

**A STUDY ON BRAND LOYALTY AMONG SMARTPHONE
USERS IN KOTTAYAM CITY**

*Project work submitted in partial fulfilment of the requirement
for the award of*

Bachelor's Degree in Commerce

Submitted by

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COLLEGE OF APPLIED SCIENCES

KOTTAYAM, KERALA, INDIA

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2019-2020



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CERTIFICATE

*Certified that this is a bonafide report of the project work undertaken by **KAJAL KISHOR** (Reg.no.170021083273), **KESIA ANN CHERIA**(Reg.no.170021083275), **KEZIA MARIAM SAJI** (Reg.no.17002108329), **KESIA P VINOY** (Reg.no.170021083276), **KICHUMOL.S** (Reg.no.170021083280), 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 BRAND LOYALTY AMONG SMARTPHONE USERS IN KOTTAYAM CITY 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 (Computer Application) of Mahatma Gandhi University, under the guidance of Ms. VINEETHA P GEORGE, ASSISTANT PROFESSOR, PG Department of Commerce, Saintgits College of Applied Sciences, Pathamuttom, Kottayam. 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 my knowledge and belief.

PATHAMUTTOM
30. 3 .2020

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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.

*First and foremost, I thank the **Lord Almighty** who is the source of knowledge and one who guided me in all aspects to bring out this project.*

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31-03-2020

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CHAPTER - 1

INTRODUCTION

1.1 INTRODUCTION

Brand loyalty is a positive feeling towards a brand and dedication to purchase the same product market. Brand loyalty is built on the foundation of every interaction of customers with their product of service provide. The key to brand loyalty is to always meet or exceed expectation with every customer encounters. When customers become loyal, they not only buy the same brand to their friends and family, develop an emotional connection, and acts as a brand evangelist. Brand preference for smartphone represents which brands are preferred under the assumptions of perceived quality, better price, battery durability, camera resolution and so on.

A smart phone is a mobile phone with an advanced mobile operating system which combines and connectivity with other feature useful for mobile or handheld us offering advanced technologies for information management, mobile calls, email sending, and internet access. It combines a cell phone with very advanced features in smart phones 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.

Today's generation is often termed as smart phone generation as they love to be busy with their smart phone all the time. And it becomes an inevitable instrument in their life. So before choosing this instrument of passing time they spent considerable amount of time for selecting suggest that, brand name variable have statistically a significant relationship with consumer preference the other variable. One of the biggest challenge facing by the marketers are gaining and retaining customers. According to Mark Di Somma, what customers need at first is awareness, authenticity and excitement over the brand in order for a brand to gain top-of-mind. But once customers are passionate about a brand, they need different things. Thus brand loyalty seems to be a complex concept.

1.2 OBJECTIVE OF THE STUDY

The main objective of the study is to identify brand loyalty among smart phone users.

The other objectives of the study are as follows:

1. To study the various factor affecting brand loyalty among smart phone users.
2. To study the switching behaviour of brands among smart phone users.
3. To study the satisfaction level of smart phone users.
4. To determine relationship between brand popularity and brand preference.

1.3 SCOPE OF THE STUDY

This study mainly focuses to identify customer's perception about smartphone brands, their preferences, perceived quality, price etc. It also helps the dealers and manufactures to identify various factors affecting loyalty. This study will help Mobile industry to enhance their regular as well as prospective buyers. In this digital era, number of brands dealing with smartphones are increasing day by day this makes this study relevant for brands to sustain in the market. Brand loyalty will help to analyse the effectiveness of equity, satisfaction of consumers, competitors advantage etc. Loyalty programs can also provide insight to the customers spending behaviour. Once the marketers know who the best customers are, they can track their purchases.

1.4 SIGNIFICANCE OF THE STUDY

This research is significant for all the smartphone manufactures and dealers as it helps them to identify the factors which will influence their potential customers to make decision while they select a new smartphone. The purpose of these research is to study the customer's perception and satisfaction towards various smartphones and brands. It is to investigate whether these independent variables will affect smartphone users to switch brand. The independent variables in these study may influence the brand loyalty involving customer satisfaction, price and brand innovativeness. This research will be mainly focusing on smartphone user's loyalty for their brands. This study helps not only consumers but also those entrepreneurs who can understand and capture a clearer picture of how smartphone user's decisions are influenced by various direct and indirect factors, and therefore, these entrepreneurs can develop an appropriate marketing strategy to avoid losing loyal customers. Due to high competition and emerging brands this study has its own relevance in market.

1.5 METHODOLOGY OF THE STUDY

i. 1.5.1 RESEARCH DESIGN:

The research design for the study is descriptive and analytical in nature that is conducted among the 60 interested users especially consumers of Kottayam city.

ii. 1.5.2 DATA COLLECTION:

Primary source of data was collected through structured questionnaire, which was distributed among smartphone users in Kottayam city.

Secondary data were also collected from journals and articles, websites and previous works on the brand loyalty among smart phone users.

iii. 1.5.3 SAMPLING METHDOLOGY:

- Sample Size

Sample size of the study was 60 individuals to give an accurate view on the topic brand loyalty among smartphone users.

- Sample Unit

The study is based on people of Kottayam city.

- Sampling Technique

The sampling technique used for the study is Random sampling technique.

1.5 LIMITATIONS OF THE SURVEY

This survey has various limitations, some of them are:

1. Result of these study cannot be generalized as this study is based on sampling.
2. As these study is based on behavioural aspect, information may be biased.
3. The study is limited to Kottayam city
4. The study is limited to relatively a small sample size of 60
5. The study has its time constrains.

1.6 CHAPTERISATION

- CHAPTER 1- INTRODUCTION
- CHAPTER 2- REVIEW OF LITERATURE & THEORETICAL FRAMEWORK
- CHAPTER 3 - DATA ANALYSIS AND INTERPRETATION
- CHAPTER 4 - FINDINGS, SUGGESTIONS & CONCLUSION

CHAPTER-2

LITERATURE REVIEW AND THEORETICAL FRAMEWORK

2.1 LITERATURE REVIEW

2.1.1 Singh (2016). Hangzhou - Trust is one of the most important factors which lead to brand loyalty. This element is built by the highly valued exchange relationship and continuous communication. The research was carried in Hangzhou and the purpose was to find the key factors to building brand loyalty and the trust was included according to the researcher brand trust is the most important factor among all the variables considered for the research. Loyal customers are more willing to pay more for the brand because they are very much satisfied and have a positive influence on brand loyalty.

