



A Study on Brand Preferences of Mobile Phones among Graduates and Post Graduates in Greater Noida Region.

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ABSTRACT

The primary objective of this research paper is to delve into the preferences of college students when it comes to selecting a brand of mobile phones. This investigation aims to shed light on the factors that hold significance for these students during the process of purchasing a mobile phone. These factors encompass a wide range of considerations, including but not limited to features, pricing, brand reputation, family recommendations, and camera quality. To gather empirical data, a comprehensive questionnaire was employed as a research instrument, allowing us to gain insights into the purchasing behavior of college students residing in Greater Noida. This region was selected as the study's geographical focus, given its dynamic demographic of young individuals pursuing higher education. The study casts its spotlight on some of the most popular mobile phone brands in the market, namely iPhone, OnePlus, Samsung, Oppo, and Realme. By concentrating on these brands, we intend to offer a comprehensive view of the choices available to college students and discern the factors that steer them towards one brand over another. Smartphones have swiftly transformed into a ubiquitous necessity in contemporary society. As such, this research goes beyond the mere examination of preferences and purchasing behavior. It also explores the broader attitudes of college students towards smartphones. These devices have become integral to modern life, serving not only as communication tools but also as sources of entertainment, productivity, and connectivity. Consequently, understanding the nuances of college students' perceptions and expectations regarding smartphones is crucial in comprehending their role in our daily lives. In conclusion, this research endeavor is designed to provide a thorough and in-depth analysis of college students' brand preferences, purchasing considerations, and attitudes towards smartphones. By examining these facets, we aim to contribute valuable insights to the ever-evolving mobile phone industry, shedding light on the factors that influence the choices made by the younger generation in the context of an indispensable technological device.

KEYWORDS: Students, Colleges, Mobile phones, Brands, Technology, Productivity, etc.

INTRODUCTION

Mobile phones are beneficial to the society and to the everyday life of an individual. There are a number of disadvantages to the use of mobile phones. There are many parts of a mobile phone that are unnecessary and do not add to the usefulness. There are also certain specific health impacts, potential accident risks and an increased risk of crime associated with the use of the mobile phone. In addition to this, the behavior of young people deteriorates and becomes inappropriate when using a mobile phone. Majority of companies wants to retain existing students; marketer needs to know the behavior and specific needs of students. The study of buying behavior examines how individuals make decisions in spending their available resources, time, money, effort on various aspects such as whom to buy from, where to buy, how often they buy and how often they use it. The study of student behavior understands of how individuals behave in purchasing mobile phones. New generation can be called as smart phone generation as they love too busy with their smart phone all the time. And it becomes a very necessary instrument in their life. So before choosing their instrument of passing time they spent considerable amount of time for selecting smart phone. There are many factors to consider and brand is one of them. A smart phone is a mobile phone with an advanced mobile operating system which combines features of a personal computer operating system, with more advanced computing capability and connectivity with other features useful for mobile or handheld use by offering advanced technologies for information management, mobile calls, email sending, and internet access. While offering a standardized platform for application developers a smart phone performs everything a personal computer can do, and because of its mobility, much more. It combines a cell phone with very advanced features in smart phone internet, instant messenger e-mail, media player, video games, GPS navigation unit, digital camera, voice dictation for messaging and a voice search for asking questions about anything. It goes without saying that a single moment cannot be passed without having the existence of smart phone as it makes human life easy and making them knowledgeable regarding the whole universe in order to adapt with the technological advancement.

LITERATURE REVIEW

- Literature review of brand preferences of mobile phones consist the summary of findings of research, carried out in the past directly and indirectly related to the topic.
- This review provides insight to the researchers regarding what is already known and what remains to be tested regarding the topic of the research.
- Chu-Mei Liu (2002) had researched and studied that the effort of promotional activity on brand decision i.e. how advertising and promotion activities place a very important role in interference the buying behaviour of college student.
- In 2005 Heikki Karajaluoto researched and studied the factors which affect the consumer choice of mobile phone. Two studies show that the technical problem are the basic reasons to change mobile phones among students like price, brand interface and properties are the most influential factors.
- 2008 Ram Krishna researched and studied the perception of product attribute that plays an important role in brand switching behaviour. In 2010 Arvind Sahay researched and studied that the effect of peer influence, family influence plays very important role while buying the phones and the impact of price changes on switching students buying behaviour influenced by the friends or the families

