

The Influencing Factors toward Brand Loyalty of Smartphone in Phnom Penh, Cambodia

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Abstract

The purpose of this study was to investigate the influencing factors of the independent variables, i.e. brand affect, brand trust, customer satisfaction, perceived quality, advertising spending, customer orientation, and CSR toward brand loyalty as dependent variable for the Apple iPhone in Phnom Penh, Cambodia. Then, the conceptual framework was designed from the theoretical framework, and hypotheses were constructed from the conceptual framework in order to know the relationship between dependent variable and independent variable. The researcher targets university students both male and female who currently use the Apple iPhone. A total of 400 questionnaires were distributed at the top five rankings of number of university students in Phnom Penh, Cambodia. The researcher used SPSS software for the statistical treatment of data by applying descriptive analysis and inferential analysis which included the analysis of simple linear regression and multiple linear regression. The results of this study showed that brand trust had a high positive significant influence on brand affect, perceived quality had a high positive significant influence on satisfaction, advertising spending had a high positive significant influence on perceived quality. Furthermore, brand affect, brand trust, satisfaction, perceived quality, and CSR had a positive significant influence on brand loyalty in terms of behavior, commitment, and price tolerance. Whereas, only one variable which is advertising spending had a negative significant influence on brand loyalty in terms of behavior. However, customer orientation had not been a significant influence on brand loyalty in terms of behavior, commitment, and price tolerance. The findings of this research can be useful for smartphone management in Cambodia to face new challenges in the smartphone industries in Cambodia and also to understand the customer perception toward smartphone. The smartphone management can use these findings to improve their business performance and their strategies to lead the customer satisfaction and generate the brand loyalty. Based on these findings, the researcher would like to suggest that smartphone management should enhance the brand trust to build brand affect, improve perceived quality to create satisfaction, increase the advertising spending to improve perceived quality, enhance satisfaction to build brand loyalty in terms of behavior, and involve Corporate Social Responsibility (CSR) to enhance brand loyalty in terms of commitment and price tolerance.

Keywords: brand affect, brand trust, customer satisfaction, perceived quality, corporate social responsibility (CSR), brand loyalty

1. Introduction

The smartphone market in Cambodia is growing rapidly, and being more competitive with more features and attributes of all smartphones provide to the consumers. To get a higher market share and consumer loyalty, Smartphone manufacturers pointed out different branding strategies. In this case, the Apple iPhone entered the Cambodia market and has to compete with the other brands, such as Samsung, Nokia, LG, HTC, Huawei, and other smartphone brands. Kabadayi and Alan (2012) mentioned that the brand is recognized as the most valuable, strategic asset of a company as consumers are more likely to buy products/services from a brand they perceived to be better than others. As a result, brand loyalty has emerged as a key marketing strategy that is vital for any brand's success. The more previous researchers have identified the number of variables that could impact loyalty for a brand, namely brand affect, brand trust, perceived quality, satisfaction, advertising spending, customer orientation, and CSR activity (Berry and Parasuraman, 1991; Yoo et al., 2000).

This study aims to explore the various factors that influence brand loyalty for the Apple iPhone in Phnom Penh, Cambodia. Ting et al (2011) mentioned that today's consumers have become highly dependent on smartphones to retrieve useful information by a simple browse and click method to access their

smartphones as it is with them when they commute, relax at home, travel overseas, and so on. Hence, the researcher collected the data from university students in Phnom Penh, Cambodia and this population was selected because university students represent the youth of Cambodia who are more likely to be inclined towards technologically advanced products like smartphones in comparison to the rest of the population. Tian et al. (2009) mentioned that university students are perceived to be dependent on smartphones when they regard them as a requirement and have a strong tendency for constant high usage, being engaged and unwilling to separate with them.

2. Objectives

The objective of this research is to study the influencing factors toward brand loyalty for the Apple iPhone in Cambodia, which is measured by brand trust, brand affect, perceived quality, satisfaction, advertising spending, customer orientation, and CSR. The researcher aims:

1. To study the influence of brand trust on brand affect
2. To study the influence of perceived quality on satisfaction
3. To study the influence of advertising spending on perceived quality
4. To study the influence of brand affect, brand trust, satisfaction, perceived quality, advertising spending, customer orientation, CSR on brand loyalty in terms of behavior
5. To study the influence of among brand affect, brand trust, satisfaction, perceived quality, advertising spending, customer orientation, CSR on brand loyalty in terms of commitment
6. To study the influence of brand affect, brand trust, satisfaction, perceived quality, advertising spending, customer orientation, CSR on brand loyalty in terms of price tolerance

Advertising spending

Advertising spending is an important signal for investors which indicates the ability of a firm to deploy the resources necessary to attract and/or to reinforce customers and their value proposition to existing customers (Chauvin and Hirshey, 1993). Additionally, Agrawal (1996) defined that advertising is a “defensive” and “offensive” strategy to build customer loyalty and lure customers away from competitors simultaneously. Furthermore, McAlister et al. (2007) identified that advertising spending creates consumer awareness and enhances brand loyalty.

