

Experiential Retail in the Smartphone Industry: Consumer Behaviour and Brand Loyalty

Experiencia de compra en la industria del Smartphone: comportamiento del consumidor y lealtad de marca

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ABSTRACT

The goal of this study is to examine the impact of experiential retail on purchasing decisions and brand loyalty in the smartphone industry. The present research executes a quantitative analysis utilising the SPSS version 23 software package. A structured questionnaire survey technique is employed to gather the data from the experiential retailers in the smartphone industry. A purposive sampling strategy has been adopted for analysis. The objective behind this technique is to gather data on the perception of experiential retailers regarding the impact of purchasing decisions and brand loyalty in the smartphone industry. Descriptive statistics, ANOVA, regression and Pearson correlation analysis are performed in research. The study's outcomes indicate that experiential retail shopping has a significant impact on the growth and sustainability of consumers in the smartphone industry. Furthermore, the study also evaluates the considerable effects of consumers' behaviours in the smartphone industry through purchasing decisions and brand loyalty. The study recommends that experiential retailers enhance their innovative strategies to strengthen their business in the smartphone industry.

Keywords: Experiential Retail; Purchase Decisions; Brand Loyalty; Smartphone Industry; customer engagement

JEL Code: M, M3, M37



RESUMEN

El objetivo del estudio es representar las influencias de la experiencia en la decisión de compra y la lealtad a la marca en la industria del *smartphone*. La presente investigación ejecuta un análisis cuantitativo utilizando el paquete de software SPSS versión 23. Se utiliza una técnica de encuesta de cuestionario estructurado para recopilar datos de los minoristas en la industria del *smartphone*. Se ha adoptado una estrategia de muestreo intencional para el análisis. El objetivo detrás de la técnica es recopilar datos relacionados con la percepción de los minoristas sobre el impacto de la decisión de compra y la lealtad a la marca en la industria del *smartphone*. En la investigación se realizan estadísticas descriptivas, ANOVA, regresión y análisis de correlación de Pearson. Los resultados del estudio examinaron que las compras experienciales al por menor tienen un impacto significativo en el crecimiento y la sostenibilidad de los consumidores en la industria del *smartphone*. Además, el estudio también evalúa el impacto significativo del comportamiento del consumidor en la industria del *smartphone* a través de las decisiones de compra y la lealtad a la marca. El estudio recomienda a los minoristas mejorar sus estrategias innovadoras para fortalecer su negocio en la industria del *smartphone*.

52 Palabras clave: Comercio minorista experiencial; Decisiones de Compra; Lealtad a la marca; Industria del *smartphone*; compromiso del cliente;

INTRODUCTION

In today's busy digital world, many retailers are striving to gain a competitive edge in the retail market by providing an unforgettable shopping experience to consumers. In an experiential retail shopping environment, consumers are more interested in participating in the shopping experience than in the traditional retail shopping experience.

This encourages retailers to implement experiential retail for their consumers. It is also noted that retailers are making efforts to provide unforgettable experiences for customers to highlight their products and services. The retail sector offers extraordinary services of customised products to consumers, creating high value in customer engagement. Customer engagement plays an effective role in experiential retail (An & Han, 2020)

The essential components, such as purchase decision and brand loyalty, play a massive role in experiential retail. Especially in the smartphone industry, brand loyalty and purchase decisions act as effective marketing strategies in the competitive world. Purchasing decision is a critical factor that shopkeepers must understand properly.

The process of purchasing decisions depends on the consumer's intention to acquire products and services in the market (Van Thuy et al., 2022). It assists the shopkeeper/marketer in the process of selling their goods and services. If shopkeepers effectively understand the shopping behaviour of consumers, their purchasing decisions can be made more effectively.

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Five practical components influence consumer purchasing decisions. They are purchase choice, post-purchase behaviour, evolution of alternatives, information search, and problem identification. These are the five key components that influence consumers' purchasing decisions. However, it depends on the nature of the individual's needs. Moreover, these five practical components are especially effective for new purchasers. Understanding the purchasing behaviour of consumers helps the sector to sustain itself strongly in the competitive market (Riaz et al., 2021).

Building brand loyalty is a crucial component in this competitive world. Creating brand loyalty is an essential element in today's generation. Sustainability and profitability can be successfully achieved through implementing brand loyalty in experiential retail. Implementing brand loyalty in experiential retail helps create a positive relationship with customers and effectively enhances customer engagement. In today's generation, consumers are more conscious towards the brand (Jamshidi & Rousta, 2021).

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This means consumers are aware of their social needs in relation to the brand, and this makes them more likely to purchase repeatedly from that particular brand. Innovative technologies also play a crucial role in fostering brand loyalty. Marketing strategies play an essential role in promoting the brand to consumers (Bing et al., 2024).

Consumer engagement and brand loyalty can be easily achieved through understanding consumer behaviour. Building brand loyalty and purchasing decisions help the smartphone industry experience sustainable economic growth in this digital world. The craving for smartphones is increasing effectively among all generations (Hill & Yoeung, 2024).

Due to the vast arrival of smartphones in the marketplace, it has become a hectic situation for marketers/sellers and consumers. Therefore, building strong brand loyalty and influencing purchasing decisions in experiential retail effectively contributes to economic growth and achieves high success in this sector (Solihin et al., 2021).

Traditional marketing has failed to satisfy everyone involved, making it necessary to implement new methods, such as experiential marketing. Companies can provide customers with a captivating experience that sets them apart from their rivals, improves brand awareness, and fosters customer loyalty (Hidayatullah et al., 2025).

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Enhancing the interactive relationship between the brand and customers through various channels is what customer engagement is all about, resulting in increased brand awareness and loyalty among both potential and current customers. Engaging with customers and fostering loyalty towards the brand leads to sustained business success by enhancing the relationship between the brand and customers, ultimately increasing customer retention and satisfaction with the products.

Experiential marketing is about designing special environments where customers can interact with a brand and enable conversations in both directions. The Strategic Experiential Modules (SEMs) comprise five distinct types of experiences: 'sense', 'feel', 'think', 'act', and 'relate'. Research indicates that experiential marketing plays a crucial role in fostering customer engagement. Despite this, there has been a lack of in-depth study on the analysis of SEMs, specifically regarding how experiential marketing SEMs affect customer engagement (Lu et al., 2023).

Due to the rapid advancement of digitalisation, implementing an innovative framework has become an essential part of experiential retail to sustain growth in this environment. The factors that differentiate experiential retail from traditional retail are that experiential retail focuses on creating an unforgettable shopping experience, encourages new approaches,

adopts omnichannel strategies, prioritises customer engagement over sales, and helps build communities in the retail sector (He et al., 2025).

