0.261	0.061	0.030	2.035	0.052

***p-value<0.01



*Noted: Hypotheses in bold lines were supported;*p-value<0.10, **p-value<0.05, ***p-value<0.01*

Figure 8. Hypotheses Testing Results (Customers who bought a different brand)

According to Table 23, positive social influence has a greater effect on customer satisfaction than negative social influence. In both of the customer groups analyzed in this paper, positive social influence was found to have a greater impact on customer satisfaction and repurchase intention. However, in case of customer who buy a different brand, negative social influence did not affect 'intention to repurchase'. Only positive social influence affects customer satisfaction and encourages customer satisfaction to purchase smartphone that are different from the smartphones currently in use. This has led to dissatisfaction with the smartphones they are using, so they can search for information to purchase new smartphones. In addition, the positive word-of-mouth and

influence of information on other smartphone brands may affect the expectation and satisfaction of new smartphones and eventually purchase other products.

Table 23
Standardized direct Effects of Research Model (Customers who bought a different brand)

	Negative Social Influence	Positive Social Influence	Customer Habit	Customer Satisfaction
Customer Satisfaction	-0.217	0.840	0.000	0.000
Emotional Loyalty	-0.127	0.450	0.000	0.066
Intention to Repurchase	0.160	0.095	-0.008	0.734

Table 24
Standardized direct Effects – Two Tailed Significance (Customers who bought a different brand)

	Negative Social Influence	Positive Social Influence	Customer Habit	Customer Satisfaction
Customer Satisfaction	0.425	0.004		
Emotional Loyalty	0.230	0.003		0.067
Intention to Repurchase	0.357	0.664	0.969	0.002

On the other hand, the effect of positive social influence on customer satisfaction was analyzed to be little difference between the two groups (Tables 14, 23).

Men and Women Customers who Bought a Different Brand

The analysis results of men and women customers who purchased products of different brand were different. Men customers were found to have positive social influence affecting customer satisfaction and through this, repurchasing different brand smartphone. In other words, through positive social influence, the expectation and satisfaction of other products led to the intention to repurchase.

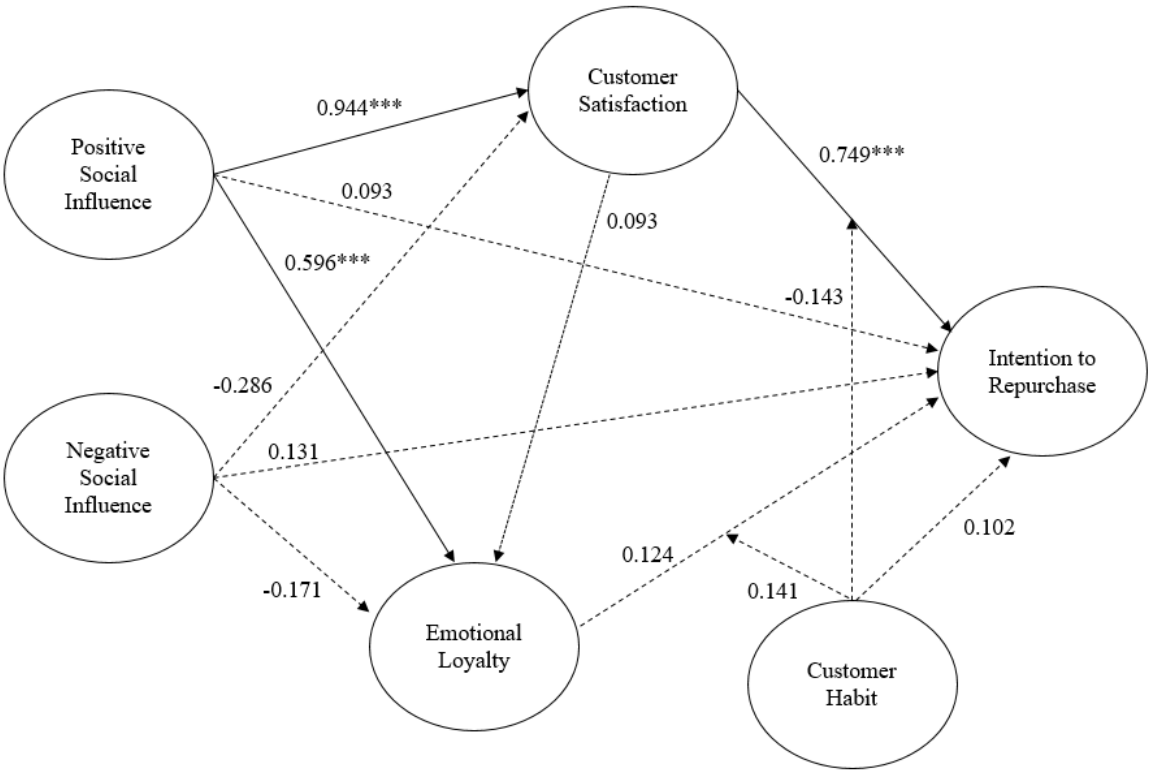
However, it was analyzed that positive social influence did not affect intention to repurchase through emotional loyalty. In addition, it can be seen that the women and men customers are the same as the results of the causal path analysis, in which emotional loyalty affects the repurchase intention. In addition, men customers' customer satisfaction had a

positive effect on intention to repurchase. It can be inferred that the expectation of other unused products leads to intention to repurchase. In addition, this dissertation study found that women customer groups are more sensitive to positive social influence when repurchasing new smartphone.

Table 25
Analysis of Research Model (Causal Coefficients, Men customers who bought a different brand)

			Standardized regression weights	Estimate	S.E.	Critical Ratio	*p*-value
Positive Social Influence	→	Customer Satisfaction	0.944	0.268	0.058	4.610	***
Positive Social Influence	→	Intention to Repurchase	0.093	0.033	0.072	0.451	0.652
Positive Social Influence	→	Emotional Loyalty	0.596	0.170	0.050	3.442	***
Negative Social Influence	→	Customer Satisfaction	-0.286	-0.074	0.059	-1.249	0.212
Negative Social Influence	→	Intention to Repurchase	0.131	0.048	0.067	0.716	0.474
Negative Social Influence	→	Emotional Loyalty	-0.171	-0.051	0.044	-1.176	0.240
Customer Satisfaction	→	Emotional Loyalty	0.093	0.108	0.103	1.047	0.295
Customer Satisfaction	→	Intention to Repurchase	0.749	1.058	0.150	7.065	***
Emotional Loyalty	→	Intention to Repurchase	0.124	0.152	0.133	1.143	0.253
Customer Habit	→	Intention to Repurchase	0.102	0.446	0.189	2.354	0.109
Customer Satisfaction *Habit (Moderator)	→	Intention to Repurchase	-0.143	-0.087	0.052	-1.662	0.097
Emotional Loyalty *Habit (Moderator)	→	Intention to Repurchase	0.141	0.044	0.038	1.167	0.243

***p-value<0.01



*Noted: Hypotheses in bold lines were supported;*p-value<0.10, **p-value<0.05, ***p-value<0.01*

