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An empirical study on Customer innovativeness regarding behavioural gap with special reference to smartphone buyers in India

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ABSTRACT
Customer innovativeness is one of the traits that decide how conveniently a person tries different or innovative for the products. The purpose of this empirical study is to find the influence of 'Customer Innovativeness' (CI) regarding behavioural gap between 'Purchase Intention' and 'Actual Purchase' with special reference to smartphone buyers in India. The model was empirically tested using questionnaire survey data collected from 475 participants who are vising to smartphone stores. Confirmatory Factor Analysis is used to verify constructs and Structural Equation Modelling is used to find the relation between CI and Intention Behaviour Gap (IBG)... The construct CI comes out to be significantly related to IBG. The study is imperative for the telecom industry which endows a huge amount in understanding consumer behaviour and provides guidance for making diverse promotional strategies for customers. Also, it provides smartphone retailers premise on which they could strategize to counter online sellers.

Keywords: Customer Innovativeness; Intention Behaviour Gap; Smartphones, Smartphone buyers; India

1. INTRODUCTION

Indian retail industry has been dynamic with fast-changing trends due to the entry of several new players having a share of ten per cent in- GDP as per Credit Analysis & Research Limited. (2017). But this number also share online retail and online shopping and retail is enhancing in numbers (Singh & Srivastava, 2018). By 2030, e-commerce in india expected to be around $350 billion hence giving competition to retail outlets. Weerathunga & Pathmini (2015) identified Loyalty Programs, Price Discounts, Free Samples, Buy one Get one Free, etc. and their influence on Consumers' Impulse Buying Behaviour. Ranjbari, Ahmadi, Gholami, & Shirzad identified salesperson interactive behaviour; Daun, (2011) analyzed salesperson's persuasiveness; Batool, Ahmed, Umer, & Zahid, (2015) studied customer Innovativeness does influence shopping of customers. As per RAI (2021), Intention is linked to behaviour. In the present study, the effort is to understand the effect of 'Customer Innovativeness' on the Intention Purchase gap. As per Rogers and Shoemaker (1971 p. 27) Innovativeness is " *in adopting an innovation* " (Qtd. From Midgley & Dowling, 1978). The 'Iu Gap' may be attributed to customers who have intended to have a product but fail to follow the intention (Sheeran, 2002). It means in the present study that a customer does make the intention to purchase a particular product or model before entering the retail store but instead of the intended product, one purchases something else. This creates a gap between purchase intention and actual purchase. As per Enste & Altenhöner (2021) report, Intention and behaviour are two different variables. The effort in the present study is to outline either innovativeness of the customer do have any role in creating a gap between intention and Actual Purchase. Companies, to maintain or enhance growthor to generate profit, either must launch new products or to enhance the sales of present product. They need to understand and study different factors which not only influence intention during preliminary stage of sales process but also behaviour of customer at retail store where actual purchase happens. Innovativeness is a type of personality trait that could influence customers' decision making at individual level and different for person to person.

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1.2. Statement of Problem

Most of the customers do have some preference, maybe for a particular brand or model of a particular brand, before entering a retail shop for purchasing smartphones. But it is not confirmed that customers will show the same intended behaviour as purchasing the same brand or model which is intended. They may go for some other brand or model of the same brand. they could show some variation between intention and actual behaviour. Many factors could play a significant role in this change. Effort in the present study is to find either, customer innovativeness, which varies from person to person, could be one of the factors to influence the behaviour of the customer and create a gap between purchase intention and actual behaviour for purchasing smartphones. A person who is high in innovative nature could be in more chances of trying new or different products.

