

A Study on Consumer Preferences Towards Brands of Mobile Phone in Kannur District

MANOJ CHATHOTH

Assistant Professor of Economics, Government Brennen College, Thalasserry

Abstract— The markets for Mobile phones are one of the most turbulent today due to increased Competition and changing consumer brand preferences. A consumer sets a frame of preferences in his/her mind to choose or purchase a mobile phone of same or different brands or producers. Keeping in view the preferences, the present paper is exploring the important factors that are influencing the customers for buying mobile phones. The ultimate aim of this paper is to study the consumer preferences towards different mobile brand. The study used primary data collected from a sample of 50 consumers with the help of a questionnaire. The result showed that brand name is the most important factor influencing the choice, followed by price of mobile phone. Apple is the most preferred mobile phone brand. The majority of the consumers are willing to pay for a mobile brand is Rs 10,000-20,000. The results of the study provide insights to the marketers in fine-tuning their product, pricing and promotional strategies accordingly.

Index Terms- Consumer Preference, Mobile phone

I. INTRODUCTION

Nowadays, using a mobile phone for personal contact is a necessity. The cell phone has a significant impact on peoples' daily life in the current environment. India is currently one of the economies with the greatest growth rates worldwide, and the expansion of the country's telecommunications sector, particularly in the area of cellular communication, serves as a tangible illustration of this development. After China, India is the second-largest producer of mobile phones worldwide. India is on track to overtake China as the world's largest market for mobile phones at the present rate of growth. The Indian Cellular Association (ICA) reports that the country's yearly mobile phone production has climbed from 3 million units in 2014 to 11 million devices in 2017. India now accounts for 11 percent of global mobile production, which was only 3 percent in 2014. As we all know that the first mobile phone was launched in India during 1990s and the first mobile phone company which was established

by Finland was Nokia. In the year 1995, the first service provider was the Modi group which was established in Kolkata.

Mobile phones are one of the modern telecommunication technologies that have emerged over past decades to facilitate communication among people and across countries (Dziwornu, 2013). The word "mobile" is said to be derived from the Latin phrase "mobile valgus," according to the Oxford Dictionary which refers to an animated mob. The development of mobile phones has significantly raised the level of living in society. As we are all aware, cell phones did not appear out of nowhere. Like humans, they have evolved. Five generations of cell phones have been produced, and people are still embracing the newest model. When most of us migrate to 5G, there will surely be yet another benchmark to strive for.

The development of technology and increased connectivity with the outside world cause changes in consumer tastes, requirements, and preferences. Given the wide variety of mobile phone models available, effective product marketing necessitates knowledge of consumer tastes, preferences, etc. Everything is marketed. From the moment we are born to the moment we die, marketing affects every element of our life. Marketing has an ongoing impact on every aspect of our existence, including our lives and ways of living. If we look at our everyday activities, from the time we get out of bed in the morning to the time we go to bed at night, we can see that we use a variety of goods and services. We are given these goods and services through marketing. There are many brands available to users like Apple, Samsung, Xiaomi, Oppo, Vivo, etc. This study looks at factors that affect consumers' intentions to buy new phones and factors that affect mobile phone change in order to better understand how consumers make their mobile phone purchase decisions.

1.1. Statement of Problem

Mobile phones have become very common to the people and life has become almost impossible without mobile phone. To compete in a market many cheaper mobile phones have been introduced in a market especially from India and China providing additional accessories and feature to customers. But there is a question regarding selection of brands by consumers and factors affecting them while purchasing mobile phones.

This study mainly focuses on the leading brand preferences for mobile phones and the attitude of consumers belonging to low-, middle-, and high-income groups taken in Kannur district. The major problems identified regarding the mobile phone brands is to determine the most preferred brand and to identify the attributes which are significant in preference of a specific brand. The study is conducted on popular mobile brands such as Apple, Samsung, Xiaomi and Oppo etc.

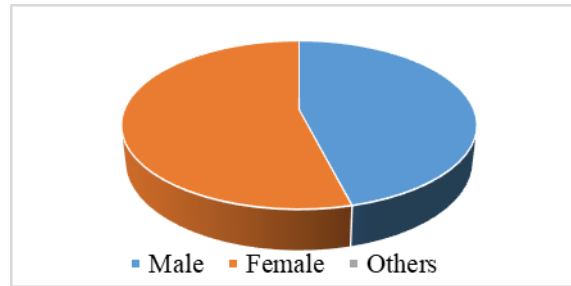
1.2. Significance of The Study

The present study helps to analyse the competitions existing in the mobile phone industry. The goal of this study is to evaluate consumers' "brand preferences. It will be able to explain why consumers choose particular mobile phone brands and will be able to pinpoint the most popular brand. The scope of the study also covers the key factors which influence the consumers selecting the mobile phones. Successful marketing of products demand a thorough understanding of customer's taste, choice, preference etc. Findings of the study will help marketers understand brand preference practices in mobile phone market. It will give information about level of customer involvement in brand searching, analyzing attributes and brand choice for the high involvement product mobile phones. It will also help to develop the profile of specific customer of brands.

