Factors Influencing the Intention of College Students in Guangdong Province to Continuously Purchase Huawei Mobile Phones

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ABSTRACT

Since Huawei's mobile phones have been sanctioned by the US government, they have lost high-end chips and 5G, and their sales and market competitiveness have continued to decline. In China, there are a large number of higher education students, which contains huge consumption potential. This study aims to explore the factors that influence the willingness of college students in Guangdong Province to continue to purchase Huawei mobile phones. Based on the expectation confirmation theory, we construct a model that affects the willingness of college students in Guangdong Province to continue to purchase Huawei mobile phones. We propose experimental hypotheses and then design a design based on the literature and the characteristics of Huawei mobile phones. After analyzing the questionnaire and scale questions, 450 questionnaires were distributed at Questionnaire Star, and 400 valid questionnaires were finally obtained. Using SPSS to analyze 400 valid questionnaires, we found that the influencing factors include expectation confirmation, perceived usefulness, perceived ease of use, perceived entertainment, and satisfaction. This will help enrich the expectation confirmation theory and provide more for Huawei enterprises. sales strategies and suggestions.

1. Introduction

1.1 Research background

With the continuous advancement of current communication technology, smartphones have to a large extent replaced traditional office, leisure, and entertainment equipment such as computers, televisions, and game consoles, and have become an indispensable item for people to travel. According to the latest data released by the China Bureau of Statistics and the Ministry of Education, the total number of higher education students in China will reach 46.55 million in 2022 (Central People's Government of the People's Republic of China, 2023). This huge group of people has attracted more and more mobile phone manufacturers. are working hard to gain a share of this part of the consumer market (Ma, 2018). Therefore, smartphone manufacturers need to cultivate and build awareness and loyalty of their brands in the minds of college students. In this context, studying the factors that influence college students' intention to continue purchasing mobile phones has certain reference value for understanding college students' consumption behavior and market trends. The mobile phone studied in this article is the leader in China's mobile phone industry: Huawei smartphones. Founded in 1987, Huawei is the world's leading provider of ICT (information and communications) infrastructure and smart terminals (HUAWEI, 2023). After more than 30 years of continuous development, Huawei has become a large-scale international communications product company covering major global operators and consumer terminal products, ranking among the top three in the world. In 2019, the U.S. Department of Commerce placed Huawei and 70 of its subsidiaries on the export control "Entity List" on the grounds of national security. With the suspension of Kirin chip production and the supply of industrial technology factors being restricted, Huawei's consumer business revenue has dropped sharply (Yang Yu, 2021). Currently, in the context of the U.S. sanctions against Huawei and the rapid rise of other Chinese mobile phone brands, there are few scholars who have studied the factors that affect the intention to continue purchasing Huawei mobile phones. In particular, no relevant research has mentioned the factors that affect the intention to continue purchasing Huawei mobile phones from the perspective of college students. And there are still research gaps.

1.2 Significance of study

Judging from the existing literature search results, current academic research on Huawei mobile phones is mostly focused on Huawei. In terms of the brand's transnational business model (Dmitrijevs, 2020), internationalization strategy (Hosain, 2019), and international communication strategy (Wu, Wu, Hou, Jiang, & Chen, 2021), there is a tentative analysis of college students' continued purchase intention for Huawei mobile phones. Study unsystematically. Therefore, this topic has certain research significance. Expectation confirmation theory in mobile phone software (Zeng, Cong, & Zeng, 2014) , mobile phone online games (Guo Dan, 2018) and other fields, but the theory is less used in the field of purchasing mobile phones. Therefore, the use of expectation confirmation theory in this study helps to gain a deeper understanding of the formation mechanism and influencing factors of college students in Guangdong Province's intention to purchase Huawei mobile phones, and to derive the change of expectation confirmation degree in the process of purchasing decision-making, so as to better understand the trend of the evolution of consumer behavior, which enriches and develops the expectation confirmation theory, and makes up for the gap in the research of expectation confirmation theory in the field of purchasing mobile phones.

