

Brand Premium, Ecosystem Experience, Service Quality, and Brand Awareness Affecting Customer Loyalty Toward Dominant Smartphone Brands Among Generation Z Chinese Customers

Guanxiong Qin ¹, Lalita Puangmaha ^{1*}

¹ Faculty of Management Science, Dhonburi Rajabhat University, Bangkok, Thailand
|512075558@qq.com

* Corresponding Author: Lalita Puangmaha, Dhonburi Rajabhat University,
Bangkok, Thailand | lalita.p@dru365.onmicrosoft.com

© 2026 JFEMR. Published under CC- BY 4.0 license

Abstract: The research objectives were 1) to study brand premium, ecosystem experience, service quality, and brand awareness in relation to customer loyalty toward dominant smartphone brands among Generation Z Chinese customers, and 2) to analyze the influence of brand premium, ecosystem experience, service quality, and brand awareness on customer loyalty toward dominant smartphone brands among Generation Z Chinese customers. The sample were 400 Chinese Generation Z customers who had continuously used one of the dominant smartphone brands for at least six months, selected using purposive sampling. The instrument used was a structured questionnaire. The data were analyzed using descriptive statistics, reliability and validity tests, Pearson correlation analysis, and multiple regression analysis. The findings revealed that 1) brand premium, ecosystem experience, service quality, and brand awareness were significantly related to customer loyalty toward dominant smartphone brands among Generation Z Chinese customers ($p < 0.001$), and 2) the multiple regression analysis indicated that brand premium, ecosystem experience, service quality, and brand awareness had significant positive effects on customer loyalty toward dominant smartphone brands among Generation Z Chinese customers ($p < 0.001$). Among these factors, ecosystem experience had the strongest influence ($\beta = 0.223$). In addition, the regression model explained 27.7% of the variance in customer loyalty ($R^2 = 0.277$).

Keywords: customer loyalty; Generation Z; dominant smartphone brands; brand awareness; service quality

1. Introduction

With the widespread penetration of mobile internet, smartphones have become an indispensable infrastructure for daily life among Generation Z (individuals born between 1997 and 2012). As digital natives, Generation Z demonstrates the highest smartphone penetration rate and usage stickiness across age groups, with average daily mobile internet usage far exceeding that of

older generations ^[1]. In 2023, global smartphone shipments reached approximately 1.17 billion units, with Generation Z serving as the core consumer group driving both user growth and high-end market expansion ^[2].

In the Chinese market, four domestic brands—Huawei, OPPO, vivo, and Xiaomi—have long maintained a dominant position, holding a combined market share of over 70% ^[2]. However, in the high-end segment, Generation Z consumers still exhibit stronger loyalty to international brands such as Apple. Research has shown that system smoothness and ecosystem synergy have become core considerations for Generation Z when purchasing smartphones ^[3], and approximately 70% of Generation Z consumers are willing to pay a price premium for brands that align with their personal values ^[4]. Meanwhile, service quality and ecosystem integrity significantly influence users' repurchase intention and recommendation willingness ^[5]. Generation Z relies heavily on social media for information acquisition and is highly sensitive to brand image and community culture; over 60% of Generation Z users may switch brands after a single negative service experience, reflecting the dynamic and volatile nature of their brand loyalty ^[6].

Existing literature has explored the impacts of brand premium, ecosystem experience, and service quality on customer loyalty, but systematic empirical analysis targeting Chinese Generation Z remains relatively scarce, particularly regarding variables such as digital ecosystem stickiness and value fit ^{[3][7]}. Against the background of market saturation and slowing user growth, enhancing Generation Z loyalty has become a key strategic priority for domestic smartphone brands to break into the high-end market and transition from price-performance competition to value and ecosystem competition ^{[4][8]}.

1. 1. Research Objectives

1. To study brand premium, ecosystem experience, service quality, and brand awareness in relation to customer loyalty toward dominant smartphone brands among Generation Z Chinese customers

2. To analyze the influence of brand premium, ecosystem experience, service quality, and brand awareness on customer loyalty toward dominant smartphone brands among Generation Z Chinese customers.