1.3. Objective of the study

Overall, our purpose is to find out the relation linking 'Customer Innovativeness' (CI) influence as Independent Variable and 'Intention-Behaviour-Gap' (IBP) of customers as the Dependent Variable. The objective of the study is to find either a personality trait 'Customer Innovativeness' instrumental in the conversion of purchase intention to purchase i.e., either Customer Innovativeness does create a difference in Purchase Intention and Actual Purchase. The span of study is Jaipur city Brick and Mortar physical stores of Smartphone Buyers. It excludes Online Shopping of Smartphones. Population constitutes of those people who have purchased Smartphones from retail outlet only for self or someone other's consumption. Quite possible that the respondent may not be using Smartphone (not a consumer) but is a compulsion for the respondent to be a customer

2. LITERATURE REVIEW

Rogers (1995) in his book 'Diffusion of innovations' mentions Innovativeness as the degree to which an individual is relatively earlier than others from one's circle or one's society in adopting new ideas, products, technology, etc. In the study, diffusion is discussed which means communicating market offerings from one person to another. How fast an individual adopts innovation describes its category. The categories mentioned are Innovators, Early Adopters, Early Majority, Late Majority and Laggards. Innovativeness is high in Innovators as they are the first to adopt a new product. They have a more favourable attitude towards new ideas. Innovators may possess the mental ability to cope with uncertainty. They lookout for new ideas and have high media exposure.

To better understand the reactions of customers at an international level, Goldsmith, d'Hauteville, & Flynn (1998), exercised Domain Specific Innovativeness (DSI) scale in German and French language which is already established itself in English speaking regions. DSI is developed by Goldsmith and Hofacker, (1991). On studying innovativeness literature, innovativeness is recognized as normally distributed personal characteristics among population and domain specific. Domain specific means one person, who is high in innovativeness, may be laggard in other domains.

Eun Park, J., Yu, J. and Xin Zhou, J. (2010), in their study on "Consumer innovativeness and shopping styles", found that "Sensory innovativeness and cognitive innovativeness can lead to different shopping styles. Cognitive innovators are inclined to show shopping styles such as quality consciousness, price consciousness, and confusion by overchoice. On the other hand, sensory innovators are inclined to have shopping styles such as brand consciousness, fashion consciousness, recreational orientation, impulsive shopping, and brand loyalty/habitual shopping."

Wang, W. (2014), in her study on "Hospitality Consumers' Innovativeness: A Qualitative Study" aimed to explore hospitality managers' perceptions of consumer innovativeness using the qualitative method. The study results showed that most respondents perceive consumer innovators as those who seek novelty in new products and services. This study also found a few themes that reflect tourists' desire for hedonistic pleasures, value, and social distinctiveness outcomes in their consumer choices. Another interesting new finding associated with the concept of consumer motivation is consumers' careful review of information before making purchases. This outcome demonstrates that hospitality consumers are looking for new products and services that are meaningful to their lives.Chung & Park (2015) examine customer innovativeness and its effect on customer intention taking cooking as a case study through the Technology Acceptance Model. Study shows that innovativeness has a positive impact and cooking intention.

Batool et al. (2015) examined innovativeness from two aspects. First is Cognitive Innovativeness and second is Sensory Innovativeness. A person who is high in cognitive innovativeness becomes confused by over choice as they have many options. They enjoy thinking and spend more time shopping to find the best solution. Sensory Innovativeness is light-hearted who easily take risk and have relaxed behavior. They avoid doing much thinking and act as per their happiness.

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They do not compare products but go for brands that are more promoted in total. As per the authors' findings, innovative customers show different shopping patterns.

Park, & Chung (2016) in their study discussed different types of innovativeness. Cognitive innovativeness does not hesitate to try new products that give them cognitive justification i.e., they are not afraid to try new things if they find that experience logical or reasonable. Domain-Specific Innovativeness shows innovativeness refrain some limited or special category and or not to others. For example, a person who may be innovative in one category may not be innovative in another category. Innate Innovativeness does vary from category to category, for example, a person who is dogmatic in one category may show innovativeness in another category. Sensory innovativeness means customers who become inclined towards trying new products if it soothes sense.

