

CONSUMER BRAND ENGAGEMENT IN PURCHASING GADGETS

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CERTIFICATION OF AUTHORSHIP

I hereby corroborate that I have researched and submitted the final draft of dissertation entitled "**CONSUMER BRAND ENGAGEMENT IN PURCHASING GADGETS**". 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 this dissertation.

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REPORT OF RESEARCH COMMITTEE

Ms. Sagun Dumre has defended research proposal entitled "**CONSUMER BRAND ENGAGEMENT IN PURCHASING GADGETS**" successfully. The research committee has registered the dissertation for further progress. It is recommended to carry out the work as per suggestion and guidelines of supervisor Mikha Shrestha and submit the dissertation for evaluation and viva-voce examination.

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APPROVAL SHEET

We, the undersigned, have examined the dissertation entitled "**CONSUMER BRAND ENGAGEMENT IN PURCHASING GADGETS**" presented by Sagun Dumre, a candidate for the degree of Master of Business Studies (MBS Semester) and conducted the Viva voce examination of the candidate. We hereby certify that the dissertation is worthy of acceptance.

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TABLE OF CONTENTS

	Page No
<i>Title Page</i>	<i>i</i>
<i>Certification of Authorship</i>	<i>ii</i>
<i>Report of Research Committee</i>	<i>iii</i>
<i>Approval Sheet</i>	<i>iv</i>
<i>Acknowledgement</i>	<i>v</i>
<i>Table of Contents</i>	<i>vi</i>
<i>List of Tables</i>	<i>viii</i>
<i>List of Figure</i>	<i>ix</i>
<i>Abbreviations</i>	<i>x</i>
<i>Abstract</i>	<i>xi</i>
 CHAPTER – I INTRODUCTION	
1.1 Background of the Study	1
1.2 Problem Statement	3
1.3 Objectives of the Study	5
1.4 Research Hypothesis	5
1.5 Rationale of the Study	6
1.6 Limitations of study	7
 CHAPTER – II LITERATURE REVIEW	
2.1 Theoretical Review	8
2.1.1 Theoretical Foundation of Consumer Brand Engagement	9
2.1.2 Conceptualization of Consumer Brand Engagement	10
2.1.3 Consumer Brand Engagement (CBE) Theory	10
2.1.4 Consumer Decision Making	12
2.1.5 Technology Acceptance Model (TAM)	12
2.1.6 Consumer Brand Identification	14
2.1.7 Concept of Consumer Behavior	14
2.1.8 Purchase Intention	16
2.1.9 Service Quality and Customer Engagement	17
2.1.10 Brand Experience on Service Quality	17
2.2 Empirical Review	18

2.3 Research Gap	33
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CHAPTER – III RESEARCH METHODOLOGY

3.1 Introduction	35
3.2 Research Design	35
3.3 Population and Sample and Sampling Design	35
3.4 Nature and Sources of Data	36
3.5 Instrumentation of Data Collection	36
3.6 Method of Analysis	37
3.7 Research Framework and Definition of Variables	40

CHAPTER – IV RESULTS AND DISCUSSION

4.1 Results	43
4.1.1 Respondents Demographic Profile	43
4.1.2 Reliability Analysis	44
4.1.3 Descriptive Analysis	45
4.1.3.1 Descriptive analysis of Perceived value of Consumer Brand engagement in purchasing Gadgets	46
4.1.3.2 Descriptive analysis of Customer Satisfaction of Consumer Brand engagement in purchasing Gadgets	47
4.1.3.3 Descriptive analysis of Purchases Internation of Consumer Brand engagement in purchasing Gadgets	48
4.1.3.4 Descriptive analysis of Consumer Brand engagement in purchasing Gadgets	49
4.1.4 Correlation Analysis	50
4.1.5 Regression Analysis of variables	51
4.2 Discussion	54

CHAPTER-V SUMMARY AND CONCLUSION

5.1 Summary	56
5.2 Conclusion	57
5.3 Implications	58

References

Appendices

LIST OF TABLES

Table No. No:	Title	Page
Table 1	Demographic Profile of Respondents	43
Table 2	Cronbach's Alph Result	45
Table 3	Descriptive statistics of Perceived value of Consumer Brand engagement in purchasing Gadgets	46
Table 4	Descriptive statistics of Customer Satisfaction of Consumer Brand engagement in purchasing Gadgets	47
Table 5	Descriptive statistics of Purchases Internation of Consumer Brand engagement in purchasing Gadgets	48
Table 6	Descriptive statistics of Consumer Brand engagement in purchasing Gadgets	49
Table 7	Correlation Analysis	50
Table 8	Regression Analysis	52
Table 9	Hypothesis Testing Results	54

LIST OF FIGURE

Figure No. No:	Title	Page
Figure 3.1	Research Framework and Definition of Variable	41

ABBREVIATIONS

BE	:	Brands Engagement
CBE	:	Consumer Brand Engagement
CS	:	Customer Satisfaction
PI	:	Purchase Internation
PV	:	Perceived Value
SD	:	Standard Deviation
SET	:	Social Exchange Theory

ABSTRACT

This study examines the dynamics of consumer brand engagement (CBE) in the gadget industry, focusing on its antecedents—perceived value, customer satisfaction, and purchase intention—and their impact on purchasing decisions. Through a quantitative analysis of 400 gadget consumers in Nepal, the research identifies perceived value ($\beta = 0.32$) as the strongest predictor of engagement, driven by functional benefits like performance and innovation, followed by customer satisfaction ($\beta = 0.28$) and purchase intention ($\beta = 0.19$). The study highlights the dominance of utilitarian engagement, with social media interaction (mean = 3.66) as a key touchpoint, while emotional connections (mean = 3.55) and value alignment (mean = 3.51) remain underdeveloped. Findings validate Social Exchange Theory (SET) in explaining reciprocal brand-consumer relationships and propose a generalized CBE framework applicable beyond online contexts. Practical insights urge brands to innovate functionally, enhance post-purchase support, and align with consumer values (e.g., sustainability) to foster loyalty in a competitive market.

Keyword : *Perceived Value, Customer Satisfaction, Purchase Intention, Consumer Brand Engagement.*

CHAPTER - I

INTRODUCTION

1.1 Background of the Study

One of the main subjects of study in marketing and consumer behavior is consumer brand engagement, or CBE. This emphasis results from the fact that studies on customer interaction were listed as one of the top research objectives for the future by the Marketing Science Institute (2010, 2014). The definition and measurement of CBE have been the subject of numerous studies (Vivek et al., 2012, 2014). A scale put out by Hollebeek et al. (2014) is one of the more widely used CBE measurement tools, having over 1,881 citations at the time of writing (2014). Although it is appropriate for social media environments, the measure is valid and has sufficient psychometric qualities. This also holds true for other scales that were centered on social media brand content or online communities (Mirbagheri and Najmi, 2019). Accordingly, social media posts such as "I read posts related to Brand X on social media" (Schirinski et al., 2016) or online community behavior such as "I hope to improve the brand or product through my participation and expression in this brand community" (Baldus et al., 2015) are examples of indicators of CBE. These scales are quite helpful and offer a special contribution that is pertinent to a particular field and setting. But according to Bilro and Loureiro (2020b), "the phenomenon of consumer engagement is not limited to the online environment."

In real-world situations, CBE also takes place outside of the online realm, and some consumers choose not to connect with brands. Although the Internet is considered the interactive context of brand engagement in the aforementioned brand engagement measures, I contend that measuring brand engagement in online communities and social media differs significantly from measuring brand engagement outside of the Internet. According to a comprehensive assessment of research on customer involvement in marketing, "a much valid measure of customer engagement that can be generalized across multiple contexts" is necessary (Islam and Rahman, 2016). CBE should be "measured more properly by means of situations which are more likely to happen in everyday life," according to recent studies of the scales already in use (Ferreira et al., 2020). In response to this demand, this study devises a CBE metric

that transcends social media and other online activities. Two additions to the CBE literature are provided by this article. First, based on the description and model of this construct put out by Hollebeek et al. (2014), it describes the construction of a CBE scale beyond the context of Internet behavior. Secondly, the suggested scale is validated not only for its nomological and structural validity but also for its ability to explain marketing outcomes in experimental research. Using social exchange theory as a framework, the study aims to investigate the characteristics of CBE and its marketing effects.

This is how the rest of the paper is structured. It starts out by dissecting the concepts and theoretical underpinnings of CBE. Following a survey of the literature on marketing and consumer psychology, a critical evaluation of earlier brand engagement metrics is provided. Next, I offer theories about the effects of CBE on marketing based on a theoretical framework and research evidence. Next, in accordance with the scenario outlined by Rosado-Pinto and Loureiro (2020), the study builds and validates a CBE scale that attempts to distill the three components (cognitive, emotional, and behavioral) into a global measure that can be used in a variety of brand scenarios. Three investigations using five different independent samples made up the process of developing and validating the scale. In order to evaluate the validity of the scale, I carried out an experiment following the conventional process of item creation, scale purification, nomological validity testing, and test-retest reliability testing. The discussion, limitations, and potential paths for future research are included in the paper's last section, along with implications for theory and practice.

Numerous earlier research has discovered that customers who are attached to a particular brand are more likely to buy its goods and services (Wu et al., 2015). In addition to making purchases, Zhang et al. (2015) claim that consumers will also refer the brand to others. Customers who are already loyal to a brand will be more likely to use and buy from it when it comes to make-up purchases, whether they are buying newly announced goods from the brand or repurchasing products they have already tried.

A consumer's choice of purchase is a reaction to a perceived issue. Prior to making a decision, buyers often gather and analyze data, assess options, and select the best

solution to address issues or make a purchase. According to Prasad & Jha (2014), this idea is an alternative to the options now available for completing the varying processes in the purchase scenario. Customers make purchasing decisions based on their requirements, wants, and expectations; as a result, their decisions may result in satisfaction or discontent with the goods (Pucinelli et al., 2009).

According to Schiffman & Kanuk (2004), businesses should comprehend the decision-making process involved in purchases. Customers are not just buying products as commodities; they are also searching for brands and qualities that meet their own standards of satisfaction. Businesses need to be adaptable and quick to change in order to foresee risks, grab opportunities, and provide the resources necessary to react swiftly to changing market conditions (Kotler, 2016). It is crucial to take note of this, as only then can businesses act to influence the purchasing choice. According to Prentice et al. (2019), one of the many benefits of customer involvement for businesses is an increase in purchase intention. It results from consumers' emotional and mental attachment to a brand, which is created in a unique setting or context (Hollebeek et al., 2014).

The study focused on consumer brand engagement in purchasing gadgets is the emotional connection a consumer feels towards a brand, influenced by factors like product quality, innovation, customer service, and alignment with values. It plays a crucial role in shaping purchasing decisions, driving repeat purchases and brand advocacy. Understanding this phenomenon is essential for companies to foster brand loyalty and improve marketing strategies.

1.2 Problem Statement

The problem addressed in this study revolves around understanding the factors that influence consumer brand engagement in the purchasing decisions of gadgets, particularly in a highly competitive and fast-evolving market. While many brands invest heavily in marketing and innovation, there is a lack of comprehensive insight into how consumers form emotional and cognitive connections with specific brands, and how these connections impact their purchasing behavior. Additionally, the role of digital platforms, social media, and online reviews in shaping consumer perceptions and engagement remains unclear. Despite the growing importance of brand loyalty

and consumer trust, brands struggle to effectively translate engagement into consistent purchasing patterns and long-term relationships. This gap in understanding presents a challenge for businesses looking to build lasting relationships with consumers and increase market share in the gadget industry. Thus, this study aims to explore the dynamics of consumer engagement, uncover key drivers, and identify strategies that brands can use to enhance consumer loyalty and boost sales.

The purpose of the study is to help Sharma and Singh (2021) comprehend how customer happiness affects the connection between customer engagement and recurring purchase behavior. Stated differently, the goal of this research is to determine how engagement mediation affects the other two elements. Research indicates a positive correlation between consumer engagement and satisfaction. Technology has not only increased consumer engagement but also made it possible for customers to actively participate in the co-creation process with businesses. In the current context, consumer engagement activities supersede consumer connection development activities. Customers' satisfaction levels and propensity to make repeat purchases in the future are influenced by their interactions with a specific brand. Customer satisfaction is one of the variables used. Purchase behavior and consumer involvement. According to the findings, customer happiness increased dramatically when there was greater consumer participation. In other words, the patient in question might be viewed as a tool for creating and maintaining productive partnerships with the business. Stronger emotional and psychological ties between customers and the firm as a result of frequent encounters can boost customer satisfaction. This is known as high customer engagement. Recurring purchase behavior is strongly positively correlated with consumer pleasure. This implies that when customers are happy, they will be more likely to make additional purchases from the business. Recurring purchasing behavior is not much impacted by consumer engagement. Strong customer loyalty to the business is unaffected by strong consumer involvement.