1.3.1. Gender wise distribution of Respondents

Out of 50 respondents 54 percent are female and 46 percent are male who have rendered their opinion about their brand preferences. This is illustrated as Fig.1

Fig.1. Gender wise distribution of Respondents



Source: Primary data

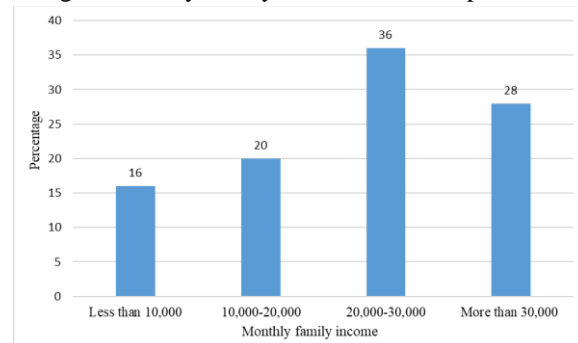
1.3.2. Age wise distribution of respondents

Out of the respondents majority of respondents fall under the age group of 18-30 years with a percentage of 38. 12 respondents are come under the age group of 31-40 years with a percentage of 24. 10 respondents were grouped under the 41-50 year age group with 20 percent. 9 respondents are come under the age group of 51 and above with a percentage of 18 only.

1.3.3. Monthly Family Income

Figure 2 depicts the monthly income status of the respondents involved in this study. Most of the respondents are earning monthly income of 20,000-30,000 with a percentage of 36. 16 percent of the respondents are earning monthly income of below Rs.10, 000/-. 20 percent of the respondents are earning monthly income of Rs.10, 000-20, 0000. 28 percent of the respondents are earning monthly income of above 30,000.

Fig.2. Monthly family Income of the respondents



Source: Primary data

1.3.4. Occupational classification of Respondents

32 percent of the respondents who are involved in the study are students, 8 percent of the respondents are from business field, 14 percent of the respondents are working in government service, 22 percent of the

respondents are professionals, 12 percent of the respondents are homeworkers, 8 percent were retired from their work and 4 percent were dependent.

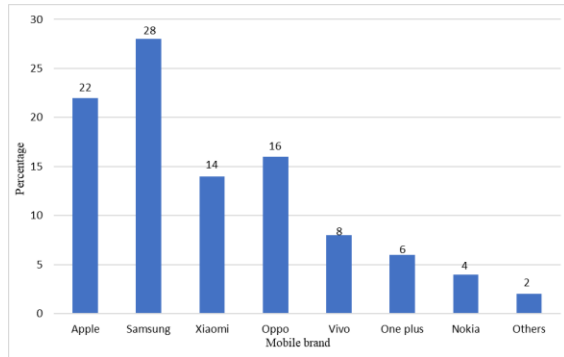
1.3.5. Educational Qualification of Respondents

The study reveals that 3 respondents have completed their 10th grade with percentage of 6. 9 respondents have the educational qualification of 12th grade with percentage of 18. 18 respondents have come under the under graduate level with percentage of 36. 11 respondents have come under the post graduate level with percentage of 22. 9 respondents have other educational qualification of 18 percent.

1.3.6. Presently using Mobile phone

Seven models of phones are listed in order to fetch the percentage of respondents according to the mobile phones they use currently. Phone models taken for analysis are, Nokia, Samsung, Xiaomi, Vivo, Oppo, Apple, and One plus. 22 percent of respondent own Apple brand,28 percent own Samsung,14 percent own Xiaomi,16 percent have using Oppo,8 percent had Vivo,6 percent use One plus , 4 percent currently own Nokia and 2 percent own other brand. It is clear in the fig.3

Fig.3.Presently using Mobile phone



Source: Primary data

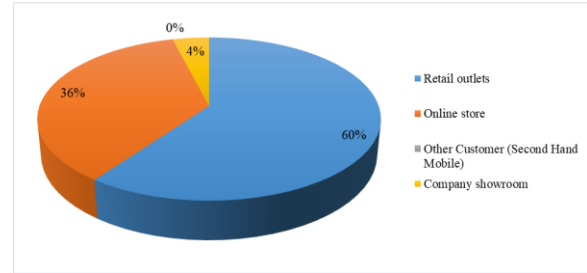
1.3.7. Time Span of using Current Mobile phone

Study reveals the time span of the respondents are using their current mobile phones 32 percent of respondents are using their current phone only less than 1 year,38 percent are for 1-2 years,18 percent were 2-3 years ,4 percent uses 3-4 years and only 8 percent uses 4 years and above.

