



e-ISSN:2582-7219



# INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY RESEARCH IN SCIENCE, ENGINEERING AND TECHNOLOGY

Volume 5, Issue 9, September 2022



INTERNATIONAL  
STANDARD  
SERIAL  
NUMBER  
INDIA

Impact Factor: 7.54



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# An Empirical Study of Brand Preference for Mobile Phones in Gobichettipalayam Taluk

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**ABSTRACT:** Branding is the process by which companies distinguish their product offerings from competition. Marketers develop their products into brands which help to create a unique position in the minds of customers. A brand is created by developing a distinctive name, packaging, design, and arousing customers expectations about the offering. By developing an individual identity, branding permits customers to develop associations like prestige and economy with the brand.

Brands are all pervasive. The purpose of any business to create customers at a profit and the most valuable asset for company is its customers' loyalty. Brands explain the way people live in the society. The value of a brand comes from its ability to gain an exclusive, positive and prominent meaning in the minds of a large number of customers. Brands are valuable assets to organisations and also are important to customers. Brands can create wealth for the company depending upon how much value they add to the consumers live. Brand is defined as a name, term, sign, symbol, design or some combination that identifies the products of the firm.

## I. INTRODUCTION

A brand is a "name, term, symbol or design to identify the goods or services and to differentiate them from those of the competitors." American Marketing Association defines a brand as, the use of a name, term, symbol or design, or some combination of these, to identify the product of a certain seller from those of competitors." A brand identifies the product for a buyer. A seller can earn the goodwill and have the patronage repeated.

Branding is the practice of giving a specified name to a product or group of products of one seller. Branding is the process of finding and fixing the means of identification. In other words, too have children, i.e., products. As parents the manufacturers also eager to know the character and capacity of their products on their birth, but not on their names. The branding is a management process by which a product is named i.e., branded.

The present paper focuses on the study of brand preference for mobile phones. The primary objective of the study is to assess the brand preference for mobile phones in Gobichettipalayam Taluk. It also identifies the major features which a student looks in a mobile phone. The present study is the descriptive research. Brand preference analysis is done by conducting the survey which describes the preferences for different mobile phones of the surveyed at Gobichettipalayam Taluk.

## II. REVIEW OF LITERATURE

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.

Gopal& Anjali &Aakanksha, 2013 studied showed that in today's market medium screen phone is quite popular, followed by large screen phones while the only minority of buyers go for the small screen models as evident from the survey conducted on consumers. As far as the size and weight of handsets are considered, slim handsets are leading the consumer market, followed by medium and as for the weight, light weighted phones are more popular while heavy



weighted are the least while medium weighted phones still hold a ground in the market as observed from the study conducted

Singh, 2012.conducted a study to identify the customer preferences towards various mobile phone handsets in Punjab. In order to cope up with the research purpose, primary data was collected and analyzed which showed that Price Consciousness, Multimedia options, Features and Looks and Brand Image were the four factors significant in influencing the purchase behavior of mobile phones.

Chowdhury & Rahman, 2013.studied the relationship between demographic variables on the brand preference and identified the attributes that affect the choice behavior of mobile handsets as well as why the young consumers give special emphasis to some particular factors in the Chittagong metropolitan city. young respondents emphasize less importance on durability, price, others advice and opinion because of their swift switching attitude. As a whole, Samsung is competing with industry leader Nokia, Symphony, Sony Ericsson and other brands grab a share of the youth market.

### III. RESEARCH METHODOLOGY

#### I. Area of the study

The area of the study is Gobichettipalayam Taluk.

#### II. Sample Size

Interview schedule method has been used to gather the required information. A sample of 100 respondents from various categories has been purposively selected. The respondents have been interviewed at various places such as their residence and retail shops using convenient sampling method.

#### III. Data Collection

Primary data have been collected from the respondents by through structured questionnaire. Secondary data have been collected from the various records, journals, books and websites.

#### OBJECTIVES OF THE STUDY

The main objectives of the study are to study the consumer's preference among the brands of Mobile phones and identifying the reasons underlying in Gobichettipalayam taluk. In order to achieve the above objectives the following secondary objectives have also made:

- 1)To study the buyer's awareness of various brands of Mobile phones in Gobichettipalayam taluk.
- 2)To identify the factors influencing brand preference of consumers.
- 3)To analyze the promotion programs and its impact on consumers towards the brands preferred.
- 4)To offer suitable suggestions to increase sales.

#### SCOPE OF THE STUDY

Indian market has a variety of Mobile phones. The present study helps us to know the position of various brands of Mobile phones in the market. The sales of a product are increased by number of factors. The sales volume of the Mobile Phones depends upon many factors, which are highly influencing the buying decision of the consumers. The Consumers are aware of a variety of Mobile phones in several ways.