2.1.2 Nasr Azad, Ozhan Karimi, Maryam Safaei (2012) - These is an empirical study to investigate the effects of different marketing efforts on brand equity in mobile industry. The results show that there is a positive and meaningful relationship between marketing mix efforts and brand equity. In other words, more advertisements could help better market exposure, which means customers will have more awareness on market characteristics. Among all mixed efforts, guarantee influences more on brand equity, which means consumers care more on product services than other features. Finally, among different characteristics of brand equity, product exclusiveness plays an important role. In other words, people are interested in having exclusive product, which is different from others.

2.1.3 Harsha de Silva (2011) - States that there are many evidences to believe that customers select their products based on brand name. Products also maintain their own characteristics, which make them differentiable from others. In this paper, researchers have present an empirical study to determine important factors influencing customers' purchasing intend for cellular phones in capital city of Iran, Tehran. The results of the study show that there are some positive relationships between exclusive name and quality perception, between exclusive name and word of mouth advertisement, between quality perception and fidelity,

between word of mouth advertisement and brand name and between brand name image and brand name.

2.1.4 Ramakrishnan Venkatesakumar, D. Ramkumar and P. Thillai

Rajan, (2008)- Confirms that Brand loyalty and brand switching behaviour of the consumers are evergreen issues of research and strategic importance to the marketers and academic researchers. The current research aims to address the significance of product attributes in brand switching behaviour through multidimensional scaling and results suggest that a set of product attributes trigger the intention to switch the current brand.

2.1.5 Anne Martensen, (2007)- Examine tweens' (8-12 year-olds) satisfaction with and loyalty to their mobile phones and the relationship between these. The results indicate that tweens are far more satisfied with their mobile phones than adults are and that the mobile phones fulfil children's expectations to a much higher degree. Still, brands are not able to turn tweens into loyal customers who will recommend their mobile phones to friends. Tweens' loyalty is lower than what is experienced for adults and the relationship between satisfaction and loyalty is very weak.

2.1.6 Kuusik (2007) – Impact of satisfaction on loyalty has been the most popular subject of studies many studies show the direct relationship between customer satisfaction and brand loyalty and conclude that satisfaction brings the loyalty toward brand and dissatisfaction become a reason to switch the brand mostly. In 1984 ACSI (American Customer Satisfaction Index) was created and the primary objective was to explain the development of brand loyalty. ACSI model has three basic elements which lead the customer satisfaction customer expectations, perceived value and perceived quality.

2.1.7 Serkan Aydin, Gökhan Özer, Ömer Arasil, (2005) – had focused on to measure the effects of customer satisfaction and trust on customer loyalty, and the direct and indirect effect of “switching cost” on customer loyalty. The findings of this study show that the switching cost factor directly affects loyalty, and has a moderator effect on both customer satisfaction and trust.

2.2 Theoretical Framework

A **brand** is a name, term, design, symbol or any other feature that identifies one seller's good or service as distinct from those of other sellers. Brands are used in business, marketing and advertising for recognition. In the modern era, the concept of branding has expanded to include the marketing and communication techniques that help to distinguish a company or products from competitors, aiming to create a lasting impression in the minds of customers.

Importance of a brand:

- Clearly deliver a message
- Confirm the brand's credibility in the marketplace
- Emotionally connect target prospects with a product or service
- Motivate the buyer to make a purchase
- Create user loyalty

Characteristics of a good brand:

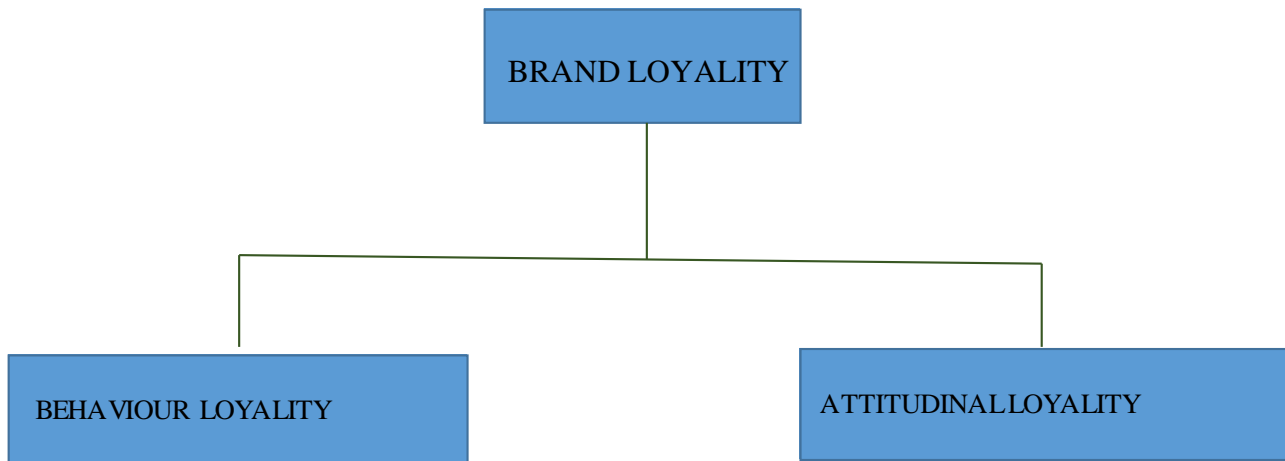
- Clearly deliver a message
- Confirm the brand's credibility in the marketplace
- Emotionally connect target prospects with a product or service
- Motivate the buyer to make a purchase
- Create user loyalty
- Easy to pronounce
- Easy to remember

- Should be short & sweet
- Should be original
- Should point out producer
- Should be legally protectable
- Should reflect product dimensions

Loyalty

Loyalty, is a devotion and faithfulness to a nation, cause, philosophy, country, group, or person. The definition of loyalty in law and political science is the fidelity of an individual to a nation, either one's nation of birth, or one's declared home nation by oath. Alternatively, they may be constructed from personal choice and evaluation of criteria with a full degree of freedom. Brand loyalty is the positive association consumers attach to a particular product or brand. Customers that exhibit brand loyalty are devoted to a product or service, which is demonstrated by their repeat purchases despite competitor's efforts to lure them away. Brand loyalty has also been defined as a special case of programmed decision making when customers adopt a decision strategy of giving all or most of their patronage to a particular brand. Lawrence defined loyalty to a new brand as four purchases in a row. However, Blattberg and Sen used a proportion of purchases rather than a sequence as an indication of loyalty to national and private label brands. Yet to consider a consumer's sequence of purchases as an indication of their loyalty towards a brand may be misleading. 'Repeat purchase of the brand may not represent commitment, it may merely represent acceptance of the brand.'

