

Business Case Study: Antecedents of User Satisfaction with Huawei Mobile Phones

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— *Review of* —
**Integrative
Business &
Economics**
— *Research* —

ABSTRACT

This research examines the antecedents of user satisfaction with Huawei mobile phones, with a particular emphasis on critical factors such as product pricing, quality, service, data privacy, and user experience. Employing a convenience sampling method, the study encompasses a sample size of 385 actively engaged Huawei phone users. The research instrument utilized is a structured questionnaire, and the analysis employs multiple linear regression to unveil the nuanced relationships between these factors and user satisfaction. Within the context of product pricing, this research underscores the pivotal role of user perceptions in evaluating the equilibrium between phone performance and price. Additionally, it critically assesses the impact of Huawei's promotional and discount strategies during sales, elucidating their significance in users' purchasing decisions and subsequent satisfaction. While user surveys demonstrate commendable satisfaction with product quality, the study urges caution concerning potential variations across diverse product lines. Positive feedback on service and after-sales service is duly acknowledged, alongside identified opportunities for optimization. The research recognizes the paramount importance of data privacy and protection in shaping user satisfaction, emphasizing the imperative of continuous attention to evolving user expectations. These findings contribute significantly to the nuanced understanding of user satisfaction dynamics, offering actionable insights for strategic decision-making at Huawei.

Keywords: Satisfaction, Product Price, Service and after-sales service, User Experience.

Received 8 December 2023 | Revised 21 March 2024 | Accepted 11 May 2024.

1. INTRODUCTION

With the continuous growth of the world economy and the rapid evolution of communication technology, the global population of smartphone users has expanded significantly. Smartphones have become indispensable tools for communication and entertainment in people's lives. As the market for goods and services matures and product differences diminish, customer-centric marketing strategies have become a hallmark of modern marketing. In the face of fast-paced updates and intense competition, customer satisfaction has become a pivotal factor in winning and retaining customers. The satisfaction of customers with the products offered by enterprises plays a decisive role in their survival and development.

In today's fierce business competition, enterprises increasingly prioritize customer satisfaction as a central business concept and put it into practice. Consumer satisfaction, an overall evaluation of a brand by consumers, stands as a core aspect for enterprises seeking to expand their consumer market. Consumer satisfaction not only influences their purchasing intentions and behavior but also determines whether an enterprise can thrive in the evolving market—a critical consideration for all enterprises.

As one of the world's leading smartphone manufacturers, Huawei has made a significant impact on the global market. Selecting Huawei as the focal point of this study holds significant importance within the context of the rapidly evolving smartphone market. Huawei commands a substantial market share both domestically and globally, with a noteworthy 22.68% share of the Chinese market in the first quarter of 2024. Its innovative technologies, diverse product offerings, and strategic initiatives have positioned it as a key player in shaping consumer preferences and market trends. By focusing on Huawei, this study gains valuable insights into the factors driving user satisfaction within a highly competitive landscape, where differentiation and customer-centric strategies are crucial for sustaining market leadership. Additionally, Huawei's recent performance, evidenced by its impressive year-over-year growth in shipments and its leading market share in China, underscores its continued relevance and influence within the industry. Therefore, understanding user satisfaction with Huawei mobile phones is not only pertinent for the company's strategic decisions and product improvements but also provides broader implications for the smartphone market as a whole.

The concept of customer satisfaction management emerged in the 1990s and has since been widely employed in marketing management strategy. Research findings on customer satisfaction contribute to the ongoing development of enterprises. To dominate the market amid intense competition, user satisfaction is an essential factor to consider. With the mobile phone market nearing saturation, many domestic manufacturers are venturing into overseas markets. Chinese mobile phone manufacturers, despite gaps in brand influence, product competitiveness, and core technology, should adopt a globalization strategy centered on pioneering innovation. This involves conquering core technologies and building product ecosystems to achieve further development (Lou Yun, 2023).