Neckel & Boeing (2017) analyses the influence on the purchase adoption process due to consumer innovativeness. The study is for products sold on the internet. Two variables were studied both quantitatively and quantitatively which are Domain Specific Innovativeness (DSI) and New Involvement Profile. For qualitative, focus groups are conducted and for quantitative, linear regression is used. In quantitative analysis, stepwise regression analysis is used in which innovativeness is studied with the purchase adoption process (Upadhyay at al., 2021). Components include are relevance, symbolic value, the significance of the list and probability of risk. Regression analysis is done by considering all elements mentioned above as a single construct representing the purchase process. Innovativeness comes out to significantly related to the purchasing process. Study shows that innovative product is not enticed to innovative customer because of fun but for benefits perceived by the customer.

Chauhan, V., Yadav, R. and Choudhary, V. (2019), in their study "Analyzing the impact of consumer innovativeness and perceived risk in internet banking adoption: A study of Indian consumers", found the significant positive influence of perceived usefulness, ease of use, attitude, consumer innate innovativeness (II) and domain-specific innovativeness (DSI) on consumer's intention to adopt internet banking. The perceived security risk (PR) was found to have a significant negative influence on consumers' intention to adopt internet banking, and DSI was found to negatively influence PR.

Seyed Esfahani, M. and Reynolds, N. (2021) in their study on "Impact of consumer innovativeness on really new product adoption" found a positive impact of attitude on comprehension and intention. In addition, hedonic innovativeness positively impacts customer's attitude, whereas there is a negative relationship between social innovativeness and attitude. Motivational elements of innovation, with the exception of hedonic motivation, positively influence purchase intention.

A systematic literature review was conducted based on the keywords customer innovativeness, smartphones and India at various renowned databases like Emerald, ScienceDirect and Taylor and Fransis. A total of 98 results at Emerald, 159 results at ScienceDirect and 264 relevant results at Taylor and Fransis were listed which was a total of 521. The Google Scholar showed 641 results with the same keywords. As a result, 120 studies were included in this paper.

SL NO	Database	Search Term	Results (Nos)
1	Emerald	(content-type:article) AND (Customer innovativeness AND (smartphone buyers) AND (India))	98
2	ScienceDirect	Customer innovativeness AND smartphone buyers AND india	159
3	Taylor and Fransis	[All: customer innovativeness] AND [All: smartphone buyers] AND [All: india] AND [All: consumer innovativeness] AND [Article Type: Article]	264

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	Total		**521**
4	Google Scholar	"Consumer innovativeness" AND smartphone buyers AND India	641
		Inclusion	**120**

2.1. Hypothesis

As guided by literature, Customer Innovativeness (CI) does influence Intention Behavior Gap (IBG). To support theory empirically, the following hypothesis is proposed:

H_0: The 'Customer Innovativeness' (CI) does not significantly influence 'Intention-Behaviour-Gap' (IBP).
H_A: The 'Customer Innovativeness' (CI) does significantly influence 'Intention-Behaviour-Gap' (IBP).

3. RESEARCH METHODOLOGY

A systematic literature review will be provided in order to cover all the literature related to Consumer Innovativeness, and smartphone buyers' behavior while purchasing new products. Following the definition by Okoli (2015), a systematic literature review is "a systematic, explicit, [comprehensive,] and reproducible method for identifying, evaluating, and synthesizing the existing body of completed and recorded work produced by researchers, scholars, and practitioners". Reviewing the current literature permits knowing the breadth and depth of existing papers as well as identifying the potential gaps to be explored.

3.1. Research Design

Latent variables for evaluating the effect of 'Customer Innovativeness' on the gap between Purchase Intention and Actual Purchase are established. The first construct 'Customer Innovativeness' (CI) is to find out whether respondent is high on innovativeness or low. The second construct is 'Intention Behaviour Gap'(IBG) which is to find out how much the gap is between Purchase intention and actual behaviour. The relation between the constructs is established through Structural Equation Modelling. The Reliability and Validity is done through and under Confirmatory Factor Analysis. The software used for the study is 'IBM-SPSS' and IBM-SPSS add-on software 'Amos'. Jaipur city is the area of investigation for the present study. The Period of the study is three months.