The rapid growth of the gadget market, characterized by continuous technological innovations and increased competition, has made it increasingly difficult for brands to effectively capture and maintain consumer attention. While consumer brand engagement has been recognized as a critical factor influencing purchasing decisions, there is limited understanding of the specific drivers of engagement within the gadget

industry. Factors such as emotional, social, and experiential engagement have been studied in broader consumer contexts, but their unique impact on gadget purchases remains underexplored. Additionally, despite the prominence of digital marketing tools like influencer marketing, social media interactions, and interactive advertisements, there is a lack of empirical evidence on how these engagement strategies specifically influence consumer behavior in the gadget market. This research aims to fill this gap by examining how different facets of brand engagement—such as emotional attachment, social influence, and brand experiences—affect purchasing decisions, brand loyalty, and overall consumer behavior in the context of gadget purchases. Addressing this gap will not only provide valuable insights into consumer decision-making processes but also offer practical recommendations for marketers seeking to enhance their engagement strategies and drive sales in an increasingly competitive market.

This research focuses on following issues:

- i. How does consumer brand engagement influence purchasing decisions in the gadget industry?
- ii. What is the role of emotional, social, and experiential factors in shaping brand engagement?
- iii. Is there only relationship between perceived value, consumer satisfaction, and purchase intention on consumer brand engagement?

1.3 Objectives of the Study

The study aims to explore the key factors influencing consumer behavior in the gadget industry. The specific objectives are as follows:

- i. To analyze how consumer brand engagement influences purchasing decisions in the gadget industry.
- ii. To determine the role of emotional, social, and experiential factors in shaping brand engagement.
- iii. To examine the relationship between perceived value, consumer satisfaction, and purchase intention on consumer brand engagement.

1.4 Research Hypothesis

Consumer brand engagement and gadget purchasing behavior are significantly correlated, according to the research hypothesis for consumer brand engagement in gadget purchasing. More specifically, it implies that consumers who are more emotionally and cognitively engaged with a brand are more likely to be loyal, trust the brand, and be inclined to buy devices linked to it. This theory postulates that brand engagement, which is fueled by elements including product quality, reputation, tailored marketing, and customer experiences, has a favorable impact on buying decisions. More brand engagement increases the likelihood that consumers will view a brand as valued, inventive, and trustworthy, which influences their propensity to purchase devices from that brand rather than rivals. In the context of the gadget market, testing this hypothesis seeks to investigate how consumer interactions with a brand convert into actual purchase behaviors, providing insight into the factors that influence consumer preferences and brand loyalty in this industry.

- H₁: There is no significant relationship between perceived value and brand.
- H₂: There is no significant relationship between consumer satisfaction and brand.
- H₃: There is no significant relationship between purchase intention and brand.

1.5 Rationale of the Study

The key points derived from the significance of the study in the gadget industry are as follows:

- The study focuses on the gadget sector, which is characterized by fierce competition in the market and quick technological improvements. It aims to comprehend how consumer behavior is influenced by emotional, social, and experiential variables and how brands may use these to encourage brand loyalty and influence purchase decisions.
- Gadgets frequently demand a high level of consumer commitment because of their large financial investment. Hence organizations must comprehend the factors that influence engagement while developing their marketing strategies.
- The study highlights how crucial consumer engagement tactics like influencer marketing, interactive advertisements, and post-purchase assistance are. By focusing on the social and emotional factors that influence engagement, these strategies aid in bringing in and keeping clients.

- The study fills a big void by concentrating on the gadget market, a vibrant industry where social media, online forums, and brand experiences greatly influence how consumers perceive products.
- The results can be used as a strategic guide to help marketers focus their efforts on building stronger relationships with customers. In order to ensure sustained brand success in a cutthroat market, the objective is to encourage both early purchases and enduring loyalty.
- Consumer engagement, which mediates through perceived value and customer pleasure, is crucial in increasing purchase intention. When a product's perceived value matches the requirements and expectations of the customer, it has a significant impact on engagement levels.

1.6 Limitations of the Study

There are couples of limitations, which weaken the generalization and objectives of the study. Some of the limitations are as follows:

- Sample size is very small in comparison to the population of the study. Only 400 respondents are selected for questionnaire. Such limitation makes it difficult to make generalization across industries, companies and locations.
- This study is totally based on the views and responses received from employee working in the organization and the findings of the study may not be applicable for other.
- The study might only look at specific gadget categories, like laptops or smartphones, possibly leaving out other gadget categories, such wearables or smart home appliances, which might have distinct engagement dynamics.
- The results might not accurately reflect the entire range of gadget buyers if the sample is not diverse in terms of age, income, or geography, especially if the study is restricted to a particular demographic or geographic area.
- Response bias may occur if the study primarily uses self-reported data (from surveys or interviews, for example), in which case participants may not accurately reflect their true intentions or activities.

CHAPTER - II

LITERATURE REVIEW

The literature review explores the complex relationship between consumers and gadget brands, focusing on behavioral, cognitive, and emotional factors. Consumer engagement involves attachment, trust, and loyalty, influenced by perceived value, product innovation, and brand image. Digital marketing, peer reviews, and experiential marketing are crucial for promoting interaction and influencing consumer behavior. Understanding these relationships is essential for creating effective marketing tactics in the gadget market (Ndhlovu and Maree,2024).

Over the past decade, there has been a surge of research on Consumer Behaviour (CBE) among academics and marketing practitioners. This has led to debates on its conceptualization and dimensionality, with little consensus. CBE is often viewed as a psychological condition, behavioral manifestation, or ecosystem. Most research views CBE as a multidimensional construct that includes both psychological states and behavioral acts in specific brand interactions (Touni et al.,2020).

This paper adopts the multidimensional view and defines CBE as a ‘consumer’s psychological state and behavioural manifestations that occur through the process of value co-creation involving resource integration and service exchanges in consumer–brand interactive service systems’ (Ndhlovu and Maree 2022).

2.1 Theoretical Review

A theoretical review in research refers to the process of reviewing and analyzing existing theories, models, and frameworks relevant to a particular topic or research question. It involves an in-depth examination of key concepts, assumptions, and established theoretical perspectives that have been developed over time to explain certain phenomena.

In order to close a gap and provide a more comprehensive understanding of the idea, the paper attempts to determine the present posture of consumer brand engagement (CBE) in marketing literature. Since brand theory has not been completely systematized, many study topics now overlap in the marketing literature, particularly

when it comes to customers' attitudes toward brands and their active role in building brand equity. The present position of CBE in marketing theory is the research question, and a qualitative technique was used for this empirical study. Three empirical research were conducted in order to find the solution. Eight subject-matter experts served as key informants in the first study, Study 1. 64 scholarly articles about CBE were examined in Study 2. By contrasting the two, certain paradoxical issues and traps that hinder the definitive affirmation of CBE in marketing literature might be found. Finally, in order to obtain more information and clarify some of the ambiguities raised by the academic community about management difficulties, six Italian CBE practitioners—marketing managers and digital marketing consultants—were questioned in Study 3. Finding out if CBE has distinct and well-defined conceptual dimensions that can be applied to other related issues in marketing literature was the main anticipated result. The work is unique since it rationalizes the theory underlying the subject and suggests a potential systematization (Candone et al.,2022)

2.1.1 Theoretical Foundation of Consumer Brand Engagement

Three theoretical frameworks are commonly used in research on customer engagement: (1) social exchange theory (SET) (Hollebeek, 2011b); (2) service-dominant logic perspective (Brodie et al., 2011); and (3) relationship marketing theory (Vivek et al., 2012). The marketing analysis of consumer and brand engagement has been grounded in the theoretical frameworks of relationship marketing theory and a service-dominant logic approach. The chance to examine CBE from a psychological standpoint is offered by the well-known SET (Homans, 1958; Emerson, 1976). This idea holds that people interact with other people or things (like a brand) because they anticipate benefits from doing so (Emerson, 1976). For instance, one side of the interaction (a brand) does a "favor" for another side (a consumer), such as giving them a chance to show off their high social standing, and then anticipates a return in the future (such as brand engagement and customer loyalty). It is possible to invert this partner relationship: a customer expects payment for thinking and acting favorably about a brand. Exchange partners aim for relational equilibrium through SET (Hollebeek, 2014).

People consider the costs and benefits of relationships before entering into them, and they stay in them as long as the benefits outweigh the drawbacks. Social exchange includes both material and immaterial benefits (knowledge, human contact joys, and social acceptability), whereas economic exchange is predicated on material products (Homans, 1958). Although an asymmetry in the resource exchange is feasible, SET is typically associated with exchanges of the same kind of resource (Brinberg and Wood, 1983). Emerson (1976) asserts that such interchange is not restricted to logical behavior. According to Emerson (1976), "it depends on value as a result of prior conditioning in longitudinal exchange relationships in place of calculation and reason in human affairs." According to recent study, the interactive character of consumer involvement aligns with the cost/reward perspective (Hollebeek, 2011). This alignment is in line with the core idea of SET, which holds that attachment can result via a sequence of interdependent transactions (Hollebeek,2011).

2.1.2 Conceptualization of Consumer Brand Engagement

Even though CBE is a relatively new concept in marketing (Marbach et al., 2016), academic scholars have given it a lot of attention (Bilro and Loureiro, 2020). Its conceptualization, however, is based on a broader concept of consumer engagement, which has different definitions in different literature. As an illustration, Brodie et al. (2011) define consumer engagement as "a context-dependent, psychological state characterized by fluctuating intensity levels that occur within dynamic, iterative engagement processes." Conversely, van Doorn et al. (2010) defined consumer engagement as "customer's behavioral manifestations that have a brand or firm focus, beyond purchase, resulting from motivational drivers" after taking a behavioral approach to the topic. According to a review of the different definitions (de Oliveira Santini et al., 2020), consumer engagement can be defined as an intrinsic motivation regarding psychological state (Brodie et al., 2011), consumer activities related to consumer–brand interactions (Hollebeek et al., 2014), participation in brand communities (Baldus et al., 2015), or a customer's value addition to the firm (Pansari and Kumar, 2017). Accordingly, CBE is a particular type of consumer interaction that takes place between the brand and the consumer or consumers. The brand may operate offline, online, or both (Bilro and Loureiro, 2020).

2.1.3 Consumer Brand Engagement (CBE) Theory

Consumer brand engagement, or CBE, is one of the primary topics of research in marketing and consumer behavior (Gómez-Suárez et al., 2017). This focus stems from the fact that the Marketing Science Institute identified consumer interaction studies as one of the top research priorities for the future (2010, 2014). Many studies have examined the definition and assessment of CBE (Vivek et al., 2014). One of the more popular CBE measurement instruments is a scale published by Hollebeek et al. (2014), which has had over 1,881 citations as of this writing (2014). The measure is adequate in terms of psychometric properties, and it is valid in social media contexts.

This is also true for other scales that focused on online communities or social media brand content (Mirbagheri and Najmi, 2019). Thus, online community behavior like "I hope to improve the brand or product through my participation and expression in this brand community" (Baldus et al., 2015) or social media posts like "I read posts related to Brand X on social media" (Schirinski et al., 2016) are examples of indicators of CBE. These scales are quite beneficial and provide a unique contribution that is relevant to a certain field and environment.

However, as stated by Bilro and Loureiro (2020), "the phenomenon of consumer engagement is not limited to the online environment." Consumer behavior evaluation (CBE) occurs offline as well, and some customers decide not to interact with firms on social media. While the aforementioned brand engagement metrics take the Internet to be the interactive environment of brand engagement, I argue that assessing brand engagement in online communities and social media is very different from measuring brand engagement outside of the Internet. "A much valid measure of Consumer engagement that can be generalized across multiple contexts" is required, according to a thorough examination of the literature on consumer involvement in marketing (Islam and Rahman, 2016). Recent studies of the scales now in use suggest that CBE should be "measured more properly means of situations which are more likely to happen in everyday life" (Ferreira et al., 2020). This study develops a CBE metric that goes beyond social media and other online behaviors in answer to this need. This article adds two new pieces to the CBE literature. First, it covers the building of a CBE scale outside of the context of Internet behavior, drawing on the description and model of this construct published by Hollebeek et al. (2014). Second, the proposed scale's capacity to describe marketing outcomes in experimental research is validated,

in addition to its nomological and structural validity. Using social exchange theory as a framework, the study aims to investigate the characteristics of CBE and its marketing effects.

