



The Impact on Brand Image Based on the Consumer Perception in Mobile Phone Industry: A Case Study on OPPO Smartphone

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Abstract

The study aims to investigate the impact of brand image and Product Quality Performance of Oppo smartphones. The main objective of the study was to analyze the effect of product quality preference by consumers. This type of research uses a quantitative approach and multiple techniques were used for data analysis in this research. The population of this research is the citizens of Bangladesh who knows and using the smartphone Oppo products. A sample of this research is 150 respondents using the purposive sampling method. The various regression analyses were used in testing hypothesis. SPSS was used for the data -analyzing purpose in this research. The research has indicated that Brand image significantly effects Oppo Telecom performance and quality of products too. Basically research is prepared on the basis of practical observation and determines whether brand image could have a significant impact on the smartphone's service at OPPO Mobile Company Ltd. This research was developed to learn about the practical scenario of a Telecommunications Company. These papers were conducted to find out the branding strategy of OPPO mobile performance in the telecom industry.

Keywords: Brand Image, Brand Loyalty, Branding Strategy, OPPO Mobile Phone, Product Quality.

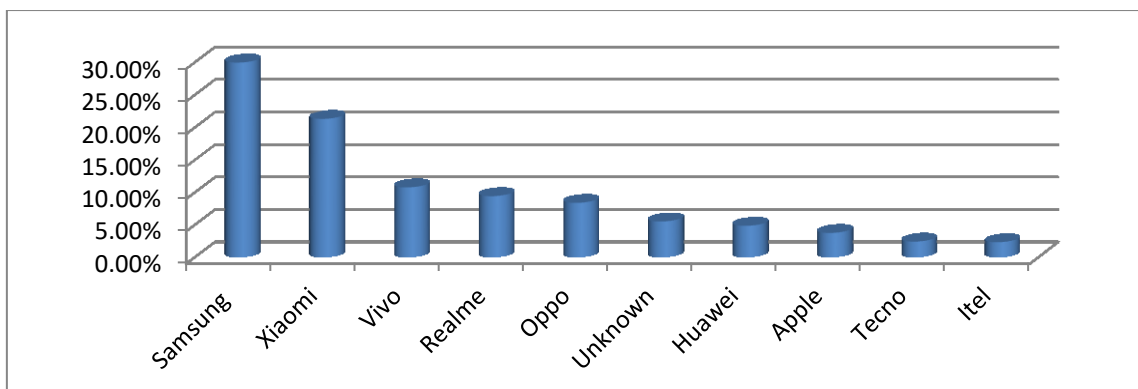
1. INTRODUCTION

Background of the Oppo Technology Brand

The new globalization era there has no boundaries to barrier the communication between individuals. The development of the new technology invented to keep in touch with each other especially in smartphone technology. Smartphone users facilitated to use new experiences in the new world of connectivity among everyone. Over the past few years, smartphone users increased dramatically all over the world including in south Asian developing countries such as Bangladesh, India, Pakistan, Nepal, Bhutan, Maldives and Afghanistan. The analog mobile users drastically switch off to smartphone because of the aggressive marketing launch by the smartphone manufacturers in worldwide. The latest technology and innovation of new features of the smartphone meet the consumers demand and need based on the attractive model. Consumers are basically influenced by the country of origin of the brand respectively iPhone, Samsung, Huwewei, Xiaomi, Oppo, Vivo, Realme, Walton etc., (Parlina, 2017). Brand image is a crucial part while consumers intended to purchase any kind of smartphone. So brand image always impacts positively on the customer mind (Hossain Amran 2023). The credibility of the brand images might generate

the customers perception related to the products and services. (Hossain, M. A., Wasantha, H. N., & Dissanayake, D. M. R. (2017) & Hossain, A.(2023).