3.2. Sample Size and Sampling Method

Because of the non-availability of Sampling Frame, Non-Probability Judgmental Sampling Method is used by the researcher. It is being asked by each respondent that either they have purchased Smartphones from a retail shop or not. This is a screening question for the research. If they have purchased a Smartphone from a retail shop, only then they have been part of the study. Even online shoppers are not included in the study. 495 is the preliminary size of the sample size. The size of the sample size if two hundred than it is sufficient given that the number of constructs is less than five and every construct having more than three items to explain respective constructs (Malhotra & Dash, 2010). As per the online calculator by Soper, (2018) with an anticipated effect size of 0.3, the statistical power of 0.8, observed variables fourteen, number of latent variables two and probability level of 0.05, Recommended sample size is four hundred which is less than our sample size.

3.3. Instrument and Method of Data Collection

Questionnaire items are taken from the researcher's larger study. Scales for Customer Innovativeness (CI) and Intention Behaviour Gap (IBG) are part of the researcher's previous work. Likert Scale is used in the instrument for the scale items which are ranging from 'Completely Agree' to 'Completely Disagree'. The instrument is used most of the time as a questionnaire and few times as schedule in cases when the respondent is either illiterate, not having time to read or feel difficult to fill it on one's own. The questions asked for customer Innovativeness are like how much customer perceives oneself to be eager to try a new product in the market, how hesitant customer feels to try a new product or technology, how much a person feels hesitant to try a new product that is not tried by friends, how much confidence a person is that one will purchase a new product if could afford, etc. For calculating Intention Behaviour Gap, items used are like either purchasing different product most of the time from what is intended to purchase, purchasing little bit different most of the time from what is intended to purchase, does salesperson make the customer purchase something different from Purchase Intention,

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do advertisements do bring the difference between intention and actual purchase and do price sales promotion make customers purchase something different from what they intended to buy prior entering in a physical retail store.

4. Data Analysis

For checking assumptions, the study is started by checking Multivariate Normality through Mahalanobis distance in which cut off comes out to be 35.474 and in total twenty outliers are identified having Mahalanobis Distance greater than this. It is all right to remove outliers from the sample if several outliers are less than ten per cent of the sample size. Hence, after deducting twenty outliers, the sample size becomes 475. The next assumption under consideration is Homoscedasticity. No serious Homoscedasticity is found in the graph (Figure 1) constituted by keeping standardized residuals on Y-axis and predictive value on X-axis taking all variables as independent and dummy variables as a dependent. There had been serious Homoscedasticity if one could see a sharp turn in Loess Line. In the graph, the Loess Line is without any smooth line.

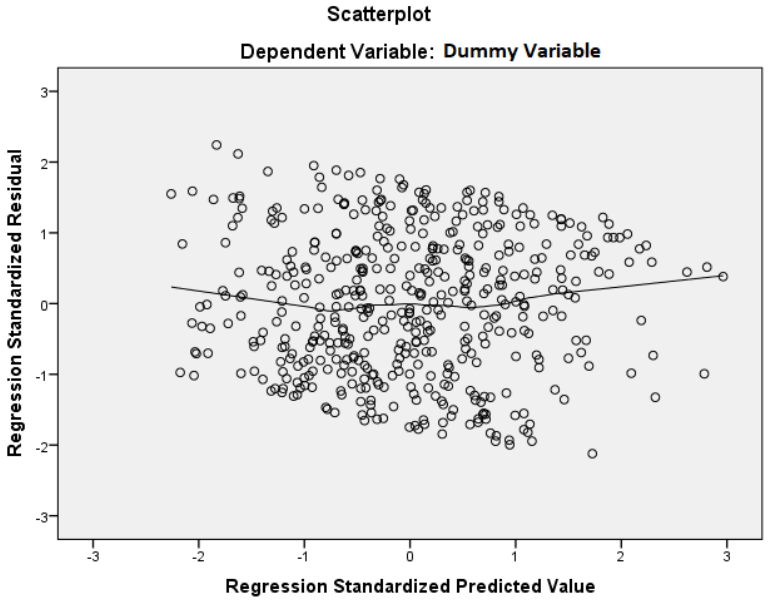

Figure 1: Checking Homoscedasticity of variables through Loess Line

Source: Generated by the researcher through IBM SPSS

Another assumption to check is any variance of the variables under study should not be greater than ten times the variance of any other variable under study. Variances of all variables are checked and no variance of any variable is greater than ten times the variance of another variable. Normality for individual items is checked through Kurtosis and Skewness and no value related to any variable related to either Kurtosis or Skewness is less than minus one or greater than plus one (Table 1).