2. Literature Review

2.1 Status Quo of Huawei Mobile Phones

Since the U.S. implemented trade restrictions, Huawei has taken active measures to strengthen its sales strategy in the Chinese market to make up for the decline in overseas markets. Huawei is continuously deepening channel cooperation with cities at all levels and taking promotional and incentive measures, whether through online or offline channels. They are committed to increasing brand awareness and market share and providing better products and services to meet consumer needs through close cooperation with channel partners. These efforts help Huawei maintain competitiveness in the Chinese market, expand market share, and achieve sustainable growth (Qi Kai & Zhu Sisi, 2021). (Jiacheng, Traiwannakij, & Srisuk, 2020) pointed out that because the services and applications of Huawei mobile phones are localized to a large extent, Chinese consumers will not be affected by the US ban. On the contrary, these bans have strengthened the sense of nationalism against Huawei and increased the brand's popularity and loyalty in the domestic market. However, the impact on Huawei in overseas markets is still considerable. Due to the restrictions of the ban, Huawei faces challenges such as declining market share, damaged partnerships, and frustrated brand image in some countries. Nonetheless, Huawei is still working hard to address these challenges by expanding its partner network, strengthening brand promotion, and providing innovative products and solutions to continue to compete in the global market.(Peng, 2021) pointed out that although Huawei has been affected by the dual impact of the high-end chip ban and the termination of Google's GMS authorization, its share of overseas markets has continued to decline since 2019, especially in the key market of Europe. However, because Huawei adopts a high-input and high-output technology research and development model, its products have obvious advantages compared with foreign manufacturers of the same level. These advantages are mainly reflected in more competitive prices, more reliable product quality and more complete after-sales services. Despite the challenges it faces, Huawei remains competitive through technological innovation and providing value advantages and is committed to regaining overseas market share.

2.2Expectation Confirmation Theory

Expectation confirmation theory was proposed by (Oliver, 1980). It mainly studies consumer satisfaction, which refers to the comparison between the consumer's imagined expectations for the product before purchasing the product and the evaluation after purchasing and using it. The result can also be used to determine whether the consumer is satisfied with the product and whether the consumer will continue to use the product. This theory examines the relationship between consumer expectations, consumer-perceived performance, degree of expectation confirmation, satisfaction, and repeat purchases. (Davis, 1989) applied the Theory of Reasoned Action (TRA) and the Theory of Planned Behavior (TPB) to the field of information systems to explain users' acceptance behavior of information technology, and proposed the Technology Acceptance Model (TAM), which is also the expectation confirmation theory Foundation. In TAM, system design characteristics are treated as external variables and serve as initial factors for people to decide whether to use an information system. It directly affects perceived ease of use, and together with perceived ease of use, determines perceived usefulness. Perceived usefulness and perceived ease of use jointly influence people's attitudes towards information systems. This attitude, together with perceived usefulness, affects people's willingness to use information systems. Ultimately, usage behavior is determined by people's willingness to use. Therefore, the TAM model correlates system design characteristics, perceived ease of use, perceived usefulness, attitude, and intention to use, which jointly determine people's actual use behavior of information systems.

3. Methodology

3.1 Research Methods

1) Questionnaire method

The method of questionnaire survey was applied to collect data. After theoretical analyses, the questionnaire on factors affecting the willingness of college students in Guangdong Province to continuously purchase Huawei mobile phones will be designed by combining the mature scales of domestic and international related studies. In order to ensure the scientific validity of the questionnaire, the design of the questionnaire will be divided into two major parts: the first part is the collection of basic demographic information, and the second part is the Likert five-point scale for the measurement scales of expectation confirmation, perceived usefulness, perceived ease of use, perceived entertainment, satisfaction, and the willingness to continue to buy.