Oppo is a Chinese brand that entered the South Asian market including Bangladesh. Oppo pursues to show the quality of its products and services by providing premium quality smartphones in 2020. OPPO is a global electronic and technology service provider that delivers the latest and most exquisite mobile electronic devices in over twenty countries ,including china ,USA ,Australia and many other countries throughout Europe, Southeast Asia ,South Asia , middle east & African region .Oppo is dedicated to delivering customers with the most extraordinary mobile experience through meticulous design and smart technology. Oppo has managed to maintain the product and quality of the smartphone along with improving new features and finest design offer to customers with cheap price. Since then the oppo has entered in south Asian market and managed to get the top 5th rank in Bangladesh smartphone market. Oppo is one of the Chinese brands and largely manufacture in chine and newly assemble in different part of the region such as India. Beginning of the journey of oppo was having negative stigma that’s Chinese products. Gradually the OPPO managed to build brand trust among with consumer by provided low price but had average quality of the products. Over the past years OPPO represented smartphone having low quality that is carried negative impact towards the brand and indicated as good as competitors in the market. However as per the graph, Oppo is the 5th position in the Bangladesh market. A very short period of time the oppo smartphone captured the Bangladesh market by offering Chinese innovative products. Secondly, Oppo implements the great marketing strategy to bring influential credible celebrities to endorse products in the local market of Bangladesh. Now OPPO has been expanding allover in Bangladesh.



2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

1) Brand Trust

A brand acts as a mechanism in engaging both buyer and seller in a long-term consumer-brand relationship (Hossain, M. A., Rahman, R., Wasantha, H. N., Perera, G. N. R., & Khan, R. A. 2024, Davis, Oliver and Brodie, 2021; Fournier, 1998; Keller 1993, 1998; Rao and Ruekert, 1994). The main input of this relationship is to explore the brand experience and output of the brand loyalty that comes up end of the users. The traditional methods of branding have mostly appeals to practical relations with consumer. According to Schmitt (1999) has directly indicated that the experiential marketing proven by itself to be an outstanding point for studies on consumer brand relationship. It is the traditional way to communicate with consumer to increase the brand awareness. Now days consumers are more wish to compelling experience (Schmitt, 1999). According to Franzen (1999) & Hossain, M. A., Wasantha, H. N., & Dissanayake, D. M. R. (2017) stated that consumer-brand relationship has impacted to bring down to the final stage to any kind of brand responses to build it among consumer to build it with consumers. A reputed brand has always communicating and building trust with consumers and generating intangible trust activity with community. The brand symbol can be representing the quality of the products and assurance of increasing the brand trust (Keller, 1993; Bart, et al., 2005). When consumers buying products and services it has impacted to the brand image and reflected to targeting image of the brand feedback. (Mehta & Tariq, 2020). The image of the brand positively characterized the beliefs that are already in the consumers mind for the products and services offered (Thaichon, Quach, 2015 & Hossain, A. (2023). Brand image is the identity of value of products such a symbol emotionally connected with consumers. ((Budiastari, 2018)

2) Brand Image

Brand image is crucial part of any companies. It's represented the overall perception of brand and loyalty (Hossain Md. Amran, 2017). The brand image is a description of association towards a preference brand (Lee 2011). According to Hossain Md Amran articles 2023 & Hossain, M. A., Hossen, M. S., Ahad, A., & Wasantha, H. N 2024, brand image always relates to brand attitude in the form of beliefs and increased sales and maintain good communication with consumers. Those customers who have positive image on brand it likely to increased purchasing decision (Bian and Moutinho, 2011). The customer brand relationships are very complex to define as the relationship between the customer and brand; it's related to personal identification of the customer and

brand. (Hossain, A. 2024). Brand relation may become and active partner between consumer and psycho- socio- cultural context” (Fournier, 1998). Moreover (MacInnis et al., 2009) argued that psychological and behavioral effects of brand relationships are also numerous and complex. Ramesh kumar and Amran Hossain (2006 & 2023) stated that the brand relationship with consumers is nothing but keeping long term relationship is very much importance to buying products for futures purposes. Connecting to consumers turns into loyalty that’s leads to consider as a relationship (Guruge, M. C. 2018). Many authors have believed that the brand as a partner in a pair relationship with the buyer (Aaker, 1995) (Aaker et al., 2001). The effect of brand image on purchase decisions impacted to brand ((Saktiawan and Harsono, 2021). Being well being aware with brand image to purchase intention were discussed by (Upamannyu, N. K., & Mathur, G. 2013) (Diamantopoulos, A, et al., 2011).

