

Gen Z Switching Behaviour in Indonesia Smartphone Industry

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ABSTRACT

Smartphone companies are rapidly launching their products by introducing its new features and technologies to maintain their market. However, this condition drive consumers, especially Gen Z, to change their smartphone, moreover switch their smartphone brand frequently. In the 2020s, Indonesia predicted have bonus demography for the Gen Z. This momentum can make smartphone producers get more market in Indonesia, nevertheless, different way to approach Gen Z needed to gain their intention by understanding their characteristics. Smartphone companies must take this advantage to grab Gen Z by adapt Gen Z's behaviour to have them nor Gen Z will freely switch their smartphone brand frequently. Therefore, this study focus to explore the tendency of Gen Z in switching its smartphone brand. Gen Z characteristic that product-centric and widely open to new technologies drive them to tend to buy a smartphone based on the specification instead of the brand itself. Product consumption values comprise of functional value, emotional value, social value, and epistemic value assigned to evaluate the product-centric characteristic of Gen Z toward their commitment and brand switching behaviour of the smartphone. Furthermore, satisfaction assigned to evaluate the post-purchase perceived value of their current smartphone and its effect toward commitment and brand switching behaviour. Researchers designed this study to observed two problems; (1) How strong these variable can prevent Gen Z possibility to switch their smartphone brand in the future? (2) Do their smartphone proper to respond the emergence of Gen Z?

Keywords: Gen Z, Smartphone, Switching Behaviour