2. Literature Review and Hypothesis Development

2. 1 Core Concepts

Dominant smartphone brands refer to brands that maintain long-term leading positions in a specific market, characterized by substantial market share, high consumer recognition, strong industry influence, and the ability to shape market trends and technical standards ^{[9][10]}. In the context of this study, the term specifically refers to Huawei, OPPO, vivo, and Xiaomi, which collectively dominate the Chinese mainland smartphone market.

Generation Z consumers are individuals born between 1997 and 2012, also known as digital natives ^[11]. This group grew up in an environment with ubiquitous internet, mobile technology, and social media, demonstrating high digital literacy, pursuit of personalization, experience orientation, dynamic brand loyalty, and emphasis on social responsibility ^[12].

Customer loyalty is defined as consumers' strong commitment to consistently repurchase or patronize a preferred product or service in the future, despite situational influences and marketing efforts that may trigger switching behavior ^[13]. It encompasses both behavioral loyalty (repeat purchase, recommendation) and attitudinal loyalty (emotional attachment, brand defense) and is a core indicator of long-term brand competitiveness ^[14].

2. 2 Hypothesis Development

2. 2. 1 Brand Premium and Customer Loyalty

Brand premium represents the additional value consumers assign to a branded product over lesser-known alternatives, reflecting psychological recognition of brand value ^[9]. As a direct manifestation of brand equity, it arises from the interplay of brand awareness, image and perceived quality ^[9]. Empirical evidence confirms that perceived brand premium positively drives repurchase intention and loyalty, particularly in the high-end smartphone segment ^[15], by deepening emotional connections and reducing reliance on price competition ^[10]. For dominant domestic brands, reasonable premium strategies signal product quality and enhance user identity. Thus:

H1: Brand premium positively influences customer loyalty toward dominant smartphone brands among Chinese Generation Z consumers.

2. 2. 2 Ecosystem Experience and Customer Loyalty

Ecosystem experience refers to consumers' holistic perception of a brand's interconnected product-service system, encompassing seamless device connectivity, multi-scenario collaboration and data synchronization ^[16]. Beyond single-device functionality, it empowers digital lifestyles through integrated hardware-software-service architectures ^[3]. Prior research shows that complete ecosystems strengthen brand dependence and loyalty by improving user satisfaction and raising switching costs to form a lock-in effect ^{[6][17]}. For digitally immersed Generation Z, ecosystem integrity has become a core purchase criterion ^[3]. Thus:

H2: Ecosystem experience positively influences customer loyalty toward dominant smartphone brands among Chinese Generation Z consumers.

2. 2. 3 Service Quality and Customer Loyalty

Service quality captures consumers' perceived service level across the full purchase journey, with the widely adopted SERVQUAL model defining five core dimensions: tangibles, reliability, responsiveness, assurance and empathy ^[18]. Extant studies consistently identify it as a key driver of customer satisfaction and brand loyalty ^[19]. In the highly homogeneous smartphone market, high-quality service delivers differentiated competitive advantages ^[5]. Generation Z, accustomed to digital service channels, holds high expectations for service response speed and personalized care. Thus:

H3: Service quality positively influences customer loyalty toward dominant smartphone brands among Chinese Generation Z consumers.

2. 2. 4 Brand Awareness and Customer Loyalty

Brand awareness, a foundational component of brand equity, reflects consumers' ability to recognize and recall a specific brand ^[10]. It lowers information search costs and decision uncertainty, securing the brand a priority position in consumers' minds ^[9]. For Generation Z, who access information through diverse social channels, brands with high awareness and positive reputations are preferred in purchase decisions ^[20]. Brand awareness also fosters word-of-mouth transmission and emotional bonding, consolidating long-term loyalty. Thus:

H4: Brand awareness positively influences customer loyalty toward dominant smartphone brands among Chinese Generation Z consumers.

2. 3 Conceptual Framework

Based on the above literature review and research hypotheses, this study constructs a conceptual framework with brand premium, ecosystem experience, service quality, and brand awareness as independent variables and customer loyalty as the dependent variable, as shown in

Figure 1.

