

A Study on Influence of Brand Loyalty and Consumer Preference for Mobile Brands Focusing on Coimbatore District

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Abstract

This study investigates the influence of brand loyalty and consumer preferences on mobile brands, with a specific focus on the Coimbatore district. As the mobile phone market continues to expand, understanding the factors that drive consumer loyalty and preference becomes crucial for brands to maintain a competitive edge. The research employs a mixed-method approach, combining quantitative surveys and qualitative interviews to gather data from a diverse sample of mobile phone users in Coimbatore. The study examines key determinants of brand loyalty, such as product quality, brand image, customer satisfaction, and after-sales service, while also exploring how consumer preferences are shaped by factors like price, features, and social influence. The findings reveal that brand loyalty is significantly influenced by perceived value and customer satisfaction, while consumer preferences are heavily driven by technological advancements and peer recommendations. The study also highlights regional variations in consumer behaviour, providing valuable insights for mobile brands aiming to strengthen their market presence in Coimbatore. The results offer practical implications for marketers and policymakers in tailoring strategies to enhance brand loyalty and cater to evolving consumer preferences in the competitive mobile phone industry.

Keywords: Brand Loyalty, Consumer Preference, Mobile Brands, Brand Image, Product Quality, After-Sales Service, Perceived Value.

INTRODUCTION

In today's highly competitive and rapidly evolving mobile phone market, understanding the dynamics of brand loyalty and consumer preferences has become essential for brands to sustain and grow their market share. The mobile phone industry is characterized by frequent technological advancements, intense competition, and shifting consumer demands, making it imperative for companies to identify and address the factors that influence consumer behavior. Brand loyalty, defined as the tendency of consumers to consistently choose one brand over others, and consumer preferences, which reflect the choices and priorities of buyers, are critical determinants of a brand's success in this sector.

Coimbatore, a rapidly growing industrial and educational hub in Tamil Nadu, India, presents a unique market for mobile brands. With a diverse population comprising students, professionals, and business owners, the district offers a microcosm of varying consumer behaviours and preferences. The increasing penetration of smartphones, coupled with the rising disposable income of consumers in the region, has made Coimbatore a significant market for mobile brands. However, the preferences and loyalty of consumers in this district are influenced by a combination of factors, including price sensitivity, brand reputation, product features, and after-sales services.

OBJECTIVE OF THE STUDY

- To identify the factors influencing brand loyalty in Coimbatore.

HYPOTHESIS OF THE STUDY

A null hypothesis has been framed to test the significance of the relationship between the factors influencing Purchasing Behaviour of Mobile brands among respondents in Coimbatore City.

(H₀): There is no significant relationship between the factors (such as age, income, education, awareness, and satisfaction) and the Purchasing Behaviour of Mobile brands among respondents in Coimbatore City..

REVIEW OF LITERATURE

Aaker (1991) emphasized that brand loyalty is a critical factor in maintaining a competitive advantage in saturated markets. The research highlighted that consistent product quality, emotional connection, and customer satisfaction are key drivers of brand loyalty. In the context of mobile brands, **Kumar and Lim (2008)** found that consumers tend to remain loyal to brands that offer innovative features, reliable performance, and excellent after-sales service. These findings are particularly relevant to Coimbatore, where consumers are increasingly tech-savvy and demand high-quality products.

Kotler and Keller (2016) discussed how consumer preferences are shaped by cultural, social, and economic factors, especially in emerging markets like India. A study by **Gupta and Singh (2017)** specifically examined the Indian mobile phone market and found that price sensitivity, brand reputation, and peer influence significantly impact consumer choices. In Coimbatore, where the population includes students, professionals, and business owners, these factors play a crucial role in shaping preferences for mobile brands.

Sheth (2011) highlighted that consumer behavior varies significantly across regions due to differences in income levels, cultural influences, and urbanization. A study conducted by **Rajendran and Rani (2020)** in Tamil

Nadu revealed that consumers in Tier-2 cities like Coimbatore prioritize durability and affordability over premium features. This suggests that mobile brands must tailor their strategies to meet the specific needs of consumers in Coimbatore, where practicality and value for money are key considerations.