2) Statistical analysis method

Computer software was used to analyze the data, and descriptive statistical analysis, ANOVA, reliability analysis and validity analysis were performed on the collected valid sample data to verify the hypothesized relationships of each dimension and test model, and to derive the corresponding research results.

3.2 Target audience

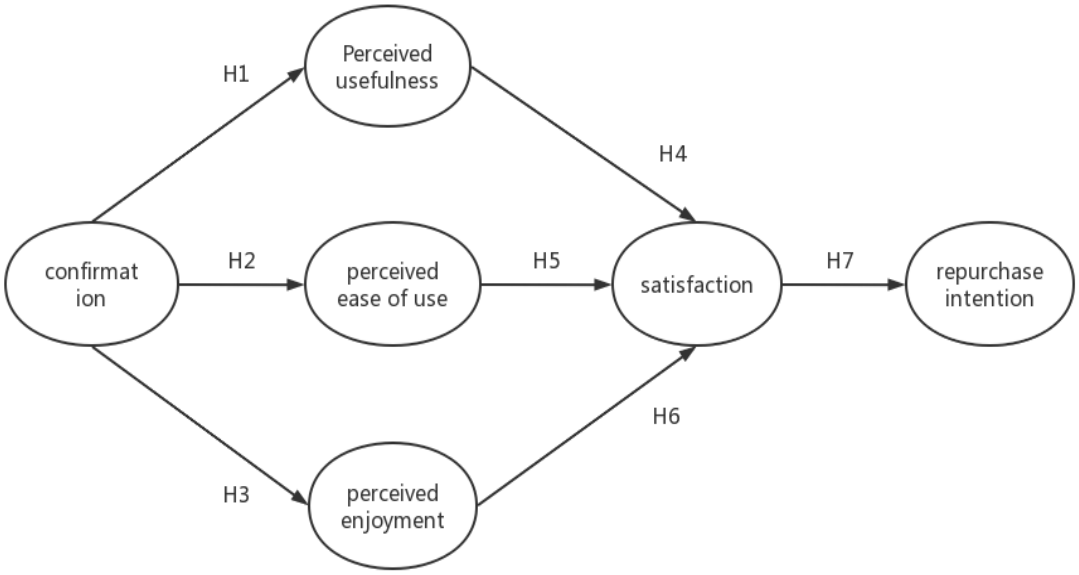
With the rapid development of the economic level as well as the Internet, the concept of consumption, consumer psychology and consumer behavior has changed, and this transformation is more obvious in the college students as the new force of the times, college students tend to consider more factors in the purchase decision process, such as product quality, brand image, cultural connotation, etc. (Lang, 2022). The number of mobile phone subscribers in China in 2022 was 16,650.8 units in Guangdong province (Maigoo, 2023). Therefore, the target population of this study is the higher education students in Guangdong Province. In order to ensure the regional coverage of the sample, the sample area of this study was selected from 175 higher education institutions in Guangdong province (Guangdong Provincial Department of Education, 2023). (Department of Education of Guangdong Province, 2023) In order to ensure the regional coverage of the sample, the sample area of this study was selected in 175 higher education institutions in Guangdong Province (Guangdong Education Department, 2023).

3.3 Sample size

In the data released by the Guangdong Provincial Department of Education in 2023, the total size of higher education enrolment in Guangdong Province reached 4,426,600 in 2022 last year (Guangdong Provincial Department of Education, 2023). Therefore, according to the population sample calculation formula n = N /(1+ N * e^2), n = number of samples, N = number of population, for 442.66 million people, for and by setting the error rate to decimal (e=0.05), it can be calculated that n = 442.6600/(1+442.6600*0.05^2) = 399.9,which is approximately equal to 400 copies. Considering that there is a possibility that the screening subjects may not meet the requirements of the target audience, based on this, the final sample size is expected to be acceptable between 350-400 copies.

