

MOBILE BRAND PREFERENCE OF YOUNGSTERS

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ABSTRACT

In this modern world, Mobile Phone has become a necessary thing in the life of human beings. In this sophisticated world, without mobile phones, total communication system will be endangered. rapidly the variety of usages of mobile phones are increasing. everybody always keeps it their hand every time. it is unavoidable item not only to young generation but also old ages as well as kids. In this fast-moving culture and fashionable world brand of every item has inevitable role. This paper studied the relationship between demographic variables on the brand preference and identified the attributes that affect the choice behaviour of mobile handset in young consumer.

KEYWORDS

Chi-Square, Youngsters, Brand.

INTRODUCTION

Mobile Phone has become an unavoidable item in daily lives of peoples. In this sophisticated world, not only young generation but also old ages as well as kids can be called as a smart phone generation as they love too busy with their smart phone all the time. And it becomes a very necessary instrument in their life. So before choosing their mobile phone they spend considerable amount of time for selecting phone. There are many factors to be considered and brand is one of them. Companies' competition has provided the consumer a wide variety of mobile phone to choose from at the same time there is also a confusion provided in the minds of consumer about which of the particular mobile brand suit their requirements the most. This problem of choice is known as brand preference.

Every mobile phone company competing to updates their offerings with the latest technological updates and many consumers have a preferred brand that suit them or a band they have become familiar with. So it is important for marketers to obtain information on brand preference for mobile phones. Brand preference is the selective demand for a company's brand product rather than a product; the degree to which consumers prefer one brand over another. Brand preference can be achieved by creating the positive brand image in customer's mind. Brand image is the consumer's impression about the brand's physical characteristics, its performance, the functional benefit etc. The brand choice decisions are important critical for marketer. The primary objective of the study is to assess the brand preference for mobile phones among Youth. It also identifies the major features which a student looks in a mobile phone. Brand preference analysis is done by conducting the survey which describes the preferences for different mobile phone of the surveyed college students.

STATEMENT OF THE PROBLEM

In the present competitive, dynamic and high-speed developing situation, mobile phone as a huge impact in lives of people daily in our country the mobile phone industry is still in its growth stage, as compared to the industrially advanced countries. In the dynamic world, consumers taste, need and preference are changing with the advancement in technology and communication with the outside world.

There are wide variety of brands. The major problem identified regarding the mobile phone brands is to determine the most preferred brand and to identify the attributes which are significant in the preference of a specific brand. The purpose of the study is to explore and gain a clear understanding of the factors that influenced brand preference among youth. The present study It is very essential for every marketer to know the task and preference of the business. Here in the project an attempt to is made to evaluate the preference of students while resulting a mobile phone brand.

SCOPE OF THE STUDY

This study is focused on assessing the buyers in terms of brand preferences and satisfaction. This study will be significant in the following grounds: Finding of the study will help marketers understand brand preference practices in mobile phone market. It will give information about the level of satisfaction towards a particular mobile brand and also identify the information about level of customer involvement in brand searching, analyzing attributes and brand choice for the high involvement product mobile phones. It will be useful in creating most favorable brand by knowing the buyer perception and response. Marketers can trace out the important reason for brand preference can focus according to choose, perception and preference of buyers

OBJECTIVES OF THE STUDY

- 1) The primary objective was to know about the preference level of youth associated with different mobile phone brand.
- 2) To study the perception and buying behaviour of youth towards various mobile phone brand
- 3) To identify the customer satisfaction level about the service offered by various mobile phone brand
- 4) To know the major features, to which a student looks for in a mobile brand before making a purchase

HYPOTHESIS

H₀: There is no significant difference between preference level to different phone brands and gender.

RESEARCH METHODOLOGY

The study is formed based on survey method. Primary sources of data only used in this study. A well-structured questionnaire is designed to elicit the necessary data from the youth. The primary data have been collected through a well-structured questionnaire, comprising optional type questions. The convenience sampling method has been adopted to gather necessary information from the salaried individuals in the Alappuzha district. The sample size of 50 respondents. The primary data collected from the respondents are analysed with the help of Percentage Analysis and chi square test is used to test the hypothesis. Tables and Graphs used for the presentation of data.

LIMITATIONS OF THE STUDY

- ❖ The research area of the study is confined to Alappuzha district due to time and resource constrains.
- ❖ Data collected from the sample of 50 only
- ❖ convenience sampling method is used.
- ❖ The quality and reliability of the data collected is the actual expression of respondents
- ❖ The study is based on the prevailing youth satisfaction, but the satisfaction may change according to time, fashion, technology etc.

