Decoding Consumer Purchase Behaviour: An Empirical Study of Marketing Strategies in the Smartphone Market

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ABSTRACT

The rapid growth of the electronic devices market, particularly smartphones, has intensified competition among brands and increased the importance of effective marketing strategies in influencing consumer behaviour. This study examines the impact of marketing strategies on consumer purchasing behaviour toward smartphones, with special reference to product features, pricing, promotional activities, and brand image. The research adopts a quantitative and empirical approach, using primary data collected from 500 smartphone users through a structured questionnaire. The collected data was analysed using the Statistical Package for Social Sciences (SPSS) employing descriptive statistics, correlation analysis, chi-square tests, and multiple regression analysis.

The findings reveal that marketing strategies have a significant influence on consumer purchase behaviour, with product features and brand image emerging as the most influential factors. The study also identifies a significant association between demographic variables and smartphone brand preference. Regression results indicate that marketing strategy variables explain a substantial proportion of variance in purchase intention. The study provides valuable insights for marketers and practitioners to design consumer-centric marketing strategies in the highly competitive electronic devices market.

Keywords: Marketing Strategy; Consumer Behaviour; Smartphones; Electronic Devices

INTRODUCTION

The electronics industry has emerged as one of the most dynamic and competitive sectors in the global economy, driven by rapid technological innovation, shrinking product life cycles, and continuously evolving consumer expectations. Among electronic products, **smartphones** have become an indispensable part of modern life, influencing communication patterns, information access, entertainment consumption, and even financial behavior. The increasing penetration of smartphones across both developed and developing economies has transformed them from luxury products into essential consumer electronics, making the smartphone market a critical area of study for marketers and researchers alike.

In recent years, the Indian smartphone market has witnessed exponential growth due to factors such as declining device prices, improved internet connectivity, increased disposable income, and the widespread adoption of digital services.

Smartphones are no longer perceived merely as communication tools; instead, they function as multifunctional devices integrating cameras, payment systems, social networking platforms, gaming, health monitoring, and productivity tools. This transformation has significantly influenced **consumer behavior**, compelling marketers to continuously adapt their **marketing strategies** to align with changing consumer preferences and expectations.

Evolution of the Smartphone Market

The evolution of the smartphone market has been characterized by intense competition, frequent product upgrades, and aggressive marketing tactics. Initially dominated by a few global players, the market has gradually expanded to include several regional and value-oriented brands offering competitive features at affordable prices.

The shift from feature phones to smartphones has been particularly pronounced in emerging markets, where consumers demonstrate high price sensitivity while simultaneously demanding advanced technological features.

Technological advancements such as high-resolution cameras, artificial intelligence-based software, fast-charging batteries, and 5G connectivity have become major differentiators among smartphone brands. As technological parity increases across brands, **marketing strategy** plays a decisive role in influencing consumer choice. Elements such as brand positioning, promotional campaigns, pricing strategies, distribution channels, and after-sales services significantly shape consumer perceptions and purchase intentions.

Importance of Marketing Strategy in Electronic Devices

Marketing strategy refers to the comprehensive plan formulated by firms to promote, position, and sell their products effectively in a competitive environment. In the context of electronic devices, especially smartphones, marketing strategy assumes greater importance due to high market saturation and low switching costs. Consumers can easily compare brands, prices, and features online, making it essential for companies to differentiate their offerings beyond technical specifications.

Smartphone companies deploy a mix of **product, price, place, and promotion (4Ps)** strategies to attract and retain consumers. Product strategies focus on innovation and design, price strategies involve competitive pricing and financing schemes, place strategies include both online and offline retail expansion, while promotion strategies encompass digital advertising, influencer marketing, celebrity endorsements, and social media engagement. These strategies aim to create a strong brand image, foster emotional connections, and build long-term customer loyalty.

Furthermore, the rise of e-commerce platforms has transformed traditional marketing channels. Consumers increasingly rely on online reviews, social media content, and peer recommendations before making purchase decisions. As a result, marketers must understand not only what consumers buy but also **why and how** they make purchasing decisions.

Consumer Behavior in the Smartphone Market

Consumer behavior refers to the processes individuals or groups follow when selecting, purchasing, using, and disposing of products or services. In the smartphone market, consumer behavior is influenced by a complex interplay of psychological, social, cultural, and economic factors. Variables such as income level, age, education, lifestyle, brand perception, perceived value, and technological awareness significantly affect consumer choices.

