

The Effect of Mobile Phone Brands on Customer Satisfaction and Repurchase Intention among Young Adults

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Abstract

A lot of work has been undertaken in the field of Brand and Brand Management ever since the concept developed academically. Brand per se is one of the primary concepts of marketing which gained more importance as economies developed more and more moving from production concept to the marketing concept where the need for differentiating one's product increased as similar products flooded the market in various categories.

This study looks at the use and attitude towards an omnipresent product - the mobile smartphones. Though it seems a lot of work has been accomplished in this field, sometimes the basics are left out while researchers take on the complexities associated with the area of study. Thus, this study is a humble step to assessing the use of mobile brands and its effect on consumers' satisfaction and subsequently the effect on repurchases intention of customer satisfaction. This is a descriptive study conducted on a sample size of one hundred and forty respondents that belong to the age group of eighteen years to twenty-five years. The data was collected through an online questionnaire. The findings indicate that brand name impacts customer satisfaction but it is not very pronounced in the case of the mobile phone category for young adults. Also, the satisfaction for mobile use is not in any way related to the demographics of gender, income, education, and profession. But there is found to be a positive moderate correlation between satisfaction level and repurchase intention, the higher the satisfaction with the mobile phone brand being used, the higher is the repurchase intention.

Keywords

Brand use, Customer satisfaction, Repurchase intention, Young adult, Mobile phones, and Demographic variables.

1. Introduction

In today's time, a mobile phone is the constant companion across all age groups, starting as young as 12 years to very old in their seventies and eighties using it for a wide spectrum of purposes from the very basic as a means of communication to fighting loneliness by surfing the net and using social media platforms. In times of the current pandemic, it has become all the more central to the existence of man as the schools, colleges, offices, and shops have all merged and come online and can be accessed with the use of this handheld device. Since the beginning, it is known that it is the youth that as more addicted to mobile phones. In a study conducted across eleven developing nations and emerging economies with India being one, it was found that it was more common to own a mobile phone rather than share it and most of the respondents belonging to the age group of 18 to 19 admitted to having a separate mobile phone for their own use in all almost all the counties studied, also smartphones were most often being used by younger and more educated people (Silver et al., 2019).

In a study of the impact on customer satisfaction of brand awareness and repurchase intention, three of the four hypotheses were found to be significant. The study found that brand awareness has a positive and significant impact on repurchase intention and customer satisfaction, and satisfaction of customers has a positive effect on repurchase intention that is significant. Brand awareness does not have an effect on repurchase intention that is significant with customer satisfaction as an intervening variable. Finally, satisfaction does have a positive effect, but it does not significantly impact repurchase (Ilyas et al., 2020). The experimental study offered support for the proposition that brand expectations have better impact on affective outcomes such as customer satisfaction while category expectations have a better predict behavioral outcomes such as repurchase and recommendation. Further, the research suggests that brand expectations are not that important in determining satisfaction but predict performance better (Gupta & Stewart, 1996).

According to Cisco Annual Report, internet and mobile usage in India will cross the 900-million mark by 2023, it is estimated that two-thirds of the Indian population will have internet access and a mobile device (Jain, 2020). The top-selling mobile brands in India include Samsung, Xiaomi, Vivo, Realme, Oppo, and Apple in the premium segment (bajajfinserv, 2020). It was noted that online usage for Indians increased

to 24 percent making them spend 4.3 hours per day on smartphones when the lockdown started in March 2020. This signaled a rise of an hour per day from an earlier average of 3.5 hours per day in 2019 (Chanchani, 2020). Looking at this scenario, it becomes inevitable that a study uses mobile as the product category as they are present everywhere across all age groups as well as other demographics.

2. Theoretical Background

2.1 Brand

The dictionary meaning of a brand given by Cambridge dictionary is a type of product manufactured and offered by a particular company (Cambridge Dictionary, n.d.). The most accepted definition of a brand is of the American Marketing Association which defines a brand as something which is either a name or any term or a sign or a symbol, or even a design, or maybe a combination of either all or some of them, which is used to identify either the goods or services of one marketer or a group of marketers and is used as a differentiation tool from the competitors (Kotler et al., 2009). Aaker (1991) defined a brand as “a distinguishing name/symbol whose intention is to identify the services and goods of sellers/ or an amalgamation of sellers and also to demarcate these from those of their customers.”

