The Importance of Brand Awareness and Brand Loyalty in assessing Purchase Intentions of Consumer: A lesson from Xiaomi Phone Consumer

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This research aims to analyze the effect of Brand Awareness and Brand Loyalty in assessing Purchase Intentions on Consumer of Xiaomi phone. The research is explanatory research which explains the causal relation between the variables through hypothesis testing. The data collection technique used questionnaires and literature research. This research used 105 samples of Xiaomi phone consumers in Malang. Those samples were taken using a purposive sampling technique. Test instrument that was used for testing the research instrument are validity test and reliability test. The analytical methods that were used are path model analysis using SPSS 21. The result shows that Brand Awareness has significant and direct effect toward Brand Loyalty. Brand Awareness also has significant and direct effect toward Purchase Intention. But, Brand Loyalty has no significant and direct effect toward Purchase Intention. Moreover, Brand Awareness indirectly affect to Purchase Intention through Brand Loyalty as mediator.

Key Words: Brand, Brand Awareness, Brand Loyalty, Purchase Intention

I. Introduction

In this Era, technology go through to the top position of life, one of the most influence technology that grows rapidly is smartphone. According to a new eMarketer report between 2013 and 2017, mobile phone penetration will rise from 61.1% to 69.4% of the global population. The increasing demand for the growth of smartphone technology is because it can help people’s job (www.emarketer.com).

The development of smartphone is started from iPhone which try to use the touch screen in 2007 which is a new invention which finally followed by other brand. On the other hands, Blackberry makes a smartphone which can be used to chat in real time and it uses BlackBerry messenger which becomes a trend several years. Right now, Smartphones have more features which use camera and system that are easily connected to PC, use big RAM, a 4K screen resolution, an External memory etc.

The competitive market make people become more careful in choosing the best smartphone. People usually choose the best feature with the best price by doing a research and asking to friends. However, there are also people who choose smartphone because of the Brand. They choose a certain brand because the brand is considered to have the best quality. A brand is considered by many people as a company’s most valuable asset and thus the ultimate goal of a company is to establish a strong brand loyalty among their consumers (Halliday & Kuenzel, 2008). For a company, brand loyalty and loyal customers are very important for the future of the business (Aydin and Ozer, 2005).

The power of a Brand make people do not think too much if they want to purchase a product. They even want to do free promotion to company if they feel satisfied with the product. Thus, companies engaging in the field of smartphone technology to make them more interested to innovate by creating and generating new high-tech products that will be introduced to consumers. That
The diagram explains that Samsung and Apple show the power of brand showing from their success in making people believe in their product as the best. However, they suffer from a loss in the following year. On the other hands, Xiaomi brand has undergone an increase in its sales because it tries to make consumers loyal and satisfied so it results in their sale increase.

This research was conducted to know the brand awareness and brand loyalty influence on the customer’s intention to purchase. Thus, Xiaomi (phone) is chosen in this case because Xiaomi which was established in 2010 can reach the big 5 in smartphone sales in the world (IDC.com). Beside that, Xiaomi can build a very good relationship with its customers proven by the existence of Xiaomi lovers who named them as Mi Fans. This fans club was initiated from the internet forum made by Xiaomi in en.miui.com.

This community enables xiaomi phone users share, discuss and gather and it brings positive impact to its users. Xiaomi is fully aware that a good relationship between a company and its consumers is very much needed in this era to make a product more powerful. It is because the consumers undirectly become unpaid marketer because once they feel satisfied with Xiaomi product, they will spread positive word of mouth about Xiaomi phone product. The researcher is interested in investigating the strategy that Xiaomi does to reach great sale as e not all the smartphone vendors can do the same strategy.

The marketing management of Xiaomi tries to maintain the consumers and make their consumers loyal to the product. The existence of Xiaomi fans club really reflects Xiaomi’s Motto that is “Just for fans”. This becomes one of the reasons which keeps Xiaomi exists. In other words, the existence of Xiaomi’s loyal customers becomes one of the factors supporting Xiaomi’s success. Loyal consumers is one of the most powerful factors determining successful sale. Therefore the researcher is eager to conduct a research entitled “The Importance of Brand Awareness and Brand Loyalty in assessing Purchase Intentions of Consumer: A lesson from Xiaomi Phone Consumer”

II. Literature Review

Marketing plays an important role in every company because it is related to customers and it will affect the sales of the company. Marketing also directly connected to the consumers. Therefore understanding the importance of Marketing is a must for every company that wants to gain more profit. Kotler and Armstrong (2011) defined that marketing is process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return.

