

A Study on Brand Preference of Mobile Phone Customers in Salem City

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I .Introduction

A mobile phone (also known as a cellular phone, cell phone and hand phone) is a device 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, provide base station. In addition to telephony, modern mobile phone also a wide variety of other services such as text messaging, email, internet access, short rage wireless communication (infrared, Bluetooth).Business applications, gaming and applications, gaming and photography, Mobile phones that offer theses and more general computing capability are referred to as smart phones.

Mobile phone has been around for longer than you might think. Radiophones, for example, were first demonstrated around 1900 when established via radio between the shore and the ships at sea used by the navy. Hand held mobile radio communication devices have been around since 1947. India's mobile phone industry is one of the fastest growing industries in the world. Mobile phone in India were formally launched in August 1985. For the first few years after the advent of mobiles, monthly subscription were added to the tune of 0.05 to 0.1 million in India.

II. Objectives of the study

- To determine the influence of selected strategies on the business.
- To know about the preference level associated with different mobile phones.
- Major features, which a customer looks for a mobile before making a purchase.

Statement of the problem

In this study an attempted has been case to make this analysis by the researcher, based on opinion from response based their brand preference of mobile phone customers in Salem city.

III. REVIEW OF LITERATURE

Androulidakis; G. Kandus (2011)¹ correlated the brand of mobile phone to users' security practices,. Users show different behavior in an array of characteristics, according to the brand of the mobile phone they are using. As such, there is a categorization of areas, different for each brand, where users are clearly lacking security mind, possibly due to lack of awareness. Such a categorization can help phone manufactures enhance their mobile phones in regards to security, preferably transparently for the user.

Tajzadeh Namin A.A. ; Tajzadeh Namin Aidin (2012)² analysed that the process of deciding over (choosing) a brand may be influenced by situation and content. The findings suggest a significant relationship between the variables "brand attitude", "corporate attitude", and "product (cell phone) choice". In addition, no significant relationship was found between individual decision making processes (independent or mediated) and product choice.

Serkan Aydin, Gokhan Ozer , Omer Arasil,(2005)³ had focused on to measure the effects of customer satisfaction and trust on customer loyalty, and the direct and indirect effect of "switching cost" on customer loyalty. The findings of this study show that the switching cost factor directly affects loyalty, and has a moderator effect on both customer satisfaction and trust.

Jonathan, Lee, Janghyuk, Lee and Lawrence, Feick, (2001)⁴ analysed that moderating role of switching costs in the customer satisfaction-loyalty link; and to identify customer segments and to

retain them. Thus the purposes of this paper are: to examine the moderating role of switching costs in the customer satisfaction-loyalty link; and to identify customer segments and then analyze the heterogeneity in the satisfaction-loyalty link among the different segments. An empirical example based on the mobile phone service market in France indicates support for the moderating role of switching costs. Management implications of the results are discussed.

The Dream Catchers Group (2008)⁵ investigated if demographic variables or if telephone features included on phones students already owned were predictive of young consumer's perceptions of bundled features. In addition, this study set out to determine if there were any significant differences in students' perceptions of bundled features across demographic variables (rural vis -a-vis HBCU, gender, grade level, cellular telephone brand, major, and age).

Oyeniya, Omotayo Joseph-Abolaji Joachim (2010)⁶ emphasis on customer loyalty and customer switching cost is one of the most discussed contemporary issues in marketing in attempt to explain consumer behavior. The present research studied switching cost and its relationships with customer retention, loyalty and satisfaction in the Nigerian telecommunication market. The study finds that customer satisfaction positively affects customer retention and that switching cost affects significantly the level of customer retention.

IV. RESEARCH METHODOLOGY

Area of the study

A Study on Brand Preference of Mobile Phone in Salem Town.

Collection of data

A study is based on both primary and secondary data.

Primary Data

The primary data are those which are collected a fresh and for the first time and this happen to be original in character. In order to collect this primary data a questionnaire designed with open ended question which will cover the overall information needed to do this study.