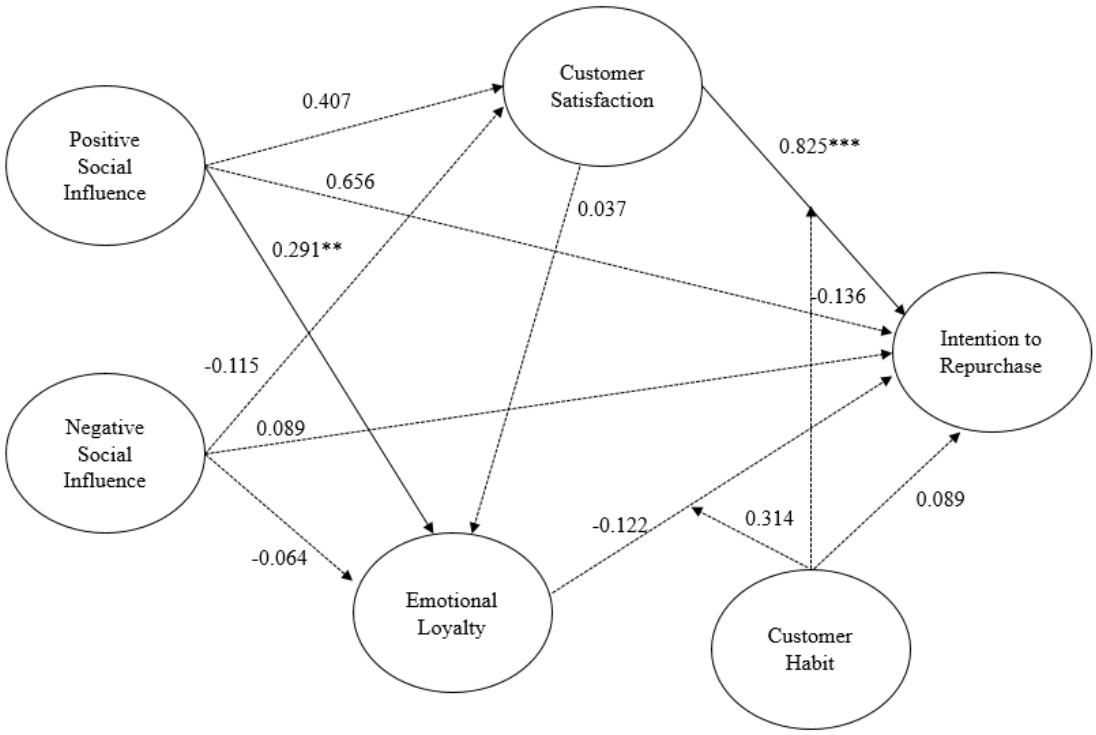
Figure 9. Men customers who bought a different brand

Table 26

Analysis of Research Model (Causal Coefficients, Women customers who bought a different brand)

			Standardized regression weights	Estimate	S.E.	Critical Ratio	*p*-value
Positive Social Influence	→	Customer Satisfaction	0.407	0.074	0.056	1.325	0.185
Positive Social Influence	→	Intention to Repurchase	0.127	0.027	0.060	0.446	0.656
Positive Social Influence	→	Emotional Loyalty	0.291	0.077	0.038	2.019	0.044
Negative Social Influence	→	Customer Satisfaction	-0.115	-0.022	0.059	-0.375	0.707
Negative Social Influence	→	Intention to Repurchase	0.089	0.020	0.062	0.320	0.749
Negative Social Influence	→	Emotional Loyalty	-0.064	-0.018	0.040	-0.449	0.653
Customer Satisfaction	→	Emotional Loyalty	0.037	0.055	0.064	0.852	0.394
Customer Satisfaction	→	Intention to Repurchase	0.825	0.955	0.148	6.456	***
Emotional Loyalty	→	Intention to Repurchase	-0.122	-0.097	0.174	-0.556	0.578
Customer Habit	→	Intention to Repurchase	0.089	0.116	0.105	1.114	0.265
Customer Satisfaction *Habit (Moderator)	→	Intention to Repurchase	-0.136	-0.043	0.042	-1.026	0.305
Emotional Loyalty *Habit (Moderator)	→	Intention to Repurchase	0.314	0.064	0.050	1.288	0.198

***p-value<0.01



*Noted: Hypotheses in bold lines were supported;*p-value<0.10, **p-value<0.05, ***p-value<0.01*

Figure 10. Women customers who bought a different brand

Tables 27 and 29 are the results of analyzing the standardized direct effects of men and women customers.

Table 27
Standardized direct Effects of Research Model (Men customers who bought a different brand)

	Negative Social Influence	Positive Social Influence	Customer Habit	Customer Satisfaction
Customer Satisfaction	-0.286	0.944	0.000	0.000
Emotional Loyalty	-0.171	0.596	0.000	0.093
Intention to Repurchase	0.131	0.093	0.102	0.749

Table 28
Standardized direct Effects- Two Tailed Significance (Men customers who bought a different brand)

	Negative Social Influence	Positive Social Influence	Customer Habit	Customer Satisfaction
Customer Satisfaction	0.538	0.020		
Emotional Loyalty	0.272	0.020		0.296
Intention to Repurchase	0.701	0.625	0.109	0.038

Table 29
Standardized direct Effects of Research Model (Women customers who bought a different brand)

	Negative Social Influence	Positive Social Influence	Customer Habit	Customer Satisfaction
Customer Satisfaction	-0.115	0.407	0.000	0.000
Emotional Loyalty	-0.064	0.291	0.000	0.037
Intention to Repurchase	0.089	0.656	0.089	0.825

Table 30
Standardized direct Effects- Two Tailed Significance (Women customers who bought a different brand)

	Negative Social Influence	Positive Social Influence	Customer Habit	Customer Satisfaction
Customer Satisfaction	0.838	0.195		
Emotional Loyalty	0.685	0.044		0.512
Intention to Repurchase	0.783	0.987	0.672	0.026

Critical Ratios for Differences Between Two Groups

In this paper, path analysis and difference between two groups were analyzed as shown in table 31 in the research model, that is, path coefficient by group was presented and significance was analyzed.

Table 31

Critical Ratios for Differences Between Two Groups

			Customers who bought the same brand			Customers who bought a different brand			Critical ratio for differences
			β	B	S.E.	β	B	S.E.	
Positive Social Influence	→	Customer Satisfaction	0.856	0.131	0.034	0.840	0.179	0.041	0.882
Positive Social Influence	→	Intention to Repurchase	0.272	0.067	0.049	0.095	0.024	0.046	-0.631
Positive Social Influence	→	Emotional Loyalty	0.356	0.100	0.036	0.450	0.123	0.030	0.493
Negative Social Influence	→	Customer Satisfaction	-0.450	-0.071	0.034	-0.217	-0.049	0.043	0.411
Negative Social Influence	→	Intention to Repurchase	-0.139	-0.035	0.049	0.160	0.043	0.047	1.159
Negative Social Influence	→	Emotional Loyalty	-0.045	-0.013	0.036	-0.127	-0.037	0.030	-0.506
Customer Satisfaction	→	Emotional Loyalty	-0.007	-0.013	0.071	0.066	0.086	0.056	1.088
Customer Satisfaction	→	Intention to Repurchase	0.727	1.163	0.132	0.734	0.879	0.100	-1.721
Emotional Loyalty	→	Intention to Repurchase	0.166	0.144	0.061	0.009	0.009	0.106	-1.108
Customer Habit	→	Intention to Repurchase	0.429	0.903	0.143	-0.008	-0.017	0.089	-5.458***
Customer Satisfaction *Habits (Moderator)	→	Intention to Repurchase	-0.471	-0.155	0.028	-0.033	-0.013	0.031	3.389***
Emotional Loyalty *Habits (Moderator)	→	Intention to Repurchase	0.175	0.044	0.022	0.261	0.061	0.030	0.443

***p-value<0.001

Customers who bought the same brand smartphone was analyzed to have positive effects on repurchase. However, customers who bought a different brand was analyzed to be out of statistical significance. Therefore, when comparing the two groups, it can be seen that habit is an important factor in repurchase, and habit is analyzed to have characteristics that control customer satisfaction.