Creating an unforgettable experience in a shopping environment plays a significant role in experiential retail. In this digital world, consumers are seeking an experience that allows them to share on social media platforms. Actively engaging with social media helps the retail sector better understand and cater to consumers, especially younger generations (Gunawan, 2022).

An experiential retail sector focuses on exposing the brand value to customers more than the sales aspects. Building communities in experiential retail is a key component to strengthening the industry. There are various ways to create a community in the retail sector, such as offering discounts and hosting events.

The term "retailtainment" is derived from the new approach of combining experiential retail and entertainment. Retailtainment consists of a combination of entertainment and experiential retail (Grewal & Roggeveen, 2020). It creates a unique experience for consumers by offering a range of methods and techniques. Additionally, retailtainment focuses on capturing the attention of consumers through the use of celebrities, industry experts, and other engaging methods. The significant role of Omnichannel retail experiences includes a wide range of products and services for consumers, such as in-store fulfilment.

This activity helps to sustain the consumers in their retail business. Maintaining consumer engagement is always essential in the retail sector. Physically interacting with the product helps create a desire for it. It also enhances the purchasing decision and helps create a bond between people and the product (Watson et al., 2018).

Nowadays, the necessity to shop in-store is becoming less. The shopping environment is driven by the unforgettable experience and excitement of discovering something new. In-store expertise, primarily, stimulates the customer's sense of connection to create a strong bond between the brand, product, and services for consumers (Quan et al., 2020).

The significance of the study lies in its exploration of key components that can help sustain consumers in the competitive smartphone industry. As brands strive to differentiate themselves, this research emphasises the critical role of experiential retail in shaping consumer perceptions and behaviours. By analysing how immersive shopping experiences influence brand loyalty and purchasing decisions, the study highlights the importance of developing innovative techniques that enhance customer engagement and satisfaction, ultimately fostering stronger emotional connections with brands.

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Furthermore, the study examines both internal and external factors influencing consumer behaviour, offering a comprehensive understanding of the decision-making process. It investigates established consumer behaviour models such as the Engel-Kollat-Blackwell (EKB) Model and Howard Sheth Model (HSM), offering a theoretical framework for analysing consumer interactions within experiential retail environments. Key elements such as accessibility, delivery, quality, website aesthetics, trust, and pricing are shown to significantly impact purchase decisions, highlighting the multifaceted nature of consumer choice.

Additionally, this research addresses the evolving landscape of digital and physical retail spaces, exploring how technology integration—such as augmented reality and personalised marketing—can further enhance the experiential aspect of shopping. By identifying best practices for leveraging these elements, the study aims to equip retailers with actionable insights that foster lasting consumer relationships and drive sustainable growth in a rapidly evolving market.

The problem statement is that in today's digital landscape, thousands of brands are vying for consumer attention while also striving to maintain customer loyalty. The abundance of information and easy access to product data have empowered consumers, making them more discerning and knowledgeable about their choices. Consequently, sustaining customer engagement in such a competitive environment poses significant challenges for the retail sector.

Without implementing effective strategies, marketers face substantial obstacles in creating sustainable practices within experiential retail. Digitalisation has introduced complexities that further hinder the retail industry's ability to adapt; many retailers are slow to embrace new technological frameworks, which are essential for enhancing customer relationships and improving sustainability.

The lack of innovation in adapting to digital advancements not only affects consumer purchasing decisions but also undermines the potential for building long-term customer loyalty. To thrive in this evolving marketplace, retailers must prioritise the integration of innovative technologies and sustainable practices that resonate with today's eco-conscious consumers, ensuring they meet both market demands and expectations effectively.

The following are the objectives of the study:

To analyse the impact on brand loyalty among consumers in the smartphone Industry.

To examine the factors influencing experiential retail on purchase decisions.

To determine consumer attitudes and perspectives towards purchasing smartphone brands in the Delhi NCR region

The research questions are:

What is the significant impact of brand loyalty among consumers in the smartphone Industry?

What are the factors influencing experiential retail on purchase decisions?

What are the reasons that determine consumer attitudes and perspectives towards purchasing smartphone brands in the Delhi NCR region?

The paper is then organised in the following sequential manner. Section 1 illustrates a brief introduction regarding the concepts of purchase decision and brand loyalty in the smartphone industry. It also depicts the significance of research. Section 2 describes the prevailing scholarly research works related to the present study. Section 3 presents the research methodology, and the analysis results are presented in Section 4. Section 5 illustrates the discussion and the limitations of the study. Lastly, Section 6 discusses the conclusion and future recommendations of the study.

LITERATURE REVIEW

The existing study (Ouzir et al., 2024) aims to investigate how utilising neuromarketing methods, such as analysing EEG (Electroencephalogram) signals, can classify consumer preferences and influence decision-making processes. Researchers conducted a research study in which subjects were presented with various advertising stimuli while their EEG signals were recorded. Sophisticated signal processing methods were utilised in the research to investigate changes in brain activity associated with different consumer preferences. Machine learning algorithms were used to classify the EEG data and identify patterns related to specific consumer choices. The findings indicate that particular EEG signal patterns are linked to consumer preferences and decision-making behaviours.

The existing paper (Puspanathan et al., 2021) analyses the role of Integrated Marketing Communication (IMC) on the consumer decision-making process. The paper aims to utilise the IMC tool to attract the targeted audience through advertising, promotions, interactive marketing, personal selling, and public relations, which influence the consumer decision-making process.

The above factors are the critical components that can affect the decision-making process of the consumer effectively. The paper conducted the research using a quantitative method, and the questionnaire was collected through random sampling. The questionnaire was distributed online and contained 5 Likert scales. The data were collected from 382 respondents in Ipoh and analysed using the Statistical Package for the Social Sciences. The study concludes that all elements significantly influence the consumer's decision-making process.

Due to the rapid evolution of online shopping, the existing study (Pei et al., 2020) examines the significance of shopping experience in this competitive world. Traditional stores are striving to implement innovative frameworks in their physical stores. Through various shopping experiences, especially customer experience and customer satisfaction, are essential sources of maintaining sustainability in the retail sector. Through enhancing the customer experience, the retail industry can support sustainability in the digital world.