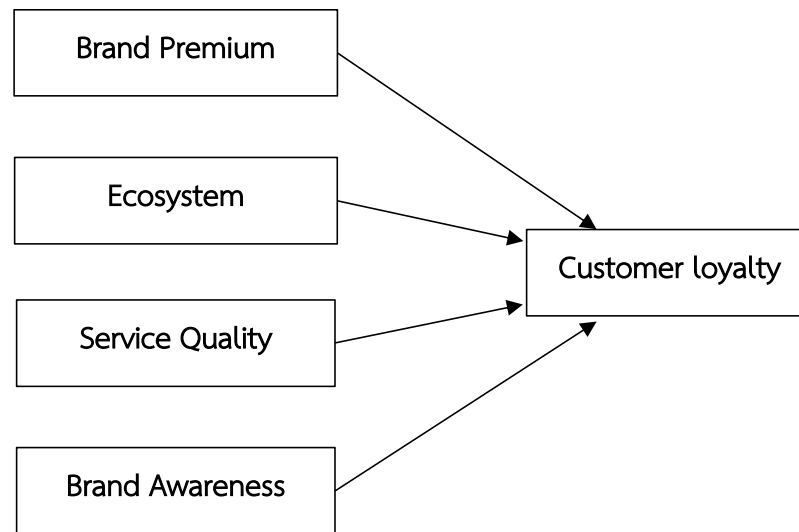


Figure 1. Conceptual Framework

3. Research Methodology

3. 1 Research Design

This study adopts a quantitative research design with a cross-sectional survey approach. A structured questionnaire was used as the primary data collection tool to investigate Generation Z consumers' purchasing behavior toward dominant smartphone brands and to examine the impacts of the four independent variables on customer loyalty.

3. 2 Population and Sample

The target population of this study is Chinese Generation Z consumers born between 1997 and 2012, aged 18–28, who have used one of the four dominant smartphone brands (Huawei, OPPO, vivo, Xiaomi) for at least six months. The age threshold of 18 ensures that respondents have independent purchasing power, while the six-month usage requirement is set to ensure that respondents can evaluate brand loyalty based on actual product usage experience, thus guaranteeing the validity of their responses ^[21].

The sample size was calculated using Yamane's formula with a 95% confidence level and a 5% margin of error. Based on an estimated Generation Z population of 260 million in China, the minimum required sample size is approximately 400. A total of 400 valid questionnaires were ultimately collected, meeting the sample size requirement.

3. 3 Research Instrument

The questionnaire was designed with reference to Aaker's Brand Equity Model ^[9] and the SERVQUAL Service Quality Model ^[18], and all measurement items were adapted from mature international scales with localized adjustments for the Chinese smartphone market. The questionnaire consists of four parts:

1. Demographic information: 7 items covering gender, age, education level, occupation, monthly income, city of residence, and current smartphone brand.

2. Smartphone purchasing behavior: 4 items covering purchase frequency, usage duration, brand awareness channels, and reasons for brand choice.

3. Core variable measurement: 19 items measuring the four independent variables on a 5-point Likert scale (1 = strongly disagree, 5 = strongly agree). Specifically, brand premium includes 4 items [22], ecosystem experience includes 5 items [16], service quality includes 6 items [18], and brand awareness includes 4 items [10].

4. Customer loyalty measurement: 5 items measuring the dependent variable on a 5-point Likert scale, covering repurchase intention, price tolerance, recommendation willingness, emotional attachment, and brand defense [13].

For content validity, the Item-Objective Congruence (IOC) index Lynn [23] was applied. Rated by three experts, all 24 items scored 0.67–1.00, meeting the ≥ 0.5 threshold and confirming good content validity.

For reliability, Cronbach's α was calculated from 30 pilot responses. The five constructs had α values of 0.753–0.934, all above the 0.70 standard. Ecosystem experience and customer loyalty reached excellent reliability ($\alpha = 0.934$), with the rest showing acceptable to good reliability.

3. 4 Data Collection

Data collection was conducted from August to September 2025 through the Wenjuanxing online questionnaire platform. Respondents were recruited via social media channels (WeChat, Weibo, Douyin, Bilibili), college student groups, and brand user communities. Screening questions were set at the beginning of the questionnaire to exclude ineligible respondents. After quality inspection to remove careless or incomplete responses, 400 valid questionnaires were retained for analysis.