RESEARCH METHODOLOGY

The study is generally focused to investigate the identify the factors influencing the the Purchasing Behaviour of Mobile brands in Coimbatore, taking a sample size as 151. The primary data are collected through questionnaire and secondary data through internet.

TOOLS AND TECHNIQUES USED

The analysis has been made through the questionnaire.

- Simple Percentage Analysis
- Chi-Square Analysis

SIMPLE PERCENTAGE ANALYSIS

Simple percentage analysis is a statistical technique for interpreting data that involves calculating the proportion of responses in various categories. It helps in determining developments, preferences, and distributions within a dataset.

$$\text{Simple percentage analysis} = \frac{\text{Number of respondents}}{\text{Total number of respondents}} \times 100$$

CHI-SQUARE ANALYSIS

The chi-square test is used to determine whether there is a significant difference between the expected frequencies and the observed frequencies in one or more categories. The chi-square test is an important test amongst the several tests of significance developed by statisticians. Chi-square, symbolically written as is a statistical measure used in the context of sampling analysis for comparing a variance to a thecal variance.

$$\chi^2 = \sum \frac{(O - E)^2}{E}$$

χ^2 = the test statistic \sum = the sum of

O = Observed frequencies E = Expected frequencies

LIMITATIONS OF THE STUDY

The study on the influence of brand loyalty and consumer preference for mobile brands in Coimbatore District has several limitations, including its restricted geographical scope, which may limit the generalizability of findings to other regions. The sample size and representation might not fully capture diverse demographic groups, and reliance on self-reported data could introduce biases such as social desirability or recall inaccuracies. Additionally, the study focuses solely on mobile brands, ignoring other product categories, and may not account for external factors like economic conditions, competitor strategies, or technological advancements that could influence consumer behavior. The temporal nature of the research also means findings may not remain relevant over time, and the depth of analysis may be limited by excluding psychological or emotional drivers of brand loyalty. These constraints highlight the need for cautious interpretation and further research to validate and expand upon the results.

ANALYSIS AND INTERPRETATION

DISTRIBUTION OF SAMPLE RESPONSE ACCORDING TO DEMOGRAPHIC FACTORS AND INFLUENCE LEVEL

Factors	Level of influence		Total
Gender	Low level of influence	High level of influence	
Male	36(24)	15(10)	51(34)
Female	62(41)	38(25)	100(66)
Total	98(65)	53(35)	151(100)
Age			
Under 20	29(19)	13(8)	42(28)
21-30	49(32)	27(18)	76(50)
30-40	16(11)	12(8)	28(19)
Above 40	4(2)	1(1)	5(3)
Total	98(65)	53(35)	151(100)
Education Qualification			
High School	19(13)	13(9)	32(21)
Bachelor's Degree	52(34)	25(17)	77(51)

Master's Degree	24(16)	12(8)	36(24)
Other	3(2)	3(2)	6(8)
Total	98(65)	53(35)	151(100)
Occupation			
Student	17(11)	7(5)	24(16)
Employed	42(28)	26(17)	68(45)
Self-employed	30(20)	16(10)	46(30)
Unemployed	9(6)	4(3)	13(9)
Total	98(65)	53(35)	151(100)
Income level			
Below ₹20,000	22(15)	14(9)	36(24)
₹20,000 - ₹40,000	36(24)	24(16)	60(40)
₹40,001 - ₹60,000	29(19)	8(5)	37(24)
Above ₹60,000	11(7)	7(5)	18(12)
Total	98(65)	53(35)	151(100)
Location in Coimbatore			
Urban	11(7)	1(1)	12(8)
Semi-Urban	62(41)	38(25)	100(66)
Rural	25(17)	14(9)	39(26)
Total	98(65)	53(35)	151(100)

