

“A STUDY ON BRAND PERCEPTION OF MOBILE PHONE PREFERRED TO SALEM CITY”

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ABSTRACT

Cellular phone market in India is one of the tempestuous and turbulent market environments today due to increased competition and uncertainty. Thus it directs to study on customer purchasing behaviour and their brand preferences towards choice brand between different mobile phone brands. The focus of this research is towards examining the teenagers and youth segment. The purpose of this study is to investigate customer's choice criteria in mobile phone markets by studying factors that influence the teenager's and youth's brand preferences while buying a mobile phone in Coimbatore town. In order to accomplish the objective of the study, a sample of 80 consumers was taken by using simple random sampling technique and analyzed the data to provide a better suggestion.

Keywords— Brand preferences, Customer behaviour, Decision making, Brand image and quality, Mobile Phones

1. INTRODUCTION

A mobile 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. Modern mobile telephone services use a cellular network architecture, and therefore, mobile telephone is 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 capabilities are referred to as smart phones.

Today India is one of the most fastest growing economies all over the globe and a live example which shows the development in the growth of the telecommunication industry in India, especially in the field of cellular communication. So, this study is mainly focused on the factors that can affect the process of a person who works through the purchase decisions.

2. METHODOLOGY

According to industrial research institute in research methodology, research always tries to search the given question systematically in our own way and find out all the answers till conclusion. For finding or exploring research questions, a researcher faces lot of problems that can be effectively resolved with using correct research methodology.

2.1 Sample size

The sample size in the study is 105.

2.2 Statistical tools

- Simple percentage method
- Chi-square test

PERCENTAGE METHOD

Simple percentage analysis is one of the basic statistical tools which is widely used in analysis and interpretation of primary data. It deals with the number of respondents response to a particular questions in percentage arrived from the total population selected for the study.

$$\text{Percentage} = \frac{\text{No. of Respondent}}{\text{Total Respondents}} \times 100$$

CHI-SQUARE TEST

A chi-square test is a statistical test used to compare observed results with expected results. The purpose of this test is to determine if a difference between observed data and expected data is due to chance, or if it is due to a relationship between the variables you are studying.

$$\text{Chi-square} = \frac{(O-E)^2}{E}$$

3. DATA ANALYSIS AND INTERPRETATION

1) SHOWING THE GENDER WISE CLASSIFICATION OF RESPONDENTS

TABLE NO - 3.1

SHOWING THE GENDER WISE CLASSIFICATION OF RESPONDENTS

PARTICULARS	FREQUENCY	PERCENTAGE
Male	50	53.33
Female	30	46.67
TOTAL	80	100

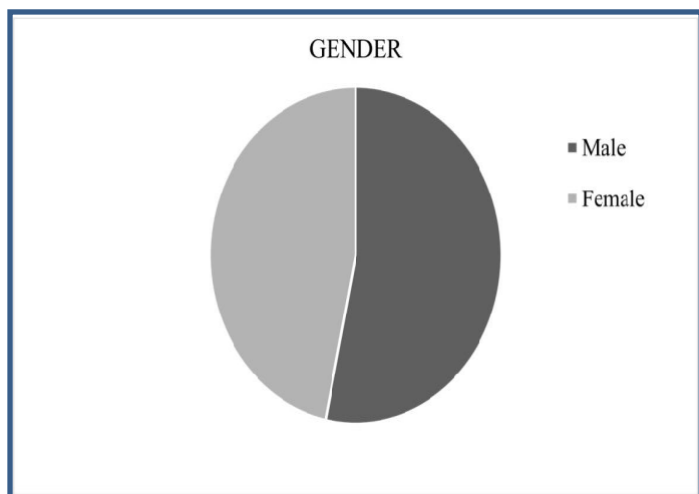
Sources: Primary data

INTERPRETATION:

From the above table it is observed that 53.33% of the respondents are Male and 46.67% of the respondents are Female.