3) Factors influencing brand image

One of the fundamental tenets of marketing is that brand images are an important determinant of buying behavior (Aaker, 1991; Fischer et al., 2004). The brand image associated with an external and internal target of the group. These associations furthermore divided into functional attributes of brand.(Burmann and Meffert, 2005). The brand images behavior has considered to targeted group to bring attention to the products or services by influencing brand image and celebrity. Basically the influencing factors have divided into three groups such as 1. Internal identity of brand. 2. Individual determined of brand. 3. External identity brand. (Burmann, and Meffert, 2005), ((Fopp, 1975 ; Williams and Mofitt, 1997), (Blinda, 2003 ; Dowling, 1993, 2001). Keller (1993), Aaker (1996), Helman, de Chernatony, Drury, and Segal-Horn (1999), and de Chernatony, Drury, and Segal-Horn (2003) have been focusing on how to build, create, popularize, and manage strong brands. Academic researchers observed that manufacturers can establish a strong brand image and rule the dealers' perception by offering a number of extra benefits. It has been claimed that manufacturer support programs are related positively, so when a manufacturer provides many support programs, dealers may have some incentive to join and remain in the channel system. Respectively the salespeople and dealership of the company has positive effect on the brand relationship with consumer. This channel is the key factor of effective communication tools (Gassenheimer, 2021). Celebrity has huge impact to build brand trust among with customer (Amran Hossain 2023), As per Hossain, M. A., Wasantha, H. N., & Dissanayake, D. M. R. (2017) argued that the celebrity has hugely impacted to build brand relationship towards to endorsement.

According to Kahn et al. (2004), communication and cooperation will promote sales distribution effectiveness. Marketers must carefully consider characteristics of middleman's marketing behavior in order to avoid the risk of linking incapable distributors (Luk, 2021). Managers at all level in the channel have a wealth of information. If we move toward further studies to advance our understanding on this phenomenon and to identify the gaps between mobile operator and dealer relationship, a long term profitable belief system in the channel can be established by assessing dealers' need and align objectives, by motivating them to attain the agreed -upon goals and provide appropriate support.

4) Brand image and service quality

In recent years brand management and branding have established its importance strategically for different companies (post 2008, kapfere 2008 keller 2008) Smith (2004) suggest that in service industry brand management requires brand managers to take a holistic view of the brand that transcends the marketing and service function and makes it rallying in a distinctive position in their mind eye based on perceived emotional and functional benefits.(shoemaker , D. M. R. Dissanayake.2019. Service quality defined by Gronroos (1984) as "the outcome shows an evaluation process, which helps consumer compare his expectations with his perception of the service received; in other words, he places the perceived service and the expected service opposite one another." D. M. R. Dissanayake., (2018) argued during the decision making process, customers have very few cues while buying services while an established brand performed as crucial role in form of risk reducer and purveyor which makes the decision making process more easier (Davis, 2007 HL Neel Wasantha, 2020). Hossain Md Amran (2024) argued that hotel industry is heavily used branding strategies because of their success. Consumer perceives the same service quality in different ways .this different in perception is most likely influenced by corporate image. Companies can plan corporate brand image before implementing marketing communications, and shape band image through various marketing strategies. That's why Hossain, MD Amran (2017) suggested that brand management can be improved through more effective brand differentiation strategies like their service quality, word of mouth communication advertising techniques etc.

5) Customer Loyalty

Dick and Basu (1994) defined loyalty commitment to the brand or approach to the brand. Loyalty is also interpreted as an expectation to continue a relationship with a particular brand (wilson 1995).According to Hossain, MD Amran 2023, brand loyalty is defined as 'the attachment that a customer has to a brand. According to Beerrli al(2004)

loyalty described based on inertia, when the user purchase brand again because he used to do it, however if the conditions allow the user will replace the product with the competitors brand. He also stated that, a true brand loyalty when the decision to repeat purchase is made on satisfactory experiences and positive attitude toward the preferred brand. Generally loyalty has been explained as an active loyalty when a consumer re use the brand to the other, and passive loyalty, that is the characterized as an intention of not switching even when brand provides less positive condition. (Neringa and Vita 2009). Early studies of brand loyalty focused on behavior or purchase brand loyalty by measuring consumer repeated purchase (Newman and werbel, 1973, De RuyterWetzels and Bloemer 1998)

