

The Role of Advertising in Shaping Buying Decision of Samsung Mobile Phones: An Application of the DAGMAR Model

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Abstract

The impact of advertising on customer consumption is a critical area of study in marketing research. This study examines how advertising influences the purchase decisions of Samsung mobile phone consumers, using the Defining Advertising Goals for Measured Advertising Results (DAGMAR) model. The research explores key stages of consumer response to advertising: awareness, comprehension, conviction, and action and evaluates their impact on actual purchase behavior. A well-structured questionnaire was implemented for the collection of data from sample size of 390 from Butwal Sub-Metropolitan City. The findings reveal that awareness, comprehension, and conviction significantly influence purchase decisions, whereas action does not have a statistically significant impact. While advertising plays a crucial role in shaping consumer perceptions and preferences, external factors such as price sensitivity, competitive alternatives, and brand loyalty may also affect the final purchase decision. Descriptive statistics, correlation analysis and multiple regression analysis were applied for the data analysis. The study concludes that Samsung's advertising strategies effectively enhance consumer knowledge and brand trust but must be complemented by additional marketing efforts to drive conversions.

Keywords: Advertising, Consumer Behavior, DAGMAR Model, Marketing Strategy, Samsung Mobile

Introduction

Advertising is a potent instrument that influences customer behaviour and propels industry developments. Advertising is to turn people's attention to specific things and also is to draw people's attention to concern on certain goods or services. It is a medium basically used to influence the customer's awareness, comprehension and response to the product to increase firm's sales and profit. (Gold & Gom, 1987). Advertising is the form of mass communication where message is spread by the producer through different sources and medium and is acquired by the consumers. The main motto of advertising in organizations is to persuade the customer to buy the products or services (Marchand, 1985). As per National Statistics, 2024, with almost 37.47 million active cellular mobile connections as of early 2024, Nepal's mobile phone sector has grown significantly, accounting for 120.6% of the country's 31.07 million inhabitants. Notably, 76% of households own smartphones, underscoring the significant role of advertising in achieving this widespread adoption. According to Colley (1961), Defining Advertising Goals for Measured Advertising Results (DAGMAR) model assesses the effectiveness of advertisement through four key stages: Awareness, Comprehension, Conviction, and Action. Awareness: The initial stage where consumers become aware of the brand or product through advertisements.

DAGMAR model follows ACCA formula, which includes four different phases, viz. Awareness, Comprehension Conviction, and Action. Comprehension: This stage involves consumers developing an understanding of the product's features, benefits, and value proposition (Colley, 1961). Conviction: At this stage, consumers form a favorable attitude toward the brand and develop a preference for Samsung Mobile over competitors. Samsung's advertisements use persuasive messaging and emotional appeal to strengthen consumer conviction. Action: The final stage where consumers are motivated to make a purchase decision and buy the products, visiting websites or request more information about the product or services.

Modern marketing must be understood in the sense of satisfying customer needs rather than selling for the sake of selling. To sell the product effectively and easily, marketers must understand customer needs, and develop products that provide superior value, and price. Thus, selling and advertising are part of a large marketing mix. A set of marketing tools that complement one another to meet consumer demands and build relationships with them. The company must also decide how it will serve targeted customer, how it will differentiate and position itself in the marketplace. As eye-catching advertisements increase brand recall (Keller, 1993). Warsaw and Davis (1985) found that the purchase intention and interest is a personal behavior under which the consumers think about any kind of particular product and what comes in their mind and what they would think or do at the time of purchase of the same brand of product. There were strong tendencies for them to react by their previous actions. While the DAGMAR model suggests that advertising should move potential buyers through four key stages awareness, comprehension, conviction, and action, it remains unclear if Samsung's advertising in Butwal successfully achieves these objectives. Despite high ad visibility on digital and traditional media, many consumers still opt for competing brands like iPhone, Xiaomi, Vivo, Oppo or delay their purchase decisions. According to Statcounter (2025), Xiaomi still being at the top with 25.36%, Samsung holds the second place of overall market share with 22.92% while other competitor follow suit with iPhone with market share 16.21%, Realme with market share 7.61%, Vivo with 7% market share and Oppo with 6.51%. This raises an important question: Are Samsung's advertisements truly effective in guiding young consumers in Butwal from awareness to actual purchase? The absence of localized insights on this issue makes it difficult to assess the real impact of advertising and whether it aligns with the intended communication goals outlined by the DAGMAR model. This research evaluates the effectiveness of Samsung's advertising campaigns and their impact on consumer behaviour in Butwal Sub-metropolitan city. Additionally, this study provides insight into the reasons behind Samsung's success in the highly competitive mobile phone market. Understanding the relationship between advertising and consumer consumption will not only benefit Samsung but also offer valuable lessons for other brands looking to enhance their advertising strategies.

