

Report On
Loyalty & Customer Buying Behavior During Pandemic Period

By
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Id. 16204057

In fulfillment of the requirements of the requirements for the degree of BRAC Business School, an internship report was submitted to the Bachelor of Business Administration (BBA)

BRAC Business School
BRAC University
22 October, 2022

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Declaration

Henceforth it is declared that

1. I/we created the internship report as part of our degree program at BRAC University.
2. Except where properly referenced by complete and precise referencing, the paper does not include cases recorded or created by a third party material.
3. No material that has been approved or submitted for another degree or certification at universities or other organization is included in the report.

I/We have given credit to all major sources of assistance.

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Lecturer

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Assistant Proffessor

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Letter of Transmittal

Nusrat Hafiz
Lecturer at
BRAC Business School
BRAC University
66 Mohakhali, Dhaka-1212

Subject: Submission of Internship report.

Dear Madam,

I sincerely appreciate you reading my report on my internship at vivo (Wan Hai Hong Lin Electronic Trading Co. Ltd.) Working with the nation's fastest-growing communication technology organization throughout the 12-week internship program introduced me to a highly professional and competitive work atmosphere. "Loyalty & Customer Buying Behavior During Pandemic Period" is the subject of my report. Understanding vivo (Wan Hai Hong Lin Electronic Trading Co. Ltd.)'s working pattern was the major goal of my research. I made every effort to learn about the actual corporate activities.

Despite my best efforts, I sincerely hope you will accept my apologies for any errors I may have done in the report.

Sincerely yours,

Md.Hasinur Rahman

ID: 16204057

BRAC Business School

BRAC University

Date: 22 October, 2022

Non-Disclosure agreement

This agreement is created and signed by the undersigned student at BRAC University Md. Hasinur Rahman (16204057), between vivo (Wan Hai Hong Lin Electronic Trading Co. Ltd.).

Acknowledgement

Many people contributed to the effective completion of this project, especially those who spent their important time and effort sharing their ideas, comments, and experiences to enhance the report. I'd like to start by expressing my heartfelt thanks to Almighty Allah for giving me the courage and serenity I needed to finish the project on time. I also want to express my gratitude to Nusrat Hafiz, Lecturer at the BRAC Business School, who served as my academic advisor and gave me the direction and assistance I needed. I really enjoyed learning from this, and I appreciate her attempts to occasionally give me the right instructions. I also like to thank Md. Tanmoy Rana, HR Manager, vivo (Wan Hai Hong Lin Electronic Trading Co. Ltd.), my field supervisor, for teaching me the ropes and assisting me at every turn. Finally, I want to express my sincere gratitude to all of the present vivo (Wan Hai Hong Lin Electronic Trading Co. Ltd.) employees for helping me finish the study by sharing their thoughts, knowledge, and expertise in the field.

Executive Summary

Bangladesh is one of the most populous countries in the world with over 165 million people. The country's population is constantly growing, which means that there is a large potential market for mobile phones and other mobile-related products. vivo is a foreign company that has set its sights on the Bangladeshi market, and it believes that there are many opportunities for growth in this market.

One of vivo's major objectives in entering the Bangladeshi market is to expand its customer base. The company believes that there are a lot of people in Bangladesh who are not currently using mobile phones, and it plans to reach these people through its various marketing campaigns. Additionally, vivo plans to increase sales of its premium devices in the Bangladeshi market. Premium devices are those that cost more than average devices, and they usually have features that make them more desirable.

The first chapter provides an overview of the internship process, including student data, internship data, and internship achievements. The first chapter's entirety covered the student's name, identification number, company name, address, supervisor's name, position, student's contribution to the business, benefits to the student, and a host of other topics.

The organization's information is the main emphasis of the second section of the study, where I have covered the company profile, Bangladesh's demography and telecommunications company, an overview of vivo, the firm's mission and vision, and other topics.

The project portion of the third chapter demonstrates how perceived usefulness and perceived ease of use affect a customer's purchasing behavior. I addressed this chapter using IBM SPSS and a discussion of hypotheses. I have made an effort to demonstrate how pertinent facts and information may be used to tie perceived usefulness and perceived ease of use to customer purchasing attitudes.

Offer Letter from vivo

vivo

WAN HAI HONG LIN ELETRONIC TRADING CO.LTD.

DingTalk Form ID: 202204011617000528776
01.04.2022

Human Resource Management

Vivo (North Bengal Division)

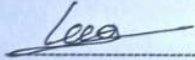
Sub: Acceptance of Internship.

With reference to your letter dated 01.04.2022 we are pleased to inform you that Management of vivo (RI & RR) has allowed Md. Hasinur Rahman, student of BBA, ID- 16204057, Marketing & CIM (Computer Information Management), BRAC University for internship at our Rajshahi & Rangpur Division for a period of 4 (Four) months effective from April 01, 2022 to July 31, 2022.

During his internship, Md. Hasinur Rahman should not divulge any internal information and he should submit an internship report to Human Resource Department, Zonal Office of North Bengal within 15 Days on completion of the internship program through our data manager, at Bogura.

We think you will co-operate with us and advise to do needful accordingly.

Sincerely Yours,



Leo
Data Manager



Md. Tanmoy Rana
HR Manager

Runner Plaza (10th Floor), T/A Nawabbari Road, Bogura-5800

Table of Content

Declaration	i
Letter of Transmittal	ii
Non-Disclosure Agreement	iii
Acknowledgment	iv
Executive Summary	v
Offer Letter from vivo	vi
List of Acronyms	ix
Chapter 1: Overview of Internship	1
1.1 Student Information	1-3
1.2 Internship Information	1
1.2.1 Period, Company Name, Department/Division, Address	1
1.2.2 Internship Company Supervisor’s Information	1
1.2.3 Job Scope	1
1.3 Internship Outcomes	2-3
1.3.1 Student’s contribution to the company	2
1.3.2 Benefits to the student	2
1.3.3 Problems/Difficulties	2-3
1.3.4 Recommendations	3
Chapter 2: Organization Part	4-15
2.1 Introduction	4
2.1.1 Bangladesh’s Demography & Telecommunication Company	5
2.1.2 Core Value	5
2.2 Overview of the Company	6-7
2.2.1 Mission & Vision of vivo	7
2.2.2 vivo BENFEN	7
2.3 Management Practice of vivo (Autocratic)	8
2.4 Marketing Practice of vivo	9-10
2.4.1 Marketing Strategy	9
2.4.2 Target customers, targeting and positioning strategy	9
2.4.3 Marketing channels	9

2.4.4 Branding Activities	9-10
2.4.5 Advertising and Promotion Strategies	10-11
2.5 Financial Performance	11
2.6 Operations Management and Information System Practices	12
2.7 Industry and Competitive Analysis	12-14
2.7.1 SWOT Analysis	12
2.7.2 Porter's Five Forces	13-14
2.8 Conclusion	14-15
2.9 Recommendation	15
Chapter 3: Project Part	16-35
3.1 Introduction	16-18
3.1.1 Background	16-17
3.1.2 Research Objectives	17-18
3.1.3 Significance	18
3.2 Methodology	18-19
3.3 Findings & Analysis	19-35
3.3.1 List of proposed hypothesis and Framework	20
3.3.2 Research instrument and data collection	20-21
3.3.3 Survey Responses	22-30
3.3.4 Data Analysis	31
3.3.5 Results	31
I. Descriptive Analysis	31-32
II. Correlation Analysis	33
III. Regression Analysis	34
3.3.6 Contribution of the Proposed Research	34-35
3.4 Conclusion	35
3.5 Recommendation	35-36
References	37-38

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List of Acronyms

VBA	vivo Brand Ambassador
BTRC	Bangladesh Telecommunication Regulatory Commission
IMEI	International Mobile Equipment Identity
PDA	Personal Digital Assistant
OS	Operating System
AI	Artificial Intelligence
R&D	Research & Development

Chapter 1

Overview of Internship

1.1 Student Information

- Name: Md. Hasinur Rahman
- ID: 16204057
- Program: Bachelor of Business Administration
- Major/Specialization: Marketing
- Minor: Computer Information Management

1.2 Internship Information

1.2.1 Period, Company Name, Department/Division, Address

- Period: 4 Months (01/04/2022 - 31/07/2022)
- Company Name: **vivo** (Wan Hai Hong Lin Electronic Trading Co. Ltd.)
- Department/Division: Data Department
- Position: Data Executive
- Address: Runner Plaza (10th Floor), Nawabbari Road, Bogura-5800

1.2.2 Internship Company Supervisor's Information

- Name of Supervisor: Md. Tanmoy Rana
- Position: HR Manager

1.2.3 Job Scope

- Making a stock report three times per day.
- Creating a sales report each night.
- From dealer to retailer IMEI transfer.
- Opening accounts for the city manager, sales representative, and vivo brand ambassador V2 (Company software).
- Establishing a store V2 account.
- Give VBA the appropriate stocks information.
- Maintains and updates V2 software.