Types of brand loyalty:



Measures	Advantages	Disadvantages
Behavioural Measures	<ul style="list-style-type: none"> • Based on actual behaviour • Non incidental • Easy to collect data 	<ul style="list-style-type: none"> • Repeat buying is not distinguishable from brand loyalty. • More sensitive to short run functions • Difficult to pick right decision unit.
Attitudinal Measures	<ul style="list-style-type: none"> • Repeat buying separated from brand loyalty. • Less sensitive to short-run fluctuations. • Easier to pick right decision unit. 	valid representation of reality not valid

Significance of Brand Loyalty

Brand loyalty is a vital objective and a significant outcome of an effective promotion programs, sales creativities and product growth exertions. Every successful brand has loyal customers at their nucleus. These loyal customers consider the brands in a better way, make purchases more frequently and suggest the brand to other people. Loyal customers are the basic base of marketing strategy of an organization; base of profitable outcome as well as a sound platform of brand development and upgrading. Loyal customer is direction for brands, if a brand loses its sight on customer it may lose its direction and may suffer loss in shape of market share decline.

Smartphones are a class of mobile phones and of multi-purpose devices. They are distinguished from feature phones by their stronger hardware capabilities and extensive mobile operating system, which facilitate wider software, internet, and multimedia functional alongside core phone functions such as voice calls and text messaging. A smartphone is a mobile or cellular phone that runs off a mobile operating system (os) and function like a mini computer. Smartphones also function as a portable media player, digital cameras, video cameras and GPS navigation devices. The operating system equips the device with advanced computing capabilities, runs applications and enables the device to perform the following basic features.

Brand positioning:

Brand positioning can be defined as the positioning strategy of the brand with the goal to create a unique impression in the minds of the customers and at the marketplace. Brand Positioning has to be desirable, specific, clear, and distinctive in nature from the rest of the competitors in the market. It is the act of designing the company's offerings & image to occupy a distinctive place in the target market's mind. It can be either vertical or horizontal.

OBJECTIVES OF POSITIONING:

- To be recognised
- To be rebranded
- To provide brand strength

- To help brand judgement

Brand equity:

It is the sum total of values, assets & liabilities generated by a brand over a period of time. Brand equity means marketing outcomes. It is the additional amount of money consumers are willing to pay for a brand compared to other brands. Key elements of brand equity includes loyalty, awareness, perceived quality, brand associations etc. If existing brand equity is positive, then company can add new products to the market.

Who is a customer?

A customer is an individual or business that purchases another company's goods or services. Customers are important because they drive revenues; without them, businesses have nothing to offer. Most public-facing businesses compete with other companies to attract customers, to expand their customer bases. Happy customers are more likely to award repeat business to companies who meet or exceed their needs. As a result, many companies closely monitor their customer relationships to solicit feedback on methods to improve product lines.

Customer satisfaction:

Customer satisfaction “a business term, is a measure of how products and services supplied by a company meet or surpass customer expectation”. Customer satisfaction is a term frequently used in marketing. It is a measure of how products and services supplied by a company meet or surpass customer expectation. Customer satisfaction is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services exceeds specified satisfaction goals."

CHAPTER- 3
DATA ANALYSIS AND INTERPRETATION

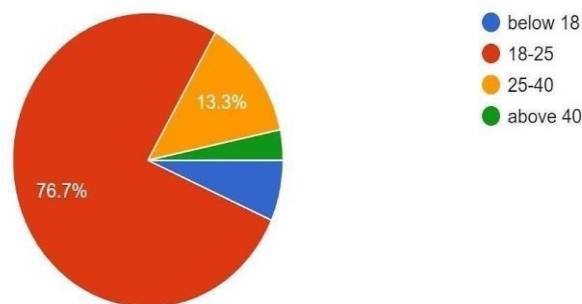
TABLE 3.1
AGE OF THE RESPONDENTS

SNO	PARTICULARS	NO. OF RESPONDENT	PERCENTAGE
1	BELOW 18	4	6.7%
2	18-25	46	76.7%
3	25-40	8	13.3%
4	ABOVE 40	2	3.3%
	TOTAL	60	100%

Source: primary data

INTERPRETATION: The table reveals that 6.7% of the respondents come in the age below 18, 76.7% of total respondents come in the age group of 18-25, 13.3% comes in the group of 25-40. Rest 3.3% comes in the age group of above 40. Majority of them belong to age group of 18-25.

CHART 3.1 AGE OF THE RESPONDENTS



SOURCE: TABLE 3.1

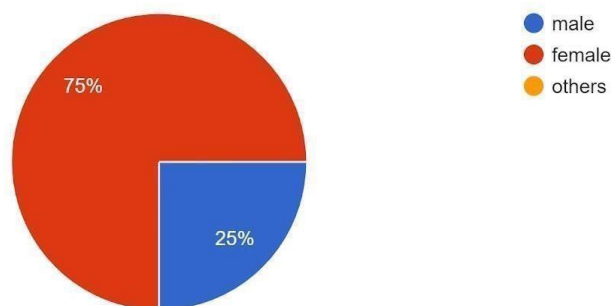
TABLE 3.2
SEX RATIO OF THE RESPONDENTS

SNO	PARTICULARS	NO.OF RESPONDENT	PERCENTAGE
1	MALE	45	75%
2	FEMALE	15	25%
3	OTHERS	-	-
	TOTAL	60	100%

Source: primary data

INTERPRETATION: The above table shows that 75% of the total respondents are male and 25% are female. Also there is no respondent in the other category. So majority of the respondents are male here.

