

A Study on Brand Preference towards Top 5 Mobile Phones

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I. Introduction

Consumer has values, perceptions and behavior pattern which are the results of environmental influences. Leisure habits, health factors and life style have a major role in influencing the buying behavior of a customer. Research helps to track cultural shifts that might suggest new ways to market and sell to consumers. Analysis of different cultural life styles also helps to identify both product and preferences. International research in the past used to concentrate on identifying the differences between consumers markets. Now, as mire international marketing companies are developed, research is being used to understand the similarities between consumers in the global market place. It is important to identify the characteristic of the buyer and their buying decision processes in order to target them with the most appropriate marketing methods. Management needs to gain an understanding of how their characteristics and decision making process relate to the products or the services they choose. The brand they select and the outlet at which they buy the product, the time it takes them to decide which product to buy and the amount purchased. Brand preference reflects a desire to use a particular company's products or services even when there are equally-priced and equally-available alternatives. Brand preference is important to companies because it provides an indicator of their customers' loyalty, the success of their marketing tactics, and the strength of their respective brands.

II. Telecom Sector In India

The Indian telecommunications industry is one of the fasting growing in the world. Government policies and regulatory framework implemented by Telecom Regulatory Authority of India (TRAI) have provided a conducive environment for service providers. This has made the sector more competitive, while enhancing the accessibility of telecommunication services at affordable tariffs to the consumers. In the last two decades, the Indian Telecom sector and mobile telephony in particular has caught the imagination of India by revolutionizing the way we communicate, share information, and through its staggering growth helped millions stay connected. This growth, however, has and continues to be at the cost of the climate, powered by an unsustainable and inefficient model of energy generation and usage. Simultaneously, this growth has also come at significant and growing loss to the state exchequer, raising fundamental questions on the future business and operation model of the Telecom sector.

III. Mobile Phone

A mobile phone (also known as a cellular phone, cell phone, hand phone, or simply a phone) is a phone that can make and receive telephone calls over a radio link while moving around a wide geographic area. It does so by connecting to a cellular network provided by a mobile phone operator, allowing access to the public telephone network. By contrast, a cordless telephone is used only within the short range of a single, private base station. In addition to telephony, modern mobile phones also support a wide variety of other services such as text messaging, MMS, email, Internet access, short-range wireless communications (infrared, Bluetooth), business applications, gaming, and photography. Mobile phones that offer these and more general computing capabilities are referred to as Smartphone. The first hand-held cell phone was demonstrated by John F. Mitchell and Martin Cooper of Motorola in 1973, using a handset weighing around 4.4 pounds (2 kg). In 1983, the DynaTAC 8000x was the first to be commercially available. From 1983 to 2014, worldwide mobile phone subscriptions grew from zero to over 7 billion, penetrating 100% of the global population and reaching the bottom of the economic pyramid In 2014, the top cell phone manufacturers were Samsung, Nokia, Apple, and LG

IV. Mobile Phone Operators

The world's largest individual mobile operator by subscribers is China Mobile with over 500 million mobile phone subscribers. Over 50 mobile operators have over 10 million subscribers each, and over 150 mobile operators had at least one million subscribers by the end of 2009. In 2014, there were more than seven billion mobile phone subscribers worldwide, a number that is expected to keep growing.

V. Manufactures

Prior to 2010, Nokia was the market leader. However, since then competition emerged in the Asia Pacific region with brands such as Micromax, Nexian, and I-Mobile and chipped away at Nokia's market share. Android powered Smartphone also gained momentum across the region at the expense of Nokia. In India, their market share also dropped significantly to around 31 percent from 56 percent in the same period. Their share was displaced by Chinese and Indian vendors of low-end mobile phones. In Q1 2012, based on Strategy Analytics, Samsung surpassed Nokia, selling 93.5 million units and 82.7 million units, respectively. Standard & Poor's has also downgraded Nokia to 'junk' status at BB+/B with negative outlook due to high loss and still declined with growth of Lumia Smartphone was not sufficient to offset a rapid decline in revenue from Symbian-based Smartphone over the next few quarters. In Q3 2014, the top 10 manufacturers were Samsung (20.6%), Nokia (9.5%), Apple Inc. (8.4%), LG (4.2%), Huawei (3.6%), TCL Communication (3.5), Xiaomi (3.5%), Lenovo (3.3%), ZTE (3.0%) and Micromax (2.2%).

