

# A STUDY ON CONSUMERS BRAND PREFERENCE TOWARDS MOBILE PHONES

\*Ahalya U II M. Com., AJK College of Arts and Science

\*\*\*Geetha B II M.Com., AJK College of Arts and Science

## ABSTRACT

A variety of mobile phones available in the market and also number of users increases day to day. In the modern business world due to the development of science and technology different type of new applications have been introduced in the market every year. Improvement of technology catches more number of users. Specially students have mobile phone crazy. So they use new application mobile phones. The taste and preference of consumer also will change.

## KEYWORDS

Mobile phone, brand, brand preference, consumers.

## INTRODUCTION

### Evolution of mobile phones, to an early smartphone

A mobile phone, cell phone, cellphone, or hand phone, sometimes shortened to simply mobile, cell or just phone, is a portable telephone that can make and receive calls over a radio frequency link while the user is moving within a telephone service area. The radio frequency link establishes a connection to the switching systems of a mobile phone operator which provides access to the public switched telephone network (PSTN). Modern mobile telephone services use a cellular network architecture, and, therefore, mobile telephones are called cellular telephones or cell phones, in North America. In addition to telephony, 2000s-era mobile phones support a variety of other services, such as text messaging, MMS, email, Internet access, short-range wireless communications (infrared, Bluetooth), business applications, video games, and digital photography. Mobile phones offering only those capabilities are known as feature phones; mobile phones which offer greatly advanced computing capabilities are referred to as smartphones.

The first handheld mobile phone was demonstrated by John F. Mitchell and Martin Cooper of Motorola in 1973, using a handset weighing c. 2 kilograms (4.4 lbs.). In 1979, Nippon Telegraph and Telephone (NTT) launched the world's first cellular network in Japan. In 1983, the DynaTAC 8000x was the first commercially available handheld mobile phone. From 1983 to

2014, worldwide mobile phone subscriptions grew to over seven billion—enough to provide one for every person on Earth. In first quarter of 2016, the top smartphone developers worldwide were Samsung, Apple, and Huawei, with smartphone sales represented 78 percent of total mobile phone sales. For feature phones (or dumbphones) as of 2016, the largest were Samsung, Nokia, and Alcatel.

## STATEMENT OF THE PROBLEM

Today India is one of the most fastest growing economies all over the globe and a live example which shows the development is the growth of the telecommunication industry in India, especially in the field of cellular communication. As we all know that the first mobile phone was launched in India during the 1990s and the first mobile phone company which was established by Finland was Nokia. In the year 1995, the first service provider was the Modi group which was established in Kolkata. As the recent states shown, it is said that after china, India is the world's fastest growing industry in the world in terms of number of wireless connections, With 811.59 million mobile phone subscribers. According to the world telecommunications industry, it is estimated that India will be having 1.200 billion mobile users by 2013. The projections made by several leading global consultancies indicate that the total number of cellular users in India will be exceeding by the total subscriber count in the China by 2013.

In the human life, there is the great change in the standard of living by the invention of the mobile phones. They have been the heart and soul of the human beings in any part of the world. By the invention of the great phones they have been the cup of tea because they have all the functions like voice calling, text messaging and mobile Internet access is an unsettling one. As we all familiar, cell phones didn't just happen overnight. They evolved, just like us. Cell phones evolved over five different generations, the latest of which is still being rolled out and adopted by users. By the time most of us will have switched to 4G there will undoubtedly be yet another standard to aspire to. A lot of sudden changes has been accepted by us from the time that mobiles were unheard of in India to the present where they have become almost everyone's priority. In the recent times, we have seen that the Indian telecommunications sector has undergone a major process of changes because of significant Government policies reforms. India is familiar for the use of both the GSM (global system for mobile communications) and CDMA (code-division multiple access) technologies in the mobile sector. The Indian cell phones scenario seems to be all set for the next stage - expansion and consolidation, but there are a bit complicated talking as well. Every user is not able to afford the costly handset now-a-days, So the thing which is expected is increase in the growing user base so these type of mobile handsets can become affordable to almost every middle class people. The young mobile savvy generation

currently feels less privileged in nearly every sector. And that's precisely what is filling the growth in mobile handsets across the whole country. As the market expands but the need of users and the features are increasing day by day, and hence the cell phones are becoming a new vehicle for reaching out to the mobile generation. As of today, India boldly presents herself as one of the biggest dream business destinations for every cellular service provider. The discovery of huge Indian market potential has just begun for cell phone handsets. Hence this study is oriented to find the brand preference of mobile handset among consumers.

## **SCOPE OF THE STUDY**

The present study helps to analyze the competitions among existing in the present mobile phone industry. In this study we can identify how much mobile phones influence the people. It will be able to give why students use mobile phones, and also can identify which is the popular brand and also service provider among the students. The scope of the study also covers the key factors which influence the consumers how to select the mobile phones.

## **OBJECTIVE OF THE STUDY**

1. To find the reason for preferring particular branded mobile phone.
2. To know the factors which influence the consumers to buy the branded handset.
3. To identify the satisfactory level, of users in different aspects of mobile phones.
4. To offer suggestion based on study.

## **RESULTS AND DISCUSSION**

### **Research methodology**

#### **Sample**

It is a collection consisting of a part or subset of the objects or individuals of population which is selected for the purpose, representing the population sample obtained by collecting information only about some members of a population. The sample size of this study is 115.

