

# A Study on the Consumer Behaviour Towards Brand Preference for Mobile Phones in Thanjavur

G. Elakkiya Mary<sup>1</sup>, P. Uma Eswari<sup>2</sup>

<sup>1</sup>M.Com. Student, Department of Commerce, PRIST University, Thanjavur, India

<sup>2</sup>Assistant Professor, Department of Commerce, PRIST University, Thanjavur, India

**Abstract:** This is a world of advent technological communication. Mobile phones play a vital role in this world. There are many mobile phone manufacturers playing in the market. But it is difficult for the marketers to study, which mobile phone is the preferable one for the consumers. Hence this study concentrates on brand preference which is one of the consumers' psychological factors for getting the conclusions on best preferable brand to the consumers. This study gives conclusions that Samsung is the leading preferable brand in the market. Therefore, this study also affirms that the marketer should be keen in consumer behaviour while framing marketing strategies.

**Keywords:** Mobile phones, Consumer behaviour, Brand preference, Samsung.

## 1. Introduction

Communication is an important thing to human being to convey their messages or information to one another. Gestures played an important role before the introduction of language. After the birth of language messages are transferred orally to each other. When the communicators are far, mail comes there to assist them in exchange of information by written mode. But talking with each other about any matters whether personal or official is having more effect than the matters send by the letter. Therefore, there comes telephone to satisfy the needs of the communicator.

Till 1991 the telecommunication sector is under the hand of our Central Government. After the GATT agreement, India has dismantled the restrictions in foreign trade and foreign investments. There are many sectors which are given permissions to go for private and foreign investments. Among them, Telecommunication sector is one of it.

India's telecommunication sector is the second largest network in the world. The phones used for communication have wires and it is referred as landline phones. In July 1995, there was an advent in the phones which can be otherwise named as hand held phones, cellular phones, mobile phones etc. It is in cordless mode and the waves are channelized through cell towers. The relaxation of Indian government in this sector leads many foreign and Indian manufacturers to produce mobile phones. In the beginning, the size of the mobiles is large with

less technology. But now it is in palm size with advanced technologies. Thus mobile phones are playing a vital part in the world of communication of our country.

## 2. Concept of consumer behavior

Consumer behavior is an important concept which studies about the individuals, groups and organizations select, buy use and dispose of goods, services, ideas or experiences to satisfy their needs and desires. But judging the consumer behavior is a difficult task to the marketer. There are many factors influence the consumer behavior. They are psychological, social, cultural, personal and economic factors. Among these psychological factor influences more by various preferences and likes like brand, taste, etc.

## 3. Concept of brand and brand preference

Brand is a unique design, sign, symbol or a combination of these items employed in creating the identification of a product or service. It tends the consumer to select their preferable product to get the satisfaction from the purchase of it. Brand preference is a loyalty vested by the consumer towards the product. But the irony thing is the consumer may select other substitutes if they do not get their preferable brand. If the preferred brand is available to the consumer, he may get ultimate satisfaction towards it. Such satisfaction is the main key to the marketer to move their brand in the market at large level.

## 4. Statement of the problem

All paragraphs must be indented. All paragraphs must be justified, i.e. both left-justified and right-justified. The main objective of any business is profit maximization. Thus the marketer has to follow many strategies to reach their product to many consumers at very large level which leads to attain their objective. Among that studying the consumer behaviour in various factors is one of it. Brand preference is one of the psychological factor which influences more consumer to buy the same product. Hence this is an immense and important area to profound in research.

Mobile phones which are ruling the communication world is an important product to go for research. This is because there are many mobile phones manufacturers are there in the market. But the interesting point in doing research is which mobile phones are first in the market. The reasons for buying the mobile phones, motivational factors of buying mobile phones are exciting aspects for the researcher to do research. Hence forth these aspects induce to do a research to investigate the consumer behaviour towards brand preference for mobile phones in Thanjavur town.

## 5. Review of literature

Muthumani and Thangavel (2008) investigated a comparative study between urban and semi urban mobile phone users in Tamil Nadu on consumer behaviour which highlights the perception and expectation of urban and semi urban customers towards mobile service providers in Tamil Nadu.

Jegan. A and Dr. S. Sudalaiyandi (2012) analysed about the consumer's behaviour towards different mobile service provider's companies operating in Kovilpatti. After analysing the findings of the study, they suggest that cellular service providers concentrate more on increasing network stability and setting tariff rates competitively.

Neema Negi and Naveen kumar Pandey (July 2013) conducted a study on the factors influencing brand preference for mobiles phones. This survey has been conducted particularly in youth of Dehradun (20-25 years) students to identify the brand preference for mobile phones. Mobile phones constitute a consistent proportion of market share in India.

### A. Objectives of the study

- To have an outline on the key players in the mobile phone companies (manufacturers) used by Thanjavur respondents.
- To study the brand preference towards mobile phones.
- To measure consumer satisfaction towards the mobile phones through the duration of using the phones.
- To analyze the relationship between brand and consumer preference through Chi Square test.

