



A STUDY ON CONSUMER PREFERENCE ON MOBILE PHONES

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ABSTRACT

Marketing has traditionally relied heavily on the development of a company's brand. When competing inside a highly competitive market, a company's brand is a potent differentiation. Companies can deflect competing advances with this kind of leverage. Trust, confidence, comfort & reliability are all evoked in the mind of a consumer by a strong brand. There is more to a brand than a tag that serves as a means of identification and recognition. Marketing and consumer relationships are built on a foundation of mutual respect, trust, and faith between the two parties. Reliable quality, service, and general psychological pleasure are all part of the brand's promise. Brand preference is the degree to which people prefer one brand over another, rather than the demand for a specific product. Creating a favorable image of your brand in the minds of your customers can help you gain their loyalty. The consumer's perception of a brand's physical traits, performance, functional advantages, target audience, emotions and connections the brand evokes, as well as visual and symbolic connotations, is referred to as its "brand image." For a marketer, brand selection decisions are crucial. For a successful brand, it is critical to understand how people make their purchasing decisions. Brand preference for cellular telephones among business school students is the subject of this report. The study's major goal is to determine which mobile phone brand Kolhapur City's management students prefer. A student's primary criteria for purchasing a cell phone is also outlined in this section. The current investigation is a descriptive one. Surveys of surveying management students reveal their preferences for several mobile phones, which can be used to perform a brand preference study

1. INTRODUCTION

In today's world, mobile phones are an essential aspect of personal communication. This has become a commonplace part of daily life for most people regardless of their age, income, or location in the world. The mobile phone industry around the world is currently experiencing a tumultuous business climate due to increased competition and the ever-changing tastes, preferences, and requirements of customers.

Today, a smart phone is a need. Not only does a smartphone allow users to make and receive phone calls, but it also meets a slew of other needs, such as internet and social networking, multimedia, selfies, tracking of health features, and video calling. Smartphone customers' purchasing decisions are influenced by a plethora of factors. In the 21st century, smartphones are viewed as an essential component of university students' lives because of their advanced features. For many students, smartphones have become an essential part of daily life. Student smartphone use has been documented in a variety of research.

2. REVIEW OF LITERATURE

Pakola (2010) made an attempt to look into why people buy cell phones. This study's findings show that while price & properties are the most essential elements in choosing a modern mobile phone, price, audibility, and friends' operators are the most important factors in choosing a mobile phone service provider.

Ling (2006) conducted a poll of college students to find out which devices they preferred. Buying behavior is influenced by the physical appearance, size, and menu of a mobile phone, according to the findings.

3. RESEARCH OBJECTIVE

- To find the reason for preferring particular branded mobile phone.
- To identify the satisfactory level, of users indifferent aspects of mobile phones.
- To identify the factors affecting consumer preference for Mobile phones.

4. RESEARCH METHODOLOGY

A research methodology is a set of strategies that are used to acquire, compile, and evaluate data during the research process. These are tools that are utilized in a specific study to obtain pertinent data. The most typical research instruments include surveys, questionnaires, and interviews. The research design used is called a Descriptive One. It is known as systematic research, or descriptive research since it describes the population and phenomenon being examined in depth. A descriptive study is one that addresses the questions "Who?" "What?" "When?" and "How?" Students and families in Chennai who purchase online and in stores alike make up my study's population. 'Chennai' is the name of the city where the sampling unit is

located. My study's sample size is 100 people. Non-probability sampling-Convenience sampling approach was utilized in this survey as the sample procedure. The Chi-square method, Regression, and Anova table were all employed in our study to analyses the data. Students with a background in either law or psychological filled out a questionnaire, which was used to gather the study's data. There were three sections to the questionnaire's design. There were inquiries about demographic information in the first section. Only one answer may be selected for each question in the second section of the questionnaire: either Yes or No. In the third section of the survey, respondents were asked to rate items on a scale of 1 to 5, which is known as a Likert scale.

5. DATA INTERPRETATION

CHI-SQUARE TEST TO DETERMINE WHETHER THERE IS A CONNECTION BETWEEN AGE AND USAGE OF SMART PHONE IN A DAY.

@2Age * @10HowmuchtimedoyouspendwithyoursmartphoneinaDay Crosstabulation

Count

		@10HowmuchtimedoyouspendwithyoursmartphoneinaDay		Total
		2-3 hrs	More than 7hrs	
@2Age	20-30	82	7	89
	30-40	5	1	6
	40-50	5	0	5
Total		92	8	100

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1.049 ^a	2	.592
Likelihood Ratio	1.315	2	.518
Linear-by-Linear Association	.045	1	.832
N of Valid Cases	100		

a. 3 cells (50.0%) have expected count less than 5. The minimum expected count is .40.

HYPOTHESIS:

Null Hypothesis H0: There is no significant difference between age and usage of smart phone in a day.

