

ROLE OF PROMOTION MIX ON PURCHASE INTENTION FOR LAPTOPS IN KATHMANDU

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By

Sunil Pudasaini

Examination Roll no: 36259/21

TU Registration no: 7-2-39-1948-2015

Campus Roll no: 57/077

Campus: Shanker Dev Campus

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Certification of Authorship

I hereby corroborate that I have researched and submitted the final draft of dissertation entitled “***ROLE OF PROMOTION MIX ON PURCHASE INTENTION FOR LAPTOPS IN KATHMANDU***”. The work of this dissertation has not been submitted previously for the purpose of conferral of any degrees nor it has been proposed and presented as part of requirements for any other academic purposes.

The assistance and cooperation that I have received during this research work has been acknowledged. In addition, I declare that all information sources and literature used are cited in the reference section of the dissertation.

Sunil Pudasaini

Signature

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ABSTRACT

The researcher has conducted the study to examine the role of promotion mix (advertisement, brand image, sales promotion and personal selling) on the purchase intention for laptops in Kathmandu. Further, the researcher has used descriptive research design to carry out the study. Besides, the researcher has distributed structured questionnaire to 400 respondents for collecting the data. Similarly, the researcher has used correlation, linear regression and descriptive statistics for analyzing the data in order to derive major findings and conclusion of the study. The researcher has considered all the laptop users in Kathmandu as the population of the study and has taken laptop users from Putalisadak area as samples of the study. The researcher has used convenience sampling technique for selecting the sample.

The research study discovered or observed or found the positive, strong and significant relationship between promotion mix and purchase intention for laptops in Kathmandu. However, the study observed no significant relationship of one variable of promotion mix, i.e. advertisement with the purchase intention for laptops in Kathmandu while the other variables, i.e. brand image, sales promotion and personal selling had significant relationship with purchase intention for laptops in Kathmandu. The research study concludes that there is significant role of promotion mix on the purchase intention for laptops in Kathmandu. The laptop company should focus on promoting the laptop by using brand image, personal selling and sales promotions heavily to enhance customer's purchase intention for laptops in Kathmandu. However, they should improve the quality of advertisements as well as should use only digital or online advertisement mediums and television advertisements if they desire to promote the laptop through advertisement in order to enhance customer's purchase intention for laptops in Kathmandu.

Key words: *Promotion mix, Purchase Intention, Laptops, Kathmandu.*

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Promotion mix, a major component of the marketing mix, is a combination of promotional tools (brand image, advertising, sales promotion and personal selling) that are used by the marketers to aware and inform the customers about a product or service as well as their features) as well as to persuade the existing and potential customers of the company to purchase a product or service (Kotler, Armstrong and Opresnik, 2018). The components of promotion mix, often known as promotional tools, are brand image, advertisement, sales promotion and personal selling (Kotler and Keller, 2016).

Advertisement is one of the promotional tools that generally uses an attractive and eye-catching message and information about the offerings of the company being promoted and uses persuasion to promote and positively influence their sale (Spring, 2011).

Brand image is concerned with creating, maintaining, sustaining and enhancing the goodwill and reputation of the brand by making the perception of customers favorable towards the brand by improving product quality and durability, customer services of the company, high engagement in corporate social responsibilities (CSR) activities as well as maintenance of good relationship with the societies (Kenneth and Donald, 2018).

Sales promotion is concerned with increasing the sales of company with tools such as, demonstrations, discount schemes, exhibitions or trade shows, special offers, point of sale display for a limited period of time to enhance customer demand, ensure easy product availability and increase the sales revenue of the company (Arapi and Kruja, 2015).

Personal selling can be referred to as a face-to-face selling in which a sales representative, through his/her personality, attributes, persuasion power, marketing skills and expert specialized knowledge about the product, makes a sublime effort to inform, persuade and encourage the customers to purchase or at least make the trial use of the product of the company (Grinnell and Unrau, 2005).

Purchase intention refers to the desire and willingness of a customer to purchase a certain product or a service (Cheung and Thadani, 2012). Purchase intention is a dependent variable that depends on various factors such as stimulus/trigger, expectation and perception about the product, desires and aspirations, ethics, core values,

recommendations and reviews about the product from other customers, emotional connection with the company and its product, associated risks, benefits and costs from the product and similar other various factors (Kotler and Keller, 2016).

Laptops are portable computers that include a screen, mouse, keyboard, chargeable battery which helps laptop to operate without plugging into an electric outlet, a power adapter that assists to use power from an electric outlet and recharge the battery (Thompson, 2019). Progress and advancements in manufacturing/production technology have assisted the laptops to perform equally or even better than their rival desktop computers (Johnson and Lee, 2020). Nowadays, laptops include a wireless networking adapter which allows users to access the Internet without having to plug any wires, popularly referred to as Wi-Fi (Dholakia, 2006).

Laptops are getting increasingly important for the general public in Kathmandu because they use them for completing their tasks effectively in their respective jobs, for academic and educational purpose as well as for the entertainment. There are many different brands of laptops, so the choice of a particular brand of laptop is difficult. But people still prefer one particular brand of laptop over another because choice of a particular brand of laptop relies heavily on how companies promote their laptops by using advertisement, brand image, personal selling and sales promotion. With the use of all these promotional tools and promotional strategies, companies can persuade people to buy the laptop of their respective brand. Therefore, this research study aims to find out the significant role of these different ways of promoting laptops, i.e. promotional tools on the purchase intention of customers towards laptops, i.e. whether people in Kathmandu intend or desire to buy laptops or not and explain the importance of this crucial knowledge and comprehension for the companies in Kathmandu. By understanding or knowing about this, companies can point out the best promotional tools to be used to promote the sale of laptops to the citizens in Kathmandu. In conclusion, the main focus of the research study is to examine the relationship between promotion mix (brand image, advertising, sales promotion, personal selling) and the purchase intention of customers towards laptops in Kathmandu.

1.2 Problem Statement

Existing literature emphasizes that effective and efficient promotional tools can significantly enhance the customer's awareness about the product and influence their purchase intention. For instance, Kotler and Keller (2016) states that a well-structured promotion mix not only informs customers about products but also helps to influence their perceptions. In a highly populated and competitive area like Kathmandu, a clear understanding of the relationship between promotional tools and purchase intention for laptops becomes extremely crucial for the laptop companies to boost their sales revenue.

Shimp (2010) states that customers who are exposed to consistent advertising messages are more likely to buy advertised products. In case of laptops, effective advertisements that clearly explain the features, attributes and benefits from buying a laptop can enhance the brand value as well as can influence customer's perception positively towards the laptop which, in turn, is most likely to affect the purchase intention for laptops positively.

Blattberg and Neslin (1990) states that sales promotions can create a sense of urgency for customers and entice them to make rash, impulsive and quicker decisions. Sales promotions, such as discounts and limited-time offers, are highly used in Kathmandu, where customers are more price sensitive and generally delay their purchases and wait for an enticing and favorable deal to make a purchase. By examining the role of different types of sales promotions on the purchase intention for laptops, this research study aims to develop effective and sustainable promotional strategies for boosting laptop sales.

Goh et al. (2013) states that the positive media coverage and brand engagement through social medias and channels can increase a brand's reputation and image which positively influences the purchase intention of customers. In Kathmandu, word-of-mouth and social media platforms such as Facebook, Twitter, Instagram, Tik Tok and others are popular tools that can be used to make brand image of product positive which further helps to influence the purchase intention for laptops positively and significantly.

Moncrief and Marshall (2005) states that personal and face-to-face interaction between sales representatives and customers can build a sense of trust between the customers and sales representative, which thereby, influences the purchase intention of customers. In Kathmandu, where customers often seek reviews, advice and guidance before making the final purchase decision, effective personal selling can address these customer's needs and

concerns about the laptops. This helps to increase customer's trust and confidence towards the company and laptop which thereby, influences the purchase intentions for the laptop.

Despite the availability of various theoretical literatures, research studies and theoretical insights, promotional tools adopted by organizations that sells laptop is an understudied area of research. There are many areas, scopes and variables about the role of promotion mix on the purchase intention of customers towards laptops that have not been investigated by previous research studies. Besides, previous researchers have not conducted research studies about the role of promotion mix on purchase intention of customers towards laptops in Kathmandu area. The previous research studies on the topic have been conducted in several areas but not in Kathmandu. Most research studies have been conducted in Western areas, reflecting their cultures which leaves a research gap in understanding the role of unique cultural and local factors in Kathmandu to change or influence the purchase intention of customers towards the laptops. Hence, this research study aims to fulfill this research gap by conducting research study about the role of promotion mix on purchase intention of customers towards laptops in Kathmandu city by including the influence of unique cultural and local factors in Kathmandu on customer's purchase intention for laptops. Previous researchers have conducted the research study about the role of promotion mix on purchase intention of customers towards laptops by incorporating only few variables such as advertisement only or combination of advertisement and brand image and similar other combinations and thus, have failed or missed to include all the variables such as advertisement, brand image, sales promotion and personal selling in their research study. The study fulfills the research gap by including the missing variables that are uncovered or left or missed to be included by the previous researchers in their respective research studies about the relationship between promotion mix and purchase intention of customers towards laptops.

The statement of the problem can be expressed more clearly by asking the following research questions that the study seeks to answer.

1. What is the role of promotion mix on the purchase intention of customers towards laptops in Kathmandu?
2. Is there any relationship of advertisement, brand image, sales promotion and personal selling with the purchase intention for laptops in Kathmandu?
3. Do age, gender and occupation mediate the purchase intention of customers?

1.3 Objectives of the Study

The major objective of the research study is to examine the role and the impact of promotion mix and its tools: advertisement, brand image, sales promotion and personal selling on the purchase intention of customers towards laptops in Kathmandu. Hence, the objectives of the study are as follows:

- To assess the role of promotion mix on the purchase intention for laptops in Kathmandu
- To examine the relationship of advertisement, brand image, sales promotion and personal selling with the purchase intention for laptops in Kathmandu
- To analyze the moderating effect of age, gender and occupation on the purchase intention for laptops in Kathmandu

1.4 Development of Hypothesis

The following alternative hypotheses (H1, H2, H3 and H4) are developed which remains to be tested, i.e. these alternative hypotheses may be accepted or rejected.

H1: There is significant relationship between advertisement and purchase intention of customers towards laptops in Kathmandu.

H2: There is significant relationship between brand image and purchase intention of customers towards laptops in Kathmandu.

H3: There is significant relationship between sales promotion and purchase intention of customers towards laptops in Kathmandu.

H4: There is significant relationship between personal selling and purchase intention of customers towards laptops in Kathmandu.

1.5 Rationale of the Study

The research study shall be crucial and important/significant for the company and researchers on various aspects. The company will be able to know and have an in-depth understanding of the purchase intention of its customers with regard to the promotional aspects of the laptop. The companies will also be able to figure out the ever-changing needs and wants of the customers to some extent. Besides, the findings of the research study can also be used for similar other research studies in the future. Besides, it is expected that this research study will contribute a lot to enable the company to know about the role of components of promotion mix on the purchase intention of customers for laptops. Besides, this research study shall be helpful for the company to know about which promotional tools (brand image, advertising, sales promotion and personal selling) is highly correlated or has significant relationship with the purchase intention of the customers the most and place these promotional tools in the ranking order from the most important or effective to the least important or effective. Further, this helps the company to know about the most important and effective promotional tool out of the four promotional tools (brand image, advertising, sales promotion and personal selling) that should be used most by the company for heavily influencing purchase intention of the customers and for converting those purchase intention of the customers to the purchase decision. This also helps the company for developing various combinations of the promotional tools that is likely to influence the purchase intention of the customers for the laptops. With the use of such various combinations of promotional tools, the company is very likely to increase the quantity or number of customers thereby, increasing the sales revenue and profit of the company. This research study helps the company to make the investment decision on the most effective promotional tool or the best combination of promotional tools and receive the fruitful return on its investment in forms of increased sales, increased market share, conversion of potential customers into actual customers as well as successful conversion of customer's purchase intention into purchase decision. Furthermore, the researcher shall also gain fruitful knowledge about the process, methodology and way of conducting research along with identification of problems, issues, research objectives, research design and methodologies, sampling techniques, major findings, conclusion derived, recommendations from the researcher and implications of the findings for the business companies, academics and other researchers. The research study shall be significant for the organizations because the findings of the

research study provide guidelines on how to adopt and use promotion mix effectively and efficiently in order to attract new potential customers and retain existing customers. This helps the company to develop, maintain and sustain long-term relationships with the existing and potential customers as well as internal and external stakeholders of the company. This also helps for the growth of the company in terms of increased productivity of an organization. Furthermore, it also helps the organization to develop effective and sustainable promotional strategies as well as use the promotional tools in an effective manner to survive, grow and excel in the extremely competitive market.

1.6 Limitations of the Study

The limitations of the study are as follows:

- The research study is concentrated only on analyzing the role of promotion mix on the purchase intention for laptops in Kathmandu.
- The research study is based on primary data.
- The respondents from Kathmandu city only are taken for the study.

CHAPTER II

Literature Review

2.1 Conceptual Review

Kotler, Armstrong and Opresnik (2018) defined promotion mix as a specific combination of public relations, personal selling, sales promotion and advertisement which are employed to communicate to the customers and hence, assist to aware them about the products, form their beliefs about the company and product and make their attitude favorable and positive towards the offerings of the company. The promotion mix typically includes advertisement, sales promotion, personal selling, public relations and direct marketing (Kotler and Keller, 2016). Belch and Belch (2012) claimed that advertisement emphasizes especially on mass communication, reaching a huge target audience scattered at different locations by making the use of mediums like television, radio, newspaper, internet or social media. On the other hand, sales promotion is used to increase the volume or quantity of sales by providing short-term incentives, such as discounts, coupons, or special offers for the customers to entice huge, large, rapid and impulsive purchases from the customers (Blythe, 2009). Similarly, personal selling is concerned with one-on-one interaction of the sales representative with the target/potential customers, in which sales representative from the company customizes the message to fulfill the individual needs of customers (Manning, Ahearne and Reece, 2015). Grunig and Hunt (1984) stated that brand image is concerned with the creation and enhancement of a favorable public image towards the brand by facilitating beneficial communication with the internal and external stakeholders of the respective company.

