

**A STUDY ON CUSTOMERS PREFERENCE FOR MOBILE
BRANDS:-WITH REFERENCE TO CHANGANASERRY
MUNICIPALITY**

Project work submitted to Mahatma Gandhi University, Kottayam in partial fulfilment of the representation for the award of Bachelor's degree in commerce.

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CERTIFICATE

*Certified that this is a bonafide report of the project work undertaken by **Akhila Thomas Abraham , Aneeta Anna Aniyam , Anu Varghese, Jeeba Biju,** of B. Com Semester VI, in partial fulfilment of the requirements for the award of the Bachelor's degree in Commerce of Mahatma Gandhi University, Kottayam under my supervision and guidance.*

Faculty - in- Charge

Countersigned

Principal

Head of the Department

DECLARATION

*We do hereby declare that the project titled “A STUDY ON PEOPLE’S PREFERENCES FOR MOBILE BRANDS: -WITH REFERENCE TO CHAGANASHERRY MUNICIPALITY” is a bonafide report of the project work undertaken by us in partial fulfilment of the requirements for the award of the Bachelor of Commerce of Mahatma Gandhi University , Kottayam, under the guidance of Miss. **Christy Achu Chandy** , Lecturer, Department of Commerce, Saintgits College of Applied Sciences, Pathamuttom, Kottayam. We also declare that this project report has not been submitted by us anywhere, fully or partially for the award of any degree, diploma, fellowship or other similar title or recognition of any university/institute to the best of our knowledge and belief.*

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In partial fulfilment of the award of the B. Com Degree by Mahatma Gandhi University, it is mandatory for the regular students of B. Com of the university to prepare a project report to be submitted to the college/university.

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CHAPTER 1
INTRODUCTION

INTRODUCTION

1.1 Introduction

A mobile phone, cell phone, cellphone, or hand phone is a portable telephone that can make and receive calls over a radio frequency link while the user is moving within a telephone service area. It is also shortened as cell or phone. The invention of mobile made it easier to communicate over long distance. In this modern era, in addition to simple phone calls, people look into much more in a phone varying from texting, SMS, internet, video chatting, etc. A mobile has a very complex hardware design depending upon the type of phone which includes the display, CPU, battery, LED light, etc.

Because of this increased customer demand for a different phone many new brands have launched into the market with different features which attract the customer. Brand helps to create a unique identity for the company compared to its competitors. There are a number of players in the market like Samsung, Nokia, Honor, iPhone, VIVO, etc. All of them have the same aim i.e. to satisfy the customers and keep them as loyal customers. In the first quarter of 2016, the top smartphone developers were Samsung, Apple, and Huawei and all together sales represented 78 percent of total sales of phones. Some people carry more than one phone with them—one for personal and the other for business use. Along with this multiple SIM cards are also used depending upon the offers they give and how they are beneficial to the user.

Mobile phones communicate with cell towers that are placed to give coverage across a telephone service area which is divided into cells. The cells are usually interconnected to each other and the phone network and the internet by wired connection. In order to handle high traffic, multiple towers can be setup in the same area.

1.2 Significance of the study

This study was mainly done to understand why people prefer a particular brand.

With the launching of various new brands this study also aims to see how much the new brands have taken over the old ones and whether the customers are still loyal.

1.3 Statement of the problem

Competition is very high in today's marketplace. Every organization thus is focused on making their brand different from that of the competitor and giving out better service.

If the organization has to succeed they need to assess their brand honestly else similar brands will take up their share in the market.

1.4 Objective of the study

The objectives of this study were:

- To study the brand preferences for mobile phones among the people living in Changanasherry.
- To study the reasons for brand preferences for a particular brand.
- To know the perception and buying behavior of people towards various mobile phones.
- To study the frequency of changing the mobile phones.

1.5 Research methodology

Data

In this research both primary and secondary data were collected. Primary data was collected with the help of questionnaires.

Secondary data which is a pre collected data was collected from various information websites and reference book to get more information about the mobile phones.

Tool used in the study

- Percentage method
- Diagrammatic represent such as tables, graphs etc.

Method of study

Convenience sampling method is used to collect the data.

Sample size

The sample size of the study is limited to minimum of 50 people.

1.6 Limitations of the study

- The geographical area of the study was limited.
- It was difficult for some respondents to complete the questionnaire.
- The information of the study is collected through questionnaires only.

1.7 Chapterization

Chapter 1-Introduction

Chapter 2- Theoretical background and Literature review

Chapter 3-Analysis and interpretation

Chapter 4-Findings and conclusion

CHAPTER 2

THEORETICAL FRAMEWORK AND

LITERATURE REVIEW

THEORETICAL FRAMEWORK AND LITERATURE REVIEW

HISTORY OF MOBILE PHONES

Mobile was first invented on April 3, 1973. Motorola was the first company to produce a handheld mobile phone. The mobiles invented back in 1940's were merely phones. They were two-way radios that allowed people like taxi drivers and the emergency services to communicate. These early mobiles were referred to as 0G mobiles or Zero Generation mobiles. Most phones today rely on 3G or 4G mobile technology.

BRANDS

American Marketing Association defined brand as “a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competition.” It isn't just a thing companies have. It also gives customers a reason to choose you. Some of the famous brands are Microsoft, Coca-Cola, Ferrari, Apple, Facebook etc. A brand provides customers differentiation between one product and the other. The purpose of any business is to create customers at a profit and the most valuable asset for a company is customer's loyalty. They are the basis of consumer relationship and bring consumers and marketers closer by developing a bond of faith and trust between them. The promise of brand is consistent with reliable quality, service, and overall psychological satisfaction.

There are four important elements in branding. They are brand identity, brand image, brand position, and brand equity.

BRAND IDENTITY: Brand identity consists of the brand physique, brand personality, brand reflections, self image. The identity explains the unique combination of attributes for the brand.

BRAND IMAGE: The brand image is the descriptive thought that consumers hold towards the brands and often explain them through metaphors.

BRAND POSITION: Brand position is the act of communication through which the brand manager identifies the consumer relevant dimensions and communicates about the brand on these dimensions.

BRAND EQUITY: Brand equity is what the customer is ready to pay more when all other brands are available in the market. Higher brand equity leads to the brand preference.

BRANDING

Branding is a set of marketing and communication methods that help to distinguish a company or products from competitors, aiming to create a lasting impression in the minds of customers. The key components that form a brand's toolbox include a brand's identity, brand communication (such as by logos and trademarks), brand awareness, brand loyalty, and various branding strategies. Many companies believe that there is often little to differentiate between several types of products in the 21st century, and therefore branding is one of a few remaining forms of product differentiation.

When a customer is familiar with a brand, or favours it incomparably to its competitors, this is when a corporation has reached a high level of brand equity. Brand owners manage their brands carefully to create shareholder value.

DIFFERENT TYPES OF BRANDING

1. *Product Branding*: This is the most common and easiest type of branding. Product branding is a symbol or design that identifies and differentiates a product from other products. Product branding is very easily noticeable when you walk through a supermarket filled with different products as most products are branded with a unique colour, design and logo.
2. *Personal Branding*: This type of branding is very common among politicians, athletes and celebrities. Personal branding makes it possible for famous people to reflect a good image of themselves to the public. Politicians, for instance, use personal branding to create a good impression and convince voters that they are right for an office.
3. *Corporate Branding*: This type of branding is used by businesses interested in creating and maintaining a good reputation.

4. *Geographical Branding*: This type of branding is used for specific services and products that are peculiar to a particular region. Geographical branding is commonly used in the tourism industry.
5. *Retail Branding*: Retail branding is mostly used by industry giants to increase the interest of consumers and make product sales outpace the competition. A lot of money is spent to develop unique brand images that convince consumers to select their brand instead of others. Retail branding however requires a lot of planning.
6. *Co-Branding*: Co-branding is a type of branding that associates the brands of two or more companies with a specific product or service.

Mobile phone brands taken for the study are:

- ★ SAMSUNG
- ★ ONE PLUS
- ★ HUAWEI HONOR
- ★ IPHONE

1. SAMSUNG

Samsung is a South Korean multinational company headquartered in Samsung Town, Seoul. Samsung was founded by Lee Byung-chul in 1938 as a trading company. Over the next three decades, the group diversified into areas including food processing, textiles, insurance, securities, and retail. Since 1990, Samsung has increasingly globalised its activities and electronics; in particular, its mobile phones and semiconductors have become its most important source of income. As of 2017, Samsung has the 6th highest global brand value.

Notable Samsung industrial affiliates include Samsung Electronics (the world's largest information technology company, consumer electronics maker and chipmaker measured by 2017 revenues), Samsung Heavy Industries (the world's 2nd largest shipbuilder measured by 2010 revenues), and Samsung Engineering and Samsung C&T (respectively the world's 13th and 36th largest construction companies). Samsung's revenue was equal to 17% of South Korea's \$1,082 billion GDP.

HISTORY

In 1938, Lee Byung-chul (1910–1987) of a large land-owning family in the Uiryeong county moved to nearby Daegu city and founded Samsung Sanghoe . Samsung started out as a small trading company with forty employees located in Su-dong (now Ingyo-dong). It dealt in dried-fish, locally-grown groceries and noodles. In the late 1960s, Samsung Group entered the electronics industry. It formed several electronics-related divisions, such as Samsung Electronics Devices, Samsung Electro-Mechanics, Samsung Corning and Samsung Semiconductor & Telecommunications, and made the facility in Suwon. Its first product was a black-and-white television set. Samsung became the world's largest producer of memory chips in 1992. In first quarter of 2012, Samsung Electronics became the world's largest mobile phone maker by unit sales, overtaking Nokia, which had been the market leader since 1998.

2. ONE PLUS

OnePlus Technology (Shenzhen) Co., Ltd., commonly referred to as OnePlus, is a Chinese smartphone manufacturer based in Shenzhen, Guangdong. It was founded by Pete Lau (CEO) and Carl Pei in December 2013. The company officially serves 34 countries and regions around the world as of July 2018. They have released numerous phones, amongst other products. They are available in the country via Amazon, one plus.in, and one plus exclusive offline stores.

HISTORY

OnePlus was founded on 16 December 2013 by former Oppo vice-president Pete Lau and Carl Pei. According to Chinese public records, the OnePlus' only institutional shareholder is Oppo Electronics. The company's main goal was to design a smartphone that would balance high-end quality with a lower price than other phones in its class, believing that users would "Never Settle" for the lower-quality devices produced by other companies. Lau explained that "we will never be different just for the sake of being different. Everything done has to improve the actual user experience in day-to-day use. It focuses on high-quality products with simplistic, user-friendly designs.

