

INFLUENCE OF BRANDING ON THE CONSUMER BUYING PATTERN OF SMART PHONE CUSTOMERS

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ABSTRACT:

Branding is the process involved in creating a unique name and image for a product in the consumers mind, mainly through advertising campaigns with a consistent theme. Branding aims to establish a significant and differentiated presence in the market that attracts and retains loyal customers. The primary data are collected through structured schedule from a sample of 50 customers. The main purpose of the study is to analyse the role and influence of branding in the buying decisions of smart phones. To identify factors influencing brand preference of smart phones. To study importance of branding and its influence on consumer buying behaviour to conclude, branding has a positive impact on majority of smart phone users.

INTRODUCTION

Branding is the process involved in creating a unique name and image for a product in the consumers mind, mainly through advertising campaigns with a consistent theme. Branding aims to establish a significant and differentiated presence in the market that attracts and retains loyal customers.

In early days of history, pigeons were used as a means of communication. Later, messages were sent through post. The development of technology paved way to wireless and mobile communications and later smart phones with variety functions. Nowadays, many manufacturers are tapping the potential market with a lot of choice availability among smart phones to the customers. Branding defines recognition and loyalty, image of experience and reliability and differentiates multiple products. This helps the customers to buy suitable products according to their interests and tastes.

The study explores the relationship between consumers buying pattern and branding. Some of the leading branded smart phones considered for the study are Samsung, Apple, Miramax, Sony, Microsoft (nokia).

STATEMENT OF THE PROBLEM

The purchase intension of the specific brand needs assessment of all available brands. Customer takes diverse assessment criteria when making any purchase decision like price, features, quality etc. Brands bring with them a certain level of quality assurance. A brand is a perceptual entity that is rooted in reality but reflects the perceptions of the consumers. The problem is stated as “INFLUENCE OF BRANDING ON CONSUMER BUYING BEHAVIOUR” and is an attempt to find out the importance of branding, factors that attract customers to branded products and brand loyalty.

OBJECTIVES

The main purpose of the study is to analyse the role and influence of branding in the buying decisions of smart phones. Following are the objectives of the study:

- To identify factors influencing brand preference of smart phones.
- To study importance of branding and its influence on consumer buying behaviour.
- To identify the reasons behind the purchase of smart phones.
- To study brand loyalty among various brands.

SOURCE OF DATA

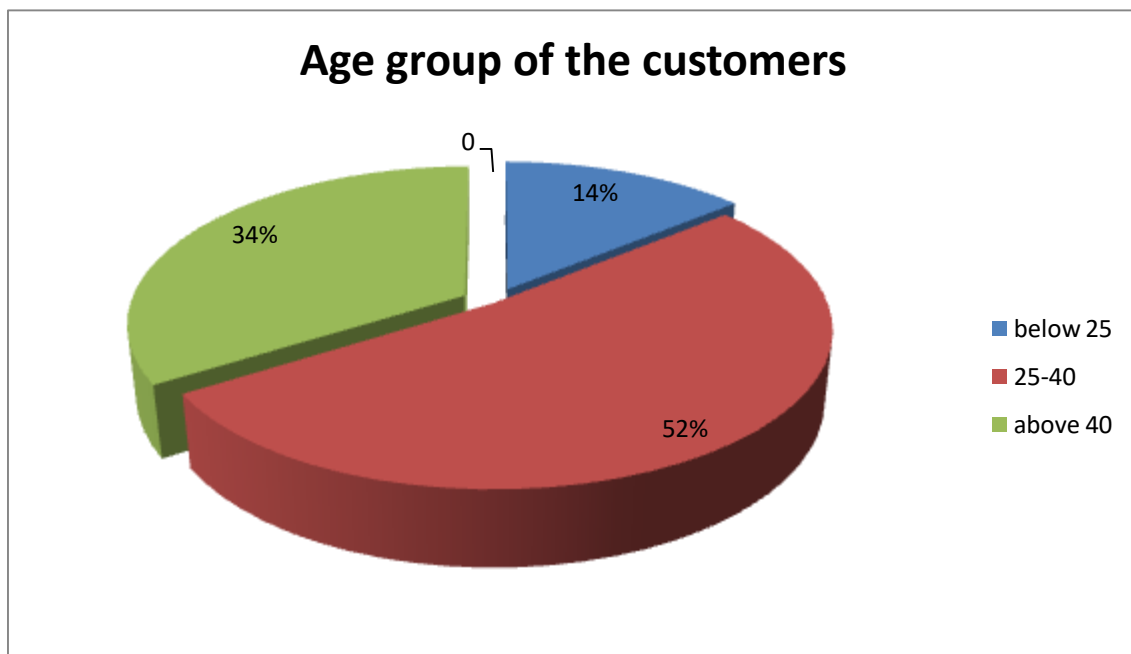
The data for the study is collected from two sources.

