Repurchase Intention Model of Generation Z Smartphone Products: Analysis of Brand Identity and Brand Love as Predictors

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Abstract

This study aims to analyze the influence of brand identity and brand love on the repurchase intention of smartphone products among Generation Z. This study uses a quantitative method with samples taken using a purposive sampling technique with a targeted number of respondents of around 200 people. By collecting survey data from Generation Z, which uses various smartphone brands, this study uses statistical analysis with SPSS to test the relationship between brand identity, brand love, and repurchase intention. The study's results indicate that brand identity and brand love significantly positively influence consumer intention to repurchase the same smartphone product. The implications of this study provide important insights for marketers in building more effective marketing strategies for the Generation Z target market. Marketers need to strengthen brand identity through elements relevant to consumer values and lifestyles and create deep emotional connections to build brand love. Thus, smartphone companies can increase consumer loyalty and repurchase intentions, which is essential in this highly competitive market.

Keywords: Brand Identity, Brand Love, Repurchase Intention, Generation Z

INTRODUCTION

In today's highly dynamic marketing world, customer retention is one of the primary keys to business success, especially in a competitive technology industry like

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smartphones (Na et al., 2023);(Halim et al., 2021). Generation Z is emerging as an increasingly important market among many demographic groups. This generation, born between the mid-1990s and early 2010s, is a generation that grew up with digital technology and is highly dependent on technological devices such as smartphones (Sudirjo et al., 2023);(Halim et al., 2020). As the needs and preferences of these young consumers evolve, smartphone companies must find ways to maintain customer loyalty. One relevant strategy in this context is understanding the factors influencing repurchase intention (Sudirman et al., 2020);(Wong, 2019);(Sudirman et al., 2021).

Repurchase intention is a marketing concept that reflects a customer's desire to repurchase the same product or service in the future (Suetrong et al., 2018);(Ashfaq et al., 2019). In the context of smartphone products, repurchase intention indicates how likely a consumer will purchase the same brand when upgrading or replacing their device (Goh et al., 2016);(Wardhana & Susilawaty, 2021). This study focuses on understanding the main factors influencing Generation Z consumers' intention to repurchase smartphone products. Given the specific characteristics of Generation Z, several factors are thought to have a strong influence, including brand identity and brand love (Efendi et al., 2023);(Hasan et al., 2021). Brand identity refers to how consumers perceive a brand, while brand love refers to the emotional bond between consumers and the brand.

Brand identity is essential because it reflects the image and values a brand wants to convey to consumers (Muhonen et al., 2017). A strong brand can create a consistent brand identity in line with the expectations and values of its consumers, which can ultimately drive loyalty (Torres et al., 2017);(Sääksjärvi & Samiee, 2011). For Generation Z, brand identity is often more than product features; they choose brands that fit their personality and outlook. In other words, they want products that reflect who they are (Acar et al., 2024). In this context, brand identity is important to attract consumers' initial attention, maintain loyalty, and drive repurchase intention (Alvarado-Karste & Guzmán, 2020);(Rezaeian & Asgari, 2021).

On the other hand, brand love is a deeper emotional component and plays a significant role in the long-term relationship between brands and consumers (Giovandhi & Adlina, 2023);(Walter, 2024). Brand love refers to the consumer's affection or love for a particular brand (Cristina Otero Gómez & Giraldo Pérez, 2018). When consumers feel emotionally connected to a brand, they tend to be more loyal and willing to repurchase products from that brand (Ding et al., 2022). For Generation Z, this emotional bond can be strengthened through satisfying user experiences, meaningful interactions with the

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brand, and an authentic approach to marketing communications (Na et al., 2023);(Khan et al., 2021). Brand love can create stronger loyalty than customer satisfaction, making it a potential predictor of repurchase intention (Safitri & Albari, 2024);(Prasidha et al., 2024).

This study aims to analyze the role of brand identity and brand love in shaping the repurchase intention of Generation Z consumers toward smartphone products. Generation Z has unique characteristics, both in terms of product preferences and the way they interact with brands. They tend to be critical, very digital-savvy, and interested in brands that reflect their identity. Thus, understanding how brand identity and love play a role in shaping repurchase intentions will be very relevant for companies in designing effective marketing strategies. By focusing on Generation Z as the research subject, this study hopes to contribute to academic literature and insights for marketing practitioners. The results of this study are expected to provide practical guidance on how smartphone companies can maximize consumer loyalty through an approach that focuses on strengthening brand identity and brand love.