Based on Jacoby and Chestnut, 1978; Pritchard, 1991, definition of loyalty focused almost exclusively on its behavioral dimension. The behavior dimension refers to a customer's behaviour on repeat purchase, indicating a preference for a brand or a service overtime (Sheth, 1986; Tucker, 1984; Bowen and Shoemaker, 1998). Additionally, Reichheld et al. (2000) suggest that "customer repeat purchase loyalty must be the yardstick of success". If a business can successfully achieve repurchase behavior, then it is on the way to generating customer loyalty. (Robert, Graham and Mike, 2008), Examples of loyalty behaviour include continuing to purchase services from the same supplier, increasing the scale and or scope of a relationship, or the act of recommendation (Yi, 1990).

However some researchers criticized this behavioral approach for a lack of a conceptual basis. Day (1969), in particular criticized behavioral conceptualization of loyalty and argued brand loyalty develops as a result of a conscious effort to evaluate competing brands. After days criticism, attitude, gained increasing attention as an important dimension of loyalty. (jain, pinson and malhotra 1987, Monroe and guiltinan 1975)

6) Perceived Service Quality

According to many researchers declared perceived service perceived service quality model, it has appeared that when customers measures service quality, they will compare their perception with real performance from the service provider with what they believe to be the expectation of service performance in their experience. (parasuraman et al, 1985. Zeithaml et al 1988). Snoj et al (2004) defined perceived service quality as how well the clients measurement of the overall of the service. It acts as the mental comparison between price and quality that is offered by service providers. The

communication methods between the service provider and the receiver of a service is affected by the environment in specific location where they work together and operate (Ford et al 1998 Zineldin 2004, Robicheaux and El ansary 1975). thus, perceived service quality of communication can show a patient's level of overall satisfaction or overall service quality (Ganesan, 1994). Lim and Tang (2000) stated that when customers decide to choose a hospital, perceptions of service quality is a basic element. The perception of patients about health care quality is important to health care provider's success, because it will affect patients' satisfaction and profitability of hospital (Koska, 1990; Donabedian, 1966; Williams and Calnan,

1991). Parasuraman et al (1998) supported that SERVQUAL scale can provide an instrument for evaluating service quality. there are five dimensions which are tangible, reliability, responsiveness, assurance and empathy. SERVQUAL scale can be applied to fit the characteristics or the requirements of a specific investigation of a particular organization. Zineldin (2006) stated that SERVQUAL quality is a classification system concept. Moreover, the five quality dimensions (5Qs) model is an instrument that insures a reasonable level of reliability, validity and significance. Zineldin (2000) expanded SERVQUAL models into a framework of five quality dimensions: quality of object, process, infrastructure, interaction and atmosphere.

Moreover the five quality dimension 5Qs model is an instrument that insures a reasonable level of reliability, validity and significance. (Zineldin (2000) expanded SERVQUAL models into a framework of five quality dimensions, quality of object, process infrastructure, interaction and atmosphere. The atmosphere in a particular environment where the service provider and receiver

Co-operation and operate will affect the interaction procedure between both of them (Ford et al 1998 Zineldin 2000, Robicheaux and Eiansary 1995) Zineldin 2006, supported that the environment or atmosphere can influence the perceived service quality by developing or making it worse.

- H1. There is positive relationship between Service quality and customer satisfaction.
- H2. There is positive relationship between Perceived value and customer satisfaction.
- H3. There is positive relationship between Service quality and perceived value
- H4. There is positive relationship between Customer satisfaction and loyalty.
- H5. There is positive relationship between Perceived value and loyalty.
- H6. There is positive relationship between Service quality and loyalty.

3. RESEARCH METHODOLOGY

The primary data has been collected from various platforms such as mobile users and employees of the OPPO Company. Actually the final data includes 150 responses where 100 responses from different nationalities mobile users and 50 responses belong to OPPO employees in Bangladesh. Google forms were designed to conduct online survey and collecting online data purposes. Snowball sampling method specially used in this research. The primary data collected during year of 2024 and secondary data has been used recent year of publication. The original version of survey in English conducted in every platform during collecting data.