The company unveiled its first device, the OnePlus One, on 23 April 2014. In December 2014, alongside the release of the OnePlus One in India exclusively through Amazon, OnePlus also announced plans to establish a presence in the country, with plans to open 25 official walk-in service centres across India.

On 16 December 2014, The Supreme Court of India and Delhi High Court banned the import and sale of OnePlus One phones following a lawsuit by Micromax alleging it has exclusivity for shipping phones with Cyanogen OS software in India.

On 21 December 2014, the ban was lifted. The device continues to be shipped with Cyanogen OS; however, a customized version of Android specially designed by OnePlus and named OxygenOS has been released, allowing later OnePlus devices to be sold in Istore.

PRODUCTS

<u>Name</u>	<u>Unveiled</u>	<u>International Release</u>
OnePlus One	23 April 2014	6 June 2014
OnePlus 2	27 July 2015	11 August 2015
OnePlus 3	14 June 2016	14 June 2016
OnePlus 5T	16 Nov 2017	21 November 2017
OnePlus 6	16 May 2018	22 May 2018
OnePlus 7	14 May 2019	25 May 2019

3. HUAWEI HONOR

Honor (stylized and marketed as HONOR) is a smartphone brand owned by Huawei Technologies. As part of the Huawei Consumer Business Group's dual-brand strategy, Honor provides smartphone handsets targeting young consumers but has released tablet computers and wearable technology as well.

As of 2016, George Zhao serves as global president of Honor, and Eva Wimmers serves as the president of the brand in Europe and is the global VP.

HISTORY

Founded in 2013, Honor's line of cost-effective smartphones allows Huawei to compete with mid-range online smartphone brands in China and globally.

As of 2016, Honor sells its products mainly online through its own sites as well as via third-party online retailers. Some Honor products are available to purchase at stores in select markets. Honor offers smartphones at lower prices because the company saves money by operating online. Fans who join the "HONOR Club" receive further product discounts.

Timeline of international expansion

Honor began its international expansion in April 2014, launching the Honor 3C in Malaysia, followed by the release of the Honor 6 in Europe in October. By June 2015, the brand had expanded into 74 countries, including in Europe, India, and Japan.

In late 2015, Honor confirmed plans to bring its smartphone range and wearable technology to the United States. The Honor 8 was also released in 2016.

The Honor 8X and Honor 8X Max were released in September 2018 in China. That same month, the Honor Play was named "Best of IFA 2018" by Top Tier Global Media, praising the device for its GPU Turbo and smart gaming features.

In December 2018, the Honor View 20 was announced with three "world-first" technologies — a 48-megapixel rear camera, HONOR's All-View Display, and Link Turbo. In May 2019, the Honor 20 Series was released, which won three awards from Android Authority, Android Police, and Android Headline, with the Verge describing the Honor 20 Pro as “flagship specs with a midrange price.”

4. I PHONE

iPhone is a line of smartphones designed and marketed by Apple Inc. All generations of the iPhone use Apple's iOS mobile operating system software. The first-generation iPhone was released on June 29, 2007, and multiple new hardware iterations with new iOS releases have been released since.

The user interface is built around the device's multi-touch screen, including a virtual keyboard. The iPhone has Wi-Fi and can connect to cellular networks. An iPhone can take photos, play music, send and receive email, browse the web, send and receive text messages, record notes, perform mathematical calculations, and receive visual voicemail. Shooting video also became a standard feature with the iPhone 3GS. Other functionality, such as video games, reference works, and social networking, can be enabled by downloading mobile apps. As of January 2017, Apple's App Store contained more than 2.2 million applications available for the iPhone. According to Steve Jobs, the "i" word in "iMac" (and therefore "iPod", "iPhone" and "iPad") stands for internet, individual, instruct, inform, and inspire.

PRODUCTS

<u>iPhon</u> <u>e</u>	<u>Date</u>	<u>Discontinued</u>	<u>Support</u> <u>ended</u>	<u>final</u>	<u>Lifespan</u>	
				<u>OS</u>	<u>max</u>	<u>Min</u>
iPhone	June 29, 2007	June 9, 2008	June 20, 2010	iPhone OS 3.1.3	2 years, 11 months	2 years
iPhone 3G	July 11, 2008	August 9, 2010	March 3, 2011	iOS 4.2.1	2 years, 7 months	6 months
iPhone 4	June 21, 2010	September 10, 2013	September 17, 2014	iOS 7.1.2	4 years, 2 months	1 year
iPhone 5	September 21, 2012	September 10, 2013	September 18, 2017	iOS 10.3.3	4 years, 11 months	4 years

Review of Literature

Ayanwale , Alimi and Ayanbimipe(2005) quoted that brands preference does exist in the food drink industry. Many consumers do not buy whatever is available or affordable if a product is good value for its price, it will command brand loyalty. However advertising helps to project product quality and value before the customers. Bronnenberg, Dube, and Mathew (2010) wrote that much of consumer's observed willingness to pay for brands may reflect the influence of past experiences. Heterogeneity in brand capital explains a substantial share of geographic variation in purchases. Brand capital evolves endogenously as a function of customer's life histories, and decays slowly once formed. Brand capital can explain large and long lasting advantages to first movers. Brand preferences play an especially important role in categories with high levels of advertising and social visibility. Chen and Chang (2008) found that Brand equity has significantly positive effect on both brand preference and brand loyalty. The effect of brand equity on purchase intention is also significant.

DelVeccio, Henard, Freling (2006) quoted that sales promotion neither a positive nor a negative effect on brand preference beyond the promotion period. While the overall mean effect is not statistically significant this does not suggest that sales promotion do not affect brand preference. Consistent with the notion that multiple mechanism may affect post promotion preference. Sales promotion either undermines or augments brand preference depending on the promotion and the characteristics of the product being promoted. Paulo, Duarte and Mario (2010) quoted that several factors contribute to brand preference, especially those related to brand identity, personality and image and their congruence with consumer self image. The main direct effects on brand preference are the self image congruence and the identity/ personality and image of the brand. In addition to those, the level of involvement, social environment, risk perception, demographic profile, and product visibility also show a positive influence on brand preference. Sriram, Chintagunta and Neelamgham (2004) found that intrinsic brand preference have a much bigger effect on the performance of the brand than the inclusive value which reflects model level prices, product attributes, and the length of the brand's product line. Further they found that some brands can increase their advertising expenditure and still increase their profitability. Cobwalgren, Ruble, and Donthu found that the brand with the greater advertising budget yielded substantially higher levels of brand equity.

In turn, the brand with the higher brand equity generated significantly greater preference and purchase intention. Advertising spending causes brand equity. Or that a lack of spending on advertising will destroy the value of a brand. Further they quoted that one of most interesting implications for advertising strategy is that products which are lower in risk and involvement may depend even more heavily on differences created through advertising than products at the other end of the spectrum. The difference in brand preference for high versus low equity brands was significantly greater for less involvement products than the high involvement products. This is because, for high involvement products consumer consider wide range of features, with brand name being one of many attributes evaluated. For low involvement products where fewer features are likely to be evaluated, a brand name might serve as a 'halo' through which consumers can make a quick assessment of the brand.

D'Souza and Rao found in their study a strong evidence that effects of advertising repetition can show up even in mature product categories. Specifically, they establish statistically significant relationship between advertising and brand share, preference for brand name and brand choice. According to the studies conducted by Chedi respondents with strong brand preferences experienced less image transfer in the incongruent condition, as opposed to the congruent condition. Also research findings show that respondents with strong brand preference have significantly more developed product schemas. It can be assumed that when the product is placed in an incongruent sponsorship, respondents with strong brand preferences are not convinced of the similarity or the value of the event in order for image to be transferred. Respondents with both weak and strong brand preferences experienced a large extent of image transfer in a congruent sponsorship. Hossain quoted that brand preference is significantly correlated with customer's repurchase intention. Therefore, it is important to the management of the company to make their brand preferable to the customers by taking necessary steps like more promotional measures to uplift the image of the brand, to enhance the budget regarding the brand related issues. Customer satisfaction is also the significant variable that has a definite influence over brand preference. It is considered to be a very significant factor to satisfy the existing as well as the potential customers.

CHAPTER 3
DATA ANALYSIS AND
INTERPRETATION

DATA ANALYSIS AND INTERPRETATION

Primary data: The primary data are collected through questionnaire method. The questionnaire is prepared in simple/casual language in which anyone can understand easily.

Secondary data: The secondary data are collected from journals, books and websites.

50 responses are being recorded and those are analyzed and conclusions are made based on them. While analyzing, the following were studied.

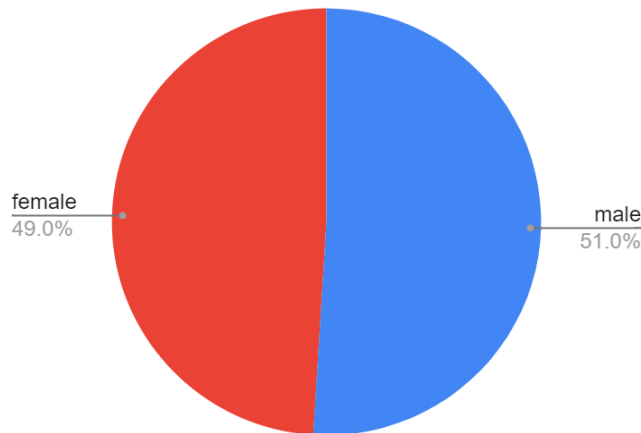
Table 3.1 Gender of respondent

Gender	Number of respondents	Percentage
Male	26	49
Female	25	51

INFERENCE: As per table 3.1, most of the respondents were found to be male(51%).