1.3.8. Place of purchase of mobile phone

Figure 4 shows that 60% of respondents are buying their phone from retail outlets, online store is preferred platform for buying mobile phone by 36% respondents, no respondents are willing to purchase from other customers as secondhand phone whereas 4% preferred to buy second hand phones from company showroom.

Fig.4. Place of purchase of mobile phone



Source: Primary data

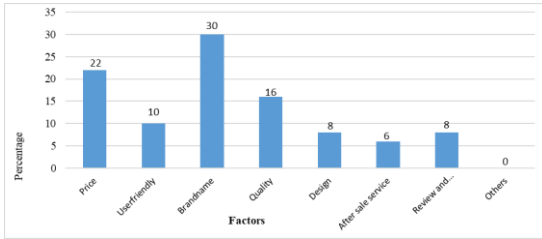
1.3.9 Number of brands of phone familiar to respondents

The information about the number of brands familiar to respondents shows that 2 percent known only 1-2 brands,18 percent familiar about 2-4 brands,40 percent aware about 4-6 brands and 40 percent know 6 and above brands.

1.3.10 Factor influencing the purchasing decision of a mobile phone

The study lists out the factors that influenced the respondents in buying their current mobile phone.7 vital factors are taken .Taking all the 7 factors into account it is visible through the figure that 22 percent of respondent are influenced by price, 10 percent were influenced by user-friendly, 30 percent were influenced by Brand name, 16 percent were influenced by quality, 8 percent were influenced by design, 6 percent were influenced by after sale service, 8 percent were influenced by review and recommendation, and nobody is influenced by other factors.

Fig.5. Factor influencing the purchasing decision of a mobile phone



Source: Primary data

1.3.11 The technological feature preferred in the mobile phone 10 technological features considered for buying a mobile phone and their level of importance among the respondents are analysed. 6 percent prefer the performance of mobile phone, 22 percent prefer the camera quality, 18 percent prefer the storage feature, 14 percent prefer durability, 10 percent prefer the battery backup, 4 percent prefer the body color, 6 percent prefer the screen size, 10 percent prefer 5G feature, 4 percent prefer dual sim, 6 percent prefer operating system and nobody prefer other features.

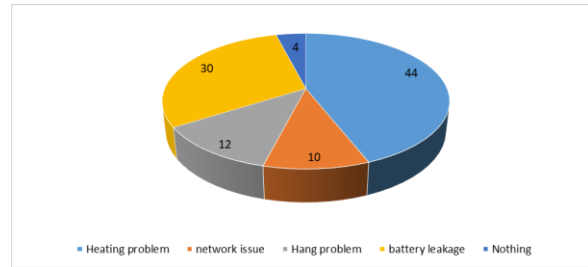
1.3.12 Physical features preferred in phone

Study attempts to provide the details about the physical features that the respondents prefer in the mobile phone. In the case of phone size 80 percent respondents prefer slim sized phone whereas 16 percent prefer medium sized phone and 4 percent prefer thick phone. In the case of weight of mobile phone, 74 percent prefer light weighted phone, 26 percent prefer medium weighted phone and nobody prefer heavy weighted mobile. In the case of screen size, nobody prefers small screen size, 20 percent prefer medium screen size and 80 percent prefer large screen size.

1.3.13 Problem faced in their mobile phone

From the figure 6, 44% argued that they face the problem of heating of phones, 30 % argued their main problem is battery leakage, 12 % argued that they face the hanging in mobile phone, 10% argued that they face problem of network issue and 4 % does not feel any problem.

Fig.6. Problem faced in their mobile phone



Source: Primary data

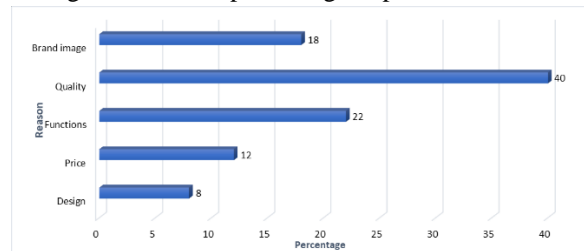
1.3.14 Favorite Mobile Phone Brand Preference

Survey indicates the mobile phone brand preferences of respondents in this study. Out of 50 respondents, 50 percent respondents prefer Apple brand, 18 percent respondent's favorite brand is Samsung, 14 percent respondents prefer Xiaomi, 8 percent prefer Oppo, 4 percent prefer Vivo, 4 percent prefer One plus and only 2 percent prefer Nokia.

