

A Study on Brand Preference of Mobile Phone Users in Virar

Dr. Neeta Rath Dept. of Commerce, VIVA College of Arts, Science & Commerce, Virar, MH India.
neetarath24@gmail.com

ABSTRACT - The markets for Mobile phones are one of the most turbulent today due to increased Competition and changing consumer brand preferences. The Researchers of this paper aimed to address the question by analyzing brand is preferred most by mobile phone users in Virar city while purchasing mobile phones and the status and impact of the technical, economical, social and personal criterion by mobile phone users in virar and also wishes to found out the process of decision making while choosing and purchasing the branded mobile product with respect to their current satisfaction level on the particular brand. For the research data was collected from 100 respondents. To gather data from 100 respondents we have selected them from mobile recharge centers, mobile phone shops and public places in virar city. The data thus collected were analysed by using simple percentage analysis & questionnaire survey.

Keywords: Brand, brand preference, mobile phone.

I. INTRODUCTION

Brand preferences are usually studied by attempting to profile and understand loyal consumers. It is the indicator of the strength of a brand in the hearts and minds of customers. Brand preference represents which brands are preferred under assumptions of equality in price, battery durability, camera resolution and so on. In recent times smart phone plays a significant role among the users to meet up their numerous objectives by operating their desired smart phone.

a. STATEMENT OF THE PROBLEM:

A lot of brands of Mobile Phone are available in the market. But the consumers prefer a particular brand of Mobile Phone. In the modern business world, due to the development of science and technology, many new brands have been introduced in the market every year.

b. SCOPE OF THE STUDY:

This study is mainly focuses on the leading brand preference for mobile phone and the attitude of consumers belongs to low, middle and high income groups are taken in virar city.

c. AREA OF THE STUDY:

This study has been conducted by the researcher in virar city which is situated in Vasai Taluka of Palghar district of Maharashtra. It is one of the major cities of Palghar district with population of around 4 lakhs and literacy percentage of 92. The area is selected for the research because of availability of different sections of people.

II. REVIEW OF LITERATURE

Paulo, Duarte and Mario (2010) quoted that several factors contribute to brand preference, especially those related to brand identity, personality and image and their congruence with consumer self image. The main direct effects on brand preference are the self image congruence and the identity/ personality and image of the brand. In addition to those, the level of involvement, social environment, risk perception, demographic profile, and product visibility also show a positive influence on brand preference.

Vasak (2013) refers outcome of resulting from the customer's pre-purchase comparison between of expected performance and actual performance with affordable cost is customer satisfaction. If the actual performance of service provider more than customers' expected that means customers are satisfied.

The results of their study show that customer services and price fairness have a positive relationship with customer satisfaction. The results further show that independent variables not only influence dependent variable but complement each other in that if customer services are of good quality, then customers will be willing to pay more for the services provided.

III. OBJECTIVES OF RESEARCH

- ❖ To determine the relationships between brand popularity and mobile phone brand preferences.
- ❖ To analyse the influence of promotion on consumers at the time of brand preference.
- ❖ To know the duration of use of mobile phone by the users.

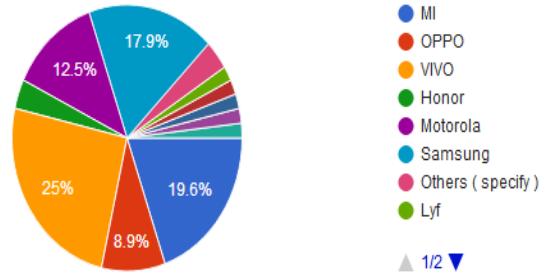
- ❖ To investigate the extent to which product attributes influenced people choices of mobile phone brands.
- ❖ To know the influence of price during the time of selection of mobile phone.

IV. RESEARCH METHODOLOGY

Both **primary data** and secondary data have been used for the research paper. Primary data includes questionnaire survey of respondents from the study area. **Secondary data** is collected from various published articles from journals, books, and internet websites.

Sample Size: In this research, we have taken 100 respondents of virar city as sample. Sample size was determined by random sampling method.

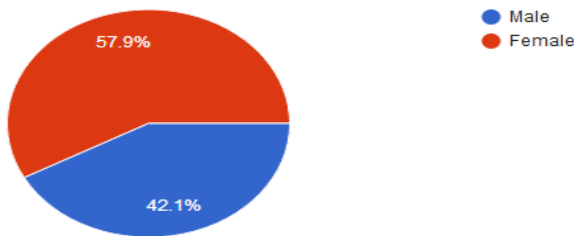
Tools of Analysis for this study: The results were analyzed with the help of Statistical tools such as **pie chart**, **bar graph** and **Cross tabulation** have been used to analyze the data and to measure the consumer brand preferences.



We found that highest percentage users of smart phone brand in Virar is MI and their percentage is 26.3. The second highest percentage users are VIVO smart phone brand and their percentage is 25. The third highest users are Samsung phone brand and they are 17.9% and OPPO users are 8.9% respectively. MI smart phone users preferring their own brand as the best brand as others like their own preferred brand.