LITERATURES REVIEW

Many studies have been made covering different aspects of preference of brand. A few of them have been outlined below:

Luca Petruzzellis(2010), referred and concluded that technology now a days is overcome by customer preference and needs. In particular, the role of the brand is to be analyzed with respect to its influence in shifting customer preference from the technical preferences (tangible elements) to the emotional/symbolic once (intangible elements).The researchers had provided an analysis of the brand attitude and perception tested and viewed through user eyes.

Androulidakis;G.Kandus(2011) correlated the brand of mobile phone to users Security Practices. Users show different behavior in an array of characteristics, according to the brand of the mobile phone they are using. As such, there is a categorization of areas, different for each brand, where users are clearly lacking security mind, possibly due to lack of awareness. Such a categorization can help for manufacturers enhance their mobile phones in regards to security, preferably transparently for the user.

6.Tajzadeh Namin A.A ; Rahmanivahid ; TajzadehNaminAidin(2012)analyzed that the process of deciding over(choosing)a brand may be influenced by situation and content. The findings suggest a significant relationship between the variables “brand attitude”, “corporate attitude”, and “product (cellphone)Choice”. In addition, no significant relationship was found between individual decision-making processes (independent or mediated) and product choice

Chowdhury and Rahman (2013)studied the relationship between demographic variables on the brand preference an identified the attributes that affect the choice behavior of mobile handset as well as why the young consumer give special emphasis to some particular factors in chittagong metropolitan city. Young respondent’s emphasis Lee importance on durability, price, advice and

opinion because of their switch switching attitude. As a whole, Samsung is competing with industry leader Nokia, Symphony, Sony Ericson and other brands grab a share of the youth market.

ANALYSIS AND INTERPRETATION

Table: 1: Sex ratio of the respondent.

Particulars	Number of respondent	Percentage
Male	26	52
Female	24	48
Total	50	100

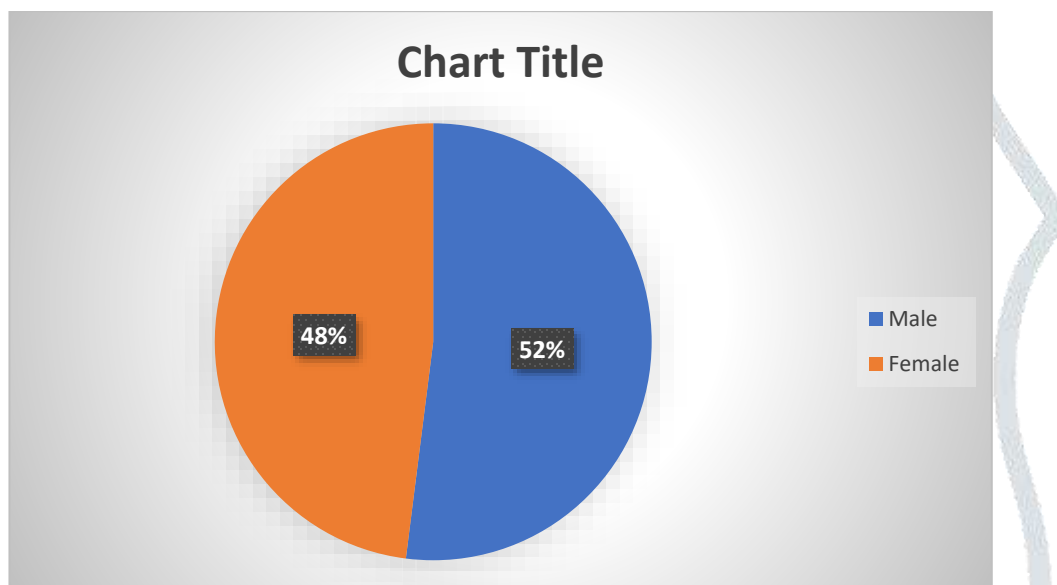
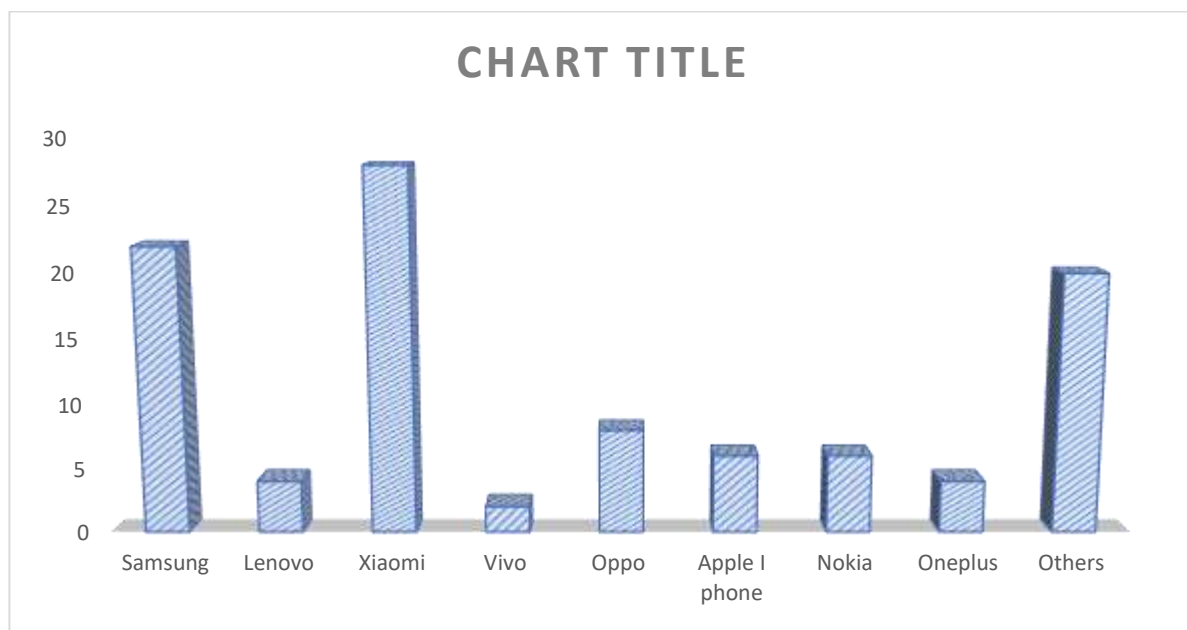


