

AN ANALYTICAL STUDY OF INFLUENCING PURCHASE INTENTION OF CUSTOMERS TOWARDS PURCHASING OF SMART PHONES BRANDS IN MUMBAI CITY

NLDIMSR Innovision Journal of Management Research

ISSN: 2457-0893, Volume 5, Issue 2, July – Dec 2021

DOI: [10.31794/NLDIMSR.5.2.2021.26-41](https://doi.org/10.31794/NLDIMSR.5.2.2021.26-41)

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ABSTRACT

The intense rivalry has become a trigger in marketing in this globalization period, and the technology business is rising swiftly from year to year. The smartphone is a modern mobile phone technology device that has become a part of people's daily lives and has complete functionality or more than simply a regular phone. Brand recognition is related to the functions of brand identities in consumers' memory and can be reflected by how well consumers can identify the brand under various conditions, such as in the purchase of smartphones by consumers, where they are measured and analyzed, and in the brand recall of smartphone companies by customers, where their experience with the product is shared with their friends and relatives. The consumers' preferences towards the characteristics of smartphone companies are measured, as well as the competition of smartphone firms in the market. In urban India today, there are more than 27 million Smartphone users, accounting for 9% of all mobile phone users. This Study evaluated the conceptual model based on the data collected from 251 Mumbai-based smartphone users. Results via the structural equation modeling with AMOS software indicated that brand recall, brand recognition, and promotional strategies all directly or indirectly explain purchase intention. Brand recall, brand identification, and promotional strategies have a positive relationship with the actual purchase, according to the findings. There was no evidence of price consciousness having a mediating effect.

KEYWORDS:

Brand recognition, Promotional strategy, Brand recall, Mobile phones, Youngsters, Smartphones, Price consciousness, Purchase intention

INTRODUCTION

BRAND RECOGNITION

When any of the brand's characteristics, such as the logo or slogan, are displayed, a consumer's ability to recognize and differentiate the brand is measured (Keller, 1993). When a customer is provided a full notion of an advertisement, it is checked to see if the consumer has seen it before.

People tend to select items that are familiar to them (Behe, Huddleston, Hall, Khachatryan & Campbell, 2017; Coates et al., 2006; Hoyer & Brown, 1990; Mcdonald & Sharp, 2000). People choose the response that they recognize in a scenario when the true answer is unknown, according to the recognition heuristic suggested by Goldstein and Gigerenzer (2002). Both are strategies for testing a consumer's memory to determine his or her level of awareness of a brand or product; recall is an indirect technique, whereas recognition is a direct technique (Plessis, 2005).

According to a previous study, brand recognition has a beneficial impact on purchase behavior (Hoyer and Brown, 1990). Recognition of a brand, or anything else, can be defined as a style of attention or as "identifying something by its sort (name) and in light of the uses to which it may be put" (Krippendorff, 2005). According to some analysts, salient brands, or those that are "top of mind," are the key purchasing decision drivers (Chandon and Wansink, 2002; Keller, 2013; Nedungadi, 1990).

BRAND RECALL

When prompted with a product or service, or any other association with it, a consumer's likelihood of recalling the name of a brand is measured. Simply put, brand recall is a qualitative assessment of a consumer's ability to recall a brand's name. For example, people tend to think of more brand names when prompted by a product than by a category. Brand recall is also called unaided

recall or spontaneous recall. Brand consideration is critical for brand retrieval, according to Nedugandi (1990). The ability of a consumer to recall a brand from memory to include it in the consideration set for making a purchasing choice is referred to as brand retrieval. Consumers rate brands that are easily remembered as favorable (Lee, 2006), and hence have a higher likelihood of being purchased. Increased brand awareness leads to improved memory of the brand at the point of purchase; thus, businesses should focus on raising brand awareness (Shabbir et al., 2009). Brand recall without priming occurs when a consumer can recall a brand while making a buying choice (Huang & Sarigollu, 2011).