Literature Review

At the core of advertising and marketing lies the strategic endeavours to design and transmit compelling messages tailored to specific consumer demographics. To navigate this complexity, advertising models structured frameworks rooted in theoretical principles serve as invaluable tools for shaping coherent marketing communication strategies.

Theoretical Review the AIDA Model

The AIDA framework (Attention, Interest, Desire, Action), introduced by Leiss (1986) and popularized in marketing literature by Leo et. al. (2008), has long been a cornerstone for evaluating advertising effectiveness. This hierarchical model posits that successful campaigns guide consumers sequentially from initial awareness to final purchase. Market Segmentation & Targeting: In an era of hyper-personalization, segmentation- demographic, psychographic, and behavioural enables marketers to identify high-potential consumer clusters. By prioritizing these segments (target markets), businesses craft tailored offerings that resonate deeply, enhancing conversion likelihood (Leo et. al., 2008).

The DAGMAR Model

DAGMAR model (Defining Advertising Goals for Measured Advertising Results) sticks for goals that are important to a business to accomplish and make an impression on their target audiences. DAGMAR model emphasizes quantifiable objectives and clarifies the four different phases that potential customers pass through as they are aware of any business or product: awareness, comprehension, conviction, action. It is introduced by Russell H. Colley in 1961. Several interesting advertising models were born not only from unexpected creative concept, but it was also well executed with advanced final touch or crafting. Leiss (1986) Traditional definitions of advertising as a "paid, sponsor-identified medium" (Leo et al., 2008) now coexist

with interactive, multi-channel strategies. Moriarty (2009) expand this to include mass media, digital platforms, and ethical considerations. Modern advertising not only drives sales but also educates (e.g., Pfizer's health literacy campaigns) and inspires societal change (e.g., Patagonia's environmental advocacy).

Empirical Review

This DAGMAR model has been widely recognized as a framework for evaluating advertising effectiveness, emphasizing the importance of setting clear, measurable objectives to assess how well promotional efforts resonate with target audiences (Ryans, 1996). Upadhyay (2011) analyzed the impact of radio advertising on purchasing activities of consumer goods and aimed to examine the availability and comparative costs of different advertising forms in Nepal and its influence on product sales and founds his research was specifically limited to studying the impact of advertising on sales and consumer purchasing behaviour. Sharma (2012), a research study about "Gorkha Brewery Pvt. Ltd. on its Role of Promotional Activities and Advertising in Building Brand Image and Company Reputation" aiming to explore the role of promotional occupation and advertising in shaping the brand image of beer. The primary objective was to analyze the beer market and understand the importance of brand image and influence consumer preferences. The study highlighted the growing importance of brand image in consumer preferences, with findings suggesting that targeted advertising strengthened customer loyalty. Sharma advocated for consistent promotional alignment with consumer trends to maintain competitive advantage. Shrestha (2013), aimed to determine the percentage of brand-loyal consumers and provide effective recommendations for developing effective marketing strategies on his research paper Study of Loyalty on Branding, which have contributed to understanding the evolution of brand consciousness among Nepalese consumers finding that Nepalese consumers place significant importance on branding when purchasing both durable and non-durable consumer goods. Mishra et al. (2024) examined the effectiveness of various digital advertising channels on consumer purchase decisions in Kathmandu Valley. The study revealed that digital advertising, including email marketing, social media marketing, mobile marketing, and blogs, positively impacts consumer purchase decisions. Notably, social media marketing showed a significant influence, indicating its prominence as a platform for engaging potential buyers. Anojan & Subaskaran (2015) has started that the purpose of the study project was to get a clear idea whether it is possible for Master Kong to penetrate the Finnish market, and also make to a detailed strategy plan for Master Kong which will be helpful in Master Kong's penetration process. Based on the experiences of wholesalers in Finland, it is possible for a Chinese instant television brand to penetrate to the Finnish market. But a lot of work needs to been done. These were mentioned in the part of entry plan.