The existing study (Pei et al., 2020) describes the factors that influence customer satisfaction and customer experience. The study collected a dataset sample from two different shopping circumstances. The data set sample contains a total of 288 questionnaires, with 146 questionnaires gathered from physical stores in China and 142 online questionnaires collected in 21 cities of China. Moreover, the paper conducts the hypothesis test using multiple regression analysis.

The results were obtained with a positive impact on customer satisfaction through the factors of shopping environment, staff service, and shopping procedure. The existing study examines practical suggestions for the sustainability of the retail sector, considering the influence of customer experience management.

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The existing paper (Attor et al., 2022) examines the use of innovative marketing strategies to promote the brand personality concept, particularly for product promotion. The paper identifies the integration between customer purchase decisions and brand personality. It primarily denotes the impact of brand personality on customer buying decisions in the telecoms industry.

The research was conducted using a positive paradigm, utilising 414 data points from telecom customers in Ghana. The results were obtained from the PLS-SEM process. The result identifies five main characteristics of brand personality. They are competence, sincerity, sophistication, ruggedness and excitement. These are the significant factors which influence the customer's buying decision. Additionally, the results indicate that brand competence, brand excitement, and brand loyalty play a crucial role in customer buying decisions. Notably, the brand's ruggedness and sophistication do not positively impact the customer's buying decisions.

In the retail sector, smartphone plays a significant role in the digital world. Primarily, customer experience is a key component to sustaining competitiveness in this competitive world. The existing study (Molinillo et al., 2022) examines the customer experience with the retail app in terms of four main attributes: affective, relational, cognitive, and sensorial. The four primary attributes mentioned above are observed in customer loyalty. The PLS-SEM

technique is utilised to analyse the data sample of 545 retailers' app users. The paper concludes by describing the factors that influence and detailing the importance of sensory experience.

Customer behaviour model helps to stand out as unique in the retail sector. Additionally, it effectively engages, retains, and attracts. There are two models: one is traditional consumer behaviour, and the other is the contemporary model.

The conventional consumer model uses the Learning Model, Psychoanalytical Model, Sociological Model, and Economic Model. At the same time, the modern model of consumer behaviour is mainly focused on the consumer decision-making process. The contemporary models include the Engel-Kollat-Blackwell (EKB) Model, Black Box Model, Howard Sheth Model, Hawkins and Stern Model, Nicosia Model, and Webster and Wind Model (Tešić & Bogetić, 2022).

The existing study (Zhang et al., 2020) implements the Engel-Kollat-Blackwell (EKB) model. This model is used to investigate the potential of consumer behaviour effectively. The Engel-Kollat-Blackwell (EKB) model is a well-known practice in consumer behaviour. The study was conducted using a questionnaire model, and data were collected from the WeChat APP system. The result identifies that employing the EKB model enhances the consumer decision-making process with five main attributes: information collection, demand perception, purchase decision, program evaluation, and buying.

The existing study (Reddipalli, 2020) helps retailers to understand the entire decision-making process of customers. The study utilises the smartphone to conduct the research for a better understanding. Implementing the Howard Sheth Model (HSM) of consumer behaviour in buying a Smartphone helps retailers sustain effectively. The results were obtained through a review of the dataset, sourced from the internet, and feedback. The paper concludes that implementing HSM in consumer behaviour regarding smartphone purchases effectively benefits both retailers and consumers.

The existing study (Khanna & Singh, 2023) analyses the impact of price, brand, and product features on consumers' smartphone purchasing decisions. The researchers employed a descriptive and causal-comparative research design, analysing individuals in the Kathmandu Valley with prior smartphone usage. A convenience sampling approach was utilised to select 344 individuals. Consumer choices when purchasing smartphones are positively influenced by factors such as price, brand, and product features, according to the findings. Notably, both brand and product features significantly impacted these decisions, while price had no significant effect.

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The study finds that product attributes play a crucial role in influencing consumer purchasing decisions, while maintaining a strong brand image is essential for creating value in the smartphone market. Thus, companies need to focus on enhancing product features and maintaining their brand image to address consumer demands effectively.

The existing paper (Hisyam et al., 2022) analyses the importance of internal influence on consumer behaviour. The paper mainly focuses on the concept of online shopping. The study analyses wooden products explicitly due to the limited research available on these products in Malaysia. Four important internal influences were analysed: time management, lifestyle, ease of use, and experience.

These are the four crucial internal influencing factors in online shopping of wooden accessories. The survey was conducted in June and July 2021. The questionnaire model is utilised and distributed via social media platforms, including Facebook, WhatsApp, and Instagram.

Finally, the data, which covered 464 respondents, were analysed using SPSS version 26 with a multiple regression model. The paper concludes that, with the obtained results, the value of time management is 0.132, an influencing factor towards online shopping, with a standardised coefficient (β) of 0.410, ease of use is 0.076 and experience is 0.139.

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The paper scrutinises the factors that influence the purchase of smartphones, based on a dataset of 366 samples in China. The data set was particularly collected from individuals born in the 1980s and 1990s, as they were expected to be future consumers in the Chinese market (Oe & Yamaoka, 2022).

Smartphone plays a significant role not only in the communication field but also act as an essential tool in people's lives. Therefore, the existing study was based on the concept of liquid consumption. The study primarily focuses on the significance of smartphone products in terms of consumer satisfaction. The existing paper analyses three significant factors — innovation, influence, and fashion — on consumer purchasing behaviour in the smartphone market.

The prevailing study (Zha et al., 2024) examines five sensory stimuli (i.e., visual, auditory, olfactory, tactile, and gustatory) that affect sensory brand experience and brand loyalty through customer satisfaction, brand attachment, and customer lovemarks. This study also examines the role of employee empathy in moderating the impact of sensory brand experience on customer satisfaction, brand attachment, and customer love marks.

Our study employed a mixed-methods research design, primarily using a quantitative approach through 512 Chinese consumers' questionnaire responses, supplemented with 10 in-depth interviews and four focus group discussions to derive early findings regarding the topic area. The findings indicate that five sensory cues have a significant impact on the sensory brand experience and, consequently, drive customer satisfaction, brand attachment, and customer love marks. It further proposes that not all aspects of brand attachment and customer satisfaction predict brand loyalty, and that employee empathy has an adverse moderating effect on the relationship between customer love marks and sensory brand experience.

The preceding study (Suardana et al., 2024) analysed how brand image, brand awareness, and social media marketing affect consumer purchase decisions, with mediating variables such as purchase interest, service quality, and experiential marketing, providing valuable insights for marketers to improve their understanding of consumer behaviour.