The ability of a consumer to recall a brand in a certain context is referred to as brand recall (Prashar et al., 2012). The reproduction of a certain item/brand for which the consumer has prior knowledge or experience is known as brand recall (Bagozzi & Saik, 1983). The ability to recall information can be helped or unaided. An aided recall occurs when a consumer is given a brand name in the form of an advertisement; an unassisted recall occurs when a consumer is given an unbranded advertisement to learn the brand name.

PROMOTIONAL STRATEGY

Prior research has primarily focused on conversion goals, which are often connected with promotional activities summarized in prior field-based research on mobile advertising; Barwise and Strong (2002), on the other hand, look at a broader range of goals throughout the purchase journey (from awareness to loyalty); Ghose, Goldfarb, and Han (2013) and Ghose, Han, and Park (2013) look at engagement with an ad beyond coercion; and Bart, Stephen, and Sarvary (2014) look at how mobile ads affect brand-related attitudes and purchase intent.

There are seven primary components to the organizational scheme. First are the effects of the environmental and technological context to emphasize the importance of context in determining the success of mobile advertising. Second, consumer-related contextual characteristics like

their stage in the shopping process, previous purchases, and socio-demographic variables third, the considered impact of various advertising objectives, and fourth is to look into important outcome measurements. Because goals usually have accompanying measurements, one can mix the concepts of goals and outcomes in our discussion. The role of various advertising aspects, such as ad media, media kinds, push vs. pull advertising, interactive vs. static advertising, and numerous promotional elements, is covered in the fifth section. The sixth is to incorporate market factors such as infrastructure, collaborations, legislation, and privacy concerns into our architecture. Finally, go over four key firm-level macro factors: management buy-in, big data and analytics, omnichannel and attribution, and B2B applicability (Grewal et al., 2016). The ability to handle location-based applications is a key characteristic that only mobile devices have. Customers frequently utilize applications to get rapid access to location-based information, such as the location of the closest highly rated restaurant (Grewal and Levy 2016). Simultaneously, an indoor positioning system based on basic transmitters (e.g., iBeacon) can alert businesses when a person is inside a pre-determined set of locations of interest, such as when a customer is near a detergent display at a supermarket. At that point, the grocery store or detergent maker is likely to wish to send out alerts, promotions, or coupons to entice this particular customer to make a purchase (or increase her loyalty or advocacy).

PRICE CONSCIOUSNESS

The degree to which a consumer is solely concerned with paying a cheap price is known as price consciousness (Linchtensien et al., 1993, p. 235). Price can be regarded in two ways: positively (want to spend) or negatively (desire to save) (reluctant to spend). When price plays a positive role, the buyer spends more to obtain excellent quality or to give others the image of high status (Lichtenstein et al., 1988, 1993; McGowan & Sternquist, 1998). Price is not a quality indicator for experienced shoppers because they can determine quality by personally experiencing the product (Rao & Monroe, 1988).

An unskilled shopper, on the other hand, is more reliant on high reference prices and buy discounts (Grewal et al., 1998; Yadav & Seiders, 1998). Price is used not just to determine the quality of a thing, but also to determine the financial cost of purchasing it (Leszinski & Marn, 1997; Monroe, 1990). Customers have grown more price price-consciously about the recent economic downturn, and they are more likely to get the best prices for themselves (Grewal et al., 2012). Consumers who are price conscious are more likely to compare prices than those who are not (Alford & Biswas, 2002).

ACTUAL PURCHASE

The possibility that consumers will intend or be willing to acquire a specific product or service in the future is measured by purchase intention (Wu, Yeh, & Hsiao, 2011). According to previous research, a rise in purchase intention corresponds to an increase in the likelihood of making a purchase. Favorable brand engagement will

encourage consumers to purchase if they have a positive buy intention. In the context of smartphones, purchase intention is defined as a consumer's desire to make a purchase using a mobile application (Chen, Hsu, & Lin, 2010). Several arguments are presented by Zubcsek, Katona, and Sarvary (2017) in favor of hypothesis that consumers' movement patterns tend to express their product preferences, which should be leveraged by marketers to better the commercial offer. According to Shen (2015), not only is mobile shopping becoming more common to the point of becoming a part of many people's daily routine, but there are also several determinants, such as attitudes, subjective norms, and perceived behavior, that influence a customer's intention to purchase. As a result, in or out information in mobile advertising to be well received by customers and have the desired trigger effect, these criteria must be taken into account.