3. 5 Data Analysis

SPSS statistical software was used for data analysis. Descriptive statistics (frequency, percentage, mean, standard deviation) were employed to summarize sample characteristics and core variable levels. Cronbach's α coefficient was used to test scale reliability, and Pearson correlation analysis was used to examine bivariate relationships. Multiple linear regression was conducted to test the research hypotheses and compare the relative influence of each independent variable on customer loyalty. The significance level was set at $p < 0.05$.

4. Data Analysis and Results

4. 1. Descriptive Statistics

4. 1. 1 Demographic Characteristics

Table 1 presents the demographic profile of the 400 respondents. Male respondents accounted for 52.25% and females for 47.75%, showing a relatively balanced gender distribution. The 24–26 age group constituted the largest proportion (43.50%), followed by the 21–23 age group (31.50%). In terms of education, bachelor's degree holders accounted for the largest share (41.75%), followed by college diploma holders (34.25%). Civil servants were the largest occupational group (40.75%), followed by company employees (33.50%). Monthly income was mainly concentrated in the 3,000–

8,000 RMB range. Second-tier cities accounted for the highest proportion of residence (46.50%), followed by first-tier cities (42.25%).

Table 1. General Profile of Respondents (n = 400)

Frequency analysis results			
name	option	frequency	percentage (%)
1. Gender:	Male	209	52.25
	Female	191	47.75
2. Age:	18–20	31	7.75
	21–23	126	31.5
	24–26	174	43.5
	27–28	69	17.25
	High school or below	34	8.5
3. Education Level:	College diploma	137	34.25
	Bachelor' s degree	167	41.75
	Master' s degree or above	62	15.5
	Student	18	4.5
4. Occupation:	Company employee	134	33.5
	Civil servant	163	40.75
	Freelancer	71	17.75
	Part-time worker	14	3.5
	Below 3000	17	4.25
5. Monthly Income (RMB) :	3000–5000	146	36.5
	5001–8000	138	34.5
	8001–12000	88	22
	Above 12000	11	2.75
6. City of residence in China:	First-tier cities	169	42.25
	Second-tier cities	186	46.5
	Third-tier cities	45	11.25

4.1.2 Purchasing Behavior Characteristics

Table 2 shows the smartphone purchasing behavior of respondents. Among current smartphone brands, Xiaomi accounted for the largest share (44.00%), followed by Huawei (24.75%) and OPPO (24.25%). Regarding replacement frequency, the majority of respondents (52.75%) replace their smartphones every 2–3 years. Most respondents had used their current device for 1–2 years (41.50%). Online reviews (34.25%) and recommendations from friends and family (34.00%) were the primary channels for brand awareness, while online reviews (39.25%) were also the leading reason for brand choice.

Table 2. Purchasing Behavior of Respondents (n = 400)

Frequency analysis results			
name	option	frequency	percentage (%)
7. Brand Currently Used:	Huawei	99	24.75
	Xiaomi	176	44
	OPPO	97	24.25
	Vivo	28	7
1. Frequency of smartphone purchase:	Once a year	86	21.5
	Every 2–3 years	211	52.75
	More than 3 years	103	25.75

2. Current duration of smartphone use :	Less than 6 months	27	6.75
	6 months to 1 year	143	35.75
	1 to 2 years	166	41.5
	More than 2 years	64	16
3. Brand awareness channels (Select one) :	Advertisement (TV, print, outdoor)	22	5.5
	Friends or family recommendations	136	34
	Online reviews (blogs, review websites)	137	34.25
	In-store experience	99	24.75
	Social media (e.g., WeChat, Weibo, TikTok)	5	1.25
	Other	1	0.25
	Advertisement (TV, print, outdoor)	17	4.25
4. Reasons for choosing the current smartphone brand :	Friends or family recommendations	126	31.5
	Online reviews (blogs, review websites)	157	39.25
	In-store experience	86	21.5
	Social media (e.g., WeChat, Weibo, TikTok)	14	3.5

4.1.3 Descriptive Statistics of Core Variables

Table 3 presents the descriptive statistics of the core variables. The mean scores of all five variables fell within the moderate range (2.34 – 3.66), with customer loyalty having the lowest mean (2.724). The standard deviations ranged from 0.781 to 0.845, indicating moderate dispersion. The absolute values of skewness and kurtosis for all variables were less than 2 and 7 respectively, satisfying the normality assumption for subsequent parametric analysis.