3.4 Research design

Based on the above literature, it can be seen that (Bhattacherjee, 2001) proposed the Expectation Confirmation Model (ECM) and verified its applicability in the IS field. This model has been widely used in the field of information systems as soon as it was proposed. At the same time, the expectation confirmation model has also been extensively studied in fields such as mobile apps (Li, Wang & Wang, 2023) and mobile games (Xiong, 2020), but it is rarely used in the field of purchasing mobile phones. This study examines the impact of college students' intention to continue using Huawei mobile phones in Guangdong Province. It combines perceived usefulness and perceived ease of use in the technology acceptance model theory with Bhattacharjee's newly added perceived entertainment and expectation confirmation model to construct a model in Guangdong Province. A model of college students' intention to continue using Huawei mobile phones.



4. Data Analysis and Results

4.1 Descriptive Statistical Analysis

This study issued 450 questionnaires to complete the data collection, through the option of whether to use Huawei mobile phones screened out 50 invalid questionnaires, the final valid questionnaires 400 questionnaires, questionnaires on the personal characteristics of the survey respondents, i.e., gender, academic qualifications, professional and monthly income for the classification of the collection, and descriptive statistical analyses and descriptions of these four aspects.

Statistical characteristics of the sample	**Classification**	**Frequency (persons)**	**Percentage (%)**
	male	196	49.0 per cent
distinguishing between the sexes	women	204	51.0 per cent
	branch (of medicine)	21	5.3 per cent
academic qualifications	undergraduate (adjective)	174	43.5 per cent
	bachelor's degree	136	34.0 per cent
	doctoral	69	17.3 per cent
	science and engineering as academic subjects	98	24.5 per cent
professions	Economics, Law and Management	76	19.0 per cent
	literature, history and philosophy	106	26.5 per cent
	other than	120	30.0 per cent
	Less than $3000	9	2.3 per cent
Monthly per capita household income	3,000-5,000 yuan	29	7.3 per cent
	5000-10000 yuan	133	33.3 per cent
	More than $10,000	229	57.3 per cent
	$10,000		

As can be seen from the above table, in the results of this survey, as far as the gender of the survey respondents is concerned, the number of females is slightly higher than the number of males, accounting for 49.0% and 51.0% respectively, which is not a big difference between the two, so it can be concluded that gender does not affect the continued purchase of Huawei mobile phone intentions; as far as the education of the survey respondents is concerned, specialists accounted for only 5.3%, undergraduates accounted for 43.5%, master's students accounted for 34.0%, and doctoral students accounted for 17.3%. 17.3%, so it can be seen that undergraduates and masters occupy the majority of Huawei mobile phone is the main consumer group; from the professional distribution of the survey respondents, management and law accounted for the smallest proportion, only 19%, science and technology accounted for 24.5%, literature, history and philosophy and other categories are not very different, respectively, 26.5% and 30%, which indicates that liberal arts majors and other types of majors are more inclined to continue to buy Huawei mobile phones; from the survey respondents' per capita monthly household income situation, it is not likely to affect the continued purchase of Huawei mobile phones. In terms of the per capita monthly family income of the survey respondents, those below RMB 3,000 accounted for the least, accounting for only 2.3%, those between RMB 3,000 and RMB 5,000 accounted for 7.3%, those between RMB 5,000 and RMB 10,000 accounted for 33.3%, and those above RMB 10,000 accounted for the most, as high as 57.3%, occupying more than half of the number of the survey respondents, which shows that most of the college students who buy Huawei mobile phones have very good family financial conditions. At the same time, the price of Huawei mobile phones is generally higher than other Chinese brand mobile phones, especially Huawei's high-end mobile phones mate series and p series, so the conclusion drawn is in line with the current price of Huawei mobile phones.

