

Brand Preference of Customer Towards Cellular Phone

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Abstract- Brand preference of customers towards cellular phones refers to the degree to which individuals prefer certain brands over others when purchasing a mobile phone. This preference may be based on a variety of factors, including the perceived quality of the brand, its reputation, price, features, design, and marketing efforts. Understanding brand preferences is crucial for cellular phone manufacturers and marketers, as it helps them identify target markets, create effective marketing strategies, and build brand loyalty. Factors such as technological advancements, changes in consumer preferences, and intense competition in the market can influence brand preference over time.

I. INTRODUCTION

Marketing is the study and management of exchange relationships. It is the business process of creating relationships with and satisfying customers through a value exchange, because marketing is used to attract customers, it is one of the primary components of business management and commerce. A customer is an individual or business that purchases another company's goods or services. Customers are important because they drive revenues without them businesses have nothing to offer. The mobile industry is a subset of the telecommunications industry focused on mobile phones, phone service, and peripheral devices. In the 1990s and 2000s, this industry experienced rapid growth as a result of significant advances in mobile technology and increasing consumer demand for mobile products.

STATEMENT OF THE PROBLEMS

Mobile marketing has been investigated as confined to SMS marketing or text- to- win campaigns in most of the researches. To be able to understand mobile marketing comprehensively, this study tries to analyse mobile marketing in a broad aspect with regard to all applied mobile devices. Mobile marketing mediums much more allow targeted marketing, whereas traditional marketing mediums such as TV or radio are more attributable to generic advertisements. In this respect, mobile marketing has a remarkable function to decrease marketing costs, as it eases to reach the target group.

OBJECTIVE

1. To identify the consumer requirements and satisfaction by choosing the brand.
2. To analyse the consumer perception and buying behaviour regarding the preference of mobile phone Brand.

II. REVIEW OF LITERATURE

Osailan A, BMC Musculoskelet Disord (2021).

The potential negative impact of mobile phone use on musculoskeletal health among university students. The author recommends that individuals take measures to reduce their mobile phone use and adopt healthy mobile phone use habits to prevent or reduce the risk of musculoskeletal disorders.

Lowe-Calverley E, Pontes HM, (2020).

The review highlights the potential negative impact of smartphone addiction on mental health, particularly in relation to depression. The authors recommend that individuals adopt healthy smartphone use habits and seek professional help if they are experiencing symptoms of depression or other mental health conditions.

Gao Y, Li A, Zhu T, Liu X, Liu X, PeerJ (2021).

The potential negative impact of mobile phone addiction on adolescents' life satisfaction, and underscores the importance of promoting healthy mobile phone use habits among this population. The authors suggest that reducing mobile phone addiction may help to improve emotional well-being and social relationships, and ultimately increase life satisfaction among adolescents.

III. SCOPE

This study would prove useful in knowing the preference level and the awareness of the product. This study attempts in gaining a better understanding of the mindset of

the customers towards the product. This study will help to develop a framework on the effects of external influence and internal influence which affect self-concept and lifestyle of the consumer which result in purchasing decision making process.

IV. METHODOLOGY USED IN THIS STUDY RESEARCH DESIGN

Descriptive research was conducted in this study to make the research effective and Useful to the needy. This research design was adopted for this study is exploratory and Descriptive design. This project is designed to identify the factors which influence the

Customers and the ways through which to choose or to buy Smart Phone brand.

1. SAMPLE SIZE:

The sample size is 120 respondents

2. AREA OF THE STUDY:

This study is conducted in the Coimbatore city.

3. DATA COLLECTION:

Data are facts may be derived from several source. Data is of two types Primary and Secondary.

4. PRIMARY DATA

Primary data consist of face-to-face interaction, Searching something for Creative information about particular research or project.

5. SECONDARY DATA

Secondary data was collected with help of internet, newspaper, magazines, research paper, journals, books and respective websites were also used to gather the data and information.

6. SAMPLING METHOD:

As the population is numerous in the study area 120 respondents were selected in the Coimbatore city from the total population. The respondents were selected by convenient sampling method.

7. LIMITATION OF THE STUDY:

Since there are so many kinds of phones out there, there is also a lot of different ways to the mobile market. They don't want to give themselves away or up to anything that may seem shady or if they're unsure about it.

