

Brand Loyalty & Switching - An Empirical Study on Mobile Handset Usage among College Students of Bardoli

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Abstract:

Mobile phones have become a most important and inseparable part of an individual these days. So the mobile industry is blooming at a very fast pace. It is a widely spread way of communication with new and new technology for today's generation. Mobiles have become a part of the personal selves these days. The present study has focused on the brand switching tendencies of college students and effectively analyzed the impact of different demographic variables on brand loyalty. College students comprising both under graduate (UG) and post graduate (PG) students from various reputed colleges in Bardoli are surveyed and their responses are analysed using SPSS 17. The study indicated that Apple has the most loyal base of customers, though Samsung is the most popular brand, and among the various demographic factors only age has impact on Brand loyalty.

Keywords: Brand Loyalty & Switching, Consumer Buying Behaviour, Mobile Handsets

Introduction:

Brand loyalty means when an individual buys products from the same manufacturer repeatedly instead from others. It is a consumer's promise to repurchase or continue using the brand and can be observed by repeated buying of same brand product or service, or recommending it to others as well.

Brand switching means when a customer changes from buying one brand to another brand of a product.

Consumer buying behaviour means a sum total of a consumer's attitude, preferences, intentions and decisions regarding the consumer's behaviour in the market place when purchasing a product or service.

Research Objectives:

- 1) Brand Loyalty of mobile phones' customers.
- 2) Frequency of Brand Switching.
- 3) Reasons for disloyalty and frequent switching.

Statement of Problem:

Customers do have tendency to change brands from time to time due to changes in technology and requirement of customers.

Research Methodology:

In this survey 50 respondents have participated. Samples are taken as per convenience.

1) **Sampling:** Convenience sampling.

2) Hypothesis:

(1) Ho: Gender and purchasing a new mobile would prefer to buy the same brand are independent.

(2) Ho: Gender and long uses of mobile once purchased are independent.

(3) Ho: Range of mobile prices are equally preferred.

(4) Ho: Respondents response for using same or different brand mobile are equal preferred.

3) Research Design:

(1) Type of Research:

Descriptive research refers to the study which seeks to determine the answers to who, what, when and how questions. Descriptive research design is used in this study because it will ensure the minimization of bias and maximization of reliability of data collected.

(2) Data source and collection method:

Primary data is a type of information that is obtained directly from first hand sources. I have collected the primary data with the help of questionnaires and direct interview.

(3) Sample size and Design:

Sample size taken is 50 respondents. Out of 50 respondents, 23 male and 27 female respondents are taken.

(4) Data Analysis and tools:

The statistical tools include, simple percentage method and Chi-Square test has been performed using SPSS 17 as a tool.

(5) Instrument: Questionnaires

(6) Scope of study:

The present study is an attempt to study brand loyalty and switching pattern towards mobile phones. It is recommended that similar future research could be conducted taking in all the states in India and with more sample sizes. This study will provide a wide range of awareness to the students (customers), marketers and manufacturers to be aware of loyalty and reasons switching the brand.

(7) Significance of the study:

- (1) It will help the manufacturers to know demand of their mobile phones in advance.
- (2) They will come to know what kind of changes customers expect from their product.

(8) Limitations:

- (1) It is assumed that respondents (Students) are true and honest in filling up the questionnaire.
- (2) The Study is limited to the study of expectations of and perceptions of customers having mobile phone of a particular brand.
- (3) Upto certain extent statistical tool used may also fail to give accurate result.
- (4) Respondents are not much interested in filling up the Questionnaire or facing Interviews because they find it waste of time

H₀ : Gender and purchasing a new mobile would prefer to buy the same brand are independent.

H₁ : : Gender and purchasing a new mobile would prefer to buy the same brand are not independent.

gender * purchasing a new mobile would you prefer to buy the same brand

		purchasing a new mobile would you prefer to buy the same brand		Total
		Yes	No	
gender	Male	8	15	23
	Female	10	17	27
Total		18	32	50

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)	Exact Sig. (2- sided)	Exact Sig. (1- sided)
Pearson Chi-Square	.002 ^a	1	.967		
Continuity Correction ^b	.000	1	1.000		
Likelihood Ratio	.002	1	.967		
Fisher's Exact Test				1.000	.620
Linear-by-Linear Association	.002	1	.968		
N of Valid Cases	50				

H₀ is accepted

H₀ :Gender and long uses of mobile once purchased are independent.

H₁ :Gender and long uses of mobile once purchased are not independent

gender * For how long you use a mobile once purchased

		For how long you use a mobile once purchased				Total
		one year	two yrs	three yrs	more than 3	
gender	male	5	8	4	5	23
	female	4	7	7	8	27
Total		9	15	11	13	50

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.017 ^a	3	.111
Likelihood Ratio	6.246	3	.100
Linear-by-Linear Association	2.745	1	.098
N of Valid Cases	50		

HO is accepted

Ho: Range of mobile price are equally preferred.

H₁: Range of mobile price are equally not preferred

Test Statistics

	If you consider price as a factor which range would you prefer
Chi-Square	.080 ^a
Df	1
Asymp. Sig.	.777

If you consider price as a factor which range would you prefer

	Observed N	Expected N	Residual
Below 5000	26	25.0	1.0
6000 to 10,000	24	25.0	-1.0
Total	50		

HO is accepted

Decision: from the sampling it can concluded that people have same preference

Ho : Respondents response for using same or different brand mobile are equally preferred .

H₁: Respondents response for using same or different brand mobile are equally not preferred.

If more than one, you use

	Observed N	Expected N	Residual
same	18	25.0	-7.0
different	32	25.0	7.0
Total	50		

Test Statistics

	If more than one, you use
Chi-Square	3.920 ^a
Df	1
Asymp. Sig.	.048

Ho is rejected

Decision: from the sampling we can concluded that people don't use same brand

Summary of the Questionnaire:

- 1) Occupation and purchasing a new mobile of same brand are independent.
- 2) Occupation and long term usage of mobile phone once purchased are independent.
- 3) Range of mobile phone price are equally preferred.
- 4) Respondents response for using same or different brand mobile phone are equally not preferred.
- 5) Out of 50 respondents 64% respondents prefer to buy different brands and 36% prefer same brand of mobile phones.
- 6) All the respondents have preferred price range as either below 5000 or between 6000 to 10000. Below 5000 is 52% and between 6000 to 10000 is 48% of total respondents.
- 7) Percentage of time period for using a mobile phone once purchased is more than 3 years is 34%, 3 years 26%, 2 years 32%, and 1 year only 8% of total respondents.
- 8) Out of total respondents 78% said that they would not prefer to buy the same brand of phone again and 22% said that they will buy same brand again.
- 9) 27% of total respondents prefer facilities as the major criteria to buy a particular brand of mobile.
- 10) 13.6% of total respondents prefer camera resolution, 11% respondents said facilities and 10.88% respondents said price as a criteria for buying a particular brand of mobile phone.

Conclusion:

From the above study it is been observed that people are not loyal towards any particular brand. Due to different requirements and taste & preferences of the people there are changes observed in buying pattern of a customer. Price, facilities and camera resolution are the major reasons for selecting a particular brand.

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