Brand affect

Brand affect is a brand’s potential to get information with a positive or negative emotional response in the average consumer (Moorman et al., 1992). In addition, Chaudhuri and Holbrook (2001, p. 82) defined brand affect as “a brand’s potential to elicit a favorable or unfavorable emotional response in the average consumer as a result of its use”, or as spontaneous feelings about a brand that can be created on the spot. Matzler et al. (2006) suggested that brand affect is the relationship between consumers and brand under a specific category and it can be considered the general elicitation of the consumers for brand after its usage.

Brand loyalty

Brand loyalty is a deeply held commitment to re-buy or re-patronize a preferred product or 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 (Oliver, 1999). Moreover, Schiffman and Kanuk (2004) defined that brand loyalty represents a commitment of the consumer to the brand which makes it an intangible asset that reflects the company's price of the product or service. However, brand loyalty can also be demonstrated through attitudes that influence consumers’ commitment to a brand, price tolerance, and positive word-of-mouth (Salmones et al, 2005).

Brand trust

Brand trust is the willingness of the average consumer to have confidence in the reliability on the ability of the brand to perform its stated function (Moorman et al., 1992). Moreover, Becerra and

Korgaonkar (2011) mentioned that brand trust is related to the behavior of consumers in supporting of a brand despite the risk or uncertainty associated with that brand.

Corporate social responsibility (CSR)

CSR can be considered as a concept defining how companies integrate social and environmental concerns in their business operations and how they interact with stakeholders on a voluntary basis (EC, 2010). Spence and Bourlakis (2009) argued that CSR focused on voluntary practices rather than government intervention, namely that corporate responsibility (CR) is the voluntary actions that an organization can take, over and above compliance with minimum legal requirements, to address both its own competitive interests and the interests of the wider society.

Customer orientation

According to Ha et al. (2009), customer orientation as employees' competence in engaging in activities designed to better identify, assess, comprehend, and meet customer needs. Vargo and Lusch (2004) supported this definition and further validated it by arguing that the concept of service, and the catering of benefit and assistance it entails, is more compatible with the understanding of customer orientation. Verhoef et al. (2010) defined that customer orientation is a market tools used to orient customer to focus on firms' business strategies and continually seek new ways to interact and engage with them.

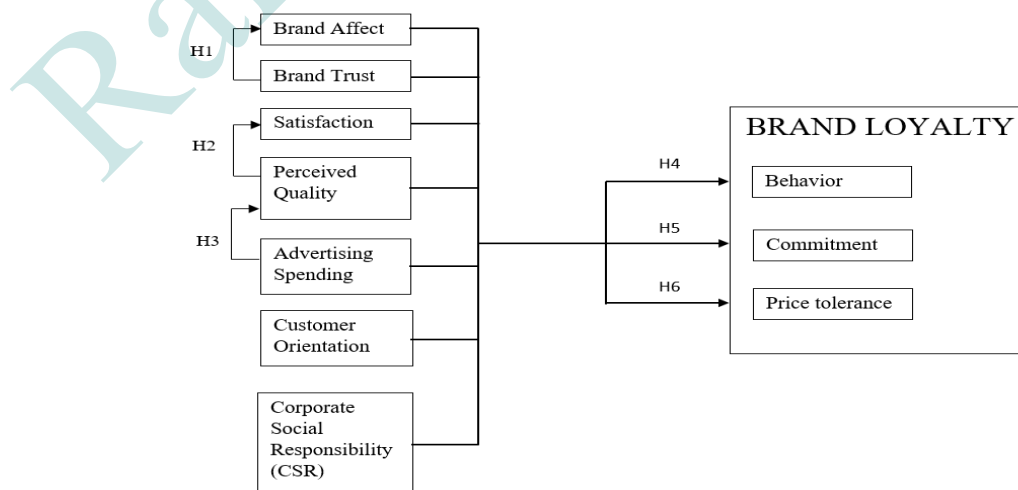
Perceived quality

Perceived quality is a consumer's cognitive judgment on the superiority of a brand in fulfilling consumers' expectations and as mentioned above perceived quality is often seen as a prerequisite to satisfaction and brand loyalty (Oliver, 1999). Moreover, Zeithaml (1988) illustrated that perceived quality is different from actual quality in the way that consumer perceived quality is an abstract idea influenced by consumer attitudes and consumers' environment and added that perceived quality is the judgement of consumer toward superiority or excellence of a product.