1.3 Internship Outcomes

1.3.1 Student's contribution to the company

I have worked for the Data department during the internship program. My first project involved transferring IMEIs from dealers to retailers, which was my primary job. Additionally, keep track of the dealer's daily stock levels and distribute that stock throughout 16 districts. The major goal of this part is to maintain the flow of store inventory. I had the chance to help the data management while I was an intern. Additionally, I gathered information from V2 software for daily report entry, entered it into Excel, and created reports.

1.3.2 Benefits to the student

The Data department has provided me a good amount of practical knowledge during the entire process. I was offered the wonderful chance to work for a significant communication technology company like vivo Bangladesh. As a new employee, it was my first experience with any corporation. I now have knowledge of corporate culture, which will be useful to me later. This experience has also taught me how to effectively manage my time and interact with my coworkers.

I primarily learn actual marketing work and receive real-world experience during the entire process. Prior to it, I was only familiar with marketing jargon from books. But I lacked any professional knowledge of those terms. So it was a terrific chance for me to learn about this particular profession in practice. I was fortunate to have the chance to complete my internship in my major field. Additionally, it gives me more abilities and confidence. But this experience was helpful to me in a lot of ways.

1.3.3 Problems/Difficulties

The biggest challenge of my internship was adjusting to the new atmosphere and interacting with new people. Since I had no prior office experience, I naturally ran into several issues. Even though the atmosphere was really welcoming, I felt reluctant to ask questions. I made an effort to compile all of the practical knowledge I could during the entire internship program and record it in a journal. due to the fact that I

was unable to recall all the data and specifics of the work experience. It was also difficult for me to treat the staff with both respect and courtesy. Another issue I've encountered is that management is reluctant to share information with the employee due to employee confidentiality.

1.3.4 Recommendations

Even though I had some challenges throughout my internship programs, it was an incredible learning opportunity for me. As there are numerous practical tasks, I have learned them from my managers and fellow workers. For interns, a defined framework was in place so they could quickly master all types of marketing & data related tasks. Still, they ought to assign interns more useful tasks. Additionally, they ought to lengthen the internship program because it will enable interns to gain more real life experience.

Chapter 2

Organization Part

2.1 Introduction

This project paper was created to meet the requirement for BRAC University's BBA program. This document was written in an effort to combine the theoretical information learned in academic coursework with the operational work done in actual businesses.

vivo is a Chinese company that manufactures and sells mobile phones and other electronic devices. It is one of the world's leading mobile phone companies, with operations in over 100 countries. Most popular in many countries like Indonesia, Thailand, India, Malaysia, Myanmar and China. vivo sees the Bangladeshi mobile phone market as a potential growth area. The country has a population of around 160 million people, and is growing rapidly. This means that there is an opportunity for vivo to capture a share of the market.

Global COVID-19 outbreak has had a significant negative impact on economies, cultures, and a variety of societal sectors. This extraordinary circumstance has profound effects on consumers' regular lifestyle and has fundamentally altered both how firms run and how customers act. (Donthu and Gustafsson, 2020; Yuen et al., 2020). However, considering that everything was moving online during this pandemic, the telecommunications sector benefited more. Understanding the effects of globalization, improvements in R&D, changes in marketing policy, and advances in data management are necessary for businesses to remain competitive in a global marketplace. Additionally, the Bangladeshi telecommunications sector has risen significantly during the past 20 years. By the end of December 2020, there were four mobile carriers in Bangladesh, with 170.137 million mobile phone users and 102.353 million mobile internet subscribers combined. (BTRC 2021). In order to better understand customer loyalty and smartphone purchase behaviors throughout the pandemic, I conducted this research. I carried out an online survey and IBM SPSS analysis of the data to determine consumer loyalty and purchasing behavior.

2.1.1 Bangladesh's Demography & Telecommunication Company

With over 165 million citizens, Bangladesh is one of the most populous nations in the world. With substantial growth potential, the nation has a population density of more than 1,000 people per square kilometer. To accommodate the country's expanding population, infrastructure development is required, notably in the area of telecommunications.

As more people use mobile phones for both personal and professional needs, the mobile phone market in Bangladesh is expanding quickly. In Bangladesh, there are currently over 10 million active mobile customers, and there are about 20 million new subscribers that join the market every year, according to industry analysts. As more individuals have access to mobile phones and use them for tasks like banking and shopping, it is anticipated that this trend will continue. vivo Bangladesh is in a good position to profit from this expansion by extending its business into new markets and offering cutting-edge mobile services to its customers.

2.1.2 Core Value

The vivo smartphone brand is well-recognized in Asia, where it has a strong presence in the mobile phone market. In Bangladesh, the company is looking to expand its presence with a new prepaid phone service. The market is growing quickly, and there is potential for vivo to become a major player.

Vivo has a strong presence in the premium segment of the market and has launched several high-end models that are popular with affluent consumers. The company also offers value-for-money offerings that appeal to a wider range of consumers. In addition, vivo operates some of the most advanced networks in Bangladesh, which gives its products an edge over competitors.

2.2 Overview of the Company

Chinese global smart phone manufacturer vivo started their journey in 2017 in Bangladesh. With landline and mobile phones, vivo joined the market for media transmission and consumer equipment in 1995. vivo launched its PDA business in 2011. With the release of its upgraded cells in 2014, vivo positioned itself as the tenth-best PDA brand globally and the fifth-best PDA brand in China. vivo shipped 25 million base in China in 2014; in 2015, the company would sell 45 million units worldwide at an average retail price of \$300. The annual cap on creation is 60 million units. In China, vivo is one of the top five most useful PDA manufacturers.

Recently, 3,500 designers are among the 20,000 people working in vivo. Focus cities for R&D include Chongqing, Shenzhen, and Dongguan. A complete and workable ecological organism has been created through the use of machinery, assembly, and the Fun touch operating system (based on Android). Technology and innovation both continue to advance. In 2012, vivo created the X1, the very first smart phone to integrate an audio sound chip and deliver an unrivaled music experience. establishing this technique.

vivo has been expanding its presence in the Bangladeshi mobile phone market through aggressive marketing and product launches. In March 2017, it launched its latest flagship smartphone - the vivo X20 Plus - and now they maintain the sequence and introduced X80 which was touted as being one of the most powerful smartphones available in Bangladesh at that time. The company also offers competitive tariffs and offers free data services to its subscribers across all its networks. vivo has also invested significantly in terms of marketing and advertising expenditure to build brand awareness among consumers in Bangladesh. In addition to this, vivo has collaborated with several celebrity celebrities such as Athar Ali Khan, Cricket Commentator & Former Creator, Bidya Sinha Saha Mim, Actress & Model, Rashed Zaman, Cinematographer, Amitabh Reza Chowdhury, Filmmaker, Rafsan the ChotoBhai, You-tuber and so on.



Figure: vivo (Wan Hai Hong Lin Electronic Trading Co. Ltd.)

2.2.1 Mission & Vision of vivo

Mission: Make excellent products for users. Make the workplace a happy, forward-thinking place for workers Building trust-based, win-win solutions for partners deliver consistent, long-term returns for shareholders.

