ANTECEDENTS OF CUSTOMER SATISFACTION AND BRAND LOYALTY OF SMARTPHONES AMONG GENERATION Y STUDENTS

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Abstract: The market for smartphones is growing rapidly in South Africa, particularly due to the popularity of smartphone brands among young consumers, labelled as Generation Y. The Generation Y cohort comprises the youth of today who are a technologically astute consumer group with an increasing appetite for technology products such as smartphones. The purpose of this study is to investigate the antecedents of customer satisfaction and brand loyalty of smartphones among Generation Y students at selected South African universities. This study used a quantitative research method. Data was collected using a self-administrated questionnaire from university students registered at two public higher education institutions (HEIs), one traditional university and the other a university of technology in South Africa. The questionnaires were adapted from previously validated scales. Descriptive analysis and regression analysis were applied to achieve the objectives of the study. The results of the study indicate that brand image, product design, functionality and price of smartphones are the main antecedents of customer satisfaction. Furthermore, the study has found that brand image, product design and functionality are the drivers of Generation Y's loyalty towards smartphones. In addition, customer satisfaction is found to be a predictor of customer loyalty in respect of smartphones. These product features and corporate factors are important antecedents that influence the success of marketing efforts among Generation Y students. This study elucidates that Generation Y students are highly informed consumers when it comes to smartphones. Therefore, it is recommended that manufacturers of smartphones devise special marketing efforts to target this technologically astute generational cohort, as they have shown an insatiable appetite for smartphones. Therefore, they should build on their brand image, continuously improve the product design and functionality of their smartphones, and offer them at competitive prices to enhance customer satisfaction and attain customer loyalty among Generation Y students.

Keywords: Branding, consumers, generation loyalty, smartphones

Introduction

The smartphone market has shown phenomenal growth over the recent past. A few years ago, the mobile phone had advanced from basically a personal communication device to a multimedia machine popularly known as a smartphone (Ting et al., 2011). Smartphones have become an inseparable and important part of

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our daily lives (Nekmahmu et al., 2018). The demand for smartphones has increased intensely worldwide specifically in the youth market, and South Africa is no exception. The youth market is the largest group of customers globally labelled as Generation Y. Some of these individuals are university students, described as the most technologically savvy and visually sophisticated of any other generation (Bolton et al., 2013). These customers own a variety of smartphone brands based on their choices, such as Samsung, Apple, Huawei, Sony Ericson etc. According to Nagy (2017), Generation Y does not buy a smartphone only for the status of their identity, but also to maintain their daily activities. For example, they rely heavily on technology for entertainment, to interact with others and even for emotional regulation (Bolton et al., 2013). Smartphone manufacturers can attract Generation Y university students by emphasising various features, including new technology and design when promoting their smartphone brands (Ting et al., 2011; Ahmed & Moosavi, 2013).

Features and design, including functionality, usability, application, design, consumer support, price and brand image, form part of the factors that influence customer satisfaction and loyalty. These factors are classified as internal and external factors. The internal factors consist of features, design, functionality and application; while external factors consist of price and brand image. External factors are found to be influencing brand loyalty more (Kim et al., 2016). Research into smartphones in general is limited in South Africa. An extensive literature search provided no evidence of a study that has attempted to identify the antecedents of smartphones among the Generation Y cohort. Therefore, this paper aims to fill this void by investigating the antecedents of customer satisfaction and brand loyalty of smartphones among Generation Y students at selected South African universities. In the proceeding section, a literature review concerning antecedents of customer satisfaction and loyalty of smartphones is presented in detail. Following this, the methodology followed in the study is described. Thereafter, the findings of the study are discussed. Finally, conclusions and recommendations emanating from the findings of the research are highlighted.

Review of the literature

Defining a smartphone

A smartphone is a mobile device that can be used to send text messages, as well as voice mails in addition to making and receiving calls (Lay-Yee et al., 2013). Connecting to the internet, taking photos, watching television, listening to music, sharing information, gaining knowledge, finding locations, paying the bills, and many other tasks can be conducted using smartphones (Nekmahmud et al., 2018). In simple terms, a smartphone is a combination of art in technology products (Yeh et al., 2016). Smartphones are a class of mobile phones that are multi-purpose mobile computing devices. The combination of art in technology includes aspects such as functionality, application, usability and design, which play a major role in influencing brand loyalty. Furthermore, there are external factors influencing brand

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loyalty towards smartphone brands, such as price and brand image (Kim et al., 2016). The following section provides more information regarding the nature of smartphones and all factors influencing brand loyalty among Generation Y students.