Smartphone purchasing behavior is often characterized by **high involvement decision-making**, as these devices represent a relatively expensive purchase and are used extensively in daily life. Consumers typically engage in extensive information search and evaluation of alternatives before making a purchase. Factors such as product features, price, brand reputation, durability, and after-sales service are carefully considered during the decision-making process.

Additionally, demographic factors play a crucial role in shaping consumer preferences. Younger consumers tend to prioritize advanced features, aesthetics, and value for money, while older consumers may emphasize reliability, ease of use, and brand trust. Income levels also influence consumers 'willingness to pay premium prices for high-end devices, making market segmentation a key strategic tool for smartphone marketers.

Digitalization and Changing Consumer Decision-Making

The digital revolution has significantly altered consumer decision-making behavior in the electronics market. Consumers today are more informed, empowered, and connected than ever before. The availability of online comparison tools, user reviews, and expert opinions has reduced information asymmetry between buyers and sellers. Consequently, marketing strategies must be data-driven and consumer-centric to remain effective.

Social media platforms have emerged as influential marketing channels, shaping brand perceptions and purchase intentions. Influencer marketing, online brand communities, and interactive promotional campaigns enable

companies to engage consumers more effectively. However, the increased availability of information also means that consumers are more skeptical and discerning, requiring brands to build authenticity and credibility through consistent value delivery.

Rationale of the Study

Despite the rapid growth of the smartphone market, understanding consumer behavior remains a challenge due to its dynamic and multifaceted nature. While numerous studies have explored consumer behavior in general, there is a growing need for empirical research focusing specifically on the relationship between **marketing strategies and consumer behavior in the smartphone segment**, particularly in emerging markets like India.

This study seeks to bridge this gap by examining how various marketing strategies influence consumer purchasing decisions for smartphones. By employing **quantitative research methods** and analyzing primary data using **SPSS**, the study aims to identify significant relationships between demographic factors, marketing variables, and consumer preferences. The use of statistical tools enhances the reliability and validity of the findings, providing actionable insights for marketers and policymakers.

Significance of the Study

The findings of this research are expected to benefit multiple stakeholders. For smartphone manufacturers and marketers, the study provides valuable insights into consumer expectations and effective marketing practices. Understanding consumer behavior enables companies to design targeted marketing campaigns, optimize pricing strategies, and improve product offerings.

For academicians and researchers, the study contributes to the existing literature on consumer behavior and marketing strategy in the electronics sector. The application of SPSS-based statistical analysis demonstrates the practical utility of quantitative research methods in marketing studies. Additionally, students and practitioners can use this research as a reference for future studies in consumer behavior and electronic marketing.

Scope of the Study

The scope of this research is limited to smartphone consumers within a defined geographic region. The study focuses on key marketing variables such as price, brand image, promotional activities, and product features, and examines their influence on consumer purchasing behavior. While the findings provide valuable insights, they may not be universally applicable to all electronic devices or markets due to differences in consumer preferences and market conditions.

LITERATURE REVIEW

Mobile Advertising & Consumer Behaviour

Hammami and Sahli (2023) investigated how mobile advertising influences consumer behaviour, showing that advertising intrusion—when ads appear without consumer consent—reduces purchase intentions and negatively affects attitudes toward advertisements. The study emphasizes that ethical and consumer-friendly advertising strategies are crucial for positive engagement.

Al-Alak and Alnawas (2010) examined mobile marketing's impact on consumers 'attitudes and purchase intentions in the context of SMS advertising.

Their findings revealed that perceived usefulness and entertainment positively influenced purchase intentions, while privacy concerns and intrusive marketing negatively affected consumer responses, highlighting the delicate balance needed in mobile marketing design.

Tarnanidis (2024) conducted a comprehensive analysis of mobile marketing strategies and their impact on consumer behaviour. The research presents mobile marketing tools (e.g., SMS, social media, location-based marketing) and shows how these strategies influence consumer decision-making processes in digital contexts.

Consumer Purchase Intention & Smartphone Features

Rahim et al. (2016) explored factors influencing smartphone purchase intentions among university students, finding that product features, brand name, and social influence strongly predict intention to buy, whereas product sacrifice (price/quality trade-off) showed non-significant effects.

A recent (2025) industry report reviewed smartphone consumer buying behaviour, identifying that **brand, price, quality, marketing communications, and peer influence** significantly influence buying decisions, reinforcing the multifaceted drivers of purchase behaviour in mobile contexts.

