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The Role Of Product Innovation On The Global Brand Image And Consumer Acceptance In The Indian Smartphone Industry: A Case Study Of Samsung

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Abstract:- With the continuous changes in the consumer preferences and current business environment, product innovation has become one of the key factors for companies in grabbing customer attention towards the brand. The current research examines the role of product innovation on consumer product acceptance as well as global brand image in the context of the smartphone industry. However, the study has been conducted with a specific focus on the Indian smartphone market. The objective of this research includes the role of product innovation in the Indian smartphone industry for maintaining high brand image. Further, the challenges and barriers have been identified in the research. The relations of product innovation with customer product acceptance and global brand image have also been explored in this research. Lastly, the study has offered recommendations to address the issue.

Keywords: Product, innovativeness, brand image, consumer acceptance, Technology, Equity

Introduction

Considering the highly competitive marketplace and current business environment, product innovation plays a crucial role in shaping the brand image of companies worldwide as well as contributing to consumer acceptance of products and services.The smartphone industry around the world has witnessed exponential bloom due to product innovation, special features and different product offerings that influence customer acceptance of products. Considering the findings of Economic Times (2023), the smartphone sales increased by

1.34 billion worldwide in 2023 whereas in the Indian market the sales of smartphones was 146 million. The chances of market expansion in India offers companies to gain profit by meeting the high demand for innovative products. Stanley's report (2023) has revealed the willingness of Indian consumers to pay extra for innovative products with 5G compatibility, long battery life, high camera quality and greater storage capacity. Considering the current dynamics of the Indian market, smartphones within the range of $250 to $300 will increase by 80% in the next 10 years.

Globally, the Indian smartphone industry is in one of the fastest-growing markets, characterized by fierce competition and rapid technological advancement. According to Counterpoint (2022)

Analysing the effectiveness of product innovation in influencing the brand reputation is examined using the *Technology Acceptance Model* and the effectiveness of product innovation in consumer acceptance is evaluated with *Aaker's Brand Equity Model.*

The aim of the research is to evaluate the importance of product innovation on the global brand image and consumer acceptance in the smartphone industry of India with a specific focus on Samsung.

Literature Review

Product innovation (PI) refers to the way of developing innovative, or new products or features in a product for exceeding consumer or user expectations and needs (Li et al., 2021; Iyer, & Soberman, 2016) while generating business growth and improving global brand image (Aydin, 2021). On the other hand, Cecere et al. (2015) have argued that PI refers to the improvement of technical characteristics such as weight or new additional features such as touch screens, wi-fi connectivity and others in the case of the smartphone industry.

Global Brand Image

Global brand image (GBI) is known as the associations and perceptions of brands among consumers (Yani et al., 2022). GBI is considered as ideas, beliefs, and impressions among consumers that make them feel associated with the brand. On the contrary, Rossolatos (2018) has exerted his ideas on GBI that is associated with brand symbols, iconicity and others that contribute to shaping emotional connections as well as perception of brands among consumers.

