

BRAND PREFERENCE MOBILE PHONES OF COLLEGE STUDENTS IN VILATHIKULAM TALUK

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Abstract

Mobile phones have become a necessity in the daily lives of consumers. However, due to advancements in technology the mobile phone industry has shown rapid growth, and this makes it important for marketers to obtain information on brand preferences for mobile phones. Branding has always been an important aspect of marketing. Brand is a powerful differentiator in a highly competitive market place. It provides the company the power to deflect competitive moves. A strong brand rings trust, confidence, comfort and reliability in the customer's mind. Brands live in the minds of consumers and are much more than just a tag for their recognition and identification. They are the basis of consumer relationship and bring consumers and marketers closer by developing a bond of faith and trust between them. The promise of brand is consistent with reliable quality, service and overall psychological satisfaction. The present paper focuses on the study of brand preference for mobile phones with reference to the college students.

Key words ; Type of mobile phones, smart phones-kinds , Customer preference. Customer likes and dislikes.

Introduction

The overall mobile phone industry is based on many different companies and operators which are operating on the basis of their technological skills, distribution channel, market knowledge and brand name. There are many brands of cell phones that are available in the market. People prefer different brands, based on different factors such as performance, looks, affordability, etc. There will be more mobile phones than the people in India by the year 2015. The inflow of many mobile manufacturers offering mobile phones at considerable lower prices has made it possible in India to afford a mobile phone virtually by anybody. In recent years, the demand for mobile phones is increasing. There are many players in the mobile phone industry. Though cell phone industry has its origin in the recent past, the growth has been excellent. To market their services, every company is adding many new features. Day by day, many new competitors enter the market with new attractive schemes, provide additional facilities, add new features to existing ones, reduce the charges her incoming and outgoing calls, introduce varieties of handsets, models a healthy competition that benefits the users. The

primary objective of the study is to assess the brand preference for mobile phones among the college students of Vilathikulam Taluk.

OBJECTIVES OF THE STUDY

1. To ascertain the influences of prices on student choices of mobile phone brands;
2. Finding the satisfaction level of the mobile phone users of different brands in Vilathikulam Taluk.
3. To study the perception & buying behavior of students towards various mobile brands.
4. To know about the student preference level associated with different mobile phones.

PERIOD OF THE STUDY:

The data has been collected by the researcher through interview schedule from the consumers of mobile phone users during the period January – August 2019.

METHODOLOGY OF THE STUDY

The data used for this study were obtained basically from two sources primary and secondary. However, the major data for the work were collected by means of structured schedule. Total sixty mobile phone users were administered for collecting data. The respondents were selected on convenient judgment randomly based at each of the locations of Vilathikulam. The secondary data that is also of great assistance was extracted from various sources like relevant research articles published in referred journals, magazines websites, books etc.,

TOOLS USED:

Simple percentage, Ranking analysis.

SAMPLE SIZE

This refers to the number of items to be selected from the total population to constitute sample. The sample size used for study is 60.

LIMITATION OF THE STUDY

The study was confined to the customers of college students of Vilathikulam Taluk. In making more generalize, reliable and significant conclusions, a study employing small samples from Vilathikulam Taluk only.

ANALYSIS AND RESULTS:

In this study an attempt by the researcher has been analyzed the brand preference of cell phone. The analysis of the data is based on the attitude or opinion, consumer awareness and selection of brand of cell phones in Vilathikulam Taluk. A brand name may manipulate the buyer's perception about the product. Brand names are often useful in establishing an overall product concept. Occasionally, a brand name becomes the generic name of that product.

Table .1
Personal Information

Gender	No of Respondents	Percentage
Male	38	63
Female	22	37
Total	60	100

Interpretation : Table.1. Indicates that the majority 63% of the respondent are male students and the 37% of the respondent are female students.

Table .2
Age of the Respondent

Age	No of Respondents	Percentage
16-20	35	58
21-25	25	42
Total	60	100

Interpretation : Table.2. Indicates that 58 % of the respondents are falling under 16-20 years and the 42% of the respondent are 21-25 years.

Table .3
Permanent Address

Permanent Address	No of Respondents	Percentage
Rural	51	85
Urban	09	15
Total	60	100

Interpretation : Table.3. Indicates that 85 % of the respondents are living in rural area and the 15% of the respondent are living in urban area.