The present study shows that consumers are attracted in many ways in buying the various brands of Mobile phones. With the help of this study, it is useful for the producers as well as marketers to gain information about various attitudes of consumers who are playing a dominant role in promotion of markets.

#### LIMITATIONS OF THE STUDY

As far as possible the researcher tried to achieve the precision of the study but there were some unavoidable limitations, which could not overcome.

- 1) As the time is limited, convenient sampling technique is used to select the respondents.
- 2) Since the sample size is very small the conclusions may not reflect the opinions of the consumers in the universe.
- 3) The present research may not be always valid as the consumers' preference may change according to time, fashion, technology, development etc.,



**TOOLS USED: SIMPLE PERCENTAGE ANALYSIS:**

Simple Percentage Analysis is the method to represent raw streams of data as a percentage (a part in 100-percent) for better understanding of collected data.

**Primary Data Source:**

A Primary Data Source make available direct or first-hand evidence about an object, person or work of art. It embraces Historical & Legal Documents, Eyewitness Accounts, Results of Experiments, Statistical Data, Audio and Video Recordings, etc.

Using Questionnaire, which is a set of printed or written questions with a choice of answers, devised for the purpose of a survey or statistical study, We Collected the Data.

**Secondary Data Source:**

The data that was originally collected for other research are called Secondary Data Sources. We Referred Articles, Journals & Magazines as mentioned in the Bibliography.

**FORMULA**

$$\text{Percentage analysis} = \frac{\text{Number of respondents}}{\text{Total number of respondents}} \times 100$$

**ANALYSIS AND INTERPRETATION**

**Distribution of the Sample Respondents**

**Table A**

S.No	Gender	No. of Respondents	%
1	Male	70	70
2	Female	30	30
<b>Total</b>		<b>100</b>	<b>100</b>

Source: Survey Data

The above Table A shows that out of 100 respondents, 70% of the respondents are male and 30% of the respondents are female.

**Table B**

S.No	Age	No. of Respondents	%
1	Upto 20 yrs.	24	24
2	21 – 40 yrs.	54	54
3	41 – 60 yrs.	15	15
4	61 and above	7	7
<b>Total</b>		<b>100</b>	<b>100</b>

Source: Survey Data

The above Table B shows that out of 100 respondents, 24% of respondents are Upto 20 yrs, 54% of respondents are 21- 40 yrs, 15% of respondents are 41-60 yrs and 7% of respondents are 61 and above.

**Table C**

S.No	Marital Status	No. of Respondents	%
1	Married	34	34
2	Unmarried	66	66
<b>Total</b>		<b>100</b>	<b>100</b>

Source: Survey Data

The above Table C shows that out of 100 respondents, 34% of the respondents are married and 66% of the respondents are unmarried.

**Table D**

S.No	Educational Qualification	No. of Respondents	%
1	10 <sup>th</sup>	10	10
2	12 <sup>th</sup> & Diploma	14	14
3	Degree	58	58
4	Master Degree	18	18
<b>Total</b>		<b>100</b>	<b>100</b>

Source: Survey Data

The above Table D shows that out of 100 respondents, 10% of the respondents have studied upto 10<sup>th</sup>, 14% of the respondents have studied upto 12<sup>th</sup> & Diploma, 58% of the respondents are degree holders, 18% of the respondents are master degree holders

**Table E**

S.No	Preference of Brand	No. of Respondents	%
1	Lenovo	20	20
2	Redmi	10	10
3	Jio	12	12
4	karbon	14	14
5	Oppo	8	8
6	Lava	18	18
7	Nokia	2	2
8	Others	16	16
<b>Total</b>		<b>100</b>	<b>100</b>

Source: Survey Data

The above Table E shows that out of 100 respondents, 20% of the respondents are preferring Lenovo, 10% of the respondents are preferring Redmi, 12% of the respondents are preferring Jio, 14% of the respondents are preferring Karbon, 18% of the respondents are preferring Oppo, 18% of the respondents are preferring Lava and 2% of the respondents are preferring Nokia, 16% of the respondents are preferring others.

**Table F**

S.No	Price of the Mobile phone	No. of Respondents	%
1	Below Rs.5000	32	32
2	5001 to 10000	36	36
3	10001 to 15000	32	32
<b>Total</b>		<b>100</b>	<b>100</b>

Source: Survey Data

The above Table F shows that out of 100 respondents, 32% of the respondents price of mobile phones Below Rs. 5000, 36% of the respondents price of mobile phones Rs.5001 to 10000 per month and 32% of the respondents price of mobile phones Rs.10001 to 15000.

**Table G**

S.No	Type of family	No. of Respondents	%
1	Nuclear	40	40
2	Joint	60	60
<b>Total</b>		<b>100</b>	<b>100</b>

Source: Survey Data

The above Table G shows that out of 100 respondents, 40% of the respondents are Nuclear. 60% of the respondents are Joint family.

