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The Effect of Changes in Income on Consumers and their Preferences on Mobile Brands in India

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ABSTRACT

In this paper, we examine the many empirical techniques used to determine how consumption changes with change on the income. We assess data closely regarding the impact of expected income increases and the understanding of consumption to predicted their changes with income. The occurrences in which their income changes with consumer behaviour of consumption of their income growth with combining the realisations. Income consumption on people was surveyed where data analysis on this topic was taken from people's expectations. All approaches that have been used in this study have attempted to estimate the consumption tendency to income changes.

In this study, we understand customer purchasing patterns as well as their preferences for and tastes in the leading brands in India's cell phone market. Consumer behaviour toward brand names that are more valued online and in conventional supermarkets changes as income levels do. We conceptualise how various brand environments in conventional and online retailers might differentially impact customer decisions in order to answer these and related problems. Brand names become more significant in various categories based on the amount of information available to consumers, according to our analysis of this poll and the outcomes from our decision models. As a result, the study's main objective is to investigate the brand preferences of students, friends and family. The investigation is then conducted using a quantitative method. Data from this inquiry includes both descriptive and analytical elements. In-depth surveys were used to collect primary data and respondents were given for the questionnaires to complete as a result of the data's high emphasis on brand loyalty.

Comparing iPhone to other mobile brands, it was discovered that the brand image of the former is superior in terms of the products' quality, cost, operating system and post-purchase assistance. With this methodology, this study examines the perceived value of several smartphone manufacturers. In order to provide appropriate recommendations and ideas, we used the survey method and questionnaire to perform quantitative research. Examining and analysing the consumer survey results reveals customer behaviour and brand preferences for mobile devices.

Key words: Consumption smoothing, Brand value, Choice models, Competitive Analysis, Brand Identity.

1. INTRODUCTION

1.1 INTRODUCTION TO CONSUMER BEHAVIOUR

Consumption contributes significantly to GDP in almost all nations and understanding how people react to income changes is important for assessing the macroeconomic effects of tax and labour market changes as well as for the creation of stability and income management policies. This work is actively contributed to by labour economists, macroeconomists and public finance specialists.

We examine several techniques used to estimate these crucial factors in this study. The discussion of the best strategies and findings, particularly the most recent ones, will be the focus of our attention, along with methodologies. Understanding the tests to projected changes in income on consumers estimate the two areas where we want to critically assess the available information. To put things in context and highlight the many issues that will be looked at, this offers a roadmap to the key relationships between changes in consumption and income. We distinguish between the impact of expected as well as unexpected changes in income as our key point of comparison.

1.2 INTRODUCTION TO MOBILE PHONES

People may make phone calls from anywhere at any time using a mobile phone, which is a compact, portable communication device. It transmits and receives signals through satellite as well as through service providers' transmitting towers. People may now speak with one another without geographic or temporal restrictions thanks to the ease of mobile phones. These days, talking with friends and family requires the use of a mobile phone. Not just for

businesspeople and workers, but also for young people attending college, mobile phones have become essential. This portable device's significance is well known. A two-way communication tool is the mobile phone.

The essential foundation of a mobile phone is signal transmission. It use the same radio wave theory as regular radios. Mobile phones naturally have stronger and higher frequencies than regular radios, allowing for clearer user communication. Mobile transmissions is geographically divided into small sectors or cells, which is the reason they were once called as cell phones. Radio transmission is made possible by these cells, allowing mobile phones to receive and broadcast approved signals.

1.3 INTRODUCTION TO MOBILE INDUSTRY

The "mobile industry" is a subsection of the telecommunications business made up of mobile phones, phone companies, and other accessories. In the 1990s and the first part of the 2000s, this business experienced explosive expansion due to mobile technology and consumer desire for software phones. A variety of various segments make up the mobile industry. The mobile phone market also includes service providers, who frequently work with producers to provide branded phones and devices with distinctive features.

Manufacturers of mobile phones, bespoke modems for PCs, mobile-capable personal computers, and related goods are included in the mobile sector. Some of the biggest companies in the sector are huge multinationals with a global presence, while others, like local mobile phone companies, are tiny companies devoted to a particular area

In the early 2000s, the mobile business, like many others in the IT sector, attracted a lot of investor interest while also under great pressure to swiftly introduce new products and enhance current ones. Some individuals chose to use mobile phones instead of landlines as mobile phone service spread over the world since the network was less expensive and easier to set up. These stock indices made it simple to invest in worthwhile businesses, promoting the trading of shares of firms involved in the telecommunications sector. In this sector, there are several job opportunities. Creative individuals with expertise in visual design and aesthetics are in great demand from firms creating smartphones with unique aesthetic features.