Research Framework

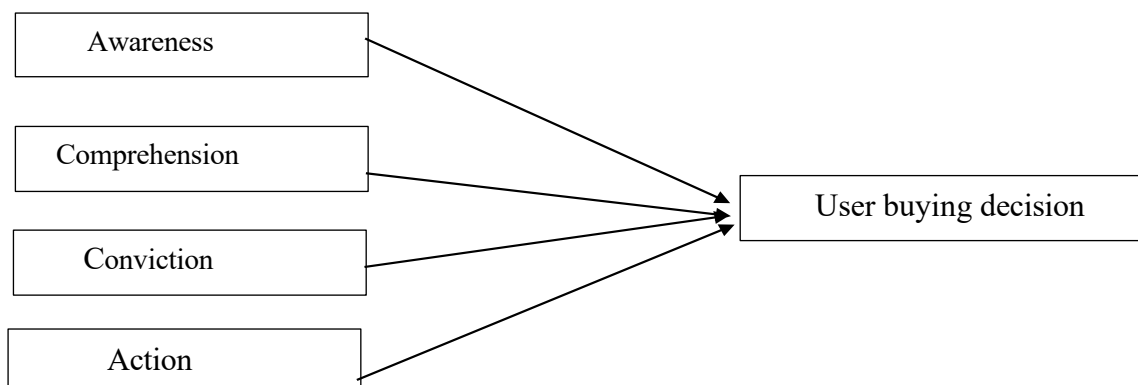
It presents and elucidates the theoretical framework and provides an explanation for the existence of the research problem under investigation between two or more variables. The research framework of the study is mentioned below:

Figure 1

Research Framework

Independent variables

Dependent variable



Note. Adapted from Dutka (1995)

Research Methodology

The research methods examine the various approaches and techniques used in the research study to address and resolve the issues and queries raised by the researcher. Research Design, Descriptive and causal research design was utilized, where descriptive research design enabled the researchers to provide a comprehensive description of the variables and their average responses and causal research design examines the cause-and-effect relationship between independent variables and dependent variables. This approach facilitated an understanding of the current state and impact of Advertising on the User purchase decision of Samsung Mobile in Butwal Sub-metropolitan City. Population and Sample, and sampling design Population, the research area of this study is that of Butwal Sub-metropolitan city. The population of this research are Samsung mobile user of Butwal Sub-metropolitan city. The total Mobile Phone users in Butwal sub-metropolitan city are 47287 (Population Census, 2021), where Samsung covers 31.08% market share (StatCounter, 2025), therefore the population for this research is 14697.

Sample size, As per Yamane (1967), the sample size is calculated as 389. The used sample size is 390.

$$n = N / (1 + N * e^2),$$

Where,

'n' is the sample size,

'N' is the population size,

'e' is the margin of error.

Note. Yamane (1967).

Sampling Design, As the scope of the study was limited, convenience sampling method were adopted to approach the sample respondent for data collection within a short period of time and at minimum cost. Nature and Source of Data and Data Collection, the primary data for the study have been collected through questionnaire method to sample individuals of Butwal sub-metropolitan city. Different published articles, report books, journals, and graduate research reports are also analyzed in addition to these. Total 500 set of questionnaires had been distributed to the sample individuals of Butwal sub-metropolitan city. Among the total questionnaires distributed 410 questionnaires were returned and remaining questionnaire were not returned. So the response rate is 82 percent. Questionnaire has been used as research instrument followed by five-point likert scale where 5=Strongly Agree, 4= Agree, 3=Neutral, 2=Disagree and 1=Strongly Disagree. Method of Analysis, Quantitative data analysis was conducted using the SPSS software, chosen for its ability to encompass a wide range of analytical functions. The initial analysis involved the presentation of general insights through the frequency and percentage distribution of respondents. Descriptive statistics including arithmetic mean, standard deviation (SD) were utilized to find out the customer responses. Multiple regressions allowed for an exploration of the impact of independent variables on user buying decisions. The coefficient correlation provided insights into the relationships between dependent and independent variables. ANOVA, on the other hand, delved into the relationships among different demographic factors.