VI. Research Methodology

According to the Advanced Learners' dictionary of current English, "Research Methodology is a careful investigation or inquiry especially through search for new facts in any branch of knowledge".

RESEARCH DESIGN : "A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure".

TYPE OF RESEARCH DESIGN : The study adopted is Descriptive Research Design. **DESCRIPTIVE RESEARCH**, also known as **statistical research**, describes data and characteristics about the population or phenomenon being studied. Descriptive research answers the questions who, what, where, when and how.

SAMPLING TECHNIQUE : Sampling technique is a definite plan for obtaining a sample for a give population. It is classified into,

- Probability sampling technique.
- Non- probability sampling technique.

The technique adopted for our study is non-probability sampling technique.

NON- PROBABILITY SAMPLING TECHNIQUE : It is a method of sampling where the chance of any particular unit in a population being selected is unknown. The technique selected in this project is convenience sampling.

SAMPLE SIZE : In our study data is collected from 200 respondents who use mobile phones.

AREA OF STUDY : The geographical area of the study is Coimbatore city.

TOOLS FOR DATA COLLECTION

PRIMARY DATA : Primary data are those data which are collected afresh and for the first time and those happen to be original in character. In our study questionnaire method are uses as primary data.

SECONDARY DATA : The secondary data are those which have already been collected by someone else and which have been passed through the statistical process. The secondary data needed for study is collected from the internet, journals and books.

TOOLS FOR DATA ANALYSIS : The tools used for data analysis in our study are,

- Percentage analysis
- Simple ranking method
- Cross tabulation
- Chi-square method

OBJECTIVE OF THE STUDY :

- To study the brand preferences towards various mobile phone.

VII. Data Analysis And Interpretation

Table 1: Present Handset

S.NO	PARTICULARS	NUMBER OF RESPONDENTS	PERCENTAGE
1	Samsung	73	36.5%
2	Micromax	42	21%
3	LG	21	10.5%
4	Sony	39	19.5%
5	Microsoft	25	12.5%
TOTAL		200	100%

From the above table, it shows that 36.5% of the respondents were using Samsung phones, 21% of the respondents were using Micromax phones, 19.5% of the respondents were using Sony phones, 12.5% were

using Microsoft phones and 10.5% of the respondents were using LG phones. Therefore, it is concluded that most of the respondents (36.5%) were using Samsung mobile phones.

Table 2: Price Of The Handset

S.NO	PARTICULARS	NUMBER OF RESPONDENTS	PERCENTAGE
1	Rs 1,000 - Rs 5,000	31	15.5%
2	Rs 5,000 - Rs 10,000	54	27%
3	Rs 10,000 - Rs 15,000	86	43%
4	Above Rs 15,000	29	14.5%
TOTAL		200	100%

From the above table, it is found that 43% of the respondents were using Rs 10,000 – Rs 15,000 worth mobile phones, 27% of the respondents were using Rs 5,000 – Rs 10,000 worth mobile phones, 15.5% were using Rs 1,000 – Rs 50,000 worth mobile phones and 14.5% were using above Rs 15,000 worth mobile phones. Therefore, it is concluded that most of the respondents (43%) were using Rs 10,000 – Rs 15,000 worth mobile phones.

Table 3: Source Of Information

S.NO	PARTICULARS	NUMBER OF RESPONDENTS	PERCENTAGE
1	Advertisement	43	21.5%
2	Family/Relatives	47	23.5%
3	Friends	62	31%
4	Colleague	20	10%
5	Internet	28	14%
TOTAL		200	100%

From the above table, it is found that 31% of the respondents know about the mobile phone through friends, 23.5% of the respondents know about the mobile phone through family/relatives, 21.5% of the respondents know about the mobile phone through advertisement, 14% know about the mobile phone through internet and 10% know about the mobile phone through colleague. Therefore, it is concluded that most of the respondents (31%) know about the mobile phone through friends.