India overtook the United States as the second-largest market worldwide with an average monthly sale of 10 million phones. There were over 3,400 distinct handset models and 75 different mobile phone brands available in 2019. India produces 11% of the world's cell phones. The proportion was under 3% in 2014. In India, there were just two mobile phone manufacturing facilities in 2014, but there are now 268 of them, employing 0.67 million people. Over 96% of the mobile phones sold in India are anticipated to be produced there by 2020.

Exploring the factors that contributed to this accomplishment therefore makes whole sense. The nation of India established several significant initiatives to promote the expansion of the electronics manufacturing industry. A competitive global Electronics System Design and Manufacturing (ESDM) industry that caters to both local and international markets is the goal of India's National Policy on Electronics, 2012 (NPEE).

- The theoretical literature is compiled in Section 2 along with a framework for investigating how changes in income affect consumption.

- The predicted income changes are the main topic of Section 3, which makes a distinction between the conventional excess tests, the impact of income rises and the impact of income falls.

- The methods used to estimate the data on brand preferences are discussed in Section 4. estimations of the study of consumption that rely on mobile brands and combine realisations and expectations of income as well as consumption in surveys when information on personal expectations is accessible.

- The analysis comes towards the end of Section 5.

1.4 OBJECTIVE OF THE STUDY

• To comprehend customer purchasing habits, as well as their tastes and preferences and the leading brands in the Indian mobile phone market.

• To estimate both present and projected market size as well as the buyer, demand and behaviour by analysing many criteria help comprehend the consumer's diverse preferences.

• To comprehend how customer choices for mobile brands relate to an increase in income.

• To comprehend the amount of client happiness and brand retention.

• To determine customer preferences for and brand loyalty to certain brands.

2. LITERATURE SURVEY

Numerous businesses, including those in energy, pharmaceuticals, health care and food products, are expanding quickly. The findings of a study indicate that purchasing a mobile phone is unquestionably a crucial engagement item. The mobile sector has a variety of aspects that go into renewing and buying this product.

This paper was published in the year 2016 by Mathai and Thangaraja, their paper provides.

The importance of engineering, physical, functional, and technical viewpoints increases when items undergo evolution. The factors of attractiveness and brand identification play a pivotal role in shaping consumer purchase behaviour. The pricing of a smartphone is considered the second most significant determinant in the purchasing decision, with aesthetic appeal surpassing brand recognition in importance. Money no longer serves as a primary concern for individuals belonging to various age groups, since it is deemed less significant compared to other factors such as physical attractiveness. There exists a notable positive association between consumer satisfaction and the perceived utility, convenience of use as well as delight of mobile communications services.

This paper was published in the year 2020 by Kiran & N Khan, their paper provides.

The impact of emotional value derived from cellular services plays a substantial role in determining customer satisfaction, while individual attributes can serve as reliable indicators of brand choice. Brand equity has a significant impact on customer satisfaction, with the latter being a key driver of customer loyalty. When selecting a cell phone, several crucial variables come into play, including the brand name, aesthetics, and reliability. Consumers place a high level of importance on the quality of a brand, with a subsequent emphasis on both the quality and purpose of the product. Customer satisfaction is influenced by many factors, such as fulfilment of needs, enhancement of performance, ease of use, protection of privacy, peer influence, and comfort of usage. In order to enhance profitability and foster client loyalty, organizations are required to consider these elements.

This paper was published in the year 2020 by Hameed S and Thangaraja, their paper provides.

This research investigates the correlation between brand name, quality assessment, word-of-mouth promotion, and brand image within the context of international marketing. Additionally, it underscores the significance of the country of origination in influencing consumer opinions. The study also examines the factors contributing to cell phone issues across a sample of 102 participants ranging in age from 18 to 50. The Mobile Phone Problem Use Scale (MPPUS) was established to forecast mobile phone usage based on three factors: extraversion, lack of awareness of oneself, and age. The research findings indicate that neither gender nor neuroticism have a significant impact on cell phone usage. This implies that there is a requirement for the development of a standardized measurement tool to assist in the treatment of addictive behaviours related to cell phone use.

3. RESEARCH METHODOLOGY

3.1 RESEARCH METHODOLOGY

Here, we create an outline to examine and re-evaluate of primary and secondary data gathered. The method as well as ideas that were employed during primary research to get the conclusions are also covered and lead logically to the analysis and outcomes.