The population consisted of Somethinc's Instagram followers, with 156 samples. This research found that brand image did not have a significant effect on purchase decisions, whereas brand awareness had a significant effect on purchase decisions. The purchase of interest and service quality had little impact on purchase decisions.

Social media marketing had a limited impact on purchase decisions, but it had a significant effect on experiential marketing, highlighting its contribution to enhancing consumers' experiences. On the other hand, experiential marketing has a substantial influence on purchase decisions, successfully mitigating the impact of social media marketing.

This research also revealed that purchase interest failed to mediate the effect of brand image on purchase decisions, and service quality failed to mediate the impact of brand awareness on purchasing decisions. The results yield insightful information to create more impactful strategies in the contemporary marketing scene. For example, marketers can use this knowledge to develop strategies that focus on creating experiential engagements with consumers.

The preceding study (Reva et al., 2025) states that the accelerated development of technology has revolutionised industries and consumer tastes worldwide, especially in the smartphone industry. In Indonesia, smartphones have evolved from being luxury products to necessities, with Samsung being a prominent player.

Although extensive research has been conducted on customer satisfaction and its determinants, gaps remain in knowledge regarding the mediating role of satisfaction between product quality, price, and purchase decisions. This research investigates these relationships

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among Samsung smartphone users in Indonesia using Structural Equation Modelling-Partial Least Squares (SEM-PLS) to examine data gathered from 113 respondents via convenience sampling.

Results indicate that product quality has a significant impact on customer satisfaction and directly influences purchase decisions, underscoring its critical importance. Price has a positive effect on customer satisfaction, but it has a limited direct impact on purchase decisions, with a particular emphasis on the pivotal mediating role of satisfaction. Purchase decisions are highly influenced by customer satisfaction, which catalyses the independent and dependent variables. These findings emphasise the importance of prioritising product quality and strategies that enhance customer satisfaction to succeed in the smartphone market.

Companies are advised to focus on innovation and pricing strategies that align with perceived customer value to enhance satisfaction and purchase intention. Although price has an indirect impact on satisfaction, the direct and mediated influences of product quality prevail. These results inform firms like Samsung to fine-tune their strategies to respond to changing consumer demands, enhance loyalty, and establish market dominance. Subsequent research will need to examine wider geographical settings and more mediators, including trust and brand loyalty, to develop a more complete picture of consumer behaviour.

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The existing study (Azzari & Pelissari, 2021) aims to identify the critical role of brand awareness in consumer behaviour. The paper focuses on the consumer-based brand equity model (CBBE). The study is based on the quantitative model and a survey conducted with 622 smartphone users. The paper conducted a hypothesis test using structural equation modelling (PLS-SEM) with an ordinary least squares regression model (OLS). The models of PLS-SEM and OLS are utilised to analyse the mediation effect.

The paper (Azzari & Pelissari, 2021) conclude that brand awareness does not directly impact purchase behaviour. This effect is measured, particularly when the three attributes of CBBE mediate it. They are brand loyalty, brand associations and perceived quality. The existing paper concludes that brand awareness enhances brand value for consumers.

Table 1
Theoretical Framework

No	References	Objective	Methodology	Outcome	Limitations
1	Ouzir et al. (2024)	To classify consumer preferences based on EEG signal analysis.	EEG signal analysis of brain regions to assess decision-making processes.	Identified patterns in EEG signals that correlate with consumer preferences.	Limited sample size may affect generalizability of results.
4	Attor et al. (2022)	To examine the influence of brand personality on consumer buying decisions in Ghana.	Survey-based research analyzing consumer responses to brand personality traits.	Established a significant relationship between brand personality dimensions and purchasing behavior.	Cultural context may limit the applicability of findings to other regions or demographics.
5	Molinillo et al. (2022)	To analyze the implications of customer retail app experience on loyalty.	Mixed-methods approach combining surveys and app usage analytics.	Found that positive app experiences enhance customer loyalty significantly.	Results may vary with different app functionalities not covered in the study.
7	Zhang et al. (2020)	To extend the Engel-Kollat-Blackwell model for residential customers' consumption behavior analysis.	Model extension based on empirical data collection from residential consumers regarding their behaviors.	Enhanced understanding of consumption behavior dynamics among residential customers using an extended model.	Model may not account for all variables influencing consumer behavior in different contexts.
8	Reddipalli (2020)	To apply Howard-Sheth model to understand smartphone purchasing behavior.	Case study approach analyzing consumer decision-making processes specific to smartphones.	Offered insights into factors influencing smartphone purchasing decisions based on established models.	Limited by focus on a single product category; broader implications may be constrained.
9	Khanna & Singh (2023)	To study factors affecting smartphone purchase decisions among consumers.	Survey-based research collecting data from smartphone users regarding their purchase influences.	Identified key factors impacting purchase decisions such as brand reputation and features.	Sample size may restrict the generalizability of findings across different demographics.
11	Oe & Yamaoka (2022)	To explore consumer expectations from smartphones and factors influencing purchasing decisions.	Mixed-methods approach combining surveys and focus groups to gather insights from consumers.	Highlighted key expectations and decision-making factors related to smartphone purchases.	Limited by cultural context which may affect generalizability across diverse markets.
12	Azzari & Pelissari (2021)	To investigate the influence of brand awareness on purchase intention mediated by brand equity dimensions.	Survey-based research examining relationships between brand awareness, equity, and purchase intention.	Established a positive correlation between brand awareness and purchase intention through brand equity mediation.	Focused primarily on one market segment; findings may not apply universally across all demographics.

Source: Own elaboration.

RESEARCH METHODOLOGY

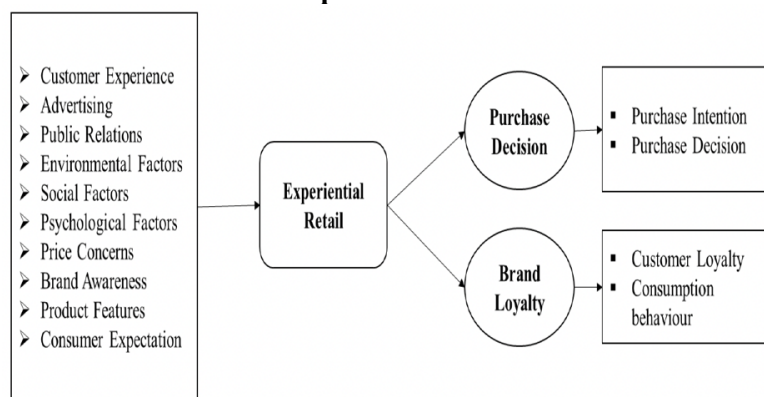
Research Design

The method followed by the researcher for collecting and analysing data to accomplish the research question or objective is regarded as a research design. In simple words, research design provides the strategy followed by the researcher to address the research questions and analyse the study variables (Baur, 2019). The current study will follow the quantitative approach to gather data regarding the study variable and research question. A survey-based method, utilising a quantitative approach, will be employed to collect data from smartphone consumers in the Delhi NCR region.