Satisfaction

Satisfaction is considered as a crucial factor in consumer behavior, post-consumption decisions, and in attitudes of consumers to a service firms (Oliver and Swan 1989). Referring to Zeithaml et al. (1990), customer satisfaction is based on the balance between customers' expectations and customers' experiences with the products and services and in case that if a customer's experience exceeds that of customer's expectations, therefore that customer will be satisfied.

CONCEPTUAL FRAMEWORK



Research Hypotheses

H1_a: Brand trust has a significant influence on brand affect

H2_a: Perceived quality has a significant influence on satisfaction

H3_a: Advertising spending has a significant influence on perceived quality

H4_a: Brand affect, brand trust, satisfaction, perceived quality, advertising spending, customer orientation, and CSR have a significant influence on brand loyalty in terms of behavior.

H5_a: Brand affect, brand trust, satisfaction, perceived quality, advertising spending, customer orientation, and CSR have a significant influence on brand loyalty in terms of commitment.

H6_a: Brand affect, brand trust, satisfaction, perceived quality, advertising spending, customer orientation, and CSR have a significant influence on brand loyalty in terms of price tolerance.

3. Materials and methods

This study is a descriptive research on the influencing factors toward brand loyalty for the Apple iPhone brand in Phnom Penh, Cambodia, namely brand affect, brand trust, satisfaction, perceived quality, advertising spending, customer orientation, and CSR. Zikmund et al. (2013) identified that descriptive research is used to describe characteristics of population such as people, group, objects or tries to paint a picture by answering to who, what, when, where, and how questions. Furthermore, the sample survey method was used to collect primary data from respondents by the researcher. Cooper and Schindler (2014) mentioned that a survey is a measurement process which is used to collect information– sometimes with a human interviewer and other times without.

In this study, the primary data has been collected from 400 respondents who have studied in university in Phnom Penh, Cambodia. Then, for secondary data, the researcher has been collected from journals, books, previous studies and internet for supporting the conceptual framework of this study. The target population is the consumers who currently use the Apple iPhone and the researcher set the locations for data collection based on the top five rankings of a number of university students in Phnom Penh, Cambodia.

Data Collection

The primary data was collected using the self-administered questionnaires distributed to the top five ranking of university students including the Royal University of Phnom Penh (RUPP), the National University of Management (NUM), the Cambodia Mekong University (CMU), the Royal University of Law and Economics (RULE), and the Paññāsāstra University of Cambodia (PUC) in Phnom Penh, Cambodia to students who currently use the Apple iPhone until the requirement of sample size was achieved. Hox and Boeije (2005) defined that primary data are the data that used in research originally obtained through the direct efforts of the researcher through surveys, interviews and direct observation.

On the other hand, secondary data were collected and summarized from Emerald journals and ProQuest in order to construct the conceptual framework for this research. Furthermore, the secondary data also collected from the articles, journals, textbooks, reports, and other websites via internet to support the idea of this study. As Hox and Boeije (2005) argued that secondary data are the materials that were created by other researchers made available for reuse by the general research community.

4. Results

Table 1 Summary of Demographic factors by using Frequency and Percentage

Demographic factor	Characteristic	Frequency (<i>f</i>)	Percentage (%)
Gender	Male	262	65.5%
	Female	138	34.5%
Age	-18 to 25	358	89.5%
	-26 to 30	34	8.5%
	-Over 30	8	2%
Marital Status	Single	373	93.3%
Education level	Bachelor Degree	387	96.8%
Job Status	No	219	54.8%
Occupation	Student	294	73.5%
Income per month	216 dollar or less	327	81.8%