Table 1: Descriptive Statistics with Skewness and Kurtosis

				Skewness		Kurtosis	
	N	Mean	Variance	Statistic	Std. Error	Statistic	Std. Error
CI1	475	3.72	1.058	-0.545	0.112	-0.513	0.224
CI2	475	3.79	0.818	-0.634	0.112	0.263	0.224
CI3	475	3.1	1.198	0.075	0.112	-0.695	0.224
CI4	475	3.24	1.21	-0.094	0.112	-0.748	0.224
CI5	475	3.57	1.035	-0.44	0.112	-0.425	0.224
CI6	475	3.9	0.891	-0.769	0.112	0.322	0.224
CI7	475	3.76	0.92	-0.575	0.112	-0.138	0.224
CI8	475	3.76	1.044	-0.555	0.112	-0.458	0.224

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IBG1	475	3.53	1.098	-0.578	0.112	-0.232	0.224
IBG2	475	3.69	1.023	-0.724	0.112	0.025	0.224
IBG3	475	3.17	0.945	-0.158	0.112	-0.406	0.224
IBG4	475	3.59	1.098	-0.664	0.112	-0.128	0.224
IBG5	475	3.49	1.107	-0.586	0.112	-0.294	0.224
IBG6	475	3.57	1.076	-0.667	0.112	-0.105	0.224

Source: Generated by the researcher through IBM SPSS

The next assumption is Multi-Collinearity is checked through Tolerance and VIF values. All Tolerance values are greater than 0.01 and all VIF values come out to be less than 5

Table 2: Pattern Matrix after rotation

Pattern Matrix[a]		
	Factor	
	IBG	**CI**
CI1		0.547
CI2		0.681
CI5		0.691
CI6		0.939
CI7		0.524
CI8		0.655
IBG1	0.877	
IBG2	0.855	
IBG4	0.685	
IBG5	0.757	
IBG6	0.733	
Extraction Method: Maximum Likelihood.		
Rotation Method: Promax with Kaiser Normalization.		
a. Rotation converged in 3 iterations.		

Source: Generated by the researcher through IBM SPSS

From analyzing the correlation matrix of observed items, it can be seen that CI3, CI4 and IBG3 are comparatively less related to their respective constructs which are also confirmed from the communality values of respective items. Therefore, three items (CI3, CI4 and IBG3) are removed from the study and with these total items remain understudy is eleven. The new value of Determinant is 0.002 which is not equal to zero. Hence the assumption of Positive Definiteness is achieved. Also, the percentage of Non-redundant Residuals with absolute values greater than 0.05 is one composing one per cent which is less than a cut off of five per cent. Kaiser-Meyer-Olkin Measure of Sampling Adequacy is 0.936 which shows sampling adequacy. Bartlett's test of sphericity is significant (ChiSqr = 2979.984, df = 55, sig. = 0.000). Hence by Bartlett's test of sphericity shows that the correlation matrix of variables is not an identity matrix and at least two variables are correlated. In the study, 65.935 per cent of variance is explained under two factors. From the third factor, Eigen-value dropped below one. From the Pattern Matrix, it is clear that all items are going well with their respective constructs (Table 2). Also, the correlation between factors IBG and CI is coming 0.706 which is expected through a literature review. The Reliability for items under the CI construct is 0.865 and for items under IBG is 0.906.

As far as the complexity of the model is concerned, the Degree of Freedom is forty-three. Hence, as far as the proposed model is concerned, it could be deduced from the Degree of Freedom that the model is over-identified. Under model identification, Confirmatory Factor Analysis is done. Under this, convergent validity is studied through Average Variance Extracted (AVE) and Composite Reliability (CR). Composite reliability for CI is 0.868 and IBG is 0.906. Both are more than the required 0.7. AVE for CI is 0.524 and IBG is 0.658. Both again are more than 0.5, hence Construct Reliability is

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established. For Discriminant Validity, both the AVEs of CI and IBG should be greater than the square of the correlation between CI and IBG. The square of the correlation between IBG and CI is 0.562. AVE of IBG is high as per requirement but AVE of CI is less.