LITERATURE REVIEW
Brand Identity

Brand identity plays an important role in building a unique position in the market, especially amid increasingly competitive competition (Dias & Kusuma, 2023). Brands with a strong identity will find it easier to differentiate themselves from competitors. A clear and prominent brand identity can make it easier for consumers to recognize and remember it, even among many choices of similar products or services (Brakus et al., 2009);(Wallstrom et al., 2008). When brand identity is built well, consumers associate the brand with values that match their preferences or needs (Pamungkas & Pramesti, 2021). This not only helps attract new consumers but also maintains the loyalty of existing consumers. Thus, brand identity not only functions as a brand marker but also as a guide to consumer expectations. When consumers feel that the brand meets their expectations, loyalty can be built strongly (Haidiani Putri et al., 2022).

In building a brand identity, companies need to understand the audience they want to reach. Each consumer group has different values, needs, and preferences. Therefore, a brand identity must be based on a deep understanding of the target market (Acar et al., 2024). For example, a brand aimed at young people might use casual language, dynamic visuals, and bright colors to attract the attention of this group. In contrast, a brand targeting the professional segment will focus more on a serious, trustworthy, and elegant

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image. Understanding the audience will help companies choose the most appropriate identity elements to create a strong consumer relationship . On the other hand, brand identity also plays a role in building consumer expectations regarding the quality of the products or services offered. Consumers expect a brand known for its premium identity to provide high-quality products and services (Chen, 2019). Likewise, a brand known to be environmentally friendly will attract consumers who care about sustainability.

Brand Love

Brand love includes important marketing elements because brand love can indicate a desire to make repeat purchases of a product, a willingness to pay a higher price, and resistance to negative information or things about a product (Cristina Otero Gómez & Giraldo Pérez, 2018). Brand love has also been shown to correlate positively with brand loyalty and word of mouth (Giovandhi & Adlina, 2023). Furthermore (Khan et al., 2021) , also stated that brand love can better predict loyalty than conventional attitude models that rely on quality. Brand love plays an important role in market dominance, and another brand cannot replace consumer love for a brand. When consumers like a brand, it directly changes the way consumers view the brand itself. Brands that consumers like can generate strong brand loyalty. Brand love influences consumer perspectives and strongly impacts how consumers form their opinions about the brand (Ding et al., 2022).

Brand love is a marketing strategy that seeks to adopt loyal customers and turn them into advocates for the brand (Zhang et al., 2020). To achieve this culture, brands must drive customer satisfaction, value, and marketing relationships. In the marketing literature, the concept of brand love is new. Brand love is a phenomenon experienced by a group of satisfied consumers (Le, 2020). Brand love as a construct describes the affective feelings of a group of satisfied consumers. Brand love is not an empty or inapplicable concept but is very useful for policymakers (Walter, 2024). From a managerial perspective, the study of brand love recommends that marketers who want to increase consumer love for a brand should consider humanizing or personifying their brands.

Repurchase Intention

Repurchase intention is a concept that describes a consumer's desire to repurchase a product or service from the same brand in the future. Repurchase intention reflects a consumer's commitment and loyalty to a brand, often an important indicator of

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a business's long-term success (Giovandhi & Adlina, 2023);(Irwansyah et al., 2021). For companies, repurchase intention signals how much consumers trust the quality and value of the products they offer and how effective their marketing strategies are in building loyalty (Rezaeian & Asgari, 2021). Understanding the factors influencing repurchase intention in an increasingly competitive market can help companies design strategies to retain consumers and expand market share (Ilyas et al., 2020).

Repurchase intention is often formed through consistent positive experiences with a brand's products or services (Ebrahim et al., 2016). When consumers are satisfied with their purchased products, they are more likely to repurchase the same product or trust the brand for their future needs (Jasin, 2022). This satisfying experience includes various aspects, such as product quality, customer service, ease of purchase, and product durability. Consumers who feel that the product meets or exceeds their expectations will positively perceive the brand, increasing the likelihood of repeat purchases (Acar et al., 2024).