Table 2 Summary of Demographic factors by using Means and Standard Deviation

	Descriptive Statistics			
	N	Mean	Std. Deviation	Variance
Brand Affect	400	3.66	.656	.431
Brand Trust	400	3.87	.780	.609
Satisfaction	400	3.93	.736	.542
Perceived Quality	400	3.94	.679	.462
Advertising Spending	400	3.50	.793	.628
Customer Orientation	400	3.61	.638	.407
CSR	400	3.62	.509	.259
Brand Loyalty in terms of Behavior	400	3.87	.761	.579
Brand Loyalty in terms of Commitment	400	3.71	.659	.434
Brand Loyalty in terms of Price Tolerance	400	3.59	.787	.620
Valid N (listwise)	400			

Table 3 Summary results from hypothesis testing

Hypothesis	Statistic Treatment	Level of Significance	Beta coefficient values	Result
H1 ₀ : Brand trust has not a significant influence on brand affect	Simple Linear Regression	.000	.366	Rejected H ₀
H2 ₀ : Perceived quality has not a significant influence on satisfaction	Simple Linear Regression	.000	.615	Rejected H ₀
H3 ₀ : Advertising spending has not a significant influence on perceived quality	Simple Linear Regression	.000	.186	Rejected H ₀
H4 ₀ : Brand affect, brand trust, satisfaction, perceived quality, advertising spending, customer orientation, and CSR have not a significant influence on	Multiple Linear Regression	.000		Rejected H ₀

Hypothesis	Statistic Treatment	Level of Significance	Beta coefficient values	Result
brand loyalty in terms of behavior				
▪ brand affect,		▪ .001	▪ .182	Rejected H ₀
▪ brand trust,		▪ .234	▪ .066	Fail to Reject H ₀
▪ satisfaction,		▪ .000	▪ .335	Rejected H ₀
▪ perceived quality,		▪ .001	▪ .182	Rejected H ₀
▪ advertising spending,		▪ .042	▪ -.084	Fail to Reject H ₀
▪ customer orientation,		▪ .961	▪ .003	Rejected H ₀
▪ CSR		▪ .001	▪ .261	
H5 ₀ : Brand affect, brand trust, satisfaction, perceived quality, advertising spending, customer orientation, and CSR have not a significant influence on brand loyalty in terms of commitment	Multiple Linear Regression	.000		Rejected H ₀
▪ brand affect,		▪ .000	▪ .168	Rejected H ₀
▪ brand trust,		▪ .026	▪ .100	Rejected H ₀
▪ satisfaction,		▪ .000	▪ .234	Rejected H ₀
▪ perceived quality,		▪ .421	▪ .037	Fail to Reject H ₀
▪ advertising spending,		▪ .656	▪ .015	Fail to Reject H ₀
▪ customer orientation,		▪ .717	▪ .018	Rejected H ₀
▪ CSR		▪ .000	▪ .423	
H6 ₀ : Brand affect, brand trust, satisfaction, perceived quality, advertising spending, customer orientation, and CSR have not a significant influence on brand loyalty in terms of price tolerance	Multiple Linear Regression	.000		Rejected H ₀
▪ brand affect,		▪ .000	▪ .222	Rejected H ₀
▪ brand trust,		▪ .063	▪ .113	Fail to Reject H ₀
▪ satisfaction,		▪ .519	▪ .040	Fail to Reject H ₀
▪ perceived quality,		▪ .003	▪ .182	Rejected H ₀
▪ advertising spending,		▪ .801	▪ .011	Fail to Reject H ₀
▪ customer orientation,		▪ .246	▪ .077	Rejected H ₀
▪ CSR		▪ .000	▪ .388	

5. Discussion

The data from demographic factors in Table 1 show that most of the respondents are male (65.5%) and the aged between 18 to 25 years old (89.5%), most of them are single (93.3%) and hold a bachelor degree (96.8%). Furthermore, most of the respondents are student (73.5%) and have an income of 216 dollar or less per month (81.8%). In other words, the Apple iPhone's customers who intend to use the Smartphone of this brand are mainly young and educated adults. From the researcher's perspective, Apple iPhone management

should consider more to this group of people. Apple iPhone have to understand their needs and wants in orders to make them more satisfied and keep them loyal with iPhone brand.

The results from hypothesis testing indicated that some variables had a significant relationship and some had no significant relationship with each other.