This study aims to identify the factors influencing Huawei user satisfaction to enhance market competitiveness and increase market share. Employing a comprehensive analysis of different factors, the study utilizes questionnaires and data analysis to investigate Huawei mobile user satisfaction and provide recommendations. By establishing hypotheses, designing questionnaires, and conducting data analysis, this study seeks to better understand the factors affecting the satisfaction of Huawei mobile phone users. Practically, it provides insights into Huawei's development status and consumer demands, laying the foundation for the future development of related enterprises. Additionally, the analysis of Chinese mobile phone companies has significance for other electronics companies seeking relevant insights.

2. LITERATURE REVIEW

2.1 User Satisfaction

User satisfaction is the extent to which user expectations align with their actual experience. In essence, it reflects the user's psychological state and their encounter with

a particular service. Gerpott et al. (2001) emphasized the critical role of customer satisfaction in retaining customers. Similarly, Khayyat and Heshmati (2012) identified key drivers of customer satisfaction, including perceived usefulness, perceived ease of use, perceived enjoyment, price, demographic characteristics, and mobile phone brands. They observed that enhancing service quality positively influenced customer satisfaction.

2.2 Product Price

The determination of product prices is a complex process influenced by various factors, involving both objective metrics and subjective evaluations. Measurable standards, such as equipment costs, play a role in setting the baseline for pricing strategies. Additionally, the user's perception of value for money, shaped by considerations of the mobile phone's features, quality, and overall utility in relation to its cost, is a crucial aspect. According to research by Polák and Drápalová (2012), the average duration of cell phone use ranges from 2 to 7 years. This protracted usage period underscores the significance of considering not only the initial purchase cost but also the long-term value and durability of the phone. The user's experience of value for money is further nuanced by factors like the phone's lifespan, maintenance costs, and the initial purchase cost. A longer lifespan may justify a higher initial cost, while lower maintenance costs contribute to the overall perceived value. Hence, a comprehensive understanding of these intricacies is essential for businesses to formulate pricing strategies that align with customer expectations and enhance market competitiveness in the dynamic mobile phone industry.

2.3 Product Quality

Product quality refers to the sum of characteristics and features that meet specific and potential requirements. Customers may have different attitudes toward the quality attributes of a product (Archak et al., 2011; Zhang et al., 2018). Huntley (2006) focused on four IT service quality characteristics—technical, social, economic, and partnership—and demonstrated that these quality attributes have varying effects on customer purchase decisions. Dodds (1991) and other scholars found in their research that customer perceptions of a brand's product quality significantly influence purchase desires. Moreover, purchase desires subsequently impact brand loyalty. The lower the customer's desire to purchase a brand, the lower the loyalty to that brand. Consequently, the perception of brand quality plays a crucial role in connecting purchase desires to brand loyalty.

Anu Kanwar (2022) study findings, the main goal of any enterprise is to maintain the trust of consumers, and improve the competitiveness of enterprises by improving their perception of the expected quality of products, so as to improve the competitiveness of enterprises.

2.4 Service and After-sales Service

Effective pre-sale, in-sale, and after-sales services play a crucial role in enhancing customer satisfaction and brand image. Lyu, Lim, and Choi (2016) discovered that every facet of the customer service experience significantly impacts customer satisfaction, supporting the assertion by Wilson, Zeithaml, Bitner, and Gremler (1996) that a focus on service quality is a key determinant of customer satisfaction success. Satisfaction, deemed a critical phenomenon, signifies that performance and additional services align

with customer expectations. As outlined by Christian Grönroos(1996) customer satisfaction not only fosters loyalty among existing customers but also stimulates word-of-mouth referrals, attracting new customers through the positive experiences of satisfied customers.

Kan Li Juan's (2008) study on mobile phone brand customer loyalty emphasizes that service quality is a pivotal factor influencing customer brand loyalty. The dimensions of service quality inspection encompass sales staff attitude, service convenience, environmental facilities, and technical support. It is noted that each of these aspects significantly contributes to the formation of customer loyalty. Zhu Hui's (2014) research delves into the impact of after-sales service on customer loyalty, examining factors such as the duration of electronic product after-sales service warranty, the provision of free warranties, after-sales service charges, the efficiency of after-sales service, and the completeness of after-sales service channels. The study concludes that the quality of after-sales service has a positive influence on customer loyalty.