3.2 RESEARCH TYPE

The type of strategy used here is to bring the many variables for study together where we can analyse logically and effectively, while ensuring satisfactory solutions to the statement of problem mentioned in the research and this process is termed as Research Design. This provides a methodical way for accomplishing the survey's goal and arriving to satisfied result. The information was gathered from people through a well-organized, simple-to-understand questionnaire.

3.3 SAMPLING TYPE

The majority of the information was gathered using a basic random sampling technique, in which consumers of various brands were picked at random and given an equal chance of being chosen.

3.4 QUANTITATIVE RESEARCH

Using data to quantify a market's measurement is the goal of quantitative research. The most common types of information requested are those pertaining to sizing of the market, market share, market penetration and growth rates. This research may be used to assess consumer attitude, contentment, commitment as well as a variety of other relevant market data that can be followed over time.

By selecting a statistical sample of consumers, quantitative research may be used to evaluate market behaviour overall, assess consumer knowledge of and attitudes toward various manufacturers, and measure consumer awareness of and sentiments against competing products.

The different techniques for conducting quantitative research are:
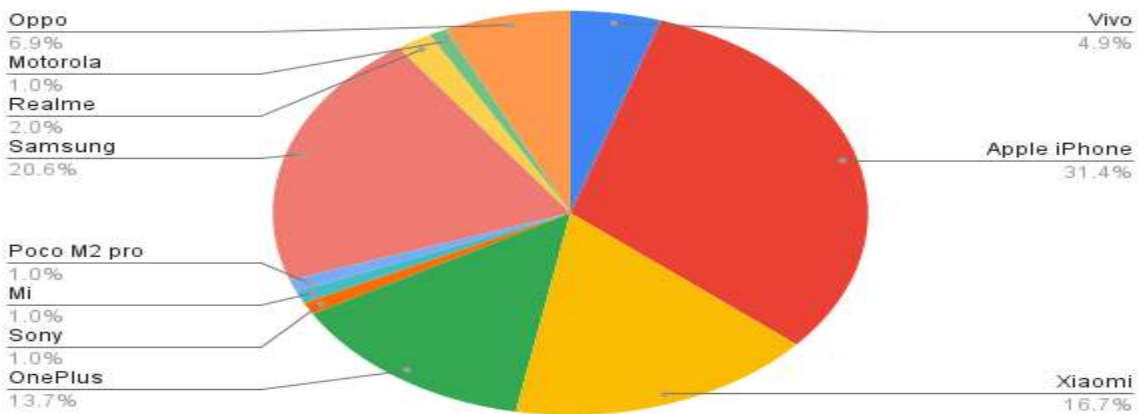
• Survey method

• Questionnaires

4. ANALYSIS OF DATA

4.1 DATA ANALYSIS AND INTERPRETATION

1. Analysis of which Mobile Brand are people using currently. Through this data available we know that the most used Mobile Brand is Apple iPhone having a percentage of 31.4% with 32 responses. Followed by Samsung being the second most used Brand having 20.6% with 21 responses. The third most currently used brand being Xiaomi having 16.7% with 17 responses. Through the responses we know that the Apple market is a currently taking over all other Mobile Brands.


2. Analysis of the price range, for currently using Mobiles. We get to know that most of the population's price range is from Rs. 5,000 to Rs. 25,000 with 38 responses. Then comes the range between Rs. 25,000 to Rs. 50,000 with 36 responses. The least with Rs. 75,000 whose responses were about 11. So, we can conclude that the currently using range of mobiles being in the range of Rs.5,000 to Rs.25,000.
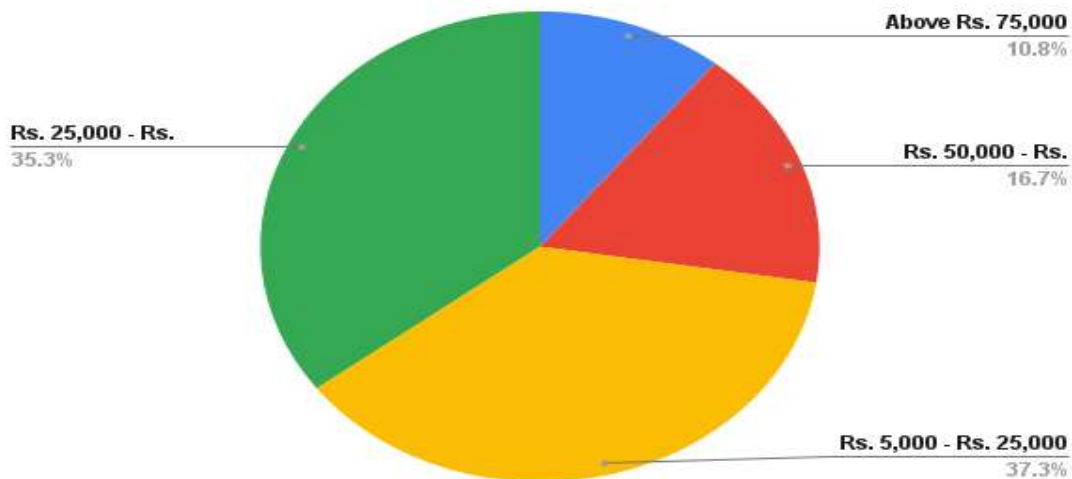