Based on the result of hypothesis one, the researcher found that brand trust had a positive significant influence on brand affect at the .000 of significance level and at .366 of Beta coefficient (β), which means the null hypothesis was rejected. Moreover, the Beta coefficient (β) showed that brand trust had a high positive significant influence on brand affect, which means that brand affect of Apple iPhone is strongly influenced by brand trust. For the researcher point of views, the researcher expected that if students trusted with any brand, it should have influence brand affect also. Within this result, if customers' trust in the Apple iPhone brand can be increased, consequently their brand affect will also increase. Furthermore, If Apple iPhone would like to get more trust from customers, Apple iPhone should provide the better services with the high quality of their products or services to satisfy with the customer's need or expectation and train their employees to have a professional skills and have a positive attitude in communicating with the customers. Moreover, Apple iPhone should give customers a consistent experience within friendly, timely and accurate manner. This result is supported by previous findings of Kabadayi and Alan (2012) that brand trust had a positive significant effect on consumers' brand affect. According to this result, if customers' trust in the Apple iPhone brand can be increased, consequently their brand affect will also increase.

According to the result from hypothesis two, the researcher found that perceived quality had a positive and significant influence on satisfaction at the 0.000 of significance level and at .615 of Beta coefficient (β), which means the null hypothesis was rejected. Moreover, the Beta coefficient (β) showed that perceived quality had a high positive significant influence on satisfaction, which means that satisfaction of Apple iPhone is strongly influenced by perceived quality. From researcher's perspective, the researcher have believed that perceived quality of Apple iPhone has positive influence on satisfaction of university students. If Apple iPhone management would like to increase the perceived quality, Apple iPhone management should convince customers that the quality of their product is superior to that of other brands and should increase R&D expenditure to develop more innovative, user friendly, and support Khmer language models of iPhone to satisfy customers' need. This result is supported by previous findings of Delgado and Munuera (2001). Based on this result, perceived quality and satisfaction of Apple iPhone move to the same direction and increasing one would raise the other.

From the results of hypothesis three, the researchers found that advertising spending had a positive significant influence on perceived quality at the .000 of significance level and at .186 of Beta coefficient (β), which means the null hypothesis was rejected. Moreover, the Beta coefficient (β) showed that advertising spending had a high positive significant influence on perceived quality, which means that perceived quality of Apple iPhone is strongly influenced by advertising spending. From researcher point of views, the researcher believed that advertising has influenced perceived quality because consumers will believe on the products which they were using on the product that is advertising on popular media. The researcher have believed that if Apple iPhone spend on advertising more than any other smartphone brand, then the perceived quality toward Apple iPhone brand will be positive influence and better than other smartphone brand. This finding is supported by previous studies of Moorthy and Zhao (2000), and Yoo et al. (2000) who linked high advertising spending with higher quality perceptions. Based on this result, increasing in advertising spending for Apple iPhone would increase its perceived quality in consumers' minds.

Based on the result of hypothesis four, five, and six, the researcher found that brand affect, brand trust, satisfaction, perceived quality, and CSR had a positive significant influence on brand loyalty in terms of behavior, commitment, and price tolerance. Whereas, only one variable which advertising spending had a negative significant influence on brand loyalty in terms of behavior, which means that the null hypothesis

was rejected. However, customer orientation had no significant influence on brand loyalty in terms of behavior, commitment, and price tolerance.

The result of brand affect is supported by many researchers such as Chaudhuri and Holbrook (2002), and Sung and Kim (2010) who argued that brand loyalty is higher when positive emotions cause consumers to hold positive attitudes towards a brand. From this result, the researchers can derive that if customers get high brand affect from Apple iPhone, they will be more loyal to it.

The result of brand trust is supported by the findings of Delgado and Munuera (2001), Chaudhuri and Holbrook (2002) who stated that brand trust is a determinant of brand loyalty. From this result, the researchers found that if customers trust the Apple iPhone brand, they will be more loyal to it.

The result of satisfaction is supported by the findings of Anderson and Srinivasan (2003) who confirmed that satisfaction has a relationship with brand loyalty. Therefore, the result indicates that if customers get high satisfaction, they will be more loyal to the Apple iPhone brand.

The finding of perceived quality is supported by many researchers including Cronin et al. (2000) and Zeithaml et al. (1996). Grisaffe et al. (2011) compared key antecedents of brand loyalty between two emerging markets and found a positive correlation between perceived quality and brand loyalty. Based on this finding, the researchers can infer that if customers perceive the quality of Apple iPhone to be high, they will be more loyal to it.

