



## INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT AND MANAGEMENT

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## A STUDY ON BRAND PREFERENCE OF MOBILE PHONE CUSTOMERS WITH REFERENCE TO ERODE CITY

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### ABSTRACT

*Economic development of a country is usually measured in terms of rise in standard of living of its people. An increase in standard of living revealed by an increase in consumptions of items of comforts and luxuries and not merely use of items meeting the base minimum necessities of life what was considered as luxuries a decade ago, has become necessity now- Television, two wheelers, refrigerators, washing machines and the like have become indispensable items in every house. Out of the listed domestic appliances, television releases the family member and their exertion. In this research paper, the Researcher made an attempt to analyse the mobile phone brand preference among the customers in Erode city of Tamil nadu, India.*

### KEYWORDS

Economic development, Standard of living, Brand, Customer, Product.

### INTRODUCTION

The study of any subject is made easier by examining it in an organized manner. Therefore, we should determine the general classes of variables influencing consumers behaviour understand the nature of these variables, and hear how to make inferences based on this knowledge. Knowledge of consumer behaviour would render immense help for planning and implementing marketing strategies. A modern marketer first tries to understand the consumers and their response, and then he studies the basic characteristic of their behaviour. It can be said that the consumer is the pivot around which the whole marketing system revolves. The selection on choice of products or services by consumers greatly – determine the fate of the producers. The marketer must know the consumer more and more in order to manufacture the products which give them satisfaction in the way consumers need. The marketer is always interest to know how consumer respond to various marketing stimuli, such as product price, place and promotion and other stimuli, i.e., buyer environment such as economic, technical, political and cultural. The factors that influence the consumer behaviour are internal and external, internals and need, motives, perception and attitude, external factors are family, social, groups, culture, business etc. “The whole behaviour of a person while making purchase may be termed as consumer behaviour”. “Consumer behaviour may be defined as that behaviours exhibited by people in planning, purchasing and using economic goods and services”.

According to Webster “Buying Behaviour is all psychological, social and physical behaviour of potential consumers as they become aware of evaluate, purchase, consumer and tell other people about products and services”. In today’s highly competitive environments, improving consumer’s brand preference permits marketers to maintain a comfortable and lasting position in the market place. The new millennium is not just a new beginning, it is a continuation of trends in human behaviour that have been following cyclical patterns throughout our country’s history. Just because we have entered a new era does not mean we have to start from scratch when it comes to interpreting why certain consumers are loyal to certain brands, and what type of factors influence these allegiances. Brand preference is the consumer’s taste to consume a particular product or service expressed through their intention or behaviour, to repurchase a brand continually. It occurs because the consumer perceives that the brand offers the right product features, image or level of quality at the right price. Consumer behaviour is habitual because habits are safe and familiar. It order to create brand preference the advertisers must meet consumers’ tastes and analyse their habits, help them to acquire new habits, and reinforce those habits by reminding consumers of the value of their purchase and encourage them to continue purchasing those products in future.

### OBJECTIVES OF THE STUDY

- To analyse the brand preference of consumers towards Mobile products with special reference to Erode.
- To study the customer opinion and their level of satisfaction towards the usage of the company products.
- To identify the various factors influencing the purchase of Mobile products in the study area.
- To give few suggestions for the betterment of the product based on the major findings.

### RESEARCH METHODOLOGY

#### SAMPLING TECHNIQUE

The sampling procedure adopted for this study is convenience sampling.

#### TOOLS USED FOR ANALYSIS OF DATA

- Simple percentage method
- Weighted average method
- Chi-square test

#### SCOPE OF THE STUDY

The most vital function of management in an organization is to minimize risk and uncertainty through systematic decision-making. Better decisions result from the effective and timely utilization of right information about the consumers, dealers, competitors and others. Marketing as a functional area of management is becoming increasingly important as compared to other fields viz. production, finance, personnel and others. A substantial proportion of all marketing research involves the direct study of people. The kinds of people studied are extremely varied including such individuals as housewife, children, and executive of large corporations and managers of small business. Consumer attitudes and preference from one of the foundation stones for research. Attitudes are among the most complex least understand, but most used social, psychological concepts in marketing. The researcher has made an attempt to study the consumer brand preference and how for the consumers using the old brand. Every business handles the goods and services. While producers are interested in heavy process and huge profit every producer is also a consumer.