TABLE: Simple percentage analysis

Showing Personal factors, problems faced and managerial functions of street food vendors.

| Factors | Options | No. of Respondents | Percentage |
|----------------|----------------|--------------------|------------|
| Gender | Male | 62 | 72.6 |
| | Female | 58 | 27.4 |
| Age | Below 18 years | 23 | 19.2 |
| | 18 – 28 years | 74 | 61.7 |
| | 28 – 38 years | 16 | 13.3 |
| | Above 38 years | 7 | 5.8 |
| Marital status | Married | 26 | 21.7 |
| | Unmarried | 94 | 78.3 |

| | | | |
|--------------------------|-------------------|----|------|
| Occupation | Student | 82 | 68.3 |
| | Business | 12 | 10 |
| | Employee | 17 | 14.2 |
| | Profession | 9 | 7.5 |
| Residence | Urban | 62 | 51.7 |
| | Semi urban | 31 | 25.8 |
| | Rural | 27 | 22.5 |
| Annual income | Below 2 lakhs | 68 | 56.7 |
| | 2 lakhs – 4 lakhs | 27 | 22.5 |
| | 4 lakhs – 6 lakhs | 11 | 9.2 |
| | Above 6 lakhs | 14 | 11.7 |
| Known about mobile phone | Newspaper | 15 | 12.5 |
| | Family | 37 | 30.8 |
| | Friends | 37 | 30.8 |
| | Advertisement | 31 | 25.8 |

| | | | |
|--|------------------|-----|------|
| Do you have mobile phone | Yes | 117 | 97.5 |
| | No | 3 | 2.5 |
| Kind of cellular phone you like to use | Button phone | 18 | 15 |
| | Smart phone | 100 | 83.3 |
| | Others | 2 | 1.7 |
| Start to use mobile phone from | Childhood | 27 | 22.5 |
| | School | 46 | 38.3 |
| | College | 34 | 28.3 |
| | Profession | 13 | 10.8 |
| Period of using mobile phone | Less than 2years | 30 | 25 |
| | 2 to 4 years | 32 | 26.7 |
| | 3 to 4 years | 19 | 15.8 |
| | Above 4 years | 39 | 32.5 |
| Place to purchase mobile phone | Showroom | 51 | 42.5 |
| | Shopping mall | 22 | 18.3 |
| | Online | 31 | 25.8 |
| | Other | 16 | 13.3 |

| | | | |
|-------------------------------------|-----------------|-----|------|
| Number of mobile phones do you have | One | 85 | 70.8 |
| | Two | 21 | 17.5 |
| | Three | 14 | 11.7 |
| | No mobile | 0 | 0 |
| How often you use mobile phone | Regular basis | 101 | 84.2 |
| | Irregular basis | 19 | 15.8 |

INTERPRETATION

The study reveals that (61.7%) of the respondents are between the age group of 18-28. (51.7%) of the respondents are male. (68.3%) of the respondents are occupied in student. (8.3%) of the respondents of the martial status are unmarried. (52%) of the respondent are semi – urban. (56.7%) of the respondents have a monthly income is below 2 lakhs. (30.8%) of the respondent are Family and Friends. (56.7%) of the respondent

are Below 2 lakhs. (97.5%) of the respondent of Yes for having mobile phone. (32.5%) of the respondent of Above 4 Years of using mobile phone. (42.5%) of the respondent of Showroom purchase of mobile. (70.8%) of the respondent of having one phone. (84.2%) of the respondent of using mobile in Regular Basis. (43.3%) of the respondent are all the above about the preference.

V. SUGGESTIONS

Technology development has made mobiles more useful as well as price rise which make common people reduce interest in mobile phones. People spend too much time on mobile phones these days. They should detach from gadgets often. We should always use our left ear for calls and don't use phone when it is heated. More satisfying to gain knowledge of information. It consumes our time a lot and we forgot to spend time with our families. And it has many side effects too nowadays children also spend a lot of time in phone and didn't play with their friend so I prefer/ recommend to use button phones.

VI. CONCLUSION

Consumer behavior plays a critical role in shaping The preference for mobile phone brands. Consumers' attitudes, perceptions, and preferences are shaped by various factors such as personal values, lifestyle, social influences, and marketing communication. Brand image, product features, quality, price, and availability are some of the key factors that influence consumer preferences for mobile phone brands. In addition, companies must continuously innovate and differentiate their products to meet the changing needs and preferences of consumers. Consumer behavior is a complex and dynamic process that requires a thorough understanding of the consumer's decision-making process and the factors that influence their preferences for mobile phone brands.

VII. FINDINGS

1. Majority (61.7%) of the respondents are between the age group of 18-28.
2. Majority (51.7%) of the respondents are male.
3. Majority (68.3%) of the respondents are occupied in student.
4. Majority (8.3%) of the respondents of the martial status are unmarried.
5. Majority (52%) of the respondent are semi – urban.
6. Majority (56.7%) of the respondents have a monthly income is below 2 lakhs.
7. Majority (30.8%) of the respondent are Family and Friends.

8. Majority (56.7%) of the respondent are Below 2 lakhs.
9. Majority (97.5%) of the respondent of Yes for having mobile phone.
10. Majority (32.5%) of the respondent of Above 4 Years of using mobile phone.
11. Majority (42.5%) of the respondent of Showroom purchase of mobile.
12. Majority (70.8%) of the respondent of having one phone.
13. Majority (84.2%) of the respondent of using mobile in Regular Basis.
14. Majority (43.3%) of the respondent are all the above about the preference.

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