1. Primary
2. Secondary

The primary data are collected through structured schedule from a sample of 50 customers. The sampling techniques used for the study is convenient sampling. The sample size of the study is limited to 50 respondents. Percentage analysis and chi-square have been used to analyse data. Tools for presentation Tables, bar-diagrams and pie diagrams are mainly used for the purpose of presentation of the data.

ANALYSIS AND INTERPRETATION OF DATA

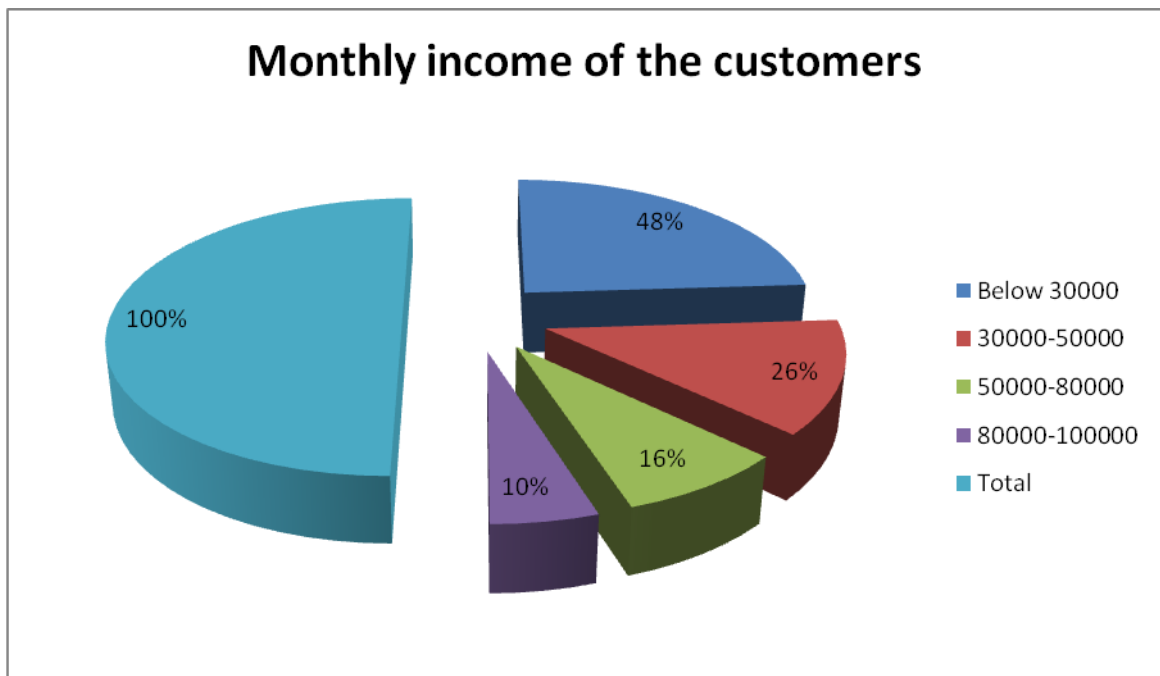
Particulars	Number of respondents	Percentage
Below 25	7	14%
25-40	26	52%
Above 40	17	34%
Total	50	100%



It is clear from the pie chart that 14% of the customers are below the age of 25 and 34% of the customers are above the age of 40 and 52% of the customers are between the age of 25-40.

Monthly income of the customers.