4.2 Reliability analysis

variant	**norm**	**Correlation of amended entries to totals**	**Clone Bach Alpha after deletion of items**	**Cronbach Alpha**
	V1	0.882	0.947	
Expectation of confirmation	V2	0.920	0.937	0.957
	V3	0.868	0.953	
	V4	0.915	0.937	
	W1	0.925	0.875	
perceived usefulness	W2	0.814	0.960	0.941
	W3	0.894	0.900	
	Q1	0.738	0.817	
Perceived ease of use	Q2	0.750	0.807	0.866
	Q3	0.746	0.810	
	T1	0.693	0.797	
Perceived Entertainment	T2	0.709	0.781	0.843
	T3	0.724	0.766	
	Y1	0.687	0.789	
job satisfaction	Y2	0.721	0.756	0.838
	Y3	0.695	0.695	
	P1	0.718	0.783	
Continued willingness to buy	P2	0.763	0.762	0.843
	P3	0.478	0.876	
	P4	0.797	0.745	
umbrella				0.874

As can be seen from the table above, the reliability of the reliability is high as two of the variable scales have a Cronbach's coefficient of 0.9 or above, four scales are above 0.8 and overall it reaches 0.874. The overall correlation of the corrected item values for each item was greater than 0.5, so there was no need to delete the item. The "Cronbach alpha value for deleted items" for each question item also shows that the Cronbach alpha coefficient decreases when the item is deleted, which also indicates that the question item setting is meaningful and has some explanatory effect. If the item is excluded, it will affect the reliability of the coefficient, so the item should be retained. Based on the above analyses, the reliability within the question items of the scale in this study is good and suitable for further analyses.

4.3 Validity analysis

variant	**norm**	**KMO**	**Bartlett's Sphericity Test**		
			approximate chi-square (math.)	(number of) degrees of freedom (physics)	significance
Expectation of confirmation	V1	0.827	1871.709	6	0
	V2				
	V3				
	V4				
Perceived usefulness	W1	0.725	1209.270	3	0
	W2				
	W3				
Perceived ease of use	Q1	0.739	571.237	3	0
	Q2				
	Q3				
Perceived Entertainment	T1	0.728	490.460	3	0
	T2				
	T3				
Job satisfaction	Y1	0.725	474.141	3	0
	Y2				
	Y3				
Continued willingness to buy	P1	0.765	769.593	6	0
	P2				
	P3				
	P4				
Umbrella		0.841	7123.399	190	0

The KMO value indicates the degree of correlation between the variables. The value ranges from 0 to 1. The closer the value is to 1, the higher the correlation between the variables and therefore the better the internal consistency of the scale. Usually, a KMO value greater than 0.7 is considered acceptable. From the above table, it can be seen that one quantity expresses to 0.8 or more, five quantities express to 0.7 or more, and the overall reaches 0.841, which indicates that there is a high correlation between these measurement items, and the internal consistency of the scale is supported. The Bartlett's test of sphericity is used to test the significance of correlation between the measurement items. Correlations between variables can be determined by comparing the difference between the observed covariance matrix and the theoretical unit matrix. If the difference is significant, the validity of the scale is supported. The approximate chi-square statistic produced by this test, along with the corresponding degrees of freedom and significance level (p-value), is used to assess the degree of difference. As can be seen from the table above, the approximate chi-square statistics for the Bartlett's test of sphericity for our scale are approximately specific values of 1871.709, 1209.270, 571.237, 490.460, 474.141, 769.593, and 7123.399, with degrees of freedom of specific values (e.g., 6, 10, and 3), and the corresponding p-values are all 0 .These results indicate significant correlations between the measurement items and support the validity of the scale. Therefore, through the KMO values and Bartlett's test of sphericity, we conclude

that there is a high degree of consistency within the scale and significant correlation between the measurement items in a given time period, which supports the validity of the scale. These results support the reliability and validity of the scale for use in our study.