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The questionnaires will be designed to address the study variables and research questions for the current study. (Mohajan, 2020). The quantitative research employs a survey and questionnaire method for gathering primary data (Sürücü & Maslakçi, 2020). The research utilises the quantitative data, which is gathered through questionnaires. The research instrument employed in the present study is a questionnaire. The data will be collected from smartphone consumers in the Delhi NCR region. The primary data collected is nearly 100% from smartphone consumers. The questionnaire is structured around specific variables. The research design provides the complete framework of research (Figure 1). The process of delivering a précised framework on which the study will be conducted is denoted as the research design.

Figure 1
Conceptual Framework



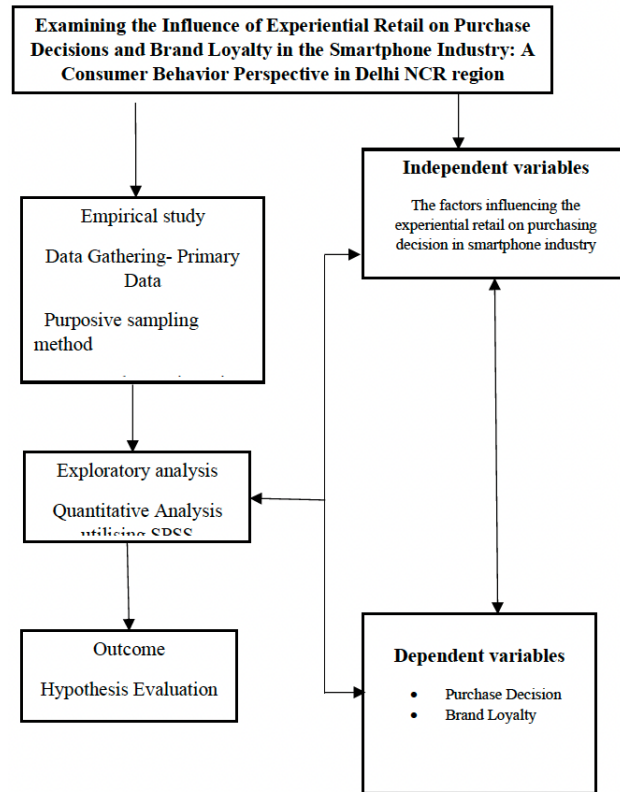
Source: Own elaboration.

Hypothesis

- *H1: There is a significant impact of brand loyalty among consumers in the smartphone industry.*
- *H2: Factors of experiential retail have a significant impact on the purchase decision*
- *H3: There is a significant association between consumer attitude and purchasing decision of smartphones in the Delhi NCR region.*

The data is gathered from the graduates. Inaugurating the association and link amongst the variables designated in this study is achieved by employing ANOVA evaluation and frequencies of the variables. The procedure encompassed in the study is demonstrated in Figure 2. The independent variables are the factors influencing experiential retail on purchasing decisions in the smartphone industry. The dependent variables are Purchase Decision and Brand Loyalty.

Figure 2
Research Strategy



Source: Own elaboration.

Data Collection Strategy and Participants

The most important stage of research is the data collection process. This is based on the emphasis on the objectives of the research, which aim to increase logical knowledge of research questions. The primary responsibility of a researcher is to select an appropriate data collection method. The study surveyed 100 smartphone consumers, a sample size chosen due to practical constraints and in line with similar exploratory studies in the field. The data were collected from smartphone consumers to reveal the factors affecting purchase decisions and brand loyalty.

Data Sampling and Sample Size

For any research, the sample size of the study must be selected carefully to ensure a generalised and accurate outcome (Stratton, 2021). In the current study, a suitable sample will be chosen to the extent that it receives information concerning the perception of employees in various industrial sectors (Lakens, 2022).

The value of information for the quantitative approach relies on the final sample size, which enables researchers to achieve their research objective, rather than on the initially selected

sample size. The current study will utilise the Purposive sampling method to choose sample participants who can participate in the survey, focus on individuals aged above 20, as they are typically more engaged with experiential retail, include participants who frequently shop in experiential retail environments and target consumers who have shown loyalty to specific brands that emphasise experiential retail in their marketing strategies.

Regarding the outcome of the study, the method of selecting a sample size that represents a particular group of respondents is referred to as the sample technique (Fowler & Lapp, 2019). The most common methods for selecting participants are probability sampling and non-probability sampling.

Systematic sampling, simple random sampling, cluster sampling, and stratified random sampling fall under the probability sampling methods, whereas purposive and snowball sampling fall under the non-probability sampling methods (Adhikari, 2021). The samples under this purposive sampling approach are obtained from 100 smartphone consumers.

Research Instrument

66 The research is employed in tutoring, health sciences, and social sciences to monitor scholars and clients. The probable research involves a structured questionnaire administered to numerous respondents. The mechanism used in the study is a structured questionnaire, which is revealed through the survey questions. The questionnaires were considered and distributed to graduates. Each sample holds a similar probability to other research samples of being chosen, serving as a demonstration of the entire populace. Data was gathered using a structured questionnaire divided into three sections: demographics, smartphone usage and purchase behaviour, and satisfaction with smartphone features and services. All items were measured on a 5-point Likert scale (1 = Strongly Disagree, 5 = Strongly Agree).

Research Variables

Each questionnaire item was coded numerically on a scale of 1 to 5. The primary dependent variable was overall satisfaction with the purchased smartphone. Independent variables included after-sales service satisfaction, customer service quality, and preference for in-store experience. Composite variables were created by averaging relevant items where appropriate. Dependent Variables: Overall satisfaction, preference for in-store experience. Independent Variables: After-sales service, customer service, friendliness of employees, product features, pricing, and brand identity.

Data analysis

Quantitative analysis (Jung, 2019) is adopted in the research. The procedures for gathering data from various sources to inform the study's conclusions are referred to as data collection.

The data collection procedures incorporate the identification of data type, data sources, and the techniques required to be employed.