CHART 3.2 SEX RATIO OF THE RESPONDENTS



SOURCE: TABLE 3.2

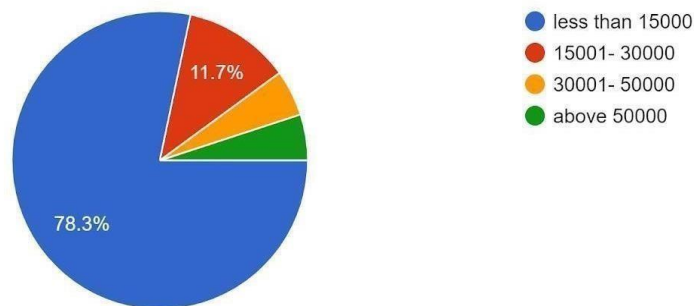
TABLE 3.3
INCOME LEVEL OF THE RESPONDENTS

SNO	PARTICULARS	NO.OF RESPONDENT	PERCENTAGE
1	LESS THAN 15000	47	78.3%
2	15001-30000	7	11.7%
3	30001-50000	3	5%
4	ABOVE 50000	3	5%
	TOTAL	60	100%

Source: primary data

INTERPRETATION: The above table reveals that 78.3% of total respondents have income less than 15000 ,11.7% of them belong to the group earning 1500130000 ,5% of them belong to group of 30001-50000, other 5% comes in the income group above 50000. This majority of the respondents earn less than 15000 per month.

CHART 3.3 INCOME LEVEL OF THE RESPONDENTS



SOURCE: TABLE 3.3

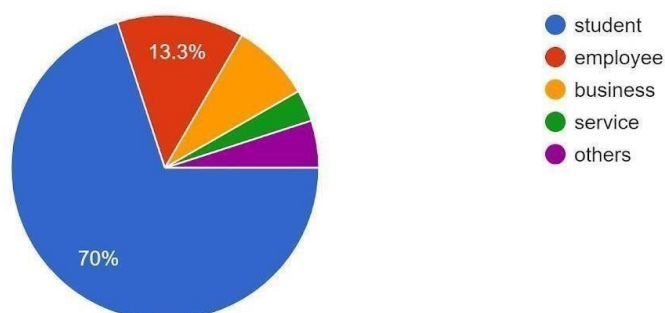
TABLE 3.4
OCCUPATION OF THE RESPONDENTS

SNO	PARTICULARS	NO. OF RESPONDENT	PERCENTAGE
1	STUDENTS	42	70%
2	EMPLOYEES	8	13.3%
3	BUSINESS	5	8.3%
4	SERVICE	2	3.3%
5	OTHERS	3	5%
	TOTAL	60	99.9%

Source: primary data

INTERPRETATION: It is inferred from the table that 70% of the total respondents belong to student's category, 13.3% belong to employees, 8.3% are business people, 3.3% belong to service category, 5% of them comes in the other category. Here majority of the respondents are students.

CHART 3.4 OCCUPATION OF THE RESPONDENTS



SOURCE: TABLE 3.4

TABLE 3.5
EDUCATIONAL QUALIFICATION OF THE RESPONDENTS

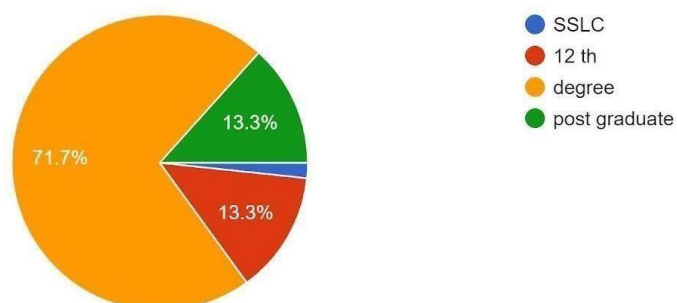
SNO	PARTICULARS	NO.OF RESPONDENT	PERCENTAGE
1	SSLC	1	1.7%
2	12 th	8	13.3%
3	DEGREE	43	71.7%
4	POST GRADUATE	8	13.3%
5	TOTAL	60	100%

Source: primary data

INTERPRETATION: The table reveals that 1.7% of total respondents are SSLC passed, 13.3% of them are 12th passed, 71.7% of them are graduates, 13.3% of them are post graduates.

Majority of the respondents are graduates in this survey.

CHART 3.5 EDUCATIONAL QUALIFICATION



SOURCE: TABLE 3.5

TABLE 3.6
SMARTPHONES USED BY THE RESPONDENTS

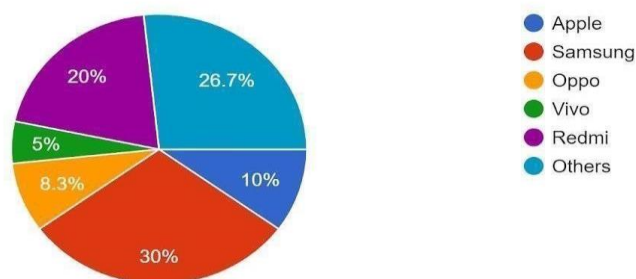
SNO	PARTICULARS	NO.OF RESPONDENT	PERCENTAGE
1	APPLE	6	10%
2	SAMSUNG	18	30%
3	OPPO	5	8.3%
4	VIVO	3	5%
5	REDMI	12	20%
6	OTHERS	16	26.7%
	TOTAL	60	100%

Source: primary data

INTERPRETATION: From the table it is inferred that 10% of the total respondents are using Apple, 30% of them are using Samsung, 8.3% of them uses OPPO, 5% are using Vivo, 20% of respondents are using Redmi, other 26.7% of them uses some other brands of smartphone.

Majority of them are using Samsung.

