

Brand Preference for Mobile Phones among the Students in Chennai

Dr. M. Rajesh

Associate Professor, DB Jain College, Chennai.

ABSTRACT

The youthful age, which is developing alongside portable innovation, must have a few or the other effect on their standards of conduct. Mobile phones have turned into a need in the day by day lives of purchasers. In any case, because of headways in innovation the mobile phone industry has indicated quick development, and this makes it significant for advertisers to acquire data on brand inclinations for mobile phones. It will enthusiasm to locate the portable reliance of the youthful age, their wireless utilization design, and the effect of mobile phone use on the standard of conduct just as correspondence example of adolescents. The study was to determine brand preferences for mobile phones amongst students at a selected higher education institution of Dhanraj Baid Jain College in Chennai. Primary data is collected through the circulation of pre structured questionnaire designed in a way to collect information for satisfying objectives of the study. The collected data with different variables is analyzed on various aspects to come to conclusion of significance.

Keywords: Mobile phone, behavior, brand preference

INTRODUCTION

Mobile phones have turned into a practically fundamental piece of everyday life since their quick development in prevalence in the late 1990s. An across the country review led in 2010 demonstrates that mobile phones are the most essential mode of correspondence for youths. It has for all intents and purposes influenced the general public's openness, security, wellbeing and coordination of business and social exercises and has thus turned into a piece of culture of the entire world.

The Chennai retail condition for mobile phones is developing, with more current and less expensive forms being acquainted with the market, prompting significant levels of rivalry and advancement. Because of the simplicity of correspondence and accommodation realized by mobile phones, they have turned into a need. The way that this industry is

quickly developing prompts a high pace of rivalry among producers and retailers of mobile phones. This investigation harps for the most part on college understudies, since they are youthful and are visit clients of mobile phones.

Elements of brand

Brand identity: Brand identity comprises of the brand body, brand character, brand reflections, mental self view. The character clarifies the interesting mix of qualities for the brand.

Brand image: The brand image is the engaging idea that customers hold towards the brands and frequently clarify the extraordinary blend of properties for the brand. The brand picture is the graphic idea that shoppers hold towards the brands and regularly clarify them through representations.

Brand position: Brand position is the demonstration of correspondence through

which the brand administrator distinguishes the shopper important measurements and conveys about the brand on these measurements.

Brand value: Brand value is the thing that the client is prepared to pay more when every single other brand are accessible in the market. Higher brand value prompts the brand inclination.

Brand preference

Branding has always been an important aspect of marketing. Brand is a ground-breaking differentiator in a profoundly focused commercial center. It gives the organization the ability to avoid aggressive moves. A solid brand rings trust, certainty, solace and unwavering quality in the client's psyche. Brands live in the psyches of shoppers and are considerably more than only a tag for their acknowledgment and ID. They are the premise of customer relationship and bring shoppers and advertisers closer by building up an obligation of confidence and trust between them. The guarantee of brand is steady with dependable quality, administration and by and large mental fulfillment. Brand inclination is the particular interest for an organization's image as opposed to an item; how much purchasers lean toward one brand over another. Brand inclination can be accomplished by making the positive brand picture in clients mind. Brand picture is the shopper's impression about the brand's physical qualities, its presentation, the useful advantages, the sort of individuals who utilize the item, the feelings and affiliations it creates, and the symbolism or emblematic implications, it produces. The brand decision choices are basic for advertiser. Seeing how clients land at explicit brand decision is fundamental for brand advancement.

Brand inclinations happen when customers pick one accessible brand over others, since they have built up a propensity or great past with that brand. Brand inclinations are firmly connected to mark decisions, and can impact purchaser

purchasing choices. There are various variables which impact brand inclinations, and these incorporate brand prominence, value, item properties, social impacts and promoting correspondences. Social impacts incorporate jobs, family, reference gatherings, feeling pioneers, social classes, ways of life, and culture or sub-societies.

In each item class, shoppers have more options, more data and better standards than any other time in recent memory. To move shoppers from preliminary to inclination, brand need to convey on their offer. With the extraordinary advertising plan and enormous measure of venture, mindfulness can be accomplished rather rapidly; it sets aside some effort to construct brand inclination. Achieving and continuing inclination is a significant advance headed straight toward gain the brand steadfastness. Buyer incline toward a specific brand since they think that its simpler to decipher what advantages brand offers feel increasingly certain of it and get more fulfillment from utilizing it. In view of buyer inclination the brand can charge a more significant expense, order unwaveringness, and run proficient showcasing programs. The brand inclination in this manner prompts higher resource esteem.