Table 3: Chi Square Difference Test for Discrimination

	Chi-square	**Df**	**p-val**
Overall Model			
Unconstrained	101.292	43	
Fully constrained	152.173	44	
Number of groups		2	
Difference	50.881	1	0.000

Source: Generated by the researcher through IBM SPSS

Hence through this method, the Discriminant is not established. Therefore Chi-Square difference is tried to prove Discriminant Validity by making an unstained and strained model that results successfully in establishing Discriminant Validity (Zait & Bertea, 2011). Table 3 gives the detailed figures for the same.

Under Unit Loading Identification, CI6 and IBG1 are identified as they have the biggest estimates for respective constructs. Following Fit Indices are taken into consideration for the study. First is (ChiSquare)/(Degree of Freedom). It is having an acceptance value two or less as per Byrne, (1989). It also has a cut off upper range of five as per Wheaton, B., Muthen, B., Alwin, D., F., and Summers, G. (1977) (cited from Hooper, Coughlan, & Mullen, 2008). As per Kline (1998), the ratio of Chi-Square Value by Degree of Freedom is three (cited from Hoe, 2008). The second is the Root Mean Square Error of Approximation (RMSEA) having an acceptable value of 0.08 or less as per (Malhotra & Dash, 2010). Third, is Standardized Root Mean square Residual (SRMR) having well-fitted values below 0.08 (Malhotra & Dash, 2010). Incremental fit Comparative Fix Index (CFI) is the fourth index having a goodness fit value above 0.90 (Hoe, 2008).

A two-factor Measurement Model is constituted to validate the scales through the Confirmatory Factor Analysis. From the first glance, Confirmatory factor analyses look successful as per Fit Indices. CMIN/Df is 2.356, RMSEA is 0.053 with PCLOSE value of 0.318, Standardized RMR is 0.0306 and CFI is 0.980 as per Amos investigation. All Model Fit Indices are coming in an accepted range. Also, no value is Greater than 2.58 in Standardized Residual Covariance (Table 4) (Byrne, 2010). It shows that there is no discrepancy in the measurement model and no modification is required.

Table 4: Standardized Residual Co-variances between Items.

Standardized Residual Covariances											
	IBG6	**IBG5**	**IBG4**	**IBG2**	**IBG1**	**CI1**	**CI2**	**CI5**	**CI6**	**CI7**	**CI8**
IBG6	0										
IBG5	0.313	0									
IBG4	0.547	0.119	0								
IBG2	-0.304	-0.373	-0.283	0							
IBG1	-0.464	0.014	-0.394	0.785	0						
CI1	1.543	0.894	1.113	0.622	1.034	0					
CI2	0.315	-0.387	0.636	0.266	-0.604	0.446	0				
CI5	0.206	0.01	-0.042	-0.799	-0.374	-0.206	-0.104	0			
CI6	-0.479	-0.529	-0.133	-1.218	-1.275	0.058	0.706	-0.094	0		
CI7	1.462	1.542	-0.05	0.365	0.011	-0.33	-1.492	0.133	0.16	0	
CI8	0.306	-0.27	0.357	0.598	0.372	-1.132	-0.534	0.584	0.16	0.5	0

Source: Generated by the researcher through IBM SPSS

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After confirming the measurement model, for assessing the structural model and to find a relationship; the subsequent Model is proposed as depicted in Figure 2.

