

Brand Loyalty And Customer Retention In The Indian Smartphone Market

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Abstract- *In the Indian smartphone market, brand loyalty and customer retention are critical for sustained success. With fierce competition among numerous brands, understanding factors influencing consumer loyalty is essential. Moreover, the impact of customer service and post-purchase experiences on retention needs exploration. Effective strategies are necessary to maintain brand loyalty amidst market complexity. Evaluating marketing activities' effectiveness in fostering loyalty is also crucial. This landscape highlights the significance of comprehensively studying brand loyalty and retention dynamics within India's rapidly evolving smartphone market. This research explores strategies for enhancing brand loyalty and evaluates marketing effectiveness in fostering customer retention amidst fierce competition. This study aims to determine if customers are inclined to recommend their brand to others and the factors influencing brand loyalty. The study on brand loyalty and customer retention in the Indian smartphone market highlights the crucial role of customer service quality and post-purchase experiences in fostering brand advocacy. Factors such as responsiveness, product satisfaction, and overall brand experience significantly influence customer loyalty and recommendations. To excel, smartphone brands must prioritize excellent customer service, offer value-driven products, competitive pricing, and continuous innovation to meet diverse consumer needs and thrive in this competitive landscape.*

Keywords- Brand loyalty, Customer retention, Smartphone market, Post purchase experience, Product Satisfaction

I. INTRODUCTION

In recent years, the Indian smartphone market has witnessed exponential growth, driven by factors such as increasing disposable incomes, rapid urbanization, and technological advancements. With a plethora of options available to consumers, the competition among smartphone brands in India has become intense. In such a dynamic landscape, establishing and maintaining brand loyalty has emerged as a crucial determinant of long-term success for smartphone companies.

This study delves into the intricacies of brand loyalty and customer retention within the context of the Indian smartphone market. Understanding the factors that influence brand loyalty among smartphone users is imperative for companies seeking to carve a niche in this highly competitive industry. Furthermore, assessing the role of customer service and post-purchase experiences in retaining customers can provide valuable insights into enhancing brand loyalty and fostering long-term relationships with consumers.

The overarching objective of this research is to identify strategies for building and maintaining brand loyalty amidst the cutthroat competition prevailing in the Indian smartphone market. By investigating the effectiveness of marketing and promotional activities, this study aims to uncover actionable insights that can help smartphone companies formulate robust strategies to enhance brand loyalty and foster customer retention. By shedding light on the intricacies of brand loyalty and customer retention in the Indian smartphone market, this research endeavours to provide valuable guidance to smartphone companies aiming to thrive in this dynamic and rapidly evolving industry landscape. Ultimately, the findings of this study have the potential to inform strategic decision-making processes and contribute to the sustainable growth and success of smartphone brands operating in India.

II. REVIEW OF LITERATURE

Mahima Ghimire & Dipendra Karki (2022)“Brand loyalty among mobile users” This study aims to investigate the variables that affect young mobile phone users' brand loyalty. In order to investigate the variables impacting brand loyalty, the study develops a conceptual structure and tests hypotheses on a population of 315 respondents who use mobile phones from different brands. Numerous analytical techniques were employed in this study, including the beta coefficient, ANOVA, correlation, percentage analysis, etc. The study has discovered that This result is in line with past studies that have suggested age and educational levels can affect consumers' perceptions of and behaviours related to brands. Because of this, advertisers who target to various categories of mobile

customers would need to modify their approach. Successful during the rapidly evolving mobile phone market requires an understanding of and ability to adapt to the constantly shifting behaviour of consumers and technological advancements.

Rohit Kumar V, Ms. Kavitha S (2022)“Brand Awareness, Loyalty & Customer Satisfaction Towards Vivo Smartphones” This study aims to analyse the Brand awareness, customer satisfaction and Brand loyalty toward VIVO smartphones. In order to attain its objective this study has a sample size of 100 and collect responses through google form. The analytical tools used in this study are SPSS, Anova and Chi Square. Further, this study concludes that the VIVO smartphone company in India has a better brand awareness. The existing users of this brand willing to purchase the same brand for next purchase so they conclude VIVO brand has loyal customers.

Shivani Malhan & Dr. Bimal Anjum (2017)“Impact of Customer Satisfaction and Brand trust on Brand Loyalty: A study of mobile phone Industry” This study examines how customer satisfaction and trust in a brand affect brand loyalty in the mobile phone industry. Data from 200 people were gathered using an open-ended survey. They used various methods to select participants. They analyzed the data using regression analysis. The study found that most people stick with a brand because they're loyal to it. It suggests that if companies create a good brand, keep their promises, and make customers happy with good products, they can ensure long-term customer loyalty and profitability.