CHART NO - 3.1

SHOWING THE GENDER WISE CLASSIFICATION OF RESPONDENTS



2) SHOWING AGE DISTRIBUTION

SHOWING AGE DISTRIBUTION

TABLE NO - 3.2

PARTICULARS	FREQUENCY	PERCENTAGE
18 to 30 years	35	40
31 to 40 years	25	31.67
41 to 50 years	15	20
51 years and above	5	8.33
TOTAL	80	100

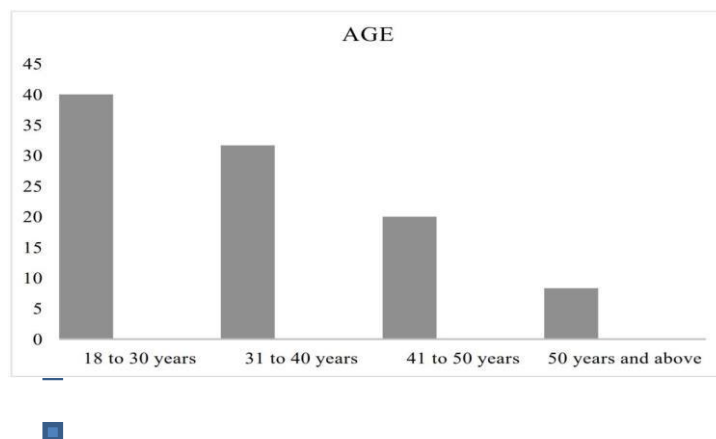
Source: Primary data

INTERPRETATION:

From the above table, it is observed that 40% of the respondents belongs to age group of 18 to 30 years and 8.33% belongs to 50 years and above age group

CHART NO - 3.2

SHOWING AGE DISTRIBUTION



3) SHOWING OCCUPATION OF RESPONDENTS

TABLE NO - 3.3

SHOWING OCCUPATION OF RESPONDENTS

Source: Primary data

PARTICULARS	FREQUENCY	PERCENTAGE
Student	35	30
Business	20	20
Service	2	10
Professional	8	15
Home Maker	15	25
TOTAL	80	100

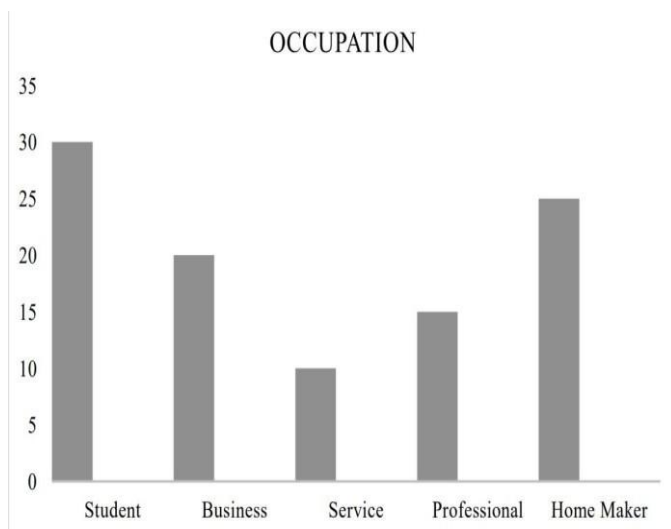
Source: Primary data

INTERPRETATION:

From the above table, it is observed that 30% of respondents are Students, and 10% are Service employees