Table 1 represent that, the graphical representation of table shows that out of the fifty, 26 were male and 24 were female.

Table: 2: Number of respondents with various mobile brand

Particulars	Number of respondents	Percentage
Samsung	11	22
Lenovo	2	4
Xiaomi	14	28
Vivo	1	2
Oppo	4	8
Apple I phone	3	6
Nokia	3	6
Oneplus	2	4

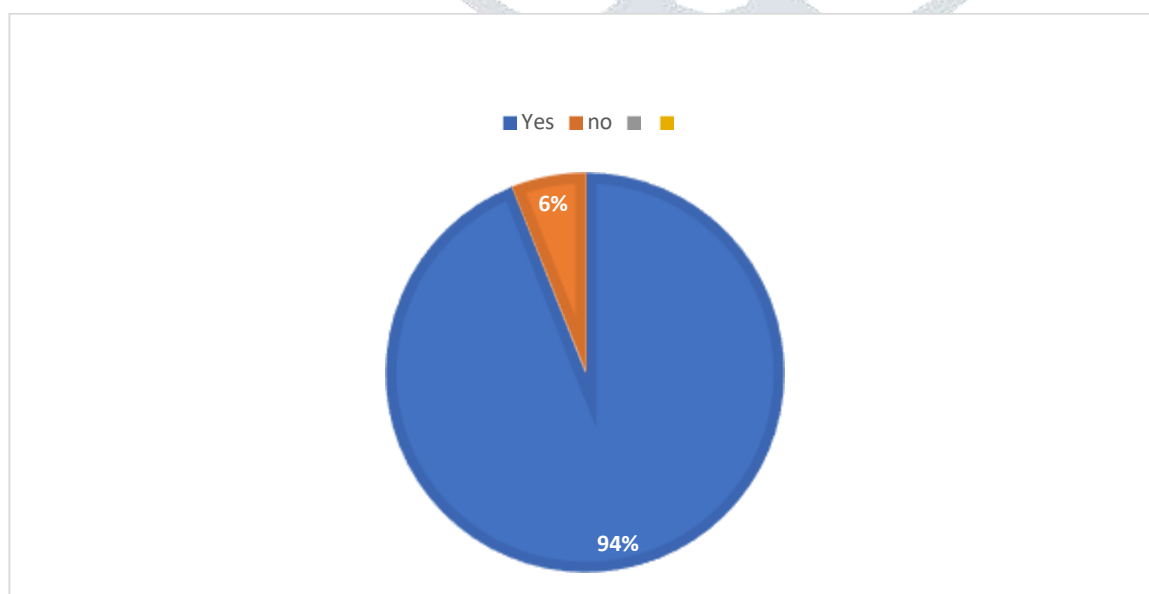
Others	10	20
Total	50	100



The above graph depicts that, Xiaomi dominates the class with 28% of customers and followed by Samsung with 22% of customers

Table: 3: Satisfaction towards current mobile brands.