The result of CSR is supported by the findings of Maignan and Ferrell (2001) who specified CSR as a strong factor for creating brand loyalty. From this result, the researchers can construe that if Apple iPhone engages in socially responsible behavior, customers will be more loyal to it.

6. Conclusion

Since the smartphone has become more popular and useful for everyday use in Cambodian daily life, smartphone has been replacing the traditional phone usage and leading a digital trend nowadays. Moreover, the number of smartphone users is increasing and attracting consumers within increasing the purchase intention rate in Cambodia. However with the swiftly increasing, the behavior of smartphone consumers turned out to be more and more unpredictable. Hence, the identification of market segmentation and market targeting play a crucial role in smartphone market research.

In this particular, the main focus of target population in this study is Cambodian university students. This group is noticeably different from other age group in Cambodia in terms of habit, lifestyle, and philosophy. Hence in this study, researcher investigated the influencing factors toward brand loyalty for Apple iPhone in Phnom Penh, Cambodia by testing six hypotheses based on seven variables such as brand trust, brand affect, satisfaction, perceived quality, advertising spending, customer orientation, and corporate social responsibility (CSR).

This study applied the descriptive research. A total of 400 questionnaires were distributed within top five universities located in Phnom Penh, Cambodia such as the Royal University of Phnom Penh (RUPP), National University of Management (NUM), Cambodia Mekong University (CMU), Royal University of Law and Economics (RULE), and Paññāsāstra University of Cambodia (PUC). The time frame of data collection for this research is being from October to November, 2015. After collecting data via a questionnaire, the researcher used the statistical software for the statistical treatment of data by applying descriptive analysis and inferential analysis which are included the analysis of simple linear regression, and multiple linear regression. The data from the demographic factors of the research showed that most of the respondents are male (65.5%) who are between 18 to 25 years old (89.5%), mainly single (93.3%) and held a bachelor degree (96.8%). The majority of respondent are student (73.5%) who do not have a job (54.8%) and have an income of 216 dollar or less per month (81.8%).

Based on the results of hypothesis one, the researcher found that brand trust has a positive significant influence on brand affect. According to the value of Beta coefficient (β) obtained from the simple regression analysis, the researcher found that brand trust has a high positive significant influence on brand affect. To build customers' trust on Apple iPhone, the researcher would like to recommend that Apple iPhone should provide the better services with the high quality of their product to satisfy the customer's need or expectation. Company should have training programs for the employees to have professional skills and have a positive attitude in communicating with the customers. Moreover, Apple iPhone should give customers a consistent experience by just giving them what they want in a friendly, timely and accurate manner. In addition, Apple iPhone should create an emotional connection with customers by just showing the compassion of Apple iPhones' employees to show customers that they care about people. The emphasizing of emotion can be also used in the marketing and advertising campaign to create customer's trust.

Based on the result of hypothesis two, the researcher found that perceived quality has a positive significant influence on satisfaction. According to the value of Beta coefficient (β) obtained from the simple regression analysis, the researcher found that perceived quality has high positive significant influence on satisfaction. To increase perceived quality of Apple iPhone, the researcher would like to recommend that Apple iPhone management should convince customers that the quality of their product is superior to that of other brands like Samsung and Apple iPhone should consider to increase R&D expenditure to develop more innovative, user friendly models of iPhone, and support Khmer language; doing so would make consumers more satisfied with the iPhone brand. Apple iPhone should use celebrity endorsement to increase perceived quality by choosing a well know or expert person who the customers trust or recognize to endorse products or services and offer customers a free trial of products or services and provide some incentives to get them to try their products or services. Furthermore, Apple iPhone should keep selling at high price as most people associate higher price with higher value of products and services. Additionally, Apple iPhone should promote its excellent results include the testimonials, success stories, and references as actual proof of customers' experiences, and strengthening itself to satisfy other customers' need.

Based on the result of hypothesis three, the researcher found that advertising spending has a positive significant influence on perceived quality. According to the value of Beta coefficient (β) got from the simple regression analysis, the researcher found that advertising spending has a high positive significant influence on perceived quality. The researcher would like to recommend that if Apple iPhone spend on advertising more than any other smart phone brand, then the perceived quality toward Apple iPhone brand will be positive influenced and better than other smart phone brands. Therefore, Apple iPhone management should expend resources on additional advertising spending if the objective is to boost perceived quality of Apple iPhone.