Mediation Effects of Research Model

In this study, the correlation was analyzed as <Table 32> to analyze the mediating effect of the customers who bought the same brand smartphone.

In addition, emotional loyalty and customer satisfaction were analyzed as mediating effect on the relationship between positive social influence and intention to repurchase as shown in <Table 32>.

Table 32

Correlations Analysis(Customers who bought the same brand)

		Customer Satisfaction	Intention to Repurchase	Negative Influence	Customer Habit	Emotional Loyalty	Positive Influence
Customer Satisfaction	Pearson Correlation	1	0.618**	0.028**	0.157**	0.395**	0.205**
	Sig. (2-tailed)		0	0.046	0.009	0	0.001
	N	278	278	278	278	278	278
Intention to Repurchase	Pearson Correlation	0.618**	1	0.1	0.253**	0.538**	0.255**
	Sig. (2-tailed)	0		0.095	0	0	0
	N	278	278	278	278	278	278
Negative Influence	Pearson Correlation	0.028	0.1	1	0.241**	0.185**	0.665**
	Sig. (2-tailed)	0.646	0.095		0	0.002	0
	N	278	278	278	278	278	278
Customer Habit	Pearson Correlation	0.157**	0.253**	0.241**	1	0.335**	0.175**
	Sig. (2-tailed)	0.009	0	0		0	0.003
	N	278	278	278	278	278	278
Emotional Loyalty	Pearson Correlation	0.395**	0.538**	0.185**	0.335**	1	0.295**
	Sig. (2-tailed)	0	0	0.002	0		0
	N	278	278	278	278	278	278
Positive Influence	Pearson Correlation	0.205**	0.255**	0.665**	0.175**	0.295**	1
	Sig. (2-tailed)	0.001	0	0	0.003	0	
	N	278	278	278	278	278	278

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

In addition, emotional loyalty and customer satisfaction were analyzed as mediating effect on the relationship between positive social influence and intention to repurchase as shown in Table 33.

For this analysis, this study analyzed the mediating effect using Sobel (1982) test method. Below equations (4)–(6) were used to compute values for a Sobel (1982) test for the significance of meditation.

Error function:

$$erf(\chi) = \frac{2}{\sqrt{\pi}} \int_0^x e^{-t^2}\, dt \tag{4}$$

Normal distribution cumulative distribution function(CDF):

$$\mathrm{F}(x; \mu, \sigma^2) = \frac{1}{2}\left[1 + \mathrm{erf}\left(\frac{x-\mu}{\sigma\sqrt{2}}\right)\right] \tag{5}$$

where μ is the mean, σ is the standard deviation, and *erf* is the error function.

$$z = \frac{ab}{\sqrt{(b^2 SE_a^2) + (a^2 SE_b^2)}} \tag{6}$$

where *a* is the regression coefficient for the relationship between the independent variable and the mediator, *b* is the regression coefficient for the relationship between the mediator and the dependent variable, SE_a is the standard error of the relationship between the independent variable and the mediator, and SE_b is the standard error of the relationship between the mediator variable and the dependent variable.

That is, in customers who bought the same brand, there was a complete mediation effect of customer satisfaction in the relationship between positive and negative social influence and Intention to repurchase. Customer satisfaction and emotional loyalty were analyzed as mediating effect on the relationship between positive social influence and intention to repurchase as shown in <Table 33>.

Table 33
Mediation Effects (Customers who bought the same brand)

Causal Path					Sobel test statistic	One-tailed probability	Two-tailed probability
Positive Social Influence	→	Customer Satisfaction	→	Intention to Repurchase	5.380	0.000	0.000
Positive Social Influence	→	Emotional Loyalty	→	Intention to Repurchase	2.624	0.004	0.009
Negative Social Influence	→	Customer Satisfaction	→	Intention to Repurchase	-5.085	0.000	0.000

The correlation was also analyzed as <Table 34> to analyze the mediating effect of the customers who bought a different brand smartphone.

Table 34

Correlations Analysis(Customers who bought a different brand)

		Customer Satisfaction	Intention to Repurchase	Negative Influence	Customer Habit	Emotional Loyalty	Positive Influence
Customer Satisfaction	Pearson Correlation	1	0.674**	0.099	0.148*	0.404**	0.275**
	Sig. (2-tailed)		0	0.103	0.015	0	0
	N	270	270	270	270	270	270
Intention to Repurchase	Pearson Correlation	0.674**	1	0.174**	0.276**	0.558**	0.276**
	Sig. (2-tailed)	0		0.004	0	0	0
	N	270	270	270	270	270	270
Negative Influence	Pearson Correlation	0.099	0.174**	1	0.120*	0.213**	0.555**
	Sig. (2-tailed)	0.103	0.004		0.049	0	0
	N	270	270	270	270	270	270
Customer Habit	Pearson Correlation	0.148*	0.276**	0.120*	1	0.426**	0.166**
	Sig. (2-tailed)	0.015	0	0.049		0	0.006
	N	270	270	270	270	270	270
Emotional Loyalty	Pearson Correlation	0.404**	0.558**	0.213**	0.426**	1	0.332**
	Sig. (2-tailed)	0	0	0	0		0
	N	270	270	270	270	270	270
Positive Influence	Pearson Correlation	0.205**	0.255**	0.665**	0.175**	0.295**	1
	Sig. (2-tailed)	0.001	0	0	0.003	0	
	N	278	278	278	278	278	278

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Customer satisfaction was analyzed as mediating effect on the relationship between positive social influence and intention to repurchase as shown in Table 35. In addition, the relationship between Positive social influence and Intention to repurchase in the customers who bought a different brand group was found to have a complete mediation effect of customer satisfaction.

Table 35
Mediation Effects (Customers who bought a different brand)

Causal Path					Sobel test statistic	One-tailed probability	Two-tailed probability
Positive Social Influence	→	Customer Satisfaction	→	Intention to Repurchase	6.909	0.000	0.000

Conclusion

This paper analyzed the validity and validity of the research hypothesis through statistical analysis of two customer groups. The results of the analysis are summarized in Table 36.