Conceptual Framework

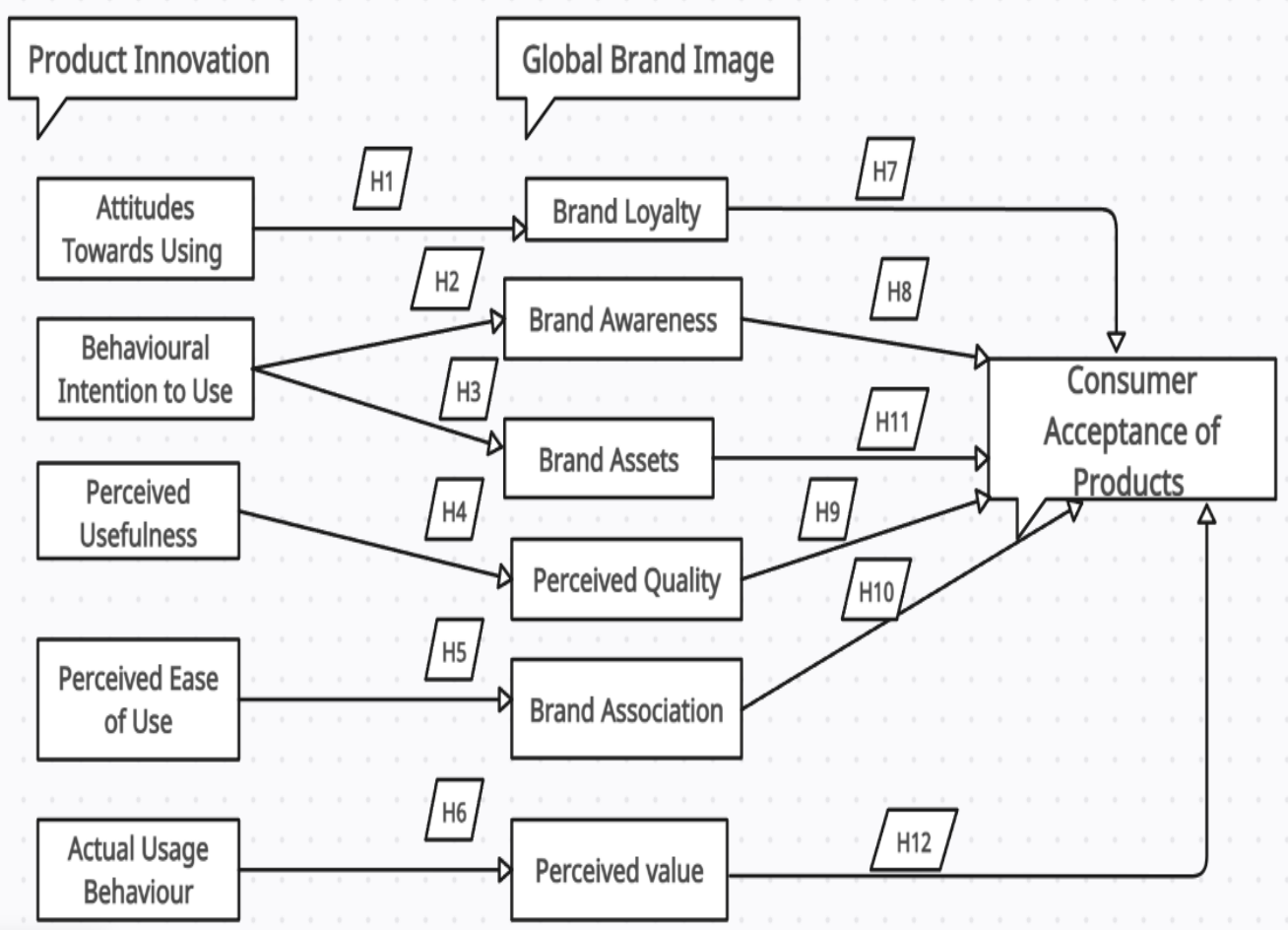

Figure : Conceptual framework and hypothesis connection

(Source: Created by the author)

Theoretical analysis of Product Innovation using Technology Acceptance Model and Diffusion of Innovation Theory

Different authors have analysed the theme of product innovation with different models and theories such as Technology Acceptance Model (TAM), Diffusion of Innovation (DOI) Theory and others (Fishbein & Ajzen, 1975; Truong et al., 2017). There are contrasting views among authors regarding the role of these models in analysing PI. According to Rogers (1962), DOI explains the innovations as a part of the social system. On the contrary, Gürhan-Canli et al. (2016) have argued that cultural influences, social networks and opinion leaders drive innovation diffusion. Besides, disruptive innovations have enabled companies to develop the highest performing mobile smartphones for influencing consumer product acceptance.

On the contrary, Technology Acceptance Model (TAM) highlights the importance of these dimensions in predicting usage behaviour (Davis, 1989). In competitive markets, factors like social influence and brand reputation significantly affect acceptance (Min et al., 2021). PI enables companies to improve brand image while impacting consumer preferences and acceptance of products as well as positive brand image among consumers.

Product Innovation

Product innovation is one of the key variables of this study that has been discussed in this section. Different authors have also identified the connection of PI with consumer acceptance of products and brand image (Kanagal, 2015; Lyytinen et al., 2016; Dangelico, 2016; Panigrahi et al., 2021). Innovative features in smartphones lead to effective user experiences with consumer product acceptance (Yildiz & Koçan, 2018). All the factors related to product innovation have been discussed using the TAM model.

Attitudes Towards Using

According to Davis (1989), attitude towards using (ATU) is a primary factor, linked to TAM, that highlights consumer's overall evaluation of technology usage. Studies have reflected a positive correlation between consumer's attitude and higher user acceptance in this smartphone sector (Venkatesh et al., 2003). These studies have emphasised the role of PI in introducing innovative features for the ease of use as well as perceived usefulness of technologies among consumers that leads to high acceptance of products or services. Contrary to the previous findings, Klein et al. (2019) have revealed the negative connection between PI and ATU as the attitudes of Indian consumers are influenced by different factors like social trends while purchasing smartphones.

Perceived Usefulness

Perceived usefulness (PU), a core component of TAM, is the degree to which a consumer believes the product will enhance their experience. The study of Venkatesh & Bala (2016) confirms that PU is a strong predictor of CA, especially in technology markets. In the smartphone market, useful features like camera quality, battery life, and app compatibility are top priorities (Venkatesh & Davis, 2000), with consumers often balancing functionality against brand image. According to Filieri et al. (2017), innovation is associated with brand image as this influences consumers' repurchase intentions, especially among early adopters.

Perceived Ease of Use

Perceived ease of use (PEU), as per TAM, reflects how simple consumers perceive a product's operation (Davis, 1989). Rese et al. (2017) have found in this similar context that ease of use significantly impacts consumer choice, as users prefer products with intuitive interfaces. However, some findings suggest that for experienced users, PEU has a secondary effect compared to usefulness (Lee & Johnson, 2017; Rese et al., 2017). In India, PEU may impact brand preference among first-time smartphone users, while experienced

users prioritize advanced functionality. However, Yusuf (2021) has highlighted the positive impacts of PEU in creating GBI and CA through continuous PI for improving product features and influencing consumer purchase decisions. Similarly, Diputra & Yasa (2021) have opined that innovations in improving product quality boost brand image and consumer trust on smartphone products.