Data collection plays a significant role in the arenas of commerce, government, and research. The procedures for gathering data involve online surveys, interviews, social media surveys, online tracking, and transactional tracking in business analytics. The data collection procedures involve two methods: primary data collection and secondary data collection.

The data analysis exhibits the integrated theoretical and empirical data, respectively. The methods of data analysis demonstrate the process of forming the research outcome using statistical tools after evaluating the collected data in relation to the theoretical background (Purwanto et al., 2020). The data analysis employs two methods: qualitative data analysis and quantitative data analysis. The current study employs a quantitative data analysis method using aggregated data from the research participants. The data collected from the targeted participants using a survey-based questionnaire will be analysed using Microsoft Excel to identify the study variables (Kafle, 2019).

SPSS software is utilised by many researchers to analyse both quantitative and qualitative data. The software will perform various text analyses, descriptive statistical analyses, data integration, open-source extensibility, and machine learning algorithms. Primarily, SPSS software will be used for both empirical and qualitative analysis, incorporating the data collected from the targeted participants.

The software will convert and cover the scale of the questions. This software will aid researchers in enhancing their projects by identifying study problems and providing solutions for the identified issues through statistical analysis. Moreover, this software is utilised for testing the study's hypothesis and assessing the statistical effect among the study variables. Therefore, the current study will utilise SPSS software to analyse the test hypothesis.

Ethical considerations

Specific ethical guidelines will be followed during the research analysis. The study examines the impact of employee proposition, value, and employer branding on employee retention. Various factors influence an employer's decision in selecting employees. The morals followed in the study are those presented by the researcher's survey evaluation, and the data are passed to the participants in the prior phase.

The participants are not compelled in any way to provide their responses. Only those who are all willing to respond were selected for the survey analysis. Only the responses to the questionnaire are requested from the participants; their private data or reports are not required to be disclosed by them. Since the study uses primary data for data analysis, it doesn't contain

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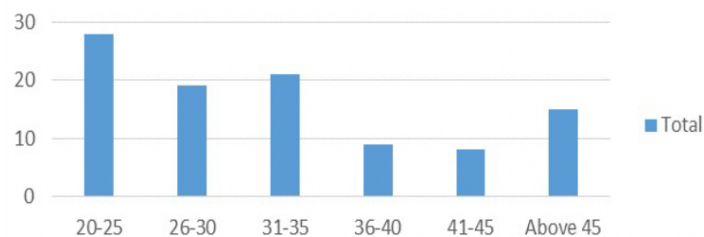
any false data. All the data gathered and organised would be kept highly confidential. These are the ethical considerations employed by the scholar in their analysis, which are based on the knowledge gained from this research study.

RESULTS

The data collected via survey questionnaires were examined using the software tool SPSS and analysed for their outcomes based on the variables used in the study. The results align with the study's objectives through the research design. Moreover, a detailed analysis of the responses is performed based on the different demographics.

Graph 1 illustrates the age group of the participants. Most respondents are in the 20-25 age group. This group makes a significant contribution to the research study. Such a group has updated knowledge of the smartphone industry. Their contribution enhances the research, making it more precise and accurate.

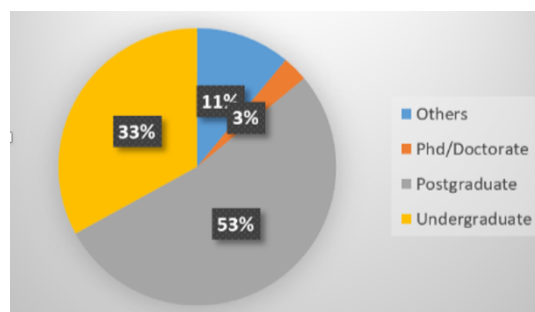
Graph 1
Age Group



Source: Own elaboration.

The educational background of the respondents is analysed. Almost 53% of the respondents are post-graduates. Thirty-three per cent of respondents completed an undergraduate degree. Only 3% of the respondents have a doctorate. 11% are responded as others. Post-graduate respondents contributed more to the research purposes (Graph 2).

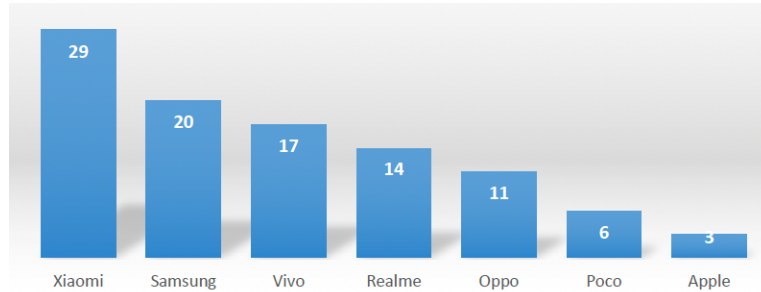
Graph 2
The educational background



Source: Own creation.

Graph 3 illustrates the brands of smartphones that are widely used in the smartphone industry. Twenty-nine per cent of respondents report using a Xiaomi phone. Twenty per cent of respondents prefer Samsung as their brand. Followed by Vivo, Realme, Oppo and others.

Graph 3
Consumers widely use the brand of smartphones



Source: Own elaboration.

One-way ANOVA Test

It is used to determine the impact of independent factors and research objectives on the dependent variable, and also to investigate variations. The descriptive analysis Table 2 shows that among 100 respondents evaluating their satisfaction with their purchased smartphone brand, the majority expressed high satisfaction: those who "strongly agree" (N=42) had the lowest mean score (M=1.45, SD=0.50), indicating the highest satisfaction, while those who "agree" (N=35) also reported relatively high satisfaction (M=1.91, SD=0.56). Neutral responses (N = 17) reflected moderate satisfaction (M = 2.71, SD = 1.26), and those who "disagree" (N = 6) had a mean of 2.00, suggesting dissatisfaction but with no variability (SD = 0). Overall, the total mean satisfaction score was 1.86 (SD = 0.82), indicating that most users were satisfied with their smartphone purchase.

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Table 2
Descriptive analysis

		N	M	SD	SE	95% CI		Min.	Max.
						L	U		
Based on your own experience, how would was your satisfaction on your purchased smartphone brand.	strongly agree	42	1.452	.5038	.0777	1.295	1.609	1.0	2.0
	agree	35	1.914	.5621	.0950	1.721	2.107	1.0	3.0
	neutral	17	2.706	1.2632	.3064	2.056	3.355	1.0	5.0
	disagree	6	2.000	.0000	.0000	2.000	2.000	2.0	2.0
	Total	100	1.860	.8167	.0817	1.698	2.022	1.0	5.0
I am satisfied with the after sales service of my smartphone	strongly agree	42	1.762	.8208	.1266	1.506	2.018	1.0	3.0
	agree	35	2.400	.7356	.1243	2.147	2.653	1.0	4.0
	neutral	17	1.941	.5557	.1348	1.655	2.227	1.0	3.0
	disagree	6	3.000	.0000	.0000	3.000	3.000	3.0	3.0
	Total	100	2.090	.8052	.0805	1.930	2.250	1.0	4.0

Source: Own elaboration.