LITERATURE REVIEW

According to Chung et al. (2009), brand image has a significant impact on Korean customers' perceptions of product aesthetics, performance, brand, and technical prestige, purchasing attitudes, and purchase intention. Bouhlej et al. (2011) explored the impact of brand personality on purchase intent, finding that adding people to brands can make them more desirable to consumers by establishing trust, attachment, and commitment. When Chi et al. (2009) looked at the impact of brand awareness on customer purchase intent, they discovered that brand loyalty and preference, as well as buy intention, increased. To put it another way, when brand awareness is strong, brand loyalty rises as well. According to Nushrat Nahida Afroz (2011), the study's goal is to learn more about students' brand preferences for smartphones. In recent years, smartphones have become increasingly popular among users as a means of achieving a variety of goals through the usage of their preferred smartphone. The respondents were given 200 copies of the questionnaire to evaluate and analyze. The

study's findings revealed that a favorable link exists between the variables of battery backup, camera resolution, durability, and pricing, all of which have a major impact on consumers' overall preferences. The cross-tabulation and likelihood ratio results show that these factors have an impact on customer brand preference and that there is a strong link between these characteristics and brand preference. According to Deepa Guleria (2015), a related study was undertaken in Himachal Pradesh with a sample size of 80 smartphone users to emphasize the shift in technology usage and applicability from old handsets to new emerging smartphones across numerous brands, applications, and price points. The research identifies the factors that influence consumer preference for smartphones and numerous usability aspects. This study will provide suggested inferences to assist organizations in the selection, targeting, and positioning of their smartphones for marketing.

According to Singh and Goyal (2009), the study

found that different age and gender groups place varied emphasis on different criteria while purchasing mobile handsets in India. Users between the ages of 18 and 30 are reported to be less price-sensitive than consumers in other age groups, placing higher importance on physical appearance, brand, value-added features, and essential technical features. On the other side, the older buyer is more price sensitive. According to Surendra Malviya et al. (2013), the main goal of this study is to determine the primary aspect that has a dominating effect on the consumer's mind while making a smartphone purchase. The information was gathered from 100 people. Chi-Square, Reliability Analysis, Factor analysis, and Confirmatory factor analysis were used to evaluate and interpret the data. For factor analysis, it was discovered that data is dependable. According to the measurement model, price, brand preference, social impact, and features have a dominant influence on customers' purchasing decisions in Indore. According to Mohd. Azam Osama et al. (2009), the goal of this exploratory study is to better understand the current dynamics of the Malaysian smartphone market as well as consumer behavior. The results of a survey on smartphone trends from the perspective of end-users are presented in this study. 1814 people were surveyed across Malaysia's major cities. The data shown here gives basic information on smartphone market trends and usage patterns in Malaysia. Academics can utilize this material to further their research on the topic. Smartphone manufacturers, developers, and other stakeholders can plan their strategies in the Malaysian smartphone industry.

Renuga Devi and Nivethitha's (2018) study examines customers' perceptions of developing and established mobile brands, as well as consumer preferences for various mobile characteristics that influence their purchasing decisions. The purpose of the study was to learn more about the brand preferences of customers in the Vellore District of Tamil Nadu. A total of 100 customers from various classes were polled for their opinions. Government personnel, private sector employees, students, businessmen, and housewives were among the respondents. The

respondents were asked to rate their opinions on a set of statements about the brands they now use, pricing, features available, brand requirements, satisfaction level, and advantages received, among other things. According to Thokoa and Kalebe (2015), Customer satisfaction is vital because satisfied consumers are the foundation of a successful service provider since it leads to repeat purchases, brand loyalty, and positive word of mouth, all of which can help the favored service provider enhance its financial performance. Harish and Rajkumar (2011) used 125 cell phone users to investigate the service quality and customer preferences of cellular mobile service providers in India. Consumer perceptions varied according to communication quality, call service, price, customer care, and service provider quality, according to the survey. Price has a considerable favorable impact on consumers' perceptions of a communications service provider, according to the study.