2.1.4 Consumer Decision Making

The second-most important characteristic, etc.). Elimination by aspects is another non-compensatory strategy where users screen the options, selecting the most important attribute for each screening round and removing options that don't meet a minimum threshold on that feature. Until there is just one remaining option, this process is repeated. Compensatory strategies, on the other hand, trade off qualities; a high value on one might therefore balance a low value on another. One way to implement a compensating strategy is by weighted addition. Users evaluate the attributes of each option and determine the option's weighted total score. They can decide which choice has the highest rating once they obtain the scores for each option in the set. Though the examples we give are "pure" strategies, it should be noted that in real life, decision-makers may use a combination of strategies or condensed versions of the strategies.

Most consumers believe that it is best to examine a variety of options and learn as much as possible about each one in order to make an informed decision. However, decision-making may become too difficult when faced with choice sets that contain a lot of options or details on a variety of attributes. For instance, Iyengar and Lepper (2000) found that more customers were enticed to a gourmet jam sample kiosk with 24 different types of jam on display than one with just 6. Even Nevertheless, when there were just six jams available, ten times as many purchases were made as when there were 24. These researchers also found that consumers were happy with their choices when they chose from smaller sets of options. In summary, it seems that while individuals frequently desire more alternatives and information, these things aren't always advantageous.

2.1.5 Technology Acceptance Model (TAM)

TAM's primary objective was to provide insight into the processes that facilitate technology adoption in order to predict technological behavior and provide a

theoretical basis for its practical use. The practical objective of TAM was to inform practitioners of possible steps they may take prior to implementing systems. To achieve the objectives of the theory, a number of steps were done (Davis, 1993). Davis began developing the technology acceptance model by outlining the mechanisms influencing the link between IS features (external factors) and actual system utilization.

The model was based on the Theory of Reasoned Action, which provided a psychological perspective on human behavior and was not included in the IS literature at the time (Davis, 1993). The second step involved identifying, characterizing, and validating metrics that would strongly correlate with system utilization. In order to create, pre-test, and validate multi-item measures for perceived usefulness and ease of use, several studies were carried out, utilizing prior empirical research on information system management and human behavior. It was hypothesised that the two constructs were important predictors of user acceptability, as demonstrated by previous research (Robey, 1979). Research indicates that when weighing the predicted benefits of an activity against the effort and costs involved, an individual makes a decision about whether or not to engage in it. This suggests that how an information system is used is determined by evaluating the trade-off between perceived value and perceived complexity of usage (Davis, 1993). Perceived usefulness is a person's estimation of how much utilizing a specific technology improves performance.

This concept was developed on the basis of Bandura's (1982) theory of outcome judgment, which holds that action is influenced by an individual's expectation of a positive result. The operationalization of perceived usefulness resulted from evidence demonstrating the influence of system performance expectancy on system use (Robey, 1979). Perceived ease of use is the degree to which a person believes using a particular system involves no effort at all (Davis, 1993). The self-efficacy idea (Davis, 1993), which characterizes a situation-specific belief in one's ability to carry out actions for the upcoming task, is the foundation of this construct. It has been suggested that self-efficacy influences how people decide to use technology. Perceived ease of use also bore similarities to the complexity factor that has been found in the research on innovation dissemination to be a barrier to the adoption of new ideas. It was defined as the degree to which individuals find the innovation

difficult to understand and use. The validity and reliability of the constructs were assessed by looking at how the two recommended components in the organizational setting were affected by the self-reported use of IS. The developed scales had excellent psychometric properties. Additional validation for the notion was provided by the confirmation of significant connections between perceived utility, perceived ease of use, intention, and use behavior (Davis, 1993).

2.1.6 Consumer Brand Identification

Lam et al. (2010) define CBI as "A Consumer's psychological state of perceiving, feeling, and valuing his or her belongingness with a brand". Shin et al. (2020) assert that the SIT maintains that an individual's sense of self is composed of both their individual and collective identities. CBI is built upon this principle. Stokburger-Sauer et al. (2012) state that the core tenet of CBI is grounded in SIT, which maintains that individuals interact with and form relationships with brands in order to facilitate the achievement of essential identity goals, such as fulfilling obligations pertaining to self-definition. This presumption is in line with earlier empirical findings that show people choose brands based on factors other than their utility and consider how a brand represents their identity (Park, et al., 2010).

2.1.7 Concept of Consumer Behavior

Consumer behavior is the study of how people, groups, or organizations choose, purchase, utilize, and discard products, services, concepts, or experiences to fulfill their needs and wants. It includes many different activities, such as the decision-making processes that result in a purchase, the factors that influence those decisions, and the behavior of customers after completing a purchase. Businesses need to understand customer behavior in order to design goods, develop marketing plans, and cultivate connections with customers that suit their tastes and driving forces. Consumer behavior is greatly influenced by a number of factors, including psychological, social, cultural, and personal factors. Businesses may forecast trends, customize their products, and eventually increase client happiness and loyalty by examining these variables.

Numerous studies have provided clear definitions for the term "consumer behavior." Consumer behavior, according to certain Western experts, is the precise way and reason why people use a certain product or service. The description of consumer behavior provided is overly limited and fails to highlight the reasons behind consumption in other contexts, such as Asia or Africa, in addition to the Western context. According to Mokhlis (2008), consumer behavior encompasses the various facets of a consumer's purchase decisions. According to Mokhlis, consumers do make some decisions, such as whether or not to use a particular product. Mokhlis' view on consumer behavior is mainly Asian and closely connected to religion, to the point where it is impossible to imagine how other things might also affect people's choices about what to buy. Consumer behavior, according to Diop (2004), is an attitude that people who use a certain product adopt. The acquired attitude varies depending on the consumer and the sociocultural setting. According to Diop, consumers cannot be grouped into a single category because each one is unique and characterized by sociocultural variances. This type of consumer behavior is too focused on the Senegalese Muslim consuming setting and confines the consumer to their immediate surroundings.

Diop (2012), however, provided a subsequent definition of consumer behavior that was still relevant to Senegal. Diop (2012) demonstrates that certain values—such as knowledge, manners, beliefs, and customs—have a substantial impact on consumers' purchasing and consumption decisions. According to Agarwala, Mishra, and Singh (2018), consumer behavior is defined as attitudes, values, and behaviors shown by consumers from a consumption viewpoint. The notion of consumer behavior has been treated differently in Ghana. According to Galbete et al. (2017), consumer behavior is a component of everyday lifestyles that involves food and diet. This element is constantly susceptible to various modifications and adjustments that take into account the unique requirements of each customer. According to Galbete et al. (2017), consumption encompasses a variety of goods that might not be consumable, such as clothing, housing, and transportation, but diet and food are the main focus. Their definition is therefore very limited. The psychological component of consumer behavior is not highlighted by this interpretation of it.

Nassè et al. (2019) have defined consumer behavior in the Burkinabe context as the process by which consumers assess, determine which goods and/or services they require, and then make purchases with particular goals pertaining to choice, consumption, quality, taste, advertising, or cost. According to Nassè et al., (2019), consumer behavior involves making decisions, examining, and evaluating goods and services before making new or repeat purchases based on certain choices, consumption, quality, taste, advertising, or pricing criteria and expectations. Concepts of consumer behavior can be broadly divided into two categories. The idea that customer behavior is an attitude comes first.

Consumer behaviour is the study of individuals, groups, or organisations and all activities associated with the purchase, use and disposal of goods and services. It encompasses how the consumer's emotions, attitudes, and preferences affect buying behaviour. Consumer behaviour emerged in the 1940–1950s as a distinct sub-discipline of marketing, but has become an interdisciplinary social science that blends elements from psychology, sociology, social anthropology, anthropology, ethnography, ethnology, marketing, and economics (especially behavioural economics).

2.1.8 Purchase Intention

Purchase intention is the likelihood that a customer will purchase a product in the near future. There is a strong correlation between buy intentions and actual purchasing behavior. In addition to encouraging buy intents, marketers also need to make sure that the bulk of those intentions result in actual purchases (Tirtiroglu & Elbeck, 2008). As such, marketers must evaluate the purchasing intents of both current and potential customers (Tirtiroglu & Elbeck, 2008). Because there is a strong association between buy behavior and buy intention, businesses need to increase consumer purchase intention (Sun et al., 2017).

Social media platforms are an essential component for marketing personnel in businesses, as they allow them to assess the preferences and interests of their target audience. As a result, companies are able to provide custom advertising to their audience that speaks to their requirements and preferences. Producers may easily communicate with potential clients and reach their target audience using social media

platforms for efficient advertising. The principal aim of these advertisements is to draw in the consumer, educate them, and improve the brand's image and intent to buy.

Colliander et al. (2015) claim that blogs have a greater impact on purchase intention than online newspapers. According to Dehghani and Tumer (2015), viral marketing on Facebook can enhance brand value and image, increasing customers' propensity to buy. Purchase intention is positively impacted by electronic word-of-mouth (E-WOM) on social media platforms, online forums, and online advertising, according to Balakrishnan et al. But according to Schivinski and Dąbrowski (2016), user and company-generated material on Facebook has no discernible impact on purchase intention (2013). Purchase intention is positively impacted by marketing efforts on social media sites, according to Godey et al. (Schivinski and Dabrowski,2016).

2.1.9 Service Quality and Customer Engagement

It is imperative to engage customers and increase customer loyalty (Prentice and Wong, 2019). According to Chiou and Droge (2006) service quality generates overall satisfaction and trust and promotes purchasing intentions. As a result, in transaction relationships between brands and consumers, certain levels of trust and intention can increase a consumer's willingness to continue relationships in the future or be attached. Verleye et al. (2014) assert that the overall quality of service significantly influences customer engagement behavior. On the other hand, state that the customer brand experience is a positive and significant antecedent of customer engagement. On the other hand, the brand experience is related to the perceived quality of service. However, the research results from Prentice et al. (2019) show results in moderated mediation and post hoc testing or direct effects, suggesting that quality of service played a less significant role in customer engagement. The results provide empirical evidence of the gap between service quality and customer engagement, providing insight into the following service quality research. As such, we argue that, when a customer has better quality service, it means that he or she has a better brand experience and has the intention to engage with the product or brand.

2.1.10 Brand Experience on Service Quality

The literature currently in publication contains a variety of definitions of service quality. As a generic service evaluation, service quality is studied by some researchers. While some researchers examine service quality as a multifaceted concept influenced by service features, others contend that it frequently represents customer perception and value assessment of a product or service. According to Mittal (1999), service quality is a targeted assessment of how customers view several aspects of service quality, including the caliber of interactions, the physical setting, and the outcomes.

It is commonly acknowledged that customer satisfaction and behavioral intent are antecedents of quality of service, and that these factors ultimately contribute to organizational profitability. Its scholars contend that the quality of a company's services is determined by how customers perceive service performance throughout each service encounter (Cronin et al., 2000).

In the gadget industry, views of service quality are greatly influenced by brand experience. It describes the general impression and emotional bond that a customer develops with a brand through both direct and indirect interactions, which can have a big impact on how well they believe a service is provided. When it comes to devices, brand experience includes things like the product's performance, dependability, and convenience of use as well as customer service, warranty services, and after-sales care. Customers who have a favorable brand experience are more likely to be satisfied because they believe the brand not only fulfills their functional demands but also offers outstanding assistance and responsiveness. Conversely, unfavorable experiences—like subpar customer support or broken goods—can lower the perceived level of service quality, resulting in discontent and maybe losing clients. According to research, building solid customer relationships and building brand equity in the cutthroat gadget market require a well-rounded brand experience that encompasses both excellent product quality and smooth service interactions.

Service quality is a crucial component that has a big impact on customer happiness and brand reputation in the gadget sector. It describes the degree of help and support given to consumers throughout their entire experience with a device, from the initial purchase to post-buy services like software updates, repairs, and troubleshooting. High service quality guarantees that devices operate dependably, satisfy user needs,

and are supported by timely, sympathetic, and efficient assistance. Clear communication, easy-to-follow instructions, readily available customer support channels, and simple warranty or repair procedures are all examples of this. Excellent service not only promptly fixes problems but also increases brand confidence and trust, promoting positive word-of-mouth and repeat business. Delivering exceptional service quality is crucial for differentiating out and cultivating enduring client loyalty in a market where technology breakthroughs happen quickly and competition is intense.