Vision: The business wants to create a bridge between the digital and physical worlds. vivo offers people an ever-more convenient mobile and digital life through original ideas.

2.2.2 vivo BENFEN

BENFEN, a Chinese proverb which means individual responsibility, it,s mind free from the influence of stress, pain and temptation, particularly when sacrifices have to be made. It’s about continuing to do the right things, and doing them correctly.

It is also about how we cooperate with others. We never take advantage of those around us, even when we have to make some sacrifices ourselves.

Finally, it’s about holding oneself accountable when problem arise.

2.3 Management Practice of vivo (Autocratic)

Management of vivo is based on an autocratic model. The company's chairman and CEO wield significant power, and they make all the key decisions without input from the rest of the management team. This style of management can be disruptive to employees and can hinder the company's ability to innovate.

Vivo is a well-positioned foreign company seeking to invest in Bangladesh's mobile phone market. The company's operations in other countries provide it with a wealth of experience in developing and delivering innovative mobile services. In addition, its presence in Bangladesh gives it an advantage over other potential investors in the market.

The selection process for employees at vivo is rigorous. The company screens applicants very carefully, and only hires the best candidates. The selection process can be difficult, and it takes a long time to interview potential employees. This can be a barrier to entry for new companies looking to invest in the Bangladeshi mobile phone market.

The compensation system at vivo is based on performance. Employees receive bonuses and salary increases based on their achievements. The company also offers generous training and development initiatives to its employees. These initiatives help employees improve their skills and knowledge, which is important in a competitive market like the Bangladeshi mobile phone market.

Finally, vivo is a well-positioned foreign company seeking to invest in Bangladesh's mobile phone market. The company has a strong presence in the country, with over 20 million subscribers. Its operations in other countries provide it with a wealth of experience in developing and delivering innovative mobile services. In addition, its presence in Bangladesh gives it an advantage over other potential investors in the market. The selection process can be difficult, but the benefits of working at vivo outweigh these challenges.

2.4 Marketing Practice of vivo

2.4.1 Marketing Strategy

Vivo is a well-known and respected brand in the Bangladeshi mobile phone market. The company has invested heavily in marketing its products. Its marketing strategy focuses on delivering innovative services and targeting specific segments of the market. This strategy is successful, as evidenced by the large number of subscribers that vivo has in the Bangladeshi mobile phone market.

2.4.2 Target customers, targeting and positioning strategy

vivo's ideal clients are people who value cutting-edge mobile services and are searching for a well-known and renowned brand in the Bangladeshi mobile phone industry. The business is well-established in the nation. Young girls of all ages are the primary target market. This group draws more customers than other client groups due to the vivo AI camera. Additionally, the phone's design & appearance are quite profitable. Delivering cutting-edge services and concentrating on particular market groups are the main goals of its marketing strategy. The substantial number of subscribers vivo has in the Bangladeshi mobile phone market is proof that this technique is effective.

The goal of vivo's positioning strategy is to establish itself as the finest mobile service provider in Bangladesh. Vivo captures the market with its features and cost. On the market, there are products in the high range, mid range, and low range. The substantial number of subscribers vivo has in the Bangladeshi mobile phone market is proof that this technique is effective.

2.4.3 Marketing channels

Vivo uses various marketing channels to reach its target customers. These channels include television, print media, online media, and mobile marketing. The company has invested heavily in marketing its products. Its marketing strategy focuses on delivering innovative services and targeting specific segments of the market. This strategy is successful, as evidenced by the large number of subscribers that vivo has in the Bangladeshi mobile phone market.

2.4.4 Branding Activities

Vivo has put a lot of time and effort into building a solid brand recognition. The business enjoys a strong reputation and a reputable brand in the Bangladeshi mobile phone market. With its marketing activities, vivo is able to target particular market segments thanks to its excellent brand recognition. For example; channel strategy, brand awareness strategy & innovative strategy.

For channel strategy vivo use online & offline channels. These channels include television, print media, online media, and mobile marketing. The company also invests heavily in advertising its products. Its marketing strategy focuses on delivering innovative services and targeting specific segments of the market. For brand awareness strategy vivo use to sponsor the main sports events as well as collaborated with several celebrity celebrities as brand ambassador. Finally, vivo use unique features such as full view screen, pop up camera, in display finger print sensor for innovative strategy.

Vivo is an effective business overall in the Bangladeshi mobile phone market. Customers who are its target market enjoy its unique offerings and focused marketing strategies. In contrast to its rivals, the business has less rivalry and few marketing avenues.

2.4.5 Advertising and Promotion Strategies

To reach its target audience, vivo employs a range of advertising and promotion tactics. Television, print media, web media, and mobile marketing are some of these tactics. The business has made significant investments in marketing its goods. Delivering cutting-edge services and concentrating on particular market groups are the main goals of its marketing strategy. The substantial number of subscribers vivo has in the Bangladeshi mobile phone market is proof that this technique is effective.

For vivo, social media is an effective marketing technique. vivo last year gained the hearts of all classes of customers in the Bangladeshi local market. Moving forward while sticking to its motto of "more local, more global,". The business cultivates relationships with its target customers using social media. Social media is also used to

promote new items and distribute promotional content. The use of digital marketing is crucial for vivo.

2.5 Financial Performance

Vivo has been successful in the Bangladeshi mobile phone market. The company has a large number of subscribers and a strong brand image. Its targeted marketing campaigns and innovative services are popular with its target customers. However, the company faces high competition and few marketing channels compared to its competitors. This limits the company's ability to reach a wider audience.

Vivo has been a successful company in the Bangladeshi mobile phone market for the past three years. Its financial performance shows that it is able to deliver innovative services and target specific segments of the market. The company reported a revenue of BDT 225 million (USD 22.1 million) in 2019, BDT 246 million (USD 24.1 million) in 2020, and BDT 288 million (USD 28.2 million) in 2021. This demonstrates the company's ability to reach its target customers and deliver its desired marketing campaigns. As it is confidential they do not want to disclose the full financial report to us. However, I took this information from our financial manager Md. Nahid Raihan Sardar. Ever since entering the Bangladeshi mobile phone industry, Vivo has been profitable. Through its focused marketing initiatives and advertising spending, the corporation has made significant profits. Moreover, it is running its business all over the country with success. Though Bangladeshi mobile phone market is highly saturated and competitive, vivo is leading the third position in the market and the market share is 11.97% according to Mobile Vendor Market Share report.

2.6 Operations Management and Information System Practices

The operations management and information system practices of vivo are effective. The company has a well-defined information system architecture, which is used to manage the flow of data throughout the organization. For collecting data we used V2 software and city manager, sales executive, and VBA use V2 app. They input their sales record in that app. Moreover, using this software we get the sales and stock data. After that we put in excel sheet and process it by using some excel function like VLOOKUP, Sumif, If and so on. Furthermore, using pivot table we make the sales

summary and stock summary daily basis. This helps to ensure that all data is available when it is needed, and that it is accurate and up-to-date.

The information system practices of vivo are effective. The company has a well-defined information system architecture, which is used to manage the flow of data throughout the organization. This helps to ensure that all data is available when it is needed, and that it is accurate and up-to-date.

2.7 Industry and Competitive Analysis

2.7.1 SWOT Analysis

Strengths:

- Well-known and respected brand in the Bangladeshi mobile phone market
- Has a strong presence in the country
- Targeted marketing campaigns
- Vivo has a strong position in the international smartphone industry.

Weaknesses:

- Market share growth is constrained by intense competition and the ongoing demand for innovation.
- Due to its lack of distinctiveness and high rate of brand change, Vivo is perceived as being identical to other brands.

Opportunity:

- Vivo can create premium smartphones that directly compete with brands like Apple and Samsung.
- Vivo needs to work on improving its image and reaching more people who aren't just concerned with price.

Threat:

- Price-sensitive competition might have an influence on business in the smartphone industry.
- The effects of local government policies and the recession on business.
- Imitations that are not real can damage a brand's reputation internationally.