Table 36
Summarized of Research Hypothesis Test

	Research Hypothesis	Customers who bought the same brand	Customers who bought a different brand
H1	*Positive social influence has a positive impact on customer satisfaction.*	Accept	Accept
H2	*Positive social influence has a positive impact on intention to repurchase.*	Reject	Reject
H3	*Positive social influence has a positive impact on emotional loyalty.*	Accept	Accept
H4	*Negative social influence has a negative impact on customer satisfaction.*	Accept	Reject
H5	*Negative social influence has a negative impact on intention to repurchase.*	Reject	Reject
H6	*Negative social influence has a negative impact on emotional loyalty.*	Reject	Reject
H7	*Customer satisfaction has a positive impact on emotional loyalty.*	Reject	Reject
H8	*Customer Satisfaction has a positive impact on intention to repurchase.*	Accept	Accept
H9	*Emotional Loyalty has a positive impact on intention to repurchase.*	Accept	Reject
H10	In the relationship between *emotional loyalty* and *intention to repurchase*, *customer habit* has a positive effect as moderating.	Accept	Reject
H11	In the relationship between *customer satisfaction* and *intention to repurchase*, *customer habit* has a positive effect as moderating.	Reject	Reject
H12	*Customer habit* has a positive impact on *intention to repurchase.*	Accept	Reject

This study found that for both customer groups (customers who bought the same brand and customers who bought a different brand), positive social influence affects customer satisfaction, and customer satisfaction affects intention to repurchase. In addition, it was determined that negative social influence also affects intention to repurchase via customer satisfaction. This means that positive and negative social influences on high-involvement products (such as smartphones) increase the likelihood of intention to repurchase the same brand due to customer satisfaction. In other words, social influence is a major factor in increasing the likelihood of recommending new products to customers. Thus, it is necessary to continuously inform customers about the excellence of product performance, function, and quality to improve customer satisfaction with positive social influence. In addition, it is necessary to study strategies that utilize various methods so that customers will have a passion and affection for brands. In both groups, however, positive and negative social influence did not directly affect intention to repurchase.

The customer group that repurchased the same smartphone had an emotional loyalty that influenced intention to repurchase. Therefore, companies should consider strategies for improving customer satisfaction and emotional loyalty. To this end, it is necessary to study marketing strategies that can increase customer satisfaction and expectations. As customers' expectations are increasing, it has become more difficult to satisfy demanding customers. Moreover, customer satisfaction has a limit as the key to solving all problems.

Therefore, companies should find a way for customers to make an easy choice

to repurchase products instead of relying solely on customer satisfaction. This study examined habits as factors that can improve intention to repurchase instead of customer satisfaction. Business performance is often sustained not by offering customers the perfect choice but by offering them the easy choice based on their habits.

Customers' habits should be strategically utilized to induce them to continuously use the same brand of products. The repurchase habit for smartphones is a purchase pattern that repeats the same activity based on the satisfactory experience of customers' consumption behavior. Customers will think that repurchase of satisfactory products is very reasonable. However, the results of this study show that customer habits play a role in moderating customer satisfaction in a negative direction. In other words, habit can be an important factor in inducing customers to repurchase smartphones unconsciously, rather than making reasonable decisions.

Because of that, companies should consider ways to form and maintain new habits among their customers. To that end, companies should consider implementing customer loyalty programs to continuously secure customers and to build habits around their products. In addition, developing a user interface and business ecosystem that is familiar to customers can be a habitual consideration to prevent customers from leaving.

Companies also need to establish marketing strategies that help customers create new habits. Through advertising campaigns, customers will gain empirical knowledge, and companies will need to develop strategies to transform that empirical knowledge into a purchase habit. In other words, if consumers' habits are fixed to products through advertisements, campaigns, product designs, etc., those habits can prevent the customer from purchasing a competitor’s smartphone. That is, the customer can control the

switching intention through habit. However, because we do not know how many people share the same habits in the market, we cannot solely use habit to distinguish the market. We also don't know how adding and subtracting certain functions within a product affects habit, because habit is a concept that begins thoroughly with one customer.

In order to solve this problem, smartphone makers should study products that can induce customer habit and consider service development that strengthens the formed habit. To do this, companies should analyze the purpose and method of using smartphones and predict the reasons for using habit. In addition, this analysis should be perceived by customers as the value that smartphones provide and induce them to become habitual users. Therefore, smartphone manufacturers should study how to secure customers by utilizing customer habits through research such as PSS (product-service systems) linking products and services.

In addition, habits have the power to influence customers to continue to repurchase products, even when customers are dissatisfied with those products (like smartphones). This can be explained through the moderating effects of habits. According to Table 9, habit plays the role of moderator in the relationship between customer satisfaction and intention to repurchase (standardized regression weight: -0.471).

This study analyzed the causal relationship between customer satisfaction and intention to repurchase by dividing customers into two groups (high customer habits and low customer habits) to deeply analyze the moderating effect of the habit of customers who purchased the same brand. As shown in Table 38, the group with low habits (0.866) has greater standardized coefficients than the group with high habits (0.634).

Table 37
Causal Relationship Analysis of Satisfaction and intention to Repurchase by Habitual Tendency (ANOVA)

		Sum of Squares	*df*	Mean Square	F	Sig.
Customer group with low tendency to habituation	Regression	5.196	1	5.196	15.000	0.012[b]
	Residual	1.732	5	0.346		
	Total	6.929	6			
Customer group with high tendency to habituation	Regression	8.797	1	8.797	37.560	0.000[b]
	Residual	13.116	56	0.234		
	Total	21.914	57			

a. Dependent Variable: Intention to repurchase
b. Predictors:(Constant), Customer Satisfaction

Table 38
Causal Relationship Analysis of Satisfaction and intention to Repurchase by Habitual Tendency

		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		β	*Std.Error*			
Customer group with low tendency to habituation	Constant	0.522	0.730		0.716	0.050
	Customer Satisfaction	0.749	0.193	0.866	3.873	0.012
Customer group with high tendency to habituation	Constant	1.008	0.462		2.183	0.033
	Customer Satisfaction	0.714	0.117	0.634	6.129	0.000

a. Dependent Variable: Intention to repurchase

In other words, customers with low habitual tendencies were found to have a sensitive increase in intention to repurchase by customer satisfaction. However, customers with high habitual tendencies do not have a sensitive increase in repurchase intention even if satisfaction is high. The moderating effect of habit appeared only in the negative direction. If the customer's habitual tendency is high, satisfaction does not play an important role in intention to repurchase. This means that habituation variables can be a very important strategy for the customer group who repurchased the same brand smartphone. If the customer habitualized the smartphone that he/she is currently using,

the intention to repurchase will occur even if satisfaction is not high. Thus, companies need to prioritize making an effort to habituate existing customers.

However, improved customer satisfaction does not influence intention to repurchase for habituated customers, and other strategies to increase intention to repurchase should be explored. In addition, it is necessary to study the differentiation strategy of customer management by grouping customers who are not habituated in smartphone use and grouping customers who are already habituated.

