

A Study on Customers Repurchase Intention Towards iPhone

R. Radhamani^{1*}, A. Deepika²

^{1,2}Assistant Professor, Department of BBA BPM, PSGR Krishnammal College for Women, Coimbatore, India

Abstract: **Title:** A Study on Customers' Repurchase Intention Towards iPhone. **Background:** The iPhone, a flagship product of Apple Inc., has consistently maintained a strong market presence since its inception. Understanding the factors that drive customers to repurchase iPhones is crucial for maintaining brand loyalty and market share in a highly competitive smart phone industry. **Objective:** This study aims to investigate the key determinants influencing customers repurchase intentions towards iPhones. Specifically, it examines the roles of customer satisfaction; brand loyalty, perceived value, and the impact of technological innovation on repurchase behaviour. **Methodology:** A mixed-method approach was employed, combining quantitative and qualitative data collection methods. A structured questionnaire was distributed to 157 iPhone users across various demographics. Additionally, in-depth interviews were conducted with a select group of respondents to gain deeper insights. Data were analyzed using statistical techniques including regression analysis and thematic coding. **Findings:** The results indicate that customer satisfaction and brand loyalty are the most significant predictors of repurchase intention. Perceived value, encompassing factors such as product quality, price, and usability, also plays a crucial role. Moreover, continuous technological innovation and the introduction of new features were found to enhance customers' likelihood of repurchasing iPhones. However, factors such as brand switching costs and market competition also emerged as influencing repurchase decisions. **Conclusion:** The results of this study show that the repurchase intention of the customer depends on brand trust, customer satisfaction, emotional loyalty, product attribute, and the social influence of customers. These above quality makes the people buy iPhone where the repurchase intention is high.

Keywords: iPhone, repurchase intention, customer satisfaction, brand loyalty, perceived value, technological innovation.

1. Introduction

The demand and supply of smart phones has encountered a sharp increase in the last few years. Peoples have more alternative choices for buying a smart phone which makes the competition becoming more intense in the present day. Thus, in order to maintain market share, different marketing strategies require for each different brand that must be based on proper targeting with the right marketing mix. The key factors that determine the success of those brands is the customers. So, knowing what the customers 'needs are very important for the enterprise to achieve customer repurchase intention. The demand for iPhones has been increasing since the first model

was launched on the market. The popularity of this smart phone makes the supply of the iPhone is not enough for the first couple of months of its launch, this happened in almost every country even though, iPhone 's more expensive than the other smart phone brand available, but it's still the leading smartphone.

A. Repurchase Intention

Hellier et al., (2003) repurchase intention is the customer repeats process of purchasing products or services from the same particular brand and the key reason is in experience after shopping. Additionally, the repurchase intention is also actual behavior resulting in the repeat buying of the same product or service more than one time. Customers buy the same product repeatedly from the same sellers and most buying represent a series of event not just a single isolated event. Retention can also consider as repurchase (Zineldin, 2006), which considered in relationship market (Fullerton, 2005).

B. Customer Satisfaction

According to Armstrong and Keller (2015), customer satisfaction is related to the buyers' expectations. If the product or service performance does not match what the customer expects, the customer will feel disappointed inversely, customers will be satisfied if the performance of a product or service meets and exceeds their expectations. Also, according to Mowen and Minor (2002), customer satisfaction is a picture of a customer's overall relationship with a product or service after they receive or use a product or service.

C. Emotional Loyalty

Loyalty is a business strategy, not a technique. Understanding and managing (Dymshits, 2007) one aspect of the customer, employee, and partner loyalty necessitates understanding and management of the other two. The philosophy of loyalty is to create value rather than profit. Customer loyalty has long been considered a successful business strategy. It plays a significant role in the interactions that make up the service profit chain, as some of us have called it (Heskett et al., 1997).

D. Product Attributes

Product attributes are a set of features that describe a single product (Costley & Brucks, 1992). According to Smith and Deppa (2009), attributes are the aspects of a product that

*Corresponding author: radhamani@psgrkew.ac.in

characterize a customer's consuming experience. Consumers will obtain useful information and undertake assessments before making final purchase decisions, according to an information model developed by Engel et al. (1986).

2. Review of Literature

Muhammad Aqsa & Dwi Kartini (2015) found Hanse mark and Albinsson (2004) found that customer satisfaction can provide several advantages. To begin with, price sensitivity is less likely to exist among happy customers.

Arruda-Filho et al. (2010) conducted a qualitative social media research analysis and interviewed iPhone users, finding that consumers may derive social value from owning and using smart phones. Consumers may perceive iPhone ownership as a symbol of luxury and social status, according to the researchers.

3. Analysis and Interpretation

A. Regression Analysis

To analyse the factors influencing the repurchase intention on iPhone among the customers, regression analysis has been carried out. To perform the regression analysis, the factor Repurchase Intention (RT) is considered as dependent variable and Brand Trust (BT), Customer Satisfaction (CS), Emotional Loyalty (EL), Product Attribute (PA), Social Influence (SI) are considered as independent variables.

Table 1
Regression model summary

R	R Square	Adjusted R Square
.793 ^a	.629	.617

Predictors: (Constant), SI, CS, BT, PA, EL

This table provides the R and R values. The R value represents the simple correlation and is 0.793 (the "R" Column), which indicates a high degree of correlation. The R² value (the "R Square" column) indicates how much of the total variation in the dependent variable Repurchase intention can be explained by the independent variables namely Brand Trust,

Customer Satisfaction, Emotional Loyalty, Product Attribute, and Social Influence. In this case, 62.9% can be explained and it indicates that the multiple regression models are found to be statistically good fit as R² is 0.629.

4. Findings

- Social influence among the variables has higher impact on repurchase intention.
- Employee loyalty, product attributes and brand trust follow social influence by contributing a lesser impact on repurchase intention.

5. Suggestions

Marketing is important because many customers buy smartphones based on reviews on YouTube, from the fact that their favorite celebrities are using smartphones of that brand, and from dramas or series.

6. Conclusion

The results of this study show that the repurchase intention of the customer depends on brand trust, customer satisfaction, emotional loyalty, product attribute, and the social influence of customers. These above quality makes the people buy iPhone where the repurchase intention is high.

References

- [1] Hong Joo, L. (2020, August 19). A Study of Consumer Repurchase Behaviors of Smartphone Using Artificial Neural Network.
- [2] Eliasaph, I., Farida, B., Balarabe J. (2016). Consumer Satisfaction and Repurchase Intentions.
- [3] Hegner, S. M., Jevons, C. (2016), Brand trust: Across-national validation in Germany, India, and South Africa. *Journal of Product and Brand Management*, 25(1), 58-68.
- [4] Kosolsirisukkul, U. (2005, March 22). A study of correlation between characteristic of trust in Toyota cars and customer brand loyalty.
- [5] Goh, S. K., Jiang, N., Abdul Hak, M. F., Tee, P. L. (2016). Determinants of Smartphone Repeat Purchase Intention among Malaysians: A Moderation Role of Social Influence and a Mediating Effect of Consumer Satisfaction.