Table 3. Descriptive Statistics of Core Variables (n = 400)

descriptive statistics							
	N	least value	crest value	mean	standard deviations	skewness	kurtosis
Brand Premium	400	1	5	2.8481	0.80348	0.101	-0.837
Ecosystem Experience	400	1	4.6	2.8125	0.82586	0.065	-0.922
Service Quality	400	1	4.83	2.8342	0.84507	0.036	-0.996
Brand Awareness	400	1	4.75	2.8288	0.83154	-0.017	-0.809
Customer Loyalty	400	1	4.6	2.724	0.78112	0.018	-0.85

4.2 Reliability and Validity Analysis

Reliability was tested using Cronbach's α coefficient. As shown in Table 4, the Cronbach's α values for all dimensions ranged from 0.791 to 0.881, all exceeding the 0.7 threshold, indicating good internal consistency of the scales. For validity, the IOC scores of all measurement items ranged from 0.67 to 1.00, all meeting the ≥ 0.5 acceptance standard, confirming satisfactory content validity of the questionnaire.

Table 4. Reliability Analysis Results (n = 400)

Cronbach reliability analysis			
	number of terms	sample capacity	Cronbach α coefficient
BrandPremium	4	400	0.791
EcosystemExperience	5	400	0.844

ServiceQuality	6	400	0.881
BrandAwareness	4	400	0.813
CustomerLoyalty	5	400	0.815

4.3 Correlation Analysis

Pearson correlation analysis was conducted to examine the bivariate relationships between variables. As shown in Table 5, all four independent variables exhibited significant positive correlations with customer loyalty ($p < 0.01$), with correlation coefficients ranging from 0.300 to 0.352, indicating moderate correlation strength. Brand awareness showed the strongest correlation with customer loyalty ($r = 0.352$), followed by ecosystem experience ($r = 0.347$), service quality ($r = 0.333$), and brand premium ($r = 0.300$). The correlation coefficients between independent variables were all below 0.3, indicating low interdependence and no significant multicollinearity risk at the bivariate level.

Table 5. Pearson Correlation Matrix

Pearson correlation					
	Brand Premium	Ecosystem Experience	Service Quality	Brand Awareness	Customer Loyalty
Brand Premium	1				
Ecosystem Experience	0.197**	1			
Service Quality	0.168**	0.185**	1		
Brand Awareness	0.223**	0.232**	0.210**	1	
Customer Loyalty	0.300**	0.347**	0.333**	0.352**	1

* $p < 0.05$ ** $p < 0.01$

4.4 Regression Analysis and Hypothesis Testing

Multiple linear regression was performed with customer loyalty as the dependent variable and the four factors as independent variables. The results are presented in Table 6.

The overall regression model was statistically significant ($F(4, 395) = 37.880$, $p < 0.001$). The coefficient of determination R^2 was 0.277, and the adjusted R^2 was 0.270, indicating that the four independent variables collectively explain 27.7% of the variance in customer loyalty. The Durbin-Watson statistic was 1.908, suggesting no significant autocorrelation of residuals. The variance inflation factor (VIF) values for all independent variables were below 1.1, confirming the absence of multicollinearity issues.

In terms of standardized regression coefficients (β), all four independent variables showed significant positive effects on customer loyalty ($p < 0.001$). Ecosystem experience had the strongest predictive effect ($\beta = 0.223$), followed by service quality ($\beta = 0.217$), brand awareness ($\beta = 0.216$), and brand premium ($\beta = 0.171$). Accordingly, all four research hypotheses (H1–H4) were supported.