Functionality

A certain number of activities performed by a smartphone refer to functionality. According to Lee (2016), smartphones are multifunctional and beneficial to consumers being engaged in several activities such as listening to music, searching for information online, making calls, sending text messages and chatting online, while other consumers use smartphones to capture video (Howels et al., 2016). The general function of smartphones, like any other phone, is to make calls and send out messages. However, smartphone users download an additional number of applications (APPs) to improve the functionality of their smartphones. Therefore, smartphones have become more than personal assistants (IEEE Projects, 2015). Equally so, the functionality of a smartphone provides several communication options that lead to consumer satisfaction (Deng et al., 2010). Likewise, findings from the study conducted by Kim et al. (2016) indicated that the functionality of smartphone brands positively influences consumer satisfaction. Deng et al. (2010) suggested that consumer satisfaction is the most important predictor of brand loyalty. Furthermore, Yeh et al. (2016) conducted a study and revealed that the functionality of a smartphone positively influences the brand loyalty of smartphone. Therefore, it can be suggested that functionality influences consumer satisfaction, which further influences the brand loyalty of the smartphone. This study, in line with these other studies, hypothesises that the functionality of smartphones positively influences customer satisfaction and brand loyalty.

Applications

Applications, referred to as apps, are a specific piece of software that can be downloaded to improve a smartphone's functionality (Uswich, 2017). According to Filieri and Lin (2017), a smartphone is used each and every day to perform a number of activities. This was not possible without the availability of applications downloaded and installed in a smartphone. Young consumers, such as Generation Y, benefit a great deal from the availability of applications, as they were born in the world of technology. Generation Y grew up in multimedia world whereby information is available online allowing them to search for global news (Bevan-Dye, 2012). Chatting with friends includes virtual social networking (Facebook, MXIT), and virtual social reporting (Twitter) (Filieri & Lin, 2017; Bevan-Dye, 2012). Social media, such as YouTube, allow Generation Y to listen to and watch music videos (Bevan-Dye, 2012). Furthermore, this generation downloads apps that can be used daily and used for convenience. For example, the Gmail app is used to check emails daily, while internet banking apps can be used to purchase products and book services, and so forth (Filieri & Lin, 2017). As such, smartphone should have enough capacity in order to accommodate all important applications. Literature suggests that applications available on smartphones have positive

influences on consumer satisfaction, and are the main driver of brand loyalty (Kim et al., 2016).

Design

Design has become one of the most important features for customers. The design of a smartphone is used to differentiate the brand from the competitors. Design refers to features or attributes of smartphones. Product-related attributes make the product able to function, usually these elements are related to the physical structure. According to Trivedi and Raval (2016), the physical attributes of smartphone include physical characteristics such as camera, Bluetooth, colour, weight and others. All of these attributes are features in the design of smartphones' brands. Furthermore, consumers choose different features of smartphone brands that are closer to their needs and desires. Generation Y students prefer to buy well-designed smartphones with a good physical appearance and size (Rahim et al., 2016); for example, Samsung, LG, HTC, Nokia, BlackBerry and Apple are smartphones mostly purchased by customers. According to Dospinescu and Florea (2016), smartphone brands such as Samsung are the most preferred because of their modern design. These smartphones are preferred because of their user-friendly attributes, such as Bluetooth, as its enable users to share items such as songs, videos and pictures to any other smartphone brand. A study conducted by Lay-Yee at al. (2013) advises that manufactures should improve their product design to improve sales and profitability from the price range. The study further indicates that the design of the smartphones positively influences consumer satisfaction and brand loyalty. Deng et al. *(*2010) concur and highlight the importance of design in building brand loyalty among customers.

Usability

Usability refers to the ease of using, learning, and operating a smartphone (Lee et al.,2015). For example, the ease with which one takes a photo and sends it to another person. Jainarain (2012) explains that the usability of smart phones is supported by its features. Furthermore, the author explains that smartphone features are referred to as an application attached within the smartphone brand. Consumers seek to enhance their communication through e-mail, SMS, video calling, and social networking through smartphones. Generation Y consumers are known to prefer to communicate using their smartphones as they were born in the digital world. According to the study by Kim et al. (2016), the usability of smartphones is found to influence consumer satisfaction, and customer satisfaction is the driver of customer loyalty (Deng et al., 2010). Consistent with literature, this study posits that the usability of smartphones positively influences customer satisfaction and customer loyalty.