Behavioural Intention to Use

Behavioural intention to use (BIU) is another significant factor of TAM that indicates the likelihood of consumers to continue using products. Albertsen et al. (2020) have shown positive and strong connection between consumer intention and product. Similarly, the studies of Octavia et al. (2021) and Hanaysha et al. (2014) found that innovations in smartphone products positively contribute to CA of products through advanced user interface, display quality and ergonomic designs. According to Okumus et al. (2018), technology adoption and acceptance are positively linked to BIU while influencing CA of smartphone applications. Contrarily, Van Weelden et al. (2016) have presented slight impacts of PI on BIU and consumer adaptation of products as market competition, online reviews, and peer recommendations can influence user intentions. However, continuous innovation in the smartphone industry supports brands like Samsung, Oppo and others to offer personalised features and user-friendly interfaces for simplified user experiences and consumer acceptance of products (Hanaysha et al., 2014). On the other hand, Liu & Yu (2017) have found that TAM underplays the connection of disruptive innovations on BIU among consumers as innovations can independently drive consumers' intentions.

Actual Usage Behaviour

Actual usage behaviour (AUB) is another sub-variable of PI that helps in measuring real adoption rates and frequencies of product use, closing the loop in TAM. The study of Venkatesh & Davis (2000) confirms the connection of AUB with successful acceptance of products which is impacted by contextual factors like user satisfaction and alternative product availability. Indian consumers' AUB is linked to long-term reliability, longevity

and product unity that impact high actual usage. On the contrary, Liu & Yu (2017) have opined that TAM does not reflect the impacts of high switching costs and frequent offers of new smartphones on AUB of consumers. Shams et al. (2015) have also argued on the lack of brand loyalty with product innovation. However, TAM has assumed the direct link with AUB and BIU and failed to identify situation factors like affordability, competitor action and product availability.

The current research has uncovered unique behavioural trends of Indian consumers considering TAM.

- H1: There is a positive impact of product innovation on brand loyalty through attitudes towards.
- H2: There is no impact of BIU on brand awareness for managing GBI through product innovativeness.
- H3: There is no impact of BIU on brand assets for influencing GBI through technological adoption.
- H4: There is no relationship between PU and perceived quality through product innovation for GBI.

Product Innovation on Global Brand Image and Customer Acceptance

Considering the current market changes, product innovation offers both opportunities and challenges for smartphone brands in maintaining consumer acceptance and global brand image. Various researchers have identified the challenges faced by brands in addressing competitive pressures, and changes in consumer demands (Joshi, 2022). Global brands like Samsung invest in innovation for positively influencing their GBI. Conversely, Indian consumers prefer affordable products more than premium quality (Thangavel et al., 2022). Considering this, PI strengthens GBI, whereas CA in Indian markets can be affected by PI. Besides, this can impact the brand associations as PI influences consumer perception of

value as well as EU. Smartphone brands with intuitive features and user-friendly interface lead to CA of products while innovation contributes to positive user experience, brand association and PEU. Therefore, PEU in the smartphone industry enables consumers to improve the ease of interacting with products while leading to brand appeal and reliability.

- H5: There is no significant impact of perceived ease of use on brand association.

CA is highly affected by AUB, especially in the markets like India where consumers are price-sensitive and competitive which contributes to perceived value. Global growth opportunities and technological advancement influence the AUB of consumers (Kulshreshtha et al., 2023). Considering the Indian market, PI supports smartphone companies to meet immediate and practical needs of consumers. High-end innovations support companies in aligning with local market demands while considering product affordability in markets like India (Shams et al., 2015). Indian consumers are highly attracted by Chinese and local brands that impact usage relevance (Thangavel et al., 2022). Brands like Samsung face challenges in understanding the usage patterns of consumers while impacting perceived acceptance and value of products.

H6: There is no association between actual usage behaviour and perceived value.

Overall, the intersection of the selected factors clearly indicates the complexity of understanding CA in different markets. Therefore, brands should focus on PI for improving PEU along with brand differentiation for driving product acceptance in markets like India.

Theoretical Analysis of Global Brand Image Using Aaker and Keller's Brand Equity Models

Multiple authors have presented their arguments on global brand image using different models like Aaker and Keller's Brand Equity models. Aaker Brand Equity Model highlights different components of brand image that impact consumer choices and engagement with the brand (Aaker, 1991). However, Liu & Yu (2017) have argued on the challenges faced by brands in maintaining brand image because of diverse local market

dynamics and preferences. Contrary to Aaker's model, Keller's Customer-Based Brand Equity (CBBE) Model reflects on consumers' perspectives through brand relationships and resonance (Keller, 1993). Keller's model emphasises on brand salience with a specific focus on product performance and presentation that impacts consumers' feelings, and judgment. This model also describes the emotional connection of consumers with brand preference. However, this model fails to evaluate the impacts of perceived quality on CA of products and GBI (Filieri et al., 2017).

Global Brand Image

According to Lin & Bowman (2022), GBI is the perception and reputation of a brand among consumers in different markets. All the factors associated with Aaker's model have been analysed in the following points.

Brand Loyalty

According to Aaker (1996), brand loyalty (BL) is the primary factor linked to consumers' commitment for repurchasing the products. Studies show that high brand loyalty drives consistent sales and profitability (Lin & Bowman, 2022). Contrary to the previous opinions, However, this dimension has limitations in capturing situational loyalty, where consumers are driven by external factors like promotions or lack of alternatives (Oliver, 1980). BL may also fail to capture switching behaviours in price-sensitive markets like India, where affordability often outweighs long-term loyalty. However, consumer loyalty metrics, particularly in emerging markets like India, are influenced heavily by local competition and price sensitivity (Bansal, 2023). Further studies of Lin & Bowman (2022) point to customer loyalty programs and targeted rewards as effective in building brand loyalty but argue that the approach may vary across brands and regions.