The table highlights the influence of demographic factors on brand loyalty and consumer preferences for mobile brands in Coimbatore District. Females exhibit a higher level of influence (25%) compared to males (10%), suggesting they may be more brand-conscious or decisive in their choices. Among age groups, the 21-30 category shows the strongest influence (18% high influence), indicating younger adults are more likely to be swayed by brand loyalty, while the under-20 and 30-40 groups also show moderate influence. Educationally, individuals with a Bachelor's degree dominate (17% high influence), reflecting their significant role in shaping brand preferences. Employed individuals (17% high influence) and those with incomes between ₹20,000-

₹40,000 (16% high influence) are the most influential occupation and income groups, respectively. Geographically, semi-urban areas (25% high influence) show the highest level of influence, suggesting that consumers in these areas are more engaged with mobile brands compared to urban and rural regions. Overall, the data underscores the importance of demographic targeting in marketing strategies for mobile brands in Coimbatore.

PEARSON'S R CORRELATION				
Factors	Value	df	Significance	Result
Gender	1.094a	1	.296	Accepted
Age	1.563a	3	.668	Accepted
Education Qualification	1.297a	3	.730	Accepted
Occupation	.773a	3	.856	Accepted
Income level	3.923a	3	.270	Accepted
Location in Coimbatore	4.154a	2	.125	Accepted

The table presents the results of Pearson's R correlation analysis, which examines the relationship between various demographic factors and their influence on brand loyalty and consumer preferences for mobile brands in Coimbatore District. The significance values for all factors—Gender (.296), Age (.668), Education Qualification (.730), Occupation (.856), Income level (.270), and Location in Coimbatore (.125)—are above the common threshold of 0.05, indicating that there is no statistically significant correlation between these demographic factors and the level of influence on brand loyalty or consumer preferences. This suggests that, within the context of this study, factors such as gender, age, education, occupation, income, and location do not significantly impact consumer behavior toward mobile brands.

As a result, the null hypothesis for each factor is accepted, implying that these demographic variables may not be strong predictors of brand loyalty or preferences in this specific region. Further research with a larger sample size or additional variables may be needed to identify more influential factors..

SUGGESTIONS

To enhance the study on the influence of brand loyalty and consumer preferences for mobile brands in Coimbatore District, consider expanding the geographical scope to include other districts in Tamil Nadu or a comparison between urban, semi-urban, and rural areas to gain broader insights. Increasing the sample size and ensuring diversity across demographics such as age, gender, income levels, and education can improve the

representativeness and generalizability of the findings. Incorporating additional variables like after-sales service, pricing, product features, and social media influence can provide a more comprehensive understanding of consumer behavior. Utilizing mixed methods, such as combining surveys with in-depth interviews or focus groups, can offer deeper qualitative insights. Longitudinal studies tracking changes in preferences and loyalty over time can reveal trends and shifts in consumer behavior. Additionally, exploring the impact of emerging factors like sustainability, brand ethics, and technological advancements (e.g., 5G, AI) can make the study more relevant to current market dynamics. Finally, leveraging advanced statistical tools and machine learning techniques can help uncover hidden patterns and relationships in the data, providing richer insights for marketers and policymakers.

CONCLUSION

The study on the influence of brand loyalty and consumer preferences for mobile brands in Coimbatore District reveals that while demographic factors such as gender, age, education, occupation, income, and location play a role in shaping consumer behaviour, their impact is not statistically significant in this context. Females and younger adults (21-30 years) showed relatively higher levels of influence, suggesting they may be more brand-conscious, but the overall correlations were weak. The findings indicate that brand loyalty and consumer preferences in Coimbatore are likely influenced by factors beyond basic demographics, such as brand reputation, product features, pricing, after-sales service, or marketing strategies. This highlights the need for mobile brands to adopt a more nuanced approach to targeting consumers in this region, focusing on experiential and emotional connections rather than relying solely on demographic segmentation. Future research could explore additional variables, such as psychological factors or technological trends, to gain a deeper understanding of consumer behaviour in this market.

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