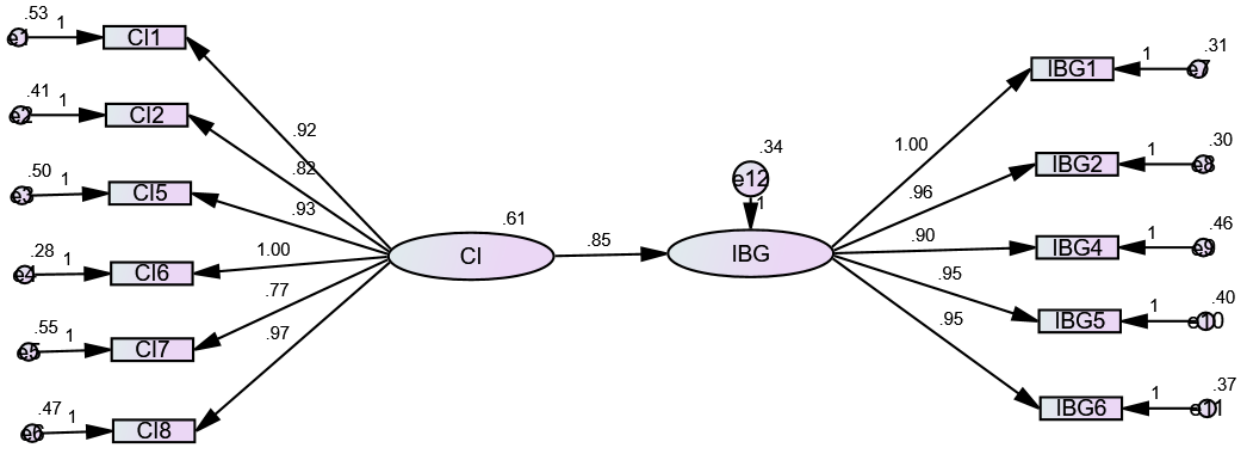

Figure 2: Structural Equation Model (Un-standardized values)

Source: Generated by the researcher through IBM SPSS

Table 5: Standardized and Unstandardized Weights

Regression Weights Unstandardized				S.E.	C.R.	P	Label	Standardized Regression Weights			Estimate
IBG	←	CI	0.854	0.055	15.442	***	par_10	IBG	←	CI	0.756
CI8	←	CI	0.967	0.055	17.662	***	par_1	CI8	←	CI	0.742
CI7	←	CI	0.773	0.054	14.415	***	par_2	CI7	←	CI	0.632
CI6	←	CI	1					CI6	←	CI	0.831
CI5	←	CI	0.933	0.055	16.971	***	par_3	CI5	←	CI	0.720
CI2	←	CI	0.816	0.049	16.601	***	par_4	CI2	←	CI	0.707
CI1	←	CI	0.925	0.056	16.527	***	par_5	CI1	←	CI	0.705
IBG1	←	IBG	1					IBG 1	←	IBG	0.846
IBG2	←	IBG	0.957	0.043	22.298	***	par_6	IBG 2	←	IBG	0.839
IBG4	←	IBG	0.9	0.047	19.263	***	par_7	IBG 4	←	IBG	0.761
IBG5	←	IBG	0.948	0.046	20.673	***	par_8	IBG 5	←	IBG	0.798
IBG6	←	IBG	0.95	0.045	21.176	***	par_9	IBG 6	←	IBG	0.811

Source: Generated by the researcher through IBM SPSS

In performing Structural Equation Modelling analysis, the value of chi-square is 101.292 (p = .000) with 43 degrees of freedom and CMIN/DF is 2.356. As the sample size is 475, it is hard to get a non-significant value nevertheless CMIN/DF is well below five. CFI is 0.980, RMSEA is 0.053 with PCLOSE value 0.318 and in the last 0.0306 is the Standardized RMR. From the above, it could be concluded that the model is fit and regression analysis could be done for relational structure. All Regression Weights for Items in the present Model are significant (Table 5).

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The Relationship between Customer Innovativeness (CI) and Intention Behaviour Gap (IBG) is significant with beta coefficient 0.854 (std. error = 0.055, Critical Ratio = 15.442, $p < 0.01$). Hence, our Null Hypothesis got rejected and an Alternative Hypothesis is selected. Therefore, empirically we could say that for Jaipur, the 'Customer Innovativeness' (CI) does significantly influence 'Intention-Behaviour-Gap' (IBP).