Table 6. Multiple Linear Regression Results (n = 400)

Linear regression analysis results (n=400)							
	Non-standardized		Standardization factor	t	p	collinearity diagnostics	
	coefficient						
	B	standard error	Beta			VIF	tolerance
constant	0.512	0.184	-	2.786	0.006**	-	-

Linear regression analysis results (n=400)							
	Non-standardized		Standardization factor	t	p	collinearity diagnostics	
	B	standard error				Beta	VIF
Brand Premium	0.167	0.043	0.171	3.840	0.000**	1.090	0.917
Ecosystem Experience	0.211	0.042	0.223	4.964	0.000**	1.100	0.909
Service Quality	0.201	0.041	0.217	4.891	0.000**	1.081	0.925
Brand Awareness	0.203	0.043	0.216	4.777	0.000**	1.121	0.892
R 2				0.277			
Adjust R 2				0.270			
F				F (4,395)=37.880,p=0.000			
D-W price				1.908			
Note: The dependent variable is Customer Loyalty							
* p<0.05 ** p<0.01							

5. Discussion and Implications

5.1 Discussion of Key Findings

This study systematically examined the impacts of brand premium, ecosystem experience, service quality, and brand awareness on customer loyalty toward dominant smartphone brands among Chinese Generation Z consumers. The results confirm that all four factors exert significant positive effects on customer loyalty, which is consistent with the conclusions of existing studies [15][17][19].

Ecosystem experience emerges as the strongest loyalty driver for two interconnected reasons. From the consumer perspective, as digital natives, Generation Z integrates smartphones into full-scenario digital lives covering study, work, content creation and smart home control [12]. Seamless cross-device connectivity and data synchronization have evolved from value-added features to rigid demands, while switching between brand ecosystems incurs high learning, data migration and habit-adjustment costs, forming natural user lock-in [6]. From the industry perspective, leading domestic brands such as Huawei and Xiaomi have rolled out full-scenario ecosystem strategies, offering more open and cost-effective solutions compared with closed high-end systems like iOS, making ecosystem experience a tangible differentiator. Theoretically, this finding enriches the Aaker brand equity model [9] by identifying cross-device ecosystem experience as a core brand asset in the IoT era, especially for digital-native consumer groups.

Service quality and brand awareness exert moderate impacts. Homogenized hardware makes full-cycle service a competitive differentiator and expands the SERVQUAL model's digital scenarios for Generation Z [5][18], yet domestic brands have minor gaps in basic service compared to ecosystem disparities, weakening its influence. As the cognitive base of loyalty, brand awareness cuts consumers' decision costs and is formed via Generation Z's online word-of-mouth [9][20]. Still, it fails to build deep emotional loyalty without solid product and experience support, leading to moderate effects.

Brand premium has the weakest effect. Generation Z are pragmatic, information-savvy consumers who reject empty symbolic premiums and only accept price increases supported by visible functional or experiential value [12]. Meanwhile, Chinese domestic brands initially gained market share through cost-effective positioning, and their overall premium capacity still lags behind

international top-tier brands; a mature premium image has not been fully established among mass young consumers. Theoretically, this finding supplements the boundary conditions of brand premium theory, indicating its loyalty-enhancing effect is highly context-dependent across consumer groups and market development stages ^{[10][15]}.

5.2 Practical Implications

Four targeted strategies are proposed for domestic smartphone brands. First, prioritize ecosystem construction as the core strategic priority: optimize cross-device interconnection smoothness, focus on Generation Z's high-frequency usage scenarios, launch cost-effective ecosystem product bundles, and appropriately improve ecosystem openness to raise user switching costs. Second, build a Generation Z-adapted omnichannel service system: upgrade online service response efficiency, optimize offline service experience, and launch differentiated service benefits such as student-exclusive extended warranty. Third, deepen brand awareness through digital word-of-mouth and user-generated content on Generation Z-concentrated platforms, aligning brand communication with actual product advantages. Fourth, adopt a value-aligned gradual premium strategy: tie premium pricing to perceptible exclusive value, and launch graded product lines to cultivate user value recognition step by step.

5.3 Limitations and Future Research

This study has several limitations. First, it adopts a cross-sectional research design, which can only reveal correlation but cannot fully confirm causal relationships or capture the dynamic changes of loyalty over time. Second, the sample is restricted to Chinese Generation Z consumers who have used the four dominant smartphone brands for at least six consecutive months. Therefore, the findings cannot represent all Chinese Generation Z consumers, nor can they be generalized to users of other smartphone brands or new users with short usage experience; the generalizability of the findings to other age groups or cultural contexts also requires further verification. Third, the model only includes four influencing factors, and the explanatory power of the model is moderate, suggesting that other potential factors remain to be explored.