Analysis and Results

The presentation and interpretation of data constitute a significant part of this research. Various statistical tools, as discussed in the 'Research Methodology' section, are utilized to achieve the study's objectives. One of the key objectives is to examine customer purchasing behaviour influenced by Samsung mobile advertising in Butwal city, which is elaborated on in this chapter.

Demographic Profile

In this section, an attempt has been made to present research sample participant's profile. There are total five of the questions asked under the respondent's demographics section which included gender, age, education qualification, average income level of Samsung mobile user.

Table 1: Gender of Respondents

Gender	N	%
Female	175	44.87
Male	215	55.13
Total	390	100

Note. Field Survey, 2025

Table 1 presents data on gender of respondents. It was found that male respondents formed majority target population with total of 55.13% and remaining were female respondents out of 390 respondents.

Table 2: Frequency Distribution Based on Age

Age group	N	%
20-30	84	21.53
30-40	89	22.82
40-50	103	26.41
Above 50	77	19.74
Under 20	37	9.48
Total	390	100

Note: Field Survey, 2025

Under the age distribution table above, many of the respondents are in their forties and least are under 20.

Table 3: Educational Background of Respondents

	N	%
Illiterate	35	8.9
High School	90	23.0
Bachelors	117	30.0
Masters	83	21.4
PhD	65	16.7
Total	390	100

Note: Field Survey, 2025

Table 3 shows, most people who are aware of Samsung Mobile's advertisement are bachelor's degree students and low were only 8.9% Illiterate showing the least percentage.

Table 4: Frequency Distribution by Income of Respondents

	N	%
Student/unemployed	72	18.5
Less than 20,000	83	21.2
20,000 - 50,000	77	19.7
50,000 - 100,000	94	24.2
Above 100,000	64	16.4
Total	390	100

Note: Field Survey, 2025

The table above shows that the highest proportion of the respondents (24.5 %) earn between 50,000-100,000 and 16.7% of respondents earn more than 100,000, making it the category with the lowest proportion among all income groups.

Descriptive Statistics

The variables are awareness, comprehension, conviction, and action. The mean and standard deviation values of determinants of customer consumption of Samsung mobile phones in Butwal Sub- metropolitan city have been calculated in this section to know the response of customers.

Table 5: *Descriptive Statistics*

	N	Mean	Std. Deviation
I am frequently exposed to Samsung's mobile advertisements through various media channels.	390	3.9	1.122
Samsung's advertisements catch my attention more than those of its competitors.	390	4.04	0.959
I can easily recognize Samsung mobile advertisements by their design and presentation.	390	4.09	1.033
I am familiar with key features promoted in Samsung mobile advertisements.	390	3.95	1.021
Samsung mobile advertisements help me associate the brand with innovation and quality.	390	3.95	0.979
Awareness	390	3.988	0.83798
Samsung mobile advertisements effectively highlight the unique features of their products.	390	4.01	0.921
The message in Samsung's advertisements are clear and easy to understand.	390	3.96	1.141
I believe that Samsung's advertisements provide sufficient information about their mobile phones.	390	4.01	1.105
Samsung advertisements differentiate their products from competitors effectively.	390	3.97	1.036
Comprehension	390	3.9876	0.87466
Samsung mobile advertisements have positively influenced my opinion of the brand.	390	4.09	0.972
The claims made in Samsung advertisements seem believable and trustworthy.	390	3.99	1.026
I feel more inclined to consider Samsung mobile phones after seeing their advertisements.	390	4.04	0.899
The advertisements make me feel that Samsung mobile phones are worth their price.	390	3.99	1.067

Conviction	390	4.0299	0.81421
Samsung mobile advertisements have motivated to purchase their products.	390	4.01	1.021
I recommend Samsung mobile phones to others based on their advertisements.	390	4.1	1.009
Samsung mobile advertisements have played a significant role in my decision-making process.	390	3.92	1.012
Action	390	4.0087	0.85226
I purchased a Samsung mobile phone due to its advertisements.	390	4.05	0.963
Advertising played a major role in my choice of a Samsung phone over competitors.	390	4.04	0.959
Samsung advertisements influenced my willingness to pay for its phones.	390	3.96	1.141
I feel satisfied with my Samsung phone after being influenced by advertising.	390	4.04	0.899
User buying decision	390	4.0247	0.78853

Note. SPSS Output an author's calculation.