CHART NO - 3.3

SHOWING OCCUPATION OF RESPONDENTS



4) SHOWING THE INCOME OF RESPONDENTS

TABLE NO - 3.4

SHOWING THE INCOME OF RESPONDENTS

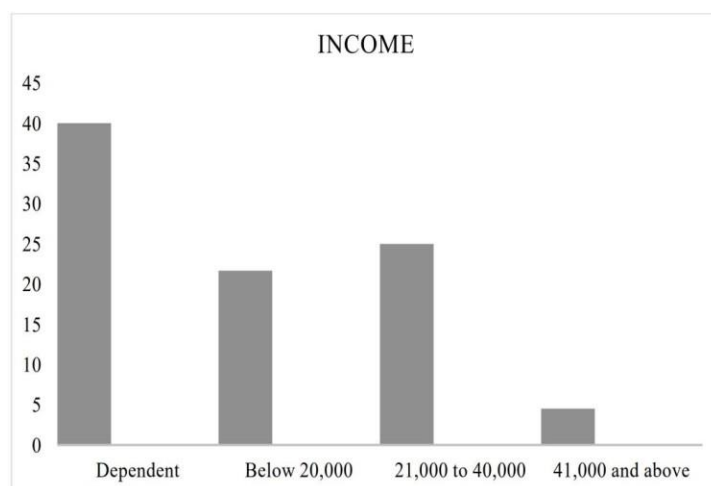
PARTICULARS	FREQUENCY	PERCENTAGE
Dependent	35	40
Below 20,000	15	21.67
21,000 to 40,000	25	25
41,000 and above	5	13.33
TOTAL	80	100

INTERPRETATION

From the above table, it is observed that 40% of respondents are „Dependent‘, and 13.33% belongs to „Rs.41,000 and above“ Income group.

CHART NO - 3.4

SHOWING THE INCOME OF RESPONDENTS



5) SHOWING THE EDUCATIONAL QUALIFICATION OF RESPONDENTS

TABLE NO -3.5

SHOWING THE EDUCATIONAL QUALIFICATION OF RESPONDENTS

PARTICULARS	FREQUENCY	PERCENTAGE
10 th Graduate	15	23.33
12 th Graduate	25	26.67
Under Graduate	35	43.33
Post Graduate	45	6.67
TOTAL	80	100

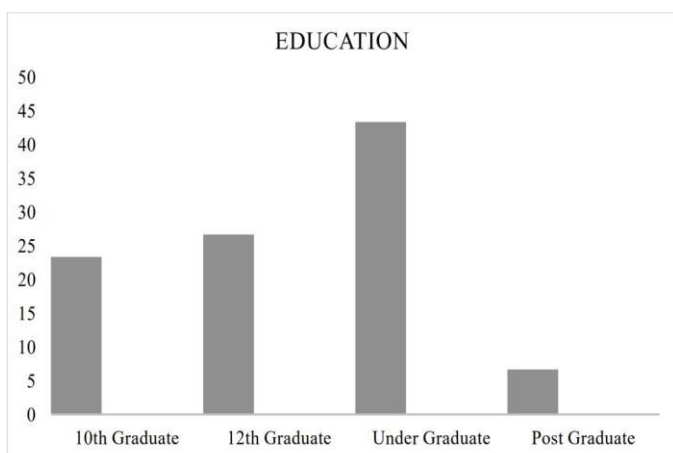
Source: Primary data

INTERPRETATION

From the above table, it is observed that 43.33% are Under Graduates and 6.67% are PostGraduates.

CHART NO - 3.5

SHOWING THE EDUCATIONAL QUALIFICATION OF RESPONDENTS



6) SHOWING NUMBER OF MOBILEPHONES OWNED BY INDIVIDUAL

TABLE NO - 3.6

SHOWING NUMBER OF MOBILEPHONES OWNED BY INDIVIDUAL

PARTICULARS	FREQUENCY	PERCENTAGE
1	50	70
2 or more	30	30
TOTAL	80	100

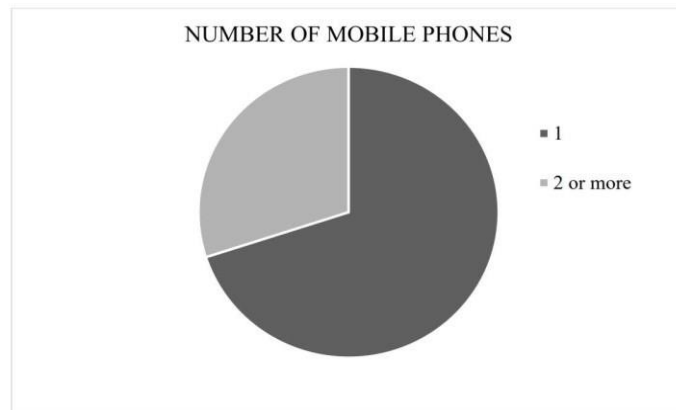
Source: Primary data

INTERPRETATION

From the above table, it is observed that majority (70%) of the respondents have one mobile phone.