Alternate Hypothesis H1: There is significant difference between age and usage of smart phone in a day.

Interpretation: The Pearson's chi-square value is 1.049³ and it's significant at 0.592 with the degree of freedom 5. In SPSS, if the significant value is greater than 0.05, Null hypothesis is accepted and Alternate Hypothesis is rejected. Since the significant value is greater than 0.5 so null hypotheses is accepted

Inference: There is no significant difference between age and usage of smart phone in a day.

ONE WAY ANOVA REPRESENTING THE RELATIONSHIP BETWEEN OCCUPATION AND BRAND OF SMART OF SMARTPHONES

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
@4Whichbrandsmartphoneyouareusingright2w	Between Groups	.209	1	.209	.046	.830
	Within Groups	440.701	98	4.497		
	Total	440.910	99			

HYPOTHESIS:

Null Hypothesis H₀: There is no significant difference between occupation and brand of smart of smart phones

Alternate Hypothesis H₁: There is significant difference between occupation and brand of smart of smart phones. Interpretation:

Based on the result generated by the SPSS for one-way nova, the following interpretation can be made. By using Duncan method, the F value is found to be 0.049 and the Significance value is 0.830. As it is more than 0.05, H₀ is Accepted.

Inference: There is no significant difference between occupation and brand of smart of smart phones.

CO RRELATION BETWEEN GOOD PHONES AND VALUE OF MONEY.

Correlations

		@16Doyou2tothetermGoodphonesaregettingcheapandche	@17WhichCategoryhasthemostValueformoneySmartphones
@16Doyou2tothetermGoodphonesaregettingcheapandche	Pearson Correlation	1	.168
	Sig. (2-tailed)		.094
	N	100	100
@17WhichCategoryhasthemostValueformoneySmartphones	Pearson Correlation	.168	1
	Sig. (2-tailed)	.094	
	N	100	100

HYPOTHESIS:

Null Hypothesis H₀: There is no significant correlation between good phones and value of money.

Alternate Hypothesis H₁: There is significant correlation between good phones and value of money.

Interpretation: The Pearson Correlation Value=0.168 which is less than the significant value = 0.094. If the significant value is +0.5 to 1 then it is strong positive correlation. And if it is 0.5 to 0 then it is weak positive correlation. So, the Null Hypothesis is accepted. There is no significant correlation between good phones and value of money.

Inference: There is no significant correlation between good phones and value of money.

REGRESSION BETWEEN TIME SPENT AND PRICE OF SMART PHONES

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.012 ^a	.000	-.010	.614

a. Predictors: (Constant),
@10HowmuchtimedoyouspendwithyoursmartphoneinaDay

b. Dependent Variable:
@17WhichCategoryhasthemostValueformoneySmartphones

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.005	1	.005	.014	.905 ^b
	Residual	36.995	98	.377		
	Total	37.000	99			

a. Dependent Variable: @17WhichCategoryhasthemostValueformoneySmartphones

b. Predictors: (Constant), @10HowmuchtimedoyouspendwithyoursmartphoneinaDay

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.089	.112		18.654	<.001
	@10HowmuchtimedoyouspendwithyoursmartphoneinaDay	.009	.075	.012	.120	.905

a. Dependent Variable: @17WhichCategoryhasthemostValueformoneySmartphones

HYPOTHESIS:

Null Hypothesis H0: There is no significant relationship between time spent and price of smart phones

Alternate Hypothesis H1: There is significant relationship between time spent and price of smart phones

Interpretation: The R value represents the simple correlation and the value ranges from 0.012^a, which indicate slower degree of correlation.

Inference: The statistical significance of the regression model which is 0.905 which is greater than 0.05, therefore there is no significance relationship between the time spent and price of smart phones.

6. FINDINGS

There are a wide range of participants in this study, including persons of diverse sexes, backgrounds, and economic levels. To determine if the independent variable was influenced by these factors, this survey was conducted. Using this data, we can determine whether Android or iOS is more popular among consumers. The majority of consumers and students are purchasing mobile phones to use for schoolwork during this pandemic. Mobile phone purchases are increasingly being made through e-commerce sites like Amazon and Flipkart rather than traditional brick-and-mortar stores. We can learn which mobile phone brand sells the most units thanks to this poll. Modern technology is dictating our lives, and mobile phones play a significant role in the lives of all human beings.

7. CONCLUSION

The results of the survey show that management students choose the Nokia brand or mobile phone because it provides a better value than the other brands studied. From television, newspapers, and the internet, most kids learn about mobile phones. GPRS, SMS, and E-mail, as well as the ability to download files are popular features for business school students' cell phones. Bluetooth, memory card, dual SIM card and USB data cable are some of the phone accessories that they have access to. Mobile phones with these features and sturdiness tend to be the most popular choices.

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