Figure 3.1: Gender of respondent

No of respondents



(Source Table 3.1)

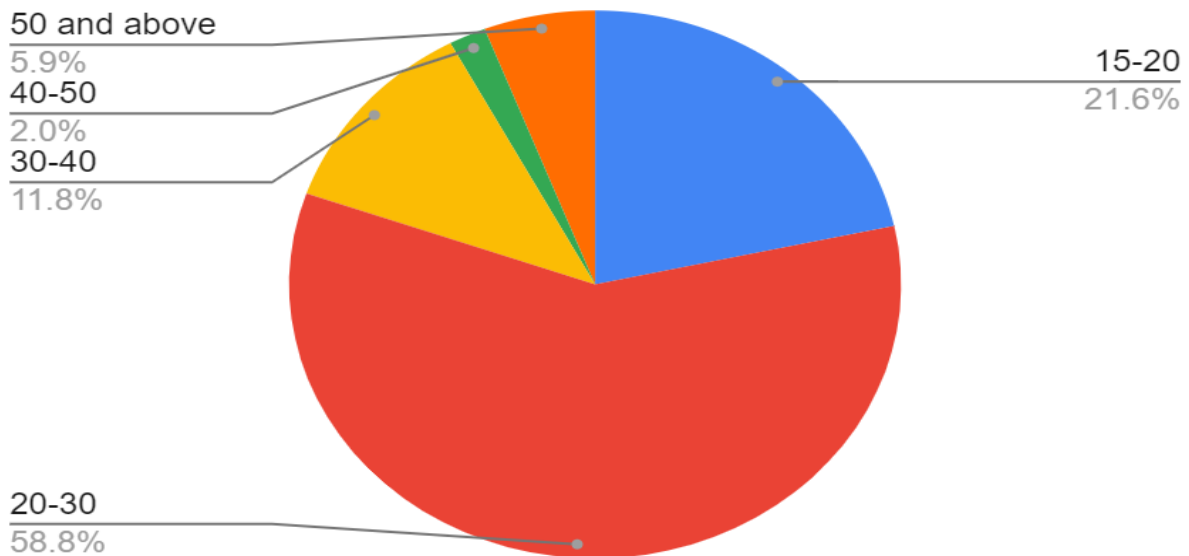
Table 3.2 Age of the respondent

Age	Number of people	Percentage
15-20	11	21.6
20-30	30	58.8
30-40	6	11.8
40-50	1	2
50 and above	3	5.9

Inference: From table 3.2 it is seen that the majority of the respondents fall under the age group Of 20-30(58.8%).

Figure 3.2 Age of the respondent

Number of people



(Source table 3.2)

Table 3.3 Occupational status

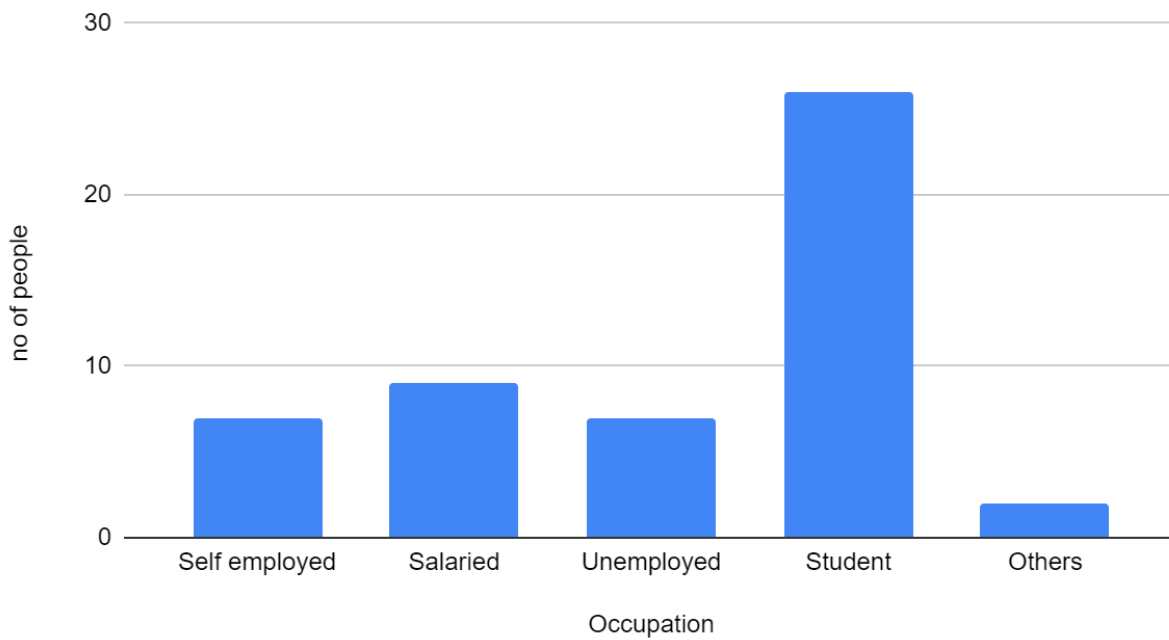
Occupation	no of people	Percentage
Self employed	7	13.7
Salaried	9	17.6
Unemployed	7	13.7
Student	26	51
Others	2	3.9

(Source: Primary data)

Inference: Most of the respondents fall under the category of Student(61.1%)

Figure 3.3 Occupational status

no of people vs. Occupation



(Source: Table 3.3)

Table 3.4 Monthly income of the respondent

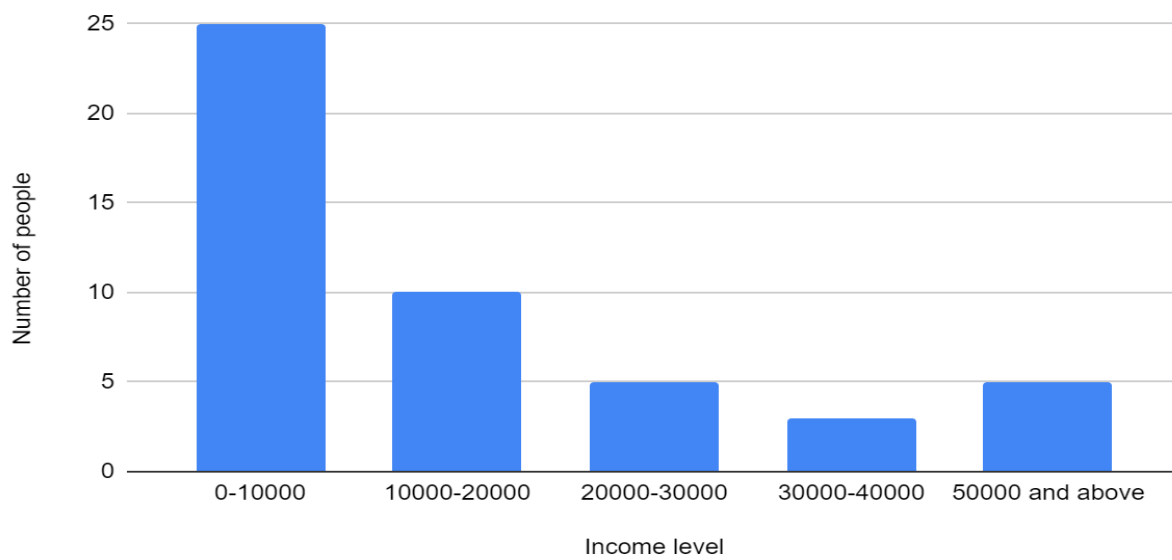
Income level	Number of people	Percentage
0-10000	25	52.08
10000-20000	10	20.84
20000-30000	5	10.41
30000-40000	3	6.25
50000 and above	5	10.41

(Source: Primary source)

INFERENCE: Most of the respondents fall under the income level of 0-10000

Figure 3.4 Monthly income of the respondent

Number of people vs. Income level



(Source : Table 3.4)

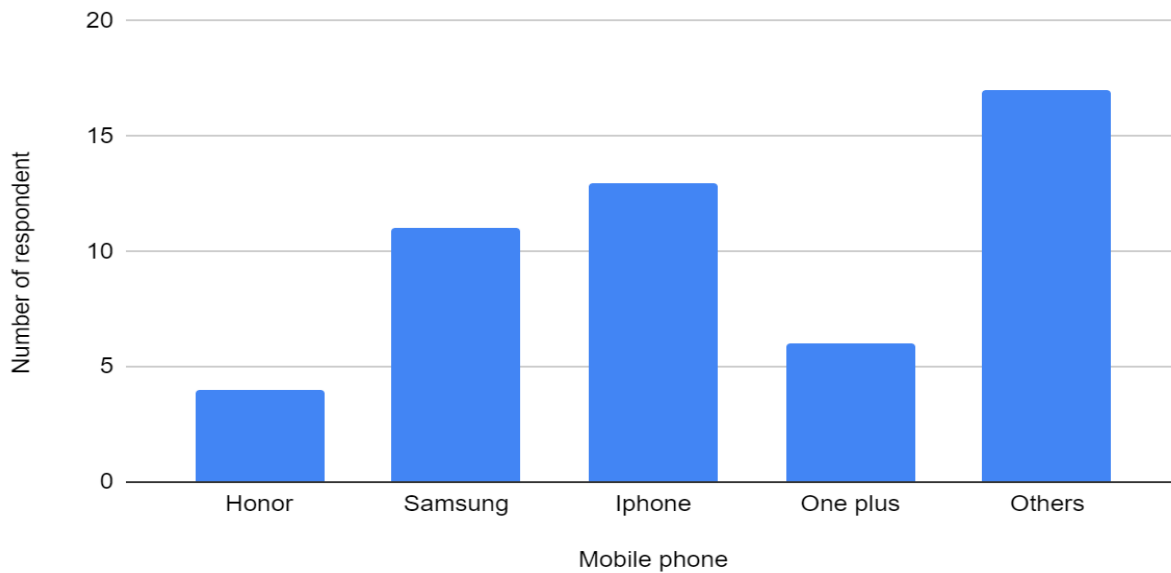
Table 3.5 Which mobile phone do you use?

Mobile phone	Number of respondent	Percentage
Honor	4	7.84
Samsung	11	21.56
Iphone	13	25.49
One plus	6	11.76
Others	17	33.34

Inference: 1/3rd of the respondents use mobile phone other than Samsung, Honor, Iphone, One plus (33.34%)

Figure 3.5 Which mobile phone do you use?