2.1 Brand Awareness

According to Tjiptono (2005:40), Brand awareness is the ability of consumers to recognize or remember that a brand is a member of a particular product category. In addition, according to (Susanto and Wijanarko 2004: 131) Brand awareness is in the range between feeling uncertain against the introduction of a brand until feeling confident that the product is the only one in the class of the product concerned.

In recent times, the increase of buyer awareness has made buyers want to pay for their recognizable and constructive brand. Thus, it is important for businesses to create attraction in their brands to be in better position than their competitors. According to Macdonald and Sharp (2000), This is evident that the consumers disseminate and are always willing to acquire a product, so a brand awareness always becomes a vital factor to
manipulate the buying decisions and purchase intentions.

2.2 Brand Loyalty

Brand loyalty is "The attachment that customer know on the brand". Brand loyalty is a measurement on the closeness/customer relationship to a brand. This illustrates the size about whether consumers may switch to another brand, especially if the brand changes in terms of both price and other attributes. According to Aaker (1996) Loyal consumers in general will continue the use of the mark, although they have many alternative brands of competitors' products that offer superior product characteristics. According to Griffen (2002), Consumer Loyalty can be used to measure and predict the sales growth and finance. Loyalty can defined based on the buying behaviour; different from satisfaction, which is a kind of an attitude. In addition, Aaker (1991) defined brand loyalty as a symbol of a constructive mind set toward a brand leading to constant purchasing of the brand over time. Furthermore, Oliver (1999) defined brand loyalty as a deeply held commitment to rebuy or re-patronize a preferred brand consistently in the future, thereby causing repetitive same brand or same brand set purchasing, despite situational influences and marketing efforts having the potential to cause switching behaviour.

2.3 Purchase Intention

According to Darakhshan & Ul Islam (2013), Purchase intention is defined as an “individual's readiness and willingness to purchase a certain product or service”. Purchase intention is an important aspect not only for consumers but also for marketers. Purchase intention triggers consumers to decide on which product/service or brand they will spend to fulfill their needs to which marketers can endorse their brands favorably. According to Engel, Blackwell and Miniard (1995) The purchased intention itself presents the most recognized model of consumer purchase decision-making. This model divides the consumer purchase decision process into five stages: (1) problem recognition, (2) information search, (3) alternative evaluation, (4) purchase decision, and (5) post-purchase behavior.

Conceptual Framework

2.4 Hypotheses

H1 : Brand Awareness positively affects Brand Loyalty

H2: Brand awareness positively affects purchase intention.

H3: Brand loyalty positively affects purchase intention.

H4 : Brand Awareness has a significant indirect effect toward Purchase Intention through Brand Loyalty

III. Research Methodology

This research used quantitative approach. While the type of this research is explanatory research. The purpose of explanatory research is to test a theory or hypothesis to strengthen or even reject the theory or hypothesis of the research that has already existed.

3.1 Research Location

The research potentially was conducted in Malang City, East Java. The following questionnaires were distributed
directly to the citizens who currently live in Malang City.

3.2 Population and Sample
Arikunto (2002: 108) defined population as the overall object of a research. The population in this study is citizens who live in Malang city.

In accordance with the research conducted, the samples for this research are considered based on some criteria as follow:

a. The respondents have already know and used Xiaomi Phone
b. The respondents who are in the age between 15 until 34 years old.

3.3 Sample Size
Hair et al (2012) stated In Path Analysis, a sample should preferably be minimum to 100 respondents for factor analysis to proceed. Therefore, 105 respondents were chosen. These 105 respondents were chosen by referring to a formula of 100 respondent + 5% of total respondent to minimize the error of this research.

3.4 Data Collection Technique
The data collection method used are Primary Data and Secondary data. Primary data that used are Questionnaire and Interview.

According to Arikunto (2002: 128) questionnaire is a number of written questions that are used to obtain information from respondents in terms of his personal report, or the things he knows. According to Sekaran (2003:225) one method of collecting data is to interview respondents to obtain information on the interest issues. This method is believed to be able to get the specific and honest answer because it is face to face and personal.

