



A STUDY ON BRAND PREFERENCE OF MOBILE PHONES AMONG COLLEGE STUDENTS IN MADURAI CITY

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ABSTRACT:

Portable phones have ended up a need in the day by day lives of customers. Be that as it may, due to progressions in innovation the portable phone industry has appeared quick development and this makes it critical for marketers to get data on brand inclinations for versatile phones. Branding has continuously been a critical viewpoint of showcasing. Brand may be a differentiator in an exceedingly competitive showcase put. It gives the company the control to divert competitive moves. A solid brand rings believe, certainty, consolation and reliability within the understudies' intellect. Brands live within the minds of buyers and are much more than fair a tag for their acknowledgment and recognizable proof. They are the premise of buyer connections and bring buyers and marketers closer by creating a bond of confidence and believe between them. The guarantee of the brand is steady with solid quality, benefit and in general mental fulfillment. The display paper centers on to consider of brand inclination for portable phones with reference to the college students. Watchwords: Brand inclinations, Choice making, Brand picture and quality, Portable phones.

KEYWORDS:

1.1 INTRODUCTION

Versatile phones are advantageous to society and to the lifestyle of a person there are a number of impediments to the utilize of versatile phones. There are numerous parts of a versatile phone that are superfluous and don't include to the value. There are too certain particular wellbeing impacts, potential mischance dangers and an expanded hazard of wrongdoing related with to utilize of the portable phone. In expansion to this, the behavior of youthful individuals falls apart and gets to be improper when employing a versatile phone. Lion's share of companies needs to hold existing understudies, marketers ought to know the behavior and particular needs of understudies. To ponder of buying behavior looks at how people make choices in investing their accessible assets, time, cash, exertion on different angles such as whom to purchase from, where to purchase, how frequently they purchase and how regularly they utilize it. To consider of understudy behavior gets it how people carry on in acquiring versatile phones.

1.2 STATEMENT OF THE PROBLEM

Parcels of brands of Portable Phones are accessible within the showcase. But the understudies lean toward a specific brand of Portable Phone. Within the cutting edge commerce world, due to the improvement of science and technology, numerous modern brands have been

presented within the showcase each year.

1.3 REVIEW OF LITERATURE

Dr. V.Maheswari (2015) conducted the study on "Brand choice of phone users in Chidambaram town". The objectives of this study is to highlight the key players in the mobile phone market, to study the criterion on mobile phone users in Chidambaram town, and to study the level of satisfaction on usage of mobile phone users in the study area. The research concluded from the study, the small local players like Micromax, Karbonn, Lava, Lemon, Spice and alike will have to quickly rethink their product, marketing and service strategy according to the small towns like Chidambaram to out their house in order.

Mesay Sata (2013) conducted a study on factors affecting consumer buying behavior of mobile phone devices specifically in Hawassa town in Ethiopia. Accordingly, the result of the study showed that the six independent variables i.e. price, social factors, durability, brand name, product features, and after sales factors will influence the dependent variable i.e. decision to purchase (Mobile phone buying decisions)

1.4 OBJECTIVE OF THE STUDY

- ☐ To find out the satisfaction level of the college students towards the various mobile phones.

- To identify the factors that influences the purchase of different brands by college students.
- To analyze the feedback of consumers regarding the aspect of quality, price, features, advertisements etc.

1.5 RESEARCH DESIGN

Inquires about plan may be a for collecting, analyzing, translating and announcing information in inquire think about. In easy words it may be a or diagram for conducting investigate. Graphic investigation is utilized in this ponder. The most objective of to consider is to depict the characteristics of a phenomenon.

1.5.1 DATA COLLECTION

PRIMARY DATA

Primary data has been collected directly from sample respondents through questionnaires.

SECONDARY DATA

Secondary data has been collected from newspapers, magazines, various online sites etc.

1.5.2 SAMPLING SIZE

The sample size is defined as the number of observations used for determining the estimations of a given population. The size of the sample has been drawn from the population. Sampling is the process of selection of a subset of individuals from the population to estimate the characteristics of the whole population. To take the survey from the students to clarify the problem faced by the mobile phone brand use of the 60 questionnaires.

1.6 DATA ANALYSIS

BASIS OF MOBILE USED AT PRESENT

TABLE 1 EXPLAIN THE BASIS OF MOBILE USED AT PRESENT

TABLE 1

BASIS OF MOBILE USED AT PRESENT

BRANDS	NO. OF RESPONDENTS	PERCENTAGE
Samsung	15	25%
IPhone	10	17%
Redmi	15	25%
Moto	6	10%
Oppo	6	10%
Others	8	13%
Total	60	100%

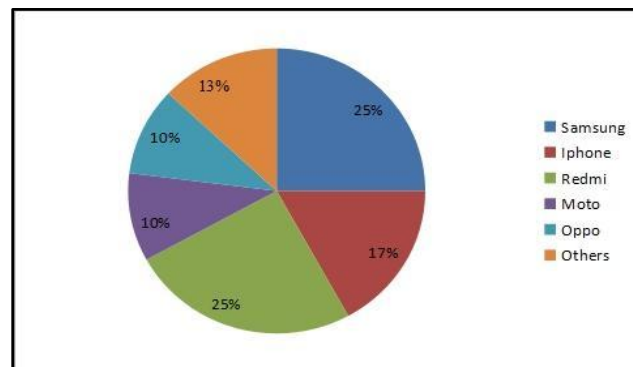
Source: Primary Data

Table 1 explains that 50% of the phones used by the respondents at present are Redmi and Samsung combined. 17% of the respondents use iPhone, the least used brand by the respondents is 10% each Moto and Oppo.