G. Saranya & Dr. G. Yoganandans (2020)“Do customers recommend brand to others – An investigation on brand loyalty towards smartphones” The study aims to determine if customers are inclined to recommend their brand to others and to identify the factors influencing brand loyalty. It was conducted in Trichy district, Tamil Nadu, India, with a sample of 250 smartphone users from the general public, selected through convenience sampling due to the large population. Descriptive and multiple regression analyses were employed to assess the impact on brand loyalty. The study looked at factors influencing brand loyalty: perceived value, brand trust, perceived quality, and customer satisfaction. It found that perceived quality and customer satisfaction positively affect loyalty, while perceived value and brand trust have a negative impact. To build loyalty, companies should focus on promotion, especially on social media, and ensure customer satisfaction.

Dr. Sandeep R. Sahu & Dr. Shreekumar Menon (2019)“A Study of Various Factors Influencing Brand Loyalty of Smartphone Users in Thane City” This study aims to

analyze factors influencing brand loyalty among Smartphone users in Thane city. It surveyed 350 Smartphone users through questionnaires. Results show Samsung as the preferred brand, followed by Xiaomi and Oppo, all of which have become popular in India. Samsung holds the highest market share. Users prefer their chosen brands for their advanced features, camera quality, and battery life. They are also willing to recommend their brands to others. The study emphasizes the importance of brand trust in fostering loyalty, especially in the face of fierce competition in the market.

STATEMENT OF PROBLEM

In the dynamic and competitive Indian smartphone market, brand loyalty and customer retention are pivotal for companies' sustainability. However, understanding the factors influencing brand loyalty among users remains challenging despite industry growth and innovation. Furthermore, the impact and effectiveness of customer service and post-purchase experiences in retaining customers in the Indian context require exploration. With numerous brands competing for consumer attention, devising effective strategies to build and maintain brand loyalty has become complex. Additionally, evaluating the efficacy of marketing and promotional activities in enhancing brand loyalty and customer retention is essential. This research addresses the overarching issue of comprehensively understanding the drivers of brand loyalty, assessing the role of customer service and post-purchase experiences, devising strategies for enhancing brand loyalty, and evaluating the effectiveness of marketing efforts in the Indian smartphone market.

SCOPE OF THE STUDY

The scope of this study is to comprehensively explore brand loyalty and customer retention dynamics within the Indian smartphone market. It will delve into multifaceted aspects including the influential factors steering brand loyalty among smartphone users in India. The investigation will encompass variables such as brand image, product quality, pricing, innovation, perceived value, brand trust. Furthermore, the study will scrutinize the pivotal role played by customer service and post-purchase experiences in retaining customers. This will involve an evaluation of the responsiveness, reliability, and efficacy of customer service efforts, alongside an analysis of post-purchase interactions and satisfaction levels. Additionally, the study aims to assess the effectiveness of marketing and promotional activities in augmenting brand loyalty and customer retention. This includes scrutinizing the impact of advertising campaigns, social media engagement, influencer marketing, and other promotional efforts on

consumer perceptions and behaviours towards smartphone brands.

STATEMENT OF PROBLEM

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OBJECTIVES OF THE STUDY

- To investigate the factors influencing brand loyalty among smartphone users in India.
- To assess the role of customer service and post-purchase experiences in retaining customers.
- To identify strategies for building and maintaining brand loyalty in the competitive smartphone market.
- To assess the effectiveness of marketing and promotional activities in enhancing brand loyalty and customer retention.

III. RESEARCH METHODOLOGY

Data Collection:

This study utilized both primary and secondary data sources for research purpose.

Primary data:

The primary data was collected in the form of questionnaires and it is shared via Google form among the smartphone users.

Secondary data:

Review of Industry reports, academic journals, and case studies.

Research Design:

This study uses Descriptive Research Design to analyse and describe the brand loyalty and customer retention in the Indian smartphone market.

Sample size: 125 samples were collected.