Another finding is that habit has a moderating effect on intention to repurchase, given the moderating effects of habit on brand loyalty and intention to repurchase. According to Table 11, habit has a moderating effect between emotional loyalty and intention to repurchase (standardized regression weight: 0.175). This is greater than the effect of the intention to repurchase (standardized regression weight: 0.166) on emotional loyalty for customers who bought the same brand. Thus, habit is an important factor in increasing emotional loyalty in customers who bought the same brand and inducing intention to repurchase.

In addition, a strategy to use negative social influence should be considered. It is important to study strategies that utilize both positive and negative social influence by emphasizing the advantages of the smartphone compared to the competition and highlighting weaknesses of competitors.

Habits are an important factor that can control customer satisfaction and repurchase intention. Habit lowers the intention to switch from the smartphone brand currently used by customers to another smartphone brand. Therefore, companies need to strengthen customer loyalty programs strategically to induce customers to repurchase. On

the other hand, customers who purchase different brands do not connect their emotional loyalty to the repurchase. This is due to the higher level of dissatisfaction with the product used and the expectation of the newly purchased smartphone. This strategy can improve the intention to repurchase of customers who want to use the same brand smartphone and can be studied to secure customers who use competitors' customers as their own customers.

CHAPTER 5

RESEARCH IMPLICATION AND LIMITATION

Research Implication

In this study, positive and negative social influence was found to not directly impact customers' intention to repurchase smartphones. The results suggest that the evaluations of friends and family affected satisfaction with the product. This is inferred as a result of reflecting on the characteristics of customers making comprehensive and complex decisions in the repurchase of high-involvement products. Therefore, in order to convince customers to repurchase smartphones, companies should provide them with positive information about new features and uses for the phones. This information can enhance customers' experiences with the product, and it can be demonstrated that this activity positively affects customer satisfaction. However, customer satisfaction and emotional loyalty in customers who bought the same brand affected the intention to repurchase, respectively, and habits were also a moderating factor.

This means that in the case of high-involvement products such as smartphones, the repurchase of products of the same brand can be explained by human habits based on heuristic theory. Therefore, companies need to consider the following strategies to enhance customers' intention to repurchase smartphones. First, one must improve customer satisfaction by improving the functions of smartphones and the convenience and services they provide. Second, it is necessary to provide positive information to customers through social influence such as word of mouth. Information that can improve the usability of the product and communicate its superior quality can affect customer

satisfaction and has a positive effect on the intention to repurchase. Through this strategy, companies can positively affect customers' complex decision-making processes and the intention to repurchase of those who are considering buying an expensive smartphone.

Contribution

This research provides practitioners with an improved understanding of what factors influence consumer satisfaction, emotional loyalty, and repurchase behavior toward a product or service. This paper analyzes the repurchase intention from multiple viewpoints rather than fragmentary repurchase intention analysis. Specifically, this paper examines the effect of social influence and emotional loyalty on the intention to repurchase, and analyzes how habits moderate this effect on customer satisfaction and emotional loyalty.

In addition, social influence was subdivided into positive and negative social influence, and the influence factors on the intention to repurchase of customers were analyzed. This paper studied strategies to continue the intention to repurchase by utilizing the habits of customers. The analysis suggested that customers use habits as a way to increase their switching cost to other smartphone by immersing themselves in the habit of using the product and creating a business ecosystem that links smartphone and services. In addition, it was studied that customers with habits tend to not switch to other brands even if they are not satisfied with the product.

Customer satisfaction and emotional loyalty mediate the intention to repurchase, and social influence must develop a marketing strategy that can improve customer satisfaction and emotional loyalty. In addition, the paper analyzes the degree of relative correlation of factors affecting intention to repurchase. This can be used to analyze

factors that require companies to be more interested in attracting customers. So far, companies have only introduced a fragmented customer strategy, such as purchasing products at discounted prices, when they repurchase the same brand products as those used to date, to encourage customers to repurchase. Today, however, customers' tendencies and characteristics are more diverse. Therefore, intention to repurchase should also be studied from various perspectives.

Differentiation from Previous Research

Ajzen (1991) and a number of researchers studied social influence or subjective norms as social pressure on people. However, in this dissertation paper, based on the two-factor theory of Herzberg (1959), social influence was further subdivided and studied. That is, monolithic social influence was divided into positive social influence and negative social influence, respectively, and this was studied, and differentiated results were derived.

Previous studies centered on research models of 'intention to repurchase' using customer loyalty and customer satisfaction. Several researchers have found satisfaction and attitude to be major antecedents of customer repurchase intention (Bearden and Teel, 1983; Innis, 1991; Oliver, 1980, 1981; Roest and Pieters, 1997). According to previous research, satisfaction is the overall level of customer pleasure and contentment resulting from experience with the service. However, the precise relationship between customer learned disposition and customer preference for perceived alternatives remains unclear (Ratneshwar & Chaiken, 1991).

In the literature, different terms have been used for similar or closely related preference constructs. Examples of terms used are, customer commitment (Storbacka et

al., 1994), brand choice (Manrai, 1995), product attitude (Roest & Pieters, 1997) and consumer preference (Mantel & Kardes, 1999). In other words, the analysis of the previous research model of intention to repurchase suggested the relationship between the factors shown in Figure 11.

Figure 11. Major antecedents to repurchase intention.

However, this paper studied customers' intention to repurchase by considering social influence, customer satisfaction, emotional loyalty, and the moderating effects of customer habit. Differences between previous research and this paper are summarized as follows.

- This dissertation paper analyzed whether customer habits directly affect intention to repurchase.
- When customer satisfaction affects intention to repurchase, it analyzed whether customer habits can control it.
- When emotional loyalty affects intention to repurchase, it analyzed whether customer habits can control it.
- This dissertation paper analyzed the difference between the customer group who repurchased the smartphone and the group who had no repurchase experience and analyzed the result of the factors affecting the intention to repurchase.
- Marketing strategies for repurchase customers can be different from those for other competitors.
- This dissertation paper analyzed the factors that Positive and Negative Social Influence directly affects intention to repurchase by customer group.

- This dissertation paper analyzed the role of customer satisfaction and brand loyalty as mediators.
- This dissertation paper analyzed the factors that positive and negative social Influence directly affects repurchases by customer group. (What does it mean if customer satisfaction and emotional loyalty play a full mediating role when social influence affects intention to repurchase?)
- This dissertation paper analyzed the difference between positive and negative social influence on intention to repurchase.
- This dissertation paper analyzed the difference between positive and negative social influence on repurchase intention by customer group.

Research Limitations and Further Study

In this study, collection of various sample sizes is required. The current sample size is within the range of statistical significance level for the analysis of the research model, but the diversity of the sample should be secured to enable the study under various conditions.

In addition, this study tried to analyze the characteristics of customers' repurchasing behavior according to age, but there were limitations in collecting customers' data in their forties and fifties, so there was a limit to effective analysis. Therefore, in the future, it is necessary to collect and analyze data from the age groups in their 40s and 50s. In addition, it is necessary to supplement the limitations of quantitative research through focused group interview with customers. In addition, it is necessary to include the strategic relationship between business eco-system and smartphone repurchase of existing manufacturing companies. Future studies should look at the factors that affect customers' habits alongside how prices affect intention to repurchase of smartphones.