2.7.2 Porter's Five Forces

Bargaining power of supplier: With the exception of a few major companies such as vivo, suppliers in the mobile market have relatively weak bargaining leverage. One of the biggest manufacturers of smartphones is vivo. Android is the most popular mobile operating system. Sales of Huawei have recently decreased as a result of the prohibition on the company associated to Android OS use. Otherwise, the majority of the suppliers are smaller companies, and the most of them are situated in Asia. Apple has its own operating system, thus vendors' negotiating power is even more constrained in this situation. Suppliers' lesser size and worse financial standing in comparison to smartphone makers are two of the key issues that restrict their ability to bargain.

Bargaining power of buyer: Due to a number of variables, consumers now have more negotiating power in the smartphone market. The abundance of alternatives in the market is one of the main causes of the customers' increasing bargaining power. International consumers now have more negotiating power due to increased industry competitiveness. Additionally, clients are well-informed and have a variety of options available to them. Even if there are now more smartphone models available, prices have decreased from a few years ago. Businesses make significant investments in marketing and client retention. In addition, they make extensive investments in R&D to differentiate their smartphone models from those of their rivals. More than ever, there is a strong emphasis on the customer and the customer experience.

Threat of substitutes: The greatest threat posed by substitutes in the mobile market is posed by competing companies and their goods. There are many different smartphone brands available. Apple, Samsung, Xiaomi, Huawei, and Oppo are the top five brands with the biggest market shares. The Android OS is used by all cellphones other than Apple's iPhone. There are a lot of smartphone models with huge screens. Even though Apple exclusively produces high-end models, its goods compete with Xiaomi, Samsung, and Huawei's high-end items. Due to the difficulty in differentiating items from one another, the threat of alternatives from rival products also increases. Most devices in a category have features and processing

capabilities that are essentially identical. Brands engage in marketing to combat the danger posed by substitutes.

Threat of new entrants: New competitors pose a moderate threat to the smartphone market. Entry into the market typically does not require a significant capital investment due to the low entry barriers. To maintain their market share, the established businesses, however, actively spend money on advertising and innovation, making it very challenging for any new company to get a sizable market share. Additionally, businesses must overcome a number of significant obstacles to maintain their competitive edge in the market. Along with spending money on technology innovation, which is crucial for market share and distinction, they also need to concentrate on marketing and the customer experience. Most countries' legal systems also serve as barriers to entrance. The amount of demand, which has reached a plateau in recent years, is another significant element that discourages new participants. Since new brands will struggle to attract clients for new products, stagnant demand also serves as a barrier towards entry for them. Since there are multiple models in each segment, there are already many alternatives on the market.

Industry Rivalry: In the smartphone sector, competition is fiercely fierce. Since consumption has reached a plateau in recent years, innovation and client retention have become more important. To preserve their market shares, businesses are making significant R&D investments. The leading businesses also rank highly in terms of R&D expenditures. One of the top companies for R&D spending is Samsung. In recent years, Apple has increased its R&D expenditures as well. Furthermore, Apple, which is known for its premium prices, priced the base model of the new iPhones competitively in order to retain demand, while Samsung and Huawei maintained competitive pricing strategies. Heavy sales were the outcome. To maintain their market dominance, Xiaomi and Oppo have likewise kept their prices low.

2.8 Conclusion

During the pandemic, customer loyalty decreased as people became more anxious and worried about their health. However, this does not mean that customers were not loyal to their businesses during the pandemic. Loyalty remained high among those who did

not contract the virus, likely because these customers felt a sense of responsibility to their businesses and loved the products offered. In fact, some businesses saw an increase in sales due to increased customer loyalty during the pandemic. It is important for businesses to understand how customer loyalty changes during times of stress and crisis so that they can create a strategy that will work best for them.

The effect of the pandemic on purchasing behavior is still being studied. However, preliminary research suggests that customers may be more loyal to brands during this time. This could mean that customers are more likely to continue buying from a company even in the face of difficult economic conditions. Alternatively, it could also mean that companies are able to connect more deeply with their customers during this time, building a stronger relationship based on shared experiences and values.

2.9 Recommendation

When it comes to customer loyalty, many businesses focus on how to increase the number of customers that return. Others may focus on how to attract new customers, but there is a third and even more important factor to consider - keeping the customers that you have. Here are a few tips for ensuring customer loyalty:

- Make sure that the company's policies and practices are consistent with what your customers want.

- Make sure that you communicate effectively with your customers, whether through email, social media, or other means.

- Offer discounts and freebies to loyal customers. One way to do this is by offering a superior product or service than what your competitors are offering. This can be done through innovative design or by providing excellent customer service. In addition, make sure that you keep your prices reasonable so that even budget-conscious consumers can afford your products or services.

- Lastly, make sure you communicate with your customers regularly so they know what's going on and why changes might be necessary.

By doing all of these things, company can ensure that their customers stay loyal and that your business continues to thrive during a pandemic.

Chapter 3

Project Part

3.1 Introduction

3.1.1 Background

vivo believes that it can succeed in the Bangladeshi market because of the country's growing population and economy. There are a lot of people in Bangladesh who are looking for new technology options, and vivo plans to provide them with high-quality products at affordable prices.

As according Kotler and Keller (2011), service providers and manufacturers need to understand consumer purchase behavior and also how customers choose products and services since it gives them a competitive advantage over their rivals in a number of ways. The Bangladeshi mobile phone market is highly saturated, and there are already many competing companies operating in the market. To succeed in the market, vivo will need to develop innovative products that appeal to consumers. The company also plans to invest in marketing and advertising campaigns to promote its products. If done correctly, these measures could help vivo gain a foothold in the Bangladeshi mobile phone market and improve the quality of life for its citizens.

The vast majority of Bangladeshi consumers are young, and they are relatively price-sensitive. In addition, many educational institutions around the world remained closed due to the Covid-19 outbreak, forcing teachers to enroll in online courses (Iyengar et al., 2020; Sandars et al., 2020). Students in Bangladesh had to use a laptop and a smartphone to access their online lectures after Covid-19 forced the country's closure (Rakib et al., 2022; Pramanik et al., 2022; Arman et al., 2022; Islam et al., 2022; Sarker et al., 2022). They are also very loyal to their cell phone providers, which gives these providers a strong hold on their customers' loyalty. In addition, Bangladeshi consumers tend to buy new cell phones quite frequently - every two or three years on average - which means that there is an ample opportunity for vivo to enter the market and gain market share.

vivo believes that it can succeed in the Bangladeshi market because of the country's growing population and economy. There are a lot of people in Bangladesh who are looking for new technology options, and vivo plans to provide them with high-quality products at affordable prices. The identity of the individual and the consumer's approach of choice, purchasing behavior, purchasing decision, brands that he/she buys, and companies that he/she visits are all influenced by a variety of factors, elements, and features. (Lawrence & Muathe, 2022)

The Bangladeshi mobile phone market is highly saturated, and there are already many competing companies operating in the market. Bangladesh will have more than 123.74 million internet users by the end of July 2021 (BTRC, 2021), and the majority of them use smartphones (Islam et al., 2021). To succeed in the market, vivo will need to develop innovative products that appeal to consumers. The company also plans to invest in marketing and advertising campaigns to promote its products. If done correctly, these measures could help vivo gain a foothold in the Bangladeshi mobile phone market and improve the quality of life for its citizens.

3.1.2 Research Objectives

The objectives of customer loyalty for mobile phone brands and pandemic buying behavior are to maintain relationships with customers and to keep them as customers during times of crisis. Mobile phone companies depend on customer loyalty to survive during periods of economic recession, pandemics, and other crises. Maintaining strong customer relationships is important for mobile phone companies because it helps them retain users and generate sales.

During a pandemic, customers may need to rely on their mobile phones as their only form of communication. Ensuring that customers have access to the latest smartphones and other mobile devices can help keep them connected during a crisis. In addition, by keeping customers loyal, mobile phone companies can better predict their needs in the future and provide more customized services.

Objective:

- To describe the smartphone consumer loyalty.

- To describe the purchase behavior of smartphone, with an emphasis on their most recent updates & customer satisfaction.
- To measure customer attitude towards the smartphone brands.