#### LIMITATIONS OF THE STUDY

1. Sample size has been restricted to 300 samples due to time constraints and the researcher cannot do in-depth analysis.
2. The study is confined to the respondents at Erode alone, this is not applicable to other district.
3. The study was conducted with short span of time and therefore it was based on the available respondents.
4. The details given by the respondents are considered as true and the study results are based on this assumption.

## DATA ANALYSIS AND INTERPRETATION

TABLE NO.1: AGE OF THE RESPONDENTS

S. No.	Age (in Years)	No. of Respondents	Percentage (%)
1.	Less than 20	80	26.7
2.	20-30	104	34.7
3.	31-50	84	28.0
4.	Above 50	32	10.6
	<b>Total</b>	<b>300</b>	<b>100.0</b>

It is identified from the analysis that 26.7% of the respondents fall in the age group of less than 20 years, 34.7% of the respondents fall in the age group of 20-30 years, 28.0% of the respondents fall in the age group of less than 20 years and 10.6% of the respondents fall in the age group of above 50 years. It is concluded from the above analysis that majority of the respondents fall in the age group of 20-30 years.

It is concluded that most of the respondents (104) respondents fall in the age group of between 20 – 30 years.

TABLE NO. 2: MARITAL STATUS OF THE RESPONDENTS

S. No.	Marital Status	No. of Respondents	Percentage (%)
1.	Married	198	66.0
2.	Single	102	34.0
	<b>Total</b>	<b>300</b>	<b>100.0</b>

It is noted from the analysis that 66.0% of the respondents are married and 34.0% of the respondents are single. It is concluded from the above analysis that majority of the respondents are married.

It is concluded that most of the respondents (198) are married.

TABLE NO. 3: EDUCATIONAL QUALIFICATION OF THE RESPONDENTS

S. No.	Educational Qualification	No. of Respondents	Percentage (%)
1.	Illiterate	45	15.0
2.	School level	128	42.7
3.	Diploma or ITI	75	25.0
4.	Degree level	36	12.0
5.	Others	16	5.3
	<b>Total</b>	<b>300</b>	<b>100.0</b>

It is identified from the analysis that 15.0% of the respondents are illiterates, 42.7% of the respondents are educated till school level, 25.0% of the respondents are educated till diploma (or) ITI, 12.0% of the respondents are educated till degree level and remaining 5.3% of the respondents are having some educational qualification. It is concluded from the above analysis that majority of the respondents are educated till school level.

It is concluded that most of the respondents (128) are illiterates.

TABLE NO. 4: FAMILY MEMBERS OF THE RESPONDENTS

S. No.	Family Members	No. of Respondents	Percentage (%)
1.	Upto 3	106	35.3
2.	4	82	27.3
3.	5	98	32.7
4.	Above 5	14	4.7
	<b>Total</b>	<b>300</b>	<b>100.0</b>

It is highlighted from the analysis that 35.3% of the respondents are having upto three members, 27.3% of the respondents are having four members, 32.7% of the respondents are having upto five members and 4.7% of the respondents are having above five members. It is concluded from the above analysis that majority of the respondents are having upto three members.

It is concluded that most of the respondents (106) are having upto three members in their family.

TABLE NO. 5: SOURCES OF INFORMATION

S. No.	Sources	No. of Respondents	Percentage (%)
1.	Advertisement	129	43.0
2.	Friends & Relatives	102	34.0
3.	Shop owners and retailers	69	23.0
	<b>Total</b>	<b>300</b>	<b>100.0</b>

It is observed from the analysis that 43.0% of the respondents are getting information about the Mobile products through advertisement, 34.0% of the respondents are getting information about the Mobile products through friends and relatives and 23.0% of the respondents are getting information about the Mobile products through shop owners and retailers. It is concluded from the above analysis that majority of the respondents are getting information about the Mobile products through advertisement.

It is concluded that most of the respondents (129) are getting information about the Mobile products through advertisement.

TABLE NO. 6: BUYING THE MOBILE PRODUCTS

S. No.	Opinion	No. of Respondents	Percentage (%)
1.	Showroom	223	74.3
2.	Retailers	55	18.3
3.	Traders	22	7.3
	<b>Total</b>	<b>300</b>	<b>100.0</b>

It is analysed from the analysis that 74.3% of the respondents are buying Mobile products through showroom, 18.3% of the respondents are buying Mobile products through retailers and 7.3% of the respondents are buying Mobile products through traders. It is concluded from the above analysis that majority of the respondents are buying Mobile products through showroom.