Secondary data in this research consist of the study on literature and relevant books, journals, articles, online sources, and company’s website.

3.4.1 Validity Test
According to Hair et al. (2009:7), validity is a degree to which a measure accurately represents what is supported to. Ensuring validity starts with a throughout understanding of what is to be measured and then making the measurement as “correct” and accurate as possible.

3.4.2 Reliability Test
According to Hair et al (2012:125), reliability refers to an assessment of the degree of consistency between multiple measurement variable. Reliability is the degree to which the observed variable measures the “true” value and is “error free”. Thus, it is the opposite of measurement error.

3.5 Classical Assumption Test
3.5.1 Normality Test
Normality is the most fundamental assumption in path analysis, referring to the shape of the data distribution for an individual metric available and its correspondence to the normal distribution.

3.5.2 Linearity Test
Hair et al (2012:76) defined Linearity test as An implicit assumption of all multivariate techniques based on correlational measures of association, including multiple regressions, logistic regression, factor analysis, and structural equation modelling.

3.6 Data Analysis Technique
3.6.1 Descriptive Analysis
According to Sekaran and Bougie (2013), the purpose of descriptive studies is to give the researcher a history or to
describe the relevant aspects of the phenomenon from the perspective of a person's attention, organization, industry or other orientation.

3.6.2 Path Analysis

According to Bungin (2009) Path Analysis model is a tool for testing the existence of statistical analysis on the relationship between variables X and Y variables. Path analysis model is very useful to know the causal relationship. Furthermore, this path aims to find out the direct or indirect relationship of cause variables (exogenous) to result variable (endogenous). Thus the equation for this method in this research is:

\[ a. Z = PX + e_1 \] (Substructure 1)
\[ b. Y = PX + PZ + e_2 \] (Substructure 2)

IV. Result

4.1 Description of Respondents Characteristics

There are 5 characteristics that about to measured in this research; Sex, age, educational background, occupation and income. The respondents of this research consists of 60% male and 40% female. This means that male is more interested to describe about phone gadget technology. The respondent of this research dominant in 21-25, and the lowest is 31-34, it show that young people more interested to describe about gadget. Based on educational, In Senior High high school show the the interest of phone technology rather than the lowest , doctoral degree. The occupation show that the College student more interest to phone technology by 73.3% rather than government worker by 0.95%. Last but not least the income in range IDR 500.000-1000.000 are more interest about phone gadget rather than IDR 2000.000-2500.000 income, it has relationship with the occupation

4.2 Descriptive analysis of the variables

Description on the distribution of the question items are used to determine the frequency and variation of the respondents answers to the questions items in the questionnaire.

On the first variable named Brand Awareness, respondents give positive answer with the mean score 3.89 which is categorized as adequate to high. It means that most respondent agreed about this variable. The second variable named Brand Loyalty, respondents give positive answer with the mean score 3.34 which is categorized as adequate. It happen because so many respondent neutral. On the last variable named Purchase Intention, respondents give positive answer with the mean score 3.44 which is categorized as adequate. It happen because so many respondent neutral about the variable question.

4.3 Instrument Test

Great data collection instruments must meet two critical requirements that are valid and reliable. To fulfill these two criteria, the available data is needed to be tested with Validity Test and Reliability Test.

4.3.1 Validity Test

As all the sig. r the item in question is smaller than 0.05 (\( \alpha = 0.05 \)), which means that each items are valid variable, so it can be concluded that these items can be used to measure the research variables.

4.3.2 Reability Test

In this test, the value of the Cronbach alpha for all of the variables is greater than 0.6. Thus based on the provisions previously mentioned then all the variables used for this present research are reliable.

4.4 Classical Assumption Test

Classical assumption test used is according to the path analysis because it is suitable with this analysis and it is very useful to know the causal relationship;
beside that, this path aims to find out the direct or indirect relationship of cause of some variables (exogenous) to the variable result (endogenous).

4.4.1 Normality Test

Based on the calculation can be obtained sig. are 0.200 and 0.200 or it is greater than 0.05; then based on the provisions of H_0 it is concluded that the normality assumption is fulfilled.