4.4 Regression analysis

H1 Hypothesis verification

Modelling	**R**	**Square R**	**Adjustment of the R-square**	**Criteria Estimated error**	**Durbin-Watson**
1	.823[a]	.677	.676	1.481	1.917

a. Predictor variable: (constant), expected degree of confirmation.
b. Dependent variable: perceived usefulness

Modelling	**square sum (e.g., equation of squares)**	**df**	**mean square**	**F**	**Sig.**
regression (statistics)	1830.014	1	1830.014	834.851	.000[b]
residual	872.426	398	2.192		
(grand) total	2702.440	399			

a. Dependent variable: perceived usefulness
b. Predictor variable: (constant), expected degree of confirmation.

Modelling	**Unstandardised coefficient**		**standard factor**	**T**	**Sig**
	B	Standard Error	trial version		
(Constant)	2.450	.395		6.197	.000
Expectation of confirmation	.625	.022	.823	28.894	.000

a. Dependent variable: perceived usefulness

As can be seen from the table above, the regression model has an R-squared of 0.677 and an adjusted R-squared of 0.676, indicating that 67.7 per cent of the variance in perceived usefulness can be explained by expected confirmation. In addition, the Durbin-Watson statistic value of 1.917 indicates that there is no significant autocorrelation between the residuals of the regression model. The sum of squares of the regression component is 1830.014 with degree of freedom of 1 and mean square of 1830.014. the calculated F-value is 834.851 with a p-value less than the level of significance (.000) indicating that the regression model is statistically significant in explaining perceived usefulness. The unstandardized coefficient (B) was 0.625 with a standard error of 0.022. The standardized coefficient was 0.823 and the t-statistic value was 28.894 with a p-value less than the level of significance (0), indicating that no multicollinearity problem was found. In summary, according to the results of the regression analysis, the degree of expectation confirmation has a positive effect on perceived usefulness. The increase in the degree of expected confirmation is significantly and positively related to the increase in perceived usefulness.

H2 hypothesis verification

modelling	R	Square R	Adjustment of the R-square	Criteria Estimated error	Durbin-Watson
1	.900[a]	.811	.810	1.130	2.092

a. Predictor variable: (constant), expected degree of confirmation.
b. Dependent variable: perceived ease of use

modelling	square sum (e.g. equation of squares)	df	mean square	F	Sig.
regression (statistics)	2177.282	1	2177.282	1704.092	.000[b]
residual	508.516	398	1.278		
(grand) total	2685.797	399			

a. Dependent variable: perceived ease of use
b. Predictor variable: (constant), expected degree of confirmation.

modelling	Unstandardised coefficient		standard factor	T	Sig
	B	Standard Error	trial version		
(Constant)	1.284	.302		4.254	.000
Expectation of confirmation	.682	.017	.900	41.281	.000

a. Dependent variable: perceived usefulness

The table above shows that the model has a high degree of fit. The regression model has an R-squared of 0.811 and an adjusted R-squared of 0.810, indicating that 81.1% of the variance in perceived ease of use can be explained by the expected degree of confirmation. In addition, the Durbin-Watson statistic value of 2.092 indicates that there is no significant autocorrelation between the residuals of the regression model. The sum of squares of the regression part is 2177.282 with degree of freedom of 1 and mean square of 2177.282. the calculated F value is 1704.092 with p-value less than the significance level (.000) indicating that the regression model is statistically significant in explaining perceived ease of use. The unstandardized coefficient (B) is 0.682 with a standard error of 0.017. the standardized coefficient is 0.900 and the t-statistic value is 41.281 with a p-value less than the level of significance (0) indicating that the effect of expectancy confirmation on perceived ease of use is highly significant. Therefore, according to the results of regression analysis, the degree of expectation confirmation has a positive effect on perceived ease of use.

H3 hypothesis verification

Modelling	R	Square R	Adjustment of the R-square	Criteria Estimated error	Durbin-Watson
1	.578[a]	.334	.332	2.811	1.278

a. Predictor variable: (constant), expected degree of confirmation.

b. Dependent variable: perceived usefulness

Modelling	square sum (e.g., equation of squares)	df	mean square	F	Sig.
regression (statistics)	1574.855	1	1574.855	199.274	.000[b]
residual	3145.385	398	7.903		
(grand) total	4720.240	399			

a. Dependent variable: perceived usefulness
b. Predictor variable: (constant), expected degree of confirmation.