The mean value for Awareness is 3.988, indicating that respondents are more aware and can recognize the Samsung brand. The mean value for Comprehension is 3.9876, suggesting that consumers understand the features, benefits, and unique selling points of Samsung mobile phones. Conviction has a mean of 4.0299, showing that customers have developed a strong preference for Samsung over competing brands and feel persuaded to make a purchase. The highest mean value is for Action at 4.0087, indicating that most of the respondent have taken action to make purchase decision. The overall User buying decision figure is 4.0247, meaning respondents have decided to allocate their valuable resources-such as time, money, and effort toward purchasing and using various products. This analysis indicates that conviction and action are the most significant factors contributing to User buying decision of Samsung Mobile in Butwal city. However, there is some room for improvement in awareness and comprehension to enhance user buying decision.

Inferential Analysis, Correlation Analysis

Table 6: Correlations

Awareness		Comprehension	Conviction	Action	User buying decision
Awareness	1	.769**	.753**	.816*	.814**
Comprehension		1	.863**	.847*	.887**
Conviction			1	.843*	.874**
Action				1	.846**
User buying decision					1

Note. SPSS Output an author's calculation.

The correlation analysis suggests that all independent variables (Awareness, Comprehension, Conviction, and Action) have a statistically significant positive relationship with User buying

decision. The strongest influencing factor appears to be Comprehension (0.887), indicating that understanding an advertisement plays a crucial role in determining purchasing behaviour. The results support the idea that enhancing awareness, comprehension, conviction, and action can lead to higher customer purchase rates.

Table 7: Hypothesis Testing for correlation

Hypothesis	Correlation (r)	P-value	Remarks
H1: There is a significant relationship between awareness and user buying decision.	0.814**	<0.01	Accepted
H2: There is a significant relationship between comprehension and user buying decision.	0.887**	<0.01	Accepted
H3: There is a significant relationship between conviction and user buying decision.	0.874**	<0.01	Accepted
H4: There is a significant relationship between action and user buying decision.	0.846**	<0.01	Accepted

Regression Analysis

Table 8: Multiple Regression

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.926	0.858	0.856	0.29907

Table 9: ANOVA

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Regression	204.242	4	51.06	570.887	<.001b
Residual	33.898	379	0.089		
Total	238.14	383			

Table 10: Coefficients

Coefficients

	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
(Constant)	0.313	0.081			3.866	.001
Awareness	0.21	0.033		0.223	6.411	.001
Comprehension	0.341	0.039		0.378	8.708	.001
Conviction	0.303	0.041		0.313	7.390	.001
Action	0.073	0.041		0.079	1.785	.075

Regression Equation Showing the Relationship between Independent and Dependent Variables

The regression equation is as follows: $Y = 0.313 + 0.21X_1 + 0.341X_2 + 0.303X_3 + 0.073X_4$, this regression analysis represents the relationship between User buying decision (dependent variable) and five independent variables (Awareness, Comprehension, Conviction, Action).

- A one-unit change in X1 (Awareness) leads to a 0.21 change in Y (User buying decision), keeping all other variables constant.
- A one-unit change in X2 (Comprehension) leads to a 0.341 change in Y, keeping all other variables constant.
- A one-unit change in X3 (Conviction) leads to a 0.303 change in Y, keeping all other variables constant.
- A one-unit change in X4 (Action) leads to a 0.073 change in Y, keeping all other variables constant.
- The R² value of 0.857 indicates that 85.7% of the variation in User buying decision is explained by Awareness, Comprehension, Conviction, Action.
- The constant (0.313) represents the expected value of User buying decision when all independent variables are zero.
- The p-value (Sig.) is 0.001, which is less than 0.05, indicating statistical significance.