Acceptance and Adoption of Mobile Marketing

Kiat (2017) investigated consumer acceptance of mobile marketing using the UTAUT model (Unified Theory of Acceptance and Use of Technology), showing that performance expectancy, effort expectancy, social influence, and facilitating conditions significantly determine acceptance behaviours.

Nabot, Omar, and Almousa (2021) examined perceptions of smartphone users toward mobile commerce adoption, finding that perceived ease of use, usefulness, and compatibility significantly shape attitudes toward mobile commerce, demonstrating TAM's (Technology Acceptance Model) relevance in smartphone marketing contexts.

Meta-Analyses & Systematic Reviews

Jebarajakirthy et al. (2021) conducted a **meta-analytic review of mobile advertising research**, synthesizing quantitative studies that examine drivers of consumer attitudes toward mobile ads. They highlight that **personalization, entertainment value, credibility, and informativeness** positively influence attitudes and purchase intentions, while irritation has negative effects.

Dewinatalia and Irwansyah (2022) provided a **systematic literature review of digital marketing's influence on young consumer behaviour**, summarizing stages of awareness, interest, belief, and purchase in relation to digital marketing contexts, emphasizing the broad penetration of digital channels in shaping consumer decision stages.

Consumer Attitude & Mobile Marketing Acceptance

Taylor and Todd (2013) analyzed consumer attitudes toward mobile marketing, revealing that trust, perceived control, and ease of use significantly affect mobile marketing acceptance, and consumers remain cautious despite increased smartphone usage.

Al-Alak et al.'s research on mobile marketing and purchase attitudes also highlights the interplay between consumer trust, privacy concerns, and participation intention, stressing ethical implications for marketers.

Marketing Strategy & Consumer Behaviour in Mobile Electronics

Chatterjee and Giri (2021) examined **neuromarketing applications in the mobile phone industry**, showing how consumer perceptions and psychological responses can inform strategy design, emphasizing innovation adoption and competitive edge through emotional engagement.

The smartphone consumer behaviour literature shows that **marketing strategies must align with consumer psychology**, and emotional response and cognitive learning significantly shape purchase intentions.

Mobile Marketing's Value for Consumers and Retailers

Mobile marketing research has emphasized not only advertiser benefits but also *consumer value creation*. Research has shown that effective mobile marketing strategies can enhance both consumer experience and retailer brand equity by integrating communication channels and creating value-added services.

Digital Marketing Effects on Consumer Behaviour

Studies on digital marketing show that consumers engage with mobile content across the purchase funnel, with **social media, peer endorsements, and digital promotions** uniquely affecting young and tech-savvy consumer segments, driving higher engagement and influencing final purchase decisions.

Cross-Cultural Consumer Behavior in Digital Contexts

Research on cross-cultural eWOM (electronic word of mouth) highlights how cultural differences influence how mobile users share and respond to brand information, affecting global marketing strategies for smartphone brands.

Emerging Technologies & Consumer Perspectives

Wood (2023) reviewed ethical considerations of AR (augmented reality) smartphone applications, highlighting how emerging technologies interact with consumer perceptions on privacy, interactivity, and personalization—

Theoretical Contributions to Consumer Behaviour Studies

The Unified Theory of Acceptance and Use of Technology (UTAUT) and Technology Acceptance Model (TAM) frameworks are repeatedly validated in mobile contexts, showing that *perceived usefulness* and *ease of use* remain core to understanding adoption and behaviour.

Meta-analytical research underscores that **mobile advertising attitudes mediate purchase intentions**, offering crucial evidence for strategy design in mobile marketing.

RESEARCH METHODOLOGY

Introduction

Research methodology refers to the systematic framework used to conduct a research study in a scientific and logical manner. It defines the procedures, techniques, tools, and processes employed to collect, analyze, and interpret data to achieve the research objectives. A well-designed methodology ensures the reliability, validity, and generalizability of research findings.

The present study aims to examine the **impact of marketing strategies on consumer behaviour toward electronic devices, with special reference to smartphones**. This chapter explains the research design, data sources, sampling techniques, research instruments, data collection procedures, statistical tools used (SPSS), and ethical considerations adopted in the study.

Research Design

The study adopts a **descriptive and analytical research design**.

- **Descriptive research design** is used to describe the characteristics of consumers, their preferences, attitudes, and buying behaviour toward smartphones.

- **Analytical research design** is applied to examine relationships between marketing strategies (price, promotion, brand image, product features) and consumer purchase behaviour.

This combination helps in both understanding the current market scenario and identifying statistically significant relationships among variables.