3.1.3 Significance

A study by Bain & Company found that customer loyalty is one of the most important factors in influencing purchasing behavior. Customers who are loyal to a company are more likely to buy its products again than those who are not loyal. If consumer demands and satisfaction are addressed, it will affect the product's sales performance and ultimately, the marketing goals, namely making a profit, will be accomplished (Utami et al., 2021; Pradana et al., 2021; Kaljabar et al., 2021). The study also found that companies that focus on building customer loyalty achieve economies of scale, meaning they can produce more products with less cost than their competitors.

The effect of the pandemic on purchasing behavior is still being studied. However, preliminary research suggests that customers may be more loyal to brands during this time. Consumers will always choose the goods they purchase based on the evaluation of the goods' attributes that can meet their expectations (Amron et al., 2022; Suhendra et al., 2022; Syam et al., 2022). This could mean that customers are more likely to continue buying from a company even in the face of difficult economic conditions. Alternatively, it could also mean that companies are able to connect more deeply with their customers during this time, building a stronger relationship based on shared experiences and values.

3.2 Methodology

The goal of the study is to determine how the fundamental causes of customer loyalty as well as other external factors affect people's attitudes toward using smartphones in Bangladesh during the COVID-19 nationwide situation. The data that must be obtained is crucial to achieving the study goal, and a survey-based methodology is used. As shown in Table 1, the research model for this study assumes that "intention to use smartphones" is a dependent variable that is directly influenced by "attitude (ATT) to use" and subsequently by perceived usefulness (PU), and perceived ease of use (PEU). Smartphone users that utilize multiple social media sites and are most of

the active social media users are the study's intended audience. There are some requirements for selecting respondents to take part in this survey. Purchasing smartphones during the pandemic, to start. Second, they either use the brand and suggest it or not. While sending out the link to the online survey via Google Forms to various groups, all respondents were made aware of the study's goal and their consent was confirmed. The individual explanatory concepts to be researched are taken from earlier studies to assure the validity of the research.

3.3 Findings & Analysis

Despite global competition and the recession in the economy, the telecommunications business is expanding quickly (Uddin et al., 2013). The Bangladeshi mobile phone market is one of the most competitive in the world. This competition has forced service providers to offer lower prices, but this has led to customer dissatisfaction as service levels have not kept up. Additionally, the effectiveness of the sales force is crucial for the continued expansion and prosperity of all sectors (Magandini and Ngwenya, 2015). In order to compete in the market, service providers need to increase their investment in infrastructure and improve their customer service.

However, there are some issues that confront customers in the Bangladeshi mobile phone market. Service levels are often unsatisfactory due to limited infrastructure and inadequate staffing. Many customers also complain about high tariffs (compared to other South Asian countries), which makes it difficult for them to afford mobile phone services. There is also a lack of competition in the Bangladeshi market, which means that providers can charge high tariffs without fear of being undercut by their rivals. This makes it difficult for consumers to find affordable mobile phone services.

3.3.1 List of proposed hypothesis and Framework

Factors	Abbrev	Hypothesis
Perceived Usefulness	PU	H1: PU influences ATT to use smartphones during COVID-19.
Perceived Use of Ease	PEU	H2: PEU influences ATT to uses smartphones during COVID-19.
Attitude	ATT	

In this framework,

X= Dependent variable, which addressed the attitude of purchasing behavior. On the other hand, Y= Independent variable (The factors which has impact for attitude)

Y1 = Perceived Usefulness


Y2 = Perceived Use of Ease

3.3.2 Research instrument and data collection

Closed-ended and structured questionnaires are a common data collection method for smartphone users. The survey is dispersed at random over several social media networks, including mobile apps. The questionnaire is divided into two sections: a portion on demographic responses is followed by a segment that asks questions mostly regarding the individual replies for the research model's item construct under investigation. Age, education, whether or not you purchased a smartphone during the pandemic, brand name, and other demographic data are included in Section A of the questionnaire. A 5-point Likert scale was used in this study, and the responses ranged from greatly disagree (1), disagree (2), neutral (3), agree (4) and highly agree (5). By reviewing a questionnaire with my supervisor and co-supervisor, a pilot research was carried out to validate the questionnaire. The participant was selected due to their technical expertise and in-depth knowledge of smartphone usage. By making certain particular improvements to its quality and substance, questionnaire data from the pilot research helped to increase its effectiveness. In addition, the research approach involves: There were 109 respondents who provided the data.

Table 1: List of Variables-

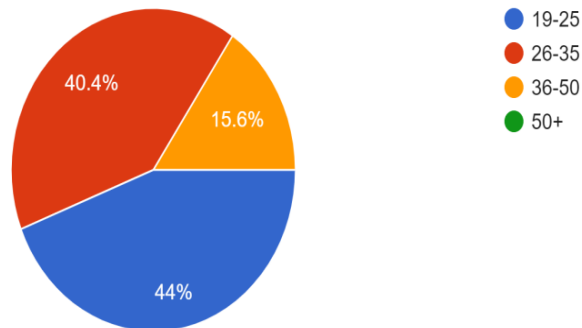
Independent Variable	Dependent Variable
IV1: Perceived Usefulness IV2: Perceived Use of Ease	DV: Attitude



3.3.3 Survey Responses

Age

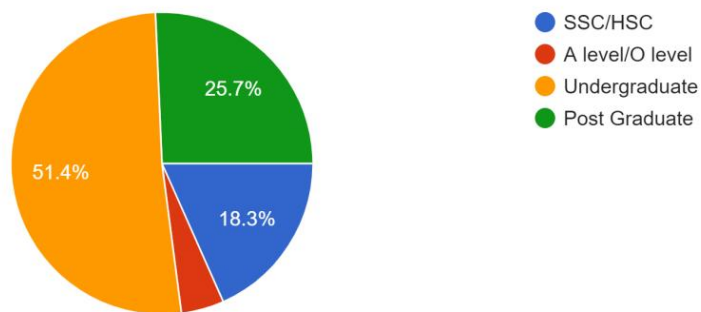
109 responses



The majority of the responses I received from young and middle-aged respondents in the online survey. First, I asked a demographic question about age. Of the responses, 40.4% were between the ages of 26 and 35, 44% were between the ages of 19 and 25, and the remaining 15.6% were between the ages of 36 and 50.

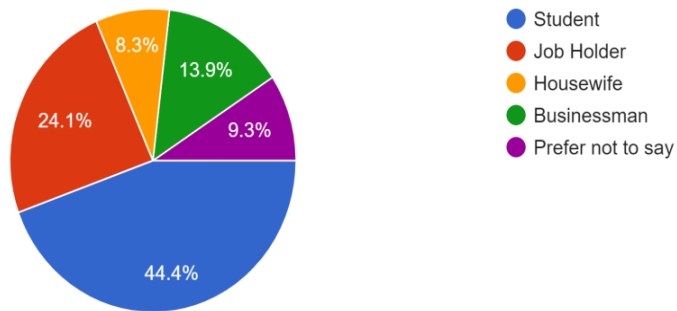
Educational Qualification

109 responses



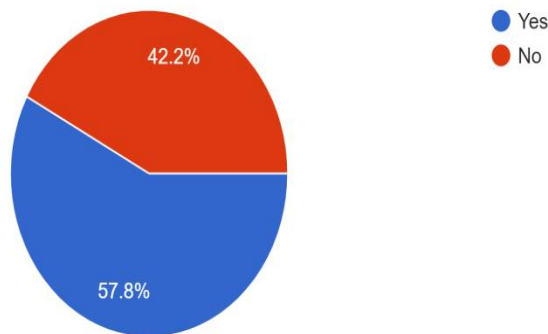
51.4% of respondents to the survey's second question reported that they are undergraduate students. They attended several universities, and only a very small percentage are A level/ O level students. 18.3%, are passed SSC/HSC level. 25.7 % respondents completed post graduate degree.

Your present position-
108 responses



My survey's third question asked my responses about their current position. The majority of my responses 44.4% were from students, followed by job holders 24.1%, housewives 8.3%, businessmen 13.9%, and those who preferred not to say 9.3%.