Number of respondent vs. Mobile phone



(Source: Table 3.5)

Table 3.6 Rating of the phone

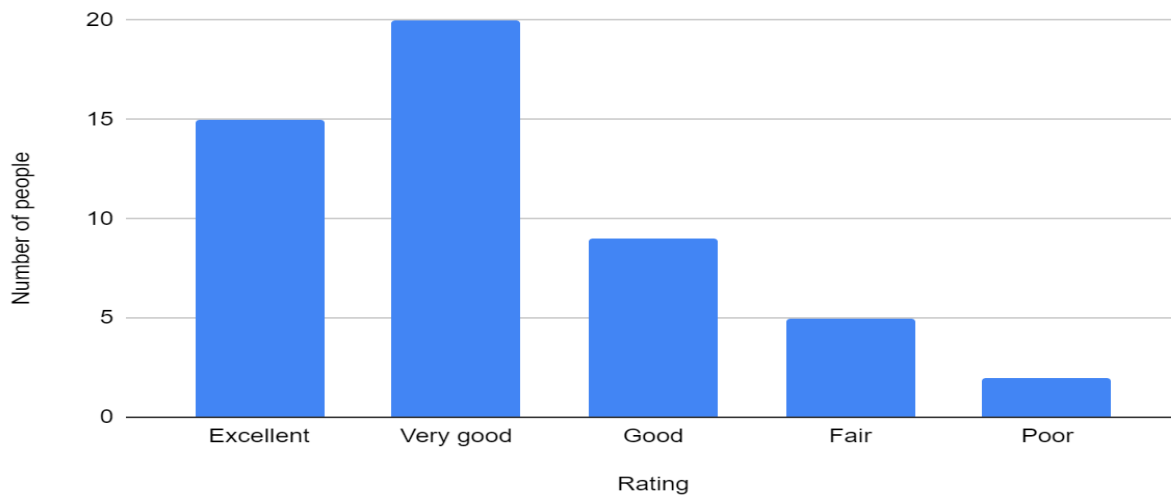
Rating	Number of people	Percentage
Excellent	15	29.4
Very good	20	39.2
Good	9	17.6
Fair	5	9.8
Poor	2	3.9

(Source : Primary data)

Inference: From Table 3.6, it is seen that most of the respondents have rated their present phone as “Very good”

Figure 3.6 Rating of the phone

Number of people vs. Rating



(Source : Table 3.6)

Table 3.7 Recommendation it to others?

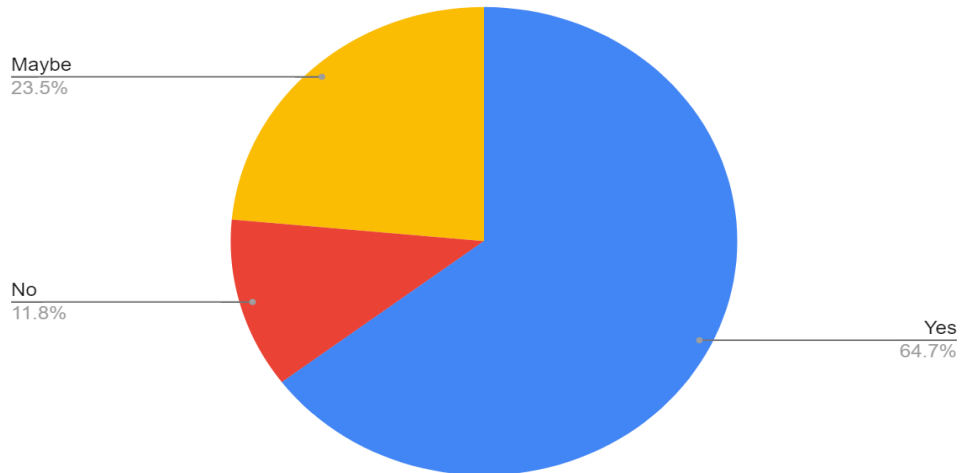
Recommendation	No of respondents	Percentage
Yes	33	64.7
No	6	11.8
Maybe	12	23.5

(Source: Primary data)

Inference: From the source it is seen that most of the respondents ie. 64.7% would recommend their present mobile brand to others.

Figure 3.7 Recommendation it to others?

No of respondents



(Source: Table 3.7)

Table 3.8 Period of usage of the phone

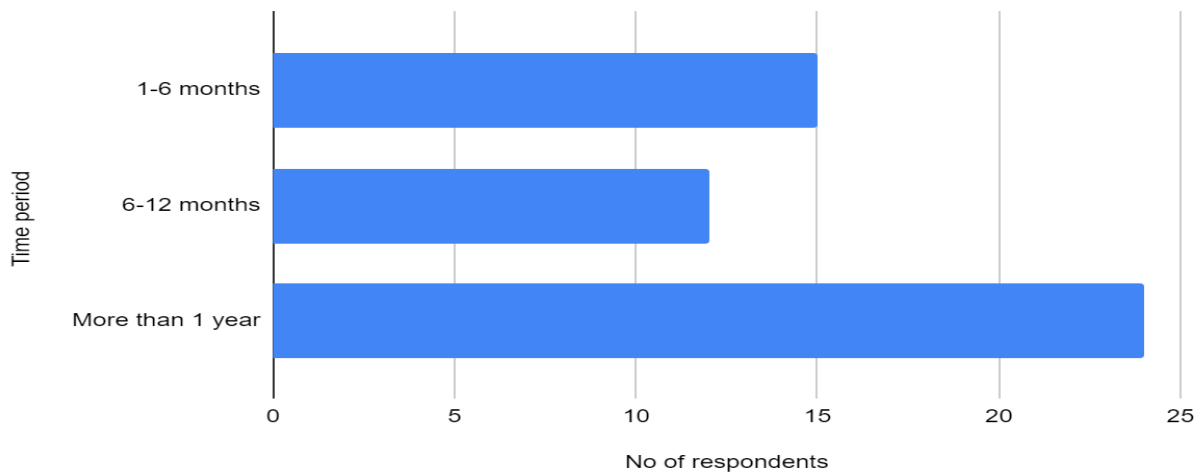
Time period	No of respondents	Percentage
1-6 months	15	29.41
6-12 months	12	23.52
More than 1 year	24	47.05

(Source Primary data)

Inference: Most of the respondents ie. 47.05% have been using their present mobile brand for more than 1 year.

Figure 3.8 Period of usage of the phone

No of respondents vs. Time period



(Source Table 3.8)

Table 3.9 Price range of the phone

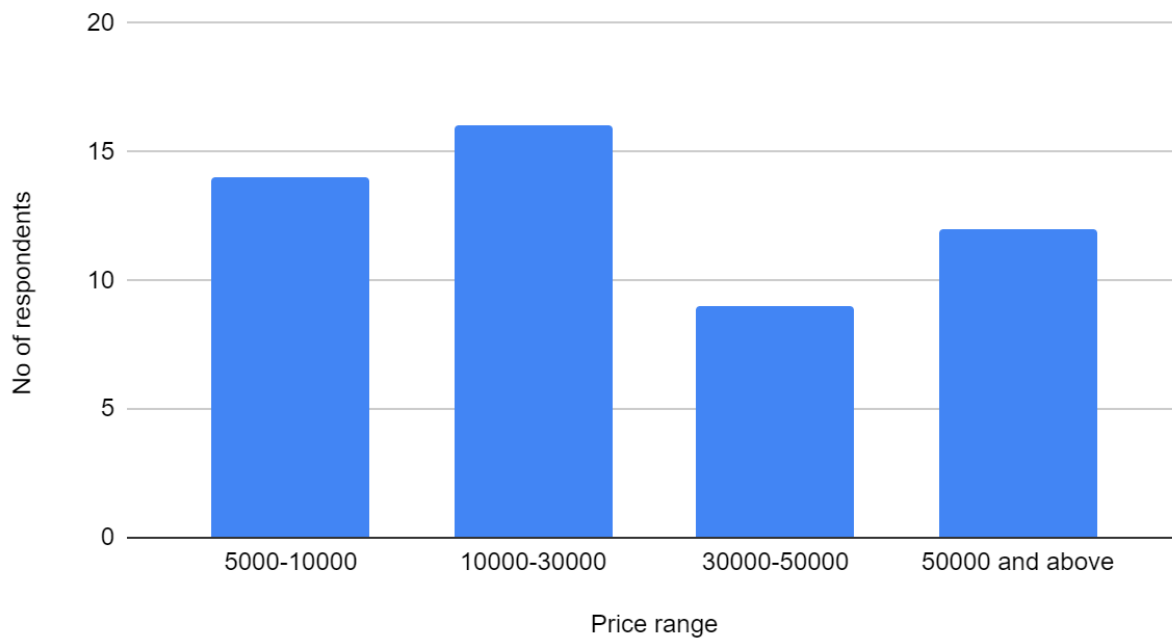
Price range	No of respondents	Percentage
5000-10000	14	27.5
10000-30000	16	31.4
30000-50000	9	17.6
50000 and above	12	23.5

(Source Primary data)

Inference: The price range of the phones that the respondents use fall under Rs.10000-30000(31.4%). The next price range was Rs.5000-10000(27.5%).

Figure 3.9 Price range of the phone?

No of respondents vs. Price range



(Source Table 3.9)

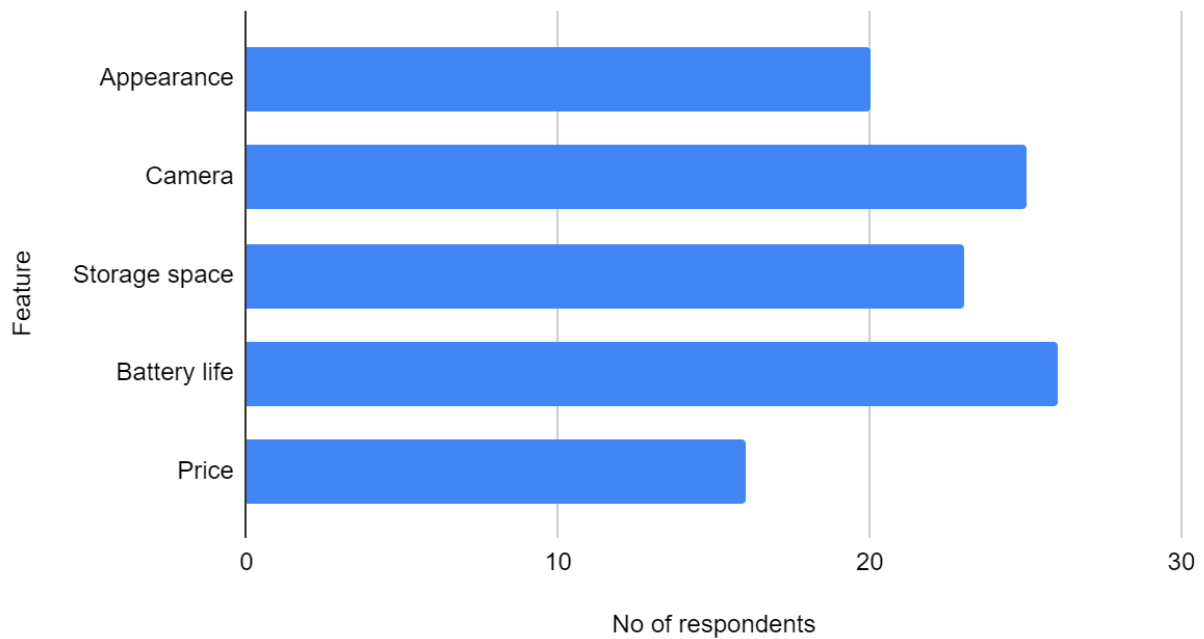
Table 3.10 Feature you look into before you purchase a phone

Feature	No of respondents	Percentage
Appearance	20	39.24
Camera	25	49
Storage space	23	45.1
Battery life	26	51
Price	16	31.4

Inference: The feature that most of the respondents look into before purchasing is the battery life of the phone(51%). Next they check the camera quality of the phone(49%).