According to the Integrated Marketing Communications (IMC) theory, promotion mix tools, such as advertisement, sales promotions, personal selling and public relations must be integrated or unified, i.e. used simultaneously to promote a product in order to have a consistent, unified, strong and positive influence on the customer's purchase intention for the product. The central idea of this theory is that when all of the promotion mix tools are combined and used together or simultaneously, they create synergy effect: promotion mix tools work together to promote a product in such a way that it positions or creates long-lasting and positive impression or image of the product in the minds of the customers which amplifies the intention of customers to purchase the product. Thus, the integration

of promotion mix tools creates synergy and thus, assist the promotion mix to influence the purchase intention of customers towards the product positively and strongly.

The promotion mix must maintain an optimum balance between the product and the target market. For instance, in the markets with high-tech products such as laptops, marketers often emphasize more strongly on advertisement and personal selling. The promotion strategies are said to be effective when they can aware and inform customers about the benefits and features of the product as well as influence the attitude, perception, buying behavior and most importantly, purchase intention of the customers towards the product being promoted (Schiffman and Kanuk, 2010).

Purchase intention can be best described as the desire, interest and willingness of the customer to purchase a particular product after the careful examination and analysis of the attributes, characteristics and benefits derived from the use of product (Dodds, Monroe and Grewal, 1991). Purchase intention is a valuable dependent variable for researchers, especially in the marketing field, because it provides direct impact on the actual and real buying behavior of the customers (Ajzen, 1991). Purchase intention is affected/influenced by numerous factors, such as promotional tools, the perceived quality and price of the products, reputation, image and goodwill of the brand (Yoo, Donthu and Lee, 2000). However, these factors depend on the nature of the product or service. For instance, considering the context and nature of laptops, customers emphasize on both the functional aspects and emotional factors of laptops. Functional aspects of the laptop are concerned with the technical specifications of the laptop such as RAM size, graphics, processing speed and the span and duration of its battery life, whereas the emotional factors mainly include the reputation, reliability and prestige of the laptop's brand, simply brand image and the design, appearance or aesthetics of the laptop (Chang and Wildt, 1994).

The purchase intention of the customers towards the product can be enhanced through promotional efforts and strategies of the companies such as discounts, warranties and non-paid after-sales services provided by the company (Kotler and Keller, 2016). Furthermore, digital marketing strategies, such as good online reviews, pop up advertisement and sponsored advertisements also contribute a lot to influence the purchase intention of customers and create favorable opinions of the customers toward the product (Cheung and Thadani, 2012). Hence, it is extremely crucial for the business organizations to create and deliver their promotional messages carefully without falsity and without offending the public sentiments or emotions; besides, the promotional

messages must also be created by providing more emphasis on the needs, problems and preferences of the target market or customers to positively influence the purchase intention of the target audience (Martínez and Pina, 2010; Taylor and Hunter, 2003).

A key and in-depth comprehension of knowing who the customers are, is crucial because customers are the main focus of all the business organizations and all the promotional activities are done to attract the customers. Schiffman and Kanuk (2010) stated that customers are not a homogeneous group rather they are a heterogeneous group who are scattered in different areas and vary or differ in terms of various factors, such as demographics, psychographics and buying behavior which influences their purchase intention. Demographic factors include the factors such as age, income level, education and occupation of the customers which have a significant impact on the purchase intentions and preferences of the customer (Solomon, 2014). For instance, younger customers intending to purchase a laptop may consider and prioritize the graphics, size of RAM, processing speed and gaming features of the laptop, while older customers intending to purchase a laptop may consider and prioritize about the ease of use, quality, brand name and durability of the laptop (Solomon, 2014).

Psychographic factors include the factors such as lifestyle, values and interests of the customers. The data related to psychographic factors such as lifestyle, values and interests of the customers are collected, analyzed and used by the marketers for market segmentation: dividing the target market into small pools of target audiences and for creating more customized or personalized marketing campaigns and strategies instead of developing standardized or generalized marketing strategies, (Kotler and Keller, 2016). In the context of laptop markets, the market segmentation of wide range of customers can be categorized into numerous groups, such as students, professionals and casual users, where each of these group of customers have their own unique needs, buying behavior and preferences. For instance, concerning the preference of groups of customers, a group of students may prefer the affordability and useful features while buying a laptop, while a group of professionals may prefer laptops with high graphics, RAM size, processing speed and similar advanced technical specifications of the laptop (Solomon, 2014). Hence, a key and in-depth comprehension on identifying the customers, their nature, demographic and psychographic factors, their needs and preferences is compulsory for the marketing companies, simply because it assists to develop standardized products and services specific to a group of target audiences (Peppers and Rogers, 2016). Furthermore,

this also facilitates the companies to put their marketing efforts on the creation and delivery of personalized and customized marketing messages, which can attract and entice the target audiences and also significantly enhance the likelihood or possibility of purchase of the offerings of the company by the customers (Schmitt, 2003).

Johnson and Lee (2020) stated that in today's modern competitive world, laptops have become the necessity for daily use by the users in their job, for academic purpose, for gaming, entertainment, video editing and mixing purposes and they are used as a means of communication. Today's laptop market is extremely competitive, with huge number of rival brands competing with each other for the same market share where they strive to offer differentiated products within the same laptop market where the products differ with each other on the basis of their performance, design and price (Lenovo, 2021). Due to the increased level of competition and high pace of technological advancements and changes, laptop companies are forced to develop the laptops which are not heavy and whose performance is beyond excellence and which fulfills the diverse needs and expectations of the wide range of customers (Thompson, 2019). While various factors considered by the customers while purchasing the laptops differ on the basis of age, profession and similar other factors as discussed above, some of the common main features that is preferred by the customers while purchasing the laptops are battery life, processing speed, screen resolution and portability (Dholakia, 2006).

There has been a significant rise in demands for laptops in recent years because of the emerging trend of digitization and paradigm shift in the technique of doing the jobs, i.e. the shift towards remote work and online education, which has further affected the purchase intentions of laptops and expectations of customers (Wells, 2020). Since laptops are used on a daily basis for various purposes, laptops are considered a basic or necessary product for most of the people, especially students and professionals so that laptops are rarely viewed as luxury products now-a-days. Supporting to these claims, Schiffman and Kanuk (2010) stated that the recent changes and trends has compelled laptop companies to increase their promotional activities, by offering heavy discounts, increasing the length of warranty period, the provision of free repairs up to warranty period, free after-sales service and buy-back schemes to entice and attract more and more customers.

A well renowned and globally leading established brands, such as Apple, Dell, HP and Lenovo have a core competency in the form of huge base of loyal customers who are ready to pay a premium price for the branded and qualitative products because of their

brand image (Dodds et al., 1991). However, new market entrants in the global markets, specifically from Asia, are enticing, attracting and targeting all the customers especially, brand switchers and price sensitive customers, by offering laptops with many useful and similar features at reasonable, affordable, competitive and fair prices (Solomon, 2014).

According to the "Hierarchy of Effects" model, advertisement makes the customers know about the brand, increases their motivation or intention to buy the product through a clear presentation of the benefits of product at each of the four stages: **awareness**, **interest**, **desire** and **action** (purchase) and thus, affects the purchase intention of customers for high-tech products, such as laptop positively and strongly. Further, this theory also emphasizes that advertisement positively influences the purchase intention of customers for the product by moving them through four stages. First, advertisement creates and raises awareness about the product. Second, it enhances the interest of customers towards the product. Third, it converts those interest into desire of the customers to purchase the product. Last, it entices them to take an action, i.e. make a purchase of the product.

Spring (2011) revealed that advertisement was used to measure attitudes or purchase intention of the customers towards advertisement by categorizing those behavioral aspects/variables into areas such as function, affective response, practice, industry, user related and general. Therefore, it can be said that researchers have frequently used related attitudinal scaled statements about the word "advertisement" in terms of its entertainment, information, irritation, and credibility in their respective research studies. Adetunji, Md Nordin, and Md Noor (2011) claimed that there are seven factors: product information, social role and image, hedonic/pleasure, value corruption, falsity/no sense, good for the economy and materialism which affected the attitude, perception of customers towards advertisement which further influences the purchase intention of customers towards the advertised product/service/idea.

Belch and Belch (2015) stated that customers watch the advertisement either willingly or reluctantly; hence, in later case, companies should understand that it's not always the case that all the customers believe in the information presented in the advertisement. Ben Brahim (2016) stated that customers do not trust the information broadcasted in the advertisement and further stated that customers perceived advertisement as providing brief and untrue information, sticking to falsity, not providing all the relevant information and hiding the defects/malfunctions of the product. Spring (2011) revealed that customers believed in the advertised product as the product whose supply is high and demand is low

and that the advertised product is poor in quality. However, Bowman and Gatignon (2010) claimed that advertisement contributes a lot to create awareness and interest of the customers towards the product and thereby, influences their purchase intention towards the advertised product. However, advertisement is not significantly effective in informing the customers, enhancing the interest of customers towards the advertised product, creating awareness, changing the attitude of customers towards the product as well as influencing the purchase intention of customers towards the advertised product (Chernev, 2012). It has been observed that an effective advertisement can create and raise awareness as well as develop and enhance the positive attitude of customer towards the offerings of the companies, where those offerings can be made more popular and known to the customers by the extensive use of Internet, which has provided golden opportunities for mobile advertisement due to the significant use of mobile phones or smart devices in the competitive world (Clow, 2018). Advertisements with the use of mobile phones has been known by different names, such as wireless advertising (Spring, 2011) or wireless advertising messaging (Ben Brahim, 2016). The advertisement messages and information conveyed by mobile advertising are frequently transmitted with the use of short message service (SMS) (Clow, 2018). Besides mobile advertisements, word-of-mouth communication has provided more satisfaction compared to promotion done through the use of Television (Brassington and Pettitt, 2006). However, most of the customers are irritated or feel offended towards the tools of direct marketing, such as long, loud and insistent/demanding/dominant television commercials, those companies who spam unnecessary junk email in the mailboxes and flashing out of undesired banners or pop-up advertising (Kotler, Armstrong, and Opresnik, 2018). Kelleher (2018) further added that online advertisement is intrusive because it invades the personal space of the customers by popping out in their mobile or computer screen without their consent. Grönroos (2015) claimed that the value of advertisement and the perception and attitude of customers towards advertisement, especially online advertisement are affected by the quality, contents and frequency of sending advertising messages through emails to the existing and potential customers.

Brassington and Pettitt (2006) claimed that advertisement is a paid form of non-personal communication aimed at target market/customers and spread through numerous mass medias for promoting and presenting a product, service or idea to the customers. The main difference between an advertisement and other tools of promotion mix is that

advertisement does not engage the human personality or emotions, does not show personal feelings and interacts with huge number of general public through paid media channels (Brassington and Pettit, 2006). Cavusgil, Zou, and Naidu (1993) stated that laptop companies are allowed to use their own technique of advertisement for achieving their short-term and long-term objectives. Laptop companies that are making an effort to develop, maintain and sustain the long-term relationship with an internal and external stakeholders work on making their name and brand renowned by making the use of institutional advertising and brand advertising policy (Mckenna, 2003). The institutional advertising is concerned with promoting the image and goodwill of the company as a whole as well as promoting the offerings of the company, with more focus/stress on the name and brand of the particular company (Brassington and Pettit, 2006). The laptop companies make use of their brand name and previous impressions to build awareness of the customers towards the product and not only to impress but also to entice customers, who are searching for the best range of laptops, to purchase the laptop (Mckenna, 2003). Brand advertisement is similar to institutional advertisement to some extent. The main purpose of brand advertisement is to create awareness of the brand name of the company, to position its brand name in the mind of the customers as well as to advertise the different offerings of the company (Brassington and Pettit, 2006). Since laptop companies provide their extensive service to large number of people, laptop companies using brand advertising face problems to understand and know to whom and how they should advertise (Pickton and Broderick, 2001). Institutional advertising is concerned with advertisement targeting the whole population, however, the brand advertising of laptops must be more selective and not generalized since it has to be able to convince the customers that they will not regret buying the advertised laptop as they will gain huge benefits from the laptop (Grinnell and Unrau, 2005). Furthermore, all the individual programs carried out by laptop companies related to brand advertisement must match the tone, presentation and image or goodwill created by the laptop organizations through its institutional advertisement (Grinnell and Unrau, 2005). Kelleher (2018) stated that the most essential aspect of brand advertisement is to position the image and brand of the laptop in the mind of customers to reduce the risk of purchase of laptop perceived by the customers and clarify the customers about the benefits provided by the laptop to raise company's sales revenue. Mckenna (2003) claimed that consistent advertisement picturing a clear brand image of the product helps companies to differentiate their product

and brand from their respective competitors and also inspire word-of-mouth communication.

According to Behavioral Learning Theory, sales promotions techniques, especially discount offers are perceived by the customers as immediate positive rewards or incentives that fortifies their purchase intention and also increases the likelihood of repeated and frequent purchases of high-tech products like laptops. Thus, sales promotion tool: financial discount plummets the initial price-related purchase hesitation of customers and reinforces their purchase intention.

As per the Prospect Theory, sales promotions techniques such as limited-time offer and huge discount offers are often perceived by the customers as a potential loss if they don't make a purchase of the product because they feel that they have missed opportunity to get benefits in the form of quantity and financial discount offers. This psychological fear of missing out benefits enhances the purchase intention of customers since customers intend to purchase the product to avoid the potential loss from not taking sales promotion offers.

Sales promotion is a tactical marketing technique which focuses more on short-term incentives for the customers to lure them to purchase the product by convincing them that short-term incentives add value to their product or service (Yeshin, 2006). Arapi and Kruja (2015) stated that sales promotion consists of two distinctive characteristics that distinguishes it from other promotional tools which are elaborated below:

- First, it grants customers with a “bargain chance” since many sales promotion tools are designed to snatch attention from the wide range of customers in the short-run; however, many customers will not be more loyal towards the brand in the long run. This happens for a reason that customers have purchased the product not because of their endless loyalty towards the brand but because of the exciting and enticing sales promotion offers where they get benefits in the form of huge discounts, price reduction, etc. (Arapi and Kruja, 2015).
- Second, there is high possibility that frequent and reckless use of sales promotions techniques will lead to customers being suspicious and doubting the quality and reliability of the product or service as well as doubting whether the product or service is reasonably and fairly priced or not. This further increases the risk of degradation of the brand name of the respective company (Arapi and Kruja, 2015).