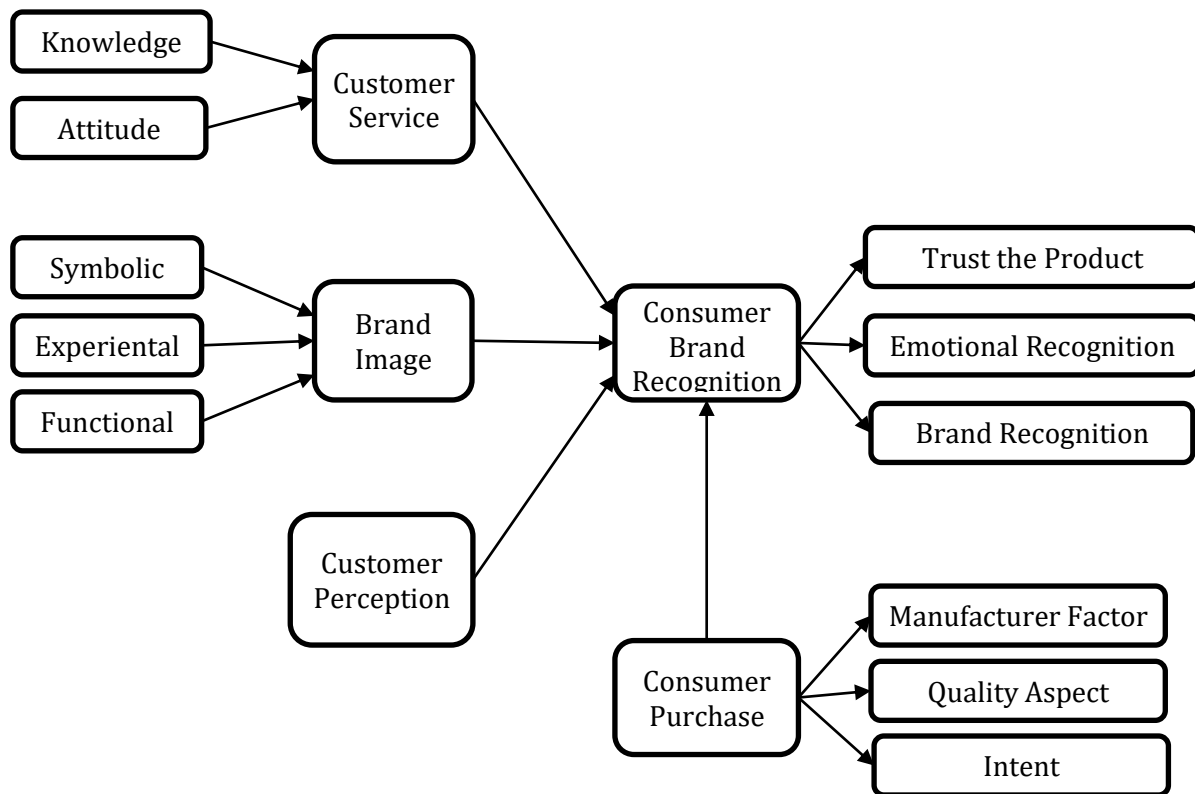


Figure 1. Research Theory

1) Reliability Analysis

The scale things in the examination were measured utilizing Cronbach's alpha, which is outlined by averaging the estimation the coefficient that the outcome from every single conceivable course of action of isolated shares. The estimation changes from 0 to 1, and noteworthiness of 0.6 Or less more often than not demonstrates unsatisfactory interior constancy unwavering quality.

Table 1.
Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.659	.628	17

The alpha coefficient for the four items is .628, suggesting that the items have relatively high internal consistency. That a reliability coefficient of .70 or higher is considered “acceptable” Here N is equal to the 17 number of items, \bar{c} . There is average inter-items covariance among the items and \bar{v} equals the average variance. This research output can be seen from this formula that if the increase the number of items, increase Cronach’s alpha .659. Additionally, the average inter-item correlation is high, alphas will be high, and alpha will be high. The research as the average inter-item correlation decreases, Cronach’s alpha decreases as well holding the number of items constant. In addition to computing the alpha coefficient of reliability, it might also want to investigate the dimensionality of the scale. It can use the reliability command by this research: Reliability variables q1 q2 q3 q4 q5.

