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## **A Study of Brand Preference of Mobile Phone Users in Aurangabad City**

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### **INTRODUCTION**

Exchange of information becomes the necessity of life to a common man. In the modern world an individual tends to communicate anything to everything right from the place where he/she stands. Even while riding vehicle he / she wants communicate within a fraction of second at quick speed with clear voice, without any disturbance. Like line crossing, out of order, etc. most of which lack in the connection given by the department of telecommunication. Mobile phones emerges as a boon quench such a thirst, by providing facilities, which a common man cannot imagine. The handset or Mobile Phone is in fact an own private radio transmitter and receiver, very similar to the Walkie-talkies used by Police and Security Personnel. The key difference is that a cellular phone network is connected to the fixed line or conventional telephone system allowing additional access to the telephone world. Mobile Phone can be used to make and receive STD and ISD calls. Now e-mailing message is also possible. Some cellular phones have the capacity to send and receive faxes and data when attached to a personal computer. The sole purpose of branding is to distinguish the branded product from those of the competitors. A well-promoted brand name, which has earned reputation in the market, is very difficult to compete with. Branding describes the establishing of brand name, make and trade names for a product.

#### **Review of literature**

The references for the literature review used for the problem in hand are as follows:

Seth et al (2008) analyzed that there is relative importance of service quality attributes and showed that responsiveness is the most importance dimension followed by reliability, customer perceived network quality, assurance, convenience, empathy and tangibles. Liu (2002) found that the choice of a cellular phone is characterized by two attitudes: attitude towards the mobile phone brand on one hand and attitude towards the network on the other. Samuvel (2002) observed that most of the respondents consider size, quality, price, instrument servicing are an important factors for selecting the handset while majority of the respondents are satisfied over the payment system, quality of services, coverage area and the process of attending the complaints regarding their mobile service provider. Nandhini (2001) examined that attitude of the respondents using cell phones was not influenced by either education or occupation and income. Kalpana and Chinnadurai (2006) found that advertisement play a dominant role in influencing the customers but most of the customers are of opinion that promotional strategies of cellular companies are more sale oriented rather than customer oriented. Haque et al (2007) suggested that price, service quality, product quality & availability, and promotional offer play a main role during the time to choose telecommunication service provider.

#### **STATEMENT OF THE PROBLEM:**

A lot of brands of Mobile Phone are available in the market. But the consumers prefer a particular brand of Mobile Phone. In the modern business world, due to the development of science and technology, many new brands have been introduced in the market every year.

#### **OBJECTIVES OF THE STUDY**

The important objectives of this study are

1. To study the origin and growth of Mobile Phone industry.
2. To study the importance of branding and its influence on consumers buying behavior.
3. To study the awareness and attitude of consumers towards Mobile Phone.
4. To study the factors influencing the brand preference of Mobile phones.

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**AREA OF THE STUDY**

This study has been conducted in Aurangabad city as the suitable area due to the people of belongs to various levels.

**PERIOD OF THE STUDY**

The data has been collected by the researcher through interview schedule from the consumers of mobile phone users during the period Nov 2011.

**RESEARCH METHODOLOGY**

This is based on collection of primary data through interview schedule from 100 respondents of mobile phone uses in Aurangabad city. In this study the consumer preference relating to mobile phone were described with the help of percentage analyses were made.

**SAMPLING DESIGN**

The researcher has adopted the convenient sampling and it was much careful to ensure that the sample represents the whole area of the study. A sample of 100 consumers has been selected for the study by using convenient sampling method.

**STUDY RESULTS AND INTERPRETATION****Table No. 1: Analysis on the basis of age**

<b>Age Groups</b>	<b>No. of Respondents</b>	<b>Percentages</b>
Less than 25	30	30
25-35	25	25
35-45	15	15
45-55	20	20
Above 55	10	10
<b>Total</b>	<b>100</b>	<b>100</b>

Source: - field survey (2010-11)

Thirty per cent of the total respondents are in the age group of less than 25 years, followed by 25 per cent in the age group of 25-35 years of age. Ten per cent of the totals are above 55 years. This reveals that maximum respondents are in the age group of less than 25 years.

**Table No. 2: Analysis on the base of Educational Qualification**

<b>Qualification</b>	<b>No. Of respondent</b>	<b>Percentage</b>
Metric	10	10
Hsc	20	20
Graduate	30	30
post graduate	15	15
professional degree	25	25
<b>Total</b>	<b>100</b>	<b>100</b>

Source: - field survey (2010-11)

Table No.2 shows the analysis of respondents on the basis of education qualification.

Thirty per cent of the total respondents are graduate, and almost equal twenty five per cent of the respondents are professionals. Similarly a handful of 10 per cent of the total are Metric.

**Table No. 3 : Duration of using Mobile Phone**

<b>Duration</b>	<b>No. of respondent</b>	<b>Percentage</b>
Up to 2 years	75	75
2-5 years	15	15
Above 5 years	10	10
<b>Total</b>	<b>100</b>	<b>100</b>

Source: - field survey (2010-11)

The above Table.3 exhibits shows that majority (75%) of respondents are using Mobile Phone for less than 2 years, followed by 15 per cent between 2-5years and 10 percent above 5 years.

