Chapter 19
Mobile Device Brand Loyalty of Youth: Perceived Value vs. Cybersecurity Choices

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ABSTRACT
Cybersecurity and security mechanisms of mobile device play an important part in product development, but are not often a top priority when customers select their favorite brand. A key factor that has been ignored as a result of the rapid pace of the market is that of youth brand loyalty. Brand loyalty remains one of the key factors in global markets that determine core consumers and security concerns feature became less important. This chapter aims to ascertain the key factors of brand loyalty and measure what consumers base their decision on whilst selecting a brand. The chapter will look at social value, emotional value, functional value, involvement, and perceived value of the consumer to the brand. Based on quantitative results, a conclusion will be drawn on what the key factors of brand loyalty are. Recommendations will be made on how mobile brand companies can use these KSFs when developing new products in order to procure more loyal consumers, as well as to increase awareness of the importance of the security features of the device when making a choice to purchase a brand.

INTRODUCTION
Mobile device brand loyalty is an important factor in decisions made by young people in choosing between perceived value received and cybersecurity (Peters, 2017). This chapter gives an account of a study that sought to evaluate pertinent factors relating to brand loyalty among young people in regard to the mobile industry and related issues of cybersecurity aspects.

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With the advent of the fourth industrial revolution, developmental focus is on integration of physical
and cyber systems (Bloem et al., 2014). This has had a ripple effect on the mobile industry, with the
demise of many mobile brands. The study described here focused on young consumers, since they are
major consumers and will continue to be the in years to come. There are also a number of implications
for education of young people to encourage responsible use of mobile devices and responsible choices
in selecting a brand to purchase (Xing & Marwala, 2017).

This chapter explores five research objectives in regard to brand loyalty and cybersecurity: 1) to
determine the extent to which students are involved with a mobile device and how this leads to brand
loyalty; 2) to establish the influence of perceived value on students’ brand loyalty; 3) to explore the extent
to which functional value engenders brand loyalty among young people; 4) to determine the influence
of emotional value on young people’s brand loyalty, and 5) to establish the influence of social value on
young people’s brand loyalty.

The study adds to the body of knowledge in that it considers issues that have hitherto tended to be
overlooked, focusing in particular on the relative significance of brand loyalty issues versus cybersecurity
options on young consumers’ perceptions. It seems evident from the research that cybersecurity matters
are of secondary importance in choice of mobile brand by young consumers and its recommended that
mobile companies launch stronger campaigns to create awareness on the necessity of cybersecurity.

LITERATURE REVIEW

Young People and Brand Loyalty

Korpella (2015) and Xing and Marwala (2017) suggest that young people need training to raise their
level of awareness about the key element of cybersecurity in the fourth industrial revolution. Bada and
Sasse (2014) and Bloem, et al. (2014) found on the other hand that awareness-raising campaigns about
cybersecurity mostly failed to change the security behaviour of consumers.

Giddens and Hofmann (2010) point out that brand loyalty is an endemic issue in today’s markets.
Consumers today have become much more knowledgeable about what they purchase. They now look
at perceived value, functional value, emotional value, social value, brand trust, customer satisfaction,
commitment, product price and quality, brand image, functionality and desirability, and they base their
choice of device on these influencing factors – all of which influence consumer mindset and consumer
loyalty to a specific brand that best fits the consumer’s needs. In the mobile industry more specifically,
major technological advances in recent decades have made it a rigorous and difficult market to compete
in (Gerpott, Rams & Schindler, 2001; Kim & Yoon, 2004; Seo, Ranganathan & Babad, 2008).

Bada and Sasse (2014) identify several reasons why cybersecurity awareness campaigns conducted
by mobile brands might fail:

1. Solutions are not aligned to business risks
2. Neither progress nor value are measured
3. Incorrect assumptions are made about people and their motivations
4. Unrealistic expectations are set
5. The correct skills are not deployed
6. Awareness is just background noise