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Regarding after-sales service, satisfaction levels were slightly lower: "strongly agree" (N = 42) had a mean of 1.76 (SD = 0.82), "agree" (N = 35) reported a mean of 2.40 (SD = 0.74), and "neutral" (N = 17) had a mean of 1.94 (SD = 0.56), while "disagree" (N = 6) reported a mean of 3.00 (SD = 0), indicating apparent dissatisfaction.

The overall mean for after-sales service satisfaction was 2.09 (SD = 0.81), indicating that while users are generally satisfied with their smartphones, their satisfaction with after-sales service is lower, with some users expressing notable dissatisfaction. This trend aligns with broader market findings, where consumers report higher satisfaction with device quality and features. Still, after-sales service remains an area needing improvement, as also reflected in recent industry surveys.

Table 3
ANOVA

		SOS	df	M ²	F	Sig.
Based on your own experience, how would was your satisfaction on your purchased smartphone brand.	Between Groups	19.363	3	6.454	13.275	.000
	Within Groups	46.677	96	.486		
	Total	66.040	99			
I am satisfied with the after sales service of my smartphone	Between Groups	13.230	3	4.410	8.308	.000
	Within Groups	50.960	96	.531		
	Total	64.190	99			

Source: Own elaboration.

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The ANOVA results in Table 3 indicate that there are statistically significant differences in satisfaction levels among the different groups for both overall smartphone brand satisfaction and after-sales service satisfaction. For satisfaction with the purchased smartphone brand, the F-value is 13.275 with a significance (Sig.) level of .000.

For after-sales service satisfaction, the F-value is 8.308 with a significance level of .000. Since both significance values are less than 0.05, this means that the differences in mean satisfaction scores among the groups are not due to chance and are statistically significant, suggesting that respondents' satisfaction varies meaningfully based on their groupings (such as their level of agreement or other demographic factors). This aligns with findings in the literature that factors like service quality, product quality, and demographic variables can significantly influence customer satisfaction with smartphones.

H1: There is a significant impact of brand loyalty among consumers in the smartphone industry, as proven by the above test.

Regression

The regression technique is used to determine the statistical value of a variable. This test is utilised to evaluate the relationship among the dependent variable, the independent variable, and the study variable.

The results from Table 4 and Table 5 indicate that customer service, after-sales service, and the friendliness of showroom employees have a statistically significant, albeit modest, positive effect on consumers' preference for experiencing mobile features in-store before purchase ($F = 4.072$, $p = .046$; standardised beta = 0.200, $p = .046$).

Table 4
ANOVA^a

Model		SOS	df	M ²	F	Sig.
1	R	2.958	1	2.958	4.072	.046 ^b
	Re	71.202	98	.727		
	Total	74.160	99			
a. Dependent Variable: I prefer to have the opportunity to see, use, and experience the mobile features before making a purchase						
b. Predictors: (Constant), Customer service, after sales service and friendliness of employees of the showroom make me buy smartphone from the showroom.						

Source: Own elaboration.

Table 5
Coefficients^a

	Model	Unstd Coeff.		Std Coeff.	t	Sig.
		B	SE	β		
1	(Constant)	1.324	.214		6.195	.000
	Customer service, after sales service and friendliness of employees of the showroom make me buy smartphone from the showroom.	.148	.073	.200	2.018	.046

a. Dependent Variable: I prefer to have the opportunity to see, use, and experience the mobile features before making a purchase

Source: Own elaboration.

This suggests that when consumers perceive better service and employee friendliness, they are more likely to value and seek out opportunities to physically see, use, and experience smartphones before making a purchase. This finding is consistent with broader research indicating that service quality, personalised attention, and the ability to interact with products directly are key factors influencing smartphone purchase decisions, as they enhance consumer confidence and satisfaction throughout the buying process.

H2: Factors of experiential retail have a significant impact on the purchase decision, as proved by the regression analysis.

The frequency analysis in Table 6 reveals that "quality" is the most influential factor for consumers when purchasing a smartphone, cited by 47% of respondents, followed by "brand identity" (27%) and "pricing" (16%). Other factors such as "interaction," "ambience," "customer services," and "innovation" were mentioned far less frequently, each accounting for 4% or less. This indicates that while aspects like service, innovation, and store environment play a role, the majority of consumers prioritise the intrinsic quality of the smartphone and the strength of the brand, with pricing also being a significant consideration. These findings align with broader consumer behaviour trends, where product quality and brand reputation consistently top the list as drivers in technology purchase decisions.

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Table 6
Frequency Analysis

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Interaction	4	4.0	4.0	4.0
	Ambiance	1	1.0	1.0	5.0
	Brand identity	27	27.0	27.0	32.0
	customer services	3	3.0	3.0	35.0
	Innovation	2	2.0	2.0	37.0
	pricing	16	16.0	16.0	53.0
	quality	47	47.0	47.0	100.0
	Total	100	100.0	100.0	
Total		100	100.0		

Source: Own elaboration.

Correlation

The strength of the association among the factors is recognised through the correlation test. It is a statistical technique used for data exploration and to measure the strength of the association between measured characteristics. It will measure their association through the Pearson correlation coefficient. The correlation analysis in Table 7 reveals a strong, statistically significant positive relationship ($r = 0.667$, $p = 0.000$) between the belief that a newly launched smartphone should be cost-friendly and the importance placed on technical features such as internal memory, fast charging, external memory, and display protection when purchasing a smartphone. This suggests that consumers who prioritise affordability in updated smartphone models also tend to value advanced technical specifications highly in their purchase decisions. Such findings are consistent with broader research, which shows that price sensitivity and product features are both significant and often interrelated factors influencing smartphone purchase intentions.

H3: There is a significant association between consumer attitude and purchasing decision of smartphones in the Delhi NCR region, as proved by the above correlation test.