The Influence of Brand Identity on Repurchase Intention

Research on the influence of brand identity on repurchase intention has been widely conducted, considering the importance of this factor in building customer loyalty. A strong brand identity has been shown to significantly impact repurchase intention because it reflects the personality and values that the brand wants to convey to its consumers (Rezaeian & Asgari, 2021). Several studies have shown that when consumers feel connected to a brand identity that matches their values and identity, their tendency to repurchase the product is higher (Dias & Kusuma, 2023);(Rezaeian & Asgari, 2021). A consistent brand identity, such as visual elements, brand voice, or experiences delivered through products and services, strengthens consumer trust and engagement, increasing their desire to continue choosing the brand.

Another study by (Torres et al., 2017);(Acar et al., 2024), also found that effective brand identity can influence positive perceptions of product quality, increasing consumer repurchase intentions. In some cases, brand identity becomes a key differentiating factor in a competitive market, where consumers have many choices of similar products. When a brand can build an authentic and relevant identity, consumers will be more loyal and motivated to repurchase, even when other options may be more economical or easily accessible. This shows that brand identity is important in attracting consumers' initial attention and maintaining long-term relationships that support loyalty through repurchase

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intentions. Therefore, based on the results of previous studies, the following hypothesis was developed:

H1: Brand identity influences repurchase intention

The Influence of Brand Love on Repurchase Intention

Previous research has shown that brand love plays a significant role in driving repurchase intention. Brand love reflects a strong emotional attachment between consumers and a brand, which often goes deeper than just product satisfaction. Consumers who experience brand love typically have intense positive feelings, which make them more likely to stay loyal to the brand and make repeat purchases (Cristina Otero Gómez & Giraldo Pérez, 2018). Several studies have shown that when consumers feel "in love" with a brand, they exhibit strong loyalty behaviors, including a willingness to repurchase products from that brand even when other options are available (Suetrong et al., 2018);(Kennedy et al., 2024).

Brand love is a more sustainable influence in maintaining consumer and brand relationships. Previous studies by (Cristina Otero Gómez & Giraldo Pérez, 2018);(Ding et al., 2022), have shown that when a brand succeeds in creating brand love, consumers will be more tolerant of minor weaknesses that may arise, such as price changes or minor discrepancies in the product. The emotional attachment formed through brand love makes consumers more patient and loyal and tends to recommend the brand to others. Thus, brand love plays a major role in increasing repurchase intention because it forms a deep emotional bond, leading consumers to repurchase and maintaining loyalty amidst market competition. Therefore, based on the results of previous studies, a hypothesis was developed:

H2: Brand love influences repurchase intention

RESEARCH METHODS

This study uses a quantitative method with a survey approach to test the effect of brand identity and brand love on the repurchase intention of smartphone products among Generation Z. Data were collected through an online questionnaire distributed to respondents who met the criteria, namely Generation Z who had purchased and used a particular smartphone in the past year. This questionnaire was designed using a 5-point Likert scale to measure respondents' perceptions of the research variables: brand identity, brand love, and repurchase intention. This method aims to collect data that can

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be measured statistically so that the results can describe the relationship and influence between the variables studied.

The population of this study is Generation Z in Indonesia, which actively uses smartphones. The sample was taken using a purposive sampling technique with a targeted number of respondents of around 200 people to achieve representative results. The collected data were analyzed using SPSS software, with a multiple linear regression test method, to see the effect of brand identity and brand love on repurchase intention. Validity and reliability tests were also conducted to ensure the measurement instruments met the eligibility standards. Furthermore, the measurement of research variable indicators is summarized in the variable operational definition table, which can be explained in Table 1:

Table 1. Operational Definition of Research Variables

Variable	Code	Items	Adapted From
Brand Identity	BI1	Brand Personality	(Gurmani et al., 2021);(Yang et al., 2020)
	BI2	Brand Culture	
	BI3	Brand Positioning	
	BI4	Brand Relationships	
Brand Love	BL1	Passion Driven Behavior	(Wang et al., 2022);(Che et al., 2021)
	BL2	Self-Brand Integration	
	BL3	Positive Emotional Connection	
	BL4	Attitude Strength	
	BL5	Long-Term Relationship Orientation	
Repurchase Intention	RI1	Product Quality Perception	(Wang et al., 2022);(Che et al., 2021)
	RI2	Innovation Expectation	
	RI3	Brand Loyalty	
	RI4	Perceived Value for Money	
	RI5	Intent to Recommend	