CHART 3.6 SMARTPHONES USED BY THE RESPONDENTS



SOURCE: TABLE 3.6

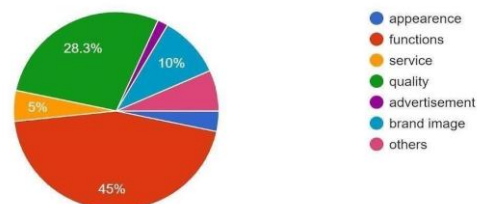
TABLE 3.7
REASON FOR BRAND PREFERENCE BY THE RESPONDENTS

SNO	PARTICULARS	NO. OF RESPONDENT	PERCENTAGE
1	APPERANCE	2	3.3
2	FUNCTIONS	27	45
3	SERVICE	3	5
4	QUALITY	17	28.33
5	ADVERTISMENT	1	1.66
6	BRAND IMAGE	6	10
7	OTHERS	4	6.7
	TOTAL	60	99.99

Source: primary data

INTERPRETATION: The above table reveals that 3.3% of total respondents prefer brand of smartphone because of its appearance, 45% change due to its advanced functions, 5% prefer because of its service, 28.33% of them purchased because of its low quality, 1.66% prefer their brand because of its effective advertising, 10% liked its brand image. 6.7% of respondents prefer to change due to some other reasons. Majority prefer to purchase because of its advanced functions.

CHART 3.7 REASON FOR BRAND PREFERENCE BY THE RESPONDENTS



SOURCE: TABLE 3.7

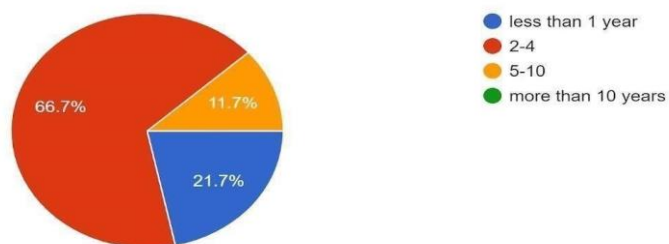
TABLE 3.8
DURATION OF USING THE SAME BRAND OF SMARTPHONE

SNO	PARTICULARS	NO.OF RESPONDENT	PERCENTAGE
1	LESS THAN 1 YEAR	13	21.7%
2	2-4YEAR	40	66.7%
3	5-10YEAR	7	11.7%
4	MORE THAN 10 YEAR	-	-
	TOTAL	60	100%

Source: primary data

INTERPRETATION: Out of 60 respondents 21.7% of them use the same brand of smartphone for less than 1 year, 66.7% of them use for 2- 4 years, 11.7% of them use it about 510 years, no respondent has been using same brand for 10 years or more. Majority of the respondents used for 2-4 years.

CHART 3.8 DURATION OF USING THE SAME BRAND OF SMARTPHONE



SOURCE: TABLE 3.8

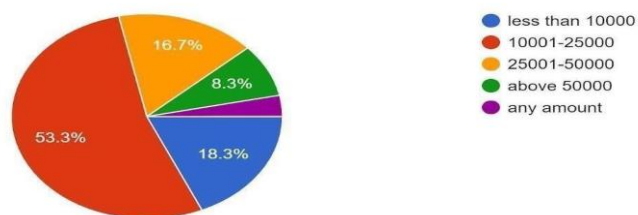
TABLE 3.9
MONEY SPEND BY THE RESPONDENTS FOR THEIR REGULAR BRAND OF SMARTPHONE

SNO	PARTICULARS	NO. OF RESPONDENT	PERCENTAGE
1	LESS THAN 10000	11	18.3%
2	10001-25000	32	53.3%
3	25001-50000	10	16.7%
4	ABOVE 50000	5	8.3%
5	ANY AMOUNT	2	3.3%
6	TOTAL	60	99.9%

Source: primary data

INTERPRETATION: Out of 60 respondents 18.3% of the total respondents are willing to pay less than 10000, 53.3% of them are willing to pay between 10001-25000, 16.7% of them are ready to pay 25001-50000, 8.3% are willing to pay above 50000, only 3.3% of total willing to pay any amount. Majority of the respondents are willing to pay between 10001-25000 for buying their regular brand of smartphone.

CHART 3.9 MONEY SPEND FOR THE SMARTPHONE BY THE RESPONDENT



SOURCE: TABLE 3.9

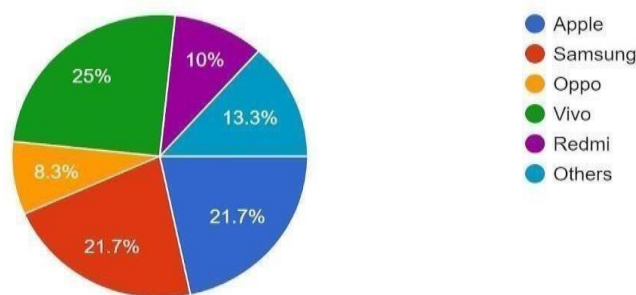
TABLE 3.10
BRAND PROMOTED BY THE FAVOURITE ADVERTISEMENT OF THE RESPONDENTS

SNO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	APPLE	13	21.7
2	SAMSUNG	13	21.7
3	OPPO	5	8.3
4	VIVO	15	25
5	REDMI	6	10
6	OTHERS	8	13.3
	TOTAL	60	100%

Source: primary data

INTERPRETATION: The above table shows that 21.7% of the total respondents like the advertisement of Apple, 21.7% of them like advertisement of Samsung, 8.3% of them prefer the advertisement of Oppo, 25% consider vivo ads, 10% of them like the advertisement of Redmi, 13.3% consider ads of other brands as favourite. Majority of the respondents consider Apple's and Samsung's as their favourite by 21.7% each.