There are four significant components in marking. They are brand personality, brand picture, brand position, and brand value. Brand character comprises of the brand body, brand character, brand reflections, mental self view. The character clarifies the interesting blend of characteristics for the brand. The brand picture is the spellbinding idea that purchasers hold towards the brands and frequently clarify the one of a kind blend of properties for the brand. The brand picture is the spellbinding idea that shoppers hold towards the brands and regularly clarify them through allegories. Brand position is the demonstration of correspondence through which the brand chief distinguishes the customer significant measurements and conveys about the brand on these

measurements. Brand value is the thing that the client is prepared to pay more when every other brand is accessible in the market. Higher brand value prompts the brand inclination.

In each item classification, buyers have more options, more data and better standards than any other time in recent memory. To move buyers from preliminary to inclination, brand need to convey on their incentive. With the extraordinary promoting plan and huge measure of speculation, mindfulness can be achieved rather rapidly; it sets aside effort to fabricate brand inclination. Achieving and continuing inclination is a significant advance headed straight toward gain the brand unwaveringness. Shopper lean toward a specific brand since they think that its simpler to decipher what advantages brand offers feel increasingly certain of it and get more fulfillment from utilizing it. On account of purchaser inclination the brand can charge a more significant expense, order dependability, and run productive showcasing programs.

Top 5 mobile phone brands

1. Apple iPhone 11 Pro Max iOS v13.0
2. Samsung Galaxy Note 10 Plus (Galaxy Note 10 Pro) Android v9.0 (Pie)
3. Huawei P30 Pro Android v9.0 (Pie)
4. Apple iPhone XR iOS v12.0
5. Samsung Galaxy S10 Plus Android v9.0 (Pie)

Top 5 budget mobile phones

1. Xiaomi Redmi Note 7S
2. Xiaomi Redmi Note 7
3. Samsung Galaxy M20
4. Asus ZenFone Max Pro M2
5. Realme U1

Student's preference to purchase mobile phone

- Mobile phone features, size and colour
- durability and reliability of mobile phones
- portability of mobile phone brands
- user-friendliness of mobile phone brands
- quality when choosing a mobile phone brand

- mobile phone appearance and battery life when selecting a brand
- phone attributes when preferring a brand

Objectives

- To determine the relationships between brand popularity and mobile phone brand preferences;
- To investigate the extent to which product attributes influenced student choices of mobile phone brands;
- To determine the influences that marketing communications had on mobile phone brand preferences.

Scope of the study

The scope of the study was confined to students at Dhanraj Baid Jain College, since it sought to determine brand preferences for mobile phones among students at a higher educational institution.

RESEARCH METHODOLOGY

The present exploratory research discusses the concept of brand preference of mobile phone and its interface with students. It will be based on the data collected through a field survey of 300 students through structured questionnaire, to assess their attitude towards mobile phone brand. The survey will be conducted in the Dhanraj Baid Jain College in Chennai, Tamilnadu. The primary data is collected from the respondents on the basis of their perceptions to different thought provoking insights relating to the concepts of brand preference and awareness contained in the well defined questionnaire. The sources of secondary data comprises of books, journals, periodicals, reports, theses and websites.

Analysis and interpretation

Table 1 Personal profile of the students

Particulars	Classification	Number of Respondents	Percentage
Gender	Male	173	57.67
	Female	127	42.33
Year of study	First year	41	13.67
	Second year	166	55.33
	Third year	93	31

Source: Primary data

In the selected 300 students, 57.67% of them are male and the remaining are female (42.33%). 55.33% of the students are studying in second year whereas 31% of them in third year and 13.67% of the students are studying in first year.



Figure 1 Personal profile of the students

Table 2 Brand preference of the students

Classification	Number of Respondents	Rank
Samsung	83	2
Xiaomi	54	3
Motorola	43	4
Vivo/Oppo	96	1
Other brands	24	5

Source: Primary data

The above table describes the students are giving their opinion as rank of preferred brand of mobile phone. Vivo/Oppo was ranked the most preferred brand by students and given first rank, Samsung was ranked second place, Xiaomi placed the third, Motorola was ranked in fourth position and other brands are ranked in the last position as 5th rank.