Bowman and Gatignon (2010) stated that strategies related to sales promotion can be formulated and implemented by considering various factors, such as relevance, value, usefulness, benefits and cost factors of the sales promotion. Heath (2013) claimed that the widely popular tools of sales promotion are coupons, special offers and other techniques of price manipulation. Sales promotions based on price manipulations are highly risky to apply for the laptop markets because determining the price for a high-tech product like laptop is very tough and customers often perceive lower prices of the laptop as laptop being of lower quality. Grinnell and Unrau (2005) stated that sales promotion for laptops will be the most effective, result-oriented and reliable when it is not used solely/exclusively rather used in partnership or in combination with advertisement.

Jones (2019) claimed that the primary objectives of sales promotion for laptops are:

- To attract potential customers and make addition of those potential and new customers to the pool of existing customers of the laptop companies
- To increase market share of the laptop companies in their respective target market
- To strengthen the position of laptop companies in their respective laptop industry
- To assist laptop companies to acquire new customers at significantly lower cost by trying to avoid brutal price war or competition with their rival competitors

According to Grunig and Hunt's models, the main function of brand image is to build, maintain and enhance trust from customers, credibility of the company and positive brand image, goodwill or reputation, which theoretically helps to build, maintain and increase the brand loyalty as well as the purchase intention of customers. In contrary to direct advertisement, the main emphasis of brand image is to create, sustain and enhance the credibility and reputation of the brand. This, in turn, facilitates and encourages the customers to purchase the high-tech or high-involvement product, such as laptop.

Brand image represents the feelings of consumers about the whole organization and its products or individual product lines (Kenneth and Donald, 2018). Brand image is the way a brand is valued by the people (Kotler and Keller, 2012). Brand image is an assembly of images and memories in the minds of consumers (Sangadji and Sopiah, 2013). Brand image indicators include recognition, reputation, affinity and domain (Aaker, 2010).

Oliver and Public (2010) stated that brand image focuses on enhancing the reputation of brand by developing, maintaining and sustaining the relationship between the company and its public, while enhancing the quality and nature of the relationship with them by

encouraging mutual understanding between them. Broom, Cutlip and Center (2009) claimed that brand image is not only limited to creation of relationship between the corporation and general public, rather, it includes numerous activities, such as,

- The creation, maintenance and sustenance of the identity, image and goodwill of the brand
- Charitable activities, such as donation, grants and sponsorship to enhance brand reputation, which automatically enhances the brand image
- Developing and increasing the quality of relationship with the media for the spread of news explaining the positive aspects about the brand.

Moreover, an organization needs to work smartly by attending various trade exhibitions in order to strengthen and solidify precious relationships with major suppliers as well as with loyal and potential customers as well as to enhance the position and reputation/goodwill/image of the brand within the industry that it belongs to (Grunig and Hunt, 1984). Ali (2006) stated that the major important aspect of brand image is often the free and non-paid publicity gained through newspaper and magazines which generally enhances the brand image. Cutlip, Center and Broom (2006) claimed that brand image takes the assist of the media and other channels who deliver messages on behalf of a client to the target audience, generally, general public in order to positively influence the public opinions and create positive and good image and reputation of the brand. General public includes some major parties, such as customers, dealers, bankers, suppliers, distribution channels, consultants and government (Mckenna, 2003).

According to Personal Selling Process Model, sales representatives follow the five steps to entice customers to buy the product: First, sales representatives locate the potential buyers of the product (prospecting). Second, they learn about their needs and expectations from the product. Third, they present the products as solutions which fulfill their needs and expectations. Fourth, they answer customer's queries and handle the objections (if any). Last, they convince customers to purchase products by explaining the benefits of product in order to close the sale. In context of product like laptop, the sales representative might present and explain the benefits and customized features of the laptop which aligns with the customer's needs and expectations, such as fast processing speed, RAM size, long battery life and so on. This helps the customer to feel more confident to buy the laptop and increase their intention to purchase it. Hence, personal selling increases the purchase intention of the customers for products such as laptop.

As per Social Exchange Theory, sales representatives focus on providing the benefits and customized information about the product to customers and on using psychological aspects, such as making them feel appreciated and respected, thanking them for their valuable time, showing genuine hospitality and building rapport with them to lure them for a purchase. In context of product like laptop, sales representative builds rapport with the customers: a positive and two-way relationship by addressing their needs and queries about the laptop. This increases the customer's intention to buy laptop. Hence, personal selling increases the purchase intention of customers for products, such as laptop.

Jobber and Lancaster (2012) claimed that personal selling makes it easier for companies to sway people to make a purchase of their product. Stone, Desmond and Mccall (2007) stated that personal selling helps to guarantee the post-purchase satisfaction of the customers by providing excellent after-sales service and also helps to encourage the profitable and long-term relationship based on mutual trust and understanding between the customers and companies. Johnston and Marshall (2013) stated that laptop companies use personal selling as a tool to develop, maintain and sustain mutual comprehensive relationship with their respective customers to cope up with the intense, fierce and high competition in the high-tech, complex and dynamic environment of laptop industry. Erevelles and Fukawa (2013) further stated that the maintaining long-term and sustainable person-to-person relationship with customers assists the laptop companies to gain sustainable competitive advantage in today's competitive world. McGraw-Hill Education (2012) claimed that winning the customer's trust and building rapport with them by the sales representative sways customers to purchase the product of their brand and not switch to another brand. Grinnell and Unrau (2005) stated that the personal selling includes the mutual communication and interaction, either face-to-face or virtual, between sales representative of company and customers. Erevelles and Fukawa (2013) stated that relationship between the salesperson and customer is perceived very important aspect of the marketing strategy by laptop companies. Because of the dynamic, changing and complex nature of customer's needs, their purchase intention, their limited knowledge and ability to solve the unique problems without professional assistance, sales force must engage and co-operate with the customer, listen to their problems patiently and make huge effort to solve their problems, instead of only convincing them repeatedly to purchase the offerings of the company (Jobber and Lancaster, 2012).

2.2 Empirical Review

Meng et al. (2021) researched on the influencing factors of consumers' purchase intention during livestreaming e-commerce with the mediating effect of emotion. The objective of the research study was to investigate the mediating role of emotional trust between promotional efforts and purchase intentions. The study used descriptive statistics (mean and standard deviations) and linear multiple regression for data analysis. The findings of the study observed that promotional tools that arouse emotional trust of customers significantly enhance their purchase intention; however, poor emotional alignment is likely to reduce effectiveness. The study concluded that building emotional connections with customers should be prioritized in the promotional campaigns to influence the customer's purchase intentions.

Ginting and Susanti (2016) studied the impact of marketing mix, consumer's characteristics and psychological factors on consumer's purchase intention. The objective of the research study was to evaluate the impact of marketing mix and consumer psychology on the purchase intentions in specific product categories. The study used multiple regression for analyzing the data. The findings of the study observed that the marketing mix, especially product and promotion mix, significantly influence the purchase intentions, with psychological factors enhancing the relationship between marketing mix and purchase intentions. The study concluded that comprehension of consumer psychology and effective marketing strategies is necessary for influencing customer's purchase behavior.

Shirisha and Sucharitha (2017) conducted research on the impact of promotional mix on consumers purchasing decisions. The objective of the research study was to identify the extent to which promotional mix elements are used to influence consumer's purchase decision. The study used descriptive statistics (mean and standard deviations), Cronbach's Alpha and multiple regression to analyze the data. The findings of the study observed that the degree of influence of promotional mix elements on consumers purchasing decisions was high for advertising, personal selling and sales promotion, while it was moderate or low for publicity, and public relations. The study concluded that effective promotional mix elements could enhance the likelihood of purchase.

Arshad and Aslam (2015) researched on the impact of advertisement on consumer's purchase intentions. The objective of the research study was to analyze the effects of

advertising variables on consumer purchase intentions in Pakistan. The study used descriptive statistics (mean and standard deviations) and linear multiple regression to analyze the data. The findings of the study observed that variables, such as message content, repetition, celebrity endorsement, ad type (TV, print, billboard), and language significantly influenced purchase intentions. The study concluded that targeted and well-crafted advertisements significantly enhance consumer purchase decisions.

Kung, Wang, and Liang (2021) researched on the impact of purchase preference, perceived value, and marketing mix on purchase intention and willingness to pay for pork. The objective of the research study was to examine how purchase preference, perceived value, and marketing mix factors influence purchase intention and willingness to pay for pork in Taiwan. The study used descriptive statistics, multiple regression and ANOVA for data analysis. The findings of the study observed that promotional marketing, consumer income, product-related factors (flavor, certification marks) and perceived values (functional, social, emotional) significantly influenced purchase intention. The study concluded that purchase preference and perceived value, combined with marketing strategies, play a crucial role in shaping purchase behavior and customer's willingness to pay a premium price.

Agarwal and Verma (2019) studied the influence of social media advertising on purchase intentions for electronics. The objective of the research study was to examine the impact of social media advertisements on the purchasing decisions for laptops. The study used multiple regression to analyze the data. The findings of the study observed that personalized advertisements on social media platforms significantly influenced consumer's purchase behavior. The study concluded that social media is a powerful medium for advertising electronic items which contributes a lot to influence consumer's purchase behavior.

Kumar et al. (2020) conducted research on the role of seasonal promotions in consumer electronics. The objective of the research study was to assess the impact of holiday sales campaigns on consumer purchase intentions. The study used trend analysis and chi-square tests for analyzing the data. The findings of the study observed that limited-time offers increased a sense of urgency of customers for purchase which significantly influenced purchase intentions for electronic items. The study concluded that seasonal promotions create a sense of urgency that enhances purchase decisions and intentions.

Chauhan and Singh (2018) studied the impact of referral discounts on e-commerce sales for laptops. The objective of the research study was to evaluate how referral programs influence the customer's purchase intentions as well as sales of laptop. The study used multiple regression to analyze the data. The findings of the study observed that the referral discounts increased customer acquisition and retention which clearly indicated the enhancement of customer's purchase intentions for laptops. The study concluded that referral discounts are a cost-effective tool for enhancing the customer's purchase intentions as well as for expanding consumer bases.

Haitao (2022) researched on the role of brand image and product quality on purchase intention. The objective of the research study was to study the impact of brand image and the quality of product on customer's purchase intention. The study used descriptive statistics and correlation for the analysis of data. The findings of the study observed that positive brand image builds and wins the trust and loyalty of customers and improve their perceptions. The study concluded that brand image and product quality enhances the brand reputation, which indirectly enhances the purchase intentions of customers.

Suyanto and Dewi (2023) studied about the role of marketing mix on purchase intention and its impact on the decision to purchase Something products. The objective of the research study was to analyze the influence of the marketing mix on purchase intention and its effect on the decision to purchase Something products in Indonesia. The study used Structural Equation Modeling (SmartPLS) to analyze the data. The findings of the study observed price promotions was the most significant variable to significantly influence purchase intention while product characteristics, affordable prices, easy access to products, and price promotions positively and significantly influenced purchase intention. Age, income, and culture moderated the relationship between purchase intention and purchase decisions. The study concluded that main focus should be on developing effective price promotion strategies because they significantly impact consumer's purchase intention and decisions.

Rao and Desai (2020) researched on the impact of digital influencers on purchase intentions. The objective of the research study was to assess how influencer marketing affects consumer choices of products and their purchase intentions. The study used multiple regression for the analysis of data. The findings of the study observed that the impact of influencers with high PR and credibility on customer's purchase decisions and their choice of products is significant. The study concluded that influencer marketing is

effective to enhance customers purchase intentions and sway them to choose and buy their product when credibility, PR and authenticity of the influencers are high.

Mehta and Aggarwal (2020) studied the effect of bundled offers on laptop sales. The objective of the research study was to investigate the role of bundled promotions in influencing consumer perceived value and their purchase decisions. The study used cluster analysis and multiple regression to analyze the data. The findings of the study observed that the bundled offers were perceived as laptops being of high value which further increased the intent and interest of consumers to buy. The study concluded that bundling offers enhances the customer's perceived value, which automatically leads to higher purchases.

Kulkarni and Shah (2021) researched on the impact of video demonstrations on purchase intentions. The objective of the research study was to explore the effectiveness of video demos in influencing consumer trust and purchase intentions. The study used descriptive statistics and multiple regression for the analysis of data. The findings of the study observed that video demos built and enhanced customer's trust and their purchase intentions. The study concluded that video demonstrations provide transparency, which thereby, increases consumer confidence and their intent to make a purchase.

Chen, Chen, and Lai (2022) studied the influence of promotional formats on online consumer purchase intention. The objective of the research study was to investigate how promotional formats (price discounts, bonus packs) affect online purchase intentions, with considerations of consumer value perceptions, product types, and brand familiarity. The study used Structural Equation Modeling (SmartPLS) to analyze the data. The findings of the study observed that price discounts were more effective for utilitarian consumers, while hedonic consumers preferred bonus packs. Search products with price discounts increased purchase intention and brand familiarity moderated the impact. The study concluded that clear understanding of consumer preferences for promotional formats and product types can help businesses design effective online marketing strategies to influence consumer purchase intention.

Sinha and Rao (2021) conducted research on the impact of retail store promotions on sales. The objective of the research study was to examine how in-store promotions affect consumer's purchase decisions. The study used multiple regression and Chi-square tests for the analysis of collected data. The findings of the study observed that the promotional

banners and live demos enhanced the probability of purchase. The study concluded that in-store promotions, when integrated well with staff support, are effective to influence consumer's purchase decisions significantly.

Rai and Rai (2020) researched on the factors affecting purchase intention for laptop in Nepal. The objective of the research study was to explore the impact of product quality, product price and brand image on purchase intention for laptops in Nepal. The study used descriptive statistics (mean and standard deviations), correlation and multiple regression to analyze the data. The findings of the study observed the significant positive influence of product price and brand image on the purchase intention for laptops, while product quality did not show a significant impact. The study concluded that in the Nepalese laptop market, product price and brand image are the key factors that influence purchase intentions for laptops, while product quality is not among the factors that influence purchase intentions for laptops and choices of laptops significantly.