5. Managerial Implications

Smartphone retailers generally, do not prefer sales of all brands equally. They prefer one brand and ignore another brand. Based on the results reasons for the behavioral gap could be in different prospect like giving penchant to those brands that endow with more margins or giving importance more a brand that is not available to competitive for the retailers. To earn more profit, retailers try to pursue clients towards the brand they are pushing instead of understanding the customers. This highlight the benefits of the brand. If the customer is high on innovativeness, they may go for the brand. But if customers are low on innovativeness, then it is dicey trying to switch the customer. Therefore, it is necessary to understand the nature of the customer before pushing the retailer's own brand.

6. Conclusion

It is clear from the above analysis that 'Customer Innovativeness' significantly influences the Intention-behaviour gap. An Innovative customer does not resist understanding the benefits of alternatives and doing an analysis of alternatives other than a product intended to purchase if they perceive more value from the intended product. There is a high chance for them to go for different products. Companies should come out with specific strategies for a different type of personalities of customers. For example, Salespersons at a smartphones' retail outlet should be trained enough to deduce either customer is high or low in innovativeness. Customers who are high in Innovativeness and customers who are low in innovativeness should be handled differently. Following are suggestions from the researcher's side from two perspectives. The first one is the retailer of smartphones and the second is the company or brand of Smartphones.

7. Limitation of the study

The present study is limited to one factor which is customer innovativeness to understand variation in customers' behaviour from intended behaviour. There could be other factors like sales promotion, salesperson, advertising, etc., which could also be significant in influencing behaviour and creating a gap between purchase intention and actual behaviour. The future scope of the present study is to explore empirically other factors responsible to create a gap between Purchase Intention and Actual Behaviour. Also, other Geographical areas could be explored to consolidate the relation between intention and actual behaviour.

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Appendix

Construct	Item Code	item	Items Taken/ Modified/ Developed from:
Customer Innovativeness	CI1	If I hear about new Smartphone model or brand, I will try to see it or try it somehow.	Adapted from (San-Martin & López-Catalán, 2013)
Customer Innovativeness	CI2	I do not hesitate to use new Smartphone if it comes out with new technology.	Adapted from (Karaarslan & M. ŞükrüAkdoğan, 2015)
Customer Innovativeness	CI3	I don't think I hesitate to try new technologies and models in Smartphone which others in my circle have not tried.	Adapted from (Karaarslan & M. ŞükrüAkdoğan, 2015; San-Martin & López-Catalán, 2013)

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Customer Innovativeness	CI4	I would love using new Smartphone if it comes out with new and latest features.	Adapted from (San-Martin & López-Catalán, 2013)
Customer Innovativeness	CI5	If a new product gives me more comfort than my current product, I would not hesitate to buy it.	Adapted from (Karaarslan & M. ŞükrüAkdoğan, 2015)
Customer Innovativeness	CI6	If I could afford, I would not hesitate to try new and latest Smartphone.	Campbell (2021)
Intention Behaviour Gap	IBG1	Most of the time I buy different Smartphone, from what I intended to buy before going to retail outlet.	Campbell (2021)
Intention Behaviour Gap	IBG2	Most of the time, I end up purchasing at least little bit different Smartphone at retail outlet from what I planned to purchase before going to Smartphone retail shop.	Campbell (2021)
Intention Behaviour Gap	IBG3	Most of the time, I have purchased the same model and brand of Smartphone at retail outlet that I planned to purchase before going to retail outlet.	Campbell (2021)
Intention Behaviour Gap	IBG4	From my past experience, mostly, salesperson make me to purchase different Smartphone model or brand from what I intended to buy while entering retail shop.	Campbell (2021)
Intention Behaviour Gap	IBG5	From the past experience I can say, most of the time point of purchase advertisement make me to purchase different Smartphone from what I intended to buy while entering retail shop.	Campbell (2021)
Intention Behaviour Gap	IBG6	From my past experiences, mostly price sales promotion make me to purchase different Smartphone from what I intended to buy while entering retail shop.	Campbell (2021)

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