Figure 3.10 Feature you look into before you purchase a phone

No of respondents vs. Feature



(Source Table 3.10)

Table 3.11 Feature that attracts the most in present phone

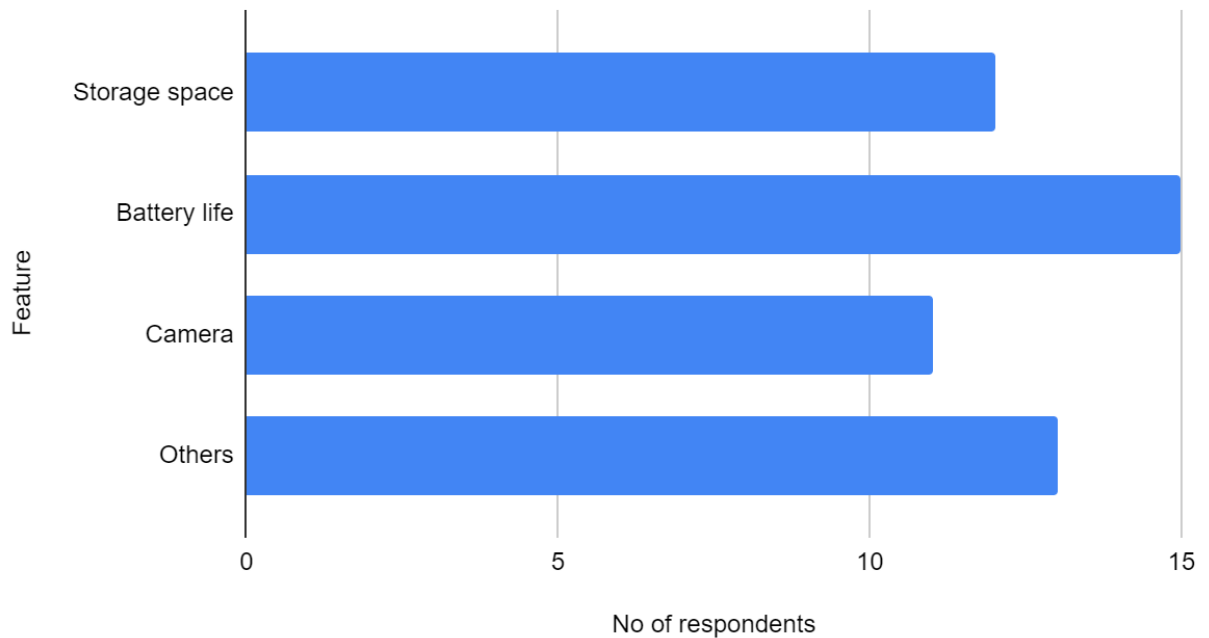
Feature	No of respondents	Percentage
Storage space	12	23.5
Battery life	15	29.4
Camera	11	21.6
Others	13	25.5

(Source Primary data)

Inference: The feature that attracts most of the respondents about their present mobile brand is its battery life(29.4%).

Figure 3.11 Feature that attracts the most in present phone

No of respondents vs. Feature



(Source Table 3.11)

Table 3.12 Time spent on phone in a day

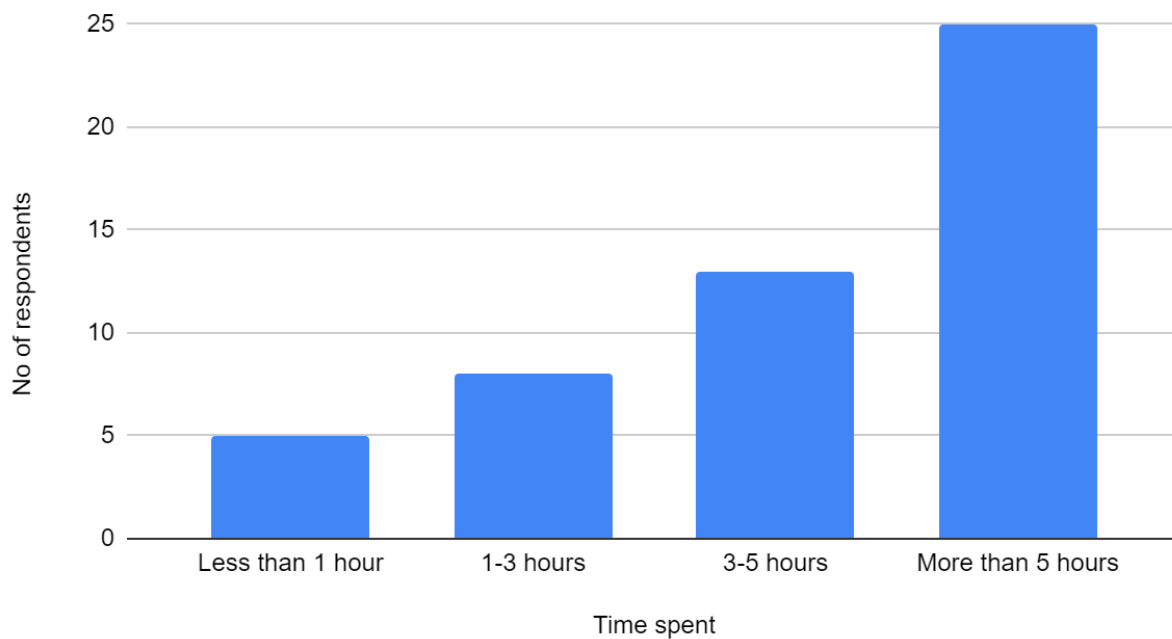
Time spent	No of respondents	Percentage
Less than 1 hour	5	9.8
1-3 hours	8	15.7
3-5 hours	13	25.5
More than 5 hours	25	49

(Source Primary data)

Inference: Almost half of the respondents spend more than 5 hours on their phone in a day(49%).

Figure 3.12 Time spent on Phone in a day

No of respondents vs. Time spent



(Source Table 3.12)

Table 3.13 Phone often used for

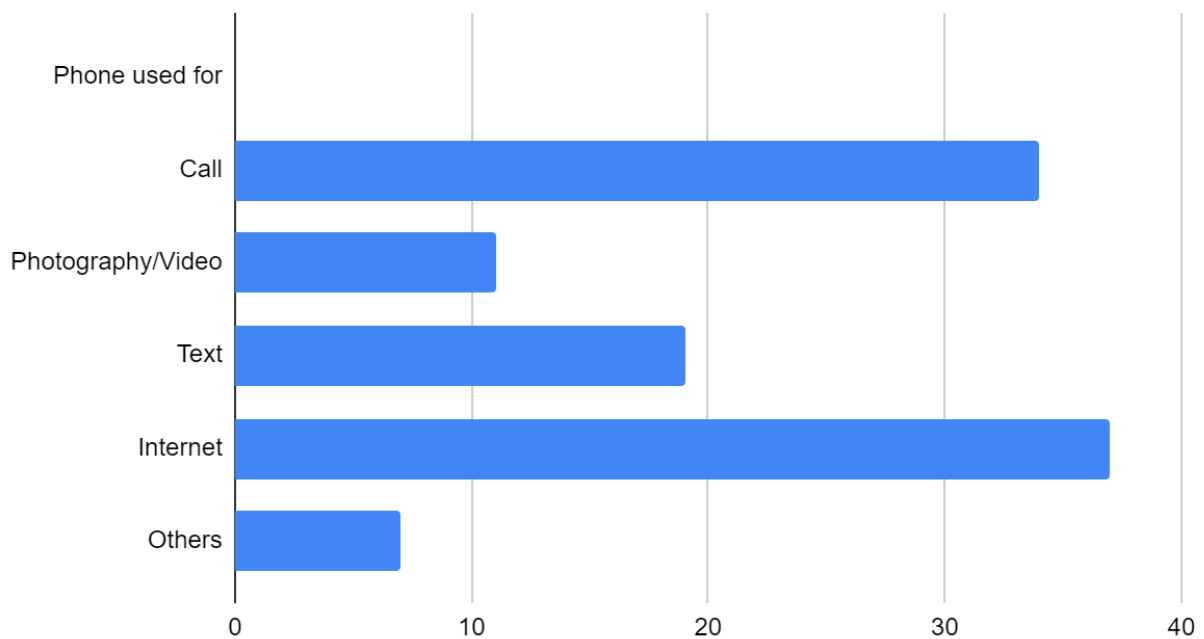
Phone used for	No of respondents	Percentage
Call	34	66.7
Photography/Video	11	21.6
Text	19	37.3
Internet	37	72.5
Others	7	13.7

(Source Primary data)

Inference: Most of the respondents use their phone for Internet purpose(72.5%) and next for Calling(66.7%).

Figure 3.13 Phone often used for

VS.



(Source Table 3.13)

Table 3.14 Number of phones owned

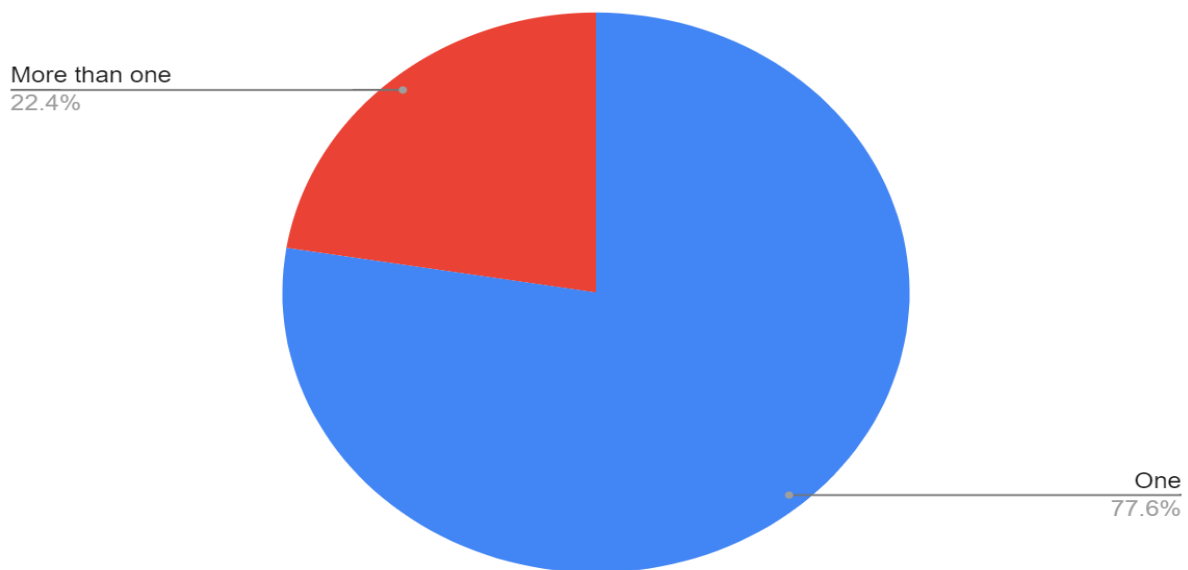
No of phones	No of respondents	Percentage
One	38	77.6
More than one	11	22.4

(Source Primary data)

Inference: It is seen from table 3.14 that most of the respondents own only one phone(77.6%). 22.4% and the respondents who own more than one phone generally use one for personal and the other for office/business usage.