RESULT

Table 2. Profile of Respondents

Categories	Details	Amount	Percentage (%)
Gender	Men	110	55

	Woman	90	45
Level of Education	High school	125	62.5
	Bachelor	65	32.5
	Masters	10	5
Revenue (in millions)	< 1	123	61.5
	1-3	57	28.5
	> 3	20	10
Smartphone Brands	Vivo	67	33.5
	Oppo	53	26.5
	Samsung	30	15
	Xiaomi	20	10
	Other brands	30	15

The demographics of respondents in this study showed a varied distribution based on gender, education level, income, and smartphone brand used. In terms of gender, most respondents were male (55%), with the other 45% of respondents being female. Regarding education level, most respondents were high school graduates (62.5%), followed by those with a bachelor's degree (32.5%), and only 5% had a master's degree. This reflects that most respondents are still in the secondary to tertiary education stage. Regarding income, most respondents have a monthly income of less than 1 million rupiahs (61.5%), while 28.5% have an income between 1 and 3 million rupiahs, and only 10% have an income of more than 3 million. Regarding the smartphone brand used, the majority of respondents use the Vivo brand (33.5%), followed by Oppo (26.5%), Samsung (15%), Xiaomi (10%), and other brands (15%). This data provides an overview of the diverse demographic profile, which can influence their attitudes and perceptions towards brand identity and brand love for smartphone products.

Validity and Reliability Test

Validity Testing assesses the accuracy or precision of a measuring instrument in measuring what is to be measured. In simpler terms, validity testing aims to evaluate whether a set of measuring instruments effectively measures what it is supposed to measure.

Table 3. Validity Test Results

Variables	Corrected items - Total correlation	N of Items	Test results
Brand Identity	0.854	12	Valid

| Brand Love | 0.845 | 15 | Valid |
| Repurchase Intention | 0.787 | 15 | Valid |

Based on the validity test of Table 3 above, it is concluded that all indicators in the study have a value above 0.30, and the measurement items used in this research are valid(Ghozali, 2016). Next, a reliability experiment is carried out to measure the measurement items on the questionnaire items that describe the indicators of the variables.

Table 4. Reliability Test Results

Variables	*Cronbach's Alpha*	N of Items	Test results
Brand Identity	0.859	12	Reliable
Brand Love	0.834	15	Reliable
Repurchase Intention	0.867	15	Reliable

The results of the experiment's reliability shown in Table 4 above prove that all indicators have a Cronbach alpha value for each instrument > 0.60, so it can be concluded that all the instruments used are reliable(Ghozali, 2016).

Multiple Regression Test

Table 5. Linear Regression Results

Model		Unstandardized Coefficients		t-count	Sig.
		B	std.Error		
1	(Constant)	**10,954**	3,008	3,642	,000
	Brand Identity	**,557**	,113	**4,920**	**,000**
	Brand Love	**,375**	,072	**5,178**	**,000**

The equation model is obtained from the multiple linear regression above = 10.954 + 0.557X1 + 0.375X2, meaning that brand identity and love positively affect repurchase intention. Based on these equations, it can be explained as follows:

1. The constant value of 10.954 can be interpreted if the variables of brand identity and brand love are considered zero, then the value of the repurchase intention will be 10.954.
2. The value of the beta coefficient on the brand identity variable is 0.557, which means that every change in the brand identity variable by one unit will result in a

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change in the human repurchase intention. of 0.557 units with the assumption that the other variables are at a constant value.

3. The value of the beta coefficient on the brand love variable is 0.375, which means that every change in the brand love variable by one unit will result in a change in the human repurchase intention. of 0.375 units with the assumption that the other variables are at a constant value.

Simultaneous and Partial Hypothesis Testing

Experiment F is used to examine the variable binding simultaneously. Simultaneous hypothesis testing analyzes whether brand identity and brand love variables can influence repurchase intention.

Table 6.Simultaneous Test Results

Model	Sum of Squares	df	F	Sig.
Regression	6156,667	2	**161,779**	,000b
Residual	3748,513	197		
Total	9905,180	199		

Based on the results of the simultaneous test analysis in Table 6, the F-count value is 161.779 > from F-table with (0.05; 2 vs. 198) of 3.04 or with a significant $0.000 \leq 0.05$ can be brand identity and brand love significantly influences repurchase intention simultaneously. Subsequently, a partial test was conducted to partially analyze the effect of brand identity and brand love on repurchase intention. Based on the results of data analysis in Table 5, the results of the t-test in this study are as follows:

1. Brand identity has a significant level of $0.000 \leq 0.05$, meaning that brand identity has a significant effect on repurchase intention.
2. Brand love has a significant level of $0.000 \leq 0.05$, meaning that brand love significantly affects repurchase intention.