Future research can be expanded in the following directions: (1) introduce mediating or moderating variables such as user experience and social influence to deepen the exploration of the influence mechanism; (2) adopt a longitudinal research design to track the dynamic evolution of consumer loyalty and its driving factors; (3) expand the sample scope to include consumers of different brands, usage durations, regions, age groups, and cultural backgrounds to enhance the universality of the conclusions.

Acknowledgements

The author would like to thank Asst. Prof. Dr. Lalita Puangmaha for her invaluable academic guidance and constructive suggestions throughout the research process. Gratitude is also extended to the examination committee members, the three experts who participated in the instrument validation, and all 400 respondents for their support. Finally, the author thanks his family and colleagues for their continuous encouragement.

References

- [1] QuestMobile. (2024). 2024 China Generation Z mobile internet behavior report.
- [2] Counterpoint. (2023). Global smartphone market share: By quarter.
- [3] GfK. (2024). China smart device market report 2024. GfK Group.
- [4] McKinsey & Company. (2023). China Generation Z consumption trends report.
- [5] China Consumers Association. (2023). 2023 China mobile phone after-sales service satisfaction survey report.
- [6] Accenture. (2024a). The next consumer: How Generation Z is reshaping the future of retail.
- [7] BrandZ. (2023). Top 100 most valuable Chinese brands.
- [8] Canalys. (2023). Global high-end smartphone market share.
- [9] Aaker, D. A. (1991). Managing brand equity: Capitalizing on the value of a brand name. Free Press.
- [10] Keller, K. L. (2013). Strategic brand management: Building, measuring, and managing brand equity (4th ed.). Pearson Education.
- [11] Dimock, M. (2019). Defining generations: Where Millennials end and Generation Z begins. Pew Research Center.
- [12] Francis, T., & Hoefel, F. (2018). ‘True Gen’: Generation Z and its implications for companies. McKinsey & Company.
- [13] Oliver, R. L. (1997). Satisfaction: A behavioral perspective on the consumer. McGraw-Hill.
- [14] Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1996). The behavioral consequences of service quality. *Journal of Marketing*, 60(2), 31–46.
- [15] Kim, J., & Ko, Y. (2020). The effect of brand premium on repurchase intention among young smartphone users: A structural equation model. *Journal of Brand Management*, 27(3), 289–305.
- [16] Chen, Y., Wang, X., & Sun, J. (2021). Research on the construction of a smart product ecosystem based on user experience. *Journal of Systems & Management*, 30(4), 678–685.
- [17] Wang, Y., Zhang, Y., & Li, S. (2019). Ecosystem experience and its impact on customer loyalty: Evidence from Chinese smartphone market. *Journal of Electronic Commerce Research*, 20(2), 45–58.
- [18] Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. *Journal of Retailing*, 64(1), 12–40.
- [19] Li, M., & Zhang, H. (2021). Service quality and customer loyalty in smartphone industry: The role of after-sales responsiveness and professionalism. *Journal of Service Science and Management*, 14(4), 512–525. <https://doi.org/10.4236/jssm.2021.144035>
- [20] Djafarova, E., & Bowes, T. (2021). ‘Instagram made me buy it’: Generation Z impulse purchases in fashion industry. *Journal of Retailing and Consumer Services*, 59, 102345.
- [21] Lachance, M. A., Choquet, M., & Ledoux, A. (2003). Teenage consumers and their purchasing power. *Journal of Consumer Affairs*, 37(1), 129–152.
- [22] Wang, X., & Yu, C. (2016). How consumers perceive brands: The role of brand premium in the smartphone industry. *International Journal of Market Research*, 58(3), 395–414.
- [23] Lynn, M. R. (1986). Determination and quantification of content validity. *Nursing Research*, 35(6), 382–385.
- [24] Li, Y. (2019). The premiumization strategy of Xiaomi: From cost-effective to high-end brand. *China Marketing Review*, 14(2), 45–58.