2.5 Data Privacy and Protection

Malhotra et al. (2004) demonstrate that the privacy of Internet users hinges on three factors: their concerns about data collection, the control users perceive over this collection, and how they gauge the importance of understanding data collection. The higher users' concerns are regarding these three factors, the more pronounced their privacy issues become.

In today's digital age, data has evolved into a valuable resource, and safeguarding data privacy is an increasingly crucial task. For mobile phone enterprises, ensuring data privacy has become an indispensable undertaking. A study on in-app ads (Sutanto et al., 2013) suggests that the more data apps collect to tailor ads to specific needs, the greater the privacy concerns among consumers.

2.6 User experience

User experience is a design approach that places user needs at the forefront, shaping the entire design process from the initial stages of development onwards. It is a holistic method centered on creating products that not only meet functional requirements but also cater to the emotional, perceptual, and behavioral dimensions of users. In essence, user experience goes beyond mere usability, aiming to provide a comprehensive and satisfying interaction for users. As consumers make choices about products, the multidimensional nature of these decisions encompasses emotional responses, perceptions, and behaviors. Designers, recognizing this complexity, actively seek to understand and address these facets throughout the design process, as elucidated by Chuang et al. (2001). This user-centric philosophy ensures that the resulting products align closely with user expectations and preferences, fostering a positive and enriching user experience.

Sam'un Jaja Raharja (2024) indicates that, perceived value emotionally provided the highest feeling level, which emphasized both positive and negative characteristics. The results show that cooperative value was rated as "good" and significantly affected members' satisfaction and loyalty.

Drawing upon a literature review, the conceptual framework depicted in the figure 1 below was developed.

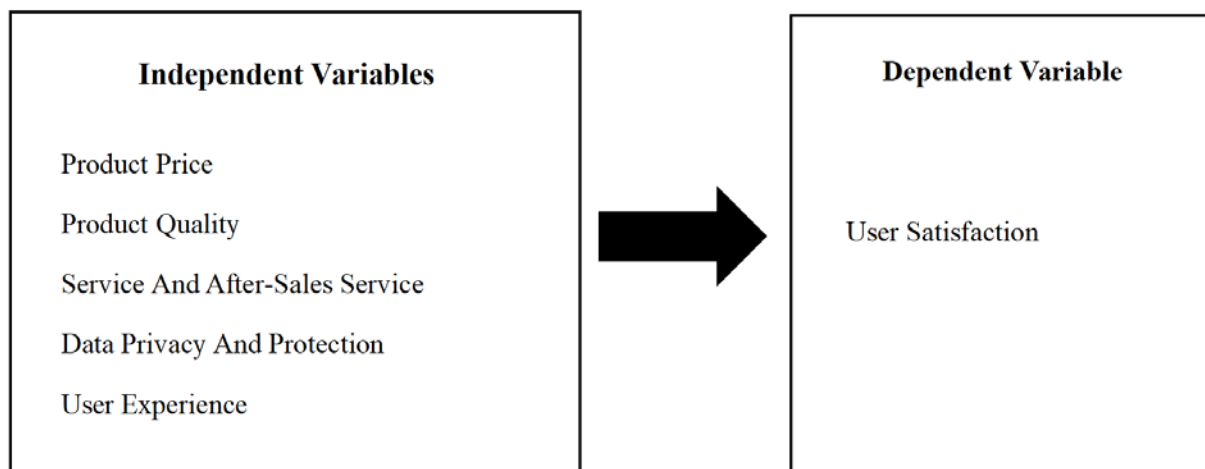


Figure 1. Conceptual Framework

In conclusion, five hypotheses are proposed as follows:

H1: Product price has a significant influence on user satisfaction with Huawei phones.

H2: Product quality has a significant influence on user satisfaction with Huawei mobile phones.

H3: Service and after-sales service have a significant influence on user satisfaction with Huawei mobile phones.

H4: Data privacy and protection have a significant influence on user satisfaction with Huawei phones.

H5: User experience has a significant influence on user satisfaction with Huawei phones.

3. METHODOLOGY

3.1 Population and Sample

This research focuses on customers currently using Huawei phones as their primary mobile devices. The target population comprises individuals within this customer segment, recognizing the broader and potentially unknown extent of Huawei phone users.