CHART NO - 3.6

SHOWING NUMBER OF MOBILEPHONES OWNED BY INDIVIDUAL



7) SHOWING BRAND OF MOBILE PHONE THEY ARE PRESENTY USING

TABLE NO - 3.7

SHOWING BRAND OF MOBILE PHONE THEY ARE PRESENTY USING

PARTICULARS	FREQUENCY	PERCENTAGE
Apple	2	10
Samsung	12	20
Xiaomi	35	33.33
Oppo	6	15
Others	25	21.67
TOTAL	80	100

Source: Primary data

INTERPRETATION

From the above table, it is observed that 33.33% of the respondents prefer the Xiaomi brand and 10% prefer Apple brand

CHART NO - 3.7

OPINION ABOUT THE FAST FOOD HABITS IS INCREASING DAY BY DAY

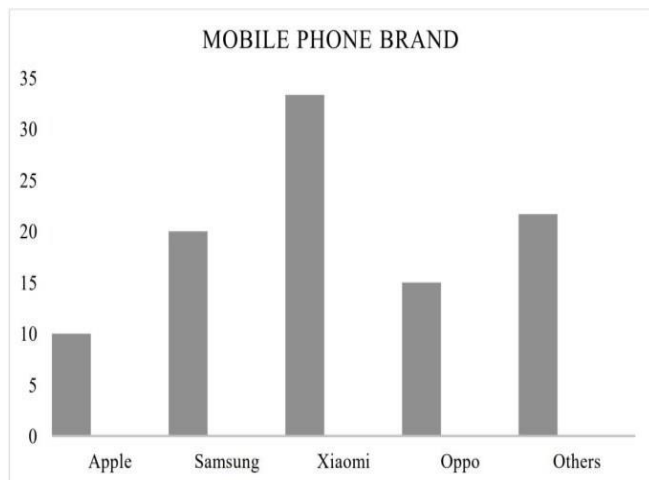
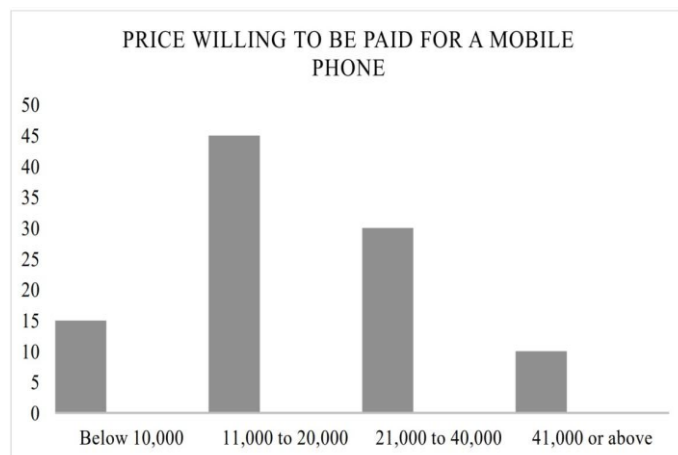


CHART NO - 3.8

SHOWING PRICE WILLING TO BE PAIDFOR A MOBILE PHONE



8) SHOWING PRICE WILLING TO BE PAIDFOR A MOBILE PHONE

TABLE NO - 3.8

SHOWING PRICE WILLING TO BE PAIDFOR A MOBILE PHONE

PARTICULARS	FREQUENCY	PERCENTAGE
Below 10,000	15	15
11,000 to 20,000	36	45
21,000 to 40,000	24	30
41,000 or above	5	10
TOTAL	80	100

Source: Primary data

INTERPRETATION

From the above table, it is observed that 45% are willing to pay price ranging from 11,000 to 20,000, and 10% are willing to pay price ranging from 41,000 or above for a mobile phone.