Based on the result of hypothesis four, the researcher found that the four independent variables, which are: brand affect, satisfaction, perceived quality, and corporate social responsibility (CSR), have a positive significant influence on brand loyalty in terms of behavior, whereas, advertising spending has a negative significant influence on brand loyalty in terms of behavior. For other variables, the two independent variables, which are: brand trust and customer orientation have no significant influence on brand loyalty in terms of behavior. According to the value of Beta coefficient (β) obtained from the multiple regression analysis, the researcher found that satisfaction had the highest positive influence on brand loyalty in terms of behavior, whereas, brand affect and perceived quality had the lowest positive influence on brand loyalty in terms of behavior. In addition, advertising spending had a negative significant influence on brand loyalty in terms of behavior. Hence, the researcher would like to recommend that Apple iPhone management should build up brand affect for iPhone through effective communication and merchandising strategies. To do that, Apple iPhone should induce consumer experience with brands through the appropriate coordination of marketing communication. Not only this will make consumers more loyal to Apple iPhone, but it will also partially insulate the brand from competitors' marketing strategies. Apple iPhone should also

create and install customer relationship management (CRM) programs and total quality management (TQM) to satisfy with customers' need in aiming to gain customer satisfaction. According to Tepeci (1999), perceived quality is a key influencing factor of brand loyalty and should identify iPhone's key strengths and build on them to promote brand loyalty by increasing R&D expenditure to develop more innovative, user friendly models of iPhone, and support Khmer language; doing so would make consumers more satisfied with the iPhone brand and gains customers brand loyalty. The researcher also would like to suggest that Apple iPhone should consider to reduce the environmental and social impact of its production activities and align itself with a well-known social work organization or NGO. Creating a recycling program for old mobile phones is a possible CSR activity for Apple iPhone.

Based on the result of hypothesis five, the researcher found that the four independent variables, which are: brand affect, brand trust, satisfaction, and corporate social responsibility (CSR), have a positive significant influence on brand loyalty in terms commitment. For other factors, the three independent variables, which are: perceived quality, advertising spending, and customer orientation, have no significant influence on brand loyalty in terms of commitment. According to the value of Beta coefficient (β) obtained from the multiple regression analysis, the researcher found that corporate social responsibility (CSR) had the highest positive influence on brand loyalty in terms of commitment, whereas, brand trust had the lowest positive influence on brand loyalty in terms of commitment. The researcher would like to recommend that Apple iPhone should induce the consumer experience with the brand through the appropriate coordination of marketing communication tools and should consider that different product categories, services and brand than influence on brand loyalty and train its employees to be respectful and cool with customers by providing what customers want and deserve with ethical and accurate time. Then, Apple iPhone should create consistency and predictability with what is promised to customers. Apple iPhone should create a long terms relationship with customers by installing CRM in order to make sure that Apple iPhone still keep in touch with customers to provide a great experience to them and listen to their complains. Apple iPhone should consider on installing Customer Relationship Management (CRM) programs and Total Quality Management (TQM) to satisfy the customers' need in aiming to gain customer satisfaction. Apple iPhone management should focus mainly on corporate social responsibility (CSR) to build brand loyalty in terms of commitment of Apple iPhone in Phone, Cambodia by considering to reduce the environmental and social impact of its production activities and align itself with a well-known social work organization.

Based on the result of hypothesis six, the researcher found that the three independent variables, which are: brand affect, perceived quality, and corporate social responsibility (CSR) have a positive significant influence on brand loyalty in terms of price tolerance. For other factors, the four independent variables, which are: brand trust, satisfaction, advertising spending, and customer orientation have no significant influence on brand loyalty in terms of price tolerance. According to the value of Beta coefficient (β) obtained from the multiple regression analysis, the researcher found that corporate social responsibility (CSR) had the highest positive influence on brand loyalty in terms of price tolerance, whereas, perceived quality had the lowest positive influence on brand loyalty in terms of price tolerance. The researcher would like to suggest that Apple iPhone should create an appealing brand and use effective marketing communication techniques for advertising, publicity, public relations, special sales promotion, events organizing, company website, and sales forces to promote the brand to the customers. The marketing mix of 4P's is a good strategies that Apple iPhone should also consider for their marketing strategy. Apple iPhone management should identify iPhone's key strengths and build on them to promote brand loyalty by increasing R&D expenditure to develop more innovative, user friendly models of iPhone, and support Khmer language to make consumers more satisfied with the iPhone brand and it gains customers brand loyalty and should consider to reduce the environmental and social impact of its production activities and align itself with a well-known social work organization.

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