4.4.2 Linearity Test

Based on the calculation, it can be obtained that sig. are 0.106 for Brand Awareness to Brand Loyalty. Next, Brand Awareness to Purchase Intention is 0.277. Last, Brand Loyalty to Purchase intention is 0.24. It means that all variables are linear, because p (sig.) > 0.05

4.5 Data Analysis Technique

This Path analysis is conducted to determine the relation of independent variables to dependent variable based on the result of data processing using SPSS for Windows ver. 21

4.5.1 Path Analysis

After test the data using SPSS 21.The result will show in the table below:

<table>
<thead>
<tr>
<th>Independent Variable</th>
<th>Intervening Variable</th>
<th>Dependent Variable</th>
<th>Standardized Coefficient</th>
<th>t.</th>
<th>Sig.</th>
<th>Info</th>
</tr>
</thead>
<tbody>
<tr>
<td>X</td>
<td>Y</td>
<td></td>
<td>0.688</td>
<td>9.619</td>
<td>0.000</td>
<td>S</td>
</tr>
<tr>
<td>X</td>
<td>Z</td>
<td></td>
<td>0.077</td>
<td>1.179</td>
<td>0.241</td>
<td>NS</td>
</tr>
<tr>
<td>Y</td>
<td></td>
<td></td>
<td>0.824</td>
<td>12.64</td>
<td>0.000</td>
<td>S</td>
</tr>
</tbody>
</table>

Based on the Table the path structure coefficients are as follow:

\[
Y = Py_{1x} X \quad \text{(Substructure 1)} \\
Y = 0.688X \\
Z_2 = P_{2x} X + P_{2y} Y \quad \text{(Substructure 2)} \\
Z_2 = 0.077X + 0.824Y
\]

Indirect effect will be:

\[
[P_{XY} \times P_{YZ}] = 0.688 \times 0.824 = 0.566
\]

Total Indirect Effect will be

\[
P_{XZ} + [P_{XY} \times P_{YZ}] = 0.077 + 0.566 = 0.643
\]

4.5.2 Determination Test

The level accuracy of line can be determined from the size of the coefficient of determinations (R Square). If Adj. \( R^2 \) is bigger, the ability of path models are stronger to explain the actual condition

The Result of Determination Test (Y Variable)

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.688*</td>
<td>.473</td>
<td>.468</td>
<td>.76327</td>
</tr>
</tbody>
</table>

Source : Primary Data Processed (September,2016)

a. Predictors: (Constant), X

According to Table the path model has a coefficient of determination (\( R^2 \)) of 0.473 or 47.3%. This means that the Brand Loyalty (Y) variable is described by 47.3 % by Brand Awareness (X) variable. Meanwhile, the rest of 52.7 % is explained by other variables outside the path equation or variables which are not examined in this research.

The Result of Determination Test (Z Variable)

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.879*</td>
<td>.772</td>
<td>.767</td>
<td>.57510</td>
</tr>
</tbody>
</table>

Source : Primary Data Processed (September,2016)

a. Predictors: (Constant), Y, X  
b. Dependent Variable, Z

Based on Table, the regression model has a coefficient of determination (Adj. \( R^2 \)) of 0.772 or 77.2%. This means that the Purchase Intention (Z) variable is described by 77.2% by Brand Awareness (X) and Brand Loyalty (Y) variable.
Meanwhile, the rest of 22.8% is explained by other variables outside the path equation or variables which are not examined in this research.

4.6 The Result of Hypothesis Test

Partial path model testing is used to determine whether each independent variable (exogenous) has significant direct or indirect effect on dependent variable (exogenous) or not. Forming the independent and intervening variables of this path model is said to have a significant effect if \( t_{\text{count}} > t_{\text{table}} \) or significant \(<\alpha = 0.05\). \( t_{\text{table}} \) value with \( n = 105 \) and \( \alpha = 0.05 \) is equal to 1.982.

H1: Brand Awareness Positively affects Brand Loyalty.

According to the Path analysis Result Table, \( t \) count of Brand Awareness \((X)\) to Brand Loyalty \((Y)\) is 9.619 (bigger than 1.982) and the significance is smaller than \( \alpha \) \((0 < 0.05)\). Overall, the hypothesis stating that Brand Awareness Positively affects Brand Loyalty is accepted.

