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Impact of Brand Preference of Mobile Phones on Graduate Students'

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ABSTRACT

Investigating the effects of graduate students' mobile phone brand preferences was the goal of this study. Data were gathered from a sample of graduate students from several universities in a given area using a survey research design for the study. The study's findings show that brand preference, which a majority of respondents indicated they had a strong preference for, is an important consideration when graduate students are choosing a mobile phone. The study also discovered that graduate students' brand preferences are significantly influenced by elements including perceived quality, brand loyalty, and social impact. The study also showed that brand preference has significant effects on mobile phone usage patterns, with brand aficionados displaying distinct usage behaviours than those who are less brand aficionados. Based on these results, we suggest that marketers and makers of mobile phones fund initiatives to foster and sustain graduate students' brand loyalty. Initiatives to increase customer experience, build a sense of community and belonging around a specific brand, and improve product quality may all fall under this category. Overall, the study emphasises the significance of brand preference in determining graduate students' mobile phone usage patterns and offers helpful advice for mobile phone producers, marketers, and educational institutions on how to better comprehend and cater to the particular needs and preferences of this significant consumer group.

Keywords: Brand preference, perceived quality, brand loyalty, social impact.

INTRODUCTION

Building brand preference is one of the objectives every company strives to accomplish because it is closely related to brand marketing ideas. Brand marketing is a comprehensive strategy that calls for achieving a number of goals in order to create strong emotional bonds and long-lasting relationships with customers.

Brand awareness, advocacy, loyalty, equity, engagement, identity, and image are crucial components that greatly contribute to developing your brand preferences. Although it might seem like a lot, remember that this is a long-term game. Customers will have more reasons to choose your business as soon as you take these variables into account when creating your brand marketing plan.

High-level customization, in-depth segmentation, and the ability to anticipate consumers' intentions based on their behavior and engagement will stop your clients from switching to your rivals. You'll have the information you need to generate extremely relevant and effective offers if you conduct a thorough research of your clients' needs and preferences.

  Brand preference helps build stability in your customer base. Not only can the first-time consumer of a brand choose your product more often, but they also have the opportunity to care about your brand, helping to shift other consumer preferences to people who may not be sure which brand to try. In addition, brand preference can indicate an effective strategy for the top of the shopping ladder. In the marketing funnel, a successful upper funnel strategy involves building brand awareness through meaningful communication with consumers. One of the biggest hurdles a brand faces is breaking through the noise and making sure their brand is seen and embraced by the people they're trying to reach. Building a Level of Brand Loyalty Building a level of brand loyalty tied to brand preference is not only a sign that brand awareness has grown, but also that your brand has resonated enough with the consumer to make it a priority in their customer journey. Furthermore, once brand preference is established, a well-known brand has the potential to promote itself easily. Whether it is a memorable brand image, a good customer service experience, or a memorable brand for potential customers, these small things influence brand preference and help emerging names penetrate the market.

As noted above, it's important to pay attention to marketing efforts as they relate to brand awareness strategies: what works, what doesn't, and what can be improved. Measuring brand preference is important for startups and emerging brands trying to gauge their brand equity. The first step in measuring brand preference is to evaluate the effectiveness of advertising in attracting people to your brand. Amazon Ads offers Amazon Attribution to measure the impact of brands' non-Amazon media on Amazon. Brands can also determine brand preference, awareness and optimization for their Amazon

advertising campaigns through industry-leading measurement partners. Amazon Marketing Cloud (AMC) gives advertisers greater flexibility to understand the sequence of effective marketing touch points and create a holistic view of how to most effectively engage their audience.

Brand preference is not something that can be established overnight, but through awareness, communication with customers and staying agile, brand preference can be achieved.

1. be proactive with brand awareness

Branding is a crucial step for any brand in building brand preference. If the consumer is not aware of the existence of your brand, he has no chance to form a brand preference. Market research is a good starting point to determine what opportunities your brand has among all the other brands out there. What is a realistic market share that your brand can capture? By creating a solid marketing strategy that highlights the unique aspects of your brand, customers will understand why they should be willing to try your product? Figuring out the core aspects of your brand identity is extremely important - if it's brand values, it will highlight them. If it's social media creative, make sure it's featured. Most importantly, be prepared to demonstrate value and back up your claims.