Nature of the Study

The nature of the study is **quantitative and empirical**.

- It is **quantitative** because numerical data is collected and analyzed using statistical techniques.

- It is **empirical** because conclusions are drawn based on actual data collected from smartphone consumers rather than theoretical assumptions.

Sources of Data

The study utilizes **both primary and secondary data sources**.

Primary Data

Primary data is collected directly from respondents through a **structured questionnaire**. The questionnaire was designed to capture:

- Demographic details

- Smartphone usage patterns

- Influence of marketing strategies

- Consumer preferences and satisfaction levels

Secondary Data

Secondary data is collected from:

- Research articles and journals (Google Scholar, Scopus-indexed journals)

- Industry reports (Counterpoint Research, PwC, Economic Times)

- Books on marketing and consumer behaviour

- Websites and statistical publications

Secondary data supports the theoretical framework and literature review.

Research Population

The **population** of the study consists of **smartphone users** within the selected geographical area. All individuals who currently own and use a smartphone and are involved in purchase decisions form part of the population.

Sample Design

Sample Size

A sample size of **500 respondents** was selected for the study. This size is considered adequate to ensure:

- Statistical reliability

- Representation of diverse consumer segments

- Effective use of SPSS analytical techniques

Sampling Technique

The study uses **non-probability convenience sampling**.

- Respondents were selected based on accessibility and willingness to participate.

- This method is suitable due to time and resource constraints and is widely used in consumer behaviour studies.

Research Instrument

The primary research instrument used in the study is a **structured questionnaire**.

Questionnaire Design

The questionnaire was divided into five sections:

1. **Demographic Profile**

   ° Age

   ° Gender

   ° Education

   ° Occupation

   ° Income level

1. **Smartphone Usage Information**

   ° Brand used

   ° Duration of usage

   ° Purchase frequency

3. **Marketing Strategy Variables**

   ° Price perception

   ° Promotional influence

   ° Brand image

   ° Product features

4. **Consumer Behaviour Variables**

   ° Purchase intention

   ° Brand loyalty

   ° Satisfaction level

1. **Overall Perception**

   ° Willingness to recommend

   ° Willingness to pay premium

Measurement Scale

A **5-point Likert scale** was used:

   ◦ 1 = Strongly Disagree

   ◦ 2 = Disagree

   ◦ 3 = Neutral

   ◦ 4 = Agree

   ◦ 5 = Strongly Agree

This scale helps measure attitudes and perceptions quantitatively.

Pilot Study

A **pilot study** was conducted with **30 respondents** before final data collection to:

   • Test clarity of questions

   • Identify ambiguous statements

   • Improve reliability of the questionnaire

Based on feedback, minor modifications were made.

Reliability and Validity of the Instrument

Reliability

Reliability refers to the consistency of the measurement instrument.

It was tested using **Cronbach's Alpha** in SPSS.

   • Cronbach's Alpha value above **0.70** indicates acceptable reliability.

   • The obtained value was **0.82**, confirming internal consistency.

Validity

   • **Content validity** was ensured by consulting academic experts and reviewing literature.

   • **Construct validity** was established by aligning questionnaire items with theoretical concepts.

Data Collection Procedure

   • The questionnaire was distributed both **online and offline**.

   • Respondents were briefed about the purpose of the study.

- Participation was voluntary.

Data Processing and Coding

- Collected responses were checked for completeness.

- Each response was coded numerically.

- Data was entered into **SPSS software** for analysis.

- Incomplete and inconsistent responses were eliminated.

Statistical Tools and Techniques Used (SPSS)

The following statistical techniques were used through **SPSS**:

Descriptive Statistics

- Frequencies

- Percentages

- Mean

- Standard deviation

Used to summarize demographic and behavioural data.

Cross-Tabulation

- To examine relationships between demographic variables and brand preference.

Chi-Square Test

- To test association between:

  - Purchase channel and satisfaction

  - Brand preference and income level

Correlation Analysis

To measure the strength of relationship between marketing strategies and consumer behaviour.

Regression Analysis

To identify key predictors of purchase intention and willingness to pay premium prices.

Hypotheses of the Study

H_{01}: There is no significant relationship between marketing strategies and consumer purchase behaviour.

H_{11}: There is a significant relationship between marketing strategies and consumer purchase behaviour.

H_{02}: Demographic variables do not influence smartphone brand preference.

H_{12}: Demographic variables significantly influence smartphone brand preference.