2.2 Empirical Review

Risitano et al. (2017) conducted on the impact of consumer-brand engagement on brand experience and behavioral intentions. This article aims to explore the influence of consumer-brand engagement and brand experience on behavioural intentions about food brands, such as the intention to repurchase, acceptance of brand expansion, and readiness to pay a premium price. A conceptual model with 26 manifest variables and five latent variables is put forth by the authors. A survey comprising inquiries on pasta and coffee was distributed to a sample of 400 Italian consumers. Structural equation modeling of the obtained data was used to test the model and look into the study hypotheses. The empirical investigation validates the two chosen factors of brand value's predictive role. While brand experience and consumer-brand engagement both impacted behavioral intentions, their functions varied in the two product categories the study looked at—pasta and coffee. The findings have a significant impact on marketing managers, who should build solid, long-lasting partnerships with brands. For food firms, these kinds of experience behaviors and/or consumer involvement can be significant competitive advantages.

Razmus (2021) researched on consumer brand engagement beyond the “Likes”. conducted that the majority of consumer brand engagement (CBE) scales list social media or online brand community-related actions as markers of CBE. In real-world situations, CBE also happens outside of the online environment. This study describes the process of developing and validating a CBE scale outside of the context of Internet usage. The scale's nomological validity, internal consistency, reliability, and content validity are all supported by the findings of three investigations. Furthermore, the findings show that significant facets of consumer conceptions associated to brands

are impacted by brand engagement as assessed by the CBE scale. High brand engagement consumers demonstrated higher levels of brand loyalty, product satisfaction, and brand value perception. The scale's applicability to psychological study and marketing is discussed by the author.

Rosadi et al. (2022) investigated to understand the driver of customer purchase decision: the role of customer engagement and brand attachment. The aim of this research was to comprehend the impact of brand attachment and customer involvement on customers' increased buying decisions. This study uses a quantitative methodology and a population of Yogyakarta, Indonesia, residents who purchase local makeup brands. Purposive sampling was used to choose the 115 respondents who make up the total number of samples. Online platforms are used to distribute questionnaires, gathering data that is subsequently subjected to path and descriptive analysis. The findings show that brand attachment influences purchase decisions, customer engagement influences brand attachment, and brand attachment mediates the effect of customer engagement on purchase behavior.

Merdiaty and Aldrin (2022) conducted on effect of brand experience on customer engagement through quality services of online sellers to students in Bekasi. and highlighted that the emotional bond a student feels during frequent and continuous encounters as a client is known as customer engagement. Contentment, fidelity, and enthusiasm for the brand experience lead to engagement. Businesses reach out to consumers when they are about to make a behavioral shift by looking for ways to emotionally connect with them through recurring, satisfying encounters. Customers become emotionally invested in a brand and enthusiastic about the caliber of the offered goods and services when they interact with it. In order to investigate the relationship between brand experience and consumer engagement, this study used service quality as a mediator variable. Data from 254 students who belong to the iGeneration born in 1995 were gathered for the study. In total, 254 students took part in the research. Of these, 172 individuals, or 68% of the study's total responses, were female, and 82 individuals, or 32%, were male. The findings indicate that there is a role for service quality mediators in mediating the relationship between brand experience and customer engagement, as there is no direct correlation between the two. There is a discussion of the findings and the consequences for the organization.

Aziz and Ahmed (2023) conducted a research on consumer brand identification and purchase intentions: the mediating role of customer brand engagement. Despite the fact that the body of research on client brand engagement has grown significantly, the origins and consequences of this phenomenon have not received as much empirical attention. Businesses are looking for more and more client interaction with their goods and/or services in order to monitor the success of their brands. Assessing the connection between consumer brand recognition and customer brand engagement was the main goal of this study. This study looks at how customer brand engagement functions as a mediator in the relationship between consumer brand recognition and purchase intention. This article also looks into the effect that brand involvement has on purchasing intention. 443 participants' responses were gathered by the use of an easy sampling technique. The data was analyzed using a partial least squares (PLS) technique to structural equation modeling (SEM). Social identity theory provides theoretical basis for this inquiry. The results of this study indicate that the main factor influencing customer brand engagement is consumer brand recognition. The relationship between consumer brand recognition and purchase intention is partially mediated by customer brand engagement. Furthermore, this study shows that consumer brand engagement affects fashion clothes companies' purchasing intentions. Brand managers should examine the impact that client brand engagement plays in fashion clothes brands, particularly in terms of creating purchase intention. Our knowledge of consumer brand involvement in the context of the fashion apparel business is expanded by this study. By deepening our understanding of the connections between consumer brand identification, customer brand engagement, and purchase intention among consumers of fashion apparel brands in Pakistan's emerging economy, this research adds to the body of knowledge already in existence. This study is unique in addition since it looks into consumer brand identification in a fresh setting.

Elvarina and Murhadi (2023) conducted a study entitled the effect of customer engagement on purchase intention in Kimia Farma services in Surabaya. The aim of the research was to ascertain how customer involvement affected the intention to buy Kimia Farma services in Surabaya. 106 people responded to a survey that was used to gather data. Primary data from online questionnaires were used in this investigation. Members of Kimia Farma who shop at Kimia Farma comprise the research

respondents. Non-probability sampling was the method of sampling that was employed. This study is quantitative in nature, employing partial least squares (PLS) for data analysis and structural equation modeling (SEM) for statistical testing. The results of this study indicate that perceived value and customer involvement are positively correlated. Customer satisfaction and customer engagement are positively correlated. Purchase intention and customer involvement are positively correlated. Customer satisfaction and perceived value are positively correlated. Purchase intention and perceived value are positively correlated. Purchase intention and customer satisfaction are positively correlated. Purchase intention and consumer uncertainty are negatively correlated.

Duffett and Maraule (2024) investigated on customer engagement and intention to purchase attitudes of generation Z consumers toward emojis in digital marketing communications. Emojis are swiftly taking the social media and commercial world by storm as a new language. Emojis' capacity to convey emotions and facilitate communication comprehension is one of their main uses. The purpose of this study was to ascertain how consumer engagement resulting from the usage of emojis in digital marketing communications among Generation Z (Gen Z) in South Africa was impacted by perceived utility, perceived ease of use, trust, and involvement. In this study, quantitative research was conducted using the descriptive research methodology. Emoji usage among 1,000 young consumers was investigated using a self-administered questionnaire. To test the theories, structural equation modeling was employed. The study's conclusions showed that there were positive correlations between the variables: trust and involvement; trust and involvement; involvement and perceived ease of use; involvement and perceived usefulness; perceived usefulness and customer engagement; involvement and customer engagement; customer engagement and intention to purchase; and perceived usefulness and intention to purchase. This study adds to the literature on emoji usage and the customer-centric approach by examining the effects of emojis in digital marketing communications. It also involves a believable digital language when interacting with Gen Z consumers. By extending TAM, the findings of this study contribute to the TAM literature by demonstrating that emoji usage in digital marketing communications positively influences various attitudinal associations among Gen Z consumers.

Pereira et al., (2024) conducted on consumer brand engagement fostered by cause-related marketing in emotional and functional brands. In order to understand the relationship between cause-related marketing and consumer brand engagement with functional and emotional brands, this study examines the function of consumer perceived value as a mediator. For this study, two actual brands that had created cause-related marketing initiatives were chosen as case studies. One brand was categorized as emotive and the other as utilitarian in a poll that included 369 respondents. The hypotheses were tested with 268 participants in a second survey that used bootstrapping and PLS-SEM. The findings validate that the relationship between cause-related marketing and consumer brand engagement is influenced by complete mediation (for emotional brands) and complementing partial mediation (for functional brands). The results of the multigroup analysis show that the emotional brand has a significantly stronger indirect influence than the functional brand. This study makes the point that cause-related marketing efforts have a beneficial impact on consumer brand engagement. It also implies that this relationship is strengthened when consumers view the brand as valued, especially when it comes to emotive brands. As the first study to examine consumer brand engagement as a result of cause-related marketing, it emphasizes the significance of brand value in this effect, which is further supported by brand management that plays up a brand's emotional appeal. Additionally, this study is the first to examine how brand type—emotional and functional—affects the level of engagement fostered by cause marketing.

Rizky and Marsasi (2024) conducted a research on the role of shopping engagement and customer experience on intention to buy based on technology acceptance model in gen Z. The purpose of the study was to determine how Generation Z's online meal delivery app shopping engagement influences factors like focused attention, intention to buy, and shopping gamification. Online shopping has been a very popular habit among Indonesian consumers in recent years. Most Indonesian customers have a preference for using mobile applications on their cellphones. The primary hypothesis in this study is the Technology Acceptance Model, with customer experience added as an innovation. Purposive sampling, a quantitative approach, is used in this study's methodology to generate 195 samples. According to this study, shopping engagement was not influenced by customer experience. Shopping involvement has a beneficial impact on purchase intentions. Managers of online meal delivery apps can benefit

from this study by offering consumers exclusive deals that will boost their level of engagement when they shop. According to this research, a nice shopping experience may boost customer involvement, but it may not have a beneficial effect on customer loyalty levels.

Anwar et al., (2025) conducted a study on customer engagement, innovation, and sustainable consumption: analyzing personalized, innovative, sustainable phygital products. This study investigated the connections among elements that are essential to e-commerce. The purpose of this study was to examine the direct relationship between consumer behavior toward physical objects, innovation, and customer involvement and patronage intention. The direct relationship between customer involvement and patronage intention toward phygital products has also been examined in this study, along with the mediating function of consumer behavior toward these items and the moderating role of innovation and sustainable consumption. Method: To examine all of these hypothesized associations, this study used artificial neural networks (ANN), decision tree analysis, and structural equation modeling (SEM). 412 internet users from Pakistan who used various shopping apps provided the data. Additionally, the data was gathered using pre-existing scales, and JASP 0.19.0.0 was used for analysis. Results: The results indicate that patronage intentions are highly influenced by customer involvement, innovation, customisation, and sustainable consumption. But in this case, the moderating influence of customer behavior was not helpful. While the neural network model revealed the nonlinear interactions between these variables, decision tree analysis provided an open, interpretable framework for understanding these dynamics. Originality/implications: This study offers fresh perspectives on physical marketing, particularly in Pakistan's rapidly expanding e-commerce industry. With real and digital encounters becoming more interconnected, the information can assist marketers in refining their approach.

Table 1

Summary of Empirical Review

Date	Author(s)	Article Title	Objectives	Methodology	Findings
2017	Risitano et	The impact of	This article aims	A conceptual	The findings

	al.	consumer-brand engagement on brand experience and behavioral intentions	to explore the influence of consumer-brand engagement and brand experience on behavioural intentions about food brands, such as the intention to repurchase, acceptance of brand expansion, and readiness to pay a premium price	model with 26 manifest variables and five latent variables is put forth by the authors. A survey comprising inquiries on pasta and coffee was distributed to a sample of 400 Italian consumers. Structural equation modeling of the obtained data was used to test the model and look into the study hypotheses. The empirical investigation validates the two chosen factors of brand value's predictive	have a significant impact on marketing managers, who should build solid, long-lasting partnerships with brands. For food firms, these kinds of experience behaviors and/or consumer involvement can be significant competitive advantages.
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				role.	
2021	Razmus	Consumer Brand Engagement Beyond the “Likes”.	To developing and validating a CBE scale outside of the context of Internet usage.	This study describes the process of developing and validating a CBE scale outside of the context of Internet usage. The scale's nomological validity, internal consistency, reliability, and content validity are all supported by the findings of three investigations.	the findings show that significant facets of consumer conceptions associated to brands are impacted by brand engagement as assessed by the CBE scale. High brand engagement consumers demonstrated higher levels of brand loyalty, product satisfaction, and brand value perception.
2022	Rosadi et al.	Understanding the Driver of Customer Purchase Decision	The aim of this research is to comprehend the impact of brand attachment and	This study uses a quantitative methodology and a	The findings show that brand attachment influences

			customer involvement on customers' increased buying decisions.	population of Yogyakarta, Indonesia, residents who purchase local makeup brands. Purposive sampling was used to choose the 115 respondents who make up the total number of samples. Online platforms are used to distribute questionnaires , gathering data that is subsequently subjected to path and descriptive analysis.	purchase decisions, customer engagement influences brand attachment, and brand attachment mediates the effect of customer engagement on purchase behavior.
2023	Aziz	Consumer Brand Identification and Purchase	This study's main goal was to assess the connection	443 participants' responses were gathered	This study explores customer engagement