CHART 3.10 BRAND PROMOTED BY THE FAVOURITE ADVERTISEMENT OF THE RESPONDENTS



SOURCE: 3.10

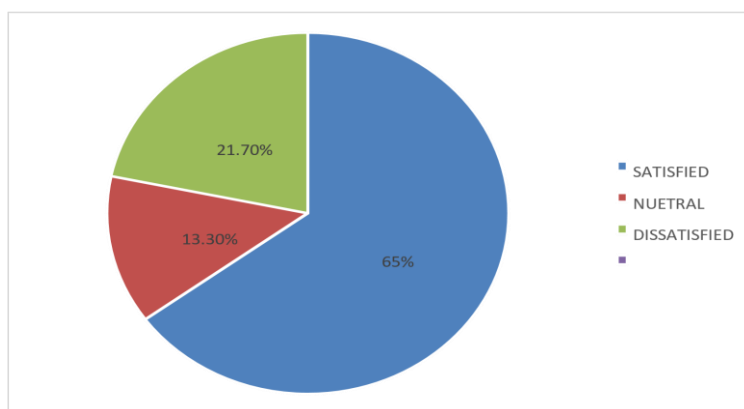
TABLE 3.11
SATISFACTION LEVEL OF THE RESPONDENTS

SNO	PARTICULARS	NO.OF RESPONDENT	PERCENTAGE
1	SATISFIED	41	68.3%
2	NUETRAL	12	20%
3	DISSATISFIED	7	11.7%
	TOTAL	60	100%

Source: primary data

INTERPRETATION: This table reveals that 68.3% out of 60 are satisfied with their smartphone, 11.7% of them are not at all satisfied, rest 20% of them consider their satisfaction as neutral. Majority of the respondents are satisfied with their brand of smartphone.

CHART 3.11 SATISFACTION LEVEL OF THE RESPONDENTS



SOURCE: TABLE 3.11

TABLE 3.12

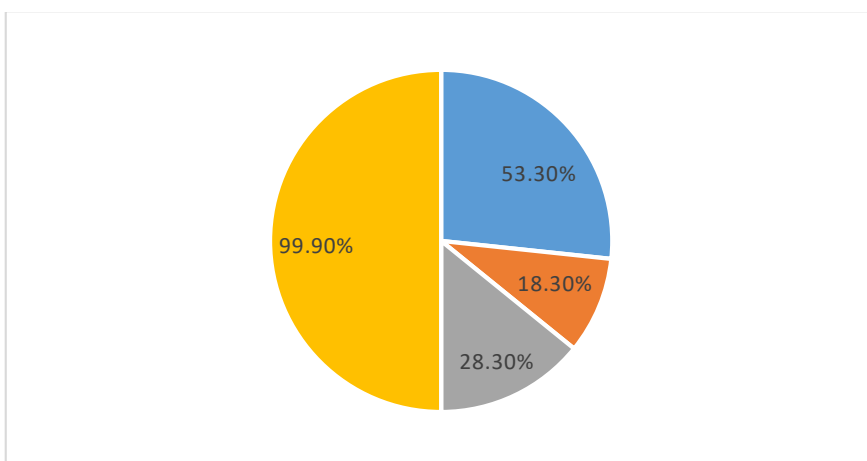
3.12 BRAND PREFERNCE OF THE RESPONDENT OVER OTHER BRANDS

SNO	PARTICULARS	NO.OF RESPONDENT	PERCENTAGE
1	agree	32	53.3%
2	Neutral	11	18.3%
3	disagree	17	28.3%
	TOTAL	60	99.9%

Source: primary data

INTERPRETATION: From the table it is revealed that 65% of the total respondents are willing to change their smartphone, 35% of them are not at all willing to change their brand of smartphone.

CHART 3.15 RESPONDENTS PREFERNCE TO CHANGE SMARTPHONE



SOURCE: TABLE 3.15

TABLE 3.16

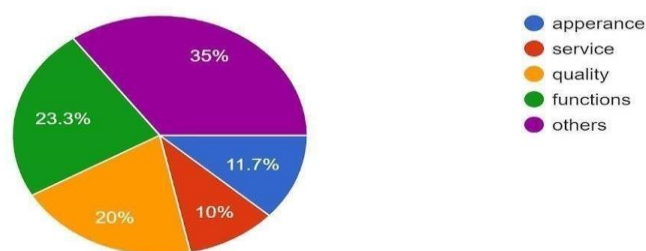
REASONS TO CHANGE SMARTPHONES USED BY THE RESPONDENT

SNO	PARTICULARS	NO.OF RESPONDENT	PERCENTAGE
1	APPERANCE	7	17.9%
2	SERVICE	6	15.38%
3	QUALITY	12	30.76%
4	FUNCTIONS	14	35.89%
5	OTHERS	-	-
	TOTAL	39	99.93

Source: primary data

INTERPRETATION: Out of 60, 17.9% of respondents prefer better appearance of smartphone, 15.38% of total respondents consider poor service,30.76% of them prefer high quality smartphones, 35.89% of them claims outdated and less functions, none of them consider some other factors to change their smartphone. So majority of the respondents consider outdated functions as reason to change their smartphone.

CHART 3.16 REASONS TO CHANGE SMARTPHONE USED BY THE RESPONDENT



SOURCE: TABLE 3.16

TABLE 3.17

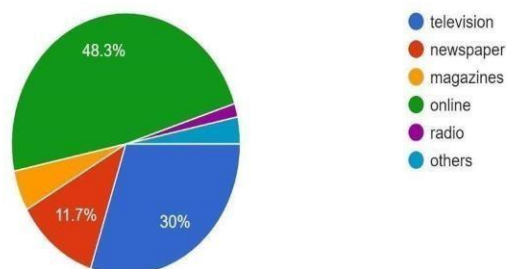
MEDIUM OF ADVERTISEMENT OF SMARTPHONE PREFERED BY THE RESPONDENTS

SNO	PARTICULARS	NO.OF RESPONDENT	PERCENTAGE
1	TELEVISION	18	30%
2	NEWSPAPER	7	11.7%
3	MAGAZINE	3	5%
4	ONLINE	29	48.3%
5	RADIO	1	1.7%
6	OTHERS	2	3.3%
	TOTAL	60	100%

Source: primary data

INTERPRETATION: This table shows that 30% out of 60 prefer television ads, 11.7% of them consider ads in newspaper, 5% often see magazine ads, 48.3% prefer online ads, 1.7% consider ads in radios, 3.3% of them prefer other medias for smartphone advertisements. Majority of them often see online ads of smartphones.