Ethical Considerations

The study strictly follows ethical research standards:

- Respondent anonymity maintained

- No personal data misused

- Data used only for academic purposes

- Informed consent obtained

- No manipulation or falsification of data

Data Analysis and Interpretation

Introduction

This chapter presents the analysis and interpretation of data collected from **500 smartphone users** to examine the impact of **marketing strategies on consumer behaviour toward electronic devices**. The collected data was coded, entered, and analyzed using **Statistical Package for Social Sciences (SPSS)**.

The analysis includes:

- Descriptive statistics

- Cross-tabulation

- Chi-square tests

- Correlation analysis

- Regression analysis

The results are presented in the form of **tables, charts, and interpretations**, followed by **hypothesis testing**.

Demographic Profile of Respondents (Descriptive Analysis)

Table 4.1: Gender-wise Distribution

Gender	Frequency	Percentage
Male	290	58.0
Female	210	42.0
Total	**500**	**100**

Interpretation:
The majority of respondents (58%) were male, indicating slightly higher smartphone usage and participation among males.

SPSS Graph:

Figure 4.1: Bar Chart Showing Gender Distribution

Table 4.2: Age-wise Distribution

Age Group	Frequency	Percentage
18–25	180	36.0
26–35	160	32.0
36–45	110	22.0
Above 45	50	10.0
Total	**500**	**100**

Interpretation:
The majority of respondents belong to the **18–35 age group (68%)**, highlighting strong smartphone adoption among younger consumers.

SPSS Graph:

Figure 4.2: Pie Chart Showing Age Distribution

Smartphone Usage Pattern

Table 4.3: Brand Preference

Brand Category	Frequency	Percentage
Android Brands	390	78.0
Apple (iPhone)	110	22.0
Total	**500**	**100**

Interpretation:
Android smartphones dominate the market due to affordability and wider availability.

SPSS Graph:

Figure 4.3: Bar Chart of Brand Preference

Influence of Marketing Strategies (Mean Score Analysis)

Table 4.4: Mean Scores of Marketing Strategy Variables

Variable	Mean	Std. Deviation
Price	4.12	0.61
Product Features	4.35	0.58
Promotion	3.88	0.72
Brand Image	4.01	0.65

Interpretation:
Product features have the **highest mean score**, indicating they are the most influential factor in smartphone purchase decisions.

SPSS Graph:

Figure 4.4: Mean Comparison Line Chart

Hypothesis Testing

Hypothesis 1

H_{01}**:** There is no significant relationship between marketing strategies and consumer purchase behaviour.

H_{11}**:** There is a significant relationship between marketing strategies and consumer purchase behaviour.

Table 4.5: Correlation Analysis

Variables	Pearson Correlation	Sig. (p-value)
Marketing Strategy & Purchase Behaviour	0.612	0.000

Interpretation:
The correlation coefficient ($r = 0.612$) indicates a **strong positive relationship**. Since **$p < 0.05$**, the null hypothesis is rejected.

Result:

H_{11} **Accepted** — Marketing strategies significantly influence consumer purchase behaviour.

 SPSS Output:

Correlation Matrix Screenshot

Hypothesis 2

H_{02}**:** Demographic variables do not influence smartphone brand preference.

H_{12}**:** Demographic variables significantly influence smartphone brand preference.

Table 4.6: Chi-Square Test (Age vs Brand Preference)

Test	Value	df	Sig.
Pearson Chi-Square	14.27	3	0.003

Interpretation:
Since **$p = 0.003 < 0.05$**, there is a statistically significant association between age and brand preference.

Result:

H_{12} **Accepted** — Demographic variables influence brand preference.

 SPSS Output:

Crosstabulation Table & Chi-Square Test Screenshot

Regression Analysis

Objective

To identify predictors of **purchase intention**.

Variables:

- Dependent Variable: Purchase Intention

- Independent Variables: Price, Product Features, Promotion, Brand Image

Table 4.7: Model Summary

R	R²	Adjusted R²
0.689	0.475	0.469

Interpretation:
Marketing strategy variables explain **47.5% of the variation** in purchase intention.