9) SHOWING HOW INDIVUALS CONSIDERS OWNING A MOBILE PHONE AS

TABLE NO - 3.9

SHOWING HOW INDIVUALS CONSIDERS OWNING A MOBILE PHONE AS

PARTICULARS	FREQUENCY	PERCENTAGE
Necessity	48	80
Status	22	13.33
Luxury	10	6.67
TOTAL	80	100

Source: Primary data

INTERPRETATION

From the above table, it is observed that 80% of the respondents considers owning amobile phone as a Necessity and 6.67% considers owning it as a Luxury.

CHART NO - 3.9

SHOWING HOW INDIVIUALS CONSIDERS OWNING A MOBILE PHONE AS

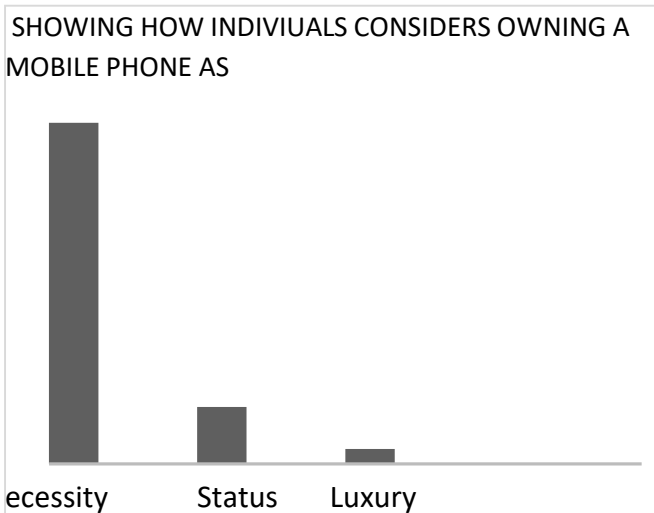
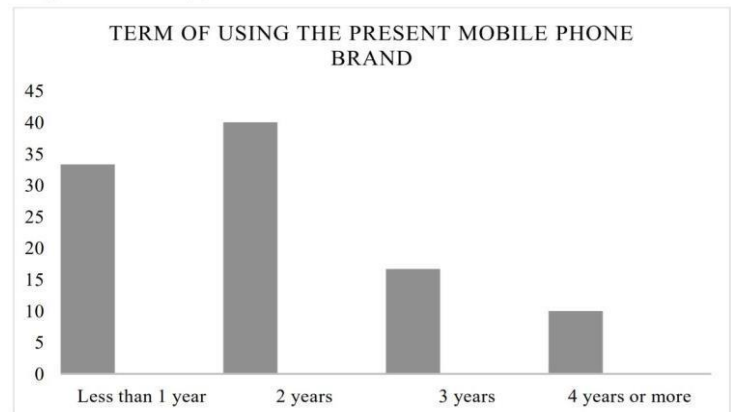


CHART NO - 3.10

SHOWING TERM OFUSING THE PRESENT MOBILE PHONE BRAND



10) SHOWING TERM OFUSING THE PRESENT MOBILE PHONE BRAND

TABLE NO - 3.10

SHOWING TERM OFUSING THE PRESENT MOBILE PHONE BRAND

PARTICULARS	FREQUENCY	PERCENATAGE
Less than 1 year	25	33.33
2 years	35	40
3 years	15	16.67
4 years or more	5	10
TOTAL	80	100

Source: Primary data

INTERPRETATION

From the above table, it is observed that 40% of the respondents have been using it for 2 years and 10% have been using it for 4 years or more.

11) RELATIONSHIP BETWEEN INFLUNCED YOU TO BUY BRAND MOBILE AND TECHNOLOGY THEY CURRENTLY CONSUME

TABLE NO - 3.11

RELATIONSHIP BETWEEN INFLUNCED YOU TO BUY BRAND MOBILE AND TECHNOLOGY THEY CURRENTLY CONSUME

Particulars	Satisfied	Highly satisfied	Dissatisfied	Highly dissatisfied	Total
21-40	10	4	5	5	24
41-60	6	15	3	2	26
61 anabove	20	6	4	0	30
Total	36	25	12	07	80

NULL HYPOTHESIS (HO)

There is no significant in the brand mobile and technology is satisfied for customers.