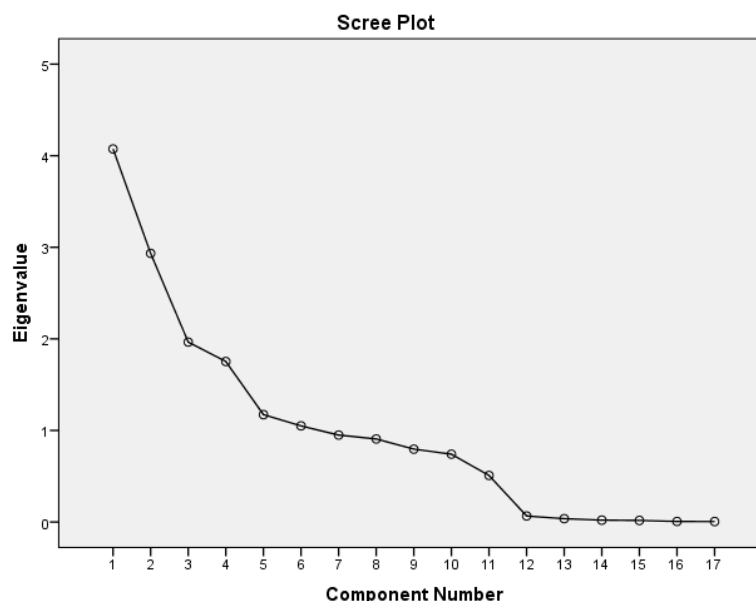
Table 2.
KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.689
	Approx. Chi-Square
Bartlett's Test of Sphericity	3108.071
	df
	136
	Sig.
	.000

And KMO value should be more than 0.5 that is further evidenced for reliability of the data that was shown in the significant level (0.05) that has a normal distribution.

2) Scree plotA

Scree Plot is a straightforward line portion plot that demonstrates the part of aggregate fluctuation in the information as clarified or spoke to by every PC. The PCs are requested, and by definition are in this way appointed a number name, by diminishing request of commitment to aggregate difference.



The scree plot graphs the eigenvalue against component number. This one prefers these values in the first. Two columns of the table immediately above of it. From the third factor on, that one has indicated the line is almost flat, meaning the each successive factor is accounting for smaller and smaller amounts of variance.

3) Demographic Analysis

Responses were obtained from 150 respondents. Some questionnaires were incomplete in the answer to the items in personality scales and were not included in the analysis. In addition, the questionnaire where the score on the L scale was above the 75% percentile score was also eliminated. After screening and Scrutiny, 150 questionnaires were analyzed.

	N	Range	Mean	Std. Deviation	Variance	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Gender	150	1	1.4333	0.4972	0.247	0.272	0.198	-1.952	0.394
Age	150	2	1.42	0.62681	0.393	1.219	0.198	0.39	0.394
Qualification	150	4	2.66	1.31501	1.729	0.633	0.198	-0.85	0.394
Occupation	150	5	3.9267	1.85768	3.451	-0.02	0.198	-1.603	0.394
Income	150	2	1.5467	0.65114	0.424	0.786	0.198	-0.434	0.394
Ethnic	150	11	2.5733	1.55156	2.407	1.407	0.198	7.182	0.394
Status	150	2	1.46	0.57498	0.331	0.802	0.198	-0.345	0.394
Utilize	150	10	2.48	1.53142	2.345	1.141	0.198	4.404	0.394
Element	150	3	2.3467	1.22055	1.49	0.138	0.198	-1.58	0.394
Battery	150	1	1.4533	0.49949	0.249	0.189	0.198	-1.991	0.394
Versatile	150	11	1.2867	0.97166	0.944	9.183	0.198	100.27	0.394
Valid N (listwise)	150								

4) Correlations

Relationship is a factual measure that demonstrates the degree to which at least two factors change together. A positive connection shows the degree to which those factors increment or diminishing in parallel; a negative relationship demonstrates the degree to which one variable increment as alternate declines.