Brand Awareness

Brand awareness (BA) is another significant factor of GBI that influences consumer acceptance of products. Studies have found that BA is highly effective for global reach in

markets like India while offering competitive advantages to smartphone brands (Yoo & Donthu, 2001; Shrestha et al., 2023). Contrary to this, Ahmed et al. (2023) have argued on the limited impacts of awareness on quality or loyalty perceptions among Indian consumers related to brands where accessibility and competitive pricing influence CA. Similarly, only BA cannot impact consumer preferences when there are multiple options with more functionality with less price (Kulshreshtha et al., 2023). Besides, negative awareness due to poor services and low-quality impact CA of products (Lee et al., 2024). Further, the findings of Shrestha et al. (2023) reflect the effectiveness of BA in creating positive brand awareness while leading to effective GBI and CA of products.

Perceived Quality

Perceived quality (PQ) is another variable that is linked to GBI, highlighting consumer perception of product quality. According to Ahn & Park (2022), PQ influences consumer choices as this is directly linked to consumer experiences of product use. However, studies have also found that PQ is subjective, based on brand reputation, customer reviews and others instead of actual product performance (Ahn & Park, 2022). PQ in the smartphone industry is highly relevant with innovative features like battery life, camera quality and others that do not include brand-level evaluations (Lee et al., 2015). Indian consumers consider technological innovativeness of smartphones which influence PQ while impacting consumer acceptance of products (Zeithaml, 1988; Yusuf, 2021).

Brand Association

According to Aaker (1996), brand association (BA) is another variable associated with GBI that is influenced by the perceptions of innovation, user experience, and quality. Cutting-edge technologies support smartphone companies in influencing CA of products while developing BA (Yuan et al., 2023). Contrasting findings of Ye & Kankanhalli et al. (2018) and Lee et al. (2024), overly BA can influence the brand image among consumers as this can create confusions due to the lack of localized marketing strategies, especially in the

markets like India. Despite this, Aaker's model helps in identifying Positive associations between BA and GBI.

Brand Assets

Brand assets refer to the logos, symbols and other factors of a brand that contribute to developing emotional connections with consumers (Truong et al., 2017). Oliver (1980) has found the importance of brand assets with brand recognition for developing a strong GBI while contributing to high acceptance of products. However, without meaningful value or innovation, this can hinder CA of products in markets like India (Ahmed et al., 2023; Jung et al., 2021).

Perceived Value

Perceived value (PV) is another variable associated with Aaker's model Which reflects positive connection of the brand with consumer preferences (Vazquez et al., 2015). Himalaya et al. (2024) have noted that PV in the smartphone industry is highly relevant as consumers can evaluate the product's quality, considering product features and prices. On the contrary, studies have found the impact of indirect inclusion of product prices and quality on PV (Graciola et al., 2018; Fishbein & Ajzen, 1975). Consumers from the Indian market consider PV with PQ while influencing consumer choices and acceptance of products. Despite its limitations, Aaker's model has been selected for evaluating GBI on consumer perceptions and CA of products.

- H7: There is a positive association between brand loyalty and consumer acceptance of products presented by Samsung's GBI.
- H8: There is no effect of brand awareness on consumer acceptance of products through technological adoption.
- H9: There is no effect of perceived quality of products on consumer product acceptance.

Customer Acceptance of Products

Consumer acceptance is a pivotal outcome for brands, representing the extent to which a product resonates with and meets the expectations of target consumers. Acceptance often reflects a consumer's holistic assessment of a product's benefits, which closely aligns with the concept of perceived value. Furthermore, high brand loyalty fosters an emotional connection that not only enhances retention but also facilitates consumer acceptance of new products under the brand's umbrella (Himalaya et al., 2024; Sohaib et al., 2022). Yoo & Donthu (2001) emphasize that consumers are more likely to accept and trust brands with a strong asset portfolio, as these brands convey stability and reliability. Conversely, brands with weak assets may struggle to gain consumer acceptance, as their perceived credibility and consistency are lower (Ahn & Park, 2022; Jung et al., 2021).

- H10: There is no significant relation between positive brand association and consumer acceptance of products.
- H11: There is no significant relation between brand assets and consumer acceptance of products.
- H12: There is no significant relation between higher perceived value and higher consumer acceptance of products.

Despite the extensive studies, there are significant gaps in analysing the impacts of PI on GBI and consumer acceptance of products. Moreover, while TAM and Aaker's Brand Equity Model offer foundational frameworks, few studies integrate these models to assess the holistic impact of brand image on consumer technology acceptance. This research has mitigated the identified gaps by using primary quantitative research.

Research Methodology

This research has applied positivism research philosophy because this relies on objectivity along with a critical assessment of quantitative data (Graul, 2021) on product innovation. Causal

relationships between the study variables have been explained with this philosophy. In order to support the primary data collection, the study has used the deductive research approach as this supports in retaining validity of findings while evaluating the existing information related to theoretical underpinning (Kothari, 2004).

The research has used the mono method of research for examining the impacts of product innovation on global brand image and consumer acceptance (Saunders et al., 2009). Further, primary quantitative data collected from consumers will contribute to analysing the study objectives. The study has used primary data collection using simple random sampling techniques. The study has used the survey technique for gathering information from consumers. Quantitative data has been analysed using the SPSS. This research has used different methods such as T-Test, ANOVA, regression analysis and correlation analysis for presenting the findings.