Sample Size Determination: To ensure statistical precision and confidence in our research outcomes, the calculation of the required sample size is rooted in a 95% confidence level ($Z = 1.96$) and a margin of error of $\pm 5\%$. The formula employed for sample size determination is expressed as:

This calculation results in a minimum required sample size of approximately 385 customers. Acknowledging the potential variability in the size of the overall Huawei phone user population, the research aims to collect data from a minimum of 385 customers. This approach ensures the establishment of a robust foundation for statistical reliability within the broader, potentially unknown population of Huawei phone users.

3.2 Variables

This study incorporates five independent variables: product price, product quality, service and after-sales service, data privacy and protection, and user experience. The dependent variable analyzed in this study is user satisfaction. Based on relevant theories, concepts, literature, and previous studies, a comprehensive variable scale is carefully extracted and established.

3.2.1 Independent Variables

In this research, there are five independent variables as follows:

1. **Product Prices:** This variable involves different pricing for Huawei's mobile phone line to accommodate various user budgets.

2. **Product Quality:** This variable is defined by users' perceptions and experiences across key dimensions.

3. **Service and After-sales Support:** This variable is defined by users' assessments of various service-related aspects, including the excellent after-sales support provided by Huawei for its mobile phones and the quality of customer service experienced when buying Huawei mobile phones, among other factors.

4. **Data Privacy and Protection:** This variable encompasses a sense of security experienced while using a Huawei phone, the belief in Huawei phones having a comparative advantage in user privacy protection, and confidence that Huawei prioritizes and ensures the privacy of user data.

5. **User Experience:** This variable is defined by the subjective evaluation of various aspects, including the functionality of the Huawei phone, camera quality, speed, and responsiveness.

3.2.2 Dependent Variable

The dependent variable is “user satisfaction” representing the study's ultimate conclusion. It signifies a positive user response to Huawei phones, gauging their overall satisfaction and future intentions.

3.3 Research Instrument

The survey instrument, featuring a 5-point Likert scale, serves as an adept tool for data collection, efficiently capturing a substantial volume of information. Its utility extends to the facile dissemination of comprehensive data to numerous respondents, with the added benefit of enabling anonymous responses. Anonymity fosters a conducive environment for respondents to furnish candid answers, particularly when addressing sensitive topics, thereby mitigating the potential influence of social expectations and stressors. Adhering to stringent research standards, the questionnaire underwent meticulous reliability and validity assessments. The criteria for these tests were met with the attainment of a Cronbach's alpha exceeding 0.7 and an Item Objective Congruence (IOC) surpassing 0.5 for all items associated with each variable. The utilization of the 5-point Likert scale in quantitative inquiries furnishes numerical data, affording researchers the opportunity to analyze and quantify opinions, attitudes, and behaviors. These data can be subject to rigorous statistical analyses, yielding nuanced insights. The questionnaire's accessibility facilitates the acquisition of diverse samples, conducive to the execution of cross-sectional studies or the comparative examination of distinctions among varied groups.

3.4 Data Collection

The data collection for this study utilizes the "Questionnaire Star" platform to facilitate prompt, efficient, and convenient questionnaire distribution and data collection. Employing this platform for questionnaire collection proves to be a reliable and effective survey method for gathering information from Huawei mobile phone users.

3.5 Data Analysis

Questionnaires, combined with statistical analysis—especially multiple regression analysis—serve to examine the relationships between independent variables (product price, product quality, service and after-sales service, data privacy and protection, user experience) and dependent variables (user satisfaction). Multiple regression analysis quantifies the strength and direction of these relationships, enabling a comprehensive analysis of factors influencing Huawei phone user satisfaction.