3. Analysis of how satisfied are you with your current Mobile. We know that most responses depict "Satisfied" which implies people are happy with their current Mobile Brand with 46 responses. The second most responses are "Fully Satisfied" with responses of about 45 members. Then, the lest being "Not Satisfied" with just 4 responses.

Count of How satisfied are you with your current Mobile?
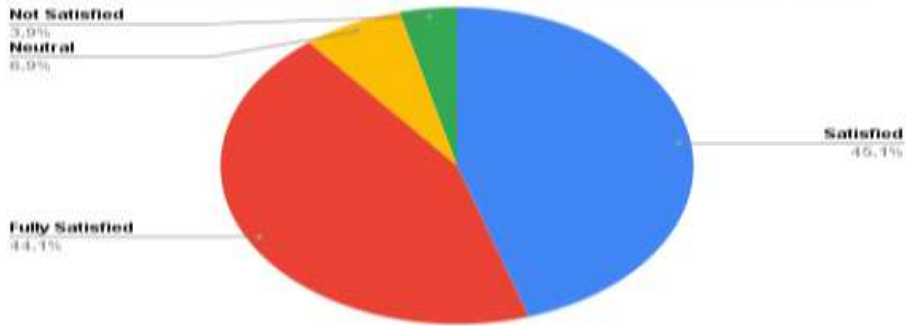
4. Analysis of which Mobile Brand were they previously using. The highest being "Xiaomi" with 22.5% and 23 responses. The next brand being "Samsung" with 18.6% and 19 responses. Followed by "OnePlus" with 15.7% and 16 responses.

Count of Which Mobile Brand were you previously using?
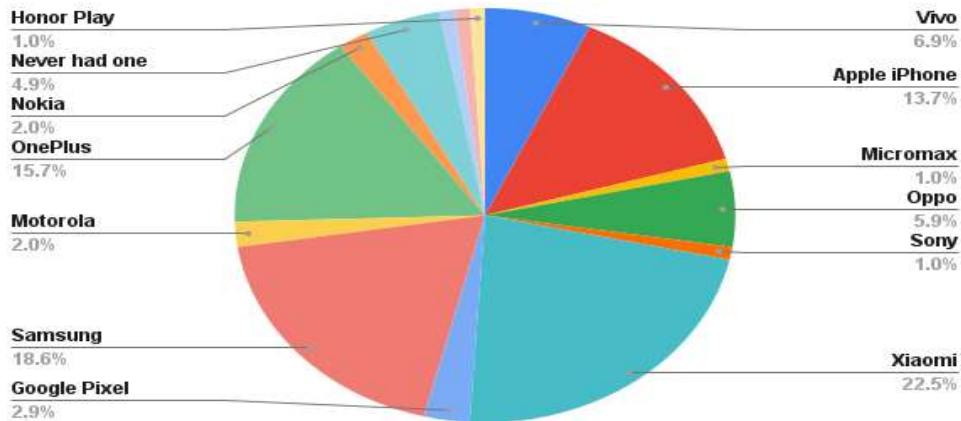
5. Analysis of how satisfied were they with their previous Mobile. The analysis shows that around 43 responses are "Satisfied", followed by 27 responses being "Fully Satisfied". Their percentages being 42.2% and 26.5% respectively. With least number of votes for "Not Satisfied" with just 7 responses.