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APPENDIX A

DESCRIPTIVE STATISTICS

Table 39
Descriptive Statistics(Customers who bought the same brand)

	N	Minimum	Maximum	Mean	Std. Deviation
When buying a smartphone, I would refer to online users' experiences and positive feedbacks to the brand's smartphone.	278	1	5	3.47	0.877
The preferences of family members can positively influence my choice of smartphone.	278	1	5	3.47	0.929
To satisfy the expectations of classmates or work associates, my decision to purchase a smartphone is positively influenced by their preferences.	278	1	5	3.23	1.012
If having read negative articles about a brand's cell phones, I would have negative impression on that brand's cell phones.	278	1	5	2.73	0.929
If the online reviews are about that brand's cell phones are merely with mediocre functions and not really functional, I would not favor that brand's cell phones.	278	1	5	2.78	0.963
I am satisfied with the current smartphone	278	1	5	3.96	0.757
I am very satisfied with the quality of my smartphone.	278	1	5	3.85	0.764
My smartphone meets my expectations.	278	1	5	3.84	0.698
My current smartphone meets all my requirements that I consider reasonable	278	1	5	3.78	0.716

Table 39 (Cont'd)					
I am passionate about this brand of smartphone.	278	1	5	3.38	0.849
I'm very attached to this brand of smartphone.	278	1	5	2.94	1.032
I'm willing to pay a premium price to buy this brand of smartphone.	278	1	5	2.77	1.070
I intend to continue purchasing the same smartphone in the future.	278	1	5	3.68	0.830
I would recommend the brand of smartphone I am using to others.	278	1	5	3.56	0.784
I like what I'm used to rather than get ting to know new things.	278	1	5	3.55	0.830
I prefer a familiar brand, rather than a special brand or product.	278	1	5	3.55	0.762
I always like to park my car or bike in the same place.	278	1	5	3.18	0.948
Valid N (listwise)	278				

Table 40

Descriptive Statistics(Customers who bought a different brand)

	N	Minimum	Maximum	Mean	Std. Deviation
When buying a smartphone, I would refer to online users' experiences and positive feedbacks to the brand's smartphone.	270	1	5	3.54	0.923
The preferences of family members can positively influence my choice of smartphone.	270	1	5	3.64	0.883
To satisfy the expectations of classmates or work associates, my decision to purchase a smartphone is positively influenced by their preferences.	270	1	5	3.43	0.941
If having read negative articles about a brand's cell phones, I would have negative impression on that brand's cell phones.	270	1	5	2.59	0.955
If the online reviews are about that brand's cell phones are merely with mediocre functions and not really functional, I would not favor that brand's cell phones.	270	1	5	2.64	0.961
I am satisfied with the current smartphone	270	1	5	3.90	0.770
I am very satisfied with the quality of my smartphone.	270	1	5	3.83	0.815
My smartphone meets my expectations.	270	1	5	3.71	0.745
My current smartphone meets all my requirements that I consider reasonable	270	1	5	3.71	0.750
I am passionate about this brand of smartphone.	270	1	5	3.10	0.860
I'm very attached to this brand of smartphone.	270	1	5	2.56	1.064
I'm willing to pay a premium price to buy this brand of smartphone.	270	1	5	2.63	1.119

Table 40 (Cont'd)					
I intend to continue purchasing the same smartphone in the future.	270	1	5	3.26	0.935
I would recommend the brand of smartphone I am using to others.	270	1	5	3.46	0.820
I like what I'm used to rather than get ting to know new things.	270	1	5	3.49	0.857
I prefer a familiar brand, rather than a special brand or product.	270	1	5	3.37	0.843
I always like to park my car or bike in the same place.	270	1	5	3.04	1.071
Valid N (listwise)	270				

APPENDIX B

FREQUENCIES

Table 41
Respondent Frequency: When buying a smartphone, I would refer to online users' experiences and positive feedbacks to the brand's smartphone

Q12: When buying a smartphone, I would refer to online users' experiences and positive feedbacks to the brand's smartphone

		Frequency	Percent	Valid Percent	Cumulative Percent
Customers who bought the same brand	Strongly Disagree	9	3.2	3.2	3.2
	Disagree	24	8.6	8.6	11.9
	Neither	93	33.5	33.5	45.3
	Agree	131	47.1	47.1	92.4
	Strongly agree	21	7.6	7.6	100.0
	Total	278	100.0	100.0	
Customers who bought a different brand	Strongly Disagree	8	3.0	3.0	3.0
	Disagree	27	10.0	10.0	13.0
	Neither	76	28.1	28.1	41.1
	Agree	129	47.8	47.8	88.9
	Strongly agree	30	11.1	11.1	100.0
	Total	270	100.0	100.0	

Table 42
Respondent Frequency: The preferences of family members can positively influence my choice of smartphone

Q13: The preferences of family members can positively influence my choice of smartphone					
		Frequency	Percent	Valid Percent	Cumulative Percent
Customers who bought the same brand	Strongly Disagree	9	3.2	3.2	3.2
	Disagree	29	10.4	10.4	13.7
	Neither	92	33.1	33.1	46.8
	Agree	119	42.8	42.8	89.6
	Strongly agree	29	10.4	10.4	100.0
	Total	278	100.0	100.0	
Customers who bought a different brand	Strongly Disagree	5	1.9	1.9	1.9
	Disagree	22	8.1	8.1	10.0
	Neither	74	27.4	27.4	37.4
	Agree	132	48.9	48.9	86.3
	Strongly agree	37	13.7	13.7	100.0
	Total	270	100.0	100.0	

Table 43

Respondent Frequency: To satisfy the expectations of classmates or work associates, my decision to purchase a smartphone is positively influenced by their preferences

Q14: To satisfy the expectations of classmates or work associates, my decision to purchase a smartphone is positively influenced by their preferences					
		Frequency	Percent	Valid Percent	Cumulative Percent
Customers who bought the same brand	Strongly Disagree	18	6.5	6.5	6.5
	Disagree	45	16.2	16.2	22.7
	Neither	87	31.3	31.3	54.0
	Agree	110	39.6	39.6	93.5
	Strongly agree	18	6.5	6.5	100.0
	Total	278	100.0	100.0	
Customers who bought a different brand	Strongly Disagree	9	3.3	3.3	3.3
	Disagree	37	13.7	13.7	17.0
	Neither	75	27.8	27.8	44.8
	Agree	127	47.0	47.0	91.9
	Strongly agree	22	8.1	8.1	100.0
	Total	270	100.0	100.0	

Table 44

Respondent Frequency: If having read negative articles about a brand's cell phones, I would have negative impression on that brand's cell phones

Q15: If having read negative articles about a brand's cell phones, I would have negative impression on that brand's cell phones

		Frequency	Percent	Valid Percent	Cumulative Percent
Customers who bought the same brand	Strongly Disagree	16	5.8	5.8	5.8
	Disagree	110	39.6	39.6	45.3
	Neither	96	34.5	34.5	79.9
	Agree	46	16.5	16.5	96.4
	Strongly agree	10	3.6	3.6	100.0
	Total	278	100.0	100.0	
Customers who bought a different brand	Strongly Disagree	27	10.0	10.0	10.0
	Disagree	109	40.4	40.4	50.4
	Neither	91	33.7	33.7	84.1
	Agree	33	12.2	12.2	96.3
	Strongly agree	10	3.7	3.7	100.0
	Total	270	100.0	100.0	