Figure 3.14 Number of phones owned

No of respondents



(Source Table 3.14)

Table 3.15 Period of changing phone

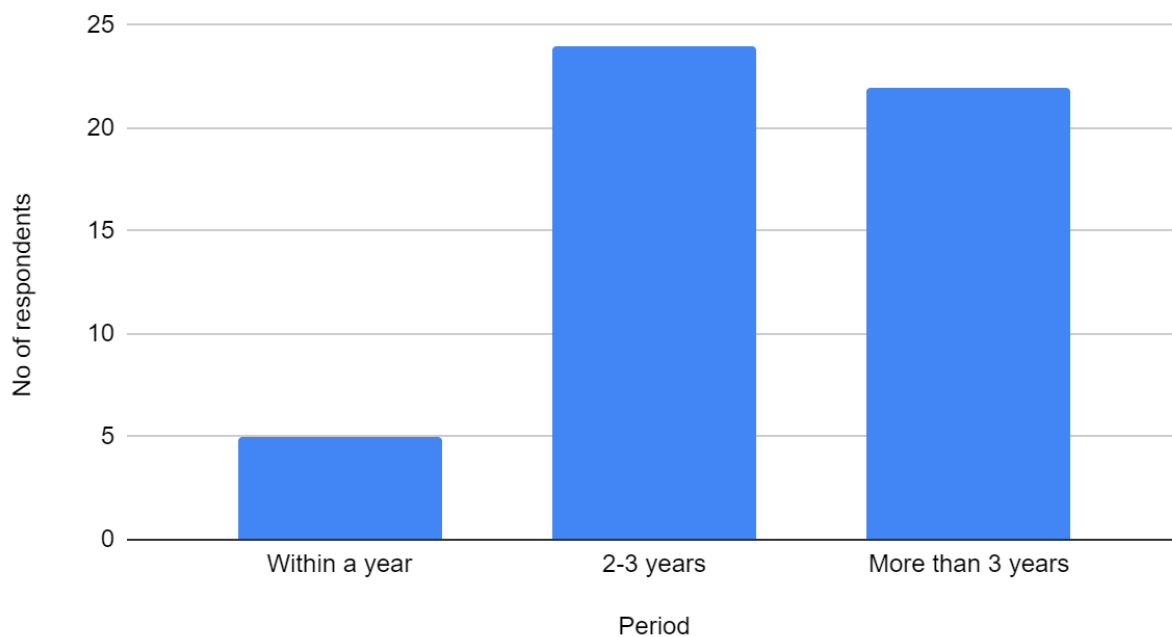
Period	No of respondents	Percentage
Within a year	5	9.8
2-3 years	24	47.1
More than 3 years	22	43.1

(Source Primary data)

Inference: Respondents usually change their phone within 2-3 years(47.1%). Least number of respondents change their phone within a year(9.8%).

Figure 3.15 Period of changing phone

No of respondents vs. Period



(Source Table 3.15)

Table 3.16 Loyalty to present brand used

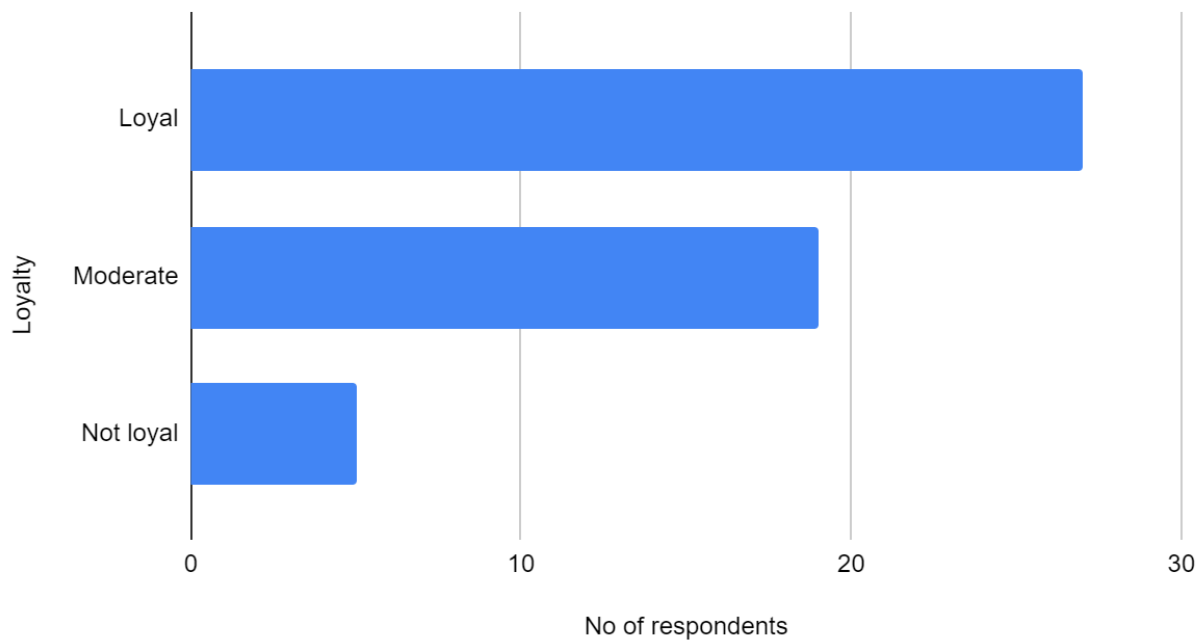
Loyalty	No of respondents	Percentage
Loyal	27	52.9
Moderate	19	37.3
Not loyal	5	9.8

(Source Primary data)

Inference: Most of the respondents are completely loyal to the present brand they are using(52.9%).

Figure 3.16 Loyalty to present brand used

No of respondents vs. Loyalty



(Source Table 3.16)

Table 3.17 Satisfied with present brand

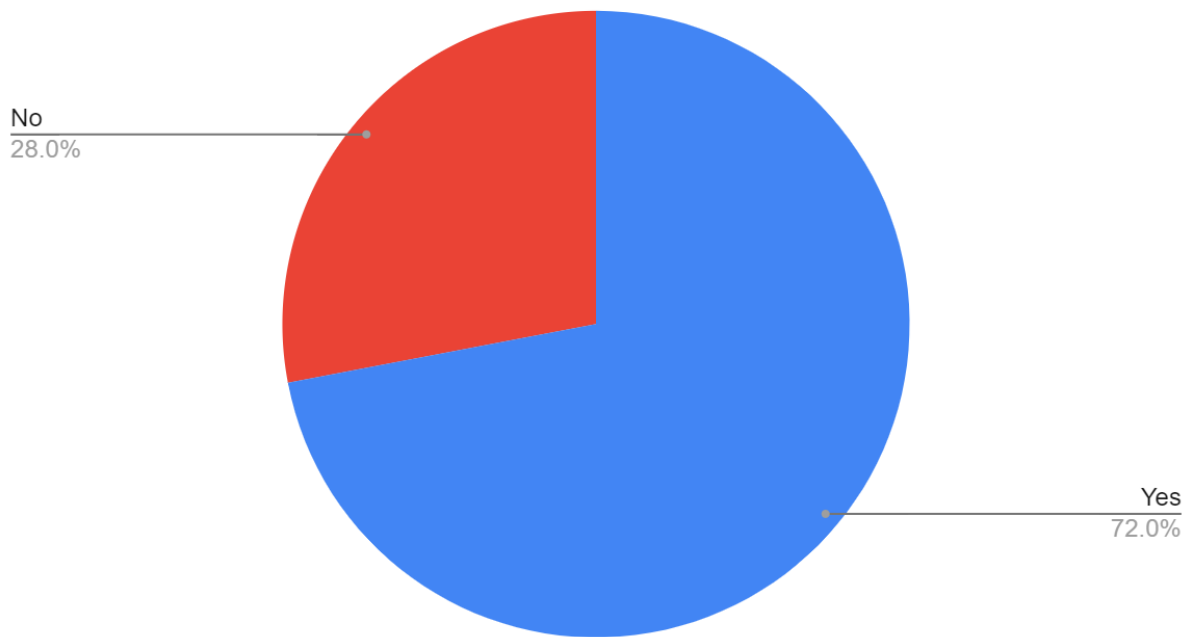
Satisfied	No of respondents	Percentage
Yes	36	72
No	14	28

(Source Primary data)

Inference: Maximum number of respondents are satisfied with the present brand they are using(72%).