It is concluded that most of the respondents (223) are buying Mobile products through showroom.

**TABLE NO. 7: OPINION ABOUT THE PRICE OF MOBILE PRODUCTS**

S. No.	Opinion	No.of Respondents	Percentage (%)
1.	Highly satisfied	112	37.3
2.	Satisfied	142	47.3
3.	Neutral	25	8.3
4.	Dissatisfied	16	5.3
5.	Highly dissatisfied	5	1.7
	<b>Total</b>	<b>300</b>	<b>100.0</b>

It is analysed from the analysis that 37.3% of the respondents are highly satisfied with the price of the Mobile products, 47.3% of the respondents are satisfied with the price of the Mobile products, 8.3% of the respondents are neutrally satisfied with the price of the Mobile products, 5.3% of the respondents are dissatisfied with the price of the Mobile products and 1.7% of the respondents are highly dissatisfied with the price of the Mobile products. It is concluded from the above analysis that majority of the respondents are satisfied with the price of the Mobile products.

It is concluded that most of the respondents (142) respondents are highly satisfied with the price of the Mobile products.

**TABLE NO. 8: FACTORS AFFECTING TOWARDS SALES OF MOBILE**

S. No.	Factors	No.of Respondents	Percentage (%)
1.	Competitors	68	22.7
2.	Price	102	34.0
3.	Poor Advertisement	79	26.3
4.	Bad Quality	51	17.0
	<b>Total</b>	<b>300</b>	<b>100.0</b>

It is observed from the analysis that 22.7% of the respondents are opined that the sales of Mobile products was affected by the competitors, 34.0% of the respondents are opined that the sales of Mobile products was affected by the price factor, 26.3% of the respondents are opined that the sales of Mobile products was affected by the poor advertisement and 17.0% of the respondents are opined that the sales of Mobile products was affected by the bad quality. It is concluded from the above analysis that majority of the respondents are opined that the sales of Mobile products was affected by the price factor.

It is concluded that most of the respondents (102) respondents are opined that the sales of Mobile products was affected by the competitors

**TABLE NO. 9: OPINION ABOUT THE AVAILABILITY OF MOBILE PRODUCT**

S. No.	Opinion	No.of Respondents	Percentage (%)
1.	Available	252	84.0
2.	Not available	48	16.0
	<b>Total</b>	<b>300</b>	<b>100.0</b>

It reveals from the analysis that 84.0% of the respondents are opined that the Mobile products easily available in the market and remaining 16.0% of the respondents are opined that the Mobile products not easily available in the market. It is concluded from the above analysis that majority of the respondents are opined that the Mobile products easily available in the market.

It is concluded that most of the respondents (252) are opined that the Mobile products easily available in the market and remaining.

**TABLE NO. 10: CHOOSING THE PRICE LEVEL**

S. No.	Price	No. of Respondents	Percentage (%)
1	High price	70	23.3
2	Medium price	140	46.7
3	Low price	90	30.0
	<b>Total</b>	<b>300</b>	<b>100.0</b>

It is noted from the analysis that 23.3% of the respondents are choosing high price level products, 46.7% of the respondents are choosing medium price level products and 30.0% of the respondents are choosing low price level products. It is concluded from the above analysis that majority of the respondents are choosing medium price level products.

It is concluded that most of the respondents (140) are choosing high price level products.

**TABLE NO. 11: OPINION ABOUT THE MOBILE ADVERTISEMENTS**

S. No.	Opinion	No. of Respondents	Percentage (%)
1.	Highly satisfied	33	11.0
2.	Satisfied	145	48.3
3.	Neutral	103	34.3
4.	Dissatisfied	12	4.0
5.	Highly dissatisfied	7	2.3
	<b>Total</b>	<b>300</b>	<b>100.0</b>

It is identified from the analysis that 11.0% of the respondents are highly satisfied with the Mobile advertisement, 48.3% of the respondents are satisfied with the Mobile advertisement, 34.3% of the respondents are neutrally satisfied with the Mobile advertisement, 4.0% of the respondents are dissatisfied with the Mobile advertisement and 2.3% of the respondents are highly dissatisfied with the Mobile advertisement. It is concluded from the above analysis that majority of the respondents are satisfied with the Mobile advertisement.

It is concluded that most of the respondents (145) are highly satisfied with the Mobile advertisement.