Secondary Data

Secondary data consists of information that already exists. This information's are collected for specific purpose in the study. The secondary data was collected from various books, internet, magazines etc

Sampling design

The researchers given the collected primary data from 100 respondents in mobile phone users in Salem city through interviews schedule and their brand preference of mobile phone in care study.

Tools Applied

The following statistical tools are used in the purpose of analysis.

V. ANALYSIS AND INTERPERTATION OF DATA

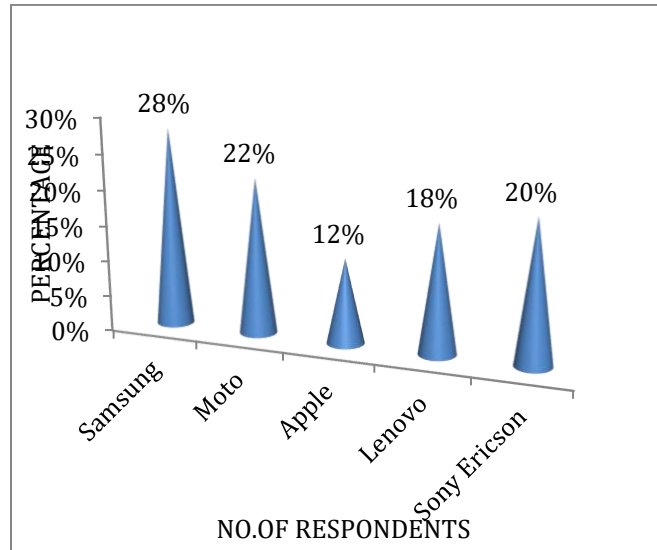
MOBILE BRAND WISE CLASSIFICATION OF THE RESPONDENTS

TABLE 4.1

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Samsung	28	28%
Moto	22	22%
Apple	12	12%
Lenovo	18	18%
Sony Ericson	20	20%
Total	100	100

Source: Primary Data :From the above table 4.7 indicates that, 28% of the respondents are using Samsung, 22% of the respondents are using Moto, 12% of the respondents are using apple, 18% of the respondents are using Lenovo, 10% of the respondents are using Sony Ericson. Brand of mobile phones are also.

MOBILE BRAND WISE CLASSIFICATION OF THE RESPONDENTS



MONTHLY INCOME WISE CLASSIFICATION OF THE RESPONDENTS

TABLE 4.2

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Below Rs.10,000	15	15%
Rs.10001 – Rs.25000	20	20%
Rs.25001 – Rs.50000	35	35%
More than Rs.50000	30	30%
Total	100	100

Source: Primary Data

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The above table 4.6 indicates that, 15% of the respondents are below Rs.10000 monthly income, 20% of the respondents are between Rs.10001 to Rs.25000 monthly income, 35% of the respondents are below Rs.25001 to Rs.50000 monthly income and 30% of the respondents are more than Rs.50000 monthly income