### B. Methodology & area of the study

The study is an analytical study that facilitates the researchers to analyse about the brand preference towards mobile phones in Thanjavur town. Convenience sampling method is used in this study and fifty respondents of general public were taken for this study.

### C. Research instrument

Questionnaires were given to the respondents through friends and relatives. This study is based on primary data collected from the users who use various mobile phones. Secondary data from various journals, websites, and articles were also taken for the study. Hence both primary and secondary data have been used for this study.

### D. Analytical tools

The data collected have to be analyzed to have a generalization. In this study the data are analyzed through statistical tools. For that percentage method and Chi square test have been used to draw the conclusions in this study. Demographic profile of the respondents, consumer's brand preference, satisfaction level of the consumer on their preferable brand phones are planned through percentage method. Consumer's Brand preference towards mobile phones and are assessed through framing hypothesis and tested for arriving conclusions.

## 6. A summary of key players in the mobile phone market

### A. Lenovo

Lenovo is a Chinese American multinational company which was founded in 1984 and was incorporated in Hong Kong in 1988. It has its headquarters in Beijing, China, North Carolina. It designs, develops, manufactures and sells personal computers, tablet, smart phone, workstations etc. It has its operations in more than sixty countries and sells its products in around one hundred and sixty countries.

### B. Samsung

The brand name "Samsung" is the best known to the worldwide. It is a South Korean brand and is the largest multinational company in the world. This is the world's second largest mobile phone manufacturer.

### C. Sony

Sony Ericsson mobile communications is a global provider of mobile devices including feature – rich phones, accessories and PC cards. It was established in 2001 by telecommunications leader Ericsson and jointly owned by Sony Corporation which was later on acquired by Sony Corporation from Ericsson in 2011.

### D. Motorola

It set up a manufacturing facility at Greater Noida, near Delhi in 2004 with an investment of 500 crores which is producing consumer electronics, home appliances, computer peripherals etc.

### E. LG

LG group is one of the South Korean conglomerates which hold the third position in manufacturing the electronic products. In 2006 it produced mobile phones, and created new era by producing slim phones.

### F. Demographic profile of the consumers

About 54% of the respondents are male and 46% of them are female. 35% are between 21 years to 30 years and 9% are above 50 years. 67% are graduates, 38% are professionals and 38% are in the income range of Rs. 15001-Rs. 25000.

Table 1  
Brands and Percentage

Various Brands	No. of respondents	Percentage
Samsung	21	42
Sony	14	28
Lenovo	6	12
LG	5	10
Motorola	2	4
Others	2	4
Total no of respondents	50	100

Brand preference towards various branded mobile phones is identified through percentage method. It is depicted in the following table to get clear vision on it.

G. Consumer's satisfactory level towards usage of mobile phones

Many consumers are using mobile phones of particular brand and continue to buy or use it for long duration without changing the brand. This reveals the satisfactory level of the consumers on the specific brand of mobile phones. It is ascertained through the percentage method in the table as follows.

Table 2  
Relationship and result

Relationship	Calculated value	Tabulated Value	$\chi^2$ Degrees of freedom (5% level of significance)	Result
Brand*Consumer preference	73.5	18.3	10	Positive relationship

Table 3  
Duration and Percentage

Duration	No. of respondents	Percentage
Less than 1 Year	10	20
1 -2 Years	21	42
2-3 Years	14	28
Above 4 Years	5	10
Total no. of respondents	50	100

H. Analysis through chi square test

1) Relationship between brand and consumer preference

If calculated value is less than the tabulated value null hypothesis accepted or in reverse it is rejected

- H0: There is no relationship between brand and consumer preference
- H1: There is a positive relationship between brand and consumer preference.

7. Relationship between brand and consumer preference

- 54% of the respondents are male and 46% of them are female

- 42% of the respondents prefer Samsung and 28% of the respondents prefer Sony. Samsung is ranked first by the consumers as a preferable brand followed by Sony, Lenovo, LG and Motorola.
- It is also noted here that 4% of the respondents prefer other brands like Vivo, Lava, and Apple etc.
- 42% of the respondents are using mobile phones of specific brands for 1-2 years and 10% of the respondents use the phones for more than 4 years.
- Through Chi Square test it is ascertained that there is a positive relationship among consumer preference and brands of the mobile phones.

8. Conclusions

In today's marketing world predicting the consumer behaviour is a difficult task to the marketer. In addition to it, assessing the brand preference of consumer is cumbersome to the marketer because it is an analysis of consumer's psychological behaviour. This study aids to analyze about the brand preference towards mobile phones in Thanjavur town. There are many manufacturers in the mobile market but the selected players are included in the study. In that, Samsung is ranked first by the consumers as a preferable brand followed by Sony, Lenovo, LG and Motorola. This study also confers that there is a close relationship between consumer preferences to the brands of the mobile phones. Therefore, this point assures that focusing the psychological factor of the consumer behaviour and building the brand image is essential to the marketer while framing a marketing strategy to win the world of market.

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