ALTERNATIVE HYPOTHESIS (H1)

There is significant in the brand mobile and technology is satisfied for customers.

LEVEL OF SIGNIFICANCE

The level of significance is 5%

TABLE NO - 3.12

PARTICULARS	ORDERING ONLINE	BUYING ON RESTURANT	TOTAL
MALE	26	27	53
FEMALE	26	26	52
TOTAL	52	53	105

CHI SQUARE TEST

O	E	O-E	2(O-E) /E
10	10.8	0.8	0.05
4	7.5	-3.5	1.63
5	3.6	1.4	0.54
5	2.1	2.9	4.00
6	11.7	-5.7	2.77
15	8.12	6.88	5.82
3	3.9	-0.9	0.20
2	2.27	-0.27	0.03
20	13.5	6.25	2.89
6	9.37	-3.37	1.21
4	4.5	-0.5	0.05
0	0.26	-0.26	0.26
	67.60		18.45

Degree of freedom

: $(r - 1) (c - 1)$

: $(2 - 1) (2 - 1)$

: 1

Level of significance

: 5%

Table value

: 3.841

Calculated value

: 18.45

RESULT

Since the calculated value is less than the table value. So, we accept the null hypothesis (H_0). There is no significance relationship between the gender and respondents way of preferring to get the mobile phone .

4.RESULTS AND DISCUSSION

4.1FINDINGS

- 44 percent of the respondents are willing to pay price ranging from Rs.11,000 to Rs.21,000 for their preferred brand of mobile phone.
- Majority (80 percent) of the respondents considers owning a mobile phone as a necessity.
- It is observed that 40percent of the respondents have been using their mobile phone for about 2 years.
- The general factors influencing purchasing decision are mainly based on the Brand name (30 percent) and Price (25 percent).
- 35percent of the respondents are neither likely or unlikely to switch to other alternative brands if they offer a similar but cheaper smartphone.
- If their preferred brand is out of stock, majority (80 percent) of the respondents will purchase when it is in stock.
- 46.67 percent of the respondents are satisfied with the level of performance of the current phone based on the past performance.
- The technological factors preferred by the respondents in their mobile phone are 4G (28.33 percent) and high definition camera (25 percent).

- Majority (83.33 percent) of the respondent's mobile phone brand can be serviced with ease and speed.
- 38.33 percent of the respondents are neither likely or unlikely to change their brand in the nearest future.

4.2 SUGGESTIONS

The companies should work on the strategy of TQM (Total Quality Management).

- New techniques of promotions are required to create awareness about the entire range of company's products among the users.
- Companies will have to increase their distribution channels because it will enhance the buyers to purchase their preferred product as and when required.
- Companies must take into consideration that the purchase decision is mainly based upon general factors like Brand name and Price.
- Companies should offer more mobile phones with price ranging from Rs.10,000 to Rs.20,000.
- It is important for the manufacturers to manufacture user friendly mobile phones so as to reach the people of primary level too.

4.3 CONCLUSION

The main objective of the study was to identify the leading brand preference for mobile phones and the attitude of consumers belonging to low-, middle- and high-income groupstaken in „Souhrdhavedhi“ of Sakthi Nagar Residence Association of Ward-24 of the Irinjalakuda Municipality. The study is conducted on popular mobile brands such as Apple, Samsung, Xiaomi and Oppo but I have concluded that the prominent brands for consumers are Xiaomi, Samsung, Oppo and certain other brands such as Motorola, One plus and Vivo etc.

This study reveals that the demographic factors of consumers have an influence on brand choice and brand switching of mobile phone. It is concluded that the brand preference is related to income of the respondents and the customer satisfactions, switching barriers, and demographic factors significantly affect individual's intent to switch from one brand to another brand. The study also shows that the prominent factors which lead to switching intensions are Operating system, No expandable memory, low quality camera and poor battery performance etc

5. REFERENCES

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