**TABLE NO. 12: RESPONDENTS OPINION ON MEDIA OF ADVERTISEMENT**

S. No.	Media	No. of Respondents	Percentage (%)
1	Television	188	62.7
2	Newspaper	85	28.3
3	Radio	27	9.0
4	Others	0	0
	<b>Total</b>	<b>300</b>	<b>100.0</b>

It is noted from the analysis that 62.7% of the respondents are preferred television media is best media for advertise Mobile products, 28.3% of the respondents are preferred newspaper media is best media for advertise Mobile products and 9.0% of the respondents are preferred radio media is best media for advertise



Mobile products. It is concluded from the above analysis that majority of the respondents are preferred television media is best media for advertise Mobile products.

It is concluded that most of the respondents (188) are preferred television media is best media for advertise Mobile products.

TABLE NO. 13: OPINION ABOUT THE SALESMAN RELATIONSHIP WITH CUSTOMERS

S. No.	Opinion	No. of Respondents	Percentage (%)
1.	Highly satisfied	123	41.0
2.	Satisfied	94	31.3
3.	Neutral	54	18.0
4.	Dissatisfied	21	7.0
5.	Highly dissatisfied	8	2.7
	<b>Total</b>	<b>300</b>	<b>100.0</b>

It shows from the analysis that 41.0% of the respondents are highly satisfied with the salesman relationship, 31.3% of the respondents are satisfied with the salesman relationship, 18.0% of the respondents are neutrally satisfied with the salesman relationship, 7.0% of the respondents are dissatisfied with the salesman relationship and 2.7% of the respondents are highly dissatisfied with the salesman relationship. It is concluded from the above analysis that majority of the respondents are highly satisfied with the salesman relationship.

It is concluded that most of the respondents (123) are highly satisfied with the salesman relationship.

II. WEIGHTED AVERAGE METHOD

TABLE NO. 14: REASON FOR SELECTING THE MOBILE PRODUCTS

S. No.	Factors	Weighted Score	Rank
1.	Price	1063	II
2.	Quality	1079	I
3.	Colour	1021	III
4.	Style	816	IV
5.	Availability	687	V

The above table shows the reasons for selecting the Mobile products. It is identified from the analysis that most of the respondents are selected the reason of its quality which influenced to select the products with scored as 1079 points. It is followed from the second and third reasons are 'price' and 'colour' with scored as 1063 points and 1021 points. The fourth and fifth reasons are 'Style' and 'Availability' with scored as 816 points and 687 points.

It is concluded from the above analysis that majority of the respondents are selecting the Mobile products for the reason of its 'high quality' and 'Price'.

III. CHI-SQUARE ANALYSIS

TABLE NO. 15: GENDER AND BUYING MODE OF THE MOBILE PRODUCTS

(TWO-WAY TABLE)

S.No.	Gender	Buying the Mobile products						Total	%
		Showroom	%	Retailers	%	Traders	%		
1	Male	104	47	33	160	16	73	153	551
2	Female	119	53	22	40	6	27	147	449
	<b>Total</b>	<b>223</b>	<b>100</b>	<b>55</b>	<b>100</b>	<b>22</b>	<b>100</b>	<b>300</b>	<b>1100</b>

From the above table it is observed that 153 (51%) respondents come under the male category among male with the medium and high level of satisfaction. 147 respondents come under the female category with the medium level of satisfaction.

Null Hypothesis (H<sub>0</sub>) : There is no significant relationship between gender of the respondents and buying factors mode of the Mobile products.

Alternative Hypothesis (H<sub>1</sub>) : There is a close significant relationship between gender of the respondents and buying factors of the Mobile products.

CHI-SQUARE RESULT :

Calculated  $\chi^2$  Value = 7.637  
 Degree of Freedom = 2  
 Table value = 5.991  
 Significant level = 5% level

It is identified from the above analysis that the calculated chi-square value is greater than the table value and the Null hypothesis rejected. Hence, there is a close significant relationship between gender of the respondents and buying mode the Mobile products.