**Table H**

S.No	Mode of payment	No. of Respondents	%
1	Cash	59	59
2	Debit Card	16	16
3	Credit Card	8	8
4	Net banking	7	7
5	Pay TM, Gpay	10	10
	<b>Total</b>	<b>100</b>	<b>100</b>

Source: Survey Data

The above Table H shows that out of 100 respondents, 59% of the respondents are purchasing through Cash and 16% of the respondents are purchasing thru Debit Card.

8% of the respondents are purchasing thru Credit Card, 7% of the respondents are Netbanking, 10% of the respondents are purchasing through Pay TM, G pay.

**Table I**

S.No	Inducements for Purchase	No. of Respondents	%
1	Advertisements	8	8
2	Friends	24	24
3	Prestige	2	2
4	Self decision	66	66
	<b>Total</b>	<b>100</b>	<b>100</b>

Source: Survey Data

The above Table I shows that out of 100 respondents, 8% of the respondents are induced by advertisements, 24% of the respondents are induced by purchase friends, 2% of the respondents are induced by prestigious thoughts and 66% of the respondents are induced by self decision.

**Table J**

S.No	Monthly Salary	No. of Respondents	%
1	Below Rs. 10000	14	14
2	10001 to 15000	52	52
3	15001 to 20000	14	14
4	20001 and above	20	20
	<b>Total</b>	<b>100</b>	<b>100</b>

Source: Survey Data

The above Table J shows that 100 respondents, 14% of the respondents are Below Rs. 10000, 52% of the respondents are 10001 to 15000 and 14% of the respondents are 15001 to 20000, 20% of the respondents are 20001 and above.

**Table K**

S.No	Purchase through	No. of Respondents	%
1	Online	14	14
2	Agency	52	52
3	Local Shops	34	34
	<b>Total</b>	<b>100</b>	<b>100</b>

Source: Survey Data

The above Table K shows that 100 respondents, 14% of the respondents are purchased through online, 52% of the respondents are purchased through Agency, 34% of the respondents are purchased through Local Shops.

**Table L**

S.No	Models satisfied	No. of Respondents	%
1	Highly Satisfied	14	14
2	Satisfied	62	62
3	Neutral	12	12
4	Dissatisfied	8	8
5	Highly Dissatisfied	4	4
	<b>Total</b>	<b>100</b>	<b>100</b>

Source: Survey Data

The above Table L shows that 100 respondents, 14% of the respondents are Highly Satisfied, 62% of the respondents are Satisfied, 12% of the respondents are Neutral, 8% of the respondents are Dissatisfied, 4% of the respondents are Highly Dissatisfied.

**Table M**

S.No	Overall Performance of Mobile phone	No. of Respondents	%
1	Highly Satisfied	17	14
2	Satisfied	55	55
3	Neutral	11	11
4	Dissatisfied	12	12
5	Highly Dissatisfied	8	8
	<b>Total</b>	<b>100</b>	<b>100</b>

Source: Survey Data

The above Table M shows that 100 respondents, 17% of the respondents are Highly Satisfied, 55% of the respondents are Satisfied, 11% of the respondents are Neutral, 12% of the respondents are Dissatisfied, 8% of the respondents are Highly Dissatisfied.

## FINDINGS, SUGGESTIONS AND CONCLUSION

The following are the findings in the study

- 1) Majority of the respondents are male.
- 2) Majority of the respondents belong to the age group of 21-40 years.
- 3) Majority of the respondents are unmarried.
- 4) Majority of the respondents have studied upto degree level.
- 5) Majority of the respondents are purchased Lenovo.
- 6) Majority of the respondents have mobile phones worth Rs. 5001 to 10000
- 7) Majority of the respondents are Joint family.
- 8) Majority of the respondents purchase thru cash
- 9) Majority of the respondents' purchase of mobilephones are induced by self decision.
- 10) Majority of the respondents monthly salary Rs.10001 to 15000.
- 11) Majority of the respondents are purchased at Agency
- 12) Majority of the respondents are satisfied their models.
- 13) Majority of the respondents overall performance of mobile phones are satisfied.

## SUGGESTIONS

- 1) The age-wise analysis of consumption of Mobile phones shows that young Category of respondents prefers more than the middle and old aged Category.
- 2) Encourage online purchase for increase the sales
- 3) Introduce Deepavali and Festival Offers
- 4) Further attractive advertisements could be made to increase the spreading rate of Mobile phones.
- 5) Introduce various models for increase the sales.

## IV. CONCLUSION

Purchase of Mobile phones are fashion in today's generation including all the occasions and parties in and around the family circle. This research is a novel attempt to the researcher during the research. The researcher has



experienced a lot of ups and downs. This is a rewarding exercise to the researcher if the suggestions are incorporated by the top authorities of Mobile phone companies.

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