H2: Brand Awareness positively affects Purchase Intention.

According to the Path analysis Result Table, \( t \) count of Brand Awareness \((X)\) to Purchase Intention \((Z)\) is 1.179 (smaller than 1.982) and the significance is bigger than \( \alpha \) \((0.241 > 0.05)\). Overall, the hypothesis stating that Brand Awareness Positively affects Purchase Intention is rejected.

H3: Brand Loyalty positively affects Purchase Intention.

According to the Path analysis Result Table, \( t \) count of Brand Loyalty \((Y)\) to Purchase Intention \((Z)\) is 12.648 (bigger than 1.982) and the significance is smaller than \( \alpha \) \((0 < 0.05)\). Overall, the hypothesis stating that Brand Loyalty Positively affects Purchase Intention is Accepted.

H4: Brand Awareness has a significant indirect effect toward Purchase Intention through Brand Loyalty as Mediator. Indirectly it affects to \( Z \) by a statistical theory.

Based on the Table the path structure coefficients are as follow:

\[
\begin{align*}
\text{Indirect Effect : } P_{Z_1} &\times P_{Z_2}Z_1 \\
&= 0.688 \times 0.824 \\
&= 0.566 \\
\text{Total Effect : } P_{YX} + (P_{ZX} \times P_{YZ_1}) \\
&= 0.077 + 0.566 \\
&= 0.643
\end{align*}
\]

It can be regarded to have a significant effect if it is mediated by Brand Loyalty \((Y)\) with 0.566. Finally, the total of this indirect effect is 0.643.

4.7 Path Diagram Result

Path diagram analysis result has the following equation as follow:

\[
\begin{align*}
\text{Substructure I : } Y &= 0.688X \\
\text{Substructure II : } Z &= 0.077X + 0.824Y
\end{align*}
\]

Recovery Satisfaction as mediator the equation as follow:

\[
Y = 0.77ZX + (0.688YX \times 0.824ZY)
\]

4.8 Discussion

The analysis results in this research meet the test requirements of path analysis. The data were collected through questionnaires that have been tested for validity and reliability. Then, the data were processed into the classical assumption as the requirement before doing path model.
The classical assumptions consist of normality test and linearity test.

4.8.1 The Influence of Brand Awareness toward Brand Loyalty

The results of this research find that Brand awareness has positive effect towards brand loyalty. It can be seen from the consumer awareness about product itself. Consumers who are aware about product, whether they think or not, they still have emotion to choose a product that has power of awareness.

Xiaomi phone has a great awareness of product because of the great feature, which can make people feel loyal to the product. It can affect the loyalty if they are aware about one product. Peng (2006) indicates that brand awareness has the greatest total effects on brand loyalty. Aaker & Keller (1990); Peng(2006); Wu (2002); Chou (2005) stated that when businesses develop a new products or a new market, they should promote their brand awareness in order to receive the best result because brand awareness is positively related to brand loyalty. Customers are aware if the product is better than the other one, so it can make them loyal if they repeatedly purchase that.

4.8.2 The Influence of Brand Awareness toward Purchase Intention

The result of this research finds that Brand awareness does not have significant effect toward Purchase Intention. According to the research, Xiaomi phone has a strategy by having great feature and phone technology. The research proves that those products do not have a high intensity of Brand Awareness. It happens because of other affecting factors such as the fact that sale price in the future will decrease and the building quality which seems to be not that strong if it is compared with other products.

The result of this research is not significant because there are not many people know about this product. People prefer to choose the brand that have been famous rather than choosing this product. Therefore, the decreasing of awareness has a negative impact to the purchase intention itself. Beside that, Xiomi does not make so many retail shop in Indonesia, so it will make consumers feel hard to find Xiaomi’s product.

4.8.3 The Influence of Brand Loyalty toward Purchase Intention

The result of this research finds that Brand loyalty has positive effect towards Purchase Intention. It is emphasized that if the consumers are loyal to the product, they will have a tendency to repurchase. Oliver (1999) stated that Brand loyalty is a repurchase commitment that promises consumers will repurchase their favorable brands in the future, and they will not change their loyalty under any circumstance.