Count of How satisfied were you with your previous Mobile?
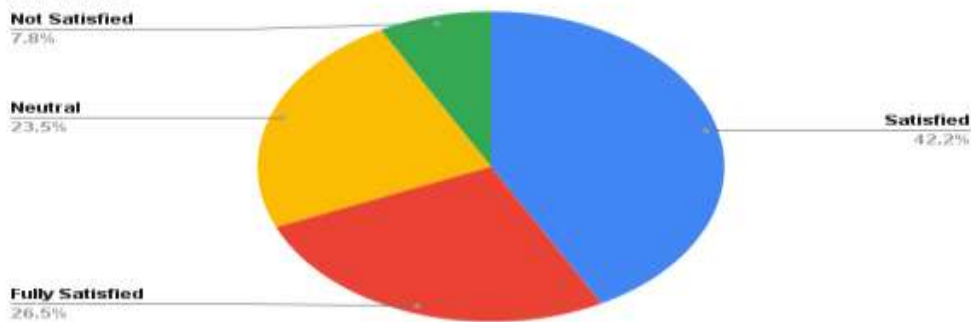
6. Analysis of how often do they change their Mobiles. We can see that about 63.7% consumers change their phones in 2-5 years' time with 65 responses. Followed by 1-2 years being 19.1% with 20 responses and the least being "More than 5 years" with 17 responses of about 16.7%.

Count of How often do you change your Mobile?
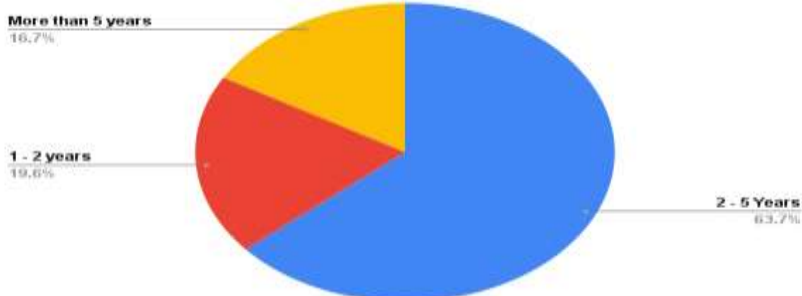
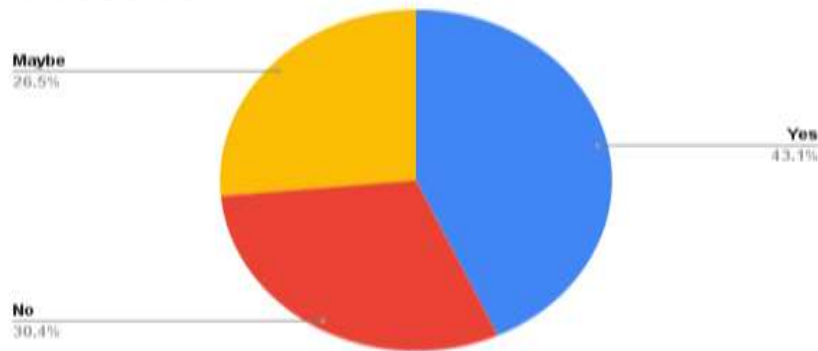7. Analysis of customer behaviour when their income changes. We can see that the responses with "Yes" being the most with 43% which is about 44 responses, followed by "No" with 30.4% coming up to 31 responses and then is "Maybe" with 26.5%, having 27 responses.

8. Analysis of which Brand would they go for if their Income Increases. We see that "Apple iPhone" is the highest having 52 responses with 51% of the total data. Followed by "OnePlus" with 21 responses which is about 20.6%. Later in line stays "Samsung" with 15 responses which is about 14.7%.

9. Analysis of how much are they willing to pay had their Income Increased. The price range is from Rs. 50,000 to Rs. 75,000 with 37.3% having 38 responses. Then comes Rs. 50,000 to Rs. 75,000 with 31.4% having 32 responses. The least being Below Rs. 5,000 with just 1 response.
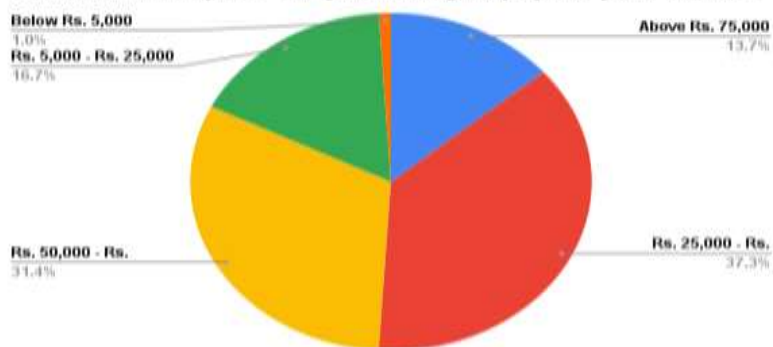
10. Analysis of which Brand would they recommend others. Analysis says that "Apple iPhone" is the most recommended Brand with 45.1% responses which count to 46 respondents. Followed by "Samsung" with 21.6% that is 22 recommendations and the next being "OnePlus" with 13.7% recommendations.