A connection coefficient is a factual measure of how much changes to the estimation of one variable anticipate change to the estimation of another. At the point when the vacillation of one variable dependably predicts a comparative vacillation in another variable, there's regularly a propensity to surmise that implies that the adjustment in one causes the adjustment in the other. In any case, relationship does not suggest causation. There might be, for instance, an obscure element that impacts both factors correspondingly.

Correlations		gender	Age	qualification	occupation	income	ethnic	status	utilize	element	battery	versatile	IVC	IVB	IVPC	DVBR
gender	PE	1														
Age	PE	-.200*	1													
qualification	PE	-.009	-.029	1												
occupation	PE	.056	-.342**	.295*	1											
income	PE	-.073	.157	-.189*	-.233**	1										
ethnic	PE	-.124	.303**	-.131	-.037	.053	1									
status	PE	.143	-.037	.119	-.207*	.166*	.003	1								
utilize	PE	-.072	-.232**	.192*	.501**	-.083	-.080	-.047	1							
element	PE	-.006	-.104	.074	.150	-.139	-.130	-.210*	.043	1						
battery	PE	-.013	.245**	-.142	-.260**	.203*	.078	-.053	-.155	.060	1					
versatile	PE	.061	.231**	.098	-.011	.048	.442**	.135	.060	-.005	-.007	1				
IVC	PE	.083	-.048	.265**	-.051	-.071	-.040	.257**	-.077	-.253**	-.075	-.007	1			
IVB	PE	-.093	-.003	.121	-.035	-.105	.088	.250**	-.027	.002	-.088	.077	.149	1		
IVPC	PE	.077	-.024	.185*	.200*	-.119	.084	.029	.158	.066	-.092	-.026	-.078	.057	1	
DVBR	PE	-.096	-.028	.034	.128	-.065	.163*	-.041	.135	-.056	.003	-.101	-.111	.068	.424**	1
*. Correlation is significant at the 0.05 level (2-tailed).																
**. Correlation is significant at the 0.01 level (2-tailed).																

5) Relationship between customer service and consumer brand recognition

There is no relationship between customer service and consumer brand recognition have negative relationship that is $-.101$. It has shown null hypothesis has been accepted. When comparing other variable, customer service with consumer brand recognition doesn't have significance level that means there is no relationship between two variables. This alternative hypothesis should be rejected and null hypothesis should be accepted.

6) Relationship between brand image and consumer brand recognition

There is no relationship between brand image and consumer brand recognition have negative relationship that is $-.111$. It has shown null hypothesis which has been accepted because there is no relationship between them.

7) Relationship between consumer perception and consumer brand recognition

The consumer perception and consumer brand recognition has significance level that means there is a positive relationship between two variables. It has shown null hypothesis has been rejected and alternative hypothesis has been accepted. That is $.424$.

Appendix

Research variables of questionnaire

Variables	Explanations	Sources
Customer satisfaction/Customer service	Satisfaction is an overall customer attitude towards a service provider, or an emotional reaction to the difference between what customers anticipate and what they receive, regarding the fulfillment of some need, goal or desire".	Kotler (2000) Hansemark and Albinsson (2004)
Customer Perception	Identification of the right attitudes and behavior of the people is essential towards achieving strategy and objectives	Kroll (2009), Hamel and Prahalad (2011)
Branding	1. brand is a reason to choose 2. A brand symbol as "anything that leaves a mental picture of the brand's identity.	Cheryl Burges Leo Burnett
product quality	Quality consists of the capacity to satisfy wants "The Meaning of Quality", in Quality Progress	C.D. Edwards, The Meaning of Quality", in Quality Progress Oct.1968
Customer loyalty	loyalty as a customer commitment to the brand or approach to the brand . loyalty is also interpreted as an expectation to continue a relationship with a particular brand	Dick and Basu (1994). (Wilson, 1995)