Table 45

Respondent Frequency: If the online reviews are about that brand's cell phones are merel ywith mediocre functions and not really functional, I would not favor that brand's cell ph ones

Q16: If the online reviews are about that brand's cell phones are merely with mediocre functions and not really functional, I would not favor that brand's cell phones

		Frequency	Percent	Valid Percent	Cumulative Percent
Customers who bought the same brand	Strongly Disagree	15	5.4	5.4	5.4
	Disagree	106	38.1	38.1	43.5
	Neither	95	34.2	34.2	77.7
	Agree	48	17.3	17.3	95.0
	Strongly agree	14	5.0	5.0	100.0
	Total	278	100.0	100.0	
Customers who bought a different brand	Strongly Disagree	20	7.4	7.4	7.4
	Disagree	119	44.1	44.1	51.5
	Neither	82	30.4	30.4	81.9
	Agree	37	13.7	13.7	95.6
	Strongly agree	12	4.4	4.4	100.0
	Total	270	100.0	100.0	

Table 46
Respondent Frequency: I am satisfied with the current smartphone

Q18: I am satisfied with the current smartphone					
		Frequency	Percent	Valid Percent	Cumulative Percent
Customers who bought the same brand	Strongly Disagree	2	0.7	0.7	0.7
	Disagree	8	2.9	2.9	3.6
	Neither	49	17.6	17.6	21.2
	Agree	159	57.2	57.2	78.4
	Strongly agree	60	21.6	21.6	100.0
	Total	278	100.0	100.0	
Customers who bought a different brand	Strongly Disagree	1	0.4	0.4	0.4
	Disagree	7	2.6	2.6	3.0
	Neither	67	24.8	24.8	27.8
	Agree	137	50.7	50.7	78.5
	Strongly agree	58	21.5	21.5	100.0
	Total	270	100.0	100.0	

Table 47
Respondent Frequency: I am very satisfied with the quality of my smartphone

Q19: I am very satisfied with the quality of my smartphone					
		Frequency	Percent	Valid Percent	Cumulative Percent
Customers who bought the same brand	Strongly Disagree	2	0.7	0.7	0.7
	Disagree	6	2.2	2.2	2.9
	Neither	75	27.0	27.0	29.9
	Agree	144	51.8	51.8	81.7
	Strongly agree	51	18.3	18.3	100.0
	Total	278	100.0	100.0	
Customers who bought a different brand	Strongly Disagree	2	0.7	0.7	0.7
	Disagree	11	4.1	4.1	4.8
	Neither	72	26.7	26.7	31.5
	Agree	132	48.9	48.9	80.4
	Strongly agree	53	19.6	19.6	100.0
	Total	270	100.0	100.0	

Table 48
Respondent Frequency: My smartphone meets my expectations

Q20: My smartphone meets my expectations					
		Frequency	Percent	Valid Percent	Cumulative Percent
Customers who bought the same brand	Strongly Disagree	1	0.4	0.4	0.4
	Disagree	7	2.5	2.5	2.9
	Neither	66	23.7	23.7	26.6
	Agree	165	59.4	59.4	86.0
	Strongly agree	39	14.0	14.0	100.0
	Total	278	100.0	100.0	
Customers who bought a different brand	Strongly Disagree	1	0.4	0.4	0.4
	Disagree	11	4.1	4.1	4.4
	Neither	86	31.9	31.9	36.3
	Agree	139	51.5	51.5	87.8
	Strongly agree	33	12.2	12.2	100.0
	Total	270	100.0	100.0	

Table 49
Respondent Frequency: My current smartphone meets all my requirements that I consider reasonable

Q21: My current smartphone meets all my requirements that I consider reasonable					
		Frequency	Percent	Valid Percent	Cumulative Percent
Customers who bought the same brand	Strongly Disagree	1	0.4	0.4	0.4
	Disagree	8	2.9	2.9	3.2
	Neither	79	28.4	28.4	31.7
	Agree	154	55.4	55.4	87.1
	Strongly agree	36	12.9	12.9	100.0
	Total	278	100.0	100.0	
Customers who bought a different brand	Strongly Disagree	1	.4	.4	.4
	Disagree	11	4.1	4.1	4.4
	Neither	87	32.2	32.2	36.7
	Agree	137	50.7	50.7	87.4
	Strongly agree	34	12.6	12.6	100.0
	Total	270	100.0	100.0	

Table 50
Respondent Frequency: I am passionate about this brand of smartphone

Q26: I am passionate about this brand of smartphone					
		Frequency	Percent	Valid Percent	Cumulative Percent
Customers who bought the same brand	Strongly Disagree	3	1.1	1.1	1.1
	Disagree	30	10.8	10.8	11.9
	Neither	130	46.8	46.8	58.6
	Agree	87	31.3	31.3	89.9
	Strongly agree	28	10.1	10.1	100.0
	Total	278	100.0	100.0	
Customers who bought a different brand	Strongly Disagree	5	1.9	1.9	1.9
	Disagree	57	21.1	21.1	23.0
	Neither	128	47.4	47.4	70.4
	Agree	65	24.1	24.1	94.4
	Strongly agree	15	5.6	5.6	100.0
	Total	270	100.0	100.0	

Table 51
Respondent Frequency: I'm very attached to this brand of smartphone

Q27: I'm very attached to this brand of smartphone					
		Frequency	Percent	Valid Percent	Cumulative Percent
Customers who bought the same brand	Strongly Disagree	24	8.6	8.6	8.6
	Disagree	65	23.4	23.4	32.0
	Neither	111	39.9	39.9	71.9
	Agree	59	21.2	21.2	93.2
	Strongly agree	19	6.8	6.8	100.0
	Total	278	100.0	100.0	
Customers who bought a different brand	Strongly Disagree	47	17.4	17.4	17.4
	Disagree	85	31.5	31.5	48.9
	Neither	90	33.3	33.3	82.2
	Agree	36	13.3	13.3	95.6
	Strongly agree	12	4.4	4.4	100.0
	Total	270	100.0	100.0	

Table 52
Respondent Frequency: I'm willing to pay a premium price to buy this brand of smartphone

Q28: I'm willing to pay a premium price to buy this brand of smartphone					
		Frequency	Percent	Valid Percent	Cumulative Percent
Customers who bought the same brand	Strongly Disagree	36	12.9	12.9	12.9
	Disagree	74	26.6	26.6	39.6
	Neither	102	36.7	36.7	76.3
	Agree	50	18.0	18.0	94.2
	Strongly agree	16	5.8	5.8	100.0
	Total	278	100.0	100.0	
Customers who bought a different brand	Strongly Disagree	50	18.5	18.5	18.5
	Disagree	75	27.8	27.8	46.3
	Neither	82	30.4	30.4	76.7
	Agree	51	18.9	18.9	95.6
	Strongly agree	12	4.4	4.4	100.0
	Total	270	100.0	100.0	