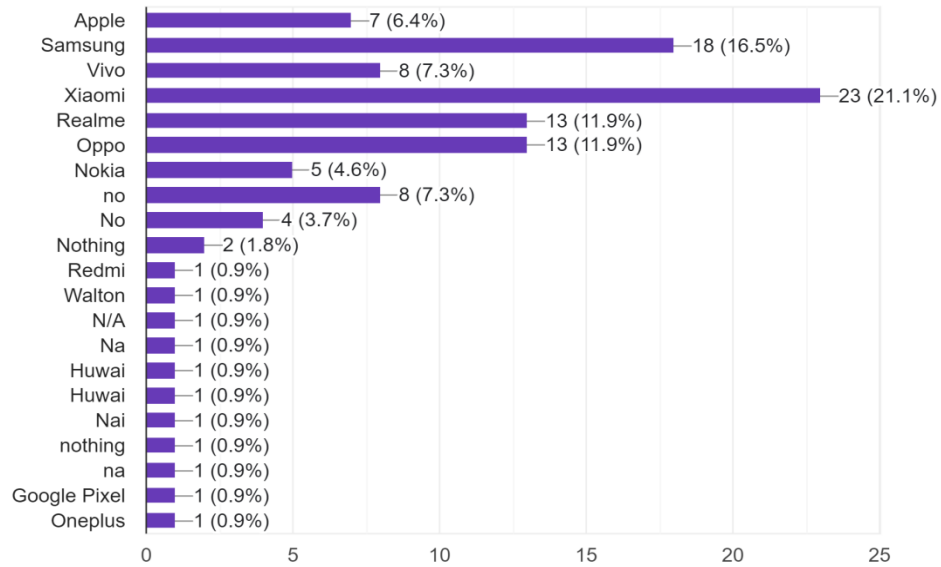
Did you buy a smartphone in the pandemic period?
109 responses



During the epidemic, 57.8% of respondents purchased a mobile phone, while the remaining 42.2% made no purchases.

Which brand is it?

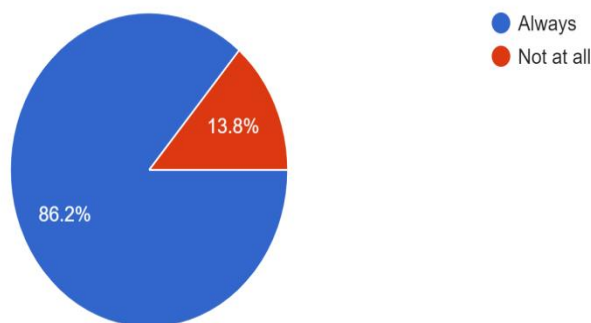
109 responses



For this query, I received a number of answers. The most, 22%, were Xiaomi users, followed by 16.5% Samsung users, 11.9% Realme and Oppo users, 7.3% vivo users, 6.4% Apple users, 4.6% Nokia users, 4.5% Walton, Oneplus, Huwai, and Google Pixel users, and the remaining 46% did not purchase a phone.

How likely are you to recommend others about your brand?

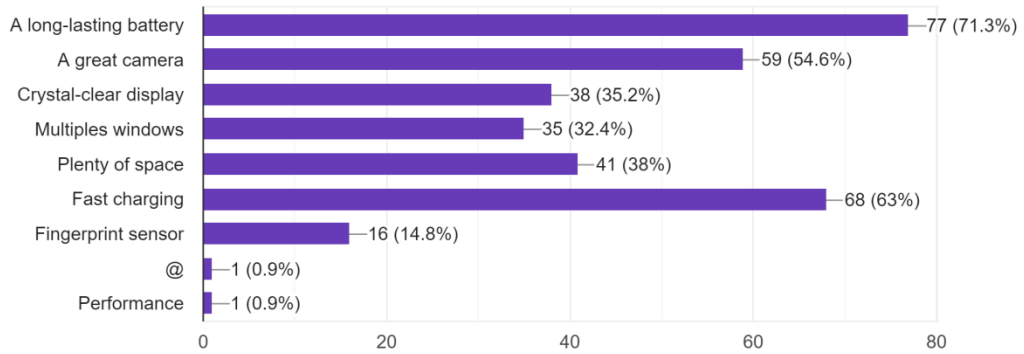
109 responses



The majority of respondents, or 86.2%, said they would suggest their brand to others. 13.8% of respondents, on the other side, stated they would not suggest their brand to others.

What are the top three features that are most valuable to you in your choosing brand?

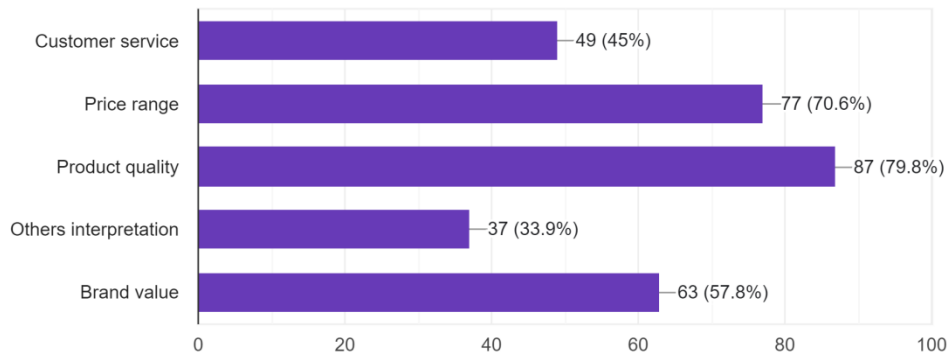
108 responses



According to my survey, 71.3% of respondents want a long-lasting battery, 54.6% want a good camera, 35.2% want a crystal-clear display, 32.4% want the ability to run multiple windows, 38% want plenty of space, 63% want fast charging, 14.8% want a fingerprint sensor, and 0.9% want performance.

Which factors mostly influence you to choose this brand product?

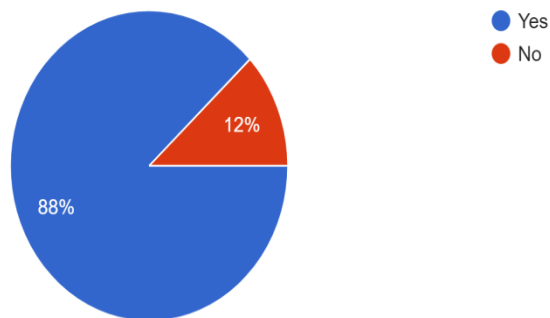
109 responses



For this quarry, 45% respondents chosen their brand for good customer service, 70.6% respondent chosen for price range, 79.8% respondents chosen for product quality, 33.9% respondents chosen by other interpretation, and rest of 57.8% chosen for brand value.

Does the name of the brand impact on your purchasing behavior?

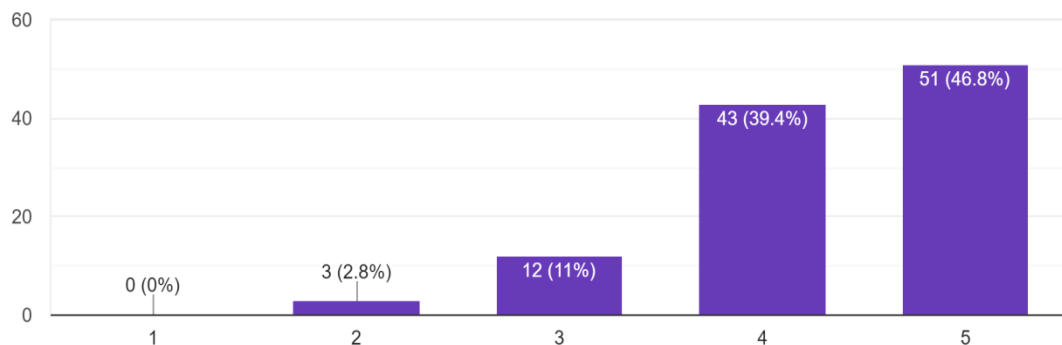
108 responses



About this quarry, 88% respondents gave positive result of their response and rest of 12% respondents gave negative result of their response.