Figure 3.17 Satisfied with present brand

No of respondents



(Source Table 3.17)

Table 3.18 Consideration of brand name before purchase

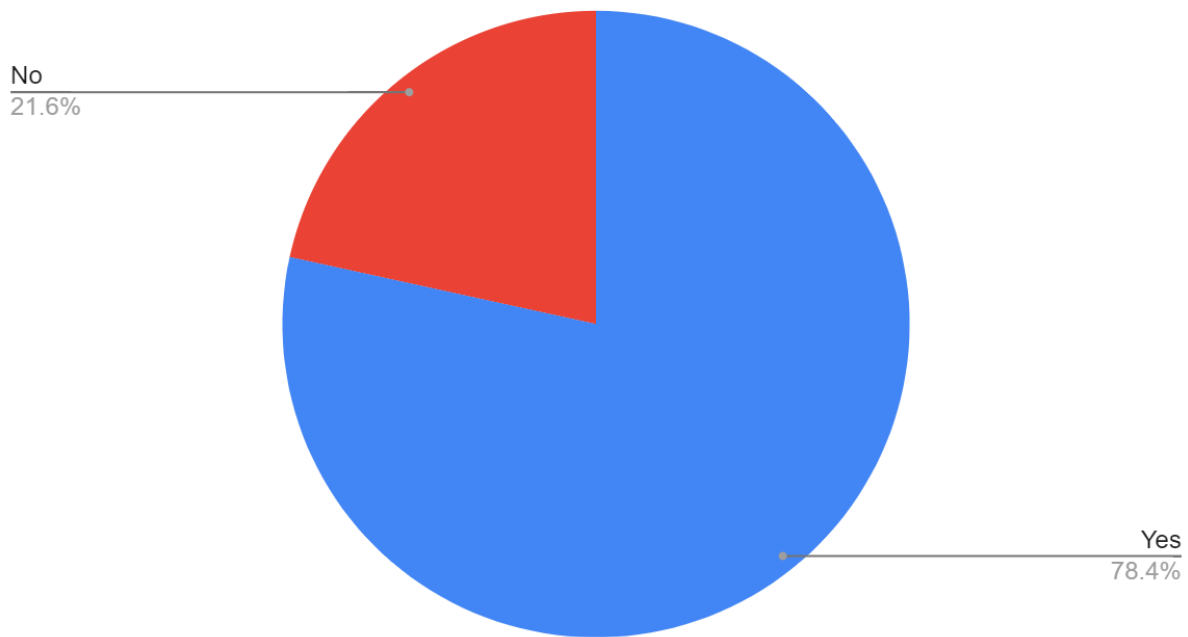
Considered	No of respondents	Percentage
Yes	40	78.4
No	11	21.6

(Source Primary data)

Inference: Most of the respondents take into consideration the mobile brand before purchasing it (78.4%).

Figure 3.18

No of respondents



(Source Table 3.18)

Table 3.19 Brand name affect Social status or not

Affect social status	No of respondents	Percentage
Yes	32	62.7
No	19	37.3

(Source Primary data)

Inference: Most of the respondents think that the brand name affects their social status(62.7%).

Figure 3.19 Brand name affect social status or not

No of respondents



(Source Table 3.19)

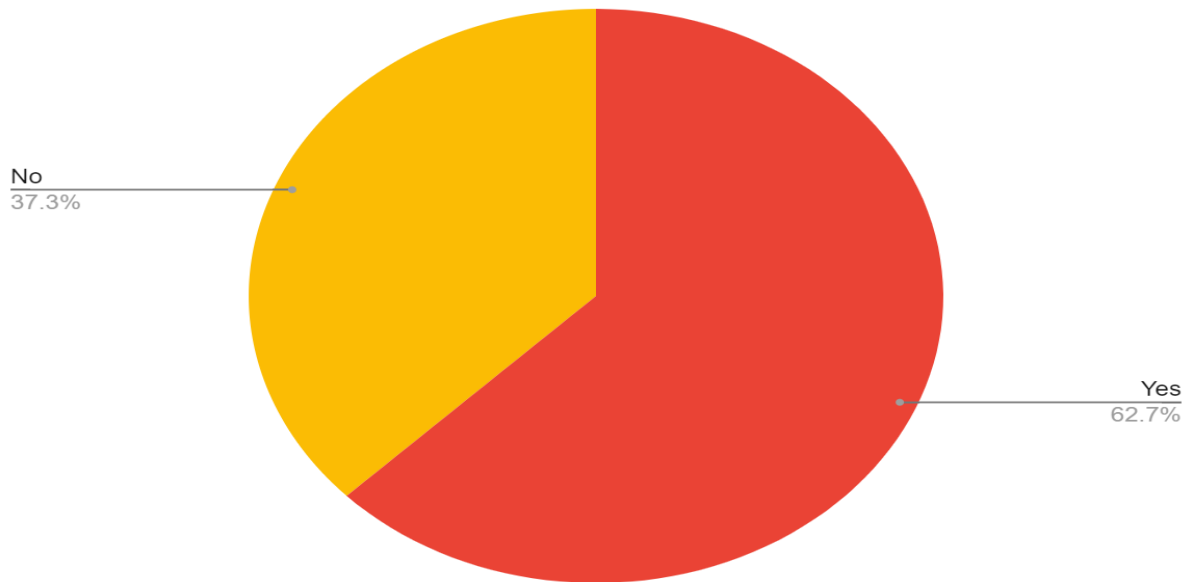
Table 3.20 Advertisement influence on purchase

Advertisement influence	No of respondents	Percentage
Yes	32	62.7
No	19	37.3

(Source Primary data)

Inference: From table 3.21 it is seen that most of the respondents purchases are influenced by advertising (62.7%).

Figure 3.20 Advertisement influence on purchase



(Source Table 3.20)

Table 3.21 Form of advertisement referred

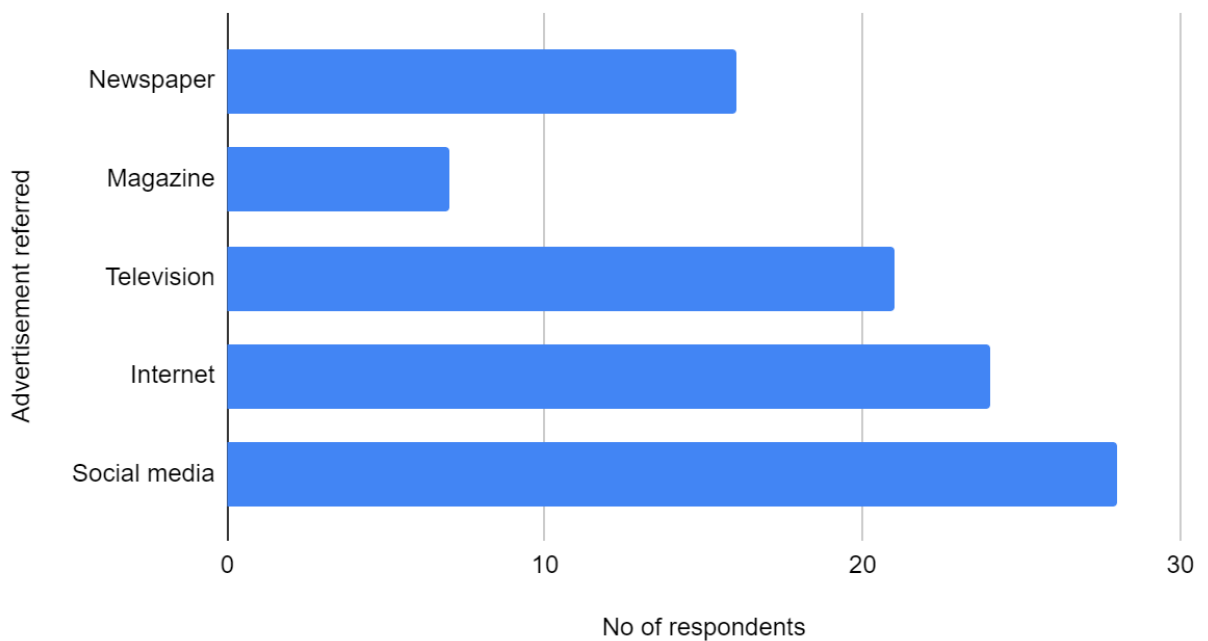
Advertisement referred	No of respondents	Percentage
Newspaper	16	31.4
Magazine	7	13.7
Television	21	41.2
Internet	24	47.1
Social media	28	54.9

(Source Primary data)

Inference: Most of the respondents refer to social media for different kinds of advertisements(54.9%)for their purchase. Advertisements done in social media platform helps to cover larger areas and also help to capture the market easily.

Figure 3.21 Form of Advertisement referred

No of respondents vs. Advertisement referred



(Source Table 3.21)

Table 3.22 Most impressive in an advertisement

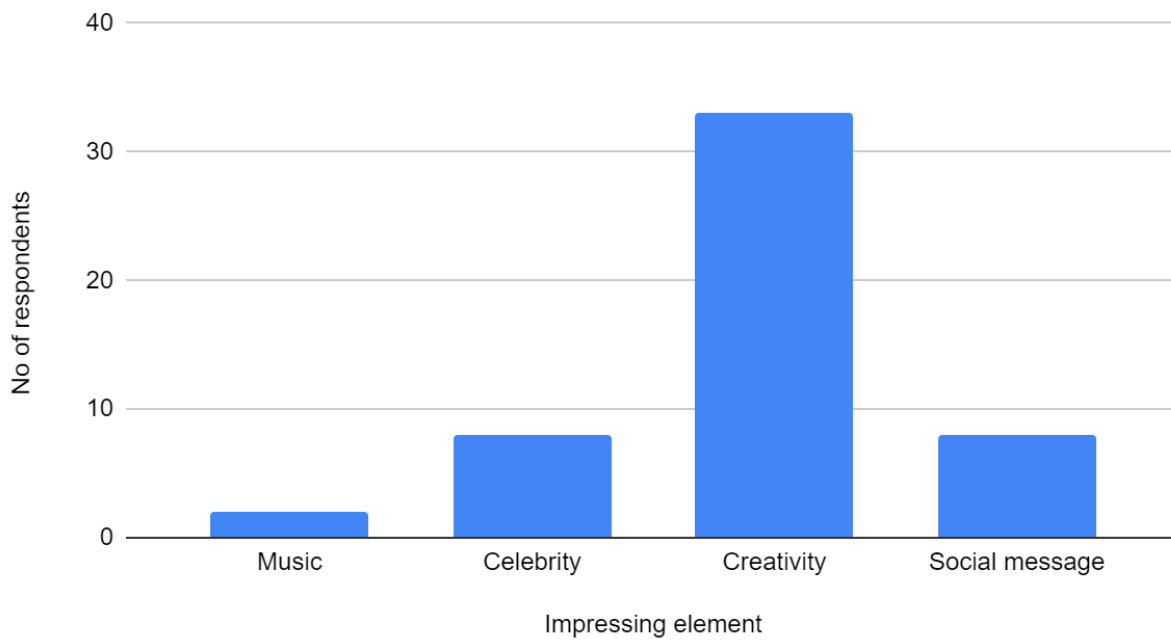
Impressing element	No of respondents	Percentage
Music	2	3.9
Celebrity	8	15.7
Creativity	33	64.7
Social message	8	15.7

(Source Primary data)

Inference: The feature that impresses the most in an advertisement is the creativity level of the advertisements. Creative advertisements easily capture the minds of the audience.