Table .4
Literacy Level

Literacy Level	No of Respondents	Percentage
UG	49	82
PG	11	18
Total	60	100

Interpretation : Table.4. Indicates that the majority 82 % of the respondents are studying in UG degree and the 18% of the respondent are studying in PG degree.

Table .5
Monthly Family Income

Monthly Family Income	No of Respondents	Percentage
Less than 10,000	48	80
Above 10,000	12	20
Total	60	100

Interpretation : Table.5. Indicates that 80 % of the respondents their monthly family income are less than 10,000 and the 20% of the respondent monthly family income are above 10,000.

Table .6

Mobile phones use by the Respondent

Mobile Phones Name	No of Respondents	Percentage
Nokia	02	03
Samsung	23	38
Vivo	07	12
Oppo	07	12
Mi	07	12
Others	14	23
Total	60	100

Interpretation : Table.6. Indicates that 38 % of the respondents are using Nokia mobiles, 23% of the respondents are using other mobiles. 12% of the respondents are using Vivo, Oppo, and Mi and 3% only using Nokia Mobiles.

Table .7

Price range of Mobile phones

Price range of Mobile phones	No of Respondents	Percentage
Below-5,000	08	15
5,000-10,000	35	58
10,000 -15,000	16	27
15,000-20,000	01	02
Total	60	100

Interpretation : Table.7. Indicates that 58% of the respondents are using 5,000-10,000 price range of mobile phones 27% of the respondents are using 10,000-15,000 price range of mobile phones. 15% of the respondents are using below 5,000 price range of mobile phones, and 2%of the respondents are using 15,000-20,000 price range of mobile phones.

Table .8

Brand Preference of Mobile phones

Brand preference of Mobile Phones	No of Respondents	Percentage
Better features	22	36
Reasonable price	07	12
Better outlook	13	22
Catchy advertisement	02	03
Satisfied friends/ peers with the brand	10	17
Others [specify]	06	10
Total	60	100

Interpretation : Table.8. Indicates that 36 % of the respondents have given the brand preference of mobile phones for better features mobiles 22% of the respondents are using other mobiles. 17% of the respondents have given the brand preference of mobile phones for specified friends/ peers with the brand, 12% of the respondents have given the brand preference of mobile phones for reasonable price, 10% of the respondent have given the brand preference of mobile phones for others [specify], and 3% of the respondent have given the brand preference of mobile phones for catchy advertisement.

FINDINGS:

1. Majority 63% of the respondents are male students.
2. Majority 58 % of the respondents are falling under 16-20 years.
3. Majority 85 % of the respondents are living in rural area.
4. Majority 82 % of the respondents are studying in UG degree.
5. Majority 80 % of the respondents their monthly family income are less than 10,000.
6. Majority 38 % of the respondents are using Nokia mobiles.
7. Majority 58 % of the respondents are using 5,000-10,000 price range
8. Majority 36 % of the respondents have given the brand preference of mobile phones for better features mobiles.

SUGGESTIONS:

- ❖ The current study only focused on students at Vilathikulam Taluk , and target groups not exclusively made up of students.
- ❖ The customers can be given the option to download latest ringtones from company's outlet rather than providing in-built ringtones
- ❖ The keyboard functions, especially at entry level mobiles for first time subscribers should be easy and user friendly.
- ❖ The companies have to consider the issues of battery backup while they are providing performance features like camera, internet and music.
- ❖ New models handsets may be introduced exclusively for female users, to suit their dressing pattern.

CONCLUSION:

To satisfy the consumers the producer must clearly understand their attitudes, needs and expectations. From the above analysis it is concluded that the respondents in Vilathikulam Taluk are very well aware of the mobile phones. Buyer is the focal point in marketing. This generation of producers is intelligent with regard to the application of procedures. They first want to find out what the consumers want. Since Telecom industry is a booming industry in India and the mobile handset business is extremely dynamic in nature with the changing consumer preferences, easiness and readiness of customer to shift between different brands, it becomes pertinent

for the firms to know exactly customers want according to their needs and disposable income. Conclusions and recommendations drawn from the findings for the study have been provided, enabling mobile phone industry stakeholders to improve their knowledge of factors considered important, and allowing them to improve on their brands, thereby increasing preferences for their products in the highly competitive mobile phone market.

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