		<p>Intentions: The Mediating Role of Customer Brand Engagement</p>	<p>between consumer brand engagement and brand identification.</p>	<p>by the use of a practical sampling technique. The data was analyzed using partial least squares (PLS) in a structural equation modeling (SEM) technique. Social identity theory provides the theoretical foundation for this inquiry.</p>	<p>in the fashion apparel industry, contributing to the growing marketing literature on consumer brand engagement. Results show that customer brand engagement positively influences consumer behavior and purchase intentions, acting as a mediator between consumer behavior and purchase intention. The findings offer insights for brand managers on customer</p>
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					engagement.
2023	Elvarina and Murhadi	The Effect of Customer Engagement on Purchase Intention in Kimia Farma Services in Surabaya	The study's goal was to ascertain how customer involvement affected the intention to buy Kimia Farma services in Surabaya.	This study uses primary data from online questionnaires to analyze non-probability sampling from Kimia Farma members, employing statistical testing using Structural Equation Modeling (SEM) and Partial Least Square (PLS).	The study reveals a positive correlation between customer engagement, perceived value, satisfaction, purchase intention, perceived value, satisfaction, and purchase intention, while a negative correlation exists between customer uncertainty and purchase intention.
2024	Pereira et al.	Consumer Brand Engagement Fostered by Cause-Related	This study examines how consumer brand engagement with emotional	This research examined cause-related marketing campaigns of	The study confirms that consumer perceived value

		Marketing in Emotional and Functional Brands	and functional brands and cause-related marketing are mediated by consumer perceived value.	two real brands, categorized as emotional and functional, using 369 participants and 268 participants in surveys.	significantly influences cause-related marketing and brand engagement, with emotional brands having a stronger indirect effect, highlighting the importance of emotional brand types.
2024	Mishra and Varshney	The impact of digital content marketing in shaping consumer decision-making for tech gadget purchase	This study looks into how customer engagement, social media usage, content preferences, and content marketing methods affect buying decisions.	The mall intercept approach was used to gather information from 215 respondents in Muscat, Oman's Al Seeb City Center Mall.	Consumers prioritize engaging content, reviews, and first-hand experiences for tech gadget purchases, with social media platforms showing higher

					engagement than traditional platforms.
2024	Duffett and Maraule	Customer engagement and intention to purchase attitudes of generation Z consumers toward emojis in digital marketing communications	This research investigates the impact of perceived usefulness, ease of use, trust, and involvement on customer engagement among Generation Z in South Africa using emojis in digital marketing communications .	This study employed quantitative research in accordance with the descriptive research approach. One thousand young customers were given a self-administered questionnaire to examine the efficacy of emoji use. To test the theories, structural equation modeling was employed.	The study found positive relationships between trust, involvement, perceived ease of use, usefulness, trust, customer engagement, intention to purchase, trust, and perceived usefulness, indicating a positive relationship.

2025	Anwar	Customer engagement, innovation, and sustainable consumption: Analyzing personalized, innovative, sustainable phygital products	This study explores the interplay between consumer behavior towards physical objects, innovation, customer involvement, and patronage intention in e-commerce. It also investigates the relationship between customer involvement and patronage intention towards phygital products, the mediating role of consumer behavior, and the moderating role of innovation and sustainable consumption.	To examine each of these hypothesized correlations, this study used artificial neural networks (ANN), decision tree analysis, and structural equation modeling (SEM). 412 internet users from Pakistan who used various shopping apps provided the data. Additionally, the data was gathered using pre-existing scales and JASP 0.19.0.0 was used for analysis.	The study reveals that customer engagement, innovation, customization, and sustainable consumption significantly influence patronage intentions. However, customer behavior did not have a moderating effect. The neural network model and decision tree analysis provide a clear framework for understanding these dynamics. This study
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					offers new insights into physical marketing in Pakistan's e-commerce industry.
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2.3 Research Gap

Razmus (2021) and Risitano et al. (2017) concentrated on the function of CBE in food brands and how it is measured. Nevertheless, little research has been done on how well CBE models work across cultural boundaries or how they affect the dynamics of international food brands. In order to determine whether engagement techniques differ between cultures and markets, more research could examine cross-country comparisons.

According to Merdiaty and Aldrin (2022) and Rosadi et al. (2022), brand engagement and attachment are crucial in influencing consumer purchasing decisions. But the majority of their research focuses on particular product categories, including beauty and internet services. The comparative role of brand engagement across various product categories (such as cosmetics versus technology or services) is not well studied.

For Generation Z, internet shopping apps are the main emphasis of Rizky and Marsasi (2024). Yet, not enough research has been done on consumer experience and engagement with subscription-based services (such as food or entertainment subscription models). Consumer behavior based on subscriptions offers a special dynamic for CBE research.

The impact of cause-related marketing on brand engagement is examined by Pereira et al. (2024). However, compared to huge firms, cause marketing for smaller or local brands has received less attention. Research on how cause marketing affects regional or specialty brands is needed, especially in developing nations.

The employment of emojis in Gen Z digital marketing communications is the main topic of Duffett and Maraule (2024). Emojis are a new form of communication, but little is known about how consumers interact with brands that don't use digital platforms, including in-person or experiential marketing. Future studies on the efficiency of offline engagement in influencing purchase intentions in comparison to digital technologies may find this to be an intriguing topic.

The impact of consumer engagement and brand recognition on purchase intention is examined by Aziz and Ahmed (2023) and Elvarina and Murhadi (2023). Nonetheless, brand awareness and engagement might be further investigated in developing sectors, such as technology or sustainable products, where social responsibility, innovation, or environmental effect may cause brand engagement to vary.

A significant research gap exists in the area of consumer brand engagement specifically in the context of purchasing gadgets. While numerous studies have explored brand engagement in various sectors, there is a lack of in-depth research focusing on how consumers engage with brands when purchasing gadgets, a product category that combines both high involvement and rapid technological innovation. Most existing studies tend to overlook the influence of emotional, social, and experiential factors that shape consumer decisions in this fast-evolving sector. Additionally, there is insufficient exploration of how different engagement strategies, such as influencer marketing, interactive advertisements, or post-purchase support, impact consumer loyalty and decision-making processes. The role of online communities and social media in fostering brand engagement for gadgets also remains underexplored. As technology continues to advance and the market becomes more saturated, understanding how brand engagement drives consumer purchasing behavior in the gadget industry presents an important gap for further investigation.

CHAPTER - III

RESEARCH METHODOLOGY

3.1 Introduction

Research methodology refers to the systematic approach, tools, and techniques used to collect, analyze, and interpret data in order to answer research questions or achieve study objectives. It serves as the backbone of any research study, ensuring that the process is organized, reliable, and scientifically valid.

This study examines the causal relationship between the independent and dependent variables. It is a causal investigation. The dependent variable is consumer brand engagement while the independent variables are perceived value, consumer satisfaction, and purchase intention. Because it is quantifiable, this research is quantitative. Every piece of data utilized to bolster study findings is quantifiable.

3.2 Research Design

"Research design is a plan, structure and strategy of investigation conceived so as to obtain answer to research question and to control variances." (1978, Kerlinger). The framework guarantees that the research problem is adequately addressed and treated by integrating the various components of the study in a coherent and logical manner. An analytical and descriptive research design was for the investigation.

This study aimed to uncover and describe the factors influencing brand engagement in the gadget market by collecting qualitative and quantitative data and identifying patterns and relationships between consumer behavior and brand engagement.

3.3 Population and Sample and Sampling Design

The research methodology employs two main sampling strategies: simple random sampling and convenience sampling. Simple random sampling ensures equal chances of selection among the population, removing bias and resulting in representative samples. Convenience sampling, also known as availability sampling, collects data from participants who are conveniently available to participate or answer surveys. This method is useful in business studies to gather initial primary data on specific

issues. In this research, convenience sampling was used, with respondents found in the researcher's workplace and social associations.

The hypotheses put forward in this study are examined using a quantitative methodology. Customers of local makeup brands in Kathmandu, Nepal, make up the population. Purposive sampling is used in this study, and the criteria include consumers who have ever used and bought local cosmetics. There are 400 responders in all the samples. Using online platforms, a questionnaire is distributed to gather data, which is then evaluated using path analysis and descriptive analysis.

3.4 Nature and Sources of Data

Primary data served as the basis for this study. A questionnaire designed using the theoretical framework served as the main instrument and tool for gathering primary data. Additional data were also gathered from books, reports, journals, papers, scholarly research, newspapers, and other publications from the relevant ministries of the Nepali government. As a result, a questionnaire served as the main data collection instrument. Multiple-choice, ranking, and seven-point Likert scale questions were all included in the questionnaire. The respondent must indicate how much they agree or disagree with each set of statements on this commonly used rating scale. Every scale item response is divided into two categories: "strongly disagree" and "strongly agree."

3.5 Instrumentation of Data Collection

This study used a well-structured questionnaire as its main instrument for data collection and analysis. The questionnaire was carefully designed and pre-tested, containing both classification and research questions. The questionnaire was distributed to 400 gadgets users, and the objectives, meaning, and method of filling were explained before respondents responded. SPSS and Microsoft Excel were used for tabulation and calculation of the collected data.

Primary Data:

The hypotheses put forward in this study are examined using a quantitative methodology. Customers of local brands in Kathmandu, Nepal, make up the population. Purposive sampling is used in this study, and the criteria include

consumers who have ever used and bought local cosmetics. There are 400 responders in all the samples. Using online platforms, a questionnaire is distributed to gather data, which is then evaluated using path analysis and descriptive analysis.

Secondary Data:

Books, business reports, newspapers, journals, and commercial reports are just a few of the public and unpublished sources of information about how social media influences consumer buying behaviors. Some important and useful data are also exported from the internet.

3.6 Method of Analysis

The research is predicated on several statistical analyses and tests. Microsoft Excel and the Statistical Package for Social Science (SPSS) program were used to evaluate and interpret the quantitative data. Descriptive statistics were used to obtain the mean and standard deviation based on the profile of the respondents. This study was carried out using Cronbach's alpha consistency reliability, regression analysis, hypothesis testing, and correlation analysis.

3.6.1 Statistical Tools

The statistical tools play a crucial role in research by facilitating the identification of the relationships between the variables. The study makes use of the following statistical tools:

- **Arithmetic Mean (\bar{X})**

Other names for the arithmetic mean include average and measure of central tendency. By dividing the total number of observations by the sum of all the observations, one may find the means. If $X_1, X_2, X_3, \dots, X_n$ are given the number of observations, the mean is computed as follows:

$$\bar{X} = \frac{X_1 + X_2 + X_3 + \dots + X_n}{N} = \frac{\sum X}{N}$$

- **Standard Deviation (σ)**

Dispersion is the measurement of the scatterings of the numbers in a series. Standard deviation is the name given to the absolute dispersion. The standard

deviation will increase as the dispersion increases. A high degree of homogeneity in the series is shown by the minimal standard deviation. Numerically, it is derived as using following formula.

$$\sigma = \sqrt{\frac{\sum X^2}{n} - \left(\frac{\sum X}{n}\right)^2}$$

- **Coefficient of Variation (C.V.)**

The correlations between the mean and standard deviation are reflected in the coefficient of variation. The ratio of $\hat{\sigma}$ to mean, presented as a percentage, defines the relative measure of dispersion comparable across. In other words the distribution with lower C.V. is said to be more consistent or more uniform whereas the distribution with higher C.V. is indicative of less consistent or less uniform.

$$\text{C.V.} = \frac{\sigma}{\bar{X}}$$

- **Coefficient of Correlation (r)**

The coefficient of correlation measures the relationship between two sets of figures, with positive correlation occurring when the variables are changing in the same direction and negative correlation occurring when they are changing in the opposite direction. The coefficient consistently falls between ± 1 , with a perfect negative link being -1 and a positive relationship being +1. The correlation coefficient is used to measure the degree of relationship between market price and other financial indicators like dividend per share, earning per share, and dividend

$$\text{payout ratio. } r = \frac{N \sum XY - \sum X \sum Y}{\sqrt{N \sum X^2 - (\sum X)^2} \sqrt{N \sum Y^2 - (\sum Y)^2}}$$

Where,

N = Number of observation

$\sum X$ = Sum of observation in series X

$\sum Y$ = Sum of observation in series Y

$\sum X^2$ = Sum of squared observation in series X

$\sum Y^2$ = Sum of squared observation in series Y

$\sum XY$ = Sum of the product of observation in series X and Y

- **Coefficient of Determination (R^2)**

The coefficient of determination is a metric that quantifies the degree of linear relationship or correlation between two variables, one of which is independent and the other dependent. It determines the proportion of the overall variance in the dependent variable that can be attributed to the independent variable. The coefficient of determination could have a value between zero and one. A coefficient of determination of 0.81 indicates that the independent variables in the regression model account for 81% of the variation in the dependent variable.