TOOLS USED FOR ANALYSIS

- Percentage Analysis
- ANOVA
- Chi-square

HYPOTHESIS FOR THE STUDY

- **H₀**-There is no significant relationship between Annual Income and factors influencing customer loyalty towards a particular smartphone brand.
- **H₀**- There is no significant relationship between the Age and How customers stay updated about new smartphone models and brands

LIMITATIONS OF THE STUDY

- The study was limited to the Coimbatore City only. So, the results and findings are confined to a limited area.
- This study is limited in its sample size of 125 responses.
- The survey data was exclusively gathered via Google Forms, which means it was not possible to obtain information from individuals who do not use mobile devices.
- The questions in this study are only written in English. This might be hard for some people who don't speak English well to understand.

IV. DATA ANALYSIS AND INTERPRETATION

PERCENTAGE ANALYSIS

TABLE 1.1 DEMOGRAPHIC PROFILE

PARTICULARS	VARIABLES	HIGHER RESPONDED AREA	PERCENTAGE
Age	20-30	57	45.60%
Gender	Male	57	45.60%
Marital status	Unmarried	64	51.20%

Educational Qualification	Post graduate	62	49.60%
Family Annual Income	3lakh-4lakh	38	30.40%

INTERPRETATION:

The analysis of the highly responded areas provides valuable insights into the demographic characteristics of survey participants. Notably, individuals aged between 20 and 30 constitute the largest respondent group, representing 45.60% of the total responses. Similarly, males exhibit an equal level of responsiveness, also comprising 45.60% of the respondents, the data highlights regarding marital status, with unmarried individuals showing the highest response rate at 51.20%. respondents with postgraduate qualifications demonstrate a substantial response rate of 49.60%. Respondents with family incomes ranging from 3 lakh to 4 lakh annually exhibit a response rate of 30.40%. Overall, these findings underscore the importance of considering demographic variables such as age, gender, marital status, educational qualification, and income level when interpreting survey data.

TABLE 1.2 PREFERENCE OF THE RESPONDENTS REGARDING VARIOUS KEY FACTORS OF SMARTPHONE BRANDS

S. no	PARTICULARS	VARIABLES	HIGHLY RESPONDED AREA	PERCENTAGE
1	Value for money offered by current smartphone brand	Good Value	54	43.20%
2	Satisfaction of the variety of products offered by current smartphone brand	Satisfied	43	34.40%
3	Effectiveness of marketing and promotional activities in influencing brand loyalty	Somewhat effective	56	44.80%

4	Role of product warranty and after-sales support in brand loyalty	Significant Role	57	45.60%
5	Reliability of current smartphone brand compared to other brands	Equally reliable	61	48.80%

INTERPRETATION:

The provided data offers insights into the perceptions and factors shaping brand loyalty among consumers in the smartphone market. Among the respondents, 43.20% perceive their current smartphone brand as providing good value for money, indicating a substantial portion finds their purchases justified in terms of cost-effectiveness. However, there appears to be room for improvement regarding product variety satisfaction, with only 34.40% expressing satisfaction in this aspect, suggesting a potential area for brands to diversify their offerings to better cater to consumer preferences. Regarding marketing and promotional activities, 44.80% of respondents believe these efforts somewhat influence their brand loyalty. a significant majority (45.60%) acknowledge the significant role played by product warranty and after-sales support in fostering brand loyalty, in terms of perceived reliability, nearly half of the respondents (48.80%) consider their current smartphone brand to be equally reliable compared to other brands

ANOVA ANALYSIS

TABLE 2.1 ANALYSIS BETWEEN IMPORTANCE OF BRAND TRUST AND CUSTOMER SERVICE IN SMARTPHONE PURCHASING DECISIONS AND BRAND LOYALTY

ELEMENTS	Extremely important	Very important	Moderately important	Slightly important	Not important at all
Importance of brand trust in smartphone purchasing decision.	15	46	30	21	13
Importance of customer service in smartphone brand loyalty	15	41	46	18	5

Anova:
Single Factor

SUMMARY

Groups	Count	Sum	Average	Variance
Extremely important	2	30	15	0
Very important	2	87	43.5	12.5
Moderately important	2	76	38	128
Slightly important	2	39	19.5	4.5
Not important at all	2	18	9	32

ANOVA

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	179	4	448.75	12.6765	0.007906	5.192168
Within Groups	177	5	35.4			
Total	197	9				

INTERPRETATION:

The ANOVA (Analysis of Variance) test conducted on the data regarding the importance of brand trust and customer service in smartphone purchasing decisions and brand loyalty reveals significant differences among the groups. The F-statistic is calculated by dividing the mean square for between groups by the mean square for within groups. In this case, the F-value is 12.6765367. The associated p-value is 0.007906, which is less than the significance level of 0.05. The ANOVA results indicate that there are statistically significant differences in the perceived importance of brand trust and customer service among smartphone consumers.