Table 4: Satisfaction Towards Present Handset

S.NO	PARTICULARS	NUMBER OF RESPONDENTS	PERCENTAGE
1	Yes	172	86%
2	No	28	14%
TOTAL		200	100%

From the above table, it is clear that 86% of the respondents were satisfied with their present handset and 14% of the respondents were not satisfied with their present handset. Therefore, it is concluded that majority (86%) of the respondents were satisfied with their present handset.

Table 5: Preference For Purchasing A New Handset

S.NO	PARTICULARS	TOTAL	RANK
1	Memory capacity	742	I
2	Brand name	753	II
3	Price	758	III
4	Camera clarity	818	IV
5	Latest version	818	IV
6	Battery capacity	866	V
7	Dual sim	1176	VI
8	Appearance/Style	1236	VII

From the above table, it is found that first rank is given to memory capacity, second rank is given to brand name, third rank is given to price, fourth rank is given to camera clarity and latest version, fifth rank is given to battery capacity followed by dual sim and seventh rank is given to appearance/style. Therefore, it is concluded that majority of the respondents given the first priority to memory capacity while purchasing a new handset.

Table 6: Order Of Best Features In Brand

Particulars	LG	Sony	Microsoft	Samsung	Micromax
Price	484	624	557	603	619
Quality	603	512	506	509	688
Durability	587	504	536	602	715
Design	615	629	532	612	615
Latest technology	675	644	571	580	530

From the above table it is concluded that best price is offered by LG Company, best quality is offered by Microsoft, Sony mobile phones are more durable, Microsoft has the best design and Micromax has the latest technology.

Chi-Square Analysis

Observed Frequency

Particulars	HS	S	NSND	D	HS	Total
Camera clarity	113	77	9	0	1	200
Internet browsing/application	76	104	17	1	2	200
Gaming	75	63	46	11	5	200
Memory capacity	80	74	30	12	4	200
Price	81	70	28	7	14	200
Dimension(size, weight)	69	84	28	8	11	200
Total	494	472	158	39	37	1200

Expected Frequency

Particulars	HS	S	NSND	D	HS
Camera clarity	82.33	78.66	26.33	6.5	6.16
Internet browsing/application	82.33	78.66	26.33	6.5	6.16
Gaming	82.33	78.66	26.33	6.5	6.16
Memory capacity	82.33	78.66	26.33	6.5	6.16
Price	82.33	78.66	26.33	6.5	6.16
Dimension(size, weight)	82.33	78.66	26.33	6.5	6.16

$$X^2 = 89.817, \text{ Degree of freedom} = 20, \text{ Level of significance} = 5\%, \text{ Table value} = 31.410$$

The following hypothesis has been framed and the chi-square test is used to know the satisfaction of the respondents depending upon the features of the mobile phones such as Camera clarity, Internet browsing/application, Gaming, Memory capacity, Price and Dimension (size, weight).

H₀ = There is no significant relationship between level of satisfaction and the features of mobile phone.

H_a = There is a significant relationship between level of satisfaction and the features of mobile phone.

The calculated value of chi-square for the features of mobile phone is 89.817; the table value is 31.41 and the level of significance is 5%. Since, the calculated value is less than the table value null hypothesis is accepted. Therefore it is concluded that there is no significant relationship between level of satisfaction and the features of mobile phone.

VIII. Findings

- 36.5% were using Samsung mobile phones.
- Most of the respondents (43%) were using Rs 10,000 – Rs 15,000 worth mobile phones.
- 31% of the respondents know about the mobile phone through friends.
- Majority (86%) of the respondents were satisfied with their present handset.
- Majority of the respondents given the first priority to memory capacity while purchasing a new handset.
- Majority of the respondents concluded that
 - Best price is offered by LG Company.
 - Best quality is offered by Microsoft.
 - Sony mobile phones are more durable.
 - Microsoft has the best design.
 - Micromax has latest technology.