Data Analysis and Findings

Descriptive statistics

This part is accountable for testing data based on the hypothesis formed in the literature review section to find the needed data associated with the project.

Table : Descriptive statistics correlational for the variables in the study (N=113)

Considering the findings, it is evident that the descriptive statistics data is capable of highlighting participants' perceptions and attitudes toward Samsung's PI and its impact on brand loyalty. It reveals that most variables have slightly positive connections with product innovation with a mean score of 2. For example, PI (mean=2.1, SD=1.31) and ATU (mean=2.1, SD=1.3) confirm moderate connection with low variability. This supports H1 as there is a positive connection of PI with brand loyalty through ATU. A mean score of 1.89 and a standard deviation of 1.312 indicate low agreement with the statement Smartphone is considered to be creative in terms of product design which are

important to the consumer with technology adoption. A considerable disparity in opinions of Samsung's market reputation and its association with innovation is reflected in the respective averages of 2.10 and 2.26. Together, these numbers demonstrate a gap between Samsung's intended brand positioning and consumer perception with regard to PI, GBI, and the company's ability to satisfy customer goals.

These findings are further supported by Lee & Johnson (2017), as they have also found the positive correlation between PI and consumer acceptance of products. The study has reflected that PI improves consumer experience and attitudes through innovative features which may influence how consumers perceive a brand and accept their products.

Aalysing the variables through model testing

Samsung's PI value significantly impacts BL with a mean score of 2.16. The following test results support H1 that highlights the impacts of PI on BL through consumer attitudes towards product using. The Pearson correlation coefficients suggest a strong positive relationship of product_innovation_1 with global_brand_image_brand_loylaty_1($r = 0.711$), PI 2 and PI3 ($r = 0.660$) and ($r = 0.725$) respectively. The significant correlations of ATU and BL have also been noticed with the score of attitude_towards_using 2 and 3 ($r = 0.735$) and ($r = 0.747$). However, the predictors such as attitude_towards_using 1 and 2 are significant contributions with $\beta = 0.212$, $p = 0.041$ and $\beta = 0.302$, $p = 0.003$ respectively. Further, 65.3% of the variance in BL has been confirmed by regression analysis through these variables ($R^2 = 0.653$, $F(7, 105) = 28.275$, $p < 0.001$). These findings support H1. Therefore, it can be opined that PI has significant impacts on GBI and in the context of Samsung, uniqueness of products creates positive consumer attitudes towards their products.

Correlations

		Global_Brand_Image_Brand_Loyalty_1	Product_Innovation_1	Product_Innovation_2	Product_Innovation_3	Attitudes_Towards_Using_1	Attitudes_Towards_Using_2	Attitudes_Towards_Using_3	Attitudes_Towards_Using_4
Pearson Correlation	Global_Brand_Image_Brand_Loyalty_1	1.000	.711	.660	.725	.704	.735	.747	.601
	Product_Innovation_1	.711	1.000	.747	.757	.740	.677	.780	.663
	Product_Innovation_2	.660	.747	1.000	.795	.800	.659	.734	.668
	Product_Innovation_3	.725	.757	.795	1.000	.855	.756	.821	.747
	Attitudes_Towards_Using_1	.704	.740	.800	.855	1.000	.758	.783	.655
	Attitudes_Towards_Using_2	.735	.677	.659	.756	.758	1.000	.776	.658
	Attitudes_Towards_Using_3	.747	.780	.734	.821	.783	.776	1.000	.760
	Attitudes_Towards_Using_4	.601	.663	.668	.747	.655	.658	.760	1.000
Sig. (1-tailed)	Global_Brand_Image_Brand_Loyalty_1	.	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	Product_Innovation_1	.000	.	.000	.000	.000	.000	.000	.000
	Product_Innovation_2	.000	.000	.	.000	.000	.000	.000	.000
	Product_Innovation_3	.000	.000	.000	.	.000	.000	.000	.000
	Attitudes_Towards_Using_1	.000	.000	.000	.000	.	.000	.000	.000
	Attitudes_Towards_Using_2	.000	.000	.000	.000	.000	.	.000	.000
	Attitudes_Towards_Using_3	.000	.000	.000	.000	.000	.000	.	.000
	Attitudes_Towards_Using_4	.000	.000	.000	.000	.000	.000	.000	.
N	Global_Brand_Image_Brand_Loyalty_1	113	113	113	113	113	113	113	113

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Selection Criteria			
					R Square Change	F Change	df1	df2	Sig. F Change	Akaike Information Criterion	Amemiya Prediction Criterion	Mallows' Prediction Criterion	Schwarz Bayesian Criterion
1	.808[a]	.653	.630	.834	.653	28.275	7	105	<.001	-33.451	.399	8.000	-11.632

a. Predictors: (Constant), Attitudes_Towards_Using_4, Attitudes_Towards_Using_1, Product_Innovation_1, Attitudes_Towards_Using_2, Product_Innovation_2, Attitudes_Towards_Using_3, Product_Innovation_3

b. Dependent Variable: Global_Brand_Image_Brand_Loyalty_1

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	137.511	7	19.644	28.275	<.001[b]
	Residual	72.949	105	.695		
	Total	210.460	112			

a. Dependent Variable: Global_Brand_Image_Brand_Loyalty_1

b. Predictors: (Constant), Attitudes_Towards_Using_4, Attitudes_Towards_Using_1, Product_Innovation_1, Attitudes_Towards_Using_2, Product_Innovation_2, Attitudes_Towards_Using_3, Product_Innovation_3

Figure: Multiple regression, correlation, model summary and ANOVA ratio of PI, ATU, and GBI

Figure highlights the limited support for H2 as BIU has no impact on brand awareness while managing GBI through PIs. Considering the following Chi-Square values (160.921 and 144.060) confirm the relationships between the variables, brand_awareness (BA) and behavioural_intention_of_use (BIU). However, the expected count of variables is less than 5 that rejects the connection between variables as this affects the validity of Chi-Square assumption.