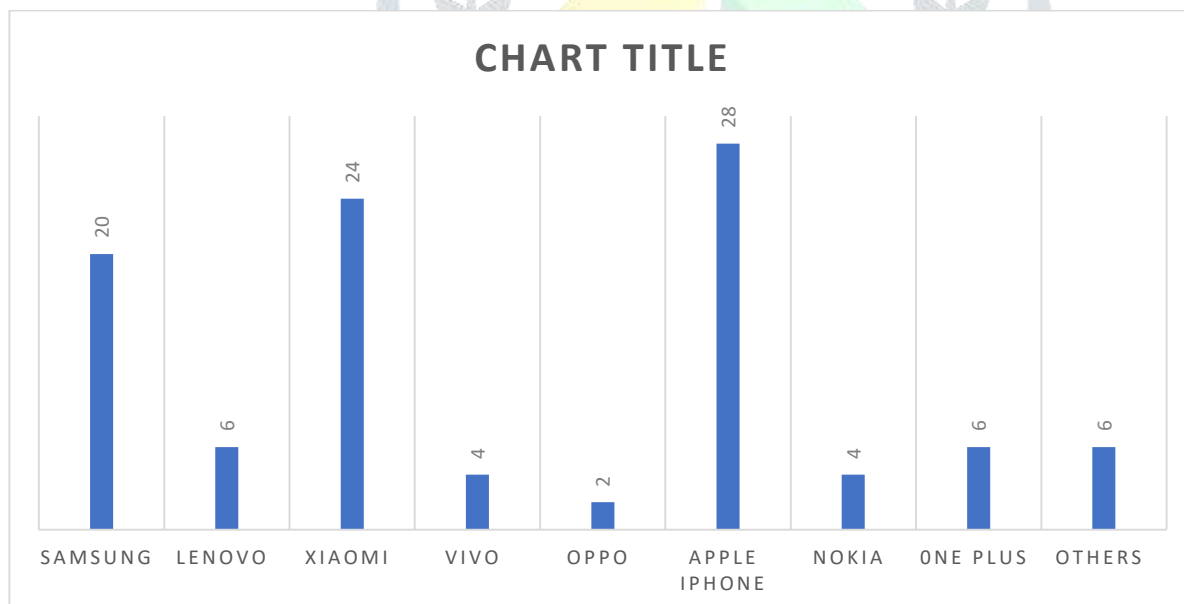
Particulars	Number of respondent	Percentage
Yes	47	94
No	3	6
Total	50	100



The figure shows that 94% of students are satisfied with the feature of current mobile Phone brand, while 6% of students are not.