Count of Which Brand would you recommend others?
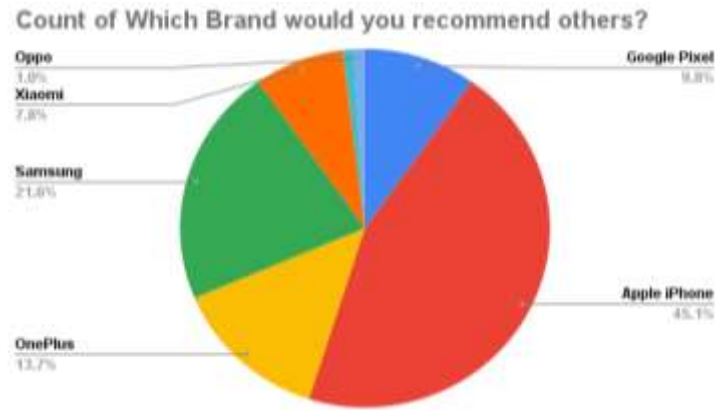
11. Analysis of how influential can your friends be on switching to another brand. We can see the analysis that "No" being the highest with 52% which means that other external reasons do not influence the buyer. But the impact on Income Changes do influence the customers.

Count of Does the Brand owned by your friends influence your choice?
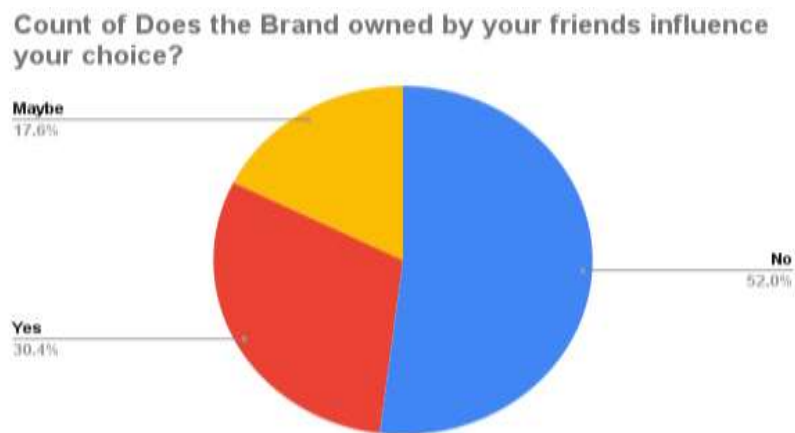
STASTICAL ANALYSIS AND INTERPRETATION

4.3 CORRELATION ANALYSIS

Correlations

Descriptive Statistics

	Mean	Std. Deviation	N
Satisfaction (Current Mobile)	1.70	.765	103
Satisfaction (Previous Mobile)	2.12	.900	103
Prefer better Brand (Income increases)	1.87	.848	103

- Descriptive Statistics tables show the variables considered for analysis with their respective Mean values and Standard Deviation values.

- The variables are Satisfaction of (Current Mobile), Satisfaction of (Previous Mobile) and Prefer better Brand (Income Increases).

Correlations

		Satisfaction (Current Mobile)	Satisfaction (Previous Mobile)	Prefer better Brand (Income increases)
Satisfaction (Current Mobile)	Pearson Correlation	1	.294**	-.210*
	Sig. (2-tailed)		.003	.033
	N	103	103	103
Satisfaction (Previous Mobile)	Pearson Correlation	.294**	1	-.199*
	Sig. (2-tailed)	.003		.044
	N	103	103	103
Prefer better Brand (Income increases)	Pearson Correlation	-.210*	-.199*	1
	Sig. (2-tailed)	.033	.044	
	N	103	103	103

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

- Correlation table shows the Significance values of each variable considered, the value must be below 0.05.

- The values obtained show the relationship between the variables Satisfaction (Current Mobile) with Satisfaction (Previous Mobile) shows a Significance value of 0.003 which states that they are highly corelated to each other.

- Satisfaction (Current Mobile) with Prefer better Brand (Income Increases) have a value 0.033 which also implies that they are highly corelated.

- Last variable is Prefer better Brand (Income Increases) with Satisfaction (Previous Mobile) have a significance value of 0.044.

Correlations

Descriptive Statistics

	Mean	Std. Deviation	N
Age	2.36	.712	103
Satisfaction (Current Mobile)	1.70	.765	103
Brand influenced by Friends	2.20	.890	103

- The variables used to run this analysis are Age, Satisfaction (Current Mobile) and Brand influenced by Friends.