TABLE NO. 16: OCCUPATION AND THE SALES FACTOR OF MOBILE PRODUCTS

(TWO-WAY TABLE)

S.No.	Occupation	Affecting sales factors								Total
		Competitors	%	Price	%	Poor Advertisement	%	Bad quality	%	
1.	Business Man	38	56	48	47	38	48	24	47	148
2.	Employee	22	22	31	30	21	27	15	29	89
3.	Students	7	7	7	7	15	6	1	2	20
4.	Professionals	1	1	16	16	12	15	7	14	36
5.	Others	0	0	0	0	3	4	4	8	7
	<b>Total</b>	<b>68</b>	<b>100</b>	<b>102</b>	<b>100</b>	<b>79</b>	<b>100</b>	<b>51</b>	<b>100</b>	<b>300</b>

From the above table it is observed that 148 respondents belong to the Business Man with the medium level of satisfaction. 89 respondents belong to the Employee with the high level of satisfaction. 36 respondents belong to the Professionals with the medium level of satisfaction. 20 respondents belong to the Students with the high level of satisfaction. 7 respondents belong to the others with the medium level of satisfaction.

Null Hypothesis (H<sub>0</sub>) : There is no significant relationship between occupation and affect the sales factor of Mobile products.

Alternative Hypothesis (H<sub>1</sub>) : There is a close significant relationship between occupation and affect the sales factor of Mobile products.

CHI-SQUARE RESULT

Calculated  $\chi^2$  Value = 23.831  
 Degree of Freedom = 12  
 Table value = 21.026  
 Significant level = 5% level

It is identified from the above analysis that the calculated chi-square value is greater than the table value and the Null hypothesis rejected. Hence, there is a close significant relationship between occupation and affect the sales factor of Mobile products.

**TABLE NO. 17: MONTHLY INCOME AND BUYING FACTORS OF THE MOBILE PRODUCTS (TWO-WAY TABLE)**

S.No.	Monthly income	Buying factors of the Mobile products						Total	%
		Showroom	%	Retailers	%	Traders	%		
1.	Upto 5000	49	22	12	22	1	5	62	21
2.	Between 5001-10000	100	44	20	36	6	27	126	42
3.	Between 10001-15000	55	25	18	33	7	32	80	27
4.	Above 15000	19	8	5	9	8	36	32	10
	<b>Total</b>	<b>223</b>	<b>100</b>	<b>55</b>	<b>100</b>	<b>22</b>	<b>100</b>	<b>300</b>	<b>100</b>

From the above table it is observed that 126 respondents buying factors of the Mobile products belong to the between 5001-10000 of monthly income with the medium level of satisfaction. 80 respondents buying factors of the Mobile products belong to the between 10001-15000 of monthly income with the medium level of satisfaction. 62 respondents buying factors of the Mobile products belong to the upto 5000 of monthly income with the high level of satisfaction. 32 respondents buying factors of the Mobile products belong to Above 15000 of monthly income with the medium level of satisfaction.

Null Hypothesis ( $H_0$ ) : There is no significant relationship between monthly income of the respondents and buying factors of the Mobile products.

Alternative Hypothesis ( $H_a$ ) : There is a close significant relationship between monthly income of the respondents and buying factors of the Mobile products.

#### CHI-SQUARE RESULT

Calculated $\chi^2$ Value	=	20.990
Degree of Freedom	=	6
Table value	=	12.592
Significant level	=	5% level

It is identified from the above analysis that the calculated chi-square value is greater than the table value and the Null hypothesis rejected. Hence, there is a close significant relationship between monthly income of the respondents and buying factors of the Mobile products.

## SUMMARY OF FINDINGS, SUGGESTIONS & CONCLUSION

### FINDINGS

1. It is revealed from the analysis that majority of the respondents are getting information about the Mobile products through advertisement.
2. It is obvious from the analysis that majority of the respondents are buying Mobile products through showroom.
3. 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.
4. It is identified from the analysis that majority of the respondents are opined that the Mobile products easily available in the market.
5. It is stated from the analysis that majority of the respondents are preferred television media is best media for advertise Mobile products.
6. It is noted from the analysis that majority of the respondents are highly satisfied with the salesman relationship.
7. There is a close significant relationship between gender of the respondents and buying factors of the Mobile products.
8. There is a close significant relationship between occupation and affect the sales factor of Mobile products.
9. There is a close significant relationship between monthly income of the respondents and buying factors of the Mobile products.

### SUGGESTIONS

1. The company also take promotional measures of festival offer like exchange offer, discount etc.
2. The respondents feel that the picture after few years is not satisfactory. So the company should concentrate on this feature.
3. Through the study it was suggested that the company should concentrate on the capture of dealers and canvas them to increase their sales.
4. In order to cover the middle income group people, the company should consider the power consumption factor in their products.

### 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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