TABLE 2.2 ANALYSIS BETWEEN CUSTOMER SATISFACTION WITH ACCESSIBILITY AND RESPONSIVENESS OF CUSTOMER SERVICE CHANNELS AND VARIETY OF PRODUCTS OFFERED BY SMARTPHONE BRANDS

ELEMENTS	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Level of satisfaction with accessibility and responsiveness of customer service channels provided by current smartphone brand	14	45	46	15	5

Level of satisfaction towards the variety of products offered by current smartphone brand	26	43	37	15	4
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varying degrees of significance in influencing overall customer satisfaction with smartphone brands.

TABLE 2.3 ANALYSIS BETWEEN LOYALTY TO A SMARTPHONE BRAND AFTER A POSITIVE POST-PURCHASE EXPERIENCE AND RECOMMENDING CURRENT SMARTPHONE BRAND TO OTHERS

ELEMENTS	Very Likely	Likely	Neutral	Unlikely	Very unlikely
Loyalty towards a smartphone brand after a positive post-purchase experience.	14	47	36	20	8
Recommending current smartphone brand to others	17	45	47	10	6

Anova:
Single
Factor

SUMMARY

Groups	Count	Sum	Average	Variance
Very satisfied	2	40	20	72
Satisfied	2	88	44	2
Neutral	2	83	41.5	40.5
Dissatisfied	2	30	15	0
Very dissatisfied	2	9	4.5	0.5

SUMMARY

Groups	Count	Sum	Average	Variance
Very Likely	2	31	15.5	4.5
Likely	2	92	46	2
Neutral	2	83	41.5	60.5
Unlikely	2	30	15	50
Very unlikely	2	14	7	2

ANOVA

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	235	4	58.75	25.619	0.0015	5.192
Within Groups	115	5	23			
Total	247	9				

INTERPRETATION:

The ANOVA test conducted on the data regarding customer satisfaction with accessibility and responsiveness of customer service channels and the variety of products offered by smartphone brands. The F-value is 25.61956522. The associated p-value is 0.001579483, which is less than the significance level of 0.05. The ANOVA results indicate that there are statistically significant differences in customer satisfaction levels with the accessibility and responsiveness of customer service channels and the variety of products offered by smartphone brands. This suggests that these factors play

ANOVA

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	245	4	61.25	25.7	0.001	5.192
Within Groups	119	5	23.8			
Total	257	9				

INTERPRETATION:

The ANOVA test on the data regarding likelihood to remain loyal to a smartphone brand after a positive post-purchase experience and likelihood to recommend the current smartphone brand to others reveals significant differences among the groups. The F-statistic is calculated by dividing the mean square for between groups by the mean square for within groups. the F-value is 25.78782. The associated p-value is 0.001555, which is less than the significance level of 0.05. the ANOVA results indicate that there are statistically significant differences in the likelihood to remain loyal to a smartphone brand after a positive post-purchase experience and likelihood to recommend the current smartphone brand to others.

CHI-SQUARE ANALYSIS

TABLE 3.1 SIGNIFICANT ANALYSIS BETWEEN ANNUAL INCOME AND FACTORS INFLUENCING CUSTOMER LOYALTY TOWARDS SMARTPHONE BRAND.

Elements	Brand image and reputation	Product quality and feature	Pricing and affordability	Innovation and technological advancement	X ²	df	p-value
Below 1 Lakh	1	1	1	0	9.950202	12	0.620329
2Lakh - 3Lakh	5	8	4	3			
3Lakh - 4Lakh	4	15	14	5			
4Lakh - 5Lakh	5	14	13	2			
Above 5 Lakh	6	17	5	2			

INTERPRETATION:

The chi-square test with a statistic of 9.950202 and 12 degrees of freedom yields a p-value of approximately 0.620329. This high p-value suggests that there is no significant relationship between the variables being tested. Therefore, we fail to reject the null hypothesis, indicating that the data does not provide enough evidence to conclude a relationship between Annual Income and factors influencing customer loyalty towards a particular smartphone brand.