MONTHLY INCOME WISE CLASSIFICATION OF THE RESPONDENTS

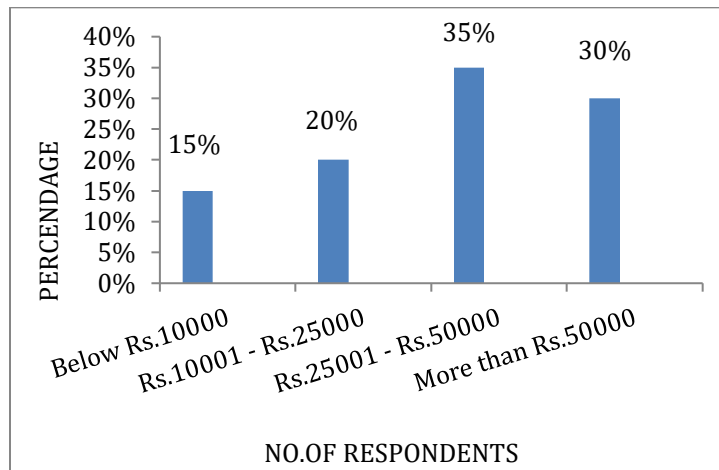


TABLE 4.3

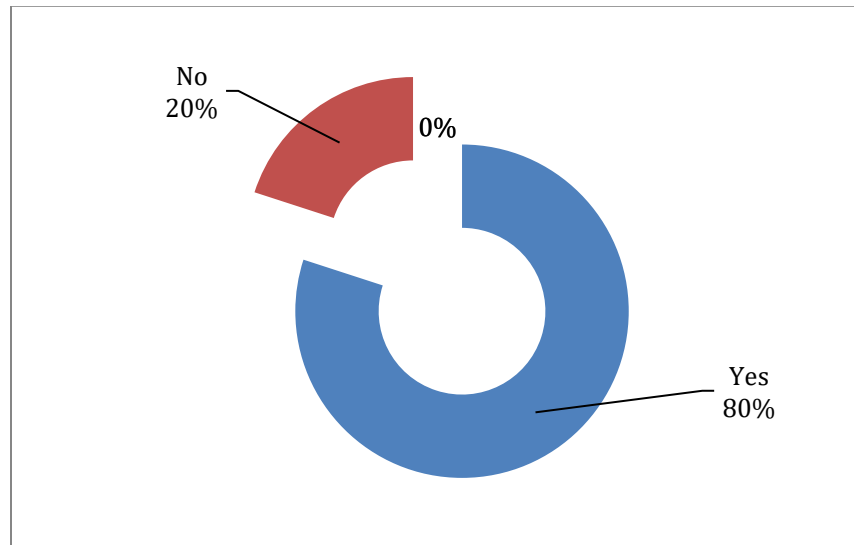
ADVERDISEMENT PREFER BY THE RESPONDENTS

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Yes	80	80%
No	20	20%
Total	100	100

Source: Primary Data

The above table indicates that, 80% of the respondents were prefer through advertisement and the rest 20% of the respondents were other source.

ADVERDISMENT PREFER BY THE RESPONDENTS



CHI – SQUARE:

Null hypothesis H₀:

There is no significance difference between brand of mobile phone to pricing strategy.

Alternative hypothesis H₁:

There is a significance difference between brand of mobile phone to pricing strategy.

VI. RESULT

Calculated value	Table value	Degree of freedom	Level of significance
20.305	9.204	4	5

From the table, it is clear that calculated value of chi square is greater than table value at 4 degree of freedom and 5% level of significance. Therefore null hypothesis is rejected, alternate hypothesis accepted. It can be completed that there is a significance relationship between brand and income.

VII. FINDINGS AND SUGGESTIONS

- 15% of the respondents are below Rs.10000 monthly income, 20% of the respondents are between Rs.10001 to Rs.25000 monthly income, 35% of the respondents are below Rs.25001 to Rs.50000 monthly income and 30% of the respondents are more than Rs.50000 monthly income.
- 28% of the respondents are using Samsung, 22% of the respondents are using Moto, 12% of the respondents are using apple, 18% of the respondents are using Lenovo, 10% of the respondents are using Sony Ericson brand of mobile phones are also. 30% of the respondents of brand loyalty, 22% of the respondents think that improvement must be made in price, 22% of the respondents think that can make more offers to improve itself, 16% of the respondents think that more advertisement can be done and 10% of the respondents are accessibility & outlets.

CONCLUSION:

This study has facilitated the investigation of the emerging pattern of mobile phone use. The use of mobile phones is so firmly entrenched in the behavior of people that symptoms of behavioral addiction, such as using a mobile phone, interfere with their daily activities. Each product has its place in the customer's mind and brings a set of perceived prices higher than those of other competing products. The product serves as a guarantee to customers of product performance. The

product promises the customer to deliver the stated benefits. Customers choose those products that meet or fulfill their needs.

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