**Table No. 4 : Sources of Awareness**

<b>Source of awareness</b>	<b>No. of respondents</b>	<b>Percentage</b>
Advertisement	15	15
Friends	40	40
Relatives	30	25
Retailer	10	10
<b>Total</b>	<b>100</b>	<b>100</b>

Source: - field survey (2010-11)

The above Table.4 exhibits shows that People come to know about the brand of their Mobile Phone through various sources. It is evident from the above table that friends are the main source of information through whom the respondents get information about the brand of their Mobile Phone as 40 per cent hold this view, followed by 25 per cent of the respondents through information through relatives, 15 percent get the information through advertisement and 10 per cent of the respondents got through retailers.

**Table No. 5 : Average talk time (Dialing)**

<b>Talk time per day (minutes)</b>	<b>No. of respondents</b>	<b>percentage</b>
Less than 30	42	42
30 – 60	40	40
Above 60	18	18

Source: - field survey (2010-11)

The average talk time with respect to dialing (Out going calls) is analyzed by the researcher and the same is shown in the above table, It is depicted in the above table No.5 that 42% of the total respondents use their Mobile Phone for less than 30 minutes (Dialing) in a day, followed by 40 per cent between 30-60 minutes and the rest 18 per cent above 60 minutes.

The researcher has made an attempt to analyze the average talk time (receiving) of the respondents. The following table deals with the same.

**Table No. 6 : Average talk time (Receiving)**

Talk time per day (minutes)	No. of respondents	percentage
	22	22
Less than 30	31	31
30 – 60	47	47
Above 60		

Source: - field survey (2010-11)

The researcher has made an attempt to analyze the average talk time (receiving) of the respondents. The above table deals with the same, from the table it is clear that 47% of the total respondents have an average talk time (Receiving) of above 60 minutes in a day, followed by 31 percent between 30-60 minutes per day and 22 per cent less than 30 minutes per day.

**Table No. 7: Brand preference**

Brand	No. of respondents	percentage
Nokia	54	54
Samsung	14	14
Sony Ericsson	06	6
LG	10	10
Panasonic	04	4
Motorola	12	12
Total	100	100

Source: - field survey (2010-11)

Many brands of cell phones are available in the market. People prefer a particular brand. The preference differs from person to another for various reasons. Hence, the researcher has made an attempt to analyze the brand used by respondents, as shown in Table 7. From the above table it is clear that of the total 100 respondents 54% of them use Nokia brand mobile phones. Samsung is used by 14%, Motorola is used by 12%, LG is used by 10%, Sony Ericsson is used by 6% and Panasonic is used by 4%.

**Table No. 8: Prime objective behind using of Mobile Phone**

Category y name	No. of respondents	percentage
To contact family members	25	25
To contact friends	40	40
To contact relatives	15	15
To contact business clients	20	20
total	100	100

Source: - field survey (2010-11)

Table.8 shows the prime objective of using mobile phones by the respondents as follows. 40% of the total respondents use mobile to contact friends, followed by 25% to contact family members and 15% per cent to contact relatives.

**Table 9: Level of brand loyalty**

Change in Brands	No. of Respondents	Percentage
yes	600	60
No	400	40
<b>Total</b>	<b>1000</b>	<b>100</b>

Source: - field survey (2010-11)

Table No.9 shows the status of the respondents towards the brand loyalty of using mobile phones. The response shows that 60 per cent of the respondents do change their brands often, while 40 per cent of the respondents said they do not change their brands.

### IMPORTANT FINDINGS

- 1.It is found that the maximum number of mobile users is in the age group of less than 25 years.
- 2.It is found that sixty per cent of the respondents change their brands frequently while forty percent of the respondents do not change their brands.
- 3.As far as brand preference for mobile is considered majority of the mobile users (54%) prefer brand of nokia mobiles.
4. It is found that the prime objective of using mobile phone is to contact friends.
- 5.It is found that friends are the main source of information through whom the respondents get information about the brand of their Mobile Phone as 40 per cent hold this view.
- 6.It is noted from the analysis that majority of the respondents are opined that the sales of Mobile products was affected by the price factor.

### IMPORTANT SUGGESTIONS

- 1.The company also take promotional measures of festival offer like exchange offer, discount etc. to increase sale.
- 2.Advertising campaigns focusing on family members and friends should be aggressively aired so that they can create new customers for the company among their family members, relatives and friends.
- 3.Customer care services play an important role in retaining consumers. Therefore, customer care services should be improved and there should be provisions of taking feedback from consumers so that necessary steps can be taken in this direction.
- 4.As most of the consumers are unaware of the value added services offered by mobile phone companies, aggressive advertisements and schemes should be launched to create awareness and promote the use of these Services.

### CONCLUSION

Marketing plays an important role in the modern world. Therefore the development of marketing has always kept pace with economic growth of the country. Now, the consumer is the king of the market. Hence there is a need to fulfill the needs of the consumer by the marketer. Competition is to the order of the day. Businessmen have started realizing it. Earning profit is possible through consumer's satisfaction. In order to create a satisfaction, the marketer should give more quality products with apt price. That's why our modern marketing is a consumer oriented marketing. It begins with consumer and ends with consumer.

The design of the study reveals about the consumers brand preference on Mobile products. Comparatively Mobile has a high brand preference among the consumer than other company products in respect of quality, price, technology and durability. Therefore the company which satisfies the consumer's need in the competitive market has high preference on brand among the consumers.

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