Customer support

In today's competitive business environment, maintaining good customer relationship is vital to retain customers, and customer support plays a crucial role in this regard. Consumer support refers to a situation where a company is responding to consumers' requests. Examples of customer support may include providing

product or service recovery as a part of after-sales service, and being responsive to customer queries, and addressing customer requests as quickly as possible (Kim et al., 2016). Smartphone manufacturers, such as LG, have a consumer support service where all consumer questions and requests are launched by means of emails, telephonically and online chats (LG electronics, 2019). Keeping in mind that smartphone brands are most preferred and used by Generation Y consumer, manufacturers of smartphones should prioritise requests from this group of consumers. This is particularly important since Generation Y are recognised as a group of consumers who are always seeking a fast response (Shabrin et al., 2017). According to the study of Kim et al. (2014), consumer support influences consumer satisfaction. Similarly, this study hypothesises that consumer support influences consumer satisfactions among Generation Y students.

Price

Strydom (2011) defines price as the amount of money charged to a consumer for purchasing a product or service. Generation Y students pay such an amount as they purchase their smartphone brands. According to Haba et al. (2017), Generation Y consumers are willing to purchase an expensive smartphone only useful to their own works. In contrast, Generation Y consumers can purchase smartphones at lower prices due to competition among manufacturers of smartphones (Kim et al., 2016). Manorek et al. (2015) argue that price is not important among Generation Y when they consider purchasing smartphones. Therefore, price is the last variable to be considered by marketers to attract Generation Y consumers. This is supported by the study conducted by Kim et al. (2016), indicating that the price of a smartphone has no effect on consumer satisfaction. If the price has no effect on consumer satisfaction, then it has no effect on the brand loyalty of smartphone brands (Deng et al., 2010).

Image

Brand image is what customers think about a particular brand; it can be defined as how existing or potential customers view the brand and associate with it (Haba et al., 2017), the views, beliefs and perceptions that the target customers form in their minds, defining how they imagine or identify with the respective brand. Furthermore, Klopper and North (2011) explain brand image as the total information received by consumers about the brand, which ranges from personal experience, word of mouth, advertising and packaging. Individual customers may experience smartphone brands such as Samsung and Apple differently in terms of functionality, design and application; while other consumers perceive smartphone brands from marketers' message over advertisements. Smartphone marketers always ensure a good quality of packaging to deliver their brands to customers uniquely and safely. As such, smartphone consumers are strongly influenced by brand, and a clear brand image can increase confidence in the consumers' purchase (Chia-Ju Liu, 2014). Similarly, the brand image of smartphone brands positively affects consumer satisfaction, which will likely influence the brand loyalty of smartphone brands (Kim et al., 2016: Deng et al., 2010). Similarly, this study

hypothesises that brand image has a strong influence on brand loyalty toward smartphone brands among South African Generation Y students.

Customer satisfaction and brand loyalty

Kim et al. (2015) define customer satisfaction as a post-consumption reaction and judgement concerning a specific product or service. It refers to a situation whereby consumer demands are met successfully. For example, Generation Y students are satisfied when their demands regarding smartphone brands are met, such as proper functionality of the applications of a smartphone brand. Furthermore, satisfaction takes place when consumers evaluate the brand image of a manufacturing company (Kim et al., 2016). Customer satisfaction is often found to be a predictor of customer loyalty towards brands (Deng et al., 2010).

Brand loyalty is relatively influenced by the behavioural responses an individual has to a brand over time (Nouri et al., 2016). Klopper and North (2011) refer to brand loyalty as a willingness of customers to repurchase the very same brand. Furthermore, brand loyalty is the extent to which the customer recommends and keeps on purchasing the same product/service (Pratiwi, 2015). In simple terms, brand loyalty is the repurchase behaviour of customers towards a specific product or service (Rasheed et al., 2017).

The concept of brand loyalty is an important principle when consumers make a decision to purchase their smartphone (Ju Liu & Yun Liang, 2014). According to Rasheed and Anser (2017), the consideration of brand loyalty is concerned with a customer having to make choices among various brands. For example, consumers can be loyal to smartphone brands such as Nokia, Samsung, Apple and Sony. This loyalty is driven by several factors, such as functionality, design, price, image and application. Therefore, this study hypothesises that the mentioned factors (functionality, design, price, image and application) influence the brand loyalty of smartphone brands among university students in South Africa.