Prior research has found a link between brand communication and flow. For example, (Kim & Han, 2014) found that customers who customized smartphone brand communication are more likely to experience flow and, as a result, are more likely to choose that brand; thus, brand communication influences consumer smartphone brand selection. The processor, appearance, touch, spokesperson, and pricing, among other aspects, are features of Samsung's specific brand personality and brand image, according to (Djatkiko & Pradana, 2016), who investigated the significant factors on the purchase intention of Samsung brand smartphones. When playing "advergames," or online video games that promote a specific brand, product, or marketing message by integrating them into the game. (Wang et al., 2015) discovered that gamers in high flow provided positive feedback on brand personality, whereas gamers in low flow provided negative feedback. Retailers, service providers, and manufacturers can generate more dynamic offers and campaigns by adding mobile advertising approaches into their communication plans. From a theoretical standpoint, one must understand how to achieve alignment between all context variables, advertising

goals, stakeholders, market conditions, and how campaigns might reach successful levels the chosen mobile ad elements to comprehend (Grewal et al., 2016).

THE OBJECTIVE OF THE STUDY

1. To understand the concept of brand recognition, brand recall, and price consciousness towards influencing the purchase intention of customers for purchasing smartphones.
2. To study the changing trends of promotional activities and strategies for smartphone brands.

RESEARCH METHODOLOGY

Defining Variables:

A) DEMOGRAPHIC VARIABLE (MODERATING VARIABLE)

1. Gender
2. Age
3. Qualification
4. Occupation

B) PRICE CONSCIOUSNESS (INDEPENDENT VARIABLE)

1. Prestige sensitivity
2. Cognitive beliefs on saving money
3. Internet shopping for price comparison
4. Attractive Offers
5. Product Worthiness

C) BRAND RECOGNITION (INDEPENDENT VARIABLE)

1. Reputation
2. Trust
3. Loyalty
4. Logo
5. Packaging

D) BRAND RECALL (INDEPENDENT VARIABLE)

1. Aided
2. Unaided

E) PROMOTIONAL STRATEGIES (INDEPENDENT VARIABLE)

1. Social Media
2. Advertising
3. Flash Sale

F) ACTUAL PURCHASE (DEPENDENT VARIABLE)

1. Online
2. On Recommendation
3. Retail Outlet
4. Technology Feature

Price consciousness was measured using five items. The sample items are prestige sensitivity and cognitive beliefs on saving money. All items are measured on the 5-pointer scale as very poor, poor, neutral, good, and very good. Brand recognition was measured using five items. The sample items are reputation and trust. All items are measured on the 5-pointer scale as very poor, poor, neutral, good, and very good. Brand recall was measured using two items. The sample items are unaided and aided. All items are measured on the 5-pointer scale as never, rarely, sometimes, often, and always. Promotional strategies were measured using three items. The sample items are social media and advertising. All items are measured on the 5-pointer scale as never, rarely, sometimes, often, and always. The actual purchase was measured using four

items. The sample items are online, and the recommendation. All items are measured on the 5-pointer scale as never, rarely, sometimes, often, and always.

Sample: 251 responses were collected through Google Form. Error checking and verification were done for various stages of Data Analyses i.e., Editing, Coding, Data Entry, and Data Analysis. Value, Label, Field, String, Scaling for various Questionnaire options was done on SPSS.

The demographic variable had 61% male and 39% female. Most of the respondents belonged to the 19 years 30 years of age group. Most of them were graduates and the majority of them were employed.