TABLE3.2SIGNIFICANT ANALYSIS BETWEEN AGE ANDHOW CUSTOMERS MEDIUM OF UPDATION TOWARDS NEW SMARTPHONE MODELS AND BRANDS

Elements	Social media platforms	In-store displays and promotions	Tech websites and blogs	Television advertisements	x2	df	p-value
below 20	3	0	7	4	6.729253499	9	0.665284405
20 - 30	13	3	24	17			
30 - 40	11	1	19	11			
40 & above	1	0	4	7			

INTERPRETATION:

The chi-square test yielded a chi-square statistic of 6.729253499 with 9 degrees of freedom, resulting in a p-value of approximately 0.665284405. This high p-value suggests that there is no significant relationship between the variables being tested. Therefore, we fail to reject the null hypothesis, indicating that the data does not provide enough evidence to conclude a relationship between the Age and How customers stay updated about new smartphone models and brands

V. FINDINGS

- Respondents' likelihood to remain loyal to a smartphone brand after a positive post-purchase experience and their likelihood to recommend the brand to others are influenced by various factors. These include customer service quality, product satisfaction, and overall brand experience, underscoring the importance of delivering positive experiences to enhance loyalty and advocacy.

- Providing good value for money, offering a variety of products, and conducting effective marketing and promotional activities are essential strategies for building and maintaining brand loyalty. Product quality, brand image, and reputation emerge as crucial factors influencing loyalty across different income brackets.
- Age segmentation reveals that younger respondents (20-30 years) predominantly stay updated about new smartphone models and brands through tech websites and blogs, indicating the importance of online platforms. Annual income segmentation suggests that respondents across income brackets prioritize product quality and features when it comes to loyalty towards a particular smartphone brand, emphasizing the importance of these attributes irrespective of income levels.
- A significant proportion of respondents perceive good value for money offered by their current smartphone brand (43.20%), indicating that competitive pricing is a key factor influencing brand loyalty. A majority of respondents perceive their current smartphone brand to be equally reliable compared to other brands (48.80%), suggesting that reliability plays a crucial role in brand choice and loyalty.
- Brand trust and customer service emerge as highly important factors influencing the decision-making process and brand loyalty among smartphone users. The ANOVA results indicate significant variation in respondents' perceptions regarding the importance of these factors, emphasizing their significance in influencing brand loyalty.

VI. SUGGESTIONS

The study on brand loyalty and customer retention in the Indian smartphone market offers valuable suggestions for enhancing brand loyalty strategies. Prioritizing customer service excellence and post-purchase experiences is crucial, as they heavily influence customer loyalty and recommendations. Improving customer service quality, product satisfaction, and overall brand experience is essential through streamlined channels, responsiveness, and effective post-purchase support systems. Brands should also focus on delivering value through competitive pricing and product quality, meeting consumer expectations for features and affordability. Continuous innovation while maintaining competitive pricing can attract and retain customers across income brackets. Understanding demographic preferences, particularly among younger consumers who rely on online platforms for smartphone information, is vital. Prioritizing digital marketing efforts and engagement with tech websites and blogs can effectively reach this demographic. Tailoring product offerings and messaging to meet the specific needs of different consumer segments,

considering factors such as product quality and features, is important. Building trust and positive brand perceptions are critical, emphasizing transparent communication, reliable products, and consistent service delivery. By prioritizing these factors and aligning marketing activities accordingly, smartphone brands can strengthen their position in the competitive market and foster long-term customer relationships.

VII. CONCLUSION

The study on brand loyalty and customer retention in the Indian smartphone market sheds light on the critical factors influencing consumer behaviour and loyalty in this dynamic industry. It is evident that customer service quality and post-purchase experiences play pivotal roles in retaining customers and fostering brand advocacy. Customers to remain loyal to a smartphone brand and recommend it to others is heavily influenced by factors such as customer service responsiveness, product satisfaction, and overall brand experience. Therefore, it is important for smartphone brands to prioritize excellence in customer service delivery, streamline communication channels, and implement effective post-purchase support systems to create positive interactions with customers. Moreover, providing good value for money and offering a diverse range of products are essential strategies for building and maintaining brand loyalty. Competitive pricing and product quality are particularly influential, to attract and retain customers across different income brackets, brands must continuously innovate their products while ensuring affordability and meeting consumer expectations. In conclusion, the study provides valuable insights and actionable recommendations for smartphone brands to enhance their brand loyalty and customer retention strategies in the Indian market. By prioritizing customer service excellence, offering value-driven products, and understanding the diverse needs of consumers, brands can forge stronger connections with their audience and thrive in this competitive landscape.

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