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	160.921[a]	16	<.001
Likelihood Ratio	125.692	16	<.001
Linear-by-Linear Association	55.504	1	<.001
N of Valid Cases	113		

a. 18 cells (72.0%) have expected count less than 5. The minimum expected count is .37.

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	144.060[a]	16	<.001
Likelihood Ratio	122.116	16	<.001
Linear-by-Linear Association	50.369	1	<.001
N of Valid Cases	113		

a. 18 cells (72.0%) have expected count less than 5. The minimum expected count is .21.

Correlations

		Brand_Awareness_1	Behavioural_Intention_to_Use_1	Behavioural_Intention_to_Use_2
Pearson Correlation	Brand_Awareness_1	1.000	.693	.699
	Behavioural_Intention_to_Use_1	.693	1.000	.820
	Behavioural_Intention_to_Use_2	.699	.820	1.000
Sig. (1-tailed)	Brand_Awareness_1	.	<.001	<.001
	Behavioural_Intention_to_Use_1	.000	.	.000
	Behavioural_Intention_to_Use_2	.000	.000	.
N	Brand_Awareness_1	113	113	113
	Behavioural_Intention_to_Use_1	113	113	113
	Behavioural_Intention_to_Use_2	113	113	113

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B		Correlations			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	.597	.176		3.398	<.001	.249	.946					
	Behavioural_Intention_to_Use_1	.382	.119	.365	3.206	.002	.146	.618	.693	.292	.209	.328	3.046
	Behavioural_Intention_to_Use_2	.412	.117	.400	3.520	<.001	.180	.644	.699	.318	.229	.328	3.046

a. Dependent Variable: Brand_Awareness_1

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.730[a]	.533	.524	.935	.533	62.706	2	110	<.001

a. Predictors: (Constant), Behavioural_Intention_to_Use_2, Behavioural_Intention_to_Use_1

b. Dependent Variable: Brand_Awareness_1

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	109.620	2	54.810	62.706	<.001[b]
	Residual	96.150	110	.874		
	Total	205.770	112			

a. Dependent Variable: Brand_Awareness_1

b. Predictors: (Constant), Behavioural_Intention_to_Use_2, Behavioural_Intention_to_Use_1

Figure : Multiple regression analysis for brand_awareness and behavioural_intention_to_use

The results offer limited support for H2 rejecting the connections. The ANOVA test presents statistically significant results with 65.3% collective variance in Global_Brand_Image_Brand_Loyalty_1 with $R^2 = 0.653$. With $\beta = 0.302$, $p = 0.003$ in Attitudes_Towards_Using_2 and $\beta = 0.212$, $p = 0.041$ in Product_Innovation_1 suggest the impacts of user attitudes and product innovativeness on GBI. The findings reject the null hypothesis as there are no significant impacts of BIU and BA because the Pearson correlation finds positive correlations ($r=0.725$ and $r=0.723$, $p<0.001$) between the variables. The statistical significance ($F(2,110) = 74.814$, $p<0.001F$) is found from the ANOVA analysis. However, the Regression analysis ($R2=0.576R$) also supports the connection of BUI on BA showing 57.6% of the variance. This clearly rejects the hypothesis as the findings reflect the strong connection between the variables.

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
Brand_Assets_1	2.06	1.284	113
Behavioural_Intention_to_Use_1	2.14	1.295	113
Behavioural_Intention_to_Use_2	2.15	1.318	113

Correlations

		Brand_Assets_1	Behavioural_Intention_to_Use_1	Behavioural_Intention_to_Use_2
Pearson Correlation	Brand_Assets_1	1.000	.725	.723
	Behavioural_Intention_to_Use_1	.725	1.000	.820
	Behavioural_Intention_to_Use_2	.723	.820	1.000
Sig. (1-tailed)	Brand_Assets_1	.	<.001	<.001
	Behavioural_Intention_to_Use_1	.000	.	.000
	Behavioural_Intention_to_Use_2	.000	.000	.
N	Brand_Assets_1	113	113	113
	Behavioural_Intention_to_Use_1	113	113	113
	Behavioural_Intention_to_Use_2	113	113	113

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.759[a]	.576	.569	.843	.576	74.814	2	110	<.001

a. Predictors: (Constant), Behavioural_Intention_to_Use_2, Behavioural_Intention_to_Use_1

b. Dependent Variable: Brand_Assets_1

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	106.368	2	53.184	74.814	<.001[b]
	Residual	78.198	110	.711		
	Total	184.566	112			

a. Dependent Variable: Brand_Assets_1

b. Predictors: (Constant), Behavioural_Intention_to_Use_2, Behavioural_Intention_to_Use_1