2. Be communicative with customers

Consumers are smart and socially aware and pay attention to both the brand promise and the actions behind it. Building customer loyalty means delivering on your brand promises. Technology has broken down barriers and connected people around the world, giving consumers a more global view of the world. They see the effects of climate change and think about their habits and purchases. Many consumers support social justice movements in the hope of creating a fairer society.

1. Consumers are also aware of the unique and often powerful influence of brands. That's why they expect all brands to do more. Many consumers around the world would like brands to be more empathetic and human, and are asking them to strike a balance between profit and meaningful social contribution.

2. The ability to deliver a timely value-based message to customers as well as product communication helps build a bond with them. This brand engagement, in turn, can help build further brand trust and a direct relationship that can develop into brand preference and loyalty.

3. Be nimble and ready to turn

The rotation option applies to advertising and customer needs. A brand must always develop together with its customers and pay special attention to customer feedback. Demonstrating this commitment to customers can go a long way. When it comes to promoting and increasing brand visibility, Amazon Ads offers several ways to measure brand awareness, such as new brand metrics. Sponsored Brands offer unique reports with new brand metrics that allow you to measure the total number of first-time customers or the total number of first-time sales over the last 12 months. Knowing that many non-Amazon channels influence the customer journey gives you insight into how your brand or product reached new audiences with Amazon Attribution. The console helps you connect your advertising metrics across search, social media, video, display and email. By understanding the impact of digital advertising on various touch points, you can increase awareness and achieve your brand's marketing goals.

Literature review

Dr. Maheshwari, V. in his work titled A Study On Brand Preference of Mobile Phone Users in Chidambaram Town, concludes that small local players like micromax, Karbonn, lava, sidrun, spice etc. need to quickly rethink their product, marketing and service strategy according to small towns. In addition to the affordable price and guaranteed quality of mobile phones, the target group of the mobile phone company should be more towards the younger generation. They aim to achieve the best "bracket" mobile market share in small towns like Chidambaram and even the best mobile market shares in India. Tafadzwa Ndadziyira, in his work titled Brand preference for mobile phones among students at a selected higher education institution talks about the results for the inferential statistics tests showed both significant and non-significant relationships between mobile phone brand preferences and other variables. These results showed that factors, such as brand popularity, prices and other product attributes, social influences, and marketing communications all influenced mobile phone brand popularity, where both moderate and weak correlations were found to exist. Mohamed Ismail Mohamed Riyath1 and Sulaima Lebbe Musthafa, in his work titled Factors Affecting Mobile Phone Brand Preference: Empirical Study on Sri Lankan University Students, measures the factors influencing brand choice in the context of Sri mobile phone industry Quality Aspects, Advertising and Promotion, Features, Third Party Endorsements, Brand Reputation, Celebrity Endorsement and After Purchase Services. In the Sri Lankan context, the price of a mobile phone plays a key role in the brand selection decision of Sri Lankan university students. The price of a mobile phone is one of the most important factors when choosing a particular brand. Quality aspects of mobile phones such as network coverage, screen, sound, camera, speed, battery and user-friendliness also play an important role, as well as stylish appearance such as dimensions (body), weight, shape, colors and attractiveness. This attractiveness encourages the consumer to buy a particular mobile phone over other brands. Ms. Santosh Bala Sharma Dr. Geetika Sharma Dr. Rakhee Diwan Er. Ashwani Kumar in their paper titled Factors Affecting Brand Switching Behavior & Brand Preferences Towards Mobile Phones in Punjab, according to the study, mobile phone brand selection behavior was widely influenced by many factors. These factors influence them to change the existing one. In an informal discussion with mobile phone users, it was found that there are many factors that motivate them to switch brands. In the telecommunications industry, new technology will arrive within 3-4 months. It was also revealed that the maximum usage time of the mobile phone is 3 years. After the 3-year period, mobile users usually want to change their existing mobile phone for several reasons. Mobile phone manufacturers have always introduced new technology to attract consumers under pressure from competitors. These factors make them feel that their current cell phone did not have new features. The effect of this on them is to switch mobile phones. Many companies adopt new marketing systems that make consumers own