Table 53
Respondent Frequency: I intend to continue purchasing the same smartphone in the future

Q29: I intend to continue purchasing the same smartphone in the future.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Customers who bought the same brand	Strongly Disagree	2	0.7	0.7	0.7
	Disagree	16	5.8	5.8	6.5
	Neither	95	34.2	34.2	40.6
	Agree	122	43.9	43.9	84.5
	Strongly agree	43	15.5	15.5	100.0
	Total	278	100.0	100.0	
Customers who bought a different brand	Strongly Disagree	11	4.1	4.1	4.1
	Disagree	37	13.7	13.7	17.8
	Neither	116	43.0	43.0	60.7
	Agree	84	31.1	31.1	91.9
	Strongly agree	22	8.1	8.1	100.0
	Total	270	100.0	100.0	

Table 54
Respondent Frequency: I would recommend the brand of smartphone I am using to others

Q30: I would recommend the brand of smartphone I am using to others					
		Frequency	Percent	Valid Percent	Cumulative Percent
Customers who bought the same brand	Strongly Disagree	4	1.4	1.4	1.4
	Disagree	18	6.5	6.5	7.9
	Neither	94	33.8	33.8	41.7
	Agree	141	50.7	50.7	92.4
	Strongly agree	21	7.6	7.6	100.0
	Total	278	100.0	100.0	
Customers who bought a different brand	Strongly Disagree	2	0.7	0.7	0.7
	Disagree	27	10.0	10.0	10.7
	Neither	110	40.7	40.7	51.5
	Agree	107	39.6	39.6	91.1
	Strongly agree	24	8.9	8.9	100.0
	Total	270	100.0	100.0	

Table 55
Respondent Frequency: I like what I'm used to rather than getting to know new things

Q32: I like what I'm used to rather than getting to know new things					
		Frequency	Percent	Valid Percent	Cumulative Percent
Customers who bought the same brand	Strongly Disagree	3	1.1	1.1	1.1
	Disagree	27	9.7	9.7	10.8
	Neither	88	31.7	31.7	42.4
	Agree	135	48.6	48.6	91.0
	Strongly agree	25	9.0	9.0	100.0
	Total	278	100.0	100.0	
Customers who bought a different brand	Strongly Disagree	4	1.5	1.5	1.5
	Disagree	25	9.3	9.3	10.7
	Neither	103	38.1	38.1	48.9
	Agree	110	40.7	40.7	89.6
	Strongly agree	28	10.4	10.4	100.0
	Total	270	100.0	100.0	

Table 56
Respondent Frequency: I prefer a familiar brand, rather than a special brand or product

Q35: I prefer a familiar brand, rather than a special brand or product

		Frequency	Percent	Valid Percent	Cumulative Percent
Customers who bought the same brand	Strongly Disagree	2	0.7	0.7	0.7
	Disagree	22	7.9	7.9	8.6
	Neither	93	33.5	33.5	42.1
	Agree	143	51.4	51.4	93.5
	Strongly agree	18	6.5	6.5	100.0
	Total	278	100.0	100.0	
Customers who bought a different brand	Strongly Disagree	8	3.0	3.0	3.0
	Disagree	27	10.0	10.0	13.0
	Neither	104	38.5	38.5	51.5
	Agree	118	43.7	43.7	95.2
	Strongly agree	13	4.8	4.8	100.0
	Total	270	100.0	100.0	

Table 57
Respondent Frequency: I always like to park my car or bike in the same place

Q36: I always like to park my car or bike in the same place

		Frequency	Percent	Valid Percent	Cumulative Percent
Customers who bought the same brand	Strongly Disagree	10	3.6	3.6	3.6
	Disagree	58	20.9	20.9	24.5
	Neither	98	35.3	35.3	59.7
	Agree	96	34.5	34.5	94.2
	Strongly agree	16	5.8	5.8	100.0
	Total	278	100.0	100.0	
Customers who bought a different brand	Strongly Disagree	23	8.5	8.5	8.5
	Disagree	61	22.6	22.6	31.1
	Neither	87	32.2	32.2	63.3
	Agree	80	29.6	29.6	93.0
	Strongly agree	19	7.0	7.0	100.0
	Total	270	100.0	100.0	

Table 58
Respondent Frequency: What smartphones do you have?

Q6: What smartphones do you have?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Customers who bought the same brand	Samsung Galaxy	185	66.5	66.5	66.5
	Apple iPhone	63	22.7	22.7	89.2
	LG Smartphone (G/V)	30	10.8	10.8	100.0
	Total	278	100.0	100.0	
Customers who bought a different brand	Samsung Galaxy	168	62.2	62.2	62.2
	Apple iPhone	51	18.9	18.9	81.1
	LG Smartphone (G/V)	51	18.9	18.9	100.0
	Total	270	100.0	100.0	

Table 59
Respondent Frequency: When did you replace your current smartphone?

Q7: When did you replace your current smartphone?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Customers who bought the same brand	Within one year	148	53.2	53.2	53.2
	Within two years	130	46.8	46.8	100.0
	Total	278	100.0	100.0	
Customers who bought a different brand	Within one year	170	63.0	63.0	63.0
	Within two years	100	37.0	37.0	100.0
	Total	270	100.0	100.0	

Table 60

Respondent Frequency: What is the smartphone you used just before the smartphone you are using?

Q8: What is the smartphone you used just before the smartphone you are using?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Customers who bought the same brand	Samsung Galaxy	185	66.5	66.5	66.5
	Apple iPhone	63	22.7	22.7	89.2
	LG Smartphone (G/V)	30	10.8	10.8	100.0
	Total	278	100.0	100.0	
Customers who bought a different brand	Samsung Galaxy	79	29.3	29.3	29.3
	Apple iPhone	72	26.7	26.7	55.9
	LG Smartphone (G/V)	100	37.0	37.0	93.0
	Xiaomi	5	1.9	1.9	94.8
	Pantech	10	3.7	3.7	98.5
	Sony	1	.4	.4	98.9
	Etc	3	1.1	1.1	100.0
	Total	270	100.0	100.0	

APPENDIX C

STANDARDIZED TOTAL EFFECTS

Table 61
Standardized Total Effects (Customers who bought the same brand)

	Satisfaction	Emotional Loyalty	Intention to Repurchase
Negative Social Influence	-0.45	-0.042	-0.473
Positive Social Influence	0.856	0.350	0.953
Customer Habit	0	0	0.429
Customer Satisfaction	0	-0.007	0.727
Customer Satisfaction *Habit(Moderator)	0	0	-0.471
Emotional Loyalty *Habit(Moderator)	0	0	0.175
Emotional Loyalty	0	0	0.166

Table 62
Standardized Total Effects (Customers who bought a different brand)

	Satisfaction	Emotional Loyalty	Intention to Repurchase
Negative Social Influence	-0.217	-0.142	0
Positive Social Influence	0.840	0.506	0.716
Customer Habit	0	0	-0.008
Customer Satisfaction	0	0.066	0.734
Customer Satisfaction *Habit (Moderator)	0	0	-0.033
Emotional Loyalty *Habit (Moderator)	0	0	0.261
Emotional Loyalty	0	0	0.009