CHART 3.17 MEDIUM OF ADVERTISEMENT OF SMARTPHONES PREFERED BY THE RESPONDENT



SOURCE: TABLE 3.17

**TABLE 3.18
INFLUENCE OF BRAND IMAGE AND BRAND NAME IN THE PURCHASE OF A SMARTPHONE**

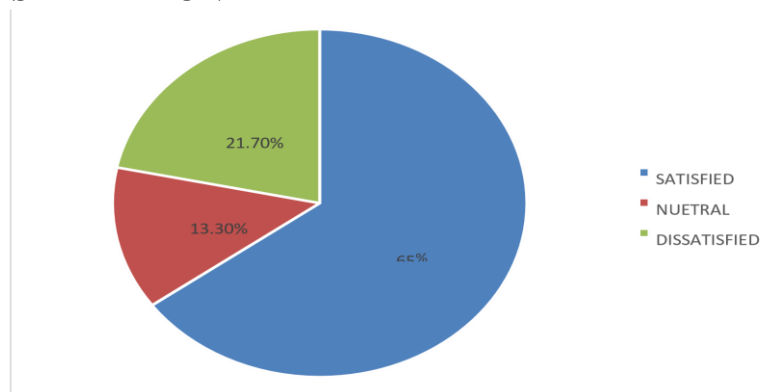
SNO	PARTICULARS	NO.OF RESPONDENT	PERCENTAGE
1	SATISFIED	26	43.3%
2	NEUTRAL	14	23.3%
3	DISSATISFIED	20	33.3%
	TOTAL	60	100%

Source: primary data

INTERPRETATION: It is inferred from the table that 43.3% of the respondents says brand image and brand name are driving factors, whereas 23.3% of them says brand name and image does not influence to purchase. 33.3% of them consider this as neutral.

Majority of them trust in brand name and image.

CHART 3.18 INFLUENCE OF BRAND IMAGE AND BRAND NAME IN THE PURCHASE OF A SMARTPHONE



SOURCE: TABLE 3.18

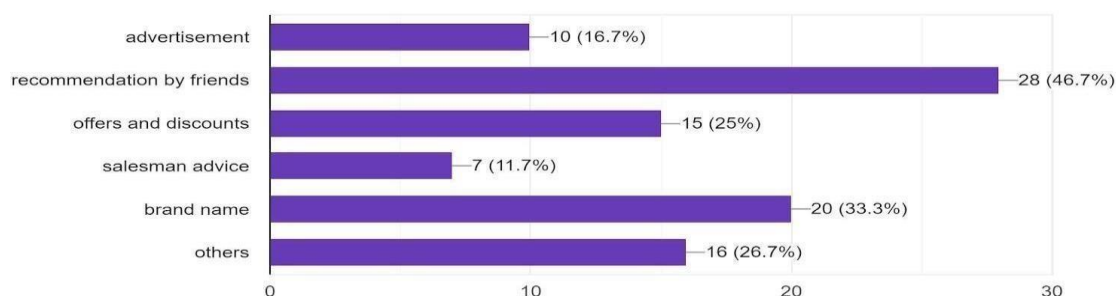
TABLE 3.19
FACTORS INFLUENCING THE RESPONDENTS TO PURCHASE A SMARTPHONE

SNO	PARTICULARS	NO.OF RESPONDENT	PERCENTAGE
1	ADVERTISEMENT	10	16.7
2	RECOMMENDATION BY FRIENDS	28	46.7
3	OFFERS AND DISCOUNTS	15	25
4	SALESMAN ADVICE	7	11.7
5	BRAND NAME	20	33.3
6	OTHERS	16	26.7
	TOTAL	96	160.1%

Source: primary data

INTERPRETATION: From the table it is inferred that 16.7% of respondents consider advertisements while purchasing, 46.7% prefer recommendations as influencing factor, 25% of them make purchases based on offers and discounts, 11.7% of them consider salesman advice as influential factor, 33.3% prefer brand image above all, 26.7% consider some other factors as driving their purchase decision.

CHART 3.19 FACTORS INFLUENCING THE RESPONDENTS TO PURCHASE A SMARTPHONE



SOURCE: TABLE 3.19

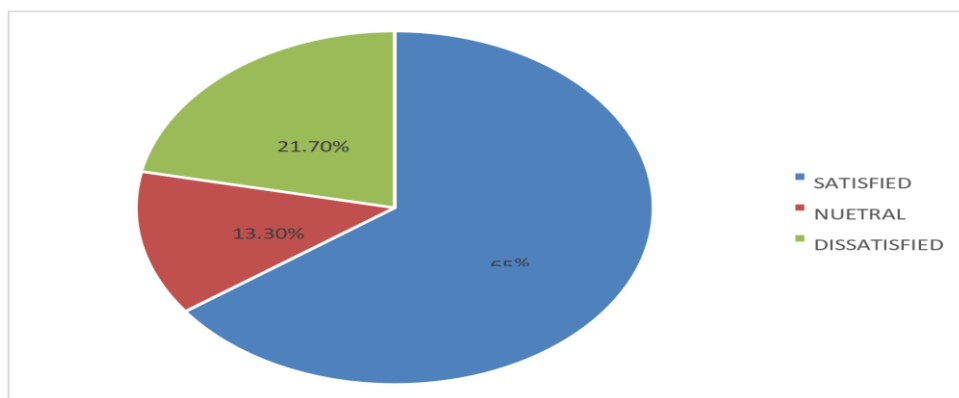
**TABLE 3.20
RESPONDENTS WILLINGNESS TO RECOMMEND THEIR BRAND OF SMARTPHONE**

SNO	PARTICULARS	NO.OF RESPONDENT	PERCENTAGE
1	YES	39	65%
2	NO	8	13.3%
3	MAYBE	13	21.7%
	TOTAL	60	100%

Source: primary data

INTERPRETATION: The table shows that 65% of total respondents are willing to recommend their brand of smartphone to others, 13.3% of them will not recommend, 21.7% does not make any proper statement about willingness to recommend. Majority of them are willing to recommend that they trust in brand loyalty.