THEORETICAL RESULT FRAMEWORK

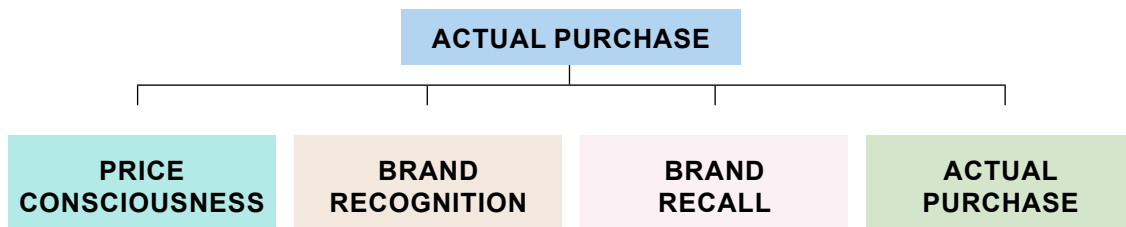


Figure 1: Research Methodology; Source: Authors

The methodology is the general research strategy that outlines how research is to be undertaken and, among other things, identifies the methods to be used in it. Data from 251 Mumbai-based smartphone users were used to create a conceptual model. Brand recall, brand awareness, and promotional strategies all directly or indirectly explain purchase intention, according to the results of structural equation modeling with AMOS software.

RESULTS AND ANALYSIS

ITEM-TOTAL STATISTICS					
	SCALE MEAN IF ITEM DELETED	SCALE VARIANCE IF ITEM DELETED	CORRECTED ITEM-TOTAL CORRELATION	SQUARED MULTIPLE CORRELATION	CRONBACH'S ALPHA IF ITEM DELETED
B1	15.00	7.740	.373	.288	.692
B2	15.22	7.628	.448	.343	.661
B3	15.22	7.258	.493	.357	.642
B4	15.33	6.909	.581	.510	.605
B5	15.35	7.454	.418	.357	.674

Cronbach Alpha: 0.704

Table 1: Cronbach alpha for Price Consciousness

Source: Authors

ITEM-TOTAL STATISTICS					
	SCALE MEAN IF ITEM DELETED	SCALE VARIANCE IF ITEM DELETED	CORRECTED ITEM-TOTAL CORRELATION	SQUARED MULTIPLE CORRELATION	CRONBACH'S ALPHA IF ITEM DELETED
C1	14.94	7.797	.476	.392	.721
C2	15.07	7.867	.477	.478	.721
C3	15.24	7.273	.635	.448	.664
C4	15.51	7.747	.525	.562	.704
C5	15.58	7.444	.480	.512	.722

Cronbach Alpha = 0.751

Table 2: Cronbach alpha for Brand Recognition

Source: Authors

ITEM-TOTAL STATISTICS					
	SCALE MEAN IF ITEM DELETED	SCALE VARIANCE IF ITEM DELETED	CORRECTED ITEM-TOTAL CORRELATION	SQUARED MULTIPLE CORRELATION	CRONBACH'S ALPHA IF ITEM DELETED
D1	3.37	1.122	.628	.394	.
D2	3.69	1.049	.628	.394	.

Cronbach Alpha: 0.771

Table 3: Cronbach alpha for Brand Recall

Source: Authors

ITEM-TOTAL STATISTICS					
	SCALE MEAN IF ITEM DELETED	SCALE VARIANCE IF ITEM DELETED	CORRECTED ITEM-TOTAL CORRELATION	SQUARED MULTIPLE CORRELATION	CRONBACH'S ALPHA IF ITEM DELETED
E1	7.38	3.453	.575	.387	.736
E2	7.51	3.171	.718	.516	.576
E3	7.84	3.607	.547	.343	.765

Cronbach Alpha: 0.775

Table 4: Cronbach alpha for Promotional Strategies

Source: Authors

ITEM-TOTAL STATISTICS					
	SCALE MEAN IF ITEM DELETED	SCALE VARIANCE IF ITEM DELETED	CORRECTED ITEM-TOTAL CORRELATION	SQUARED MULTIPLE CORRELATION	CRONBACH'S ALPHA IF ITEM DELETED
F1	10.75	7.027	.548	.433	.702
F2	11.07	7.047	.658	.516	.642
F3	11.24	7.271	.585	.381	.681
F4	11.21	7.975	.432	.239	.762

Cronbach Alpha: 0.755

Table 5: Cronbach alpha for Actual Purchase

Source: Authors

Reliability analysis is shown in tables no 1,2,3,4 & 5 for variables of price consciousness, brand recognition, brand recall, promotional strategies, and actual purchase respectively.