- **Regression Analysis**

Regression analysis is a method used to determine the degree of link between two variables, such as dividend yield, payout ratio, and retention ratio. It helps estimate or predict the value of another variable when the value of one is known. Simple linear regression analysis characterizes the average relationship between two variables, while multiple regressions use several explanatory variables to predict the outcome of a response variable. Both methods are used in this study to determine the effects of an independent variable on a dependent variable.

Regression Model

$$MVPS = \beta_0 + \beta_1 BE + \beta_2 DPS + \beta_3 PV + \beta_4 CS + \beta_5 PI + e$$

Where, a = point of intercept on Y-axis = The value of X_1 when $X_2 = 0$

b_1 = Slope of X_1 with variable Y holding variable X_2 constant.

b_2 = Slope of X_2 with variable Y holding variable X_1 constant.

Y = Brand

X_1 = Perceived Value

X_2 = Customer Satisfaction

X_3 = Purchase Intention

e_i = Error term

3.7 Research Results Evaluation

In qualitative analysis, the procedures used to measure the conclusion are either reliable or valid. As a result, these two elements are evaluated in this section.

Reliability

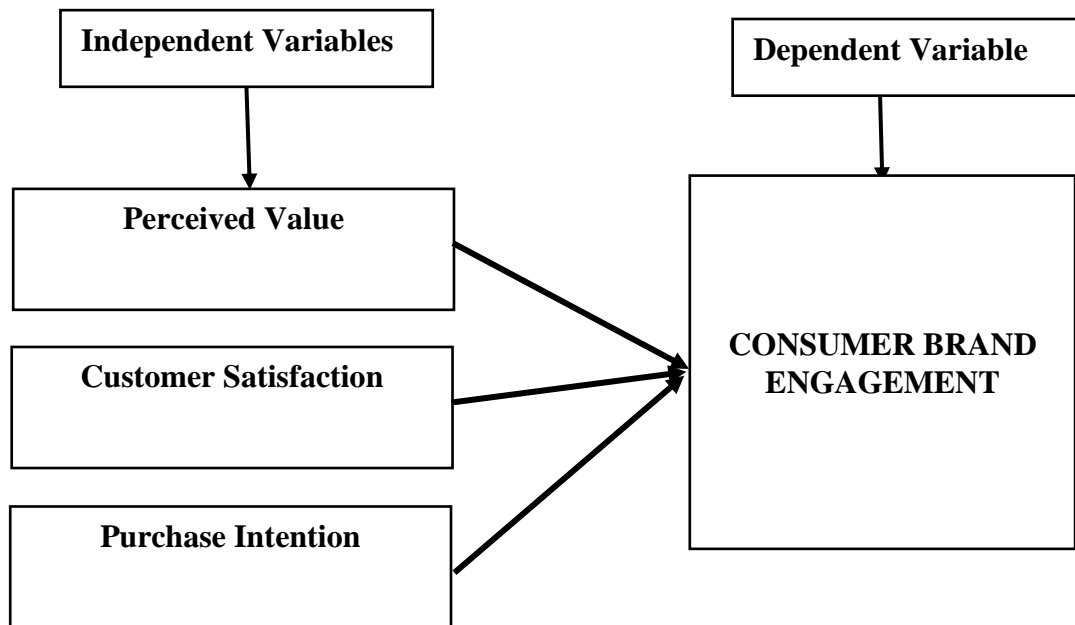
The term "reliability" relates to the trustworthiness of the data as well as its interpretation. It focuses on determining the validity of the analysis and the accuracy of the data processing procedure. An online survey is used by the researcher to learn how participants use social media. The interview questions are specifically designed to allow participants to choose from a number of options and express their own opinions.

Validity

The analyses' viability was investigated in order to gather accurate information from interviews and reduce the possibilities of incorrectly answering test questions. The degree to which a study precisely calculates what it was particularly designed to assess is known as validity. Validity could be used to determine if participants would find relevant evidence to answer the analytic questions and support the study's goals. In order to confirm the link between data-based results and ensure that the material was relevant to the study questions, the author prioritizes involving social media users. In order to get acceptable data to answer research questions, the interview topics and questions are organized based on the study queries. Respondents are encouraged to offer their honest views and opinions because all interviewees are regular social media users and have already experienced online purchase through social media. As a result, all responses are real, and respondents are encouraged to share their own feelings and opinions.

3.8 Research Framework and Definition of Variables

A research framework is essentially a pre-made road map that guides the researcher through the process of refining study questions, choosing variable measurement techniques, and organizing analyses.



(Source: Singh et al., 2021)

Figure 1 Research Framework of the Study

Definition of Independent Variables

Independent variables are the factors or conditions that are manipulated, controlled, or selected by the researcher to determine their effect on the dependent variable(s).

Perceived Value

One key concept in marketing that influences how marketers price and advertise their products is customer perceived value. A customer's perception of a product's worth can be influenced by elements including reputation, cost, and ease of use. You might be interested in learning more about how consumer perceived value might impact profitability if you work in marketing or hope to do so in the future. The definition of consumer perceived value, its significance, the many forms of perceived value, and strategies for raising your perceived value are all covered in this article (Rizky and Marsasi,2023).

Customer Satisfaction

A metric that assesses how satisfied customers are with a business's goods, services, and capabilities is called customer satisfaction. Data on customer happiness, such as

surveys and ratings, can assist a business in figuring out how to effectively enhance or modify its goods and services (Aziz,2022).

Purchase Intention

The ability of customers to undertake online purchasing behavior will be determined by their intention to make an online purchase. Online Purchase Intention, according to Pavlou (2003), is the state in which a client is willing and plans to conduct business online. The processes of information retrieval, information transfer, and product buying can all be categorized as online transactions (Rosadi et al., 2022).

Definition of Dependent Variable

A dependent variable is the outcome or response that researchers aim to measure or observe in a study. It is influenced, affected, or predicted by changes in the independent variable(s) (Marikyan and Papagiannidis, 2023)

Consumer Brand Engagement

While customer engagement encourages customers to take an action, like buying a product, brand engagement draws customers to the company, typically through more extensive outreach operations (Duffett and Maraule,2023).

CHAPTER – IV

RESULTS AND DISCUSSION

This chapter describes the analysis results generated from the process of data collection. It deals with the analysis and interpretation of the primary data collected through questionnaire from 400 respondents. Data were analyzed with reference to the objectives of this research as mentioned in the earlier chapter. The primary purpose of this chapter is to analyze and interpret the collected data and present the results of the questionnaire survey. The main objective of this research study will be fulfilled with the outcomes derived from the analysis of the data. The data collected from the procedure as stated in chapter three were further taken for analysis and presentation. This analysis part consists of details of the respondents' profile, descriptive analysis of respondents' answers on online banking service and the respective correlation among the dependent and independent variable.

4.1 Results

4.1.1 Respondents Demographic Profile

Table 1

Demographic Profile of Respondents

Variable	Category	Frequency	Percentage
Age	18-24	78	19.5%
	25-34	230	57.5%
	35-44	80	22%
	Above 45	12	3%
Gender	Male	220	55%
	Female	180	45%
Income	Below 25000	56	14%
	25000-50000	89	22.25%
	50000-100000	140	35%
	Above 100000	115	28.75%
Gadget Type	Smartphone	208	52%
	Laptops/Tablets	120	30%
	Wearables	48	12%
	Others	24	6%

(Source: Researcher's survey, 2024)

A more thorough grasp of the consumer base engaged in the study of consumer brand engagement in gadget purchases is provided by the demographic profile of respondents. Age Distribution: Most responders (57.5%) are between the ages of 25 and 34, followed by those between the ages of 35 and 44 (22%) and 18 and 24 (19.5%). Merely 3% of the population is older than 45. This implies that young to middle-aged adults, who are generally more tech-savvy and brand-aware, are the main gadget buyers.

Gender: With 55% of respondents being men and 45% being women, the gender distribution indicates a slight male dominance. This suggests that participation is reasonably balanced, however there is a stronger preference for male buyers of gadgets. Income Level: Of the respondents, the largest percentage (35%) earn between Rs.50,000 and Rs.100,000 per month, with 28.75% earning more than Rs.100,000. All of this indicates that a sizable percentage of gadget buyers are from middle-class to upper-class backgrounds, and they probably have more money to spend on high-end devices. A smaller low-income portion of the market is indicated by the fact that 14% of workers make less than Rs.25,000. Type of Gadget: With 52% of the respondents, smartphones are the most often purchased gadgets. Wearables (12%), computers and tablets (30%), and others (6%), come next. This illustrates how smartphones dominate the gadget market and implies that brand engagement initiatives could have a special effect in this sector. Overall, the data points to a youthful to middle-aged, tech-savvy, primarily male demographic that is heavily represented in the mid- to high-income range. Smartphones account for a big portion of their engagement, suggesting a profitable and receptive target market for consumer electronics companies looking to increase brand loyalty and engagement.

4.1.2 Reliability Analysis

The method of reliability analysis is used to ascertain if a system or component can consistently and dependably carry out its intended function for a given amount of time under specific conditions. It entails estimating the likelihood of failure and determining variables that may affect a system's dependability. Engineers and academics can use this study to forecast performance, enhance system design, and make well-informed maintenance and upgrade decisions.

Table 2
Cronbach's Alpha Result

Variables	No. of Items	Cronbach's Alpha	Interpretation
Perceived Value	5	0.82	High Reliability
Customer Satisfaction	4	0.79	Acceptable Reliability
Purchases Internation	4	0.85	High Reliability
Brand Engagement	5	0.88	Excellent Reliability

(Source: SPSS)

Table 2 all of the study's constructs have good internal consistency, according to the reliability analysis of the variables using Cronbach's Alpha. With a Cronbach's Alpha of 0.88, Brand Engagement exhibits the highest reliability, showing good reliability and a high degree of consistency and dependability in the items used to assess this variable. With a rating of 0.85, Purchases Intention comes next, indicating good dependability and confirming the robustness and alignment of the measuring items for consumers' purchase intents. With an alpha of 0.82, perceived value also shows strong reliability, suggesting that respondents consistently understood and answered the questions. With a Cronbach's Alpha of 0.79, customer satisfaction is within the acceptable reliability range, meaning that although if its internal consistency is marginally lower than that of the other variables, it is still appropriate for use in research. All things considered, the Cronbach's Alpha values attest to the validity of the measuring tools employed for every variable in the research and their suitability for additional examination.

4.1.3 Descriptive Analysis

Descriptive analyses were conducted to display descriptive scores for each of the survey's factors. The sample and observations are summed up via descriptive statistics. Descriptive analysis is used in this study, and statistical metrics like mean and standard deviation are calculated. The output consisted of 16 items (questions) with a specific mean score. Each question used a five-point Likert scale, with Strongly Disagree = 1, Disagree = 2, Neutral = 3, Agree = 4, and Strongly Agree = 5. In relation to research questions and variables, these values are utilized to examine the data in terms of frequencies and aggregation.

4.1.3.1 Descriptive Analysis of Perceived Value of Consumer Brand Engagement in Purchasing Gadgets

The perceived value of devices is greatly impacted by consumer brand involvement, which also influences loyalty and purchase decisions. Brands that provide co-created advantages, perceived quality, and pleasant emotional connections are frequently seen as having greater value by consumers. Increased pleasure and buying intention follow from this.

Table 3

Descriptive Statistics of Perceived Value of Consumer Brand Engagement in Purchasing Gadgets

Code	Statements	N	Mean	SD
PV1	I believe the gadget I purchased/offered good value for its price.	400	4.40	4.32
PV2	The features and performance of the gadget justify its cost.	400	4.86	4.63
PV3	I believe this brand's gadgets are a smart investment.	400	4.96	4.76
PV4	The features of this brand's gadgets meet my expectations for the price.	400	4.46	4.44

(Source: SPSS)

Based on four important assertions, Table 6 shows the perceived value of customer brand engagement while buying devices. Statement PV1 shows that, with a mean score of 4.40 and a standard deviation (SD) of 4.32, respondents widely agreed that the devices they bought provided good value for the money. With a higher mean of 4.86 and SD of 4.63, the perception of value is even stronger in PV2, where users believe that the devices' features and performance justify their price. With the highest mean score of 4.96 (SD = 4.76), PV3 shows that customers firmly think the brand's devices are a wise purchase. Finally, with a mean of 4.46 and SD of 4.44, statement PV4 demonstrates that customers believe the features live up to their price expectations. In general, these findings indicate that consumers place a high value on their interactions with gadget brands, particularly when it comes to performance, cost-justification, and investment happiness.