a mobile phone with the same configuration. Similar to consumers using Jio Telecom's free internet services and free calls, many consumers bought a 4G mobile phone even when they already had good 3G capacity. Referrals from friends, social status, new features, mostly camera resolution, storage capacity, battery backup, new design, low price, after-sales services, network plans, celebrity additions, popularity, product image are factors that influence the choice of a new mobile phone or to replace an old mobile phone. The study concluded that the most important factors affecting customers are social, technological, sales promotion, price and quality.

Statement of the Problem

The goal of this study is to investigate how graduate students' preferences for mobile phone brands affect them. Finding out how brand preferences impact graduate students' mobile phone purchasing behavior is the specific issue this study attempts to solve. The study also intends to determine the elements—such as cost, features, design, brand reputation, and advertising campaigns—that affect graduate students' brand preferences when choosing mobile phones. In the end, this study intends to offer perceptions into graduate students' mobile phone purchasing behavior, which could be helpful for marketers and manufacturers in creating marketing strategies and product designs that target this market.

Research Methodology

The study is completely based on the primary date that collected from 100 respondents from different parts of Nagpur district. To collect the primary data from the respondents from Nagpur district a well-structured questionnaire was designed which was intended to study the customer behaviour. Responses were collected from the samples.

Sampling unit: online customers were chosen as sample unit.

Sample size: 68 was the sample size for this research work. Convenience sampling method was used to collect data. The respondents were asked predefined questions as listed in the questionnaire. Any question which needed clarification was explained to the respondents.

Objectives

- To determine the preferred brand among graduate students who own several mobile phones.

- To gauge how satisfied students are with various mobile phones.

- To be aware of the key characteristics that customers search for in a mobile device before making a purchase.

- To identify the major participants in the mobile phone industry.

- To determine the degree to which brand preferences for mobile phones were influenced by product characteristics among students.

Scope of the study

- The study covers the impact of brand preference of mobile phone on graduate students towards brand awareness, preference and their level of satisfaction.

- The impact of Brand preference on the buying behavior and decision-making process of graduate students when purchasing mobile phones.

- The respondents are restricted to graduate students only.

Limitations of the study

- The study focused mainly on graduate students.

- Since students can only afford affordable mobile phones with features they want to use, like WhatsApp, the study's target audience of students cannot be considered to be a real reflection of consumer brand preferences with regard to cost.

Data analysis and interpretation

In this section various charts are drawn based on the primary data and the same is interpreted in different ways.

Gender

67 responses
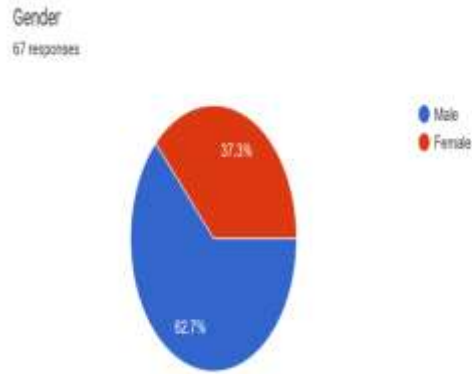
The survey showed 37.3% respondents are females and 62.7% respondents are males.
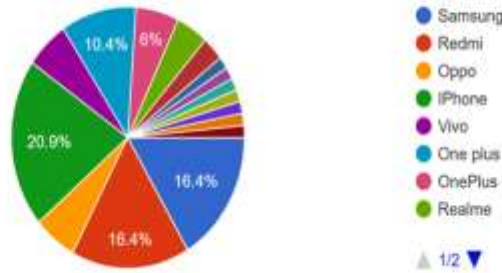
Education Status
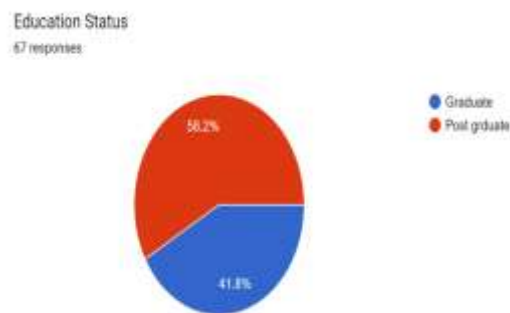
67 responses

The Survey showed that 41.8% respondents are graduates and 58.2% respondents are post graduates.