Table 3 Motivation for preferring brand of mobile phones

Classification	Number of Respondents	Percentage
Own choice	118	39.33
Advertisement	81	27
Friends / relatives	74	24.67
Others	27	9

Source: Primary data

39.33% of the students preferred mobile phone brands based on their own choices, 27% were motivated by brand advertising, 24.67% were referred brands by friends and relatives, and 9% had other reasons why they preferred certain mobile phone brands over the others available

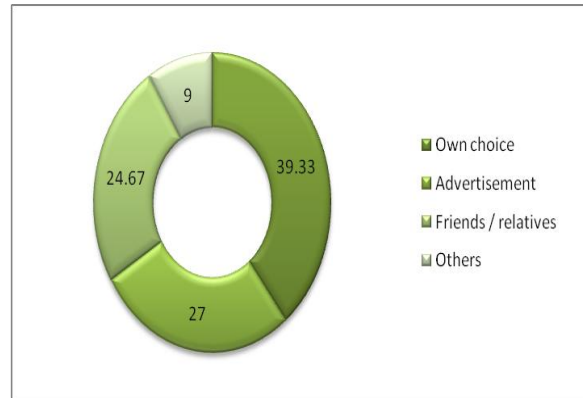


Figure 2 Motivation for preferring brand of mobile phones

Table 4 Preference to purchase mobile phone

Classification	Number of Respondents	Percentage
Features	98	32.67
Reliability and durability	36	12
User friendly	53	17.67
Quality	65	21.67
Battery life	48	16

Source: Primary data

32.67% of the students preferred mobile phone features to purchase, 17.67% of them expected user friendly, 21.67% of them preferred good quality of the mobile phone, 16% of the students expecting good life of the battery and 12% of them preferred reliability and durability of the mobile phone to purchase.

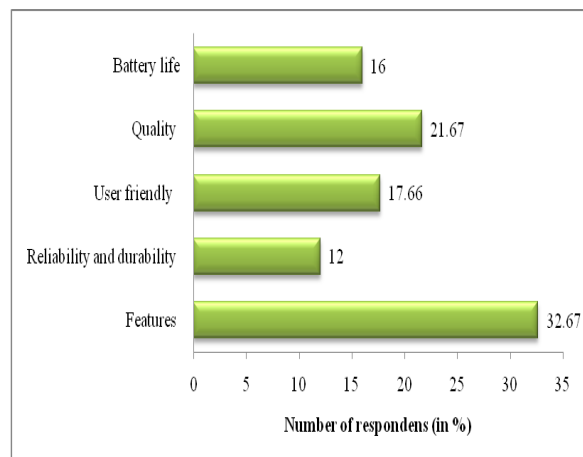


Figure 3 Preference to purchase mobile phone

Table 5 Opinion about price of mobile phone

Classification	Yes	No
Price affects the mobile phone brand I prefer	68	22.67
The mobile phone is good value for the money paid	82	27.33
associate mobile phone price with quality of the phone	91	30.33
Price of mobile phone has an impact on my ideal self-image	59	19.67

Source: Primary data

30.33% of the students said the price of the mobile phone associated with quality of the phone, 27.33% of them told the mobile phone is good value for the money paid, 22.67% of them felt the price affects their preferred mobile phone brand, and 19.67% of the students felt the price of mobile phone has an impact on my ideal self-image.

Limitations

The study focused only on Dhanraj Baid Jain College students, and the results may not give a true reflection of the broader area of Chennai and Tamilnadu mobile phone market, due to cost and time constraints, this study was limited to only under graduate students of Dhanraj Baid Jain College.

CONCLUSION

Mobile phone is one the innovation within recent memory. It has its beneficial outcome just as negative effect on claim society. This investigation has exhibited that the understudies of Dhanraj Baid Jain College know about the different brand of mobile phone in the present market. Study investigated these components and discovered ways they could help makers and advertisers of mobile phones to improve their upper hands. The examination gave new experiences to nearby advertisers on

which variables purchasers most thought about when searching for a mobile phone brand, which will likewise be of advantage to makers when they produce new brands of mobile phones.

REFERENCES

- Arshad, H. M., Noor, M., Noor, N., Ahmad, W. and Javed, S. Impact of Effective Advertising on Consumer Buying Behaviour: A Study of Mobile Phone Purchases in Pakistan. *Journal of Basic Applied Sciences Research*, 2015;4(3): 224-231.
- Faryabi, M., Fesaghandis, K. S., Saed, M. Brand name, sales promotion and consumer's online purchase intention for mobile phone brands. *International Journal of Marketing Studies*, 2013;7(1): 167-179.
- Hossain, Md. Impact of Mobile Phone Usage on Academic Performance. *World Scientific News*. 2019(118);164-180.
- Liu LQ, Min G, Yue ST, Cheng LS. The Influence of Mobile Phone Addiction on Procrastination: A Moderated Mediating Model. *J Ergonomics*. 2018(8): 232.
- Soyemi, Jumoke & S.A., Oloruntoa & Okafor, Blessing. Analysis of Mobile Phone Impact on Student Academic Performance in Tertiary Institution.. *International Journal of Emerging Technology and Advanced Engineering*. 2015;5: 361-367.

How to cite this article: Rajesh M. Brand preference for mobile phones among the students in Chennai. *International Journal of Research and Review*. 2019; 6(11):445-449.