2.3 Research Gaps

Creswell (2014) defined the research gap as an absence of adequate research on a topic or its aspect, which is identified by the researchers when they review the literature. A research gap exists when there is a lack of clarity, consistency and information in the existing literatures, which grants opportunities for the new researchers to carry out new research studies that addresses unanswered questions, includes missing variables and resolve conflicts or problems (Kothari, 2004). Despite the availability of various theoretical insights and literatures as well as research studies, promotional tools employed by the organizations selling laptop remains an understudied area of research. There are many areas, scopes and variables about the role of promotion mix on the purchase intention for laptops that have not been investigated by previous research studies.

Previous researchers have not conducted research studies about the role of promotion mix on purchase intention of customers towards laptops in Kathmandu valley. The previous research studies on the topic have been conducted in several areas but not in Kathmandu. For instance, the researcher was able to locate only one research study carried out by Rai and Rai (2020) by taking a total of 385 respondents from Nepal as the sample size of the study. This study has taken a large sample size (400 respondents) than previous study for carrying out the research activities. However, the latest research was conducted in the year 2020 and has focused only on brand image as promotional tool and independent

variable influencing purchase intentions for laptops in Nepal. This research study incorporated three more promotional tools as independent variables: advertisements, sales promotions and personal selling along with brand image that influences the purchase intentions for laptops in Kathmandu. Further, the previous research by Rai and Rai (2020) conducted research in large research area, Nepal; however, this research study has confined the research area to smaller space, Kathmandu for deriving more reliable and accurate results and findings.

Most of the research studies have been conducted in Western areas, reflecting the western cultures which leaves a research gap in understanding the role of unique cultural and local factors in Kathmandu to change or influence the purchase intention for laptops. Hence, this research study aims to fulfill this research gap by conducting research study about the role of promotion mix on purchase intention for laptops in Kathmandu city by including the influence of unique cultural and local factors in Kathmandu on customer's purchase intention for laptops. Previous researchers have conducted the research study about the role of promotion mix on purchase intention for laptops by incorporating only few variables such as advertisement only or combination of advertisement and brand image and similar other combinations and thus, have failed or missed to include all the variables such as advertisement, brand image, sales promotion and personal selling in their research study. The study fulfills the research gap by including the missing variables that are uncovered or left or missed to be included by the previous researchers in their respective research studies about the relationship between promotion mix and purchase intention of customers towards laptops.

All of the aforementioned literatures and research studies have left some research gap as clearly mentioned above, which clearly emphasizes that there is extreme necessity for carrying out further research study to have a clear comprehension of the role of promotion mix on influencing purchase intention of the local customers towards laptop in the laptop market of Kathmandu.

CHAPTER III

RESEARCH METHODOLOGY

3.1 Introduction

Research methodology is defined as the process, approach, tools, techniques and methods used by the researchers to carry-out their research activities in order to understand the issues deeply, answer the research questions and solve the problem. It is used for collecting, processing, analyzing, presenting and interpreting the data collected from the primary or secondary sources in order to derive major findings and conclusions. The following components have been included in the methodology of this research study.

3.2 Research Design

The research study has followed the descriptive research design to carry out the overall research activities and explain what the situation or scenario regarding the role of promotion mix on the purchase intention for laptops in Kathmandu is.

3.3 Population, Sample and Sampling design

All the laptop users within Kathmandu are the population of the study. Sample size is 400, i.e. 400 respondents from the population have been taken as samples for collecting the data. Similarly, one of the components of non-probability sampling, i.e. convenience sampling technique has been used for selecting the samples. Sample area is Putalisadak, i.e. samples have been taken from Putalisadak, which is located in Kathmandu valley.

3.4 Nature, Sources of Data and the Instrument of Data Collection

Primary cross-sectional data has been collected from the primary source only (samples) by using questionnaires as an instrument of data collection. Besides, questionnaire has been prepared on the basis of research objectives, literature review and the valuable guidance of supervisor on a 5-point Likert scale. Structured questions have been distributed to 400 samples or respondents for collecting the data and responses.

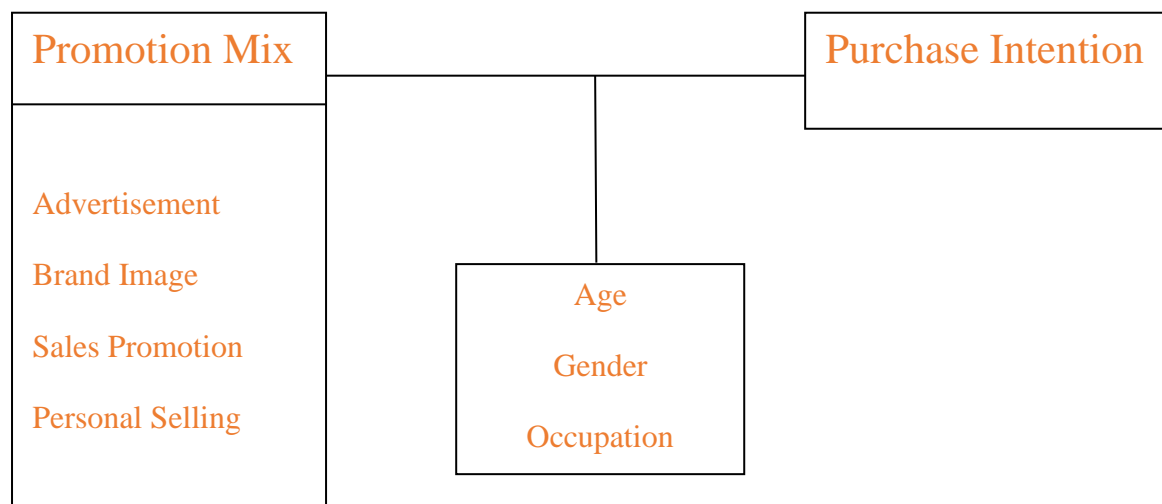
3.5 Methods of Analysis

The data collected through questionnaire has been analyzed by using Statistical Package for the Social Sciences (SPSS) software version 25. Besides, the collected data and responses have been presented and analyzed by using various statistical data analysis tools, i.e. by calculating mean, standard deviation, correlation and linear regression.

3.6 Research Framework and Definition of Variables

Conceptual or research framework describes the relationship between an independent variable and dependent variable. Independent variable is the variable which is not affected by other variables but affects or influences other variables, mostly dependent variable. Similarly, dependent variable is the variable that depends on the independent variable or is affected by independent variable. The research framework may or may not include moderating variable (demographic variable): the variable that affects the strength or direction of the relationship between the independent variable and dependent variable.

The conceptual/research framework of the research study is shown in the figure below.



Source: Shrivastava and Singh (2017)

Figure 1. Conceptual Framework of the study between promotion mix and customer purchase intention

Figure 1 explains the relationship between promotion mix (independent variable) and purchase intention for laptops in Kathmandu (dependent variable). The research study is confined by incorporating only four independent variables in the promotion mix (advertisement, brand image, sales promotion and personal selling) which are most relevant to meet the research objectives of the research study.

3.6.1 Definition of Variables

Promotion Mix

Promotion mix is the combination or integration of advertisement, sales promotion, public relations, personal selling and direct marketing tools that is used by a company to communicate customer value and build relationships with the customers (Kotler and Keller, 2016). Belch and Belch (2012) defined the promotion mix as the coordination of all seller-initiated efforts to set up channels of information and persuasion to sell the goods and services or promote an idea. Hence, promotion mix refers to the combination of various marketing communication tools, known as promotion mix tools used by a company to reach and attract its target market and audience to aware them about the product, increase their intent to buy the product and convert the purchase intention to purchase decision.

Advertisement

Bovee and Arens (1992) defined advertisement as the non-personal communication of information, usually paid for and usually convincing in nature, about products, services, or ideas by identified sponsors through various media. Richards and Curran (2002) defined advertisement as a paid, mediated form of communication from an identifiable source, designed to convince the receiver to take some action, in the present or in the future. Hence, advertisement uses various mediums such as television, newspaper, social medias and so on to let customers know about the product and entice them to buy the product.

Brand Image

Brand image is described as the perception and associations developed by the consumers about a brand, based on its identity, values and offerings which distinguishes a company's products or services from its competitors (Iglesias, Singh and Batista-Foguet, 2020). Brand image is defined as the aggregate perception of the consumers regarding a brand, including the cognitive and emotional elements, which influence the consumer decision-making (Plumeyer, Kottemann, Böger and Decker, 2019). Hence, brand image simply refers to the positioning of the brand in the minds of the customers to influence customer's perception of brand, which can either be positive, negative or even neutral.

Sales Promotion

Rosenbloom (2013) defined sales promotion as incentives to motivate customers to purchase a product immediately, often through tactics and strategies like rebates, free samples and loyalty programs. Sales promotion consists of the activities that stimulate immediate purchase, typically through short-term incentives like discounts, coupons, and free samples designed to simulate trial and repeat purchases (Schiffman and Kanuk, 2010). Thus, sales promotion refers to all the sales boost activities, such as discount offers, bundled offers and so on which are carried out to increase the sales revenue of company.

Personal Selling

Richmond (2002) defined personal selling as the personal communication process in which a salesperson engages with a potential customer to persuade them to purchase a product or service through tailored messages and solutions. Personal selling is the interpersonal influence process whereby a salesperson assists and persuades a buyer to make a decision to purchase a product (Dwyer, Schurr and Oh, 1987). Hence, personal selling refers to two-way communication between customers and sales representatives where sales representatives convince the customers to purchase a product by winning their trust and confidence through clear and understandable explanation of features and benefits derived from making a use or purchase of the product.

Purchase Intention

Purchase intention can be best described as the desire, interest and willingness of the customer to purchase a particular product after the careful examination and analysis of the attributes, characteristics and benefits derived from the use of product (Dodds, Monroe and Grewal, 1991). Purchase intention is a valuable dependent variable for researchers, especially in the marketing field, because it provides direct impact on the real purchase behavior of the customers (Ajzen, 1991). Hence, purchase intention refers to the willingness and desire of the customers to make a purchase of the product. It is a dependent variable which is affected by various factors such as, promotional tools, price, quality of products and so on.

Age

Age is considered a chronological measure of time since birth, but it is also associated with psychological and social identities shaped by individual experiences and societal roles (Kooij et al., 2015). Age includes chronological, functional, and psychological dimensions, that affects an individual's involvement in the societal and occupational contexts (Hedge et al., 2018). Hence, age refers to the number of years a person has survived, lived and grown since the date of his/her birth.

Gender

Ridgeway (2018) defined gender as a multidimensional social construct involving identities, roles, and norms which are shaped by the cultural and structural systems. Leaper (2016) defined gender as behaviors, roles and expectations which are attributed to the individuals by the society based on their sex, that influences personal and social experiences. Hence, gender simply refers to the sexual orientation of a person, which can either be male or female or even third genders. However, for simplicity, this research study has only considered male or female as gender.

Occupation

Galvaan (2015) defined occupation as the series of purposeful activities performed by individuals, which are shaped by their personal interests and sociocultural contexts. Blau and Kahn (2017) defined occupation as structured roles within economic systems, where gender and societal expectations influence the occupational segregation and engagement. Hence, occupation refers to the profession pursued by the individuals which requires their daily engagement, performance and involvement in order to earn their livelihood and maintain a well-balanced life in terms of health and wealth.

CHAPTER IV

RESULTS AND DISCUSSION

4.1 Results

In this section, the data collected through the questionnaires from 400 samples or respondents are presented and analyzed with the help of statistical data analysis tools: mean, standard deviation, correlation and linear regression which assisted to provide meaning to the responses collected from the respondents. All the research questions asked or raised in Chapter I have been answered while the hypothesis developed in the same chapter have also been tested. The moderating variables, such as, age, gender and occupation have been presented in the tables derived from SPSS software. The results of the data analysis have contributed a lot to derive the major findings of the research study.

4.1.1 Data Presentation

The distribution of collected samples or respondents based on the demographic profiles such as age, gender and occupation are presented with the help of tables below:

Table 1. Gender

Gender	Frequency	Percent
Male	245	61.25
Female	155	38.75
Total	400	100.0

Source: SPSS Output

Table 1 shows that 155 out of 400 respondents who filled up the questionnaires are female. They covered 38.75 percent of the total sample size. Similarly, 245 out of 400 respondents who filled up the questionnaires are male. They covered 61.25 percent of the total sample size.

Table 2. Age

Age	Frequency	Percent
Below 20	43	10.75
Between 20 and 25	212	53.00
Between 25 and 30	85	21.25
30 and above	60	15.00
Total	400	100.0

Source: SPSS Output

Table 2 shows that the majority of the respondents (53 percent) or 212 out of 400 respondents are between the age of 20 to 25 years whereas 21.25 percent or 85 out of 400 respondents are between the age of 25 to 30 years. Similarly, 15 percent or 60 out of 400 respondents lie within the age group of 30 years and above whereas minority of the age group (10.75 percent) or 43 out of 400 respondents lie within the age group of below 20 years of age.

Table 3. Occupation

Occupation	Frequency	Percent
Student	170	42.50
Government Office	78	19.50
Private Office	65	16.25
Businessman	25	6.25
Self Employed	46	11.50
Others	16	4.00
Total	400	100.0

Source: SPSS Output

Table 3 shows that the majority of the respondents (42.5 percent) or 170 out of 400 respondents are found to be students. Similarly, 19.5 percent or 78 out of 400 respondents work in government office and 16.25 percent or 65 out of 400 respondents work in private office. Further, 11.5 percent or 46 out of 400 respondents are self-employed whereas 6.25 percent or 25 out of 400 respondents are businessman. Finally, minority of the respondents (4 percent) or 16 out of 400 respondents are engaged in occupations or professions, other than the aforementioned ones.

4.1.2 Data Analysis

The collected data have been analyzed by using statistical data analysis tools, such as mean, standard deviation, linear regression and correlation analysis. Besides, descriptive analysis of each element of promotion mix, linear regression and correlation analysis have been used for the detailed analysis of the collected data.