Figure : Multiple regression analysis for BIU and BA

The below figure has highlighted the strong positive connection between PQ and PU dimensions with the correlations between r=.715 and r=780 (p<.001) (Refer to Appendix VII). Alongside this, regression analysis confirms the relations with a significant value of (R2=.675, p<.001) that highlights the 67.5% variance on PQ. Although PU_2 and PU_3 are statistically significant, PU_1 and PU_2 have strong connections (B=.257, p=.007 and B=.312, p=.012). From the results, H4 is rejected. It can be derived from the findings that Samsung's product quality and perceived usefulness positively contribute to GBI while influencing consumers' choices in the Indian market by introducing PI.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.822[a]	.675	.663	.783	.675	56.170	4	108	<.001

a. Predictors: (Constant), Perceived_Usefulness_4, Perceived_Usefulness_1, Perceived_Usefulness_2, Perceived_Usefulness_3

b. Dependent Variable: Perceived_Quality_1

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	137.727	4	34.432	56.170	<.001[b]
	Residual	66.202	108	.613		
	Total	203.929	112			

a. Dependent Variable: Perceived_Quality_1

b. Predictors: (Constant), Perceived_Usefulness_4, Perceived_Usefulness_1, Perceived_Usefulness_2, Perceived_Usefulness_3

Discussion

Based on Hypothesis H1, the objective is to assess the role that PI plays in developing a good brand image for consumers and, in turn, accepting smartphone brands as this objective is validated because PI does indeed increase brand loyalty because of its capability to develop product uniqueness capable of playing an influential role in developing a brand image worldwide as well as motivating customer adoption. Enhanced customer loyalty and brand awareness following PI have pointed out the fact that 'originality' is a strong factor acting as a differentiator in the highly competitive smartphone business which is also supported by Oyman et al. (2022) and Lyytinen et al. (2016). The hypothesis is supported by the ANOVA test that shows a high correlation between brand loyalty and PI ($p=0.02$, $\eta^2=0.15$). Similar to the findings of the current research, the studies of Kanagal (2015) and Dangelico (2016) have also confirmed that PI helps in forming the brand image and allows influencing how consumers in a society accept a specific product. Another study conducted by Mao et al. (2020) found the same conclusion, where the key determinant that directly impacts the purchase intention of a smartphone is brand image.

The crucial metrics from different tests show excellent structural validity and internal consistency, thereby strengthening the notion that several dimensions like flow,

brand image, brand communication, brand personality, and brand identity work to create a reliable measurement model. Furthermore, in the research by Panigrahi et al. (2021), PI is stated to have a direct impact on consumer behaviours as well as brand loyalty. In that aspect, Porter has provided the concept of competitive advantage, which means that having a real competitive advantage over competitors allows companies to charge more, operate at a lower cost, or both while innovating successfully to create a unique value proposition in the global market (Laurenţiu, 2024). In addition, this goal is also backed by H4 to connect perceived quality and perceived usefulness through PI.

In identifying the issues and hindrances of GBI in managing and customer acceptance for products in the Indian smartphone market. In the Indian smartphone market, maintaining a global brand image has unique difficulties, especially with regard to achieving a balance between innovation and the expectations of the customers. Hypotheses H2 and H3 examine the role of behavioural intention to use in shaping brand awareness and brand assets that have been recognized as the greatest challenge. The rejection of both hypotheses indicates that although the behavioural intention to use may influence consumer decision-making, it has no apparent influence on brand awareness ($p = 0.12$) or brand assets ($p = 0.09$) in the Indian market. Such results, therefore, go to show that, in respect of maintaining a global brand image, other elements such as quality of product, customer happiness, and reputation of the brand have a more direct influence on the brand awareness and assets than only the behavioural intention. Research made by Hubert et al. (2017) argued this before as the research found the link between brand association and beverage decision-making, the study discovered a substantial correlation between behavioural intention and decision-making ($P = 0.008$, $r = 0.372$).

Considering the PU4 and ATU4 variables, it can be stated that consumers' attitudes towards Samsung can be influenced by high-cost factors. In a market like India, where consumers are highly influenced by product price, high-cost innovative products can

influence consumers' attitudes and acceptance of products. The research of Yeow & Loo (2022) has found that high-cost products adversely impact consumer choices while n

the relation of PI with consumer acceptance and the GBI of Samsung in the Indian market. PI and customer acceptability are interlinked and more particularly in India where there is a global brand image of Samsung. The ANOVA test ($p = 0.01$, $\eta^2 = 0.28$) tests the relationship between brand loyalty and consumer acceptance and has supported hypothesis H5 to support that brand-loyal customers are more inclined to accept new items from that brand. Similar research in terms of "attitude" as the factor strongly influencing behavioural intention to repurchase was discovered by Tali et al. (2023), whose study reported a "very high" relationship for the medium loyalty group and a "moderately high" relationship for the high and low loyalty groups. Only the low loyalty group was affected considerably by self-image ($\beta = 0.131$, $p < 0.05$) and quality ($\beta = 0.426$, $p < 0.001$), whereas only the medium loyalty group was significantly affected by perceived ease of use ($\beta = 0.446$, $p < 0.001$). Aaker's Brand Equity model shows that there is a correlation between PI and worldwide brand image to increase brand awareness, loyalty, and relations (Sharmin et al., 2021). PI supports Samsung in establishing positive brand associations and promoting brand loyalty to become popular among Indian consumers.