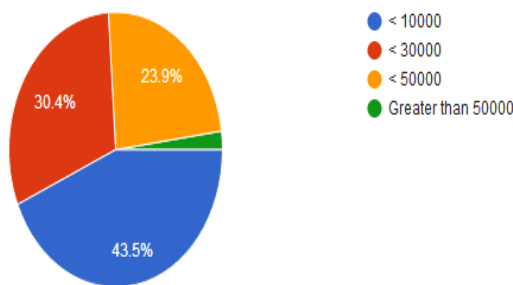
V. ANALYSIS OF THE STUDY

1. FREQUENCY DISTRIBUTION OF GENDER



The figure shows that the percentages of male users of different mobile brand are 42.1% and female users are 57.9%.

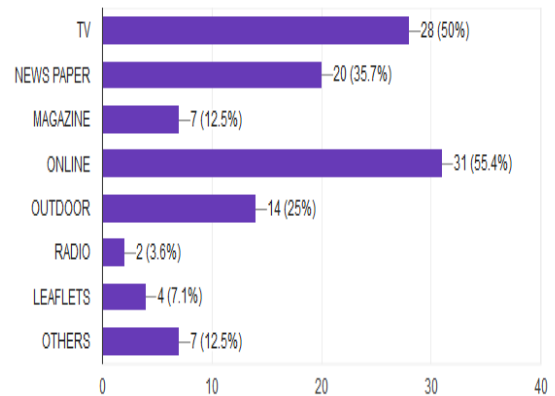
2. INCOME WISE CLASSIFICATION



From this diagram, we observe that people with less than 10000 income group are purchasing more mobile phone and their percentage is 43.5 and less 30000 income are 30.4%, and less than 50000 are 23.9% and rest are above 50000.

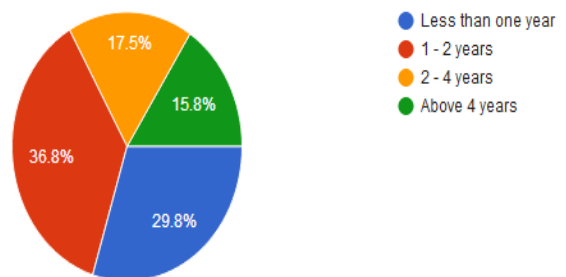
3. BRAND PREFERENCE

4. SOURCES OF AWARENESS



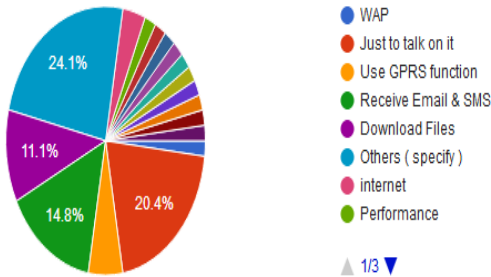
The above diagram reflects that 55.4% of the respondents know about the mobile phone through online, 50% of the respondents know about the mobile phone through television, 35.7% of the respondents know about the mobile phone through newspaper, 25% know about the mobile phone through outdoor advertising.

5. DURATION OF USING MOBILE PHONE



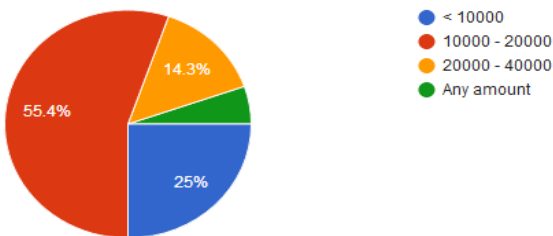
We found that duration of using mobile phone is 1-2 years - 36.8%, 2- 4 years – 17.5%, less than one years is 29.8%, above 4 years is 15.8% in virar city among people. So most of the mobile phone users preferring to use the same mobile phone for a period of less than one year.

6. PRIME OBJECTIVE OF USING MOBILE PHONE



We found that prime objective of using mobile phone is playing game, browsing is 24.1%, 20.4% is for just to talk on it , 14.8% is receiving mail & SMS ,11.1% is for downloading files hence fore.

7. SATISFACTION OF CHOICE & PRICE



We came to know that, people in virar city are willing to pay in the range of 10000 – 20000 rupees for purchasing mobile phone are 55.4% and 25% are for less than 10000 rupees, 14.3% for 20000 – 40000 rupees and other .

So, finally most of people are satisfied with their choice and hardly few would like to change their choice and some felt it was waste of money and non branded phone are also good. But 90% people like there branded phones.

VI. CONCLUSION

Each brand has its position in the customers mind and delivers a set of values perceived higher than those of other competing brands. A brand serves as an assurance to the customers about product performance. Brand promises the customer to deliver the stated benefits. Customers prefer those brands which fulfill or out perform their requirements.

From the study it can be concluded that the people in Virar city prefer MI brand of mobile phone as it delivers the higher value of money than the competing brands. Most of the people get information regarding mobile phones from television, newspaper and internet. Virar people prefer the mobile phone which provides the facilities like GPRS, SMS and E- mail facility, and downloading facilities. They use the different phone accessories such as Bluetooth, camera, memory card, dual SIM card, USB data cable and head phone. The mobile phones which provide these facilities are mostly preferred brands. The people in virar change their handsets in 1 to 3 years because of the new mobile phones are coming with the updated technology and innovation. They are ready to spend Rs. 10000 to Rs. 20000 on the branded mobile phone which is not related to their family income levels.

From this it can be concluded that customers want the mobile phone with medium price range and with different facilities which enables them to communicate and get information in different ways.

VII. BIBLIOGRAPHY

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 [2] Basak, M. K. (2013). Impact of advertisement of consumer goods on consumer brand preference.