UNDERLYING FACTORS RETAINED THROUGH SEM

UNDERLYING FACTORS	ITEMS RETAINED THROUGH SEM
B Price Consciousness	
B1 Prestige sensitivity	No
B2 Cognitive beliefs on saving money	No
B3 Internet shopping for price comparison	Yes
B4 Attractive Offers	Yes
B5 Product Worthiness	Yes
C Brand Recognition	
C1 Reputation	No
C2 Trust	No
C3 Loyalty	Yes
C4 Logo	Yes
C5 Packaging	Yes
D Brand Recall	

D1 Aided	Yes
D2 Unaided	Yes
E Promotional Strategies	
E1 Social Media	Yes
E2 Advertising	Yes
E3 Flash Sale	Yes
D Actual Purchase	
D1 Online	Yes
D2 On Recommendation	Yes
D3 Retail Outlet	Yes
D4 Technology Feature	No

Table 6: Underlying factors retained through SEM

Source: SPSS - AMOS

			ESTIMATE	P
Actual_Pur	<---	Brand_R	-0.153	0.025
Actual_Pur	<---	Brand_Reca	-0.096	0.329
Actual_Pur	<---	Promo_S	1.683	***
Actual_Pur	<---	Price_Con	-0.092	0.311
C5	<---	Brand_R	1	
C4	<---	Brand_R	0.906	***
C3	<---	Brand_R	0.551	***
D2	<---	Brand_Reca	1	
D1	<---	Brand_Reca	1.231	***
E3	<---	Promo_S	1	
E2	<---	Promo_S	1.237	***
E1	<---	Promo_S	1.357	***
F1	<---	Actual_Pur	1	
F2	<---	Actual_Pur	0.916	***
F3	<---	Actual_Pur	0.621	***
B5	<---	Price_Con	1	
B4	<---	Price_Con	1.511	***
B3	<---	Price_Con	0.878	***

Table 7: Regression Weights

Source: SPSS - AMOS

			ESTIMATE	INTERPRETATION
Actual_Pur	<---	Brand_R	-0.137	As brand recognition decreases actual purchase of smartphones increases
Actual_Pur	<---	Brand_Reca	-0.075	As brand recall decreases actual purchase of smartphones increases
Actual_Pur	<---	Promo_S	1.088	Promotional strategies have a positive impact on the actual purchase of smartphones in Mumbai

Actual_Pur	<---	Price_Con	-0.059	As price consciousness decreases actual purchase of smartphones increases
C5	<---	Brand_R	0.827	
C4	<---	Brand_R	0.854	
C3	<---	Brand_R	0.518	
D2	<---	Brand_Reca	0.702	
D1	<---	Brand_Reca	0.894	
E3	<---	Promo_S	0.586	
E2	<---	Promo_S	0.736	
E1	<---	Promo_S	0.78	
F1	<---	Actual_Pur	0.783	
F2	<---	Actual_Pur	0.801	
F3	<---	Actual_Pur	0.53	
B5	<---	Price_Con	0.609	
B4	<---	Price_Con	0.964	
B3	<---	Price_Con	0.556	

Table 8: Standardized Regression Weights

Source: SPSS - AMOS

CMIN

MODEL	NPART	CMIN	DF	P	CMIN/DF
Default model	37	210.386	68	0	3.094
Saturated model	105	0	0		
Independence model	14	1461.479	91	0	16.06

RMR, GFI

MODEL	RMR	GFI	AGFI	PGFI
Default model	0.081	0.896	0.839	0.58
Saturated model	0	1		
Independence model	0.321	0.441	0.355	0.382