4. CONCLUSION

OPPO smartphone is well known brand worldwide especially the south Asian countries having increasing popularity due to allegiance of product design and services. Excellent product quality, this refers to the product ability to satisfy consumers or customers need, both functionally and emotionally. But there are few internal and external factors required to improvise for competing in local market of Bangladesh. In addition to that Oppo must do more research for new innovation to the current era of new technology. In order to keep existence in an innovative way of health competition on south Asian market including in Bangladesh. Respectively the OPPO should concredited to promotional campaign such as endorsement, newspaper, Radio adds, TV advertisement, social media campaign to build the image of brand locally and internationally. On the other hand, the most important things should aware of the quality of products must improve. The consumer perceptions will be changed based on the quality. Oppo should offer most attractive package to consumers by the name of promotional discounts and innovated new technology which is not owned another competitor. Therefore OPPO should come up with new idea to make attractive attention to consumers along with solution as well. Despite the marketing strategy and communication with consumer should be revived according to the market demand. Overall OPPO is growing gradually in the Bangladesh market.

Findings of Hypothesis

- **Hypothesis 1**

Ho : There is no a relationship between consumer service to consumer brand recognition.

H1 : There is a positive relationship consumer service to consumer brand recognition.

H2 : There is a positive relationship between brand images to consumer brand recognition.

H3 : There is positive relationship consumer perception and brand recognition.

Based on the result shown, the relationship between consumer services to consumer brand recognition is no significant. This current finding is reliable with the outcome. Which they found that consumer service constituent was not observed to be the most important forecaster of purchasing decision. Hence, in this area customer doesn't have relationship with consumer service and intention to consumer brand recognition.

- **Hypothesis 2**

H0 : There is no a relationship between brand image to consumer brand recognition.

H2 : There is a positive relationship between brand images to consumer brand recognition.

It has shown that brand image and consumer brand recognition are not significant toward intention to purchase behavior. Hence, the results of Bangladesh has found no relationship between brand image and consumer brand recognition Therefore, they do not have strong evidence in the relationship between brand images to consumer brand recognition.

- **Hypothesis 3**

H0 : There is no a relationship between consumer perception and brand recognition.

H3 : There is positive relationship consumer perception and brand recognition.

Based on the result shown that, there is a significant between consumer perceptions to brand recognition. This is reliable with the conversation in the literature review section. It means that respondents who were engaged in purchasing products do so because they believed that their actions or efforts of buying such products were able to help minimize the environment from further deterioration.

5. SUGGESTION AND RECOMMENDATION

- **Suggestion for further study**

There several methods are left for further studies for the future researcher. Actually the future research should improvise related to online survey broadly to young generation and middle age group for further deep to obtain more accuracy of the research. But age group would be main factor toward the perception of brand value. Respectively the geographic and demographic both are important issue so that future research should carried an investigative research.

- **Recommendation**

In order to get actual accuracy of the research output, the future research must be expanded the sampling size and equally distribute to all age factors group. In additionally, the trustworthiness channel uses to glean the perception of customer behaviors towards brand attitude. OPPO Smartphone Company is required to expend the networking channel such as Facebook, YouTube, X, Instagram, Snapchat, blog, Vlog, brand promoter and LinkedIn etc. Recently youth are connected to social media and obtaining information from various channels. So highly recommendation would be to promote the brand in online platform. Building brand credibility among with consumer will take longer time but keeping good communication with consumer must important for all companies (Hossain, A,(2023). However negative impression of brand is killing the value of images (Dissanayaka, R 2022). Basically OPPO becomes well known popular brand among with

specific region and age group. Therefore OPPO must maintain the communication with consumer and improve the quality of the products. As OPPO keep launching new edition of smartphone so they should keep in mind the new technology features must be included compare to other companies. In a last, OPPO should move to green marketing strategy to avoid environmental damages and create more attractive to communities.

7. LIMITATION

Limitation of the research

There has been some confined limited area of research. Unfortunately this area is quit big area and couldn't able discuss all of the part. Based on the research interested area, data was collected and analysis on timely manner. Actually the research was studied to find out the correlation of all variables derived from literature review. The survey was conducted by using online Google spreadsheet and conducted face to face interview from OPPO employee. The aim of the research was to experience the practical observations relate to consumer perception on brand image.

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