4. RESULTS

Table 1: Demographic Information

Demographic	Number	Percent
Gender		
Male	236	61.3
Female	149	38.7
Age		
Under 18 years old	17	4.4
18-25 years old	160	41.6
26-35 years old	34	8.8
36-45 years old	37	9.6
46-60 years old	129	33.5
61 years old or older	8	2.1
Education		
High School or lower	104	27.0
Vocational School	76	19.7
Bachelor's degree	160	41.6
Master's degree	25	6.5
Doctor's degree	20	5.2
Monthly income		
Less than or equal to 2,000 yuan	121	31.4
2,001-4,000 yuan	76	19.7
4,001-6,000 yuan	76	19.7
6,001-8,000 yuan	62	16.1
8,001-10,000yuan	17	4.4
More than 10,000yuan	33	8.7

Table 1 illustrates that the study sample, comprising 385 customers, presents a balanced representation of gender, with 61.3% being male and 38.7% female. Regarding age distribution, 17 customers were under 18 years old, and the majority fell within the age range of 18-25 years (41.6%), followed by 46-60 years (33.5%), 36-45 years (9.6%), 26-35 years (8.8%), and 60 years or older (2.1%). In terms of education, diverse ranges

were observed, with 27.0% holding a high school degree or lower, 19.7% having completed vocational school, 41.6% possessing a bachelor's degree, 6.5% a master's degree, and 5.1% a doctorate. Regarding monthly income, 31.4% of customers earn less than or equal to 2,000 yuan, with an equal percentage falling within the brackets of 2,001-4,000 yuan and 4,001-6,000 yuan (19.7% each). Those earning 6,001-8,000 yuan constitute 16.1%, while 4.4% fall within the range of 8,001-10,000 yuan, and 8.7% report an income exceeding 10,000 yuan.

Table 2: Mean and Standard Deviation (S.D.) for Each Variable

Variable	Mean	S.D.	Level
User Satisfaction	4.220	.720	Highest
Product Quality	4.403	.593	Highest
Product Price	4.111	.741	High
Data privacy and protection	4.315	.702	Highest
Service and after-sales service	4.292	.683	Highest
User Experience	4.270	.648	Highest

Table 2 provides an overview of the mean and standard deviation for each variable investigated in the study. Utilizing a Likert scale to gauge respondents' perspectives, the table reveals valuable insights into the assessed variables. The survey results indicate that respondents, on average, expressed the highest level of satisfaction in the areas of customer satisfaction, product quality, data privacy and protection, service and after-sales service, and user experience. The mean scores further suggest a high level for product price. These findings contribute to a comprehensive understanding of respondents' sentiments, offering valuable insights for the study.

Table 3: Multiple Linear Regression Results

Variable	B	Beta	t	p-value	VIF
Constant	-0.011		-0.047	0.963	
Product Quality	-0.058	-0.048	-0.658	0.512	3.382
Product Price	0.336	0.346	4.325	0.000**	4.083
Data privacy and protection	0.026	0.025	0.365	0.716	3.038
Service and after-sales service	0.176	0.168	2.070	0.040*	4.180
User Experience	0.524	0.472	6.622	0.000**	3.243

R-square = 0.795; F=101.405; Sig=.000**

*p<.05 ; **p<.01

Table 3 illustrates the results derived from multiple linear regression analyses, providing insights into the influence of independent variables on the dependent variable. Notably, both product price and user experience exhibit significant positive effects on the dependent variable ($p = 0.000$), implying that enhancements in these factors correspond to an increased outcome. In contrast, product quality and data privacy and protection reveal non-significant positive correlations ($p = 0.512$ and $p = 0.716$, respectively). Additionally, service and after-sales service demonstrate a significant positive effect on the dependent variable ($p = 0.040$). The variance inflation factor (VIF)

values fall within an acceptable range, indicating the absence of multicollinearity. With an R-squared value of 0.795, these collective findings shed light on the principal determinants influencing the dependent variable.

5. CONCLUSION

This study delved into the intricacies of user satisfaction with Huawei mobile phones by examining various factors, including product quality, product price, data privacy and protection, service, and user experience. Through the utilization of multiple linear regression analysis, a nuanced understanding of the relationships between these independent variables and the dependent variable, user satisfaction, was achieved.

The findings revealed several noteworthy insights. Firstly, product price and user experience emerged as significant influencers of user satisfaction. This underscores the importance of competitive pricing strategies and the continual enhancement of user interfaces and overall user experience to maintain high levels of satisfaction among Huawei mobile phone users.

Conversely, while product quality and data privacy and protection exhibited negative and positive correlations with user satisfaction respectively, these relationships were not found to be statistically significant. Further exploration into these factors may be warranted to understand their full impact on user satisfaction more comprehensively.