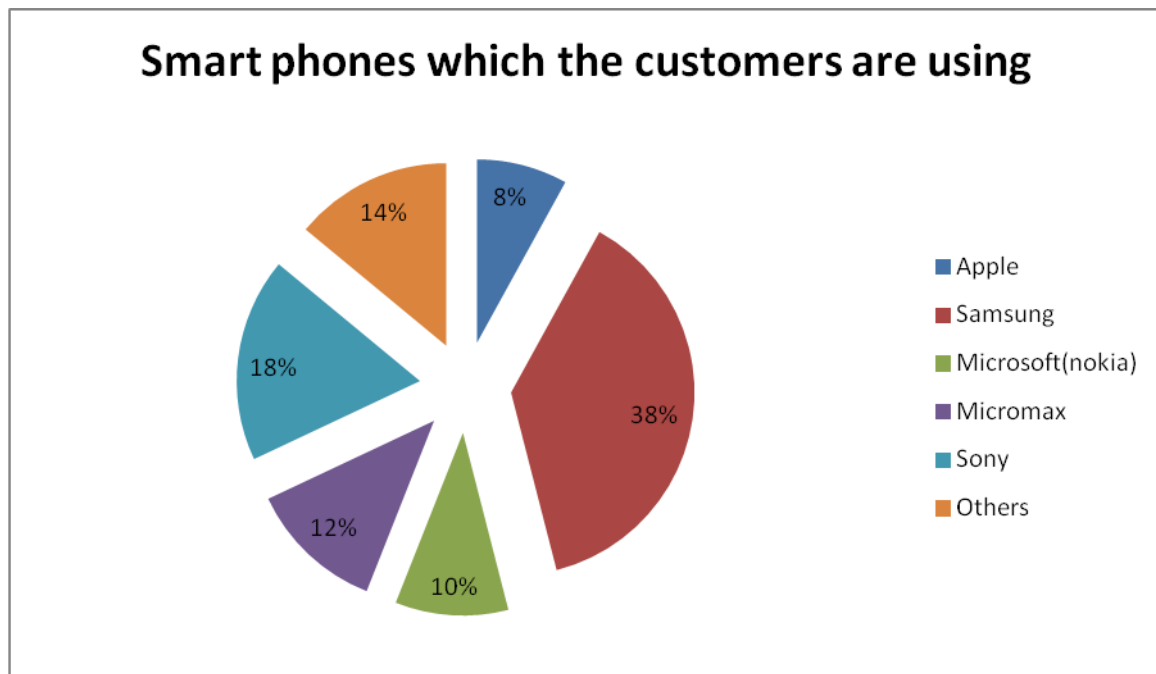
Particulars	Number of respondents	Percentage
Below 30000	24	48%
30000-50000	13	26%
50000-80000	8	16%
80000-100000	5	10%
Total	50	100%



It is clear from the chart that 48% of the customers has an income of below 30000, 26% of the customers has an income between 30000-50000, 16% has income between 50000-80000, 10% of customers has income between 80000-100000.

Which brand smart phone the customers are using

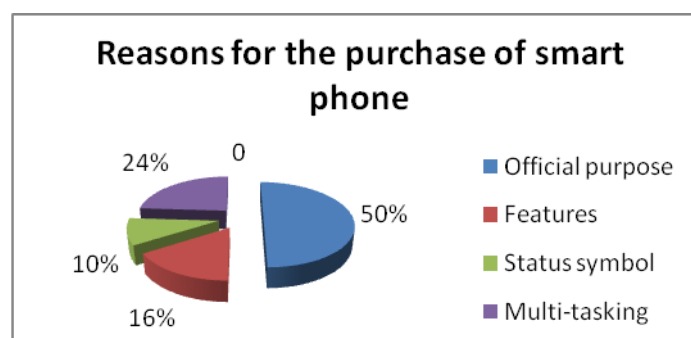
Particulars	Number of respondents	Percentage
Apple	4	8%
Samsung	19	38%
Microsoft (nokia)	5	10%
Micromax	6	12%
Sony	9	18%
Others	7	14%
Total	50	100%



It is clear from the pie chart that 60% of the customers are using the brand Samsung and 14% of the customers are using Sony and 12% of the customers are using micromax and 8% are using apple and 6% are using Microsoft (Nokia). So majority of the respondents uses Samsung.

Reasons for purchase of the smart phone.

Particulars	Number of respondents	Percentage
Official purpose	25	50%
Features	8	16%
Status symbol	5	10%
Multi – tasking	12	24%
Others	Nil	Nil
Total	50	100%



It is clear from the pie chart that 50% of the customers are using the smart phone for official purposes and 24% are using for multi-tasking and 16% are uses because of its features and 10% are

using the smart phone as a symbol of status. Most of the peoples are using the smart phone for official purposes.

FINDINGS:

- The motivation behind purchasing of smart phones is the attractive features possessed by it.
- 84 per cent of the customers came to own the smart phone through purchase.
- 50 Per cent of the respondents uses their smart phone for official purposes, 24 per cent uses their smart phone for multi-tasking, 16 per cent uses smart phone due to its features and 10 per cent uses smart phone as a symbol of status.
- Most of the respondents (48%) change their smart phones occasionally and only 14 per cent changes their smart phones frequently.

SUGGESTION:

- Poor service and lack of additional features are the major reasons for the switch over. So mobile companies may improvise their product with additional features and high quality services.
- Brand quality must be enough to create a long lasting image in the minds of the Customers.
- Technological up-gradation is the essence of branded smart phones. So it should come up with additional features, services and improvised techniques to influence the customers.

CONCLUSION

Across the new age smart phone users, the most preferred brand is Samsung. Majority of the Smart phone users prefer only branded products. The most important factors that have influenced the purchase decision are quality, variety functions, brand image and supporting service rendered by the companies. Most of the customers are brand loyal and only less number would like to go for a switch over.

To conclude, branding has a positive impact on majority of smart phone users.

WEBSITES:

- www.wikipedia.com
- www.samsung.com/in/consumer/mobile-phone/mobilephone/
- <http://www.microsoft.com/en/mobile>
- <http://www.micromaxinfo.com/>