On a scale of 1-5 how satisfied are you with your chosen brand?

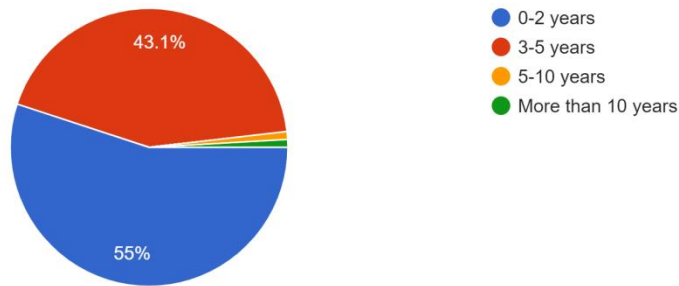
109 responses



I've included a scale where respondents can select their level of satisfaction in this survey question. Responses indicated that 46.8% of respondents were extremely satisfied with the brand they had chosen, 39.4% were satisfied, 11% were neutral, and 2.8% were less satisfied.

For how long have you been using this brand product?

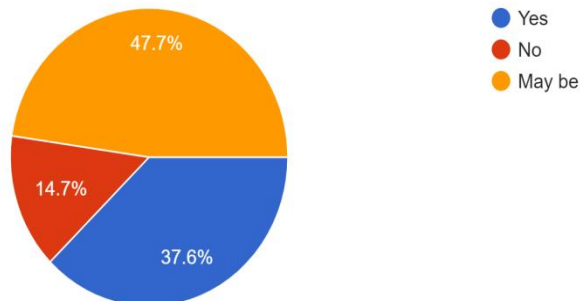
109 responses



I received various responses in this quarry. 55% of respondents selected 0–2 years, followed by 43.1% who selected 3-5 years, and the remaining respondents who selected 5–10 years and more than 10 years.

In the future, if you face any problem of your phone, you will switch the brand?

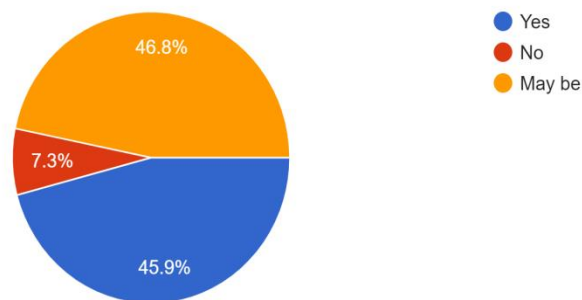
109 responses



In this survey, 47.7% of respondents were oblivious of their choice, 37.6% said they did not want to switch brands, and the remaining 14.7% respondents said they would do so if they experienced any issues.

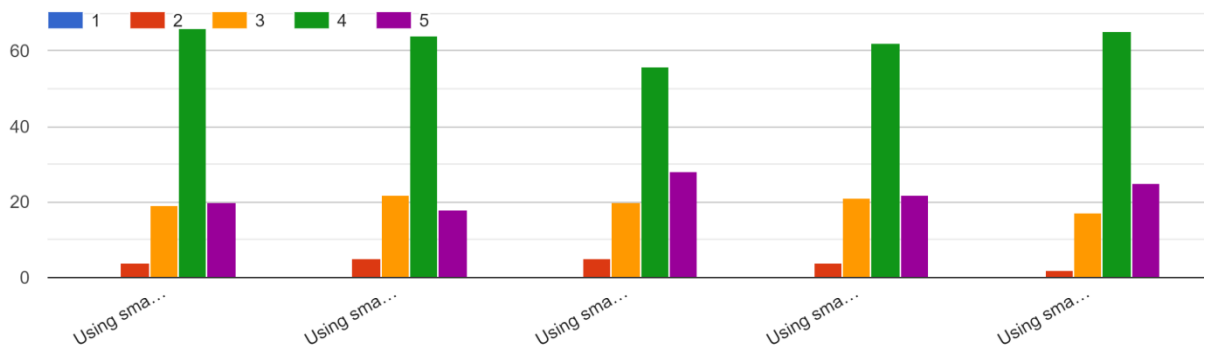
Would you be interested in checking out other brand products?

109 responses



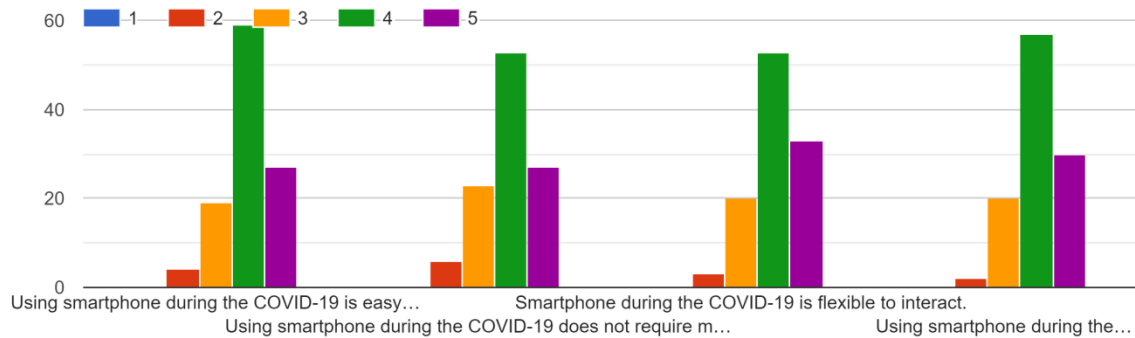
For this quarry, 46.8% respondents did not know about their decision, 45.9% respondents had interested to other brand products, and rest of 7.3% respondents would not check any brand products.

Perceived Usefulness



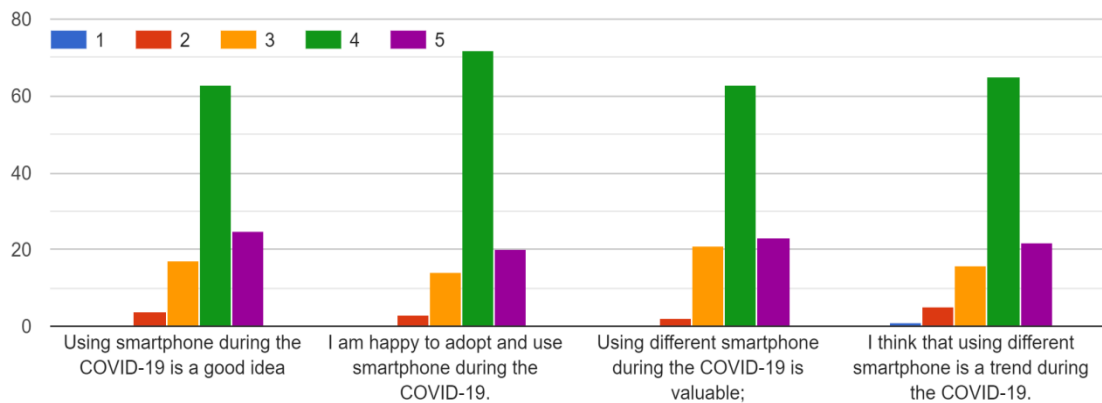
In this quarry,I gave my respondents multiple choice grid question where they choose their agree and disagree level. Every response I got level 4 in the top where most of the respondents were agree in their perceived usefulness.

