



“AN ASSESSMENT OF BRAND NAME ON CONSUMER’S CHOICE AND PREFERENCE IN THE CONTEXT OF TELECOM INDUSTRY”

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Abstract

The aim of the study is to know about the factors influencing consumer behavior of telecom network users. Under this study, the main focus is to identify whether Smartphone users buy particular network because of their need or wish, reasons to buy expensive smart phones, how social and personal factors affect them to make purchasing decision, for what purposes they use Smartphone, where and how long a day, change in usage of computers due to Smartphone and how high is the phone bill after using Smartphone.

The rapidly growing demand of telecom network has created a buzz around the world. Nowadays, most of the consumers opt to have a Smartphone. The increasing innovation in mobile phone industries has brought this craze among the people on telecom network. Smartphone is configured by an operating system with advanced computing capability and connectivity. Generally Smartphone has high sensor big touch screens and high pixel cameras with lots of features and applications.

Mostly people use telecom network for internet browsing, email, navigation, social media, listening music, reading news, games, finance, health and fitness, taking notes, calendar, weather forecast and lots of other things. These features and applications in Smartphone somehow have made people’s life easier either in daily life, at work or for entertainment purpose.

Introduction

Irrespective of the high price of the telecommunication networks, still the demand is increasing. It is true that hi-tech technology has played a vital role in attracting the people towards Smartphone. There are variety of telecom operator with different names and brands available in the market such as Airtel ,VI ,Jio ,BSNL ,Gtpl , etc. Brand is another factor that drives people to buy a sim card or broadband. Besides, technology and brand there could be other so many marketing and stimuli factors that could influence the consumer behavior of telecom network buyers.

Moreover, the characteristics of the buyer itself also affect the buying behavior. All these things created an arousal in the author's mind to study about the consumer behavior regarding particular operator. Therefore this research is primarily focused to find out whether telecommunication networks that people buy is because they really need it or they just want it?

According to Kotler et al 2008, 'cultural, social, personal and psychological factors are the main characteristics that influence the consumer behavior'. In this research, the researcher is also interested to find out how social and personal factors especially affect the buyer behavior during the purchase of telecom network. Besides, study is also carried out to find for what purpose people specially use their network services, how long a day, cost of using this services.

Literature Review

1. Revathy rajasekaran , S. Cindhana and C. Anandha priya was a researcher of the Department of management studies, v.v. Vanniaperumal College for women in India. According to their conclusion The overall results proved that the respondents perceived smartphones in a positive manner. The results can be used by 792 Smartphone Manufacturers and marketers know the needs of their target customer and design the Product and formulate marketing strategies accordingly. The study shows that the Product features like camera, battery life, processing speed are the most important factors in Purchase decisions.
2. Further Product features, price, peer group and brand image are the key influencing factors to buy the smartphone. Though the price of smartphone is high the customers are ready to pay and afford it for their social needs.
3. From this study it is clear that the Smartphone has become an essential part of life and it makes life easier. Thus, there is ample opportunity and scope for Smartphone brands to get a larger pie in market share as long as they are to innovate in the industry.
4. Prasad was a researcher of the department of marketing, Regional College of management in Odessa states from India. He was researching a study on attitude of Indian customers towards smart phones of android and windows version in the year of 2016. According to his study results he concluded that The profile of customers taken for this research is mostly young of age group 20-35 years (91.75%) and is mostly students or executives. 94% of the respondents have android mobile user which shows there is a high inclination towards android platform.
5. Through the factor analysis it can be observed that the major factor responsible for selecting any brand of smart phones are "service" followed by "physical appearance" followed by "value". The factor "service" comprises service centers, brand name, network technology, WIFI ranges and customization in services. The second factor which is equally responsible for change in attitude is "physical appearance" which comprises durability and reliability, screen size, weight, size in terms of thick and thin of the Smartphone. The third factor "value" which comprises hardware design and features, cost associated with features, camera quality in terms of pixel.

SEM has given the idea about the exclusiveness of each factor in terms of low correlation values among the factors and high correlation of each variable with its respective factors.

Research Objective

- To identify customer's impression of different telecommunication brands.
- Influence of satisfaction felt after the first trial of a brand directed customers to prefer the same brand in their decisions to repurchase it.
- Relationship between customer satisfaction and brand loyalty.
- To explore what factors other than brand may affect them in making opposite decisions regarding telecommunication services purchases.