The South African Generation Y students are the prefect and suitable target market for smartphone marketers, keeping in mind that this generation is interested in technology. Furthermore, Generation Y is the largest population group in South Africa (Statistics South Africa, 2014). Generation Y customers have a special attitude toward brands, and, compared to other generations, are more connected with brands. They have grown up in communities where brand is very important and almost every product is branded. Marketers should create a congruency between their brand and Generation Y customers; they would capture their attention and establish brand loyalty (Ahmed & Moosavi, 2013:9). Therefore, targeting the Generation Y cohort may be rewarding for marketers wishing to develop and grow their brands (Synodinos et al., 2017).

The following section describes the research method followed to determine the antecedents of customer satisfaction and brand loyalty of smartphones among Generation y students

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Research methodology

To address the research objectives, this study followed a descriptive research design and quantitative research method.

As the title of the article suggests, the target population of the study was defined as 18- to 24-year-old Generation Y students. The students were registered at two South African public higher education institutions; one a university of technology, and the other a traditional university. Non-probability sampling techniques, namely snowball and convenience sampling, were utilised during the data collection process.

A structured self-administered questionnaire was utilised to collect the data. The data was collected during the winter of 2018, from the provinces of Gauteng and the Free State, South Africa. A total of 275 usable responses were obtained and analysed, which is more than sufficient for a study of this nature (Malhotra, 2010). The sample included higher percentages of females (61.6%) than males (38.4%). Although the study was conducted in two provinces, the students originated from all nine provinces and belonged to the four main ethnic groups of South Africa (black, white, Indian and coloured).

The questionnaire included scaled items captured on a six-point Likert scale as well as background and biographic information. Previously tested and validated scales, with some adaptations, were utilised to captures the responses of Generation Y students. Functionality was measured using five items, application using three items, design using three items, price using three items, brand image using three items adapted from Kim *et al.* (2016) and satisfaction using three items (Bhattacherjee, 2001; Lam et al., 2004), whereas loyalty was measured using three items (Bayraktar et al., 2012; Tsai, 2011).

The statistical analysis utilised in this study comprised descriptive statistics, correlation analysis and multivariate regression analysis. The statistical program IBM SPSS version 25 for Microsoft Windows was used to analyse the data.

Results and discussion

Reliability and validity of results

Table 1 reports Cronbach's alpha and correlation coefficients. The Cronbach's alpha was computed for all the antecedents/constructs to determine the internal-consistency reliability of the scales used. As illustrated, the Cronbach alpha coefficients (α) for all of the constructs were above the threshold of 0.70 level (Hair et al., 2010), which infers good internal-consistency reliability of the scales used.

In addition, as can be seen from Table 1, there were statistically significant ($p \leq 0.01$) positive relationships between each pair of the antecedents/constructs, suggesting a nomological validity of the measurement theory (Malhotra, 2010). Another important inference that can be made with respect to the correlation of the variables is the absence of multicollinearity issues. As can be observed from Table

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1, none of the correlation coefficients are 0.90 or higher, meaning there were no obvious multicollinearity issues between the variables (Hair et al., 2010).

Table 1: Cronbach's alpha and correlation coefficients

Variables	(α)	1	2	3	4	5	6	7	8
Functionality (F1)	0.867								
Usability (F2)	0.737	.474**							
Product design (F3)	0.876	.548**	.336**						
Applications (F4)	0.759	.492**	.420**	.603**					
Price (F5)	0.805	.264**	.335**	.244**	.326**				
Customer support (F6)	0.880	.377**	.234**	.325**	.404**	.391**			
Brand image (F7)	.0809	.462**	.313**	.494**	.522**	.306**	.658**		
Satisfaction (F8)	0.863	.522**	.382**	.538**	.510**	.400**	.505**	.649**	
Brand loyalty (F9)	0.850	.496**	.297**	.476**	.404**	.321**	.483**	.593**	.632**

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

As a further step, collinearity statistics, namely tolerance statistics and a variance inflation factor (VIF), were computed to ascertain the absence of multicollinearity problems between the variables of the study. The tolerance statistics for all the variables were above the 0.10 threshold level, and the variance inflation factor (VIF) was below the cut-off of 10, providing further support for the non-existence of multicollinearity between each of the constructs (Pallant, 2013). Having ascertained the absence of multicollinearity issues, multivariate regression was conducted to determine the influence of antecedents of customer satisfaction and brand loyalty of smartphones among Generation Y students.