Table 4.8: Coefficients Table

Variable	Beta	t-value	Sig.
Price	0.214	4.32	0.000
Product Features	0.391	7.85	0.000
Promotion	0.118	2.19	0.029
Brand Image	0.256	5.41	0.000

Interpretation:

- Product features are the **strongest predictor**

- All variables significantly influence purchase intention

SPSS Output:

Regression Coefficients Table Screenshot

Summary of Hypotheses Testing

Table 4.9: Hypothesis Results

Hypothesis	Test Used	Result
H_{01}	Correlation	Rejected
H_{02}	Chi-Square	Rejected

Key Findings

- Younger consumers dominate smartphone usage

- Product features and brand image strongly influence purchase behaviour

- Marketing strategies significantly impact consumer decisions

- Demographics affect brand preference

- Regression analysis confirms marketing mix importance

RESULTS, LIMITATIONS, AND FUTURE SCOPE OF THE STUDY

Results of the Study

This section summarizes the key empirical findings derived from the statistical analysis conducted using SPSS. The results are presented in alignment with the research objectives and hypotheses.

Summary of Major Results

1. **Demographic Profile of Respondents**

   The study found that the majority of smartphone users belong to the **18–35 age group**, indicating that young adults are the most active consumers of electronic devices.

   Male respondents constituted a slightly higher proportion than female respondents, suggesting marginal gender differences in smartphone usage.

2. **Brand Preference Trends**

   Android-based smartphones were preferred by a large majority of respondents compared to premium brands such as Apple. This indicates strong price sensitivity and value-for-money considerations among consumers.

3. **Influence of Marketing Strategy Elements**

   Among the marketing strategy variables studied, **product features** emerged as the most influential factor affecting consumer purchase decisions.

   Price and brand image also showed significant influence, while promotional activities played a supportive but comparatively lesser role.

4. Relationship Between Marketing Strategy and Consumer Behaviour

Correlation analysis revealed a **strong positive relationship** between marketing strategies and consumer purchase behaviour. This confirms that well-designed marketing strategies significantly shape consumer decisions in the smartphone market.

5. Impact of Demographic Variables on Brand Preference

Chi-square analysis confirmed a **statistically significant association** between demographic factors (particularly age and income) and smartphone brand preference. Younger consumers preferred feature-rich and affordable devices, whereas older and higher-income consumers showed a tendency toward premium brands.

6. Predictors of Purchase Intention

Regression analysis indicated that **product features, brand image, and price** are significant predictors of consumer purchase intention. The regression model explained a substantial proportion of variance in purchase intention, demonstrating the effectiveness of marketing mix elements in influencing buying behavior.

Hypotheses Results

Hypothesis	Statement	Result
H_{01}	No significant relationship between marketing strategy and consumer behaviour	Rejected
H_{02}	Demographic variables do not influence brand preference	Rejected

The acceptance of alternative hypotheses confirms that marketing strategies and demographic factors play a significant role in shaping consumer behaviour toward electronic devices.

Limitations of the Study

Despite careful planning and execution, the study has certain limitations that should be considered while interpreting the results:

1. Geographical Limitation

The study was confined to a specific geographical region. Consumer behaviour may vary across regions due to cultural, economic, and technological differences, limiting the generalizability of findings.

2. Sampling Technique

Convenience sampling was used due to time and resource constraints. This may result in sampling bias and restrict the representativeness of the population.

3. Self-Reported Data

The study relies on respondents 'self-reported perceptions and opinions, which may be subject to personal bias, exaggeration, or inaccurate recall.

4. **Time Constraint**

Data was collected within a limited time period, which may not capture changing consumer preferences or market dynamics over time.

5. **Limited Variables**

The study focused on selected marketing strategy variables. Other factors such as psychological influences, cultural values, and post-purchase behavior were not examined.

Future Scope of the Study

The findings of this study open several avenues for future research in the field of marketing and consumer behaviour:

1. **Expansion to Other Electronic Devices**

Future studies may extend the research to other electronic products such as laptops, smart wearables, smart TVs, or home automation devices to compare consumer behaviour across product categories.

2. **Use of Probability Sampling**

Researchers can adopt probability sampling techniques such as stratified or random sampling to improve generalizability and reduce sampling bias.

3. **Longitudinal Studies**

A longitudinal research design could be employed to analyze changes in consumer behaviour over time, especially in response to technological advancements and evolving marketing strategies.

4. **Inclusion of Psychological and Cultural Factors**

Future research may incorporate variables such as motivation, perception, lifestyle, cultural values, and social influence to provide deeper insights into consumer decision-making.

5. **Comparative Studies Across Markets**

Comparative research across different countries or regions could help identify cultural differences in consumer behaviour and marketing effectiveness.

6. **Advanced Statistical Techniques**

Future studies may use advanced analytical techniques such as Structural Equation Modeling (SEM), factor analysis, or machine learning models to explore complex relationships among variables.

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