Data Collection Methods

This research is based on multi-methods, using both quantitative and qualitative techniques, in data collection with more emphasis on quantitative methods. It must be noted that the questionnaire survey was used as a main data collection instrument for this study because the questionnaire survey enables researchers to examine and explain relationships between constructs, in particular, cause-and-effect relationships.

Data Analysis :

This chapter is data analysis, in this chapter, the data collected through questionnaires was analyzed. As the primary research method was to conduct a survey, Questionnaires were distributed among people personally. Statistical methods were used to process the data using different types of graphs, charts and statistics to illustrate the findings. This section will first show the sample and analyze the targeted sample. Then, according to research objectives the findings are discussed and analyzed.

1. WHY HAVE YOU CHOSEN ABOVE BRAND?

Total 500 responses are received. This is the core area of our research. Let's see what is the main factor that decides to choose among a particular brand.

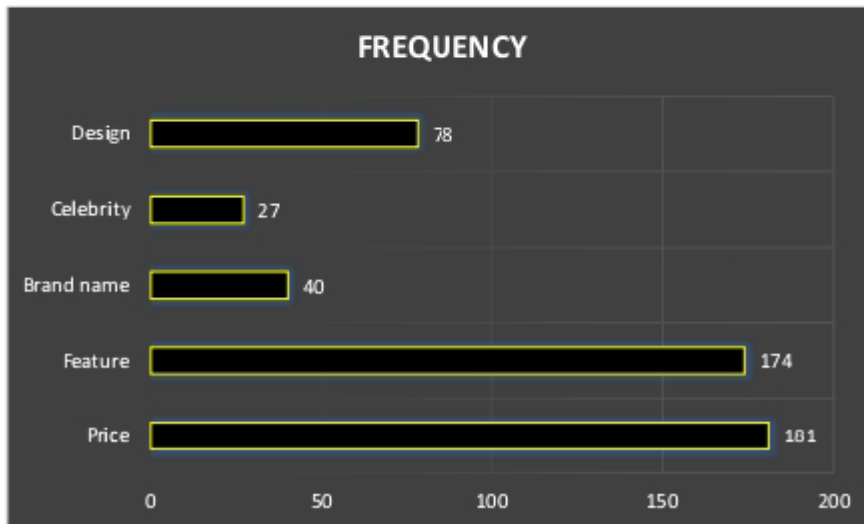
PRICE

Whether it's old time or 21st Century, as usual price is the core factor that decide people's choice to choose among brand. Total 181 (36%) out of 500 people purchase mobile by its cost.

The main reason for this is that Most of people in India are from Middle Class or Lower Middle Class Family.

Why have you chosen above brand?

PARTICULARS	FREQUENCY	PERCENTAGE
Price	181	36%
Feature	174	35%
Brand name	40	8%
Celebrity	27	5%
Design	78	16%
TOTAL	500	100%



It does not matter how much quality a particular network is providing. In the end price is the sole factor that decide to purchase it. Companies that strategically decide price that means not too high or not too low will win the race.

FEATURES:

With increasing education people now understand that to purchase a product price as well as features are more important in long term. Today we can see there are tremendous amazing features in today's smart phones network. E.g. you can lock your house remotely with smart Lock-key system even if you are not in your house. So you can protect it from thefts even when you are not there.

BRAND NAME AND CELEBRITY:

Now Brand name is not more important to purchase a smart phone network . Only 8% people think they purchase a network by looking at its brand name. As discussed earlier smart phones networks ,that provide lots of features at affordable price will be first choice of buyers.

Although, Companies spend crores of rupees for advertisements with popular celebrities may it be Virat Kohli or Dipika Padukone or what not. But people are now no more crazier for these stars. They are well educated and take rational decisions. Only 5% people are influenced by Celebrities as per our survey.

2.WHICH MEDIUM OF ADVERTISEMENT ATTRACTS YOU MOST?

TV:

It is a traditional mode of advertisement. Believe or not every brand has to come on TV for its product. 17% believe that it is an effective mode of advertisement. Companies spend considerable amount for this mode as it covers around 87 percent of the population of country.