Xiaomi company has a strategy to make customer loyal, because this company realizes that loyalty is one of the marketing goals. Its strategy is by making a community of Xiaomi users (Mi fans). This group or community enables Mi fans to gather, discuss, and share ideas about Xiaomi product. They have media to share ideas via web (en.miui.com). This community exists in every region, not just in China but in other countries too. Beside that they have an app to discuss problems concerning Xiaomi Products.

4.8.4 The Influence of Brand Awareness toward Purchase Intention Through Brand Loyalty as Mediator

The results of this research find that Brand awareness has positive effect towards Purchase Intention, through brand loyalty as mediator. The results of this research does not have a significant effect between Brand Awareness (X) through Purchase Intention (Z).
Xiaomi company has an effort to make great strategy of branding, and they try to make different strategy by make a loyalty by make a community and forum, there are some gathering that make by consumer because they loyal, and interest to share anything to other user. It make the stronger branding rather than company that just a sell a bunch of product that just use a big promotion budget.

4.9 Theoretical Implication

The theory that can be implement in the future using this research result is a theory of marketing. The result of this research can serve as the reference for a company that wants to make a great sales and effective marketing strategy. In order to create a great branding brand awareness and loyalty was two of important things to consider in branding, because the consumer will be aware to purchase the product and finally, the loyalty can make them repurchase the product.

The theory itself can make people know if the power of branding can make sales increase. If there is problem, so one of the strategy cannot run well. So, the last if the product will launch, and start to make a great branding, the company or entrepreneur should aware about the branding awareness and loyalty.

4.10 Managerial Implication

The research does not only give a theoretical implication, but also managerial implication. It can help someone who deals with managerial aspect by knowing that the implication is implemented in the right place. For managerial practice, it can help the Xiaomi company to do more effort of branding because the great feature, high technology start to imply by others company, so the branding is the key.

According to the American Marketing Association (AMA) in Tjiptono (2005: 2), it is stated that a brand serves as an identifier and a differentiator. This means that a brand is a name, term, sign, symbol, design, or a combination of these things, which are intended to identify the goods or services of a person or group of sellers and to differentiate them from competitors’ products. The managerial can imply this method because both brand awareness and brand loyalty can make a positive impact through purchase intention and sales.

4.11 Research Limitation

There were a number of limitations in this research. The limitations are elaborated as follow:

1. The object in this research was limited. The research only obtains a Xiaomi user phone in Malang without knowing the real results of user of this product in Malang.
2. Most of questionnaires fullfilled by respondent do not follow the guideline, so it will affect the accuracy of the results. Sometimes they also do not really understand well about the questions and the answer might not be accurate when it is processed.

V. CONCLUSION AND SUGGESTION

5.1 Conclusion

After reviewing previous literature, gathering the research data, and finding the results, the conclusion are given in this research to point out the important finding and answer the research questions as described in the earlier chapters of this research. Therefore, the significant finding of this research will be useful in creating management strategies in the context marketing of phone industry. The conclusions of this research are stated as follow:

1. Brand Awareness has a positive direct effect on Brand Loyalty of Xiaomi phone product in Malang
2. Brand Awareness does not have a significant direct effect on Purchased Intention of Xiaomi phone product in Malang

3. Brand Loyalty has a positive direct effect on Purchased Intention of Xiaomi phone product in Malang

4. Brand Awareness has a positive indirect effect on Purchased Intention through Brand Loyalty as mediator of Xiaomi phone product in Malang

5.2 Suggestion

Based on the research results and conclusions, there are some suggestions for those who are interested in this research. The suggestions for Xiaomi phone company, that this company should pay more attention to the influences of brand awareness and brand loyalty on purchase intention. This research finds that if consumers can identify a brand name when they want to buy a cellular phone, it means that the cellular phone holds higher brand awareness. When a product has a well known brand name, it can win consumers’ preferences and increase their purchase intention.

For the next researcher Although the hypothesis of Brand Awareness through the Purchase Intention does not have significant effect, a promotion, branding, and the development of technology can give a lesson to the next researcher to work harder and always do the research according to the development of knowledge. It happens because the people prefer to choose familiar brand.

Finally, the productivity can make a company decrease its budget on marketing because the effectivity of strategy that have been made. It can also help the new company (not just cellular phone business) to be better in branding and make the great sales.

REFERENCES