Modelling	Unstandardised coefficient		standard factor	T	Sig
	B	Standard Error	trial version		
(Constant)	1.971	.751		2.626	.009
Expectation of confirmation	.580	.041	.578	14.116	.000

a. Dependent variable: perceived usefulness

As can be seen from the table above, the regression model has an R-squared of 0.334 and an adjusted R-squared of 0.332, indicating that 33.4 per cent of the variance in perceived recreation can be explained by the degree of expected confirmation. In addition, the value of the Durbin-Watson statistic is 1.278, indicating that there is no significant autocorrelation between the residuals of the regression model. The sum of squares of the regression component was 1574.855 with degree of freedom of 1 and mean square of 1574.855. the calculated F-value was 199.274 with a p-value less than the level of significance (.000) indicating that the regression model was statistically significant in explaining perceived entertainment. The unstandardized coefficient (B) was 0.580 with a standard error of 0.041. The standardized coefficient was 0.578 and the t-statistic value was 14.116 with a p-value less than the level of significance (0) indicating that the effect of expectancy confirmative Ness on perceived entertainment is highly significant. Therefore, according to the results of regression analysis, the degree of expectation confirmation has a positive effect on perceived entertainment.

H4、H5、H6 hypothesis verification

Modelling	R	Square R	Adjustment of the R-square	Criteria Estimated error	Durbin-Watson
1	.820[a]	.672	.669	1.516	1.511

a. Predictor variable: (constant), expected degree of confirmation.

b. Dependent variable: perceived usefulness

Modelling	square sum (e.g., equation of squares)	df	mean square	F	Sig.
regression (statistics)	1864.215	3	621.405	270.347	.000[b]
residual	910.225	396	2.299		
(grand) total	2774.440	399			

a. Dependent variable: perceived usefulness

b. Predictor variable: (constant), expected degree of confirmation.

Modelling	Unstandardised coefficient		standard factor	T	Sig
	B	Standard Error	trial version		
(Constant)	4.934	.430		11.465	.000
Expectation of confirmation	-.031	.045	-.031	-.688	.492

a. Dependent variable: perceived usefulness

As can be seen from the table above, based on the results of the goodness of fit test of the model, it indicates that the model has a good fit. The R-squared value is 0.672, which indicates that the model is able to explain 67.2% of the variance of the satisfaction variable. In addition, the Durbin-Watson statistic value of 1.511 indicates that there is no significant autocorrelation between the residuals of the regression model. The F-value of 270.347, with a significance level of less than 0.001, indicates that the predictor variables (perceived usefulness, perceived ease of use, and perceived amusement) have a significant effect on satisfaction. For the results of regression coefficients, for perceived usefulness, the unstandardized coefficient (B) is -0.031 with a standard error of 0.045. the standardized coefficient (Beta) is -0.031 with a t-statistic value of -0.688 and a p-value of 0.492, which is not statistically significant. This indicates that the relationship between perceived usefulness and satisfaction is not significant in this model. For perceived ease of use, the unstandardized coefficient is 0.098 with a standard error of 0.050. the standardized coefficient is 0.096 with a t-statistic value of 1.953 and a p-value of 0.052, which suggests that the effect of perceived ease of use on satisfaction is positive to a certain extent, but not significant enough. For perceived entertainment, the unstandardized coefficient is 0.593 and the standard error is 0.028. The standardized coefficient is 0.774, the t-statistic value is 21.094, and the p-value is less than the level of significance (0), which suggests that perceived entertainment has a significant positive effect on satisfaction. In summary, according to the results of the regression analysis, learning attitude and subjective norms have a significant positive effect on learning intention, while perceived usefulness has no significant effect in this model. In summary, according to the results of regression analysis, perceived ease of use

and perceived entertainment have a significant positive effect on satisfaction, while perceived usefulness has no significant effect in this model.

