

## The Relationship Between Consumer Brand Engagement And Repurchasing Intention: The Case Of Mobile Phone Among Young Consumers

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### Extensive Summary

#### Introduction

In the last years, an influential research stream has emerged which highlights the dynamics of focal consumer-brand relationships. Consumer brand engagement is increasingly gaining popularity among practitioners and academics as a prominent consumer-brand relationship construct. Consumer brand engagement is the level of consumer participation in different aspects of the consumption process, such as products, advertising, and purchasing behavior, which are seen as one of the most important determinants of consumer behavior. With the rapid development of technology, mobile phone brands constantly release models with new properties to the market. Consumers, particularly the young ones, frequently change their mobile phones. In this study, young consumers' level of interest in mobile phone brands, satisfaction with brand and re-purchasing the same brand were investigated.

#### Literature

Consumer brand engagement defined as the individual tendency differences that consumers show for the brands they consider important. It can be defined as “behaviors that go beyond simple transactions, and may be specifically defined as a customer’s behavioral manifestations that have a brand focus, beyond purchase, resulting from motivational drivers”. Consumer brand engagement, emphasizes that brand is important in influencing consumers' self and consumer psychology. Theoretically, we offer a holistic multi-dimensional measure of consumer brand engagement, and examine. Consumer brand engagement measures rational formulations of customer loyalty based on overall satisfaction with the brand, brand repurchase intent, and intention to

recommend the brand. Potential consumer brand engagement consequence (new and/or existing customers) with a potential positive relationship between customer satisfaction.

### **Methodology**

University students were selected as research units in the study. The reason for this is that they tend to use technology and constitute a significant proportion of the target mass of mobile phone brands. The population of the study is Adnan Menderes University, Aydın Vocational High School. Convenience sampling is used. Data were collected using an online national survey from 269 respondents, ages between 17 and 30.

The 5-point Likert scales anchored by “strongly disagree” and “strongly agree” were adopted from the previous studies to measure consumer brand engagement, customer satisfaction and intention to repurchase. The sources of the scales used in the research are as follows:

Consumer brand engagement (Fung So, et al., 2014), 28 expressions,

Customer satisfaction (Back and Parks, 2003), 3 expressions

Intention to repurchase (Parasuraman, et al., 2005), 3 expressions

In the analysis of the data, SPSS 18.0 statistical package program was used, basic frequency analysis and factor analysis were performed, and hypotheses were evaluated by one way variance, t-test and correlation analysis.

### **Result and Discussion**

It was found out in accordance with the data of 400 questionnaires obtained through convenience sampling that the engagement of the young consumers concerning the brand of mobile phone they used caused an emotional bond between them and their mobile phone brand. The results support the four dimensional factor structure of consumer brand engagement. There is a strong positive linear relationship between them, indicating that they can not give up as long as they have an emotional connection with the mobile phones they use. Participants were satisfied with the brand of their mobile phone, and the mobile phone brand was reached as the result of the next purchase they would buy again. It has come to the conclusion that the users do not cut their ties with the brand they are satisfied with and they want to buy the same brand's product again. It is expected that this work will be a resource for researchers and mobile phone brands.