4.1.2.1 Descriptive Analysis

The descriptive analysis of the elements of promotion mix (advertisement, brand image, sales promotion and personal selling) on the purchase intention of customers towards laptops in Kathmandu are presented as well as analyzed in the tables below:

Table 4. Descriptive Analysis of Advertisement on Purchase Intention for Laptops

Code	Statements	Mean	Std. Deviation
AD1	Laptops advertised in the newspapers influence my purchase intention.	3.72	1.351
AD2	I consider radio advertisement of laptops as influencing factor of my purchase intention.	3.68	1.420
AD3	Outdoor advertisements, such as bill board ads, ads in interior and exterior of buses and transit influence my purchase intention for laptops.	3.16	1.212
AD4	Television commercials related to the laptops influence my purchase intention.	2.13	1.215
AD5	My purchase intention is heavily influenced by the online advertisements regarding the laptops.	2.22	1.249

Source: SPSS Output

Table 4 shows the descriptive analysis of the role of advertisement on the purchase intention of customers towards laptops in Kathmandu.

The descriptive analysis of the statement "Laptops advertised in the newspapers influence my purchase intention" with a mean of 3.72 and standard deviation of 1.351 on a 5-point Likert scale (where, 1 = strongly agree, 5 = strongly disagree) helps to understand the role of newspaper advertisement on the purchase intention of customers towards the laptop.

A mean value of 3.72 is pointing out the fact that, on average, most of the respondents disagree that they intend to buy laptop by being influenced or convinced by the newspaper advertisement. The mean (3.72) is closer to 4 (disagree), which indicates that most of the respondents have selected the option of "disagree" or some respondents have selected the option of "neutral" and few respondents have selected other options as well.

In conclusion, most of the respondents disagree that newspaper advertisement has the power to influence purchase intention of customers for a laptop.

The standard deviation measures how much the responses of the respondents spread or deviate from its mean value. A standard deviation of above 1 (1.351) is relatively high which shows that there is high variation in the responses of customers: there is deviated, different and non-consistent opinions or responses of the customers. Although majority of the respondents have shown their disagreement to the statement, some of the respondents may have still selected options or responses such as neutral, strongly disagree and so on.

The descriptive analysis of the statement "I consider radio advertisement of laptops as influencing factor of my purchase intention" with a mean of 3.68 and standard deviation of 1.420 on a 5-point Likert scale (where, 1 = strongly agree, 5 = strongly disagree) helps to understand the role of radio advertisement on the purchase intention for the laptop.

A mean value of 3.68 indicates that, on average, most of the respondents disagree that they intend to buy laptop by being influenced from radio advertisement. The mean (3.68) is closer to 4 (disagree), which indicates that most of the respondents have selected the option of "disagree" or some respondents have selected the option "neutral" and few respondents have selected other options as well. In conclusion, most of the customers disagree that their purchase intention for a laptop is influenced by radio advertisement.

A standard deviation of above 1 (1.420) is relatively high which shows that there is high variation in the responses of customers. Although majority of the respondents have shown their disagreement to the statement, some of the respondents may have still selected options or responses such as, neutral, strongly disagree and so on.

The descriptive analysis of the statement "Outdoor advertisements, such as bill board ads, ads in interior and exterior of buses and transit influence my purchase intention for laptops" with a mean of 3.16 and standard deviation of 1.212 on a 5-point Likert scale (where, 1 = strongly agree, 5 = strongly disagree) contributes a lot to understand the role of outdoor advertisements on the purchase intention of customers towards the laptop.

A mean score of 3.16 clearly indicates that, on average, most of the respondents have a neutral stance to the statement that customers intend to buy laptop by being influenced from outdoor advertisements, such as bill board ads, ads in interior and exterior of buses and transit. The mean (3.16) is closer to 3 (neutral), which indicates that most of the respondents have selected the option of "neutral" or some have selected the option

"disagree" and few have selected other options as well. In conclusion, most of the customers have a neutral stand on the statement that their purchase intention for laptop is influenced by outdoor advertisements, such as bill board ads, ads in interior and exterior of buses and transit.

A standard deviation of above 1 (1.212) is relatively high which shows high variation in the responses of customers. Although majority of the respondents have shown their neutral stance to the statement, some of the respondents may have still selected options or responses such as disagree, agree and so on.

The descriptive analysis of the statement "Television commercials related to the laptops influence my purchase intention" with a mean of 2.13 and standard deviation of 1.215 on a 5-point Likert scale (where, 1 = strongly agree, 5 = strongly disagree) helps to understand the role of television commercials on the purchase intention for the laptop.

A mean value of 2.13 indicates that, on average, most of the respondents agree that their purchase intention for laptops is influenced by television ads and commercials. The mean (2.13) is closer to 2 (agree), which indicates that most of the respondents have selected the option of "agree" or some respondents have selected the option "neutral" and few respondents have selected other options as well. In conclusion, most of the respondents agree that they intend to buy laptop by being influenced from television commercials.

A standard deviation of above 1 (1.215) is relatively high which shows high variation in the responses of customers. Although majority of the respondents have shown their agreement to the statement, some of the respondents have varied opinions regarding the statement: they may have still selected options such as neutral, agree and so on.

The descriptive analysis of the statement "My purchase intention is heavily influenced by the online advertisements regarding the laptops" with a mean of 2.22 and standard deviation of 1.249 on a 5-point Likert scale (where, 1 = strongly agree, 5 = strongly disagree) helps to understand the role of online ads on the purchase intention for laptops.

A mean score of 2.22 is pointing out that, on average, most of the respondents agree that their intention to buy laptop is heavily influenced by online advertisements. The mean (2.22) is closer to 2 (agree), which indicates that most of the respondents have selected the option of "agree" while some respondents have selected the option "neutral" and few respondents have selected other options as well. In conclusion, most of the customers agree that online advertisements heavily influence their purchase intention for a laptop.

A standard deviation of above 1 (1.249) is relatively high which shows high variation in the responses of customers. Although majority of the respondents have shown their agreement to the statement, some of the respondents may have still selected options or responses such as neutral, disagree, agree and strongly disagree.

Table 5. Descriptive Analysis of Brand Image on Purchase Intention for Laptops

Code	Statements	Mean	Std. Deviation
PR1	I intend to purchase the laptops of company with good corporate image.	2.09	1.279
PR2	I intend to purchase the laptops of company with high credibility.	2.23	1.221
PR3	The durability of the laptop influences my purchase intention.	2.08	1.136
PR4	The price of the laptop influences my purchase intention rather than its brand.	2.95	1.425
PR5	I intend to purchase the laptop which enhances my image among my colleagues.	2.19	1.043
PR6	I intend to purchase the laptops of company which engages in corporate social responsibility activities.	2.68	1.292

Source: SPSS Output

Table 5 shows the descriptive analysis of the role of brand image on the purchase intention of customers towards laptops in Kathmandu.

The descriptive analysis of the statement "I intend to purchase the laptops of company with good corporate image" with a mean of 2.09 and standard deviation of 1.279 on a 5-point Likert scale (where, 1 = strongly agree, 5 = strongly disagree) helps to understand the role of corporate image on the purchase intention for laptops.

A mean value of 2.09 is pointing out that, on average, most of the respondents agree that they intend to buy laptop from the company with good corporate image. The mean (2.09) is closer to 2 (agree), which indicates that most of the respondents have selected the option of "agree" or some respondents have selected the option of "neutral" and few respondents have selected other options as well. In conclusion, most of the respondents agree that their purchase intention for a laptop is enhanced by the good reputation, goodwill and image of the company selling laptops.

The standard deviation measures how much the responses of the respondents spread or deviate from its mean value. A standard deviation of above 1 (1.279) is relatively high which shows high variation in the responses of customers: there is deviated, different and

non-consistent opinions or responses of the customers. Although majority of the respondents have shown their agreement to the statement, some of the respondents may have still selected options or responses such as neutral, strongly agree and so on.

The descriptive analysis of the statement "I intend to purchase the laptops of company with high credibility" with a mean of 2.23 and standard deviation of 1.221 on a 5-point Likert scale (where, 1 = strongly agree, 5 = strongly disagree) contributes a lot to understand the role of credibility of the company on the purchase intention for laptops.

A mean score of 2.23 is pointing out that, on average, most of the respondents agree that they intend to buy laptop from the company with high credibility. The mean (2.23) is closer to 2 (agree), which indicates that most of the respondents have selected the option of "agree" or some respondents have selected the option "neutral" and few respondents have selected other options as well. In conclusion, most of the customers agree that the purchase intention for laptop is high provided that the credibility of the company is high.

A standard deviation of above 1 (1.221) is relatively high which shows high variation in the responses of respondents. Although majority of the respondents have shown their agreement to the statement, some of the respondents may have still selected options or responses such as neutral, disagree and so on.

The descriptive analysis of the statement "The durability of the laptop influences my purchase intention." with a mean of 2.08 and standard deviation of 1.136 on a 5-point Likert scale (where, 1 = strongly agree, 5 = strongly disagree) contributes a lot to understand the role of one of the elements of brand image: durability of the laptop on the purchase intention for the laptop.

A mean score of 2.08 indicates that, on average, most of the respondents agree that they intend to buy the laptop which is durable, i.e. long-lasting: performs effectively for long period of time even after its regular use. The mean (2.08) is closer to 2 (agree), which indicates that most of the respondents have selected the option of "agree" or some have selected the option "neutral" and few respondents have selected other options as well. In conclusion, most of the customers agree that their purchase intention for laptop is high provided that the durability of laptop is high, i.e. the brand image of laptop is high.

A standard deviation of above 1 (1.136) is relatively high which shows high variation in the responses of respondents. Although majority of the respondents have shown their

agreement to the statement, some of the respondents may have still selected options or responses such as neutral, disagree and so on.

The descriptive analysis of the statement "The price of the laptop influences my purchase intention rather than its brand" with a mean of 2.95 and standard deviation of 1.425 on a 5-point Likert scale (where, 1 = strongly agree, 5 = strongly disagree) contributes a lot to understand the role of the price of laptop on the purchase intention for the laptop.

A mean score of 2.95 is pointing out that, on average, most of the respondents have a neutral stance on the statement that the price of the laptop influences their purchase intention rather than the brand of laptop. The mean (2.95) is closer to 3 (neutral), which indicates that most of the respondents have selected the option of "neutral" or some respondents have selected the option "agree" and few respondents have selected other options as well. In conclusion, most of the customers have a neutral stance on the statement that the purchase intention of customers for laptops is influenced by the price of laptop rather than the brand of laptop.

A standard deviation of above 1 (1.425) shows extremely high variation in the responses of customers. Although majority of the respondents have shown their indifferent or neutral stance to the statement, some of the respondents may have still selected wide varieties of options such as strongly agree, strongly disagree, disagree and agree.

The descriptive analysis of the statement "I intend to purchase the laptop which enhances my image among my colleagues" with a mean of 2.19 and standard deviation of 1.043 on a 5-point Likert scale (where, 1 = strongly agree, 5 = strongly disagree) contributes a lot to understand the role of the customer's image enhancing factor of laptop on the purchase intention for the laptop.

A mean score of 2.19 is pointing out that, on average, most of the respondents agree that they intend to buy the laptop which enhances their image or status among their colleagues. The mean (2.19) is closer to 2 (agree), which indicates that most of the respondents have selected the option of "agree" or some have selected the option "neutral" and few respondents have selected other options as well. In conclusion, most of the respondents agree that they intend to buy such laptop which enhances their image or status among their colleagues, i.e. they intend to buy laptop with good brand image.

A standard deviation of above 1 (1.043) is relatively high which shows high variation in the responses of respondents. Although majority of the respondents have shown their

agreement to the statement, some of the respondents may have still selected options or responses such as neutral, disagree and so on.

The descriptive analysis of the statement "I intend to purchase the laptops of company which engages in corporate social responsibility (CSR) activities" with a mean of 2.68 and standard deviation of 1.292 on a 5-point Likert scale (where, 1 = strongly agree, 5 = strongly disagree) contributes a lot to understand the role of company's engagement in CSR activities on the purchase intention for the laptop.

A mean score of 2.68 is pointing out that, on average, most of the respondents have a neutral stance on the statement that customers intend to buy laptop from the company with high engagement in CSR activities. The mean (2.68) is closer to 3 (neutral), which indicates that most of the respondents have selected the option of "neutral" or some have selected the option "agree" and few have selected other options as well. In conclusion, most of the customers have a neutral stance on the statement that purchase intention of customers for the laptop is influenced by the involvement of company in CSR activities.

A standard deviation of above 1 (1.292) shows extremely high variation in the responses of customers. Although majority of the respondents have shown their neutral stance to the statement, some of the respondents may have still selected wide varieties of options such as strongly agree, strongly disagree, disagree and agree.

Table 6. Descriptive Analysis of Sales Promotion on Purchase Intention for Laptops

Code	Statements	Mean	Std. Deviation
SP1	The free shipping facilities for the laptops offered by the company influences my purchase intention.	2.78	1.437
SP2	The discount schemes on the purchase of laptops offered by the company influences my purchase intention.	2.32	1.164
SP3	I intend to purchase the laptops of company that provides gifts such as free earphone, pen drive and so on along with the laptop.	2.16	1.040
SP4	I intend to purchase the laptops that are demonstrated in the exhibitions.	3.51	1.446
SP5	I intend to purchase the laptops of company that provides exchange offers.	2.26	1.121

Source: SPSS Output

Table 6 shows the descriptive analysis of role of sales promotion on the purchase intention of customers towards laptops in Kathmandu.

The descriptive analysis of the statement "The free shipping facilities for the laptops offered by the company influences my purchase intention" with a mean of 2.78 and standard deviation of 1.437 on a 5-point Likert scale (where, 1 = strongly agree, 5 = strongly disagree) helps to understand the role of free shipping facilities on the purchase intention of customers towards the laptop.

A mean value of 2.78 is pointing out the fact that, on average, most of the respondents have a neutral stance to the statement that customers intend to buy laptop of the company providing free shipping facilities. The mean (2.78) is closer to 3 (neutral), which indicates that most of the respondents have selected the option of "neutral" or some have selected the option of "agree" and few have selected other options as well. In conclusion, most of the respondents have a neutral stance to the statement that free shipping facilities for the laptops offered by the company influences the purchase intention for laptops.