1.3.15 Reason for preferring the particular brand

Figure 7 provides the information regarding the reasons for preferring particular brand. 18 percent of respondent prefer the particular brand because of their brand name, 40 percent prefer due to quality, 22 percent prefer because of functions, 12 percent prefer due to price and 8 preferred because of their design.

Fig.7 Reason for preferring the particular brand



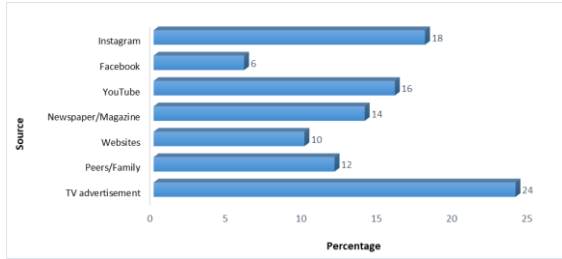
Source: Primary data

1.3.16 expecting offers while Buying Mobile Phone

As per the offers expected by the respondents during their mobile purchase the respondents are divided into four categories and their percentage is calculated. 36 percent respondents are expected to get price discount whereas 50 percent respondent are expected to get free accessories, 10 percent wanted gift coupons and only 4 percent expected to get installment.

1.3.17 Source of information about Mobile phones

Fig.8. Source of information about Mobile phones



Source: Primary data

Figure 8 consist of seven predominant source of information which helps the respondents to get knowledge about mobile phones. 24 percent are accepting that TV advertisement is their main source of information that gives them required knowledge about mobile phones. Respondents getting the required information about the mobile phones through Peers/family are of 12 percent 10 percent respondents' points out website as their major information source in getting adequate information about mobile phones. 14 percent respondents' respondents) are considering Newspaper & Magazines as their source of information for getting required details about mobile phones, 16 percent opinion that YouTube as their source of information, 6 percent argues that Facebook as the major source of information and 18 percent respondent getting information from Instagram.

1.3.18. Mobile brand which has attractive advertisement

Survey reveals the information about the mobile brand which has attractive advertisement preference by respondents. Out of 50 respondents, 28% argued that Apple has the attractive advertisement, 18% argued that Samsung has the attractive advertisement, 4% argued that Xiaomi has the attractive advertisement, 40% argued that Oppo has the attractive advertisement, 4% argued that One plus has the attractive advertisement and 6% argued that Vivo has the attractive advertisement.

1.4 Suggestions

- The present research has revealed that the most preferred price range of the mobile phone customers is between Rs. 10,000 and Rs. 20,000. Therefore, the companies need to try to provide a

mobile phone with all the necessary features within this price range.

- The companies should work on the strategy of TQM (Total Quality Management).
- Companies must take into consideration that the purchase decision is mainly based upon general factors like Brand name and Durability
- It is important for the manufacturers to manufacture user friendly mobile phones so as to reach the people of primary level too
- Heating problem is the most important problem faced by customers, so companies should give top priority to this concern.
- The companies should come up with some attractive schemes to attract more customers
- Companies will have to increase their distribution channels because it will enhance the buyers to purchase their preferred product as and when required.

1.5. Conclusion

The study explores consumer preferences towards brands of mobile phone in Kannur district. The main objective of the study was to identify the most preferred mobile brand and to identify the attributes which are significant in preference of a specific brand. The study is conducted on popular mobile brands such as Apple, Samsung, Xiaomi and Oppo. This study reveals that the demographic factors of consumers have an influence on brand choice and brand switching of mobile phone.

The study shows that Apple has strong brand preference among the respondents. Quality is most important reason by which the respondents refer the particular brand. Majority of respondents fall under the class of family income 20,000-30,000. The study shows that brand name, price, quality etc. are considered as very important factors in purchase of mobile phones. Heating problem is the major problem faced by majority of respondents in their mobile phone. This study reveals that the demographic factors of consumers have an influence on brand choice and brand switching of mobile phone. Thus, it is important for the mobile phone companies to understand the needs of customers of different demographic profiles In an era of competition, and especially the rise of the mobile industry, marketers need to conduct regular

consumer surveys in order to find out how consumers rank their brand. Findings of the study will help marketers understand brand preference practices in mobile phone market. It will give information about level of customer involvement in brand searching, analyzing attributes and brand choice for the high involvement product mobile phones.

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