Coefficient of Determination Test

The coefficient of determination measures how far a model can explain the variation of the dependent variable. The results of the determination test in this study can be explained in Table 7:

Table 7. Correlation and Determination Coefficient

Model	R	R Square	Adjusted R Square	Std. An error in the Estimate
1	,788a	,622	,618	4,362

Based on the results of the data analysis in Table 7 above, the correlation test results show 0.788, showing a strong relationship between brand identity and brand love and repurchase intention. Next, the coefficient of determination value is 0.622, which means that the level of repurchase intention of 62.2% can be explained by the relationship between brand identity and brand love, while other factors can explain the remaining 37.8%, not discussed in this study.

DISCUSSION

Based on the data analysis developed in the first hypothesis shows a positive and significant influence between brand identity and repurchase intention. These results prove that brand identity creates a solid emotional and perceptual connection between consumers and the brand. Generation Z prefers brands that reflect their values, lifestyle, and aspirations. When a brand's brand identity matches their preferences and personality, consumers feel more connected to the brand. Elements such as logos, product designs, brand messages, and consistent user experiences strengthen this bond, making them more likely to make repeat purchases. A strong brand identity provides a sense of trust, makes it easier for consumers to remember the brand, and creates a positive image that increases loyalty.

In addition, a clear and consistent brand identity builds a better perception of quality, which also influences repurchase intention. For Generation Z, which is highly connected to technology and information, brands with a strong and innovative identity are often seen as more reliable and relevant to their needs. When brand identity reflects quality, innovation, and value that align with their expectations, they are more confident in choosing products from the same brand again in the future. Thus, a strong brand identity increases brand recognition, strengthens purchasing decisions, and increases the likelihood of repurchase intention on smartphone products.

The results of the data analysis developed in the second hypothesis show a positive and significant influence between brand love and repurchase intention. These

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results confirm that the emotional attachment between consumers and the brand can encourage someone to make repeat purchases. When consumers feel a sense of love for a brand, they are satisfied with the product and have a deep feeling of affection. Generation Z, known to be very connected to the digital world and social media, is likelier to share their positive experiences about the brands they love through personal recommendations or posts on online platforms. This love for the brand strengthens loyalty, directly influencing their decision to repurchase the same product.

In addition, brand love creates a sense of ownership and identity connected to the brand. Generation Z often seeks products that reflect who they are and what they believe in, so brands that build a solid emotional connection will be more easily chosen again. Consumers who love a particular brand will be more tolerant of minor flaws in the product and are more ready to choose products from that brand even though there are other options. This makes brand love a strong predictor of repurchase intention, as this emotional attachment plays a significant role in maintaining a long-term relationship between consumers and brands.

CONCLUSION, IMPLICATION, AND SUGGESTION

The conclusion of this study shows that brand identity and brand love have a positive and significant influence on the repurchase intention of smartphone products among Generation Z. The results of the study indicate that a strong brand identity can increase consumer perceptions of product quality and reliability, which in turn encourages repurchase intentions. On the other hand, brand love built from consumers' emotional attachment to the brand also significantly impacts increasing loyalty and the desire to buy the same product in the future. These two variables are important in creating long-term relationships between brands and consumers.

The implications of this study for smartphone marketers are the importance of building a brand identity consistent and relevant to the values held by Generation Z. In addition, building brand love through satisfying and personal consumer experiences can strengthen emotional relationships with brands. Marketers need to create authentic brand communications, optimize the use of social media, and ensure that the products offered align with consumer expectations in terms of quality and design. Brands combining both a strong brand identity and brand love will be more successful in attracting and maintaining consumer loyalty, especially in the highly competitive smartphone market.

Suggestions for further research are to explore other factors that may influence repurchase intention, such as price, promotion, and after-sales service. Further research can also expand the sample by involving consumers from more diverse age groups or from international markets to see whether the results obtained in this study apply in a broader context. In addition, researchers can explore more deeply into other variables that may strengthen brand love, such as the role of influencers or user experience in shaping brand perceptions, to provide a more comprehensive picture of smartphone product purchasing behavior among Generation Z.

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