Perceived Ease of Use



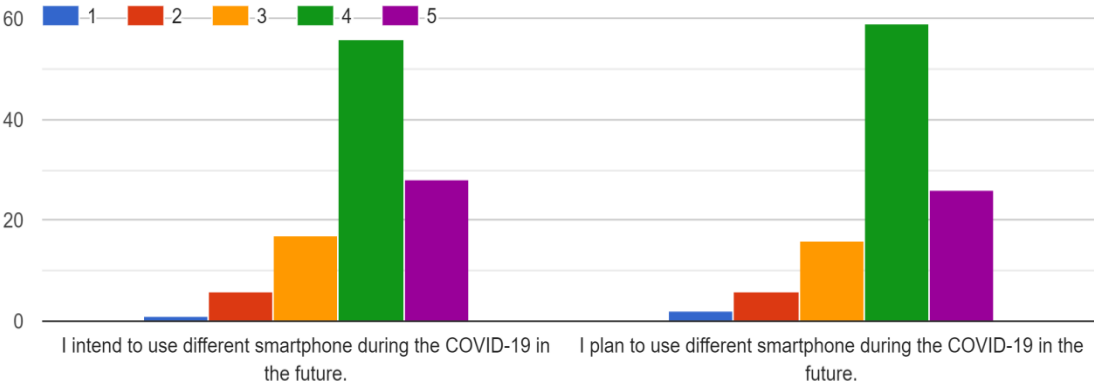
In this survey, I asked my respondents to select how strongly they agreed or disagreed with a statement using a multiple-choice matrix. For every response I received was level 4 or higher, indicating that most respondents agreed with how valuable they thought the responses were.

Attitude towards using Smartphone during the COVID-19



I asked my respondents to select their level of agreement or disagreement on a multiple-choice grid in this survey. Each response I received was at level 4, which indicates that most respondents agreed with the responses' attitude towards using smartphone during the COVID-19 period.

Behavioral Intention regarding use of smartphone during the COVID-19



For this quarry, I also obtained the same outcome, with the majority of respondents concurring with my inquiry. that they had the same behavioral intentions when using their smartphones during COVID-19.

3.3.4 Data Analysis

The information that was gathered from the respondents was examined using IBM SPSS to determine the validity of the construct items and correlation, and then regression to measure the influence of the study's independent factors on the dependent variables.

3.3.5 Results

To verify the process, three different types of analysis were carried out. To begin with, a descriptive analysis was done to validate the survey. The internal reliability of the questionnaire's questions, which is a measure of internal correlation, serves as this indicator. The reliability improves with increased correlation. The outcomes of the variables relating to each other in the proposed hypothesis were then tested using an external correlation between the factors. Regression analysis was ultimately used to examine the relationships between the variables.

I. Descriptive Analysis:

Descriptive analysis was measured by using IBM SPSS and find out the mean, standard deviation, maximum and minimum with the 109 responses. The results of the descriptive analysis are reflected in Table 3. The average rating for perceived usefulness is 4.12, and the average rating for perceived usability is 4.01. These preferred values are more on the side of higher agreement. The mean value of this result is higher on the side of agreement since 4 on the Likert scale equals "Agree."

	Mean	Standard Deviation
Perceived Usefulness	4.12	0.796
Perceived Ease of Use	4.01	0.772

Table 3: Descriptive Statistic

Descriptive Statistics					
	N	Minimu m	Maximu m	Mean	Std. Deviation
Age	109	1	3	1.72	.721
Educational_Qualificati on	109	1	4	2.84	1.011
Present_Position	109	1	5	2.24	1.407
Perceived_Usefulness_1	109	2	5	3.94	.711
Perceived_Usefulness_2	109	2	5	3.87	.734
Perceived_Usefulness_3	109	2	5	3.98	.793
Perceived_Usefulness_4	109	2	5	3.94	.736
Perceived_Usefulness_5	109	2	5	4.04	.679
Perceived_Ease_of_Use _1	109	2	5	4.00	.758
Perceived_Ease_of_Use _2	109	2	5	3.93	.824
Perceived_Ease_of_Use _3	109	2	5	4.06	.773
Perceived_Ease_of_Use _4	109	2	5	4.06	.731
Attitude_1	109	2	5	3.99	.739
Attitude_2	109	2	5	3.99	.660
Attitude_3	109	2	5	3.95	.699
Attitude_4	109	1	5	3.94	.785
Behavioral_1	109	1	5	3.96	.849
Behavioral_2	109	1	5	3.93	.879
Valid N (listwise)	109				

II. Correlation Analysis:

Bi-variate analysis in SPSS was used to calculate the Pearson's correlation matrix. Table 4 displays the correlation matrix's findings.

All variables, with the exception of perceived ease of use (PEU), are found to have a substantial link with behavioral intention, according to the results of Pearson's correlation matrix (dependent variable). Significant correlations exist between perceived usefulness and a range of attitudes. Additionally, there is a strong correlation between perceived usefulness and perceived ease of use. There were also substantial correlations between additional constructs in addition to these strong linkages.

Table 4: Correlation Analysis

Correlations

		PU_Tot	PEU_To t	ATT_To t
PU_Tot	Pearson	1	.859**	.896**
	Correlation			
	Sig. (2-tailed)		<.001	<.001
	N	109	109	109
PEU_To t	Pearson	.859**	1	.858**
	Correlation			
	Sig. (2-tailed)	<.001		<.001
	N	109	109	109
ATT_T ot	Pearson	.896**	.858**	1
	Correlation			
	Sig. (2-tailed)	<.001	<.001	
	N	109	109	109

** . Correlation is significant at the 0.01 level (2-tailed).

III. Regression Analysis:

To investigate the nature, direction, and extent of the influence of independent variables on the dependent variables, linear regression on a variety of variables was conducted using the entry technique. Additionally, two predictors were included to the model, which significantly predicts the outcome variable of behavioral intention and accounts for 83% of the variance in sample outcomes (Adj R-Square =.830). Tables 5 and 6 show the findings of regression analysis conducted on the variables.

Table 5:

Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	PEU_Tot, PU_Tot ^b	.	Enter

a. Dependent Variable: ATT_Tot

b. All requested variables entered.

Table 6:

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	.913 ^a	.833	.830	1.026	.833	264.144	2	106	<.001

a. Predictors: (Constant), PEU_Tot, PU_Tot

3.3.6 Contribution of the Proposed Research

Since Bangladesh's mobile phone market offers a number of prospects, including increased use of smart phones and tablets, an expanding user base, and improved telecommute infrastructure, numerous foreign companies are actively considering investing there. Such expenditures would aid in fostering innovation in the nation,

improve individual's access to necessary services, and increase employment prospects for the unemployed.

Overall, the mobile phone market in Bangladesh is growing rapidly, and there are many benefits to investing in it. However, there are also risks associated with doing so. If you are interested in investing in the market, be sure to do your research first.

3.4 Conclusion

Customer loyalty fell off during the epidemic as people's health-related anxiety increased. This does not imply that clients remained devoted to their companies throughout the pandemic, though. Among individuals who did not get the virus, loyalty remained high, probably because these clients felt a sense of duty to their companies and adored the goods provided. In certain cases, the epidemic enhanced client loyalty, which led to an increase in sales. To develop a strategy that will work best for them, organizations need to understand how client loyalty shifts during stressful situations.

The average outcome of a descriptive analysis reveals that the responses are consistent with the hypothesis. These preferred values have a higher level of agreement. All independent variables with the perceived usefulness and perceived ease of use are found to have a substantial association with the dependent variable, which is attitude, according to the correlation results. A significant correlation exists between the independent and dependent variables. Brand choice and brand impression, brand experience, brand price, and brand appearance are determined by the regression analysis. The outcome suggests that has a favorable impact on brand preference. the level of consumer happiness as well as elements like brand perception, client expectations, perceived brand quality, and perceived brand value. The outcome suggests that has a beneficial impact on customer satisfaction.

3.5 Recommendation

Many organizations concentrate on ways to boost the proportion of repeat consumers when it comes to customer loyalty. Others may concentrate on finding new ways to

draw clients, but there is a third and even more crucial component to take into account: maintaining the customers they already have.

Ensure that the business's rules and practices align with what its consumers expect. While you engage with your customers by email, social media, or any other channel, make sure you do so properly.

Reward devoted customer with special offers and services. Offering a better good or service than what your rivals do is one approach to achieving this. This can be accomplished through creative design or superior customer service. Additionally, be sure to maintain fair rates so that even buyers on a tight budget can afford your goods or services. Finally, be sure to keep your consumers informed so they are aware of developments and the potential need for modifications. You may guarantee your clients' loyalty and the success of your company during a pandemic by doing all of these steps.

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