RADIO AND NEWS PAPER:

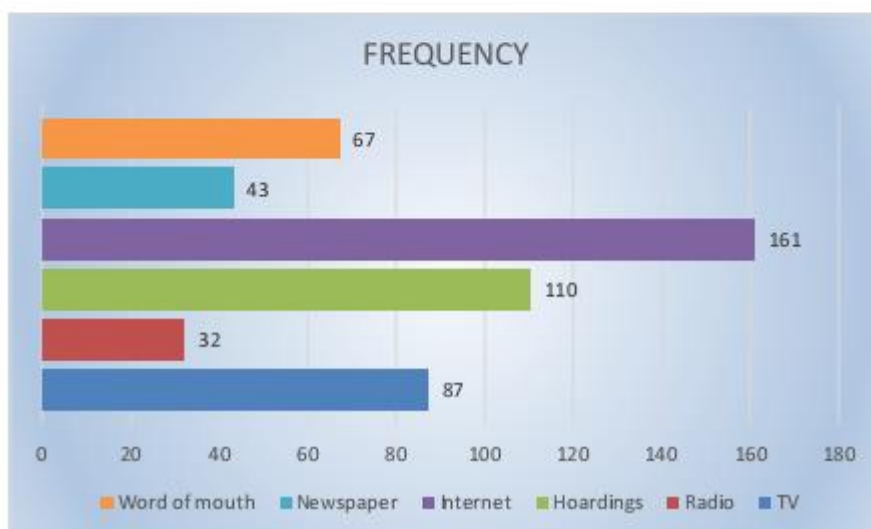
With changing times this two modes are not more relevant. They jointly covered just 15% of our survey opinion. Radio listeners are very less in today's young generation. However, still some people are influenced by advertisement in newspapers.

HOARDINGS:

Hoardings have great impact on people's mind. It reflects strength of a brand. Particularly a hoarding with photo of celebrity attracts attention. Around 22% people are attracted by hoardings as per the survey.

Which medium of advertisement attracts you most?

PARTICULARS	FREQUENCY	PERCENTAGE
TV	87	17%
Radio	32	6%
Hoardings	110	22%
Internet	161	32%
Newspaper	43	9%
Word of mouth	67	13%
TOTAL	500	100%



INTERNET:

It is a great source of information. Almost everyone have now smartphones in their hands. It has a vast reach than any other mode of communication. May it be Instagram, Facebook, whatsapp and many more. As per one of the survey an average people check his whatsapp message in every 20 minutes. No other mode can beat internet.

Our survey prove this truth because 32 % people consider internet as most attractive mode of advertisement. That's why companies and even an individual person spent more amount to advertise his product through internet.

WORDS OF MOUTH:

Although times have changed, but some things remain same. We are still influenced by people around us. E.g. friends, Family, colleagues, etc. One negative or one positive review can change our decision to purchase a network services. In spite of spending huge amount of money for advertisement through TV or Internet if we here one negative review from our friend or relative we instantly change our decision. Still 67 out of 500 people believe that word of mouth have huge impact on their decision.

Conclusions

In this modern era, telecommunication is just not only the want but also a need if you know how to make proper use of it. All the participants of the focus group also mentioned telecommunication as their need. Obviously, telecommunication networks have changed the ways that we used to live, communicate and connect with people all over the world.

With it, you can surf the web with just a touch in the palm of your hand whether to read the breaking news, or compare the prices or features of a product while shopping, book the travel tickets, keep track of your parcels delivered wherever you are and so on. It's just like a techno-logical Swiss Army knife from which you can do most of the things you need and most important is it don't more space in your pocket.

As telecommunication networks have become somehow the need in the present time, it seems that social factors especially for male participants have no effect on their purchasing behavior. Some male participants said that they made their own independent decision for purchasing Smartphone network. It seems that Smartphone network is nowadays no more taken as a fashion that people decision get affected by other people. May be it has become a mere essential product that people make their independent decision in selecting it.

Personal factors also shape the buying pattern of a person. Regarding the purchase of Smartphone, the focus groups participants showed that their buying decisions were affected by one or more characteristics of personal factors.

Similarly, economic circumstance is also another factor that influences the focus group while buying Smartphone network. Obviously one has to think his/her purchasing capacity before buying expensive products and on the other hand all the participants in both focus groups are students with their part time job, so no doubt that they are affected by economic circumstances. However participants expressed that economic factor may not affect that much nowadays while purchasing Smartphone network because one can buy it in various monthly installment schemes form different stores. Indeed this kind of scheme had made convenient to those buyers who couldn't pay whole lump sum money at the time of purchase.

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