Figure 3.22 Most impressive in an advertisement

No of respondents vs. Impressing element



(Source Table 3.22)

Table 3.23 Awareness about current improvement

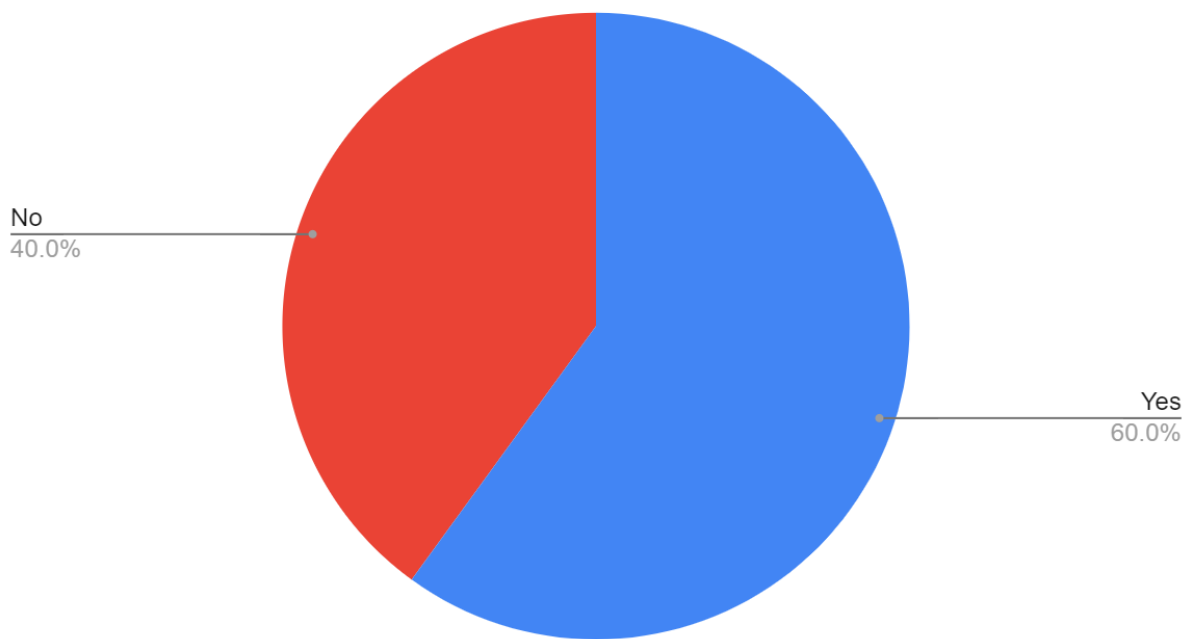
Aware	No of respondents	Percentage
Yes	30	60
No	20	40

(Source Primary data)

Inference: Most of the respondents are aware about the current improvements in the brand they are using(60%).

Figure 3.23 Awareness about current improvement

No of respondents



(Source Table 3.23)

Table 3.24 Company sponsorship helps build image

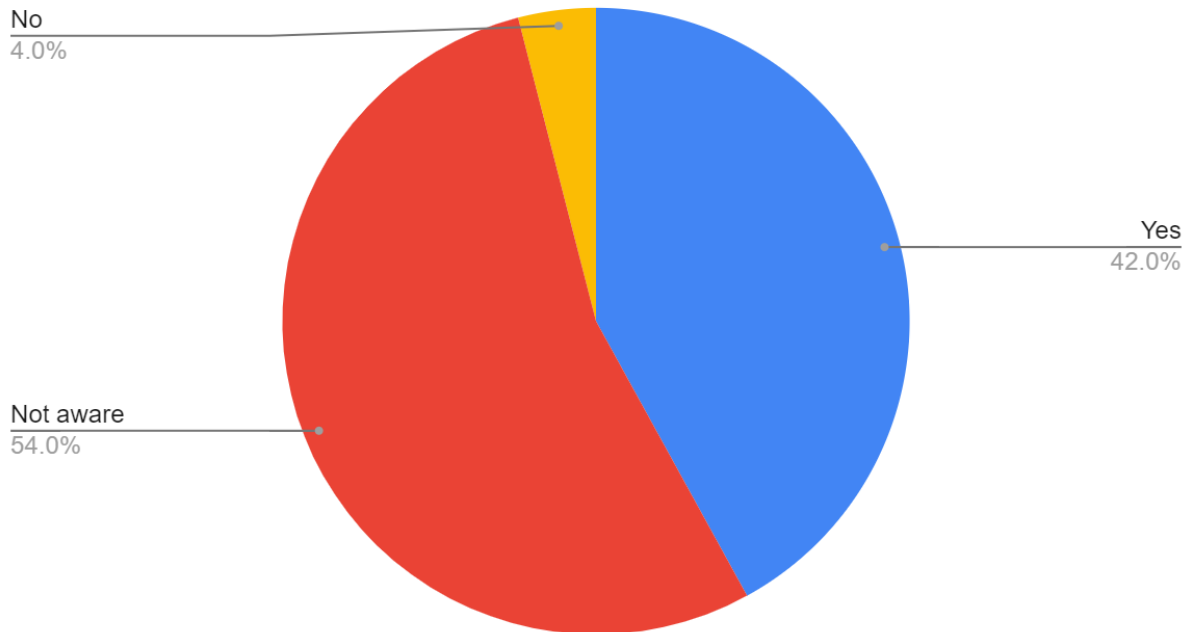
Builds image	No of respondents	Percentage
Yes	21	42
Not aware	27	54
No	2	4

(Source Primary data)

Inference: From table 3.25 it is seen that most of the respondents are not aware about company sponsorships that they offer to the brands that helps in building brand image (54%).

Figure 3.24 Company sponsorship helps build image

No of respondents



(Source Table 3.25)

CHAPTER 4
FINDINGS, SUGGESTIONS AND
CONCLUSIONS

FINDINGS, SUGGESTIONS AND CONCLUSIONS

FINDINGS :

BRAND PREFERENCE- It is seen that most people use brands other than Samsung, Honor , iPhone and One Plus(33.34%) and the least used brand is One Plus(11.76%).

RECOMMENDATION-Most of the people recommend their present phones to others.(64.7%).

PERIOD OF USAGE-People use their phones for more than 1 year(47.05%).

PRICE RANGE- People are ready to spend around 10,000-30,000 for purchasing a phone(31.4%).

FEATURES OF PREFERENCE-Most of the people look into the battery life(51%) followed by the camera(49%).

TIME SPENT-They spent more than 5 hours on their phone in a day(49%).

PHONE USED FOR-People use their phones for internet usage(72.5%) followed by call(66.7%).

LOYALTY-Most of the people are loyal to the brand(52.9%).

ADVERTISEMENT REFERRED-most of the people's purchases are influenced by social media(54.9%).

AWARENESS OF IMPROVEMENT-People are actually aware about the improvements in the mobile brands(60%).

SUGGESTIONS :

- The mobile usage per day is more than 5 hours on an average, and most of them use it either for calls or to use internet. Mobile phones are actually invented to communicate to people who are far away and spending more than 5 hours on this is actually unnecessary and thus wastes a lot of time. From the data it is clear that most of the respondents are

students and they are the ones who spent these much amount of time in mobile phones and this can affect their studies and also results in less interaction towards family and public. So it's better to reduce the time spend in using phones and focus more on other things.

- During the purchase of a mobile phone , they look for a particular feature and they might miss out other important features that are really necessary .So before purchasing a mobile phone it is necessary to look into all the features including the RAM ,camera quality, battery life, display, appearance etc. otherwise we end up buying a worthless one and thus wastes our money and time.
- Most of the respondents think that the brands of their mobile phones affect their social status. But actually it doesn't, we should buy phones as per our need and the money we plan to invest in buying a phone and not to outcast our social status.
- Respondents purchase their phones by the reference from different medias mainly from websites, but they might not show all the details about the phones or they publish details of particular brands only and it can also be a false advertisements so its better to buy from stores.
- Advertisements through different medias helps to communicate social awareness and messages to the public.

CONCLUSION :

Every brand has a unique image in the mind of the people. It also provides certain values which makes the brand higher than the others. Brand stands to fulfill these benefits offered. From the study it is seen that the people prefer brands other than Honor, Iphone, Samsung and One Plus. They are ready to spend 10,000 to 30,000 to purchase a phone. Also most of them who are under this study are completely loyal to their present brand that they are using. According to the study people prefer for brands with longer battery life. From this study we can see that the people are ready to spend any amount of money provided the required features are met.

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APPENDIX

Project topic : A study on customers preference for mobile brands with reference to changanaserry municipality.

QUESTIONNAIRE

1. Name :

2. Gender:

Male Female

3. Age

15-20 20-30 30-40

40-50 Above 50

4. Occupation:

Self-employed

Salaried

Unemployed

Student

Others

5. Income level(monthly):

Less than 10,000

10,000-20,000

20,000-30,000

30,000-40,000

Above 50,000

6. Which mobile are you currently using?

Honor

Samsung

iPhone

One plus

Others

7. How do you rate the phone you are using?

1

2

3

4

5

8. Would you recommend it to others?

Yes

No

9. How long have you been using this phone?

1-6 months

6-12 months

More than 1 year

10. What is the price range of the phone?

5000-10,000

10,000-30,000

30,000-50,000

Above 50,000

11. What is the feature that you look into before you buy a phone?

Appearance Camera Storage space

Battery life Price

12. What feature attracts you most in your present phone?

Storage space Battery life Camera

Others

13. How long do you spent on your phone in a day?

Less than 1 hour

1-3 Hours

3-5 Hours

More than 5 hours

14. You often use your phone to

Call

Text

Photography/Videography

Internet

Others

15. How many phones do you own?

One

More than one

16. How often do you change your phone?

Within 1 year

2-3 years

3-4 years

More than 4 years

17. How loyal are you to the present brand you are using (on scale of 10)?

Loyal

Moderate

Not loyal

18. Do you take into consideration the brand name before purchasing a phone?

Yes

No

19. Do you think the brand name affects the social status?

Yes

No

20. Does advertisement create an influence on your purchase?

Yes No

21. Which form of advertisement do you refer?

Newspapers Magazines Television

Internet Social media

22. In an advertisement what would impress you the most?

Music

Celebrity

Creativity

Social message

23. Are you completely satisfied with the present phone you are using?

Yes No

24. Are you aware of the new improvements introduced in your product?

Yes No

25. Do you think company sponsorship help them to build strong brand image?

Yes No