The following chart1 was drawn up to explain the above fact more clearly.

CHART1

CLASSIFICATION OF RESPONDENTS BASIS OF MOBILE USED AT PRESENT



BASIS OF REASON FOR SELECTING THE PARTICULAR BRAND

Table 2 reveals the Classification of respondents on the basis of reason for selecting the particular brand.

TABLE 2

BASIS OF REASON FOR SELECTING THE PARTICULAR BRAND

REASON FOR SELECTION	NO. OF RESPONDENTS	PERCENTAGE
Better feature	20	34%
Reasonable price	15	25%
Better outlook	10	17%
Catchy advertisement	5	8%
Satisfied friends	10	16%
Total	60	100%

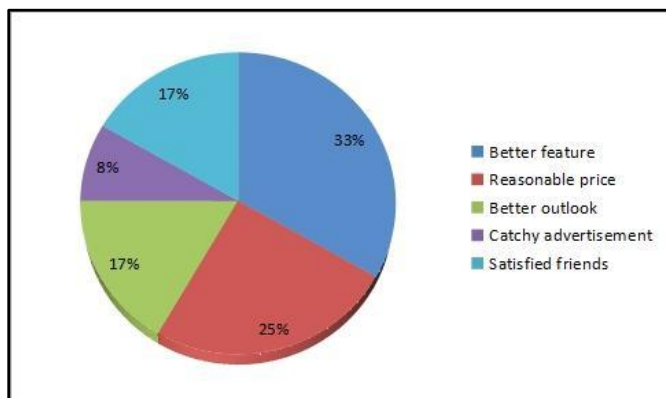
Source: Primary Data

Table 2 shows that 34% of the respondents selected this particular brand regarding its features, 25% of the respondents choose the particular brand regarding its reasonable price, 17% of the respondents selected the particular brand with regards to better outlook, 16% selected their phone with regards to satisfied friends, 8% of the respondents selected the particular brand because of catchy advertisement.

The following chart 2 was drawn up to explain the above fact more clearly.

CHART 2

BASIS OF REASON FOR SELECTING THE PARTICULAR BRAND



BASIS OF MAIN PURPOSE OF USAGE

Table 3 reveals the Classification of respondents based on the main purpose of usage.

TABLE 3

CLASSIFICATION OF RESPONDENTS BASIS OF MAIN PURPOSE OF USAGE

Purpose of Usage	No. of Respondents	Percentage
Call	12	20%
Internet	13	22%
Songs and Multimedia	8	13%
Camera	15	25%
Gaming	12	20%
Total	60	100%

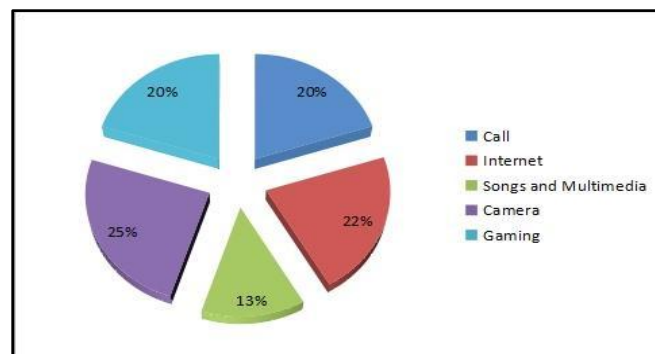
Source: Primary Data

Table 3 shows that most of the respondents 25% use their mobile for using cameras, 22% of the respondents use their mobile for internet, Calling and Gaming constitute of each 20%, the respondents use the phones the least for Song and multimedia as it constitute only 13% of the respondents.

The following chart 3 was drawn up to explain the above fact more clearly.

CHART 3

BASIS OF MAIN PURPOSE OF USAGE



1.7 FINDINGS

- Present versatile phone brands utilized by the respondents at the display are Samsung and Redmi.
- Most of the respondents chosen this specific brand with respect to for superior features
- Most of the respondents utilize their portable for utilizing camera

1.8 CONCLUSION

The think about looks at the brand inclination of portable phones among college understudies. It uncovers the brand of portable phone for the most part favored by the college understudies. The overview survey was arranged and dispersed among 60 respondents and gotten 60 reactions. It incorporates both UG and Understudies. Samsung, iPhone, Redmi, Motorola and Oppo are the common versatile phone brands utilized by the respondents. They lean toward to utilize an ordinary smartphone with medium measure. The foremost preferred highlight of the versatile phone is the camera. The respondents are profoundly fulfilled with their current versatile phone, and they are not beyond any doubt almost changing their existing phone.

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