H7 hypothesis verification

Modelling	R	Square R	Adjustment of the R-square	Criteria Estimated error	Durbin-Watson
1	.769[a]	.591	.590	3.000	1.232

a. Predictor variable: (constant), expected degree of confirmation.

b. Dependent variable: perceived usefulness

Modelling	square sum (e.g., equation of squares)	df	mean square	F	Sig.
regression (statistics)	5172.681	1	5172.681	574.711	.000[b]
residual	3582.197	398	9.000		
(grand) total	8754.878	399			

a. Dependent variable: perceived usefulness

b. Predictor variable: (constant), expected degree of confirmation.

Modelling	Unstandardised coefficient		standard factor	T	Sig
	B	Standard Error	trial version		
(Constant)	-1.840	.765		-2.406	.017
job satisfaction	1.365	.057	.769	23.973	.000

a. Dependent variable: perceived usefulness

As can be seen from the table above, the regression model has an R-squared of 0.591 and an adjusted R-squared of 0.590, indicating that 59.1 per cent of the variance in persistent purchase intentions can be explained by satisfaction. In addition, the Durbin-Watson statistic value of 1.232 indicates that there is no significant autocorrelation between the residuals of the regression model. The sum of squares of the regression component is 5172.681 with degree of freedom of 1 and mean square of 5172.681. the calculated F-value is 574.711 with a p-value less than the level of significance (.000) indicating that the regression model is statistically significant in explaining the intention to persist in purchasing. The unstandardized coefficient (B) is 1.365 with a standard error of 0.057. the standardized coefficient is 0.769 and the t-statistic value is 23.973 with a p-value less than the level of significance (0) indicating that the effect of satisfaction on the willingness to persist in buying is highly significant. Therefore, according to the results of regression analysis, satisfaction has a positive effect on the willingness to continue purchasing.

5. Conclusion

Through the relevant analysis and empirical research in the previous section, it can be concluded that in the hypothesis of H1, the degree of expectation confirmation has a positive impact on the perceived usefulness of Huawei mobile phones. The R-square of the regression model is 0.677, and the degree of expectation confirmation has a positive impact on the perceived usefulness of Huawei mobile phones. There is a significant positive correlation between the increase in expectation confirmation and the increase in perceived usefulness, and the H1 hypothesis is established. In the hypothesis of H2, the degree of expectation confirmation has a positive impact on the perceived ease of use of Huawei mobile phones. The R-square of the regression model is 0.811. The impact of expectation confirmation on the perceived ease of use is very significant. According to the regression analysis results, expectation confirmation has a positive impact on perceived ease of use, and the H2 hypothesis is established. In the hypothesis of H3, the degree of expectation confirmation has a positive impact on the perceived entertainment of Huawei mobile phones. The R-square of the regression model is 0.334. The impact of expectation confirmation on perceived entertainment is very significant. The degree of expectation confirmation has a positive impact on the perceived entertainment. influence, H3 hypothesis is established. Among the hypotheses of H4, H5, and H6, perceived usefulness, perceived ease of use, and perceived entertainment have a positive impact on satisfaction with Huawei mobile phones. The R-square of the regression model is 0.672. Perceived usefulness, perceived ease of use, Perceived entertainment has a significant positive impact on satisfaction, and the hypotheses of H4, H5, and H6 are established. In the hypothesis of H7, satisfaction has a positive impact on the continuous purchase intention of Huawei mobile phones. The R-square of the regression model is 0.591. The impact of satisfaction on the continuous purchase intention is very significant. Satisfaction has a positive impact on the continuous purchase intention. The hypothesis of H7 is established. According to the research results, the regression model values of H1 and H2 are relatively high, indicating that expectation confirmation is crucial to perceived usefulness and perceived ease of use.

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