

## ABSTRACT

*In the era of progressively modern digital technology, smartphone use has become an inseparable part of today's life. Smartphone companies are competing to create various types of smartphones with the best technology and visuals according to their versions. Competition in the smartphone market is getting tighter and tougher to get the attention of the two consumer segments with the largest populations, namely Generation Z and Millennials. The shift in brand behavior has become a major concern in smartphone marketing. This study focuses on exploring patterns and determinants of brand switching carried out by generation Z and millennials. By examining consumer values, brand trust, brand commitment, self-image congruence, and alternative attractiveness as determining factors for brand switching, this research seeks to provide insight into the dynamics of brand loyalty and consumer preferences.*

*Data collection from this research was carried out online using Google Form involving 215 respondents from generation Z and millennials who had changed brands from Android to iOS or vice versa. The data obtained was then analyzed using the Structural Equation Model (SEM) with the SmartPLS (Partial Least Square) version 4 application.*

*The research results indicate that brand commitment does not significantly influence smartphone brand switching among Generation Z and Millennials, but alternative attractiveness mediates the relationship between brand commitment and brand switching. This study also reveals that brand commitment influences self-image congruence. Individuals who have congruence between the brand and themselves are reluctant to switch brands. These findings will contribute to a deeper understanding of consumer behavior in the smartphone market, helping brands formulate effective strategies to attract and retain customers.*

**Keywords:** *Brand Switching, Brand Commitment, self-image Congruence, Alternative Attraction, and Smartphone Industry*