Table: 4: Favorite brand of students

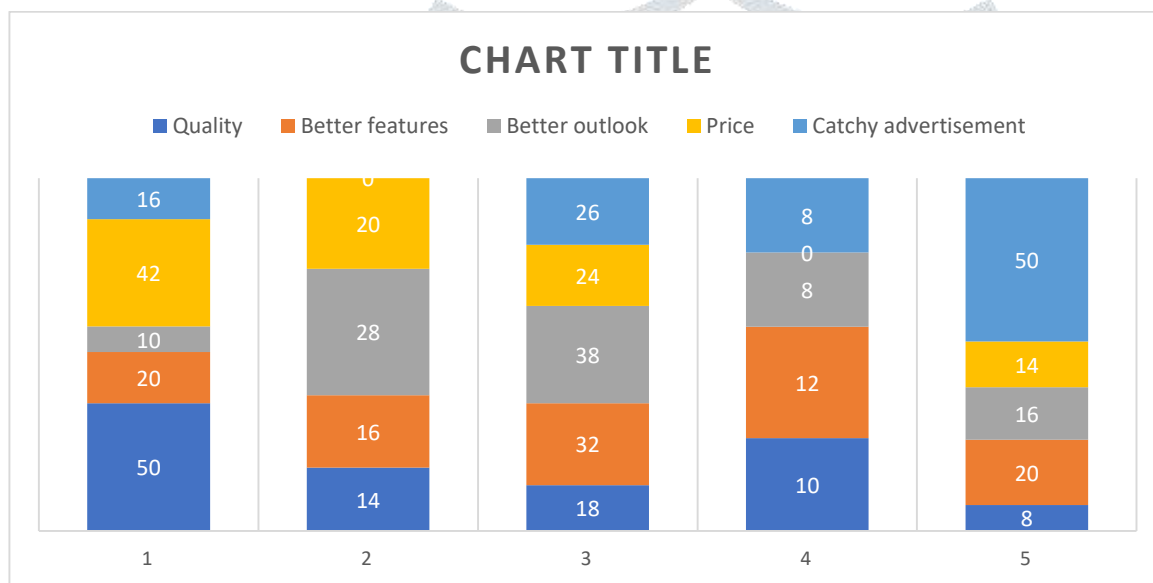
Brand	Respondents	Percentage
Samsung	10	20
Lenovo	3	6
Xiaomi	12	24
Vivo	2	4
Oppo	1	2
Apple iPhone	14	28
Nokia	2	4
One Plus	3	6
Others	3	6
Total	50	100



Above figure shows that 28% of student's favorite brand is APPLE iPhone, 24% prefer XIAOMI and 20% prefer SAMSUNG as their favorite brand

Table: 5: Reason for choosing particular brand over others in percentage

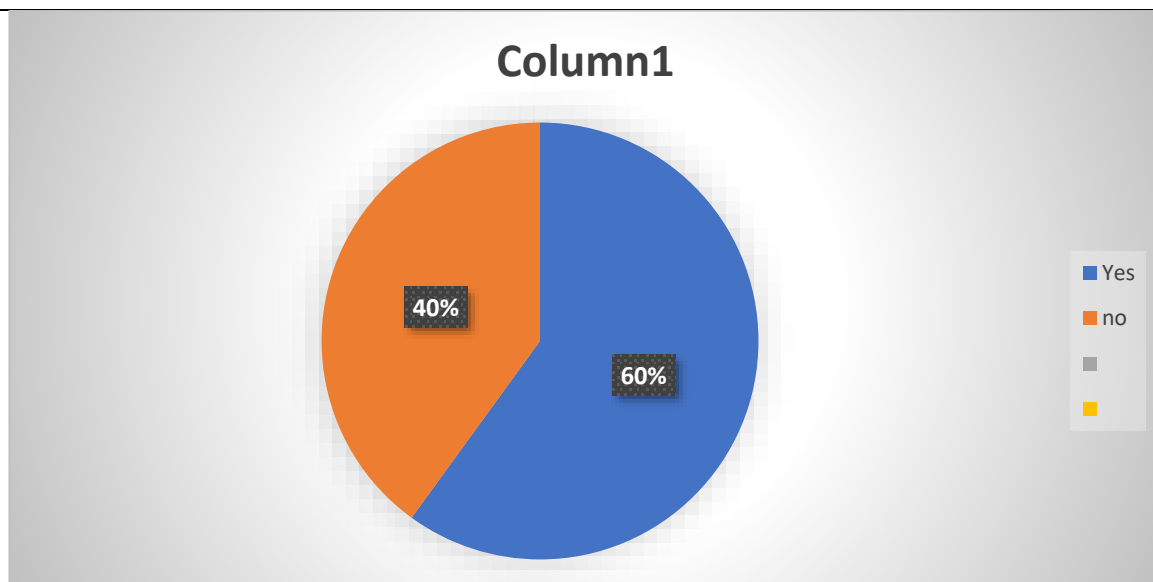
Features	1	2	3	4	5
Quality	50	14	18	10	8
Better features	20	16	32	12	20
Better outlook	10	28	38	8	16
Price	42	20	24	0	14
Catchy advertisement	16	0	26	8	50



The chart clearly specify that, Quality and pricing plays a vital role in selection. Better feature is the next important factor. There are many neutral factors for purchasing a mobile phone. The recommendation of students is the least important factor