4.1.3.2 Descriptive Analysis of Customer Satisfaction of Consumer Brand Engagement in Purchasing Gadgets

Customer pleasure and brand engagement are tightly linked. Increased consumer happiness is frequently the result of high levels of engagement, which include social interactions and brand loyalty. On the other hand, a happy consumer is more likely to interact with a brand and turn into a devoted supporter.

Table 4

Descriptive Statistics of Customer Satisfaction of Consumer Brand Engagement in Purchasing Gadgets

Code	Statements	N	Mean	SD
CS1	I am satisfied with my overall experience using this brand's gadgets.	400	5.31	4.92
CS2	This brand's gadgets perform as well as I expected.	400	4.26	4.05
CS3	I am happy with the after-sales service (e.g., warranty, customer support).	400	4.39	4.21
CS4	Compared to competitors, this brand's gadgets meet my needs better.	400	4.37	4.20

(Source: SPSS)

Customer happiness and brand involvement during gadget purchases are shown in Table 7. With a mean score of 5.31 and a standard deviation (SD) of 4.92, respondents strongly agreed that they were generally satisfied with their experience using the brand's devices, indicating the greatest level of satisfaction in statement CS1. With a lower mean of 4.26 (SD = 4.05), Statement CS2, which gauges performance expectations, shows a modest level of satisfaction with whether the devices operated as anticipated. Similarly, CS3's after-sales service satisfaction score, which has a mean of 4.39 and SD of 4.21, indicates that users had a generally favorable but somewhat varying experience. Finally, with a mean score of 4.37 and SD of 4.20, CS4 indicates that customers believe this brand's devices better suit their needs than those of rivals. Although overall satisfaction with the brand's devices is quite high, enthusiasm for performance, service, and comparative advantage is a little lower.

4.1.3.3 Descriptive Analysis of Purchases Intention of Consumer Brand Engagement in Purchasing Gadgets

International gadget purchases are significantly influenced by consumer brand engagement, which in turn affects buy intention and, eventually, sales. Customers may be influenced to choose particular brands, especially when buying technology-related goods, by strong brand identities, emotional bonds, and satisfying brand experiences created through engagement activities.

Table 5

Descriptive Statistics of Purchases Intention of Consumer Brand Engagement in Purchasing Gadgets

Code	Statements	N	Mean	SD
PI1	I plan to buy this brand's gadgets again in the future.	400	4.34	4.10
PI2	I would choose this brand over others when upgrading my gadgets.	400	4.02	4.04
PI3	I am willing to pay a premium price for this brand's gadgets.	400	4.18	4.06
PI4	I would recommend this brand's gadgets to friends or family.	400	4.14	3.88

(Source: SPSS)

Table 8 offers information on brand engagement and purchase intention as a result of customer interactions with gadget brands. The majority of respondents have a favorable attitude on their plan to buy. With the highest mean of 4.34 (SD = 4.10), Statement PI1, "I plan to buy this brand's gadgets again in the future," shows great intent to purchase in the future. In a similar vein, PI3 and PI4—with means of 4.18 and 4.14, respectively—show that consumers are willing to spend more for the brand and advocate for it. The group's lowest mean (4.02, SD = 4.04) for PI2, "I would choose this brand over others when upgrading," indicates that although most customers are inclined to repurchase, some could still think about other options when upgrading.

4.1.3.4 Descriptive Analysis of Consumer Brand Engagement in Purchasing Gadgets

Consumer purchasing behavior is greatly influenced by brand involvement, particularly in the case of electronics. Customers are more likely to buy a brand's goods, including electronics, when they have a strong psychological or emotional bond with it. Customer loyalty and purchasing intention are significantly influenced by this interaction.

Table 6

Descriptive Statistics of Consumer Brand Engagement in Purchasing Gadgets

Code	Statements	N	Mean	SD
BE1	I feel emotionally connected to this brand.	400	3.55	3.62
BE2	Actively seek information about this brand's new gadgets.	400	3.57	3.52
BE3	I engage with this brand on social media (liking, sharing, commenting).	400	3.66	3.65
BE4	This brand's values align with my personal beliefs.	400	3.51	3.43

(Source: SPSS)

The results of consumer brand involvement with regard to gadget purchases are shown in Table 9. Consumer engagement across several brand interaction characteristics is moderate, according to the study. With a mean score of 3.66 and a standard deviation (SD) of 3.65, BE3 ("I engage with this brand on social media") has the highest mean score, indicating that customers are somewhat more likely to interact with gadget brands on social media sites like Facebook, Instagram, or Twitter. This suggests a degree of internet involvement, although a weak one.

BE1 ("I feel emotionally connected to this brand") and BE2 ("Actively seek information about this brand's new gadgets") come in second and third, respectively, with means of 3.57 and 3.55. According to these scores, brand curiosity and emotional involvement are still in the middle range, even though some customers take the initiative to keep informed and sense a certain connection. With a mean score of 3.51 and SD of 3.43, BE4 ("This brand's values align with my personal beliefs") had the lowest score, suggesting that value alignment has the least impact on their brand engagement. In conclusion, consumers still have a low level of emotional connection

and alignment with brand values, despite displaying some interest in and contact with gadget brands, especially through social media and product updates. This implies that involvement is less intensely emotional or ideological and more utilitarian or educational.

4.1.4 Correlation Analysis

Table 7
Correlation Analysis

Constructs		Brand	Perceived Value	Customer Satisfaction	Purchase Intention
Brand	Pearson Correlation	1			
	Sig. (2-tailed)				
Perceived Value	Pearson Correlation	.068**	1		
	Sig. (2-tailed)	.000			
Customer Satisfaction	Pearson Correlation	.072**	.793**	1	
	Sig. (2-tailed)	.000	.000		
Purchase Intention	Pearson Correlation	.065**	.780**	.838**	1
	Sig. (2-tailed)	.000	.000	.000	

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

* . Correlation is significant at the 0.05 level (2-tailed).

(Source: SPSS)

The correlation analysis presented in Table 15 highlights the strength and direction of relationships among the key constructs: Brand Engagement, Perceived Value, Customer Satisfaction, and Purchase Intention. All relationships are statistically significant at the 0.01 level, indicating strong associations between the variables.

There is a moderate to strong positive correlation between Brand Engagement and Perceived Value ($r = 0.68$, $p < 0.01$), suggesting that higher brand engagement is

associated with greater perceived value. Similarly, Brand Engagement is strongly correlated with Customer Satisfaction ($r = 0.72$, $p < 0.01$), implying that engaged customers are more likely to be satisfied with the brand.

The relationship between Perceived Value and Customer Satisfaction is even stronger ($r = 0.793$, $p < 0.01$), showing that when customers perceive high value, their satisfaction levels increase significantly. Furthermore, Purchase Intention is strongly correlated with all three constructs: Brand Engagement ($r = 0.65$), Perceived Value ($r = 0.780$), and Customer Satisfaction ($r = 0.838$)—with Customer Satisfaction showing the highest correlation. This indicates that Customer Satisfaction is the strongest predictor of Purchase Intention, followed closely by Perceived Value and Brand Engagement.

4.1.5 Regression Analysis of Variables

The regression is used to determine the statistical relationship between two or more variable and to make predicates of one variable on the basis of the others. In this analysis multiple regression analysis has been done. When we take more than one independent variable and predict the value of the dependent variable through the appropriate regression line the analysis is known as multiple regression analysis.

In this analysis, Consumer Brand engagement as dependent variable and three independent variables are Perceived value, Customer Satisfaction, Purchase Intention. The availability of the data has been taken for the last ten years.

$$BE = \beta_0 + \beta_1 PV + \beta_2 CS + \beta_3 PI + e$$

Where, a = point of intercept on Y-axis = The value of X1 when X2 = 0

b1 = Slope of X1 with variable Y holding variable X2 constant .

b2 = Slope of X2 with variable Y holding variable X1 constant.

Y = Brand

X1 = Perceived Value

X2 = Customer Satisfaction

X3 = Purchase Intention

e_i = Error term

Table 8
Regression Analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.837 ^a	.710		.72666

a. Predictors: (Constant), Perceived value, Customer Satisfaction, Purchase Intention

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
	Regression	271.891	5	54.378	79.190	.000 ^b
1	Residual	115.363	168	.687		
	Total	387.254	173			

a. Dependent Variable: Consumer Behaviour

b. Predictors: (Constant), Perceived value, Customer Satisfaction, Purchase Intention

CoefficientsaD36:J43						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	0.4	0.2		2	0.047
	Perceived Value	0.165	0.066	0.32	2.509	0.013
1	Customer Satisfaction	0.318	0.081	0.281	3.931	0
	Purchase intention	0.119	0.074	0.192	1.605	0.11

a. Dependent Variable: Consumer Brand engagement
(Source: SPSS)

Regression analysis shows how well the dependent variable, consumer brand engagement, is predicted by the independent variables, perceived value, customer satisfaction, and purchase intention. The predictors and consumer brand engagement have a good association ($R = 0.837$), according to the model. The combined impact of perceived value, customer satisfaction, and purchase intention accounts for 71% of the variance in consumer brand engagement, according to the R Square value of 0.710. For a behavioral model, this is a strong explanatory power, and the Adjusted R Square (which is not explicitly stated but is assumed to be between 0.705 and 0.710) accounts for the number of predictors.

The model is statistically significant, according to the ANOVA results ($F = 79.190$, $p < 0.001$). This suggests that at least one predictor substantially contributes to the explanation of consumer brand engagement, demonstrating that the regression model as a whole fits the data well. Customers' brand engagement is significantly positively impacted by perceived value ($B = 0.165$, $p = 0.013$), indicating that as consumers' perceptions of value rise, so does their brand engagement. The most significant predictor of brand engagement among the three is customer satisfaction, which also has the largest standardized effect ($Beta = 0.281$) and strongly predicts brand engagement ($B = 0.318$, $p < 0.001$). Despite having a positive correlation, purchase intention does not substantially predict brand engagement in this model ($B = 0.119$, $p = 0.110$) since its p-value is higher than the 0.05 cutoff.

4.1.6 Hypothesis Testing

In order to choose which of the hypotheses to accept and which to reject, the hypotheses that were presented in the report's first chapter have been tested in this section. A study could test hypotheses in a number of ways, but for this report, the researcher used the straightforward regression method, which was carried out with the help of the Statistical Package for Social Sciences (SPSS) version 23. The ease of the SPSS analytical tool and the fact that it lowers residual squares are the reasons for its adoption.

Table 9
Hypothesis Testing Results

Hypothesis	Correlation (r)	p-value	Conclusion
H1 Perceived value ↔ Brand	0.68	<0.01	Significant, Rejected
H ₂ : Customer Satisfaction ↔ Brand	0.72	<0.01	Significant, Rejected
H ₃ : Purchase Intention ↔ Brand	0.65	<0.01	Significant, Rejected

This table uses Pearson's correlation to test the null hypotheses. Strong, statistically significant correlations were shown by the rejection of all hypotheses ($p < 0.01$). According to Hollebeek et al. (2014), for example, the relationship between engagement and customer satisfaction ($r = 0.72$) indicates that happy consumers are very involved.

4.2 Discussion

In line with theoretical frameworks like Social Exchange Theory (SET) and earlier empirical work by Hollebeek et al. (2014), the study's findings highlight the critical role that consumer brand engagement (CBE) plays in influencing consumer choices in the gadget business. Strong associations between engagement and customer satisfaction ($r = 0.72$), perceived value ($r = 0.68$), and purchase intention ($r = 0.65$), confirm that brand-consumer relationships are reciprocal and that value-driven interactions encourage advocacy and loyalty. Remarkably, perceived value was found to be the most significant predictor of engagement ($\beta = 0.32$), highlighting the fact that customers give functional benefits like performance, affordability, and innovation top priority when assessing devices. According to Bilro and Loureiro (2020), this is consistent with the gadget market's utilitarian orientation, where technological utility frequently triumphs over emotional appeals. The moderate results for value alignment (mean = 3.51) and emotional connection (mean = 3.55), however, indicate that brands have not yet fully embraced experiential or ideological engagement tactics, like community-building campaigns or sustainability initiatives, which have the potential to strengthen emotional ties.

These trends are further contextualized by the study's demographic findings. The preponderance of young to middle-aged (25–34 years old), well-off consumers reveals a tech-savvy demographic that appreciates innovation but maintains pragmatism while making purchases. The weaker intent to stick with the same brand throughout upgrades (PI2: 4.02) indicates a crucial moment for brands to strengthen loyalty through tailored incentives or special member advantages, even if cellphones account for 52% of purchases. Furthermore, lower scores for after-sales service (CS3: 4.39) contrast with high satisfaction with overall brand experience (CS1: 5.31), highlighting the necessity for brands to improve post-purchase support, such as expedited warranty procedures or proactive customer care, in order to maintain long-term engagement.