- This table shows the Mean values and standard Deviation values of each variable.

Correlations

		Age	Satisfaction (Current Mobile)	Brand influenced by Friends
Age	Pearson Correlation	1	.020	.007
	Sig. (2-tailed)		.838	.944
	N	103	103	103
Satisfaction (Current Mobile)	Pearson Correlation	.020	1	-.197[*]
	Sig. (2-tailed)	.838		.046
	N	103	103	103
Brand influenced by Friends	Pearson Correlation	.007	-.197[*]	1
	Sig. (2-tailed)	.944	.046	
	N	103	103	103

*. Correlation is significant at the 0.05 level (2-tailed).

- Correlation table shows the Significance values of each variable considered, the value must be below 0.05.

- The values obtained show the relationship between the variables Satisfaction (Current Mobile) with Brand influenced by Friends having value 0.046, which implies that they are corelated to each other.

- There is no other variable which is corelated as their values are higher than 0.05, this states that there is no strong relation with variables.

4.4 CROSS TABULATION ANALYSIS

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender * Mobile Brand (Current Mobile)	103	100.0%	0	0.0%	103	100.0%

Gender * Mobile Brand (Current Mobile) Crosstabulation

Count

		Mobile Brand (Current Mobile)										Total
		Apple iPhone	Mi	Motorola	OnePlus	Oppo	Poco M2 pro	Realme	Samsung	Sony	Vivo	Xiaomi	
Gender	Female	15	0	0	3	6	1	1	13	1	2	9	51
	Male	16	1	1	11	1	0	1	8	0	4	8	51
	Prefer not to say	1	0	0	0	0	0	0	0	0	0	0	1
Total		32	1	1	14	7	1	2	21	1	6	17	103

- This analysis is done to obtain the maximum frequency count of variables considering other variables i.e., considering Gender and Mobile Brand (Current Mobile).

- In this we can see that Male are 16 and Female are 15 in number, have the highest count for Apple iPhone as their Current Mobile Brand summing it up to 32.

- Second on list is Samsung with Female having 13 and Male having 8, summing it up to 21 in total.

Case Processing Summary

	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Prefer better Brand (Income increases) * Brand Preferred (Income increases)	103	100.0%	0	0.0%	103	100.0%

Prefer better Brand (Income increases) * Brand Preferred (Income increases) Crosstabulation

Count

		Brand Preferred (Income increases)							Total
		Apple iPhone	Google Pixel	I would stick to the same brand Apple	OnePlus	Samsung	Vivo	Will go for a new mobile only when the present one becomes dysfunctional	Xiaomi	
Prefer better Brand (Income increases)	Yes	24	3	8	11	6	3	8	0	44
	Maybe	11	4	0	8	4	1	0	0	28
	No	17	1	1	3	5	0	1	3	31
Total		52	8	1	22	15	1	1	3	103

- We can see that consumers with responses of preferring a better Brand if their Income changes is High with YES and they prefer Apple iPhone as Mobile, with 24 in count.

- Consumers who opted for NO also prefer Apple iPhone as their Brand Preferred with 17 in count and the total responses for Apple iPhone is 52.

Case Processing Summary

	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Brand influenced by Friends * Brand Recommend to others	103	100.0%	0	0.0%	103	100.0%

Brand influenced by Friends * Brand Recommend to others Crosstabulation

Count

		Brand Recommend to others							Total
		Apple iPhone	Google Pixel	Its up to them	OnePlus	Oppo	Samsung	Xiaomi	
Brand influenced by Friends	Yes	12	1	0	8	1	7	3	32
	Maybe	10	1	0	1	0	4	2	18
	No	24	8	1	6	0	11	3	53
Total		46	10	1	15	1	22	8	103

- This table shows the analysis of Brand influenced by Friends with Brand Recommended to others.

- We can see that the highest responses are NO with 53 in total, but the number of consumers preferring Apple iPhone are 24 responses. Samsung being second on list after iPhone with 11 responses.

- This implies that consumers recommend iPhones but they are not influenced by their Friends.

4.5 FACTOR ANALYSIS

Factor Analysis is done mainly to group the variables into Factors and differentiating them based on these Factor groupings.

Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.567
Bartlett's Test of Sphericity	Approx. Chi-Square	77.695
	df	15
	Sig.	<.001

- Values KMO should be more than 50% and we obtained a value of 0.567 i.e., 56%, which implies that the model can be used for further analysis and study.

- The value of Significance should be less than 0.05 and we obtained a of value 0.001 which tells us that the model can be used for further study.