BASELINE COMPARISONS

MODEL	NFI DELTA1	RFI RHO1	IF DELTA2	TITLE RHO2	CFI
Default model	0.856	0.807	0.898	0.861	0.896
Saturated model	1		1		1
Independence model	0	0	0	1	0

PARSIMONY-ADJUSTED MEASURES

MODEL	PRATIO	PNFI	PCFI
Default model	0.747	0.64	0.67
Saturated model	0	0	0
Independence model	14	1461.479	91

NCP

MODEL	NCP	LO 90	HI 90
Default model	142.386	102.45	189.945
Saturated model	0	0	0
Independence model	1370.479	1250.346	1498.011

FMIN

MODEL	FMIN	F0	LO 90	HI 90
Default model	0.842	0.57	0.41	0.76
Saturated model	0	0		0
Independence model	5.846	5.482	5.001	5.992

RMSEA

MODEL	RMSEA	LO 90	HI 90	PCLOSE
Default model	0.092	0.078	0.106	0
Saturated model	0.245	0.234	0.257	0

AIC

MODEL	AIC	BCC	BIC	CAIC
Default model	284.386	289.109	414.828	451.828
Saturated model	210	223.404	580.173	685.173
Independence model	1489.479	1491.267	1538.836	1552.836

Table 9: Model Fit Summary

Source: SPSS -AMOS

ABSOLUTE FIT MEASURES		
TEST	RECOMMEND VALUE	IN THIS STUDY
Chi-Square	p>0.05	Achieved one variable
CMIN/DF	<3	3.094
RMSEA	<0.10	Achieved in this study
RELATIVE FIT MEASURES		
TEST	RECOMMENDED VALUE	IN THIS STUDY
CFI	>0.90	0.896
NFI	>0.90	0.856
RFI	>0.90	0.807
NFI	>0.90	0.898
PARSIMONIOUS FIT MEASURES		
TEST	RECOMMENDED VALUE	IN THIS STUDY
PCFI	>0.50	0.67
PNFI	>0.50	0.64

Table 10: Comparison with recommended research

Source: SPSS -AMOS

The impact of brand recall, brand recognition, promotional strategies, and price consciousness on a consumer's actual purchase choice was empirically studied. Primary data was acquired through a self-administered questionnaire from the respondents, who were the product's customers.

For brand recall, it was found that there was a negative correlation with the actual purchase. This means that the consumer who was using smartphones in Mumbai city did not give much importance to the brand recall as other brands also serve their smartphone purpose and were more hesitant to buy the same brand again.

For brand recognition, it was again found that there was a negative correlation with the actual purchase. This means that customer was more intent on buying other brands as it gave them necessary satisfaction earlier once.

Promotional strategies had a positive impact on the actual purchase of the smartphone's brands. As a technology feature, an underlying variable of actual purchase did not show much impact on the actual purchase. It was found that advertising made a major role in buying of smartphones among the customers (Kinney et al., 2012).

In today's society, the marketer's primary goal is to build a long-term relationship with the customer rather than merely sell the product. The organization's goal is to educate customers about the products and services they offer, as well as persuade them to acquire their product. In this setting, the value of marketers' marketing activities cannot be overstated. The fundamental goal of promotion and advertising is to get customers to notice their brand/product right away and give it a top priority in their consideration set by creating a strong recall, which leads to a product purchase.

LIMITATIONS AND FUTURE DIRECTIONS

The respondents are largely between the ages of 19 and 30, and they may not be particularly price-conscious. Social desirability biases and impression management objectives may have influenced the responses, resulting in a false picture. Because the data were obtained from only one city, they cannot be used to generalize throughout the country. A more diverse sample in terms of gender, age grouping, and respondents from several cities could be included in future studies. Brand equity has a significant effect on actual purchase decisions, and it must be considered when measuring actual purchases. Many other factors, including socioeconomic status and brand loyalty, may play a moderating role, and this is an area where further research is needed.

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