The standard deviation measures how much the responses of the respondents spread or deviate from its mean value. A standard deviation of above 1 (1.437) is relatively high which shows high variation in the responses of customers: deviated, different and non-consistent opinions or responses of the customers. Although majority of the respondents have shown their neutral stance to the statement, some of the respondents may have still selected options or responses such as strongly agree, disagree and strongly disagree.

The descriptive analysis of the statement "The discount schemes on the purchase of laptops offered by the company influences my purchase intention" with a mean of 2.32 and standard deviation of 1.164 on a 5-point Likert scale (where, 1 = strongly agree, 5 = strongly disagree) contributes a lot to understand the role of discount on purchase of laptop granted by the company on the purchase intention for the laptop.

A mean value of 2.32 indicates that, on average, most of the respondents agree that they are enticed to buy the laptop if they are provided some amount of discount. The mean (2.32) is closer to 2 (agree), which indicates that most of the respondents have selected the option of "agree" or some have selected the option "neutral" and few have selected other options as well. In conclusion, most of the customers agree that their purchase intention for a laptop is influenced by the discount offers granted by the company on the purchase of laptop.

A standard deviation of above 1 (1.164) is relatively high which shows high variation in the responses of customers. Although majority of the respondents have shown their

agreement to the statement, some of the respondents may have still selected options or responses such as, neutral, strongly disagree and so on.

The descriptive analysis of the statement "I intend to purchase the laptops of company that provides gifts such as free earphone, pen drive and so on along with the laptop" with a mean of 2.16 and standard deviation of 1.040 on a 5-point Likert scale (where, 1 = strongly agree, 5 = strongly disagree) contributes a lot to understand the role of free gifts provided by the sellers on the purchase intention of customers towards the laptop.

A mean score of 2.16 clearly indicates that, on average, most of the respondents agree that they are enticed by the free gifts, such as earphones, pen drive and so on to buy laptop. The mean (2.16) is closer to 2 (agree), which indicates that most of the respondents have selected the option of "agree" or some respondents have selected the option " neutral" and few respondents have selected other options as well. In conclusion, most of the customers agree that their purchase intention for laptop is influenced by the free gifts, such as earphones, pen drive and so on provided by the company.

A standard deviation of above 1 (1.040) is slightly high which shows slightly high variation in the responses of customers. Although majority of the respondents have shown their agreement to the statement, some of the respondents may have still selected options or responses such as strongly agree, neutral and so on.

The descriptive analysis of the statement "I intend to purchase the laptops that are demonstrated in the exhibitions" with a mean of 3.51 and standard deviation of 1.446 on a 5-point Likert scale (where, 1 = strongly agree, 5 = strongly disagree) contributes a lot to understand the role of laptop demonstrations at exhibitions on the purchase intention of customers towards the laptop being showcased.

A mean value of 3.51 indicates that, on average, most of the respondents disagree that their purchase intention for laptops is influenced by laptop demonstrations at exhibitions. The mean (3.51) is closer to 4 (disagree), which indicates that most of the respondents have selected the option of "disagree" or some have selected the option "neutral" and few have selected other options as well. In conclusion, most of the respondents disagree that they intend to buy laptop by being influenced from laptop demonstrated at exhibitions.

A standard deviation of above 1 (1.446) is extremely high which shows very high variation in the responses of customers. Although majority of the respondents have shown their disagreement to the statement, some of the respondents have highly varied opinions

regarding the statement: some respondents may have selected options such as strongly agree (meaning they are strongly likely to purchase laptops demonstrated at exhibitions) and some respondents may have selected option “strongly disagree” (meaning they are strongly unlikely to purchase laptops demonstrated at exhibitions).

The descriptive analysis of the statement "I intend to purchase the laptops of company that provides exchange offers" with a mean of 2.26 and standard deviation of 1.121 on a 5-point Likert scale (where, 1 = strongly agree, 5 = strongly disagree) helps to understand the role of exchange offers on the purchase intention of customers for the laptop.

A mean score of 2.26 is pointing out that, on average, most of the respondents agree that their intention to buy laptop is heavily influenced by the exchange offers. The mean (2.26) is closer to 2 (agree), which indicates that most of the respondents have selected the option of "agree" while some have selected the option "neutral" and few have selected other options as well. In conclusion, most of the respondents agree that their purchase intention for laptop is influenced by the exchange offers provided by the company.

A standard deviation of above 1 (1.121) is relatively high which shows a high variation in the responses of customers. Although majority of the respondents have shown their agreement to the statement, some of the respondents may have still selected options or responses such as neutral, strongly agree, disagree and strongly disagree.

Table 7. Descriptive Analysis of Personal Selling on Purchase Intention for Laptops

Code	Statements	Mean	Std. Deviation
PS1	The behavior of the sales representative of laptops affects my purchase intention.	2.70	1.046
PS2	I intend to purchase the laptop on the basis of features of laptops explained by the sales representative.	1.90	1.072
PS3	Persuasion ability of the sales representative to purchase laptop influences my purchase intention.	2.69	1.184
PS4	I intend to purchase the laptop that is well presented by the sales representative.	2.67	1.276
PS5	I intend to purchase laptop from the sales representative who listens and answers my queries regarding laptop.	2.08	1.027

Source: SPSS Output

Table 7 shows the descriptive analysis of role of personal selling on the purchase intention of customers towards laptops in Kathmandu.

The descriptive analysis of the statement "The behavior of the sales representative of laptops affects my purchase intention" with a mean of 2.70 and standard deviation of 1.046 on a 5-point Likert scale (where, 1 = strongly agree, 5 = strongly disagree) contributes a lot to understand the role of manners or behavior of the sales representative of laptops on the purchase intention for the laptop.

A mean value of 2.70 indicates that, on average, most of the respondents have a neutral stance towards the statement that customers are influenced by the behavior of sales representative to buy the laptop. The mean (2.70) is closer to 3 (neutral), which indicates that most of the respondents have selected the option of "neutral" or some have selected the option "agree" and few have selected other options as well. In conclusion, most of the respondents are indifferent to the statement that their purchase intention for a laptop is influenced by the behavior of sales representative.

The standard deviation measures how much the responses of respondents spread or deviate from its mean value. A standard deviation of above 1 (1.046) is slightly high which shows slightly high variation in the responses of customers. Although majority of the respondents have shown their neutral or indifferent stance to the statement, some of the respondents may have still selected options such as agree, disagree and so on.

The descriptive analysis of the statement "I intend to purchase the laptop on the basis of features of laptops explained by the sales representative" with a mean of 1.90 and standard deviation of 1.072 on a 5-point Likert scale (where, 1 = strongly agree, 5 = strongly disagree) contributes a lot to understand the role of ability of sales representative to elaborate the features of laptop on the purchase intention of customers for the laptop.

A mean value of 1.90 indicates that, on average, most of the respondents agree that they are convinced to buy the laptop if they are properly explained by the sales representative about the features of laptop. The mean (1.90) is closer to 2 (agree), which indicates that most of the respondents have selected the option of "agree" or some have selected the option "strongly agree" and few have selected other options as well. In conclusion, most of the respondents agree that their purchase intention of laptop is influenced by the ability of sales representative to elaborate the features of laptop.

A standard deviation of above 1 (1.072) is slightly high which shows slightly high variation in the responses of customers. Although majority of the respondents have shown

their agreement to the statement, some of the respondents may have still selected options or responses such as, neutral, strongly agree and so on.

The descriptive analysis of the statement "Persuasion ability of the sales representative to purchase laptop influences my purchase intention" with a mean of 2.69 and standard deviation of 1.184 on a 5-point Likert scale (where, 1 = strongly agree, 5 = strongly disagree) assists to comprehend the relationship between purchase intention of customers and ability of the sales representative to convince the customers to purchase laptop.

A mean value of 2.69 indicates that, on average, most of the respondents have a neutral stance towards the statement that customers are influenced by the persuasion ability of sales representative to buy the laptop. The mean (2.69) is closer to 3 (neutral), which indicates that most of the respondents have selected the option of "neutral" or some have selected the option "agree" and few have selected other options as well. In conclusion, most of the respondents are indifferent that their purchase intention is influenced by the ability of the sales representative to convince the customers to purchase laptop.

A standard deviation of above 1 (1.184) is relatively high which shows high variation in the responses of customers. Although majority of the respondents have shown their neutral or indifferent stance to the statement, some of the respondents may have still selected options such as agree, disagree and so on.

The descriptive analysis of the statement "I intend to purchase the laptop that is well presented by the sales representative" with a mean of 2.67 and standard deviation of 1.276 on a 5-point Likert scale (where, 1 = strongly agree, 5 = strongly disagree) contributes a lot to understand the role of the ability of sales representative to provide detailed, convincing and lucrative explanation and presentation of the benefits of laptop on the purchase intention for the laptop.

A mean value of 2.67 indicates that, on average, most of the respondents have a neutral stance towards the statement that customers are influenced to buy the laptop provided that the ability of sales representative to present the benefits of laptop is attractive. The mean (2.67) is closer to 3 (neutral), which indicates that most of the respondents have selected the option of "neutral" or some have selected the option "agree" and few have selected other options as well. In conclusion, most of the customers are indifferent to the statement that their purchase intention for a laptop is influenced by the ability of sales representative to present the benefits of the laptop attractively.

A standard deviation of above 1 (1.276) is relatively high which shows high variation in the responses of customers. Although majority of the respondents have shown their neutral or indifferent stance to the statement, some of the respondents may have still selected options such as agree, disagree and so on.

The descriptive analysis of the statement "I intend to purchase laptop from the sales representative that listens and answers my queries regarding laptop" with a mean of 2.08 and standard deviation of 1.027 on a 5-point Likert scale (where, 1 = strongly agree, 5 = strongly disagree) contributes a lot to understand the role of listening and responding ability of the sales representative on the purchase intention of customers for the laptop.

A mean value of 2.08 indicates that, on average, most of the respondents agree that they are convinced to buy the laptop if their questions or queries about the laptop are actively listened to and dealt with by the sales representative. The mean (2.08) is closer to 2 (agree), which indicates that most of the respondents have selected the option of "agree" or some respondents have selected the option "neutral" and few respondents have selected other options as well. In conclusion, most of the customers agree that their purchase intention of a laptop is influenced by the ability of sales representative to listen, handle and answer their questions about the laptop.

A standard deviation of above 1 (1.027) is slightly high which shows slightly high variation in the responses of customers. Although majority of the respondents have shown their agreement to the statement, some of the respondents may have still selected options or responses such as neutral, strongly agree and so on.

Table 8. Descriptive Analysis of Promotion Mix on Purchase Intention for Laptops

Code	Statements	Mean	Std. Deviation
PI1	Advertisement influences my purchase intention for laptop.	1.96	1.054
PI2	Brand image of laptop influences my purchase intention.	2.54	1.139
PI3	Sales promotion influences my purchase intention for laptop.	3.04	1.131
PI4	Personal selling influences my purchase intention for laptop.	2.62	1.215

Source: SPSS Output

Table 8 shows the descriptive analysis of the role of promotion mix on the purchase intention of customers towards laptops in Kathmandu.

The descriptive analysis of the statement "Advertisement influences my purchase intention for laptop" with a mean of 1.96 and standard deviation of 1.054 on a 5-point Likert scale (where, 1 = strongly agree, 5 = strongly disagree) is as follows;

A mean value of 1.96 indicates that, on average, most of the respondents agree that advertisement influences their purchase intention for laptops. The mean (1.96) is closer to 2 (agree), which indicates that most of the respondents have selected the option of "agree" or some have selected the option "strongly agree" and few have selected other options. Hence, most of the customers agree that advertisement influences their purchase intention for a laptop.

A standard deviation of above 1 (1.054) is slightly high which shows slightly high variation in the responses of customers. Although majority of the respondents have shown their agreement to the statement, some of the respondents may have still selected options or responses such as strongly agree, disagree and so on.

The descriptive analysis of the statements "Brand image of laptop influences my purchase intention" with a mean of 2.54 and standard deviation of 1.139, "Sales promotion influences my purchase intention for laptop" with a mean of 3.04 and standard deviation of 1.131 and "Personal selling influences my purchase intention for laptop" with a mean of 2.62 and standard deviation of 1.215 on a 5-point Likert scale (where, 1 = strongly agree, 5 = strongly disagree) are as follows;

A mean value of 2.54, 3.04 and 2.62 indicates that, on average, most of the respondents have a neutral stance towards the statements that customers are influenced by brand image, sales promotion and personal selling to buy the laptop. The means (2.54, 3.04 and 2.62) are closer to 3 (neutral) which indicates that most of the respondents have selected the option of "neutral" or some have selected the option "disagree" and few have selected other options as well. In conclusion, most of the customers are indifferent to the statements that their purchase intention for a laptop is influenced by brand image, sales promotion and personal selling respectively.

In aforementioned three statements, standard deviations of above 1 (1.139, 1.131 and 1.215) are relatively high which shows high variation in the responses of customers. Although majority of the respondents have shown their neutral stance to the aforementioned three statements, some of the respondents may have still selected options such as agree, strongly disagree and so on.

4.1.2.2 Correlation Analysis

Correlation analysis has been used as a data analysis tool in this research study to examine and analyze the degree of relationship between an independent variable: promotion mix (advertisement, brand image, sales promotion and personal selling) and a dependent variable: purchase intention of customers towards the laptop in Kathmandu.

Table 9. Correlations

		Purchase Intention	Advertisement	Brand Image	Sales Promotion	Personal Selling
Purchase Intention	Pearson Correlation Sig. (2- tailed)	1				
Advertisement	Pearson Correlation Sig. (2- tailed)	0.098	1			
Brand Image	Pearson Correlation Sig. (2- tailed)	0.631	0.168	1		
Sales Promotion	Pearson Correlation Sig. (2- tailed)	0.568	0.155	0.375	1	
Personal Selling	Pearson Correlation Sig. (2- tailed)	0.391	0.199	0.380	0.189	1

Source: SPSS Output

Table 9 shows the use of *Pearson correlation coefficients* to find out the direction and degree or strength of relationship of each independent variables (advertisement, brand image, sales promotion and personal selling) with a dependent variable (purchase intention for laptops in Kathmandu). Besides, the table 9 also shows *Significant (2-tailed) values*, which derives p-values to use it as a basis for determining the statistical significance of each correlation, finding out the significant difference or relationship between each independent variables and dependent variable as well as for accepting/rejecting the hypotheses which were previously developed in Chapter I.