Brands play a crucial role for both the customers as well as the firms. Kapferer (2005) identified the functions (related consumer benefit) of a brand for the consumer that involve-identification (to be seen clearly and identify the sought-after products); practicality (to save time and energy for repurchase and brand loyal products); guarantee (assurance of buying the same quality products); optimisation (to be confident of purchasing the best performer in a product category); characterisation (to confirm and project one’s self image as one wants to); continuity (to have customer satisfaction because of continued intimacy and familiarity with the brand); hedonistic (customer satisfaction due to the attractiveness and communication of the brand); and finally ethical (customer satisfaction related to that behaviour of the brand that is responsible towards the society). A brand signals to the customers of the origin of the product linking it to its manufacturer which in turn protects both the customer and the firm from identical products being offered by the competitors

(Aaker, 1991). According to (Keller et al., 2011), identification of the source of the product; assigning the responsibility to the manufacturer of the product; ability to reduce risk; enabling a reduction in the cost of searching; a sign of a promise or bond with the maker of the product; acting as a symbolic device and a mark of quality are the various roles that brands play.

Similarly, brands play a very big part for the firms and organisations offering their products in the market. According to Kapferer (2005), the functions or roles of a brand include that it provides a recognition cue; offers the practicality of choice; offers a guarantee of quality; it optimises the choice by acting as a signal of high quality performance; helps in personalising an individual's choice; acts as a bonding or relationship building tool; offers pleasure and finally acts as a mark of ethics and social responsibility. It is through product attributes, names, packages, distribution strategies, and advertising that brand associations have been established. All that enable the owner to move their products beyond commodities to branded products. Which enables them to differentiate their products from the competitors and give a foundation to the purchase decision other than pricing to the consumers (Aaker, 1991). Roles played by brands for manufacturer further include a means for identification so as to enable easy handling or tracing of the product; as a means of legal protection against unique features; signal of quality for satisfied consumers; a means of endowing products with unique associations; act as a harbinger of competitor's advantage and also is a big source of financial returns (Keller et al., 2011).

2.2 Customer Satisfaction

American Marketing Association (2015) (as cited in Rezaei et al., 2016) defines satisfaction/dissatisfaction as “a reaction that is either positive or negative reaction in relation to a decision of purchase or a decision regarding a product after purchasing it. Further, it can be the limit to the fulfillment of the expectations of a consumer or even being exceeded by a product”. Satisfaction is a barometer to reflect the performance that is perceived from a product according to a customer's judgment of it against the expectation towards that product. If the performance is less than expected then, the customer is dissatisfied; if there is a match with the expected performance the customer is said to be satisfied but in case the performance is much

more than expectation then the customer is said to be delighted (Kotler et al., 2009). According to Oliver (2006), as cited in (Kotler et al., 2009), satisfaction has been defined as something by which a person either feels delighted or disappointed. A comparison is made between the performance that was expected and the actual performance that is finally received. It is around this simple logic that the whole game of customer satisfaction is played and marketers' ultimate aim is to have satisfied customers as, it is the key to retaining customers and not losing them to the competitors. So, customer satisfaction holds the key to the success of an organization.

2.3 Repurchase Intention

Repurchase intention is an individual's act of repeat purchase of a pre-defined product or service from the same firm after taking into account his/her current situation and related circumstances (Hellier et al. 2003). According to Peyrot & Doren (2005), repurchase is the actual behaviour of a consumer that ultimately results in the purchase of the same product or service again. Hume et al. (2007) as cited in (Ibzan et al., 2016) distinguish between repurchase and the intention to purchase again as repurchase being actually an action that does take place but repurchase intention is the decision of a consumer to again engage for any other future activity with the same supplier or retailer. Rezaei et. al. (2014) as cited in (Rezaei et al., 2016) define Repurchase Intention as the probability that a present customer will go ahead and keep purchasing the same product from the same seller that is selling products online. Also, it can be said that when services and products are bought again from the same firm then that can be labelled as an intention to purchase again.

2.4 Young Adults

As marketing becomes more and more pointed so does define the target market. Gone are the days when a family as a unit represented all the target segments irrespective of the demographic differences of its various members. This is not so with various segmentation coming to for based on age starting with the baby market, kids, teens, young adults, adults, old, and so on. The United States Census Bureau (2015) (as cited in Bitner & Albinsson, 2016) defines young adults as people belonging to 18-24 years who are part of the

millennial generation. Generally, the age of adults identified as young is taken as 18-24 years (Ling and Stanton, 2002; Sepe and Stanton, 2002 as cited in Akturan et al., 2011). Keeping in line with the accepted norms, the young adults have been defined as respondents belonging to 18-24 age group which means who have completed 18 years and are 24 years or more but less than 25 years.