OBJECTIVES OF THE STUDY

- To study the various factors influencing different brands among mobile phone users
- To know about the use of mobile phones of individuals.
- To study the satisfaction level of mobile phone users regarding their brands.
- To know the buying habits of mobile phones

RESEARCH METHODOLOGY

Research is a logical and systematic search for new and useful information on a particular topic. Research methodology is a systematic way to solve a problem. It is a science of studying how research is to be carried out. Essentially, the procedures by which researchers go about their work of describing, explaining and predicting phenomenon are called research methodology.

Nature of study

The research study is descriptive cum analytical in nature

Nature of data

The data collected is both primary as well as secondary in nature.

Primary data is **information that is collected by researchers directly from main sources** through surveys, interviews, experiments

Secondary data refer to the data that are gathered by a secondary party other than the user himself. The common sources of the secondary data for social science include statements, the data collected by government agencies, organizational documents, and the data that are basically collected for other research objectives. However, primary data, by difference, are gathered by the investigator conducting the research

Sources of data

Primary data required for doing this research has been collected through questions.

Secondary sources like articles, online published journals, research papers, books are used.

Sample design

Nature of population

The target population of this research are graduates and post-graduate students of ITS Engineering College, NIET college and from GL Bajaj college.

Sample unit

Male and female from different colleges in Greater Noida.

Method of sampling

The method of sampling used is non random sampling.

Size of samples

The sample size is limited to 153 respondents

Tools of analysis**DATA ANALYSIS**

The main tools used for the analysis are percentage.