The results obtained and displayed in Table 9 are elaborated and analyzed below:

- The correlation between advertisement and purchase intention is 0.098 which is less than 0.1 (i.e. $r < 0.1$). This indicates that advertisement and purchase intention are positively correlated but are close to no correlation while the degree or strength of relationship between them is very weak, i.e. change in advertisement does not affect or change the purchase intention for laptops in Kathmandu.
- The correlation between brand image and purchase intention is 0.631 which is greater than 0.6 (i.e. $r > 0.6$) which shows that brand image and purchase intention are positively correlated and the degree or strength of relationship between them is strong. Due to the positive and strong correlation between the variables, increment in brand image causes increment of purchase intention for laptops in Kathmandu.
- The correlation between sales promotion and purchase intention is 0.568 which is between 0.3 and 0.6 (i.e. $0.3 < r < 0.6$) but is close to 0.6 (strong correlation). This indicates that sales promotion and purchase intention are positively correlated and the degree or strength of relationship between them is moderate with more inclination to strong relationship. Due to the positive and moderate correlation between sales promotion and purchase intention, increment in sales promotion activities for laptops causes increment of purchase intention for laptops.
- The correlation between personal selling and purchase intention is 0.391 which lies between 0.3 and 0.6 (i.e. $0.3 < r < 0.6$) but is close to 0.3 (weak correlation). This shows that personal selling and purchase intention are positively correlated but the degree or strength of relationship between them is moderate with more inclination to weak relationship. Due to the positive and weak correlation between personal selling and purchase intention, increment in personal selling activities also causes increment of purchase intention for laptops.

In summary, the correlation analysis discovered that brand image ($r = 0.631$) and sales promotion ($r = 0.568$) play the most significant and important role on enhancing the purchase intention for laptops in Kathmandu. However, personal selling ($r = 0.391$) also plays important but moderate role to enhance the purchase intention for laptops in Kathmandu moderately while advertisement ($r = 0.098$) has negligible influence on enhancing the purchase intention for laptops in Kathmandu.

4.1.2.3 Linear Regression Analysis

The linear regression analysis has been used as a data analysis tool in this research study to analyze the magnitude of impact of each independent variables (advertisement, brand image, sales promotion and personal selling) on the dependent variable (purchase intention for laptops in Kathmandu).

Table 10. Linear Regression

Independent Variables	Unstandardized Coefficients		Standardized Coefficients		Sig.
	β	Std. Error	Beta	t	
Advertisement	-0.095	0.049	-0.068	-1.955	0.051
Brand Image	0.460	0.041	0.435	11.230	0.000
Sales Promotion	0.422	0.040	0.384	10.509	0.000
Personal Selling	0.148	0.033	0.166	4.516	0.000

Dependent Variable: Purchase Intention

Source: SPSS Output

Table 10 shows the linear regression model which makes the use of co-efficient of regression “ β ” in order to examine and analyze the magnitude of impact of each independent variables (advertisement, brand image, sales promotion and personal selling) on the dependent variable (purchase intention for laptops in Kathmandu).

The results obtained and displayed in Table 10 are elaborated and analyzed below:

- The coefficient of regression between advertisement and purchase intention is -9.5%, i.e. ($\beta = -9.5\%$). This implies that for every 1% increment in advertisement (for instance, spending or frequency), there occurs 9.5% reduction of purchase intention on average, holding all other variables constant. This indicates an inverse relationship between these variables, indicating that higher advertisement efforts cause decline of customer’s intention to purchase laptops in Kathmandu.
- The coefficient of regression between brand image and purchase intention is 46%, i.e. ($\beta = 46\%$). This implies that for every 1% increment in brand image (for instance, favorable customer perception or enhanced brand reputation), there occurs 45.96% increment of purchase intention on average, holding all other variables constant. This signifies a positive, strong and direct relationship between brand image and purchase intention, indicating the strongest impact of brand image on the purchase intentions of customers for laptops in Kathmandu.

- The coefficient of regression between sales promotion and purchase intention is 42.2%, i.e. ($\beta = 42.2\%$). This implies that for every 1% increment in sales promotion efforts (for instance, discounts, or free shipping facilities), there occurs 42.19% increment of purchase intention on average, holding all other variables constant. This signifies a positive, strong and direct relationship between sales promotion and purchase intention, indicating the strong impact of sales promotion on the purchase intentions of customers for laptops in Kathmandu.
- The coefficient of regression between personal selling and purchase intention is 14.8%, i.e. ($\beta = 14.8\%$). This implies that for every 1% increment in personal selling efforts (for instance, good behavior of sales representative, their explaining and persuasion ability), there occurs 14.76% increment of purchase intention on average, holding all other variables constant. This signifies a positive and direct relationship between personal selling and purchase intention, indicating the small impact of personal selling on the purchase intentions of customers for laptops in Kathmandu, in comparison to the impact of brand image and sales promotion.
- In summary, out of all independent variables or promotional tools, brand image has the most significant impact on purchase intention, causing the highest increment of purchase intention for laptops in Kathmandu.
- Sales promotion also has the significant impact on purchase intention, causing the second highest increment of purchase intention for laptops after brand image.
- Personal selling has the moderate but weak impact on the purchase intention, causing small increment of purchase intention for laptops in Kathmandu while advertisement has the negative impact on purchase intention, causing reduction of purchase intention for laptops in Kathmandu by an increase in advertisement.

In summary, the linear regression analysis discovered that brand image ($\beta = 46\%$) has the most significant impact on enhancing the purchase intention for laptops in Kathmandu. Similarly, sales promotion ($\beta = 42.2\%$) has the second most significant impact on enhancing the purchase intention for laptops in Kathmandu. However, personal selling ($\beta = 14.8\%$) has the moderate but low or small impact on enhancing the purchase intention for laptops in Kathmandu while advertisement ($\beta = -9.5\%$) has the negative impact on the purchase intention for laptops in Kathmandu.

Table 11. R-Square (R²) Test

R	R-Square	Adjusted R-Square	Std. Error of the Estimate
.743 ^a	0.551	0.547	0.49740
Predictors: Personal Selling, Sales Promotion, Advertisement and Brand Image			

Source: SPSS Output

Table 11 shows R-square, i.e. R² value equal to 0.551. This implies that 55.1% of the impact or variation in purchase intention is explained or caused by promotion mix, i.e. by the integrated impact of brand image, sales promotion, personal selling and advertisement whereas 44.9% of the variation in purchase intention is unexplained or caused by other factors, which could be product price, its features, online reviews and so on. This makes the promotion mix, a strong predictor of purchase intention for laptops in Kathmandu.

Finally, linear regression analysis including R² test observed, discovered or found that the role and impact of promotion mix on the customer's purchase intention for laptops in Kathmandu was positive, strong and significant.

4.1.2.4 Hypothesis Testing

The alternative hypotheses (H1, H2, H3 and H4) that were previously developed in Chapter I are tested in this section with the help of level of significance and significant (2-tailed) values which are obtained as results and displayed in Table 9.

- The level of significance between advertisement and purchase intention is 0.051 which is greater than 0.05 ($p > 0.05$) which shows that there is no significant relationship between advertisement and purchase intention for laptops in Kathmandu. Therefore, alternative hypothesis: H₁ is rejected.
- The level of significance between (brand image, sales promotion and personal selling) and purchase intention are all equal to 0.000 which are all less than 0.05 ($p < 0.05$) which shows that there exists significant relationships of brand image, sales promotion and personal selling with the purchase intention for laptops in Kathmandu. Therefore, all alternative hypotheses: H₂, H₃ and H₄ are accepted.

Hence, it is observed, discovered or found that brand image, sales promotion and personal selling have statistically significant relationship with purchase intention for laptops in Kathmandu ($p < 0.05$). However, advertisement does not have a statistically significant relationship with purchase intention for laptops in Kathmandu ($p > 0.05$).

4.2 Discussion

The objective of this study was to examine the role of promotion mix (advertisement, brand image, sales promotion and personal selling) on purchase intention for laptops in Kathmandu. For the collection of data, structured questionnaires were distributed to 400 respondents, representing the target population. Similarly, correlation, linear regression and descriptive statistics were used to analyze the data in order to derive conclusions and major findings of the study, which are synthesized, evaluated and interpreted below:

The descriptive analysis of advertisements found that online ads and television ads significantly influenced purchase intentions while the traditional forms of ads, such as radio, outdoor and newspaper ads did not influence the purchase intentions for laptops in Kathmandu. Hence, it concluded that advertisement does not have significant relationship with the purchase intentions for laptops in Kathmandu, which contradicts with Arshad and Aslam (2015) who concluded that advertisements significantly enhance the consumer's purchase intentions and decisions.

The descriptive analysis of brand image found that good corporate image, its high credibility, durability of laptop and image or status enhancing factor of the laptop significantly influence the purchase intentions while corporate social responsibility (CSR) activities of the company and price of laptop did not influence the purchase intentions for laptops in Kathmandu. Hence, it concluded that brand image significantly influences the purchase intentions for laptops in Kathmandu, which is consistent with Haitao (2022) who concluded that brand image and product quality enhances the brand reputation, which indirectly enhances the purchase intention of customers.

The descriptive analysis of sales promotion found that exchange offers, discount schemes and free gifts, such as pen drive, earphones significantly influence the purchase intentions while laptop demonstration at exhibitions and free shipping facility provided by the company did not influence the purchase intentions for laptops in Kathmandu. Hence, it concluded that sales promotion influences the purchase intentions for laptops in Kathmandu, which is consistent with Mehta and Aggarwal (2020) who concluded that sales promotion tool: bundling offers enhances the customer's perceived value, which automatically leads to higher purchases.

The descriptive analysis of personal selling found that the explaining, listening and answering ability of sales representative significantly influence purchase intentions while

their behavior, persuasion and presentation ability did not influence purchase intentions for laptops in Kathmandu. Hence, it concluded that personal selling significantly influences purchase intentions for laptops in Kathmandu, which is consistent with Kulkarni and Shah (2021) who concluded that personal selling or video demonstrations provide transparency, which increases consumer confidence and their intent to purchase.

In addition, the correlation and linear regression analysis found that brand image ($r = 0.631$ and $\beta = 46\%$) and sales promotion ($r = 0.568$ and $\beta = 42.2\%$) have the most beneficial and influencing role and impact on enhancing the purchase intention. However, personal selling ($r = 0.391$ and $\beta = 14.8\%$) has moderate role and small impact on enhancing the purchase intention while advertisement ($r = 0.098$ and $\beta = -9.5\%$) has negligible and negative impact on the purchase intention for laptops in Kathmandu. Further, R-square model found that 55.1% of the impact or variation in purchase intention is explained and caused by promotion mix and its tools, which makes promotional tools, the strong and robust predictor of purchase intention for laptops in Kathmandu.

The findings of this research study are consistent with Rai and Rai (2020); Rao and Desai (2020) which observed the existence of strong, significant and positive influence of brand image on the purchase intention for laptops. The alignment of the findings of this research study with Rai and Rai (2020) is because the local laptop customers in Kathmandu focus more on the brand image and its trustworthiness while intending to buy a laptop. Since laptop is highly expensive, customers in Kathmandu consider buying durable laptops which can only be guaranteed by positive brand image of a laptop, which helps the brand image to influence the purchase intention positively and strongly.

The findings of this research study are consistent with Sinha and Rao (2021); Chauhan and Singh (2018) which found that sales promotion tools, such as retail store promotions, referral discounts, exchange offers, free shipping facilities, etc. simulates the intent of the customers to purchase a product. The consistency of the finding of this study with the findings of aforementioned studies is because local customers in Kathmandu wait for some sales promotion offers, such as heavy discount offers on festivals such as Dashain, Tihar, Christmas or on some events such as new year while intending to buy a laptop in order to save some expenses by grabbing special discount offers on such events and festivals. Besides, price sensitive customers in Kathmandu generally have a favorable and positive response to sales promotions offers that reduce the financial stress, especially for

an expensive product like laptop. Besides, sales promotions tools make laptops feel more affordable for local customers in Kathmandu, which entices the customers to buy laptop.

The findings of this study are partially consistent with Meng et al. (2021); Shirisha and Sucharitha (2017) because this study found that personal selling has moderate and small influence on purchase intentions; however, Meng et al. (2021); Shirisha and Sucharitha (2017) found that the degree of influence of personal selling on purchase intentions was extremely immense. The findings of this study align partially with the findings of aforementioned studies because customers perceive that sales representative tend to hide disadvantages of the product and deliver only positive information or advantages of the product. Hence, customers rely heavily on their own research of laptops while intending to buy a laptop instead of trusting the sales representative. Generally, customers are familiar with the technical specifications of laptop, collect the genuine and relevant information about laptop through online reviews instead of trusting sales representative.

The findings of this study contradict with Arshad and Aslam (2015); Agarwal and Verma (2019) because this study found that advertisement has negative influence on purchase intentions; however, Arshad and Aslam (2015); Agarwal and Verma (2019) found that different types of advertisement, especially social media advertisement significantly influences the purchase intentions. The findings of this study contradict with the that of aforementioned studies probably because of oversupply and frequent unlimited screening of advertisements in the laptop market of Kathmandu which may have led local customers in Kathmandu feel irritated and distrusted the ads being over displayed, which made the effect of advertisement on their purchase intentions for laptops negative.

Hence, the discussion section of this research study concluded that the findings of this research study align fully, partially or even contradicts with the findings of aforementioned research studies and theoretical expectations and suppositions.

Finally, from the aforementioned discussions and analyses, it can be clearly observed that there exists strong, significant and positive relationship between promotion mix and purchase intention of customers towards laptops in Kathmandu. In other words, promotion mix plays strong, significant and positive role to influence the purchase intention of customers towards laptops in Kathmandu.