Interestingly, service and after-sales service emerged as notable contributors to user satisfaction. This highlights the critical role of robust customer service strategies in fostering positive user experiences and ultimately enhancing overall satisfaction with Huawei mobile phones.

In conclusion, the findings of this study shed light on the multifaceted nature of user satisfaction with Huawei mobile phones. While certain factors such as product price and user experience wield significant influence, others such as product quality and data privacy and protection warrant further investigation. Moreover, the importance of service and after-sales service in shaping user satisfaction underscores the holistic approach required to meet and exceed user expectations in the dynamic smartphone market.

6. DISCUSSION

In the examination of product pricing, it is essential to underscore the significance of user perceptions concerning the equilibrium between Huawei phone performance and pricing, a determinant that significantly influences user satisfaction. A requisite focus should be directed towards the scrutiny of Huawei's promotional and discount strategies during sales, with a critical evaluation of their impact on users' purchasing decisions and subsequent satisfaction. The assessment of whether users perceive these strategies as augmenting the cost-performance ratio of the product is pivotal. To better accommodate user needs and enhance the cost-effectiveness of products, strategic adjustments to pricing tailored to diverse markets are imperative. This, in turn, directly shapes users' purchasing decisions. While Huawei has sustained its competitive edge through continuous technological innovations, there exists a future consideration for effectively communicating these innovations to enhance users' perception of the product's value relative to its price.

Concerning product quality, user surveys reveal a commendable level of satisfaction with Huawei's product quality and performance. This positive evaluation is attributable to Huawei's unwavering commitment to technological research and development. However, prudence dictates the recognition that satisfaction with product performance and quality may exhibit variations across different product lines, thereby offering valuable insights and precautions for subsequent product development initiatives.

Within the domain of service and after-sales service, a predominant majority of users express satisfaction with Huawei's service, after-sales service, and technical support, underscoring the success of Huawei's customer service engagement. Nevertheless, an opportunity for improvement exists through the optimization of after-sales service, augmentation of the overall customer experience, and enhancement of efficiency in post-purchase support processes.

Data privacy and protection emerge as pivotal elements in user satisfaction, with survey results reflecting positive perceptions of Huawei's endeavors in privacy protection. However, in the dynamic landscape of evolving user needs and technological advancements, Huawei must remain vigilant in continuously addressing user privacy concerns and adapting product privacy security measures to meet evolving expectations.

For the practical implications of the findings for managerial practices, Huawei can look to successful case studies within the industry to inform its strategic adjustments to pricing tailored to diverse markets. By examining how other smartphone manufacturers have adapted pricing strategies based on regional market demands and consumer preferences, Huawei can gain actionable insights. Additionally, Huawei can effectively communicated technological innovations to enhance users' perception of product value relative to price can provide practical guidance for future marketing initiatives. Similarly, Huawei can optimize after-sales service or addressed user privacy concerns in response to feedback can illustrate the application of our study's findings.

Future research in the domain of user satisfaction with smartphone brands could pursue various avenues to deepen understanding and contribute to the field. Longitudinal studies tracking changes in user satisfaction over time could reveal evolving consumer preferences and market trends, while comparative analyses across multiple smartphone brands might elucidate relative strengths and weaknesses. Qualitative inquiries, such as in-depth interviews or focus groups, could uncover the underlying reasons behind user satisfaction or dissatisfaction, shedding light on aspects like product design, customer service, or brand reputation. Furthermore, investigating the impact of emerging technologies like augmented reality (AR) or artificial intelligence (AI) on user satisfaction could offer insights into future smartphone development and marketing strategies. Additionally, cross-cultural studies might explore how user satisfaction with smartphone brands varies across different cultural contexts, informing more tailored marketing approaches and product offerings. By addressing these research avenues, scholars can enrich the understanding of user satisfaction with smartphone brands, providing valuable insights for industry practitioners seeking to enhance customer experiences and drive market success.

ACKNOWLEDGEMENT

The authors express gratitude to the study participants for their invaluable contributions to this research. Special thanks are extended to the KMITL Business School for its unwavering support throughout the study. The authors thank the anonymous referees for their helpful comments.

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