Table 11: *Hypothesis testing for Regression*

Hypothesis	Beta	P-value	Remarks
H5: There is a significant effect of awareness on user buying decision.	0.210	0.001	Accepted
H6: There is a significant effect of comprehension on user buying decision.	0.341	0.001	Accepted
H7: There is a significant effect of conviction on user buying decision.	0.303	0.001	Accepted
H8: There is a significant effect of action on user buying decision.	0.073	0.075	Rejected

Discussion

The finding of this research indicates that the advertising plays a vital and crucial role in in shaping the consumers' perception and any customers purchase decisions. Pandey (2010) have clearly identified on his research that existing pattern and blends of advertising and the constraints are prevailing in the advertising practices in Nepal. Mishra et. Al. (2024) concluded that social media marketing has shown the significance influence, indicating its prominence as a platform for potential buyer engagements. Concluding this research, all the ACCA variables have direct relationship with user buying decisions of Samsung mobile phones and are significantly impacted by all variable factors except Action. Understanding the impact of Samsung's advertising strategies on consumer behaviour is essential for assessing the effectiveness of its marketing efforts. Effective advertising should not only increase brand awareness but also create a strong association between the product and consumer needs, eventually leading to purchase decisions. However, the degree to which Samsung's advertising strategies successfully drive consumer engagement and influence their buying behaviour remains an area that requires deeper exploration. Upadhayay (2012) founds that there is limited impact of advertisement in different medias like radio and have impact on sales and the consumers purchasing behavior.

This study seeks to analyze how Samsung Mobile's advertising strategies affect consumer perceptions and their decision-making process. By exploring various advertising dimensions, such as emotional appeal, informativeness, credibility, and persuasiveness, this study aims to determine the key factors that drive consumer engagement and brand preference. The findings of this study is particularly valuable for marketers, advertisers, and business strategists,

as they provide data-driven insights into consumer preferences, purchasing motivations, and the effectiveness of different advertising strategies. The historical reviews conducted by Gold & Gom (1987) concluded that the knowledge of the past and understanding the present scenario is the best way of using advertisement tools and modes.

Conclusion and Implications

Conclusion

The findings of this study confirm that advertising has a significant impact on customer consumption of Samsung mobile phones. The study highlights that awareness, comprehension, and conviction are key factors influencing purchasing decisions. Samsung's advertisements effectively increase brand recognition and product understanding, contributing to consumer trust and positive brand perception. Customers exposed to Samsung's advertisements are more likely to associate the brand with innovation, quality, and reliability, which enhances their willingness to purchase. While advertising effectively builds consumer interest and brand preference, the transition from intention to action is not solely dependent on advertising. Factors such as product affordability, perceived value, and competitor offerings also play a crucial role in the final purchase decision. The study finds that action does not have a statistically significant impact on purchase decisions, suggesting that while advertisements may motivate customers, other factors influence their final buying behaviour.

Implications

To remain competitive, Samsung must continuously refine its advertising strategies, ensuring they are engaging, informative, and effectively address consumer needs. The company should also consider integrating additional strategies, such as promotional offers and personalized marketing, to convert consumer interest into actual purchases. Advertisements should clearly communicate Samsung's unique product features, specifications, and benefits to consumers. Simplified messaging, engaging visuals, and demonstrative content (such as video reviews and product comparisons) can help customers better understand what differentiates Samsung mobile phones from competitors. Trust-building elements such as customer testimonials, expert reviews, and real-life use cases should be incorporated into advertisements to enhance credibility. Addressing consumer concerns, such as pricing, durability, and after-sales service, will strengthen consumer confidence in the brand. While advertisements effectively create interest, additional strategies are needed to drive actual purchases. Samsung should consider offering limited-time discounts, trade-in programs, or bundled offers to incentivize immediate buying decisions. Leveraging customer insights and analytics can help Samsung personalize its advertising efforts. By analyzing consumer preferences and purchase behaviour, Samsung can tailor advertisements to target specific customer segments with relevant messaging and promotions. Samsung should regularly assess the effectiveness of its advertising campaigns through customer feedback, engagement metrics, and sales performance. This will allow for continuous refinement and optimization of marketing strategies. By implementing these recommendations, Samsung can strengthen its advertising impact, increase customer engagement, and enhance its market share in the competitive mobile phone industry.

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