Regression analysis

Antecedents of customer satisfaction of smartphones
Seven antecedents, namely functionality, usability, product design, applications, price, customer support and brand image were entered as explanatory/independent variables, and customer satisfaction was entered as a dependent variable. The model, comprising seven antecedents, reported in Table 2, was significant, and approximately explained 53 percent (adjusted R square = 0.532) of the variance on customer satisfaction. Of the seven antecedents, four were found to have a statistically significant influence on customer satisfaction at the $p < 0.05$ level of significance. The results reported in Table 2 indicate that functionality ($\beta = 0.145$), product design ($\beta = 0.174$), price ($\beta = 0.149$) and brand image ($\beta = 0.370$) are the main antecedents of customer satisfaction. The size of the beta coefficients suggests that brand image has the strongest contribution to explaining customer satisfaction levels among Generation Y students, followed by product design, price and functionality.

Table 2: Estimates of beta coefficients of the model: Antecedents of customer satisfaction

Antecedents of satisfaction	Unstandardised coefficients (β)	Standardised coefficients (β)	T-values	P-values
Functionality	.141	.145	2.642	.009
Usability	.075	.056	1.125	.262
Product design	.174	.174	3.067	.002
Applications	.052	.044	.768	.443
Price	.137	.149	3.183	.002
Customer support	.049	.061	1.071	.285
Brand image	.357	.370	6.027	.000

Antecedents of brand loyalty of smartphones

As the next step, a multivariate regression analysis was conducted to determine the influence of the seven variables, namely functionality, usability, product design, applications, price, customer support and brand image on the brand loyalty of smartphones among Generation Y students. An adjusted R square of 0.433 was obtained, indicating approximately 43 percent of the variance on brand loyalty of Generation Y students can be explained by the model containing these seven variables. However, as can be seen from Table 3, only three of the antecedents were found to have a statistically significant influence at the $p < 0.05$ level of significance. In terms of the beta coefficients, brand image ($\beta = 0.341$) was again found to make the strongest contribution to explaining the brand loyalty of Generation Y students towards smartphones, followed by functionality ($\beta = 0.206$) and product design ($\beta = 0.166$).

Table 3: Estimates of beta coefficients of the model: Antecedents of brand loyalty

Antecedents of satisfaction	Unstandardised coefficients (β)	Standardised coefficients (β)	T-values	P-values
Functionality	.255	.206	3.406	.001
Usability	.001	.000	.008	.994
Product design	.213	.166	2.668	.008
Applications	-.078	-.051	-.813	.417
Price	.112	.095	1.840	.067
Customer support	.114	.111	1.760	.080
Brand image	.420	.341	5.041	.000

The influence of customer satisfaction on brand loyalty

As a last step in determining brand loyalty of Generation Y students towards smartphones, a simple regression analysis was performed to determine the influence of customer satisfaction on brand loyalty. An adjusted R square of 0.397 was obtained, inferring that customer satisfaction levels with respect to smartphones can approximately explain 40 percent of the variance on brand loyalty of Generation Y students. A beta coefficient ($\beta = 0.632$) at the $p < 0.05$ level of

significance was also calculated, highlighting the significance of customer satisfaction on brand loyalty. This is quite significant and cements the theory that suggests that customer satisfaction is a prerequisite to brand loyalty in any setting.

Conclusion

From the findings of the study, it can be concluded that brand image, product design, functionality and price of smartphones are the main antecedents of customer satisfaction. Furthermore, the study has found that brand image, product design and functionality are the drivers of Generation Y's loyalty towards smartphones. In addition, customer satisfaction is found to be a predictor of customer loyalty in respect of smartphones. It can therefore be inferred that these product features and corporate factors are important antecedents that can influence the success of marketing efforts among Generation Y students.

This study further underscores the fact that Generation Y students are highly informed consumers when it comes to smartphones. It is vital, therefore, for manufacturers of smartphones to devise special marketing efforts to target this technologically astute generational cohort, because they have shown to have an insatiable appetite for smartphones, and are a profitable segment of customers.