- The Degree of Freedom obtained is 15 and Chi-Square value is 77.695.

Communalities

	Initial	Extraction
Age	1.000	.686
Price range (Current Mobile)	1.000	.752
Satisfaction (Current Mobile)	1.000	.515
Satisfaction (Previous Mobile)	1.000	.773
Frequency Mobile change	1.000	.740
Price Preferred for Mobile	1.000	.783

Extraction Method: Principal Component Analysis.

- The extraction method used here is Principal of Component Analysis as this method takes Total Variance into consideration. This method is used to determine Minimum Factors which accounts to Maximum Variance.

- Communalities table explains Total Variance a single factor shares with other factors and the values should be above 0.5 to consider this model.

- We can see that all the Factor values for Extraction are above 0.5 which implies that we can consider this model for analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.947	32.448	32.448	1.947	32.448	32.448	1.665	27.753	27.753
2	1.218	20.298	52.746	1.218	20.298	52.746	1.323	22.045	49.798
3	1.085	18.077	70.822	1.085	18.077	70.822	1.261	21.024	70.822
4	.770	12.836	83.658						
5	.589	9.812	93.470						
6	.392	6.530	100.000						

Extraction Method: Principal Component Analysis.

- The above table Total Variance Explained shows us Factors that are considered and Eigen value must be above 1 to consider the Factors.

- We can see that 3 Factors are considered and the Total Variance they explain is 70.82%.

- The 1st Factor explains 27% of the data, while the 2nd Factor explains 22% of total data and the 3rd Factor explains 21% of data. Having a Factor Loadings of 70% in total.

- The other factors are not considered as the Eigen value is below 1.

Component Matrix[a]

	Component		
	1	2	3
Price range (Current Mobile)	-.828	.038	.254
Price Preferred for Mobile	-.724	.057	.506
Satisfaction (Current Mobile)	.612	-.304	.218
Age	.215	.790	-.126
Frequency Mobile change	.310	.660	.457
Satisfaction (Previous Mobile)	.469	-.248	.702

Extraction Method: Principal Component Analysis.
a. 3 components extracted.

Rotated Component Matrix[a]

	Component		
	1	2	3
Price Preferred for Mobile	.885	.011	-.017
Price range (Current Mobile)	.826	-.233	-.123
Satisfaction (Previous Mobile)	-.009	.877	.064
Satisfaction (Current Mobile)	-.404	.589	-.068
Frequency Mobile change	.061	.286	.809
Age	-.180	-.266	.763

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 5 iterations.

- Considering both the tables we obtain the Factors and group them based on the values, here we have 3 Factors that are considered.

- The Factors in Component Matrix are made to rotate to check for the stability of factors and the values are shown in Rotated Component Matrix.

- The 1st factor that can be considered are Price Preferred for Mobile and Price range (Current Mobile), they can be grouped as Consumers who look at Price when purchasing a mobile.

- The 2nd factor that can be considered are Satisfaction (Previous Mobile) and Satisfaction (Current Mobile), they can be grouped as Consumers who look at the Satisfaction Level when purchasing a mobile.

- The 3rd factor that can be considered are Frequency Mobile change and Age, they can be grouped as Consumers who change their Mobiles frequently based on the age groups. In this group we can see which group have the tendency of frequently changing patterns.

5. CONCLUSION

5.1 FINDINGS

- About 13 questionnaires were issued to analyse the targeted population i.e., the regular Mobile users.

- About 45.1% of prefer Apple iPhone on increase in Income.

- With 43.1% responding to "Yes" for questioning if they would change their phone if Income Increased.

- Through this analysis we realise that the Branding is one of the most influenced when it comes to customers preferences.

- Relatively the impact on the price the customers would give for a Mobile has increased from the rang of Rs. 5,000-Rs. 25,000 to Rs.25,000-Rs.50,000.

- Thereby increasing the economy or GDP of our country. Which impacts the Economy of India.

5.2 CONCLUSION

The development of successful stabilisation programmes depends on having a thorough understanding of how consumers react to changes in income, especially in the context of how they might react to tax or welfare reforms. We have examined empirical methods for two different topics in this paper and run 3 different types of analysis.

First, how should one react to expected income changes and do unanticipated changes in income affect consumption. Secondly, the analysis of these issues can be done using a variety of methods, such as the use of data with individual consumption of income expectations, the identity of specific incidents of expected income declines or increases, the valuation of sophisticated income processes to differentiate between transitory as well as permanent shocks and many other methods. In this research we attempted to classify and analyse the various studies along each of these dimensions or variables.

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