#### **Sampling technique**

The sampling technique covered in the study is convenience sampling technique. Convenience sampling, as the name implies is a specific type of non-probability sampling method that relies on data collection from population members who are conveniently available to participate in study.

#### **Sample size**

The sample size is 115 respondents.

## Instrumentation

A structured questionnaire is framed to collect data from the respondents according to the objective of the study.

## data collection method

Both primary data and secondary data were collected and utilized in this study. Primary data are those which are collected for the first time and which could be original in character. secondary data was collected from books, journals, newspaper, and online sources etc...

## Statistical tool used

The statistical tools used in this project are simple percentage, weighted average method, rank, chi- square analyzing and various charts for interpreting the data in this study. Analysis for the data was very carefully done.

## LIMITATION OF THE STUDY

- This study is confined to Pollachi city only
- Due to time constrains, 115 respondents were selected for the purpose of the study.
- There is chance for biased respondents, which may affect the result of the study.
- Ideas of 115 respondents may not reflect the view of the whole universe.
- Conclusion was made on the opinion given by the respondent only.

## REVIEW OF LITERATURE

- **Jenkinson and G.J. Cu skelly 2016**, The results indicate that mobile phone assessment correlated more highly with self-reporting at the eating occasion than when compared to screening. Results also indicate that mobile phone photographs (based upon the inner steak surface) could be used to measure meat doneness preferences. This would enable more standardized measurement of HCA exposure in future dietary surveys.
- **Kameswara Rao poranki (2016)**the researcher state that aimed to address the question by analyzing brand is preferred mostly by mobile phone users in Hyderabad town while purchasing mobile phones and status and impact of the technical, economic , social and personal criterion by mobile phone users in Hyderabad .and also wishes to found out the process of decision making while choosing and purchasing the branded mobile product with respect to their current satisfaction level on the particular brand.

- **Nushrat Nahida Afroz 2017** The results suggest that, brand name variable have statistically significant relationships with consumer preferences variable. The findings of the study indicated positive correlations among the variables i.e. battery backup, camera resolution, durability, and price have significant impact on the overall preferences of the consumers. The result derived from Cross tabulation and Likelihood ratio entails that these above factors are influenced the customer brand preference and there exists a strong relationship between these factors and brand preference.

### **FINDINGS OF THE STUDY**

- Majority of the respondents belongs to below 15000 of salary
- majority of the respondents are male
- Majority of the respondents are using android mobile phones.
- Majority of the respondents preferring Samsung mobile phones.
- majority of the respondents spending 15000-20000 for mobile phones
- majority of the respondents prefer Samsung.
- majorityof the respondents choosing the brand because of quality.

### **SUGGESTIONS OF THE STUDY**

- It is strongly recommended that the company should focus on battery life of mobile phones.
- Redmi is mostly preferred by professionals &businessmen/women. Also this brand is highly preferred by students.
- Company should manufacture the phones which has large displays and strong battery life.
- Customers always go for good brands like Redmi, Apple, Samsung, and Nokia.
- More featured, user friendly and at reasonable prices cell phones are expected by customers.

### **CONCLUSION**

This study reveals that in the Indian context, demographic factors of consumers have an influence on brand choice and brand switching of customers of mobile phone. Demographic factors such as Gender, Age, Monthly Income, Occupation and Education influences the attitudes governing brand choice and brand switching for` the customers of mobile phone. It was found that although the choice of a mobile phone is a subjective choice situation, there are some general factors that seem to guide the choices. The studies show that while technical problems

are the basic reason to change mobile phone among respondents but the prominent factors which lead to switching intentions are Operating System, No Extended Memory, No Social Net, No Internet, No Wi-Fi & Bluetooth, Small Display, No Dual Sims. Poor Battery life (highest) and Brand Ambassadors (least). It is concluded that Brand Switching is related to income and occupation of the respondents. This is due to utility and the value of price which the respondents are paying for the different brands. The researcher concludes that customer satisfactions, switching barriers, and demographics significantly affect subscribers' intent to switch from one Brand to another Brand.

The main objective of the study was to identify brand preference for mobile phones. The researcher concludes that the prominent brands for consumers are Samsung, Redmi, Nokia, and Motorola. The results revealed that dominant group of mobile phone users were under 30-40 years of age wherein the subgroup includes Students, Business class, Housewives and Service class which forms critical mass of population in which the entire industry operates. These industry players have to acknowledge in fashioning out services that meet this particular demography. Thus, it is important for the mobile phone companies to understand the needs of customers of different demographic profiles and their past experiences which will help them to offer pertinent according to affordability and expectations of various segments of customers. Furthermore, increased familiarity with major players did not commensurate with current or future usage. This presents tremendous marketing communication opportunity to industry players to focus on brand 'touch points', eliciting a positive stimulus such as purchase and referrals. In an era of competition, and especially the rise of the mobile industry, marketers need to conduct regular consumer surveys in order to find out how consumers rank their brand. Again, the evaluation of distinctive performance of a brand on selected attributes or characteristics in a product category will enable marketers take cognizance of the weakness in the brand offering and design marketing strategies for improvement.

Thus to be leader in market the companies need to differentiate their product and services with the competitors in the market. It is like a commodity market where price is not only the factor for brand choice and switching. With the core product and service companies should give VAS (Value added Services) over and above the core product and services.



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