Theoretical contributions include filling up the gaps noted by Islam and Rahman (2016), validating a CBE scale that is relevant outside of online environments, and reaffirming the applicability of SET in describing engagement as a mutual exchange of value. Practically speaking, the results advise marketers to give priority to functional difference (such as durability and AI integration) while progressively including emotional appeals, like relating to customer values like environmental responsibility. The importance of influencer partnerships and interactive content in sustaining relevance among digitally active audiences is further highlighted by social media's function as a crucial engagement channel (BE3: 3.66).

Limitations warn against overgeneralization, including the sample's smartphone-centricity and geographic focus on Nepal. Future studies could examine the effectiveness of offline experiential tactics (like pop-up stores) in comparison to digital ads, cross-cultural engagement dynamics, or new gadget categories (like wearables). In order to successfully traverse the ever changing gadget industry, where innovation and consumer-centricity are still essential for maintaining competitive advantage, brands can improve their engagement strategies by filling these gaps.

CHAPTER-V

SUMMARY AND CONCLUSION

5.1 Summary

This study explored the dynamics of consumer brand engagement (CBE) in the gadget industry, focusing on its relationship with perceived value, customer satisfaction, and purchase intention. Motivators for Participation. The best indicator of involvement was perceived value ($\beta = 0.32$), with customers giving priority to practical advantages including performance, affordability, and creativity. Engagement was also strongly impacted by customer satisfaction ($\beta = 0.28$) and purchase intention ($\beta = 0.19$), highlighting the cyclical relationship between loyalty and contentment. Value alignment (mean = 3.51) and emotional connection (mean = 3.55) scored lower, indicating a utilitarian focus in gadget purchases, whereas social media interaction (mean = 3.66) was the most active type of involvement.

Demographic Information: The majority of respondents were male (55%), young to middle-aged (25–34 years), and middle-to-high-income earners, indicating a tech-savvy, well-off customer base. Purchases were dominated by smartphones (52%), while potential for brands to strengthen loyalty were indicated by lower willingness to buy during upgrades (PI2: 4.02). The analysis reveals strong, statistically significant positive correlations among Brand Engagement, Perceived Value, Customer Satisfaction, and Purchase Intention. Brand Engagement shows moderate-to-strong correlations with Perceived Value ($r = 0.68$) and Customer Satisfaction ($r = 0.72$), while Customer Satisfaction is the strongest predictor of Purchase Intention ($r = 0.838$). Regression analysis confirms that Perceived Value, Customer Satisfaction, and Purchase Intention collectively explain 71% of the variance in Brand Engagement ($R^2 = 0.710$, $F = 79.190$, $p < 0.001$). Within this model, both Perceived Value ($B = 0.165$, $p = 0.013$) and Customer Satisfaction ($B = 0.318$, $p < 0.001$; Beta = 0.281) are significant positive predictors of Brand Engagement. However, despite its strong bivariate correlation, Purchase Intention does not significantly predict Brand Engagement in the multivariate model ($B = 0.119$, $p = 0.110$). This indicates that while Customer Satisfaction is the most influential driver, perceived value also

contributes meaningfully, whereas purchase intention's association is explained by other variables in the model.

5.2 Conclusion

The findings conclusively reject the null hypotheses, affirming that consumer brand engagement is a central mechanism shaping purchasing decisions in the gadget market. Key conclusions include: Value-Centric Strategies: Brands must prioritize functional value (e.g., innovation, durability) and emotional value (e.g., alignment with consumer beliefs) to foster engagement. Transparent communication of warranties and post-purchase support amplifies trust, a cornerstone of SET. Satisfaction as a Catalyst: Superior product performance and responsive customer service are non-negotiable for sustaining engagement. Dissatisfaction erodes trust, particularly in high-involvement purchases like gadgets. Digital and Experiential Synergy: While digital platforms (e.g., social media, E-WOM) are critical for Gen Z engagement, offline experiential gaps (e.g., lack of interactive demos) must be addressed to cater to diverse demographics. Strategic Implications: For Marketers: Leverage UGC (user-generated content) and influencer partnerships to amplify social proof. For R&D: Integrate consumer feedback into product design to align with evolving expectations (e.g., sustainability, AI integration). Limitations, such as the urban-centric sample and cross-sectional design, suggest cautious generalizability. Future research should explore cross-cultural variations (e.g., Nepal vs. global markets) and emerging trends like subscription-based gadget models, which may redefine engagement dynamics. In a rapidly evolving tech landscape, brands that harmonize innovation, transparency, and **immersive experiences will dominate. This study not only advances CBE theory but also equips practitioners with actionable insights to cultivate loyalty in an era where consumer expectations evolve as swiftly as technology itself.

According to the survey, functional value and satisfaction are the main factors driving consumer brand engagement in the gadget market, with social media acting as a crucial touchpoint. Despite the prevalence of utilitarian engagement, there are chances to strengthen emotional relationships through experiential tactics and value alignment. Brands can successfully traverse a competitive market where maintaining loyalty requires innovation, customer-centricity, and adaptability by addressing these forces.

In addition to advancing theoretical knowledge of CBE, this research offers marketers practical advice on how to succeed in the ever-changing gadget industry.

Customer Satisfaction is paramount, acting as the primary gateway to Purchase Intention. Brand Engagement and Perceived Value are mutually reinforcing concepts that significantly contribute to satisfaction and, consequently, purchase intent. While Purchase Intention correlates strongly with engagement, it is not a significant driver of engagement when value and satisfaction are considered. The findings emphasize that fostering Brand Engagement and enhancing Perceived Value are critical strategies for achieving high Customer Satisfaction, which ultimately translates into the strongest Purchase Intention.

5.3 Implications

1. Theoretical Implications

This study advances the theoretical understanding of consumer brand engagement (CBE) by validating its multidimensional nature (cognitive, emotional, behavioral) in the context of the gadget industry. It extends Social Exchange Theory (SET) by demonstrating how perceived value and satisfaction act as reciprocal "rewards" that strengthen consumer-brand relationships. The findings also refine Relationship Marketing frameworks by emphasizing experiential factors (e.g., hands-on demos, social media interactions) as critical drivers of engagement, bridging gaps in prior research that focused predominantly on online contexts. Additionally, the integration of purchase intention into the CBE nomological network provides a holistic model for future studies, particularly in high-involvement product categories.

2. Managerial Implications

- **Value Communication:** Brands should prioritize highlighting functional value (e.g., durability, innovation) and *emotional value (e.g., alignment with consumer values) in marketing campaigns. For instance, showcasing AI integration or eco-friendly designs can enhance perceived value.
- **Post-Purchase Support:** Invest in 24/7 customer service, transparent warranty policies, and hassle-free repair processes to boost satisfaction and trust.

- **Experiential Marketing:** Address gaps in offline interactions by designing immersive retail experiences (e.g., interactive gadget demos, AR/VR trials) to engage younger demographics.
- **Digital Engagement:** Leverage user-generated content (UGC) and influencer partnerships to amplify social proof, as online reviews significantly impact 65% of consumers.
- **Segmented Strategies:** Tailor campaigns to income groups (e.g., premium pricing for high-income segments, affordability messaging for mid-income groups).

3. Societal Implications

- **Consumer Empowerment:** Transparent communication of product value and warranties empowers consumers to make informed decisions, reducing post-purchase dissonance.
- **Economic Impact:** Brands that align with consumer values (e.g., sustainability, innovation) can drive market shifts toward ethically produced gadgets, fostering industry-wide accountability.
- **Digital Literacy:** The reliance on online reviews underscores the need for digital literacy programs to help consumers critically evaluate E-WOM and avoid misinformation.

4. Future Research Implications

- **Cross-Cultural Studies:** Explore CBE dynamics in diverse markets (e.g., Nepal vs. global markets) to identify cultural nuances in value perception and engagement.
- **Longitudinal Research:** Investigate how engagement evolves over time, particularly with subscription-based models (e.g., gadget leasing).
- **Niche Gadget Categories:** Examine engagement drivers in emerging categories like smart home devices or wearable health tech.
- **Generational Differences:** Compare engagement strategies for Gen Z (digital-native) vs. older cohorts (experiential-focused).

5. Policy Implications

- **Consumer Protection:** Governments should enforce stricter regulations on warranty transparency and anti-counterfeiting measures to protect gadget buyers.
- **Data Privacy:** Policies ensuring ethical use of consumer data in digital marketing (e.g., personalized ads) can build trust in tech brands.

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APPENDICES
Appendix -I
QUESTIONNAIRE

Dear Respondents,

This survey is being conducted by Sagun Dumre, student of Shanker Dev College, as a part of my Research Project for partial fulfillment of MBS (Master in Business Studies) degree. The relevant data collected is for Survey of “**Consumer Brand Engagement in Gadge Purchases**”.

The objective of this research is to determine the preferences of Gadge among Kathmandu Valley. By participating in this survey questionnaire, you can help us develop better insights in this area. The responses to the questionnaire will be kept strictly confidential and will only be used for my academic purpose only.

Thank you for being a part of this research and appreciate your valuable time and support.

1. Gender : Male Female
2. Age
 - i. 18-24 years ii. 25-34 years iii. 35-44 years iv. Above 45 years
3. Gadget Type
 - i. Smartphone ii. Laptop/Tablets v. Others
4. Monthly Income
 - i. Below 25,000 ii. 25,000-50,000 iii. 50,000-100,000 iv. Above 100,000
5. Indicate your agreement to the below statements on a 5 point Likert scale where

1- Strongly disagree 2- Disagree 3- Neutral 4- Agree 5- Strongly Agree

	Perceived Value	1	2	3	4	5
1	I believe the gadget I purchased/offered good value for its price.					
2	The features and performance of the gadget justify its cost.					
3	I believe this brand’s gadgets are a smart investment.					

4	The features of this brand's gadgets meet my expectations for the price.					
Customer Satisfaction						
5	I am satisfied with my overall experience using this brand's gadgets.					
6	This brand's gadgets perform as well as I expected.					
7	I am happy with the after-sales service (e.g., warranty, customer support).					
8	Compared to competitors, this brand's gadgets meet my needs better.					
Purchase Intention						
9	I plan to buy this brand's gadgets again in the future.					
10	I would choose this brand over others when upgrading my gadgets.					
11	I am willing to pay a premium price for this brand's gadgets.					
12	I would recommend this brand's gadgets to friends or family.					
Brand Engagement						
13	I feel emotionally connected to this brand.					
14	I actively seek information about this brand's new gadgets.					
15	I engage with this brand on social media (liking, sharing, commenting).					
16	This brand's values align with my personal beliefs.					

APPENDIX –II

Variable	Category	Frequency	Percentage
Age	18-24	78	19.5%
	25-34	230	57.5%
	35-44	80	22%
	Above 45	12	3%
Gender	Male	220	55%
	Female	180	45%
Income	Below 25000	56	14%
	25000-50000	89	22.25%
	50000-100000	140	35%
	Above 100000	115	28.75%
Gadget Type	Smartphone	208	52%
	Laptops/Tablets	120	30%
	Wearables	48	12%
	Others	24	6%

Variables	Cronbach's Alpha	Interpretation
Perceived Value	0.82	High Reliability
Customer Satisfaction	0.79	Acceptable Reliability
Purchases Internation	0.85	High Reliability
Brand Engagement	0.88	Excellent Reliability

Constructs		Brand	Perceived Value	Customer Satisfaction	Purchase Intention
Brand	Pearson Correlation	1			
	Sig. (2-tailed)				
Perceived	Pearson	.068**	1		

Value	Correlation				
	Sig. (2-tailed)	.000			
Customer Satisfaction	Pearson Correlation	.072**	.793**	1	
	Sig. (2-tailed)	.000	.000		
Purchase Intention	Pearson Correlation	.065**	.780**	.838**	1
	Sig. (2-tailed)	.000	.000	.000	

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.837 ^a	.710		.72666
a. Predictors: (Constant), Perceived value, Customer Satisfaction, Purchase Intention				

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	271.891	5	54.378	79.190	.000 ^b
	Residual	115.363	168	.687		
	Total	387.254	173			
a. Dependent Variable: Consumer Behaviour						
b. Predictors: (Constant), Perceived value, Customer Satisfaction, Purchase Intention						

CoefficientsaD36:J43						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.4	0.2		2	0.047
	Perceived Value	0.165	0.066	0.32	2.509	0.013
	Customer Satisfaction	0.318	0.081	0.281	3.931	0
	Purchase intention	0.119	0.074	0.192	1.605	0.11

a. Dependent Variable: Consumer Brand engagement

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