3. Research Methodology

3.1 Sample

The present study was done on a total of 140 young adults' respondents from India who owned a mobile phone and were regular users of the same. The demographic variables of the sample are presented in Table-1. The sample consisted of more Females with 53.6 percent and males with 46.4 percent while 60 percent were not working as this age group consists mainly of full-time students, however, 40 percent of the sample respondents were working professionally. The Majority of the respondents were highly educated with 45 percent being bachelors and approximately 34 percent having or studying for a Postgraduate degree while only 21 percent were high school pass-outs. The respondents came from a wide spectrum as far as the monthly family income was concerned as they were equally spread with 50 percent belonging to households with an income of below Rs. 50,000 per month to almost 50 percent belonging to households having a monthly income of more than Rs. 50,000.

Table 1: Demographic Profile of the Respondents

S. No.	Demographic Variable	Variable Options	Frequency	Percent (%)
1.	Gender	Male	65	46.4
		Female	75	53.6
		Total	140	100
2.	Highest Educational Qualification	High School or Equivalent	30	21.4
		Bachelor's Degree / Graduation	63	45.0
		Master's Degree / Post Graduation	47	33.6
		Total	140	100

3.	Profession	Working	56	40.0
		Non-working	84	60.0
		Total	140	100
4.	Monthly Family Income	Less than Rs. 25,000	44	31.4
		Rs 25,001 - Rs 50,000	29	20.7
		Rs 50,001 - Rs 1,00,000	27	19.4
		Rs 1,00,001 - Rs 2,00,000	16	11.4
		More than Rs - 2,00,000	24	17.1
		Total	140	100

Source: Researcher's compilation of the research findings

3.2 Research Instrument

The data was collected using a structured questionnaire that consisted of two parts. The first part consisted of questions that ranged from dichotomous to nominal scale and seven-point interval scaled satisfaction scale, while the second part dealt with questions relating to the demographic details of the respondents.

4. Analysis and Interpretation

4.1 Most used Mobile Phone Brand

The study showed that MI Xiaomi was the most used brand among young adults with almost 33 percent (46) of them using it, followed by Samsung with 16.4 percent (23) of the respondents using the same. Apple phones being premium category phones were being used by 11.4 percent (16) of the respondents, so were the economy brands Vivo and Oppo. Among others were Honor (6), Asus (3), Nokia (2), and with one respondent each owning Karbonn, LG, Micromax, Motorola, and Techno.

Table 2: Mobile Phone Brand used the Most

Mobile Phone Brand used the Most	Frequency	Percent (%)
MI Xiomi	46	32.9
Samsung	23	16.4
Apple	16	11.4
Vivo	16	11.4
Oppo	13	9.3

Mobile Phone Brand used the Most	Frequency	Percent (%)
One Plus	10	7.2
Others	16	11.4
Total	140	100

Source: Researcher's compilation of the research findings

4.2 Satisfaction with the Current Mobile Phone Brand

The study pointed out that an overwhelming 85 percent were satisfied with their mobile phones as can be seen in Table-3, below while just 15 percent of them were dissatisfied with their current brand of mobile phones raising a question mark over the concept of branding to distinguish a product among various competitors.

Table 3: Satisfaction with the Current Mobile Phone Brand

Satisfaction Level	Frequency	Percent
Dissatisfied	21	15
Satisfied	119	85
Total	140	100

Source: Researcher's compilation of the research findings

4.3 Relationship between the Mobile Phone Brand Used and Satisfaction with it

The satisfaction data was cross-tabulated with mobile brands used and chi-square value was calculated to find out if there exists any association between the two.

Table 4: Cross Tabulation between Mobile Phone Brand Used and Satisfaction

		Combined Mobile Use							Total
		Apple	MI Xiom	One Plus	Oppo	Samsung	Vivo	Others	
Dissatisfied	Count	0	8	0	0	7	2	4	21
	%	0.00%	17.40%	0.00%	0.00%	30.40%	12.50%	25.00%	15.00%
Satisfied	Count	16	38	10	13	16	14	12	119
	%	100.00%	82.60%	100.00%	100.00%	69.60%	87.50%	75.00%	85.00%
Total	Count	16	46	10	13	23	16	16	140
	%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

Source: SPSS Output

The cross-tabulation has been produced in Table-4 above. It can be seen that majority of respondents are satisfied with their brands but to confirm whether the same holds true the following hypothesis of

no association between the two variables was tested using Chi-square and since some cells have less than 5 value so Fischer's exact test was also applied to test the relationship.