Age
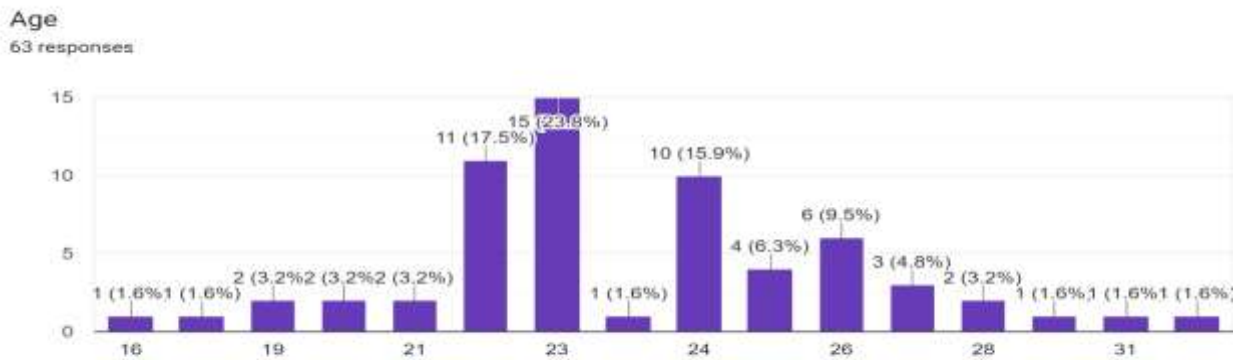
63 responses

The Survey showed that most of the respondents are between the age group of 22-26 years.

Which mobile phone are you currently using?
67 responses

- Samsung
- Redmi
- Oppo
- IPhone
- Vivo
- One plus
- OnePlus
- Realme

1/2 ▼

IPhone dominate the mobile market of the concerned respondents followed by Samsung and Redmi which have 20.9% and 16.4% of market shares respectively.

**Under what price range do you prefer to buy your mobile phone?**
68 responses

- Below 5000
- 5000-10000
- 10000-20000
- Above 20000

52.9% of respondents are willing to pay more than Rs 20000 for their mobile handset while a 44.1% of the respondents prefer to buy their phones between a price range of Rs 10000-20000.

**Why do you prefer your current mobile brand over others?**
68 responses

- Affordable price
- Appearance
- Quality
- Better features
- Catchy advertisements
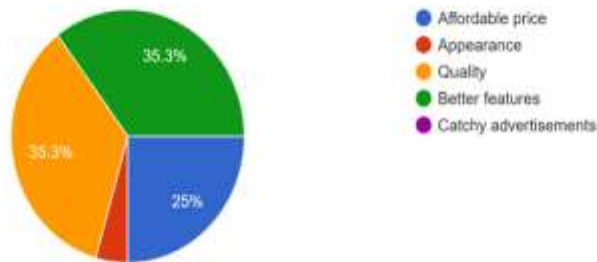
It is concluded from the survey that the brand preference of the concerned respondents mainly depends on the quality and features of a particular mobile phone.