Particulars	Graduates	Post Graduates
Male	53	27
Female	34	39
Total	87	66

TOTAL RESPONSE- 153

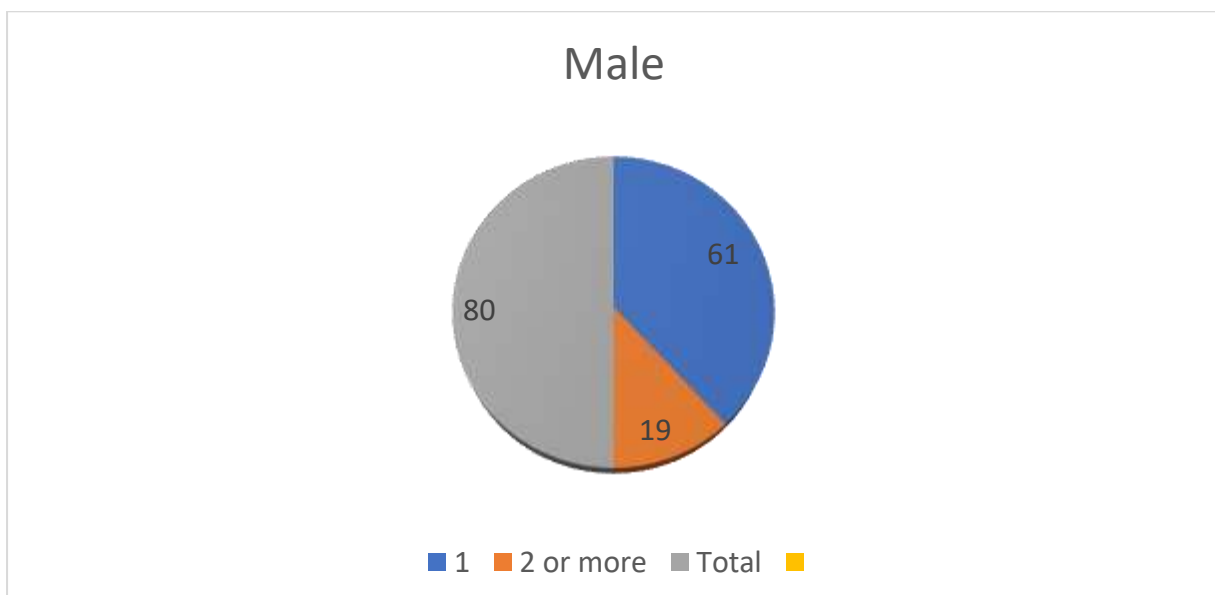
NIET-49

ITS-57

GL Bajaj-47

Showing number of mobile phones owned by individual

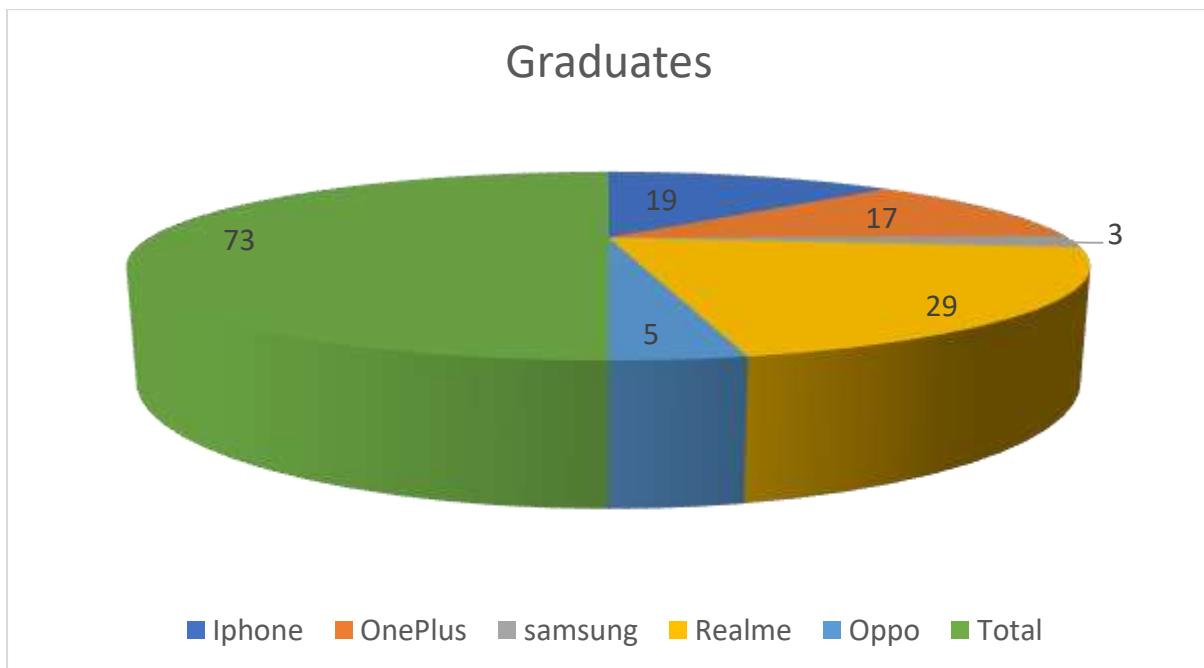
Particulars	Graduates	Post Graduates
1	61	64
2 or more	19	9

Showing number of mobile phones owned by individual**showing brand of Mobile phones, they are presently using**

Particulars	Graduates	Post Graduates
iPhone	19	35

One plus	17	15
Samsung	3	1
Realme	29	22
Oppo	5	7
Total	73	80

showing brand of Mobile phones, they are presently using



FINDINGS

- The general factors influencing purchasing decision are mainly based on the Brand name.
- The technological factors preferred by the respondents in their mobile phone are 5G and high definition camera.
- It is also observed that the main source of brand information to the respondents is from websites.
- It is observed that 40 percent of the respondents have been using their mobile phone for about 2 years. Majority of the respondents prefer Realme and iPhone.

RECOMMENDATIONS

- New techniques of promotions are required to create awareness about the entire range of company's products among the users.
- Companies will have to increase their distribution channels because it will enhance the buyers to purchase their preferred product as and when required.
- Companies must take into consideration that the purchase decision is mainly based upon general factors like Brand name and Price.
- The companies should come up with some attractive schemes to attract more customers.

CONCLUSIONS

- It is concluded that the brand preference is related to income of the respondents and the customer satisfactions, switching barriers, and demographic factors significantly affect individual's intent to switch from one brand to another brand.
- The results revealed that dominant group of mobile phone users were under 18 to 30 years of age.

- This study reveals that the demographic factors of consumers have an influence on brand choice and brand switching of mobile phone.
- It is important for the mobile phone companies to understand the needs of customers of different demographic profiles and between male and female brand attribute.

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