H₀: There is no association between the mobile brand used and the satisfaction with it

H₁: There is an association between the mobile brand used and the satisfaction with it

Table 5: Chi-Square Test Statistics

Chi-Square Test			
	Value	df	Exact Sig. (2-sided)
Pearson Chi-Square	12.720a	6	0.045
Likelihood Ratio	17.533	6	0.012
Fisher's Exact Test	11.586		0.043
Linear-by-Linear Association	3.209b	1	0.073
N of Valid Cases	140		
a. 6 cells (42.9%) have an expected count of less than 5. The minimum expected count is 1.50.			
b. The standardized statistic is -1.791.			

Source: SPSS Output

The p-value for both Chi-Square (0.045) and Fisher's Exact Test (0.043) is less than the significance level of 0.05, so the null hypothesis of no association cannot be accepted, indicating that the association is significant statistically at the 0.05 level. Thus, the brand used does affect the satisfaction levels. This can be noted from Table 4 that though all brands have high satisfaction levels but the consumers of Samsung have the lowest satisfaction level of 69.6 percent, but all the other brands have satisfaction levels above 80 percent with Apple, One Plus and Oppo having as high as 100 percent satisfaction. Since there is some association so the measures of the association strength like Phi Coefficient (.301) showing not a strong association was calculated, which is the only measure that shows the direction of association by taking values from a minimum of -1 at one end to a maximum of +1 at another end through zero for perfect negative correlation to perfect positive correlation and no correlation for zero (Malhotra & Dash, 2009). The value of Cramer's V was also found to be 0.301 signaling a not very strong association which can range from 0 to 1 for no association and perfect

correlation though it is never practically achieved (Malhotra & Dash, 2009). Both the values were found to be significant at 0.045 being less than 0.05.

4.4 Relationship between Mobile Phone Brands Satisfaction and Demographic Variables

The study next seeks to find out whether the satisfaction with the mobile phone brand being used varies with various demographic variables of gender, income levels, educational qualification, and profession, for this analysis of variance was done with each demographic variable. The hypothesis tested results using ANOVA have been tabulated below.

H₀: There is no significant relationship between satisfaction with the mobile phone brand used and the various demographic variables.

H₁: There is a significant relationship between satisfaction with the mobile phone brand used and the various demographic variables.

Table 6: ANOVA Test Statistics and Interpretation of Satisfaction with Various Demographic Variables

Variable	F	Sig.	Result Interpretation
Gender	1.377	0.243	Not Significant; H ₀ cannot be rejected
Educational Qualification	0.753	0.608	Not Significant; H ₀ cannot be rejected
Profession	2.503	0.062	Not Significant; H ₀ cannot be rejected
Income	0.218	0.928	Not Significant; H ₀ cannot be rejected

Source: Researcher's compilation of the SPSS Output for ANOVA Test

As can be seen from Table-6 above, none of the demographic variables have any impact on the satisfaction level of the respondents with their mobile phones as demographic variables of gender, education levels, and income groups do not show any significant difference. Thus, irrespective of the demographic makeup of the respondents, their satisfaction with their respective mobile devices remains the same.

4.5 Re-purchase Intention

In the next question, the respondents were asked about their repurchase intention, and the opinion were divided with just a few

more than half i.e., around 58.6 percent were planning to buy the same brand, and rest 41.4 percent would not go for the repurchase of the same brand. On being asked, if not the same brand then which one would you prefer to buy next, majority of them out of 41.1 percent preferred Apple (19 percent) followed by One Plus (13 percent) for their next purchase.

Table 7: Repurchase Intention for the Same Brand

For the next purchase, would the same brand be purchased again	Frequency	Percent
Yes	82	58.6
No	58	41.4
Total	140	100

Source: Researcher’s compilation of the research findings

4.6 Relationship between Satisfaction with the Mobile Brand used and Repurchase Intention

Table 8: Cross Tabulation between Satisfaction and Repurchase Intention

		COMBINED MOBILE USE							Total
		Apple	MI Xiom	One Plus	Oppo	Samsung	Vivo	Others	
Yes	Count	14	25	10	5	14	11	3	82
	%	87.50%	54.30%	100.00%	38.50%	60.90%	68.80%	18.80%	58.60%
No	Count	2	21	0	8	9	5	13	58
	%	12.50%	45.70%	0.00%	61.50%	39.10%	31.30%	81.30%	41.40%
Count		16	46	10	13	23	16	16	140
Total	%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

Observing Table-8 above with the cross tabulated data, it can be seen that when satisfaction level is high with the mobile brands being used then too just 58.6 percent of respondents were willing to repurchase the brand. The chi-square value as well as Fischer’s exact test was calculated since the expected count of less than 5 was observed in one of the cells to test the given hypothesis whether any relationship exists between satisfaction and repurchase intention.