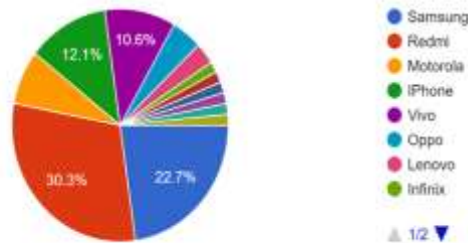How long have you been using your current phone?
68 responses
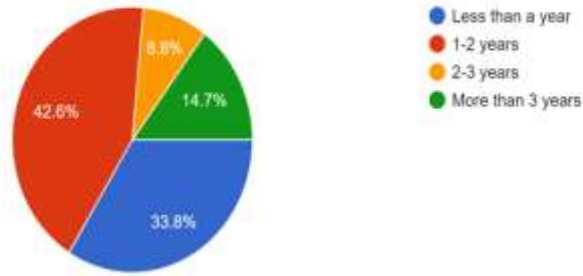
Out of all the respondents 42.6% of the respondents are using their phones for 1-2 years , 33.8% are using for less than a year , 14.7% are using for more than 3 years & 8.8% are using for 2-3 years.
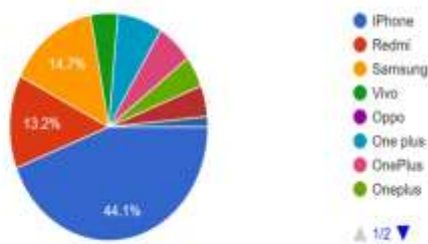
What brand of phone did you owned previously?
66 responses

Most of the respondents owned redmi as their previous mobile phone followed by samsung.
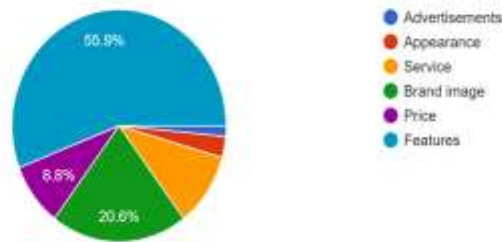
Which is your favorite brand of mobile phone?
68 responses

44.1% of respondents choose iphone as their favorite brand of mobile phone.

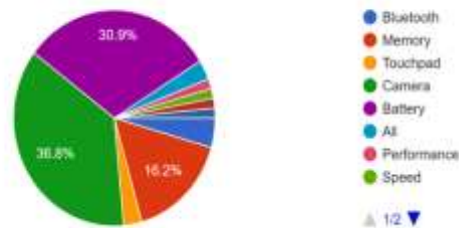Why do you like the brand you choose as your favorite one?
68 responses

- Advertisements
- Appearance
- Service
- Brand image
- Price
- Features

Respondents choose their favorite brand by looking at the features of the mobile phone.

What is the most important element of your mobile phone?
68 responses

- Bluetooth
- Memory
- Touchpad
- Camera
- Battery
- All
- Performance
- Speed

1/2 ▼

The survey showed that most of the respondents consider speed and battery as the most important element of their preferred mobile brand.

Do you prefer to change your current model if a latest model arrives in the market?
68 responses

- Yes
- No
- Maybe
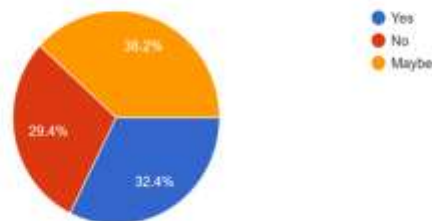
Maximum number of respondents may or may not change their current handset if a new model arrives in the market. 32.4% of people responded Yes while 29.4% responded.

Conclusion

The purpose of this survey was to identify graduate students' preferred mobile phone brands. The results demonstrate that these students' preferences for mobile phone brands are influenced by costs, product characteristics, and brand popularity. The selection of a mobile phone is also influenced by the device's features, brand reputation, and post-purchase services. These elements, however, are not as significant as the cost, fashionable looks, and perceived quality. Graduate students' decisions regarding their mobile phones appear to be influenced by the device's features, brand reputation, and after-sale services. When students buy mobile phones, major considerations include aesthetics, cost, brand perception, and advertising. Many students like handsets that are sleek, medium in weight, and huge in size.

Recommendations and future scope

The following suggestions are given in light of the study's findings:

- Although other mobile phone characteristics, such as appearances, portability, and features, should also be viewed as important, manufacturers should take into account the quality, user-friendliness, durability, and reliability of the mobile phones they produce. This is because the results of this study show that these product attributes exert the greatest influences on brand preferences.

- Since there are so many identical competing brands on the market, mobile phone manufacturers should create devices that are simple to use.

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