CHART 3.20 RESPONDENTS WILLINGNESS TO RECOMMEND THEIR BRAND OF SMARTPHONE



SOURCE: TABLE

CHAPTER-5
FINDINGS, SUGGESTIONS AND INTERPRETATION

Finding, Suggestion and Conclusion

4.1. Findings

- About 30% of the respondents are using Samsung brand of smartphone and only 6% of them use Apple smartphone.
- Out of total respondents, 45% prefer their brand of smartphone because of its speedy and advanced functions.
- Only 10% of them prefer their brand because of its brand image
- Majority of the respondents are using their same brand of smartphone for about 2-4 years.
- No respondent has been using the same brand for more than 10 years. This makes it clear that there is no brand loyalty among smartphone users.
- About 53.3% of smartphone users are willing to pay an additional amount of Rs. 1000125000 for their regular brand.
- Only 2 respondents were willing to pay any amount for regular brand. So it is clear that customers are not deemed to brand image or loyalty.
- Advertisement play a major role in prompting the prospective to purchase.
- Here respondents are highly attracted with the ads of Apple and Samsung. It is thus evident that the brand which is popular is the brand preferred.
- Smartphone users are highly satisfied with their brand of smartphone. Saintgits college of applied sciences
- Most of the respondents consider their brand as best. Out of 60, 32 prefer their brand of smartphone over other brands.

- Majority of customers claims that their brand is available in all retail outlets.
- 23.3% of customers are not sure about the availability of their brand of smartphone in all retail shops.
- Majority of them are satisfied with their brand of smartphone being worth for the money paid.
- 65% of total want to change their smartphone due to different reasons. It shows the switching behaviour of smartphone users
- Minor part of total respondents (35%) are loyal towards their brand and does not want to change their brand of smartphone.
- Customers prefer to change primarily due to outdated functions, low quality, poor appearance etc. Some other factors include services, advertisement etc
- Online advertisement is the main medium that attracts smartphone customers and make them purchase. Television is the second media.
- 43.3% of them considers brand image and brand name while purchasing. Rest of them does not consider these factors as prime.
- While making purchase decision smartphone users are highly influenced by the recommendation of friends, family etc.
- Secondly, customers give importance to brand name. But very few consider salesman advice to purchase.
- More than fifty percentages of them are willing to recommend their brand of smartphone to others.

4.2. Suggestions

- Customers prefer more add on features and better performance.
- Need to be quick in updating when compared to competitors.
- Advertisements need to be more unique enough to influence target audience.
- Respondents of age 18-25 need to be focused more to enhance brand loyalty.
- Give importance to brand popularity for brand preference.
- Bring emotional and social value in ads to attract customers.
- Manufactures make sure that the product is worth for the money paid.
- Customer satisfaction need to be improvised for repurchases.
- Provide better customer services for long term relationship.
- Provide better customer for long customer relationship
- High security system should be provided for smartphones
- Build a brand image that can attract brand conscious customer

4.3 Future scope of study

Today a number of businesses/companies have started offering applications and services on smartphones. They are capable of taking input or extracting data in Enterprise Resource Planning. Tomorrow smartphones are going to be root to global innovations and unity. With emerging brands of smartphone and its benefits it is highly complex to withstand market. This study seems to be great help for the manufacturers and dealers to handle regular and their prospective customers to purchase their brands.

Brand loyalty and preference are positively influenced by customer satisfaction. Thus smartphone industries must bring high quality products at an affordable price that would build loyalty among smartphone users. Thus this research seems to be effective for smartphone industry to have a healthy competition and to attract customers

4.3. Conclusion

Brand loyalty represents the creditability of the firm. This is because customers will only become a loyal customer when they receive products or services that meet or exceed their expectations on the products or services provided by the firm. For the firm to generate or maintain more brand loyal customers, the firm will need to be creative and innovative in creating and producing excellent products or services for their loyal customers, so that their customers do not perform brand switching even if the competitors of the firm provide better offers. Therefore, it is important for the firm to understand which factors can influence in customer's decision in brand switching.

This study was conducted to identify the factors that influences brand loyalty among smartphone users. In this research, there were a total of four research objectives to be met. Through the data analysis and findings, all the four research objectives have been met. The first research objective was to study the factors affecting brand loyalty. Throughout the findings, we get to understand that independent variable – customer satisfaction has positive influence towards brand loyalty. The findings show that customer satisfaction has direct and positive influence towards brand loyalty as customer satisfaction is recognized as a necessary foundation that positively increases or enhance customer's brand loyalty towards the firm. It is concluded that smartphone users are satisfied with their brands but have tendency to switch brand with various factors.

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APPENDIX

QUESTIONNAIRE ON BRAND LOYALTY AMONG SMARTPHONE USERS

*Required

Name

Your answer

1. Age*

- Below 18
- 18 – 15
- 25 – 40
- Above 40

2. Gender *

- Male
- Female
- Others

3. Income level (per month) *

- Less than 15000
- 15001-30000
- 30001-50000
- Above 50000

4.Occupation *

- Student
- Employee
- Business
- Service
- Others

5.Educational qualification*

- SSLC
- 12th
- Degree
- Post graduate

6.Which smartphone you are using? *

- Samsung
- Oppo
- Vivo
- Redmi
- Apple
- Others

7.Why do you like the brand chose above? *

- Appearance
- Functions
- Service
- Quality

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- Advertisement
- Brand image
- others

8.How long are you using the same brand of smartphone? *

- less than 1 year
- 2-4
- 5-10
- More than 10 years

9.How much you are willing to pay for your regular brand? *

- Less than10000
- 10001-25000
- 25001-50000
- Above50000
- Any amount

10.Which brand of smartphone does your favourite advertisement promote? *

- Apple
- Samsung
- Oppo
- Vivo
- Redmi
- Others

11.Are you satisfied with your smartphone? *

- Satisfied
- Neutral
- Dissatisfied

12.Do you feel good about your brand of smartphone over other brands.?*

- Yes
- No
- Somewhat

13.Is your brand of smartphone available in most of the retail outlets? *

- Yes
- No
- Not sure

14.Do you think your brand of smartphone worth for the money paid? *

- Agree
- Moderate
- Disagree

15.Would you like to change your brand?

- Yes
- No

16.If yes why? *

- Appearance
- Service
- Quality
- Functions
- Others

17.Where do you often see smartphone advertisement? *

- Television
- Newspaper
- Magazine

18.Is brand image and brand name attracts you to purchase? *

- Yes
- No
- Maybe

19.What factors influence you to buy a particular brand? *

- Advertisement
- Recommendation by friends
- Offers and discounts
- Salesman advice

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- Brand name
- Others

20. Do you recommend the same brand to others? *

- Yes
- No
- Maybe

21. Make any general comments you have about your brand of smartphone.

Your answer