H₀: There is no association between the satisfaction level and repurchase intention

H₁: There is an association between the satisfaction level and repurchase intention

Table 9: Chi-Square Test Statistics

Chi-Square Tests			
	Value	df	Exact Sig. (2-sided)
Pearson Chi-Square	26.285a	6	0
Likelihood Ratio	31.039	6	0
Fisher's Exact Test	27.161		0
Linear-by-Linear Association	6.331b	1	0.011
N of Valid Cases	140		
a. 1 cell (16.7%) have an expected count of less than 5. The minimum expected count is 4.93.			
b. The standardized statistic is -6.395.			

Source: SPSS Output

As can be seen in the table in 9 above, the p-value for both Chi-Square (0) and Fisher's Exact Test (0) is less than the significance level of 0.05, so the null hypothesis of no association cannot be accepted, indicating that there is an association between the satisfaction level and re-purchase intention for the mobile brand used, that is significant statistically at the 0.05 level. This can be also noted from Table-8 and explained therein. Since there is an association, the measures of the association strength like Phi Coefficient and Cramer's V were further calculated which have been shown in Table-10 below.

Table 10: Measures of Strength of Correlation

Symmetric Measures			
		Value	Exact Significance
Nominal by Nominal	Phi	0.433	0
	Cramer's V	0.433	0
N of Valid Cases		140	

Source: SPSS Output

Phi coefficient is used to measure the association strength in specific cases involving a 2x2 table, and Cramer's V can be used for any number of rows and columns (Malhotra & Dash, 2009). The value of Phi varies from a minimum of -1 to a maximum of +1 through 0 for perfect negative correlation to perfect positive correlation with no correlation for 0 and Cramer's V can range from 0 to 1 for no association and perfect correlation though it is never

practically achieved (Malhotra & Dash, 2009). Both the Phi coefficient and Cramer's V value are found to be 0.433, which shows that there is a moderate association between the two.

5. Conclusion

From the analysis and interpretation given in the previous section, it can be concluded that MI Xiaomi was the most used brand among the young adults with almost 33 percent of them using it, followed by Samsung with 16.4 percent of the sample respondents using the same. Further, it was seen that a good 85 percent were satisfied with their mobile phones while just 15 percent of them were dissatisfied with their current brand of mobile phones raising a question mark over the concept of branding to distinguish a product among various competitors. But, on further analysis using chi-square statistic, the long-established role that a brand plays came to the fore when it was revealed that the brand used does affect the satisfaction levels. But the association was not found very strong with the measures of the association strength like Phi Coefficient and Cramer's V both having a value of 0.301. A somewhat similar outcome was chronicled by (Ilyas et al., 2020) When an indirect relationship of brand awareness on repurchase intention was measured with customer satisfaction as a mediating variable, the study did not show any significant effect. This study thus amplifies the role of customer satisfaction in the determination of customer loyalty as well as repurchase intention. None of the demographic variables have any impact on the satisfaction level of the respondents with their mobile phones as demographic variables of gender, education levels, and income groups do not show any significant difference with ANOVA. Thus, contrary to the popular belief, irrespective of the demographic design of the respondents, their satisfaction with their respective mobile devices remains the same. Regarding the repurchase intention, the opinion was divided among the young adults with around 58.6 percent were planning to buy the same brand and the rest 41.4 percent going against it. The outcome showed that there is an association between the satisfaction level and re-purchase intention for the mobile brand used ($\Phi=0.433$, Cramer's $V=0.433$, $P<0.05$), which support the previous study in which Huang et al. (2014) concluded that customer satisfaction ($\beta=0.733$, $p < 0.001$) has a significant positive impact on repurchase intention.

6. Limitations of the Present Study and Directions for Future Research

This study was conducted on the sample size of one hundred forty respondents and limited to young adults, moreover, the sample design used was also convenience sampling. The time for the study was also less so the study is not very in-depth thus for future studies, this can be built further to cover more information with a larger sample size across more age groups with different product category especially services. For future research multi-item scales previously developed should be adapted for the Indian population and used for the study by adding new dimensions to the existing ones.

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