Table 7
Correlation

Control Variables			The model launched with updated version should be cost friendly	Factors I consider while purchasing a smart phone is internal memory, fast charging, external memory, display protection.
You think that owning a smartphone from a particular brand reflects your personality or social status	The model launched with updated version should be cost friendly	Cr	1.000	.667
		Sig. (2-tailed)	.	.000
		Df	0	97
	Factors I consider while purchasing a smart phone is internal memory, fast charging, external memory, display protection.	Cr	.667	1.000
		Sig. (2-tailed)	.000	.
		df	97	0

Source: Own elaboration.

DISCUSSION

Each section integrates relevant findings from the cited literature to provide clear support for the respective hypothesis.

H1: There is a significant impact of brand loyalty among consumers in the smartphone industry

Brand loyalty plays a crucial role in shaping consumer behaviour in the smartphone industry. (Shaikh et al., 2023) demonstrated that customer satisfaction and loyalty are significantly influenced by branded smartphones, with quantitative analysis confirming a strong positive relationship between customer satisfaction and loyalty. The study utilised correlation and regression analyses, reinforcing the assertion that brand loyalty is a key determinant in repeat purchase decisions and sustained consumer engagement.

Similarly, Hussain et al. (2020) emphasised the significance of branding elements, specifically brand equity and brand experience, in shaping purchase decisions. Their findings, based on expectation confirmation theory, revealed that substantial brand equity and positive brand experiences not only drive purchase decisions but also ensure consumer retention and ongoing loyalty. These results are consistent with the present study's findings, which also confirm a significant positive impact of brand loyalty on consumer purchase decisions in the smartphone market.

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H2: Factors of experiential retail have a significant impact on the purchase decision

Experiential retail factors, such as in-store experiences, product demonstrations, and personalised services, are increasingly influential in consumer purchase decisions for smartphones. (Bali et al., 2023) proposed a contemporary framework for analysing consumer buying behaviour, identifying that both internal (personal traits) and external factors (social influence, price, and product features) significantly affect smartphone purchase decisions. The regression analysis revealed that these factors collectively account for a substantial portion of the variance in buying decisions.

Furthermore, the study's results align with broader research indicating that experiential elements, including the retail environment and interactive experiences, enhance consumers' perceptions of value and influence their purchasing decisions. The positive impact of experiential retail on purchase decisions is thus well-supported, underscoring the importance of creating engaging retail experiences to drive consumer action in a competitive market.

H3: There is a significant association between consumer attitude and purchasing decision of smartphones in the Delhi NCR region.

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Consumer attitudes, shaped by sociodemographic characteristics, personal preferences, and social influences, are closely tied to purchasing decisions in the smartphone sector. The quantitative approach employed by Prahiawan et al. (2022) established a positive relationship between perceived quality and consumer purchase decisions, indicating that favourable attitudes toward product quality lead to a higher likelihood of purchase.

Moreover, Bali et al. (2023) found that personal factors (such as age, occupation, and gender), along with external influences (social networks, price, and technical features), significantly impact buying decisions. Their regression model confirmed that these variables explain a significant proportion of the variance in smartphone purchase decisions, with individual traits exerting the most critical influence. These findings reinforce the present study's results, which demonstrate a significant association between consumer attitudes and purchasing decisions, particularly in the Delhi NCR region.

The present study has several limitations that pose challenges for future studies. The main limitation of the paper is that the participants in the research are only from the Delhi NCR region in India. Therefore, the obtained results can't be applied to other factors. The second limitation denotes that the present study used brand loyalty as a general construct, not analysing the various brand and loyalty dimensions separately.

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The findings of this research highlight the potential for smartphone brands to strengthen brand loyalty through experiential retail strategies. By creating immersive in-store experiences, such as interactive demonstrations and augmented reality, brands can engage customers on a deeper emotional level. Personalised interactions, including tailored recommendations and loyalty programs, further enhance customer satisfaction and encourage repeat purchases. Additionally, seamless omnichannel integration allows for a cohesive shopping experience that reinforces brand identity. Ultimately, these strategies not only influence purchase decisions but also cultivate long-term relationships with consumers, driving growth in the competitive smartphone industry.

CONCLUSIONS

The findings of this research confirm that experiential retail plays a vital role in influencing purchase behaviour and brand loyalty within the smartphone market, especially in the Delhi NCR area. The study indicates that quality is the most important attribute for consumers when selecting a smartphone during an experiential retail environment, followed by brand reputation, pricing, brand personality, customer care, and innovation. These findings align with prior research, which highlights that experiential retail initiatives, such as interactive

product demonstrations, in-store atmosphere, and customised customer interactions, increase customer satisfaction, foster emotional bonding, and promote repeat purchasing.

Various studies (Song & Sela, 2023) have also highlighted that experiential retail surpasses conventional transactional models by providing memorable and engaging shopping experiences that stimulate the senses, encourage participation, and foster lasting brand relationships. For instance, research has established that brands such as Apple and Samsung utilise experiential retail through hands-on product demonstrations and interactive events, which not only differentiate them from others but also foster customer loyalty and advocacy.

In addition, the frequency analysis of the current study confirms that consumers appreciate not only the functionality of smartphones but also the overall experience offered by the store environment. This aligns with the general industry trend, whereby retailers are embracing more sophisticated technologies and innovative approaches to designing more engaging, shareable, and personalised shopping experiences.

In conclusion, this research confirms that experiential retail is a significant influencer of both purchasing decisions and brand loyalty within the smartphone industry, aligning with other researchers who advocate for experiential, customer-focused retail practices as a prerequisite for business expansion and viability in the digital economy. Retailers are thus prompted to innovate their experiential experiences constantly to stay ahead in the competition and enhance consumer loyalty.

The study recommends a DEMATEL analysis to identify the critical decision factors influencing consumer purchasing behaviour when buying smartphones. DEMATEL analysis employs a multidimensional approach to consumer purchasing behaviour (Bali et al., 2023). The present study also recommends adopting Artificial Intelligence (AI) in experiential retail. Targeted audience and customers' frequent purchases can be easily tracked with the help of AI. The paper recommends futuristic approaches for determining other factors that affect purchasing behaviour in experiential retail.

Enhancing the experiential retail strategies

Captivating store layouts and experiential design enhance customer engagement. Advanced technologies such as augmented reality (AR), interactive screens, and virtual reality (VR) help customers better understand the product. Significantly, staff members empowered with product knowledge can easily interact with consumers.

Strengthening brand loyalty in the smartphone industry

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Customer satisfaction plays a crucial role in fostering brand loyalty. Implementing an innovative framework for the brand helps the smartphone industry to strengthen brand loyalty.

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