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PRZESZŁOŚĆ DZIAŁAŃ W ZAKRESIE SATYSFAKCJI KLIENTA I LOJALNOŚCI MARKI SMARTFONÓW WŚRÓD STUDENCKIEGO POKOLENIA Y

Streszczenie: Rynek smartfonów szybko rośnie w Południowej Afryce, szczególnie ze względu na popularność marek smartfonów wśród młodych konsumentów, oznaczonych jako Generation Y. Kohorta Generation Y obejmuje dzisiejszą młodzież, która jest technologicznie bystrą grupą konsumentów o rosnącym apetycie dla produktów

technologicznych, takich jak smartfony. Celem tego badania jest zbadanie poprzedników zadowolenia klientów i lojalności marki smartfonów wśród studentów pokolenia Y na wybranych uniwersytetach w RPA. W badaniu wykorzystano metodę badań ilościowych. Dane zebrano za pomocą kwestionariusza administrowanego samodzielnie przez studentów uniwersytetów zarejestrowanych w dwóch publicznych szkołach wyższych (HEI), jednym tradycyjnym uniwersytecie, a drugim uniwersytecie technologicznym w Południowej Afryce. Kwestionariusze zostały dostosowane z wcześniej zatwierdzonych skal. W celu osiągnięcia celów badania zastosowano analizę opisową i analizę regresji. Wyniki badania wskazują, że wizerunek marki, projekt produktu, funkcjonalność i cena smartfonów są głównymi czynnikami warunkującymi zadowolenie klienta. Ponadto badanie wykazało, że wizerunek marki, konstrukcja produktu i funkcjonalność są motorem lojalności generacji Y w stosunku do smartfonów. Ponadto okazuje się, że zadowolenie klientów jest predyktorem lojalności klientów w odniesieniu do smartfonów. Te cechy produktu i czynniki korporacyjne są ważnymi poprzednikami, które wpływają na sukces działań marketingowych wśród studentów pokolenia Y. Badanie to wyjaśnia, że studenci pokolenia Y są dobrze poinformowanymi konsumentami, jeśli chodzi o smartfony. Dlatego zaleca się, aby producenci smartfonów podjęli specjalne działania marketingowe w celu ukierunkowania tej technologicznie sprytnej grupy pokoleniowej, ponieważ wykazali nienasycony apetyt na smartfony. Dlatego powinni opierać się na wizerunku swojej marki, stale ulepszać projekt produktu i funkcjonalność swoich smartfonów, a także oferować je po konkurencyjnych cenach, aby zwiększyć zadowolenie klientów i lojalność klientów wśród studentów pokolenia Y.

Słowa kluczowe: Branding, konsumenci, lojalność generacji, smartfony

学生一代Y对客户满意度和智能手机品牌忠诚度的行动

摘要:南非的智能手机市场增长迅速, 特别是由于智能手机品牌在年轻消费者中的流行, 他们被称为Y世代。Y世代人群包括当今的年轻人, 他们是技术精明的消费者群体, 他们的胃口越来越大适用于智能手机等技术产品。这项研究的目的是调查南非部分选定大学的Y代学生中智能手机的客户满意度和品牌忠诚度的前因。本研究采用定量研究方法。数据是使用自我管理的问卷收集的, 这些问卷是从在两家公立高等教育机构(HEI), 一所传统大学和另一所南非理工大学注册的大学生注册的。问卷是根据先前验证的量表改编而成。使用描述性分析和回归分析来达到研究目的。研究结果表明, 智能手机的品牌形象, 产品设计, 功能和价格是客户满意度的主要前提。此外, 研究发现, 品牌形象, 产品设计和功能是Y一代对智能手机的忠诚度的驱动力。另外, 发现客户满意度是智能手机方面客户忠诚度的预测指标。这些产品功能和公司因素是影响Y代学生营销努力成功的重要先决条件。这项研究阐明了Y一代学生在智能手机方面是知识渊博的消费者。因此, 建议智能手机制造商针对这种技术精明的世代群体采取特殊的营销措施, 因为他们对智能手机表现出了无法满足的需求。因此, 他们应该建立自己的品牌形象, 不断改善其智能手机的产品设计和功能, 并以具有竞争力的价格为其提供产品, 以提高客户满意度并在Y代学生中获得客户忠诚度。

关键字:品牌, 消费者, 一代忠诚度, 智能手机