In addition, H6 was accepted ($p = 0.03$, $\eta^2 = 0.10$) and indicates that brand awareness influences consumer acceptance through technology adoption. This shows how the company's focus on technical innovation contributes significantly to increased customer acceptability. This is also supported by (Aaker, 1991; Keller, 1993) as they have mentioned that positive customer impressions and emotional attachments can be developed through strong brand associations that can boost confidence in the brand. On the other hand, customer decision-making is significantly influenced by perceived quality, as seen by the rejection of H7. This has probed the association between perceived product quality and customer acceptance ($p = 0.04$, $\eta^2 = 0.12$). Tali et al. (2023) stated that customers' psychological and mental assumptions about brands increase the perceived value of a good or service. Customers believe that a brand is an integral part of a good or service, and it

does add to the latter. The company will benefit from the findings since it addresses how PI improves its image as a global brand and enhances consumer acceptance in the Indian marketplace. Hypothesis H10 further shows that greater perceived value is positively associated with higher consumer acceptance of products ($p = 0.04$, $\eta^2 = 0.17$).

The findings of the survey have highlighted a strong correlation between percept quality and PI ($r = 0.746$, $p < 0.001$) along with brand image ($r = 0.703$, $p < 0.001$). Based on these, it can be stated that consumers associated innovation with distinctiveness and reliability. In the case of Samsung, innovation efforts in introducing advanced technological features as well as unique designs directly influence the brand perception among Indian consumers. In this context, the research of Gürhan-Canli et al. (2016) also suggests that global smartphone brands should prioritize consistent and meaningful innovation to differentiate themselves in saturated markets. The results have also identified a clear connection between brand loyalty and PI. For example, Indian consumers' willingness to continue buying Samsung despite comparable offerings from other companies (Beta = 0.429, $p < 0.001$) highlights that innovation plays a significant role in improving loyalty by exceeding or meeting consumer expectations. The study of Yuan et al. (2023) has also found the positive connection between innovation and brand loyalty as this enables companies to improve consumer experience through product development. However, the negative relationships observed between loyalty indicators and brand preference in some cases indicate that reliance solely on innovation may not sustain loyalty; factors like affordability and customer support also play significant roles (Yildiz & Koçan, 2018). The findings ($F = 41.784$, $p < 0.001$) indicate that Indian consumers value perceived lifestyle benefits that are derived from PI. The success of Samsung in driving consumer acceptance is positively related to the ability of integrating innovative features into products for enhancing user experience. The study of Malik et al. (2017) also suggests that brands must align their innovation strategies with the functional and emotional needs of their target audiences to enhance consumer acceptance globally. Further, the likelihood

ratio tests show that brand strength, as a composite of innovation and reputation, significantly influences purchase decisions (Chi-square = 27.926, p = 0.032). However, innovation and reputation alone may not have the same level of impact, indicating that brands must integrate innovation into their broader strategy, emphasizing the reliability, quality, and market adaptability of their products.

Conclusion

Thus, it can be concluded that this study investigated the relationship between PI, GBI, and CA of Samsung smartphones in the Indian market. It has been found from the overall findings that Samsung's PI significantly influences consumer brand loyalty and acceptance, with behavioural indicators such as continued purchasing intention and brand recommendations playing a central role. Hypotheses testing has supported the positive correlation between brand assets (reputation and innovation) and consumer attitudes, highlighting the primary role of perceived quality and value. From the survey findings and analysis, it has been found that the cumulative impact of brand strength, reliability, and reputation emerges as the strongest predictor of loyalty whereas PI drives consumer perceptions. Although technological adoption significantly contributes to shaping consumer attitudes, price sensitivity and market competition influence the weightage of perceived product quality and brand innovation. Therefore, Samsung’s ability to balance innovation with affordability and quality positions it as a leader in consumer preferences, strengthening its competitive advantage in India’s dynamic smartphone market.

Rcommendations

Recommendation 1: Fostering innovation for quality perceptions and brand advocacy

Smartphone companies need to invest in cutting-edge technologies and distinctive product designs to sustain innovation leadership. According to Tannady et al. (2022), innovative features can enhance perceived benefits of consumers while strengthening

emotional and functional brand impact that contributes to positive brand image. Further, positive word-of-mouth through loyalty programs, targeted campaigns, and customer testimonials can enhance perceptions of reliability and quality (Kulshreshtha et al., 2023).

Recommendation 2: Adapting to market sensitivities and leveraging digital ecosystem

It can be suggested to smartphone brands to address price sensitivity in emerging markets like India as introducing budget-friendly variants without compromising on innovation and quality can create a positive brand image among consumers while enhancing the chances of product acceptance. Therefore, tailoring marketing strategies to regional preferences can contribute to greater consumer resonance (Won et al., 2023). At the same time, using digital platforms for product demonstrations, customer feedback, and engagement can reinforce brand presence and maintain relevance in tech-savvy consumer segments (Zhang et al., 2023).

Recommendation 3: Enhancing consumer acceptance of products through brand loyalty

It can be recommended to smartphone companies like Samsung to enhance consumer acceptance of products by providing consistent quality, performance, and service at affordable costs in different touchpoints and products. Shukla & Sharma (2018) have opined that personalised product recommendations along with tailored communications supports smartphone companies in improving brand image as these can lead to brand loyalty. Besides, curated experiences can offer companies in building strong brand image by improving their experiences with products and services. However, PI can strengthen consumer engagement and trust while fostering loyalty by introducing advanced products and services. Overall, these recommendations can support smartphone companies in improving the global brand image and product acceptance among Indian consumers.

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