Table: 5: Attitude of the students towards Brand switching

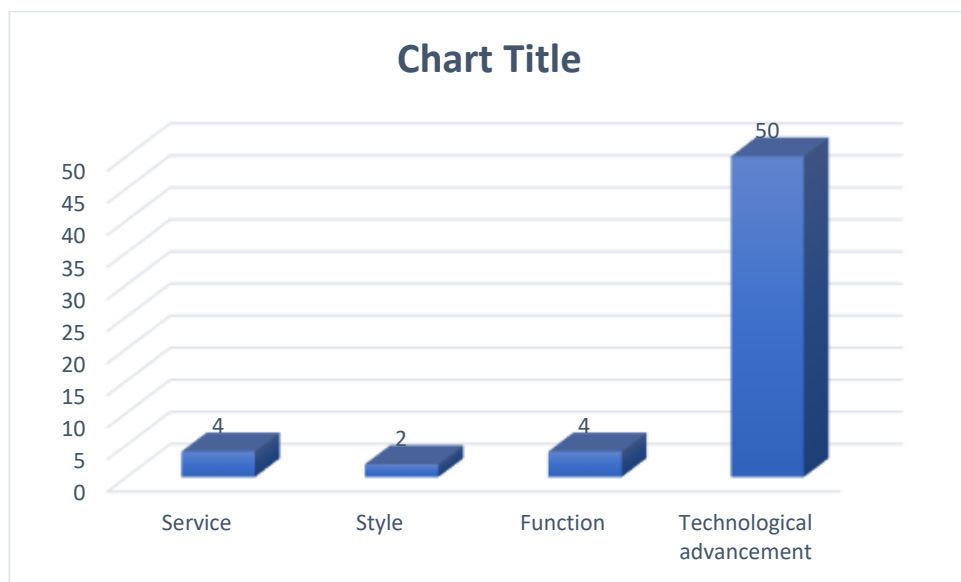
particulars	Number of respondents	Percentage
Yes	20	40
No	30	60
Total	50	100



The figure shows that 60% of students prefers to change their mobile phone brand and 40% of students do not prefer to change their mobile brand.

Table: 6: Reason for changing mobile phones

Particulars	Number of respondent	Percentage
Service	2	4
Style	1	2
Function	2	4
Technological advancement	25	50
Total	30	60



The above picture represents that, Out of the 50 students, 30 students are willing to change their mobile phone brand at the given time. Out of 30 students, 25 students are ready to change their mobile brand for better technology (ultrasonic in display finger print scanners , 3D cameras , punch hole cameras.

Table: 7: H0: There is no significant difference between preference level to different phone brands and gender.

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	38.926	1	.000		
Continuity Correction	36.463	1	.000		
Likelihood Ratio	60.900	1	.000		
Fisher’s Exact Test				.000	.000
Linear-by-Linear Association	38.568	1	.000		
N of Valid Cases	100				

The above table shows that, P Value is below .005. There is a significance difference between gender and brand preference level.

Findings

- Most popular brand among youth is Xiaomi
- Many of them prefer Apple as their favorite brand, but only a few is financially capable of buying it
- Majority of youth use midrange smart phones which falls under a price tag of 10000- 20000
- Majority of the youth are satisfied with the current features of mobile phone
- Factors affecting the purchase are quality, better features and better outlook
- Major purposes performed by the phone are internet and voice call
- Most of them switch to a new device with in a period of 2 - 4 years
- Most preferred RAM size is 8 GB and Devices with 32 GB internal storage is extremely popular among youth
- A highly influencing factor is the camera and many of them are aware of factors like megapixel, aperture and sensor Quality

- Only few people are aware of chipset manufacturers but most of them prefer Intel and Qualcomm series of mobile processors
- Performance concerns are of paramount importance
- Youngsters have the tendency to change their mobile phone brand because of technological advancements
- There is a significant difference between preference level to different phone brands and gender.

SUGGESTIONS

- Mobile brand should be updated on the basis of current technological advancements and needs to be innovative
- Mobile brand should take necessary steps to solving the grievance of customers

CONCLUSION

In this dynamic world, the mobile phones are becoming an inspirable and inevitable part of one's life. The Study showed that Xiaomi is the most preferred brand among Youngsters and the most of the youngsters are satisfied by the various range of mobile phone brand available in the market. There is a significant difference in preference level of brand, awareness, purchasing frequency and gender. Also, observed from the study that mobile phone is purchased by the customer frequently on new model, advance technology, special offerings, good brand name with reasonable price and also based on quality of mobile phone. From the study we identified technological advancements is the reason for changing mobile phone, the company should adopt these changing technologies in order to develop new customer and also to retain the existing ones.

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