

***The Impact of Low Marketing Strategies on Consumer Purchase Intentions
(Brand Perception and Digital Marketing)***



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FINAL PROJECT APPROVAL SHEET

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Abstract

The purpose of this research project was to examine the impact of low marketing strategies on consumer purchase intentions using Infinix Pakistan as a case study. The smartphone industry in Pakistan has become highly competitive, with companies relying heavily on digital marketing, branding, influencer collaborations, and social media engagement to influence consumer buying behavior. Although Infinix offers affordable smartphones with competitive technological features, the company faces challenges in establishing strong brand positioning and consumer trust due to comparatively weaker marketing communication strategies.

This study aimed to analyze the relationship between digital marketing effectiveness and consumer purchase intentions. The research specifically focused on how weak promotional strategies influence brand awareness, customer engagement, and buying decisions among smartphone consumers in Pakistan. The study also evaluated how improved digital marketing strategies could strengthen Infinix Pakistan's market position and increase consumer purchase intentions.

The study integrated theoretical frameworks such as the AIDA Model and Consumer Behavior Theory to explain how marketing communication influences consumer attitudes and purchasing behavior. The results aligned closely with these theories by showing that stronger promotional strategies increase consumer awareness, interest, desire, and purchase intention.

The project concluded that digital marketing has become a critical strategic tool within Pakistan's smartphone industry and that Infinix Pakistan must strengthen its marketing communication to remain competitive in the market. The study further provided practical recommendations for improving digital engagement, customer relationship management, influencer collaboration strategies, and long-term brand positioning. Overall, this research contributes both academically and practically by providing insights into consumer behavior and digital marketing effectiveness within Pakistan's smartphone market.

Keywords: *Digital Marketing, Consumer Buying Behavior, Purchase Intention, Social Media Marketing, Infinix Pakistan.*

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