CHAPTER V

SUMMARY AND CONCLUSION

5.1 Summary

The research study has been carried out to examine the role of promotion mix (advertisement, brand image, sales promotion and personal selling) on the purchase intention for laptops in Kathmandu. In the competitive era recognized by the speedy technological advancement, the need of the diverse local residents in Kathmandu for laptops has been growing at an alarming rate. Hence, this research study not only facilitates an in-depth comprehension of the role of promotion mix: each promotional tools on the purchase intention of customers for laptops in Kathmandu but also prioritizes the promotional tools from the most effective to the least effective. This helps the laptop companies to understand the effective use of promotional tools to influence the customer's purchase intention for laptops as well as helps them to survive, thrive and excel in this competitive laptop market. Besides, this research study fulfills the research gap by including the missing variables that are uncovered or missed to be included by the previous researchers in their research studies about the relationship between promotion mix and purchase intention for laptops. Further, this research study aims to fulfill other research gap by conducting research study about the role of promotion mix on purchase intention for laptops in Kathmandu city by including the influence of unique cultural and local factors in Kathmandu on customer's purchase intention for laptops which were not covered by the previous researchers in their respective research studies.

The general objective of the research study is to examine the role of promotion mix (advertisement, brand image, sales promotion and personal selling) on the purchase intention for laptops in Kathmandu. The research study has followed the descriptive research design to carry out the overall research activities and explain the situation or scenario regarding the research topic of this research study. Structured questionnaires have been distributed to 400 respondents in Putalisadak, Kathmandu for collecting the data about the research topic. Descriptive statistics, correlation and linear regression analysis have been used as data analysis tools to analyze the collected data to examine the relationship between promotion mix and purchase intention for laptops in Kathmandu.

The major findings of this research study are listed, organized and explained below:

- The descriptive analysis of advertisements concluded that on average, most of the respondents are neutral to the statement that advertisements influence the purchase intentions for laptops in Kathmandu. The alternative hypothesis, H1 has been rejected. The correlation between advertisement and purchase intention was found to be positive and very weak with almost no correlation, i.e. ($r = 0.098$). The coefficient of regression between advertisement and purchase intention was negative, i.e. ($\beta = -9.5\%$). Hence, descriptive, linear regression, p-value analysis and correlation analysis concluded that advertisement does not have significant relationship with purchase intentions for laptops in Kathmandu.
- The descriptive analysis of brand image concluded that on average, most of the respondents agree that brand image significantly influence the purchase intentions for laptops in Kathmandu. The alternative hypothesis, H2 has been accepted. The correlation between brand image and purchase intention was found to be positive and very strong, i.e. ($r = 0.631$). The coefficient of regression between brand image and purchase intention was found to be positive, huge or strong, i.e. ($\beta = 46\%$). Hence, descriptive, linear regression and correlation analysis concluded that out of four promotional tools, brand image has the strongest, significant and positive relationship with the purchase intentions for laptops in Kathmandu.
- The descriptive analysis of sales promotion concluded that on average, most of the respondents agree that sales promotion influences the purchase intentions for laptops in Kathmandu. The alternative hypothesis, H3 has been accepted. The correlation between sales promotion and purchase intention was found to be positive and moderate with huge inclination to strong correlation ($r = 0.568$). The coefficient of regression between sales promotion and purchase intention was found to be positive and strong or huge, i.e. ($\beta = 42.2\%$). Hence, descriptive, linear regression and correlation analysis concluded that sales promotion has significant, positive and almost strong relationship with the purchase intentions for laptops in Kathmandu.
- The descriptive analysis of personal selling concluded that on average, most of the respondents agree that personal selling influences the purchase intention for laptops in Kathmandu. The alternative hypothesis, H4 has been accepted. The correlation between personal selling and purchase intention was found to be

positive and moderate with more inclination to weak correlation ($r = 0.391$). The coefficient of regression between personal selling and purchase intention was found to be positive but small or weak, i.e. ($\beta = 14.8\%$). Hence, descriptive, linear regression and correlation analysis concluded that personal selling has moderate but weak, significant and positive relationship with the purchase intention for laptops in Kathmandu.

The aforementioned findings have answered all the research questions that were raised in the previous chapters. These findings accepted alternative hypotheses: H2, H3 and H4 hypotheses stating the existence of significant relationship of brand image, sales promotion and personal selling with the purchase intentions for laptops in Kathmandu. However, these findings rejected alternative hypothesis: H1 claiming the existence of significant relationship between advertisement and the purchase intentions for laptops in Kathmandu. The descriptive, linear regression and correlation analysis concluded that the relationship between promotion mix and purchase intention for laptops in Kathmandu is positive, strong and significant. However, the degree of influence of each promotional tools is different because brand image and sales promotion have the strong influence on the purchase intentions for laptops in Kathmandu, personal selling has moderate but weak influence on the purchase intentions for laptops in Kathmandu while the advertisement has negligible influence on the purchase intentions for laptops in Kathmandu.

5.2 Conclusion

The study concluded that brand image and sales promotion had positive, strong and significant role and impact on the purchase intention; however, personal selling had positive but weak role and small impact on the purchase intention whereas advertisement had positive but negligible and negative impact on the purchase intention for laptops in Kathmandu. On the basis of p-value analysis, significant relationship of brand image, sales promotion and personal selling with the purchase intention for laptops in Kathmandu was observed. However, no significant relationship between advertisement and purchase intention for laptops in Kathmandu was observed.

With the help of data analysis and major findings, the study concluded that there exists strong, significant and positive relationship between promotion mix and the purchase intention of customers towards laptops in Kathmandu. Hence, promotion mix plays a vital and significant role in influencing the purchase intention for laptops in Kathmandu.

5.3 Implications

The research study on “**Role of Promotion Mix on Purchase Intention for Laptops in Kathmandu**” was conducted to examine the relationship between promotion mix and purchase intention for laptops in Kathmandu, which was found to be positive, strong and significant.

The major implications of this research study are listed and explained below:

- **For Businesses:** The companies in Kathmandu should prioritize the most on enhancing the brand image by investing the most in creating, maintaining and sustaining a strong and positive brand image. The balanced use of other promotion mix tools, focusing more on price discounts, exchange offers, promoting two-way conversations and healthy discussion of sales representative with customers is most likely to maximize the effect on purchase intentions for laptops.
- **For Retailers:** Retailers in Kathmandu should enhance their personal selling efforts by training sales representatives to explain the features and benefits of laptops clearly, control their temper and emotions while dealing with customers, behave nicely with customers, gain their trust as well as provide expert guidance, especially for high-value and high-tech products, such as laptop to increase their intention to buy the product.
- **For Advertisers:** In a modern, digital and competitive area like Kathmandu, advertisers should focus more on digital or online advertisement mediums, such as ads on social media platforms instead of traditional ads such as newspaper and radio ads. The more emphasis of laptop companies or advertisers on online or digital ads can probably influence the purchase intentions for laptops in Kathmandu to some extent.
- Laptop companies should provide utmost focus on creating, maintaining and sustaining good relationship with public, internal and external stakeholders and also on gaining customer’s trust, making the brand image strong and positive.
- Laptop companies should emphasize on carrying out repeated sales boost activities such as discounts, contests, free gifts, sales offers and so on while selling laptop through the intermediaries.

- Laptop companies should provide some importance to train their sales representative on improving their behavior, personality, attitude as well as improving their communication, presentation and persuasion skills. Besides, they should also increase sales representative's information and knowledge not only about laptops that they are trying to sell but also about the brand of laptops so that they could enhance the brand image as well.
- Laptop companies should not devote more time on advertisements to influence the customers' purchase intention in Kathmandu. But if they want to, they could focus on online advertisement mediums to influence purchase intention for laptops in Kathmandu to some extent. However, they should focus more on other promotional tools such as brand image, personal selling and sales promotion.

Hence, the research study provides guidelines to the laptop companies planning to sell laptops in Kathmandu about which promotional tools that they should use more to influence customers' purchase intention towards laptop and which promotional tools that they should use less or simply ignore. To summarize, laptop companies should use the combination of brand image, sales promotion and personal selling to influence customers' purchase intention towards laptop in Kathmandu. The laptop companies should use brand image the most, then, turn their focus more on using sales promotion and then after, make some but not more use of personal selling while promoting laptops to influence customer's purchase intention for laptops in Kathmandu. However, it is not wise and recommended for laptop companies to adopt advertisement for promoting customers' purchase intention towards laptop in Kathmandu.

The research framework of this research study, research design and the use of statistical data analysis tools provides a replicable model which can be used by future researchers to carry out the similar research studies in emerging markets. Besides, this research studies provides direction and valuable guidelines for carrying out the future research studies that explores the influence of digital marketing, unique and local cultural factors on the customer's behavior, their perception and their purchase intentions and purchase decisions in Kathmandu.

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ANNEX

Questionnaire

Dear Respondent,

I am Sunil Pudasaini, currently studying in the 4th semester of MBS (Master of Business Studies) program launched by Shanker Dev Campus.

I am conducting research on the topic “**Role of Promotion Mix on Purchase Intention for Laptops in Kathmandu**”.

This is a humble request to all the respondents to **fill up the questionnaire with the correct and accurate information**. Please be assured that **your identity will be maintained absolutely confidential** and the responses will be used only for the **academic purposes**.

Thank you for your cooperation, kind understanding and your valuable time.

Personal Information (Please, fill by making a tick mark in any one of the options below)

1) Gender

a) Male

b) Female

2) Age

a) Below 20

b) Between 20 and 25

c) Between 25 and 30

d) 30 and above

3) Occupation

a) Student

b) Government office

c) Private office

d) Business man

e) Self employed

f) Others

Please, tick the blank boxes following each of the particular statements below in which,

SA = Strongly Agree (1)

A = Agree (2)

N = Neutral (3)

D = Disagree (4)

SD = Strongly Disagree (5)

Codes	Statements	SA	A	N	D	SD
Codes	Advertisement					
AD1	Laptops advertised in the newspapers influence my purchase intention.					
AD2	I consider Radio advertisement of laptops as influencing factor of my purchase intention.					
AD3	Outdoor advertisements such as Bill board ads, ads in Interior and Exterior of buses and Transit influence my purchase intention for laptops.					
AD4	Television commercials related to the laptops influence my purchase intention.					
AD5	My purchase intention is heavily influenced by the online advertisements regarding the laptops.					
Codes	Brand Image					
PR1	I intend to purchase the laptops of company with good corporate image.					
PR2	I intend to purchase the laptops of company with high credibility.					

PR3	The durability of the laptop influences my purchase intention.					
PR4	The price of the laptop influences my purchase intention rather than its brand.					
PR5	I intend to purchase the laptop which enhances my image among my colleagues.					
PR6	I intend to purchase the laptops of company which engages in corporate social responsibility activities.					
Codes	Sales Promotion					
SP1	The free shipping facilities for the laptops offered by the company influences my purchase intention.					
SP2	The discount schemes on the purchase of laptops offered by the company influences my purchase intention.					
SP3	I intend to purchase the laptops of company that provides gifts such as free earphone, pen drive and so on after purchasing laptop.					
SP4	I intend to purchase the laptops that are demonstrated in the exhibitions.					
SP5	I intend to purchase the laptops of company that provides exchange offers.					
Codes	Personal Selling					
PS1	The behavior of the sales representative of laptops affects my purchase intention.					

PS2	I intend to purchase the laptop on the basis of features and attributes of laptops explained by the sales representative.					
PS3	Persuasion ability of the sales representative to purchase laptop influences my purchase intention.					
PS4	I intend to purchase the laptop that is well presented by the sales representative.					
PS5	I intend to purchase laptop from the sales representative who listens and answers my queries regarding laptop.					
Codes	Purchase Intention					
PI1	Advertisement influences my purchase intention for laptop.					
PI2	Brand image of laptop influences my purchase intention.					
PI3	Sales promotion influences my purchase intention for laptop.					
PI4	Personal selling influences my purchase intention for laptop.					

ROLE OF PROMOTION MIX ON PURCHASE INTENTION FOR...

By: Sunil Pudasaini

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ABSTRACT The researcher has conducted the study to examine the role of promotion mix (advertisement, brand image, sales promotion and personal selling) on the purchase intention for laptops in Kathmandu. Further, the researcher has used descriptive research design to carry out the study. Besides, the researcher has distributed structured questionnaire to 400 respondents for collecting the data. Similarly, the researcher has used correlation, linear regression and descriptive statistics for analyzing the data in order to derive major findings and conclusion of the study. The researcher has considered all the laptop users in Kathmandu as the population of the study and has taken laptop users from Putalisadak area as samples of the study. The researcher has used convenience sampling technique for selecting the sample. The research study discovered or observed or found the positive, strong and significant relationship between promotion mix and purchase intention for laptops in Kathmandu. However, the study observed no significant relationship of one variable of promotion mix, i.e. advertisement with the purchase intention for laptops in Kathmandu while the other variables, i.e. brand image, sales promotion and personal selling had significant relationship with purchase intention for laptops in Kathmandu. The research study concludes that there is significant role of promotion mix on the purchase intention for laptops in Kathmandu. The laptop company should focus on promoting the laptop by using brand image, personal selling and sales promotions heavily to enhance customer's purchase intention for laptops in Kathmandu. However, they should improve the quality of advertisements as well as should use only digital or online advertisement mediums and television advertisements if they desire to promote the laptop through advertisement in order to enhance customer's purchase intention for laptops in Kathmandu. Key words: Promotion mix, Purchase Intention, Laptops, Kathmandu. iii CHAPTER I INTRODUCTION 1.1 Background of the Study Promotion mix, a major component of the marketing mix, is a combination of promotional tools (brand image, advertising, sales promotion and personal selling) that are used by the marketers to aware and inform the customers about a product or service as well as their features) as well as to persuade the existing and potential customers of the company to purchase a product or service (Kotler, Armstrong and Opresnik, 2018). The components of promotion mix, often known as promotional tools, are brand image, advertisement, sales promotion and personal selling (Kotler and Keller, 2016). Advertisement is one of the promotional tools that generally uses an attractive and eye-catching message and information about the offerings of the company being promoted and uses persuasion to promote and positively influence