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A STUDY ON USERS BRAND PREFERENCE OF MOBILE PHONE IN COIMBATORE CITY

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ABSTRACT

Due to growing rivalry and unpredictability, the cellular phone industry in India is one of the most tumultuous and unpredictable ones in existence today. As a result, it points to research on consumer buying habits and brand preferences for selecting a mobile phone brand from a variety of options. This study is aimed at studying the adolescent and young adult population. The goal of this study is to examine the selection criteria utilized by consumers in mobile phone market places by examining the variables that affect young people's and adolescents' brand preferences when they purchase a mobile phone in the Coimbatore town. To achieve the study's goal, a sample of 150 customers was selected using a basic random sampling approach, and the data was then analyzed to produce a more informed recommendation. The tools were used Simple Percentage Analysis, Chi-Square and Rank Correlation.

KEY WORDS: Mobile Phone, Coimbatore City, Brand preference

INTRODUCTION OF THE STUDY

Mobile phones have become essential in our daily lives, serving as communication tools, entertainment devices, and productivity enhancers. Coimbatore, a city in Tamil Nadu, is witnessing an increase in smartphone penetration and diversity of brands. The city's diverse demographic, including students, young professionals, families, and business owners, contributes to a complex web of consumer preferences. The mobile phone market in Coimbatore is marked by intense competition, with both

international and local players vying for attention. Understanding the factors driving consumer preference is crucial for businesses to thrive in this vibrant market. This study explores the patterns and motivations that underlie brand preference among mobile phone users in Coimbatore through surveys, interviews, and data analysis. The findings will benefit businesses in the local mobile phone market and contribute valuable insights to the broader field of consumer behaviour and market dynamics.

STATEMENT OF PROBLEM

India's economy is currently experiencing one of the fastest rates of growth in the world, and the country's telecommunications sector particularly in the area of cellular communication is a prime example of this development. The market is filled with numerous mobile phone brands. However, the customers have a favourite mobile phone brand. As science and technology have advanced, so too have new brands entered the market annually, creating a crowded field for modern businesses. Mobile phones have become very common to the people and life has become almost impossible without mobile phone. Many more affordable mobile phones, particularly those from China and India, have entered the market to compete, offering users more features and accessories. However, there is a question about the brands that customers prefer and the factors that influence when they buy mobile phones, the factors such as Battery life, Quality, Design, Price, Availability etc. Therefore it is necessary to determine the brand preferences among the customers.

OBJECTIVES OF THE STUDY

- To study demographic variations in brand preferences among mobile phone users in Coimbatore
- To identify the factor that influence decision-making in purchasing a mobile phone.
- To assess the consumer satisfaction towards the various mobile phone

REVIEW OF LITERATURE

Dr Vijayalakshmi P (2021) have examined the “A study on brand preference of mobile phones among teenagers and youths”

This study conducted to identify the antecedence that influences the brand preferences towards choosing a mobile phone and to find the relationship between those factors towards choosing a brand. Both primary and secondary data were used to conduct this study The tools used for analysis for this study is listed below. Descriptive statistical analysis Multiple. regression One-way ANOVA Pearson correlation. This study suggested When compared to other factors like mobile phone features, aesthetics, pricing, availability, advertisements, connectivity, recommendations and reviews, user friendliness and exchange possibility, and post-purchase services, brand image and quality is the most significant factor that influences the buying decisions of teenage and youth customers. The results indicate that eight factors—mobile phone features, aesthetics, pricing, availability, connectivity, reviews and recommendations, user-friendliness, exchangeability, and post-purchase services—have an impact on teens' and young people's perceptions of a brand's image and quality.

Rushikesh Vishnu Landge (2021) had a study on “A study on brand preference of mobile phone”

Mobile phones have become a vital tool for communication due to the proliferation of social media platforms and their vast user base. On how to categorize various customer segments and employ unique marketing strategies for every user group. both primary and secondary are collected Primary data Key data is thosespecifically collected for a nearby project, directly - e.g. through questions & discussions. Second Information Newspaper, Magazines, Internet, Organizational records, Company Websites. sample designs are Data Analysis Tools & Techniques Excel – pie chart Google Forms. When purchasing a mobile phone, students consider appearance, price, brand image, and advertisement to be crucial considerations. The majority of students favour large handset sizes that are medium in weight. Most pupils watch a television advertisement. Young people's behaviour with cell phones is so ingrained that using a phone interferes with daily tasks, which is an indication of behavioural addiction. The majority of students access information about cell phones via theInternet, newspapers, and television.

Kichu Kurian (2020) “A study on brand preference on mobile phones among youth”

There is marketing everywhere. From the moment of our birth until our death, marketing affects every part of our lives. Marketing constantly influences our entire existence, lifestyles, and way of life. "Market" is the root word of the term "marketing." The Latin word "Marcatus" is where the term "market" originates. It may refer to goods, trade, or the location of a business. To analyse the factors influencing the purchase of mobilephone among youth. Data were collected from both primary and secondary sources. 60 respondents were required to make up the study's sample size because factor analysis and the chi-square test require a minimum of 50 samples. Thirty of the sixty samples are of females, while thirty are of men. Thegathered information was examined using pertinent descriptive and inferential statistics, such as chi-square tests, factor analysis, mean, and standard deviation.95% of respondents fall under the category of mobile phone users and 3% of female respondents fall under the category of nonmobile phone users This research study examines youth brand preferences for mobile phones by analysing data from a survey of sixty teenagers. The study found that while respondents had substantial preferences for Samsung, male respondents also indicated strong preferences for Lenovo.

Ahalya U (2019) reviewed “A study on consumers brand preference towardsmobile phones”

A mobile phone is a portable phone that may make and receive calls over a radio frequency link while the user is traveling within a telephone service area. It is also referred to as a cell phone, hand phone, mobile phone, cell phone, or just phone. These terms are commonly abbreviated to simply mobile, cell, or phone. In 1973, John F. Mitchell and Martin Cooper of Motorola exhibited the first portable mobile phone, which weighed around two kilos (4.4 lbs.). The first cellular network was introduced in the globe in 1979 by Nippon Telegraph and Telephone (NTT) in Japan. To find the reason for preferring particular branded mobile phone. Both primary data and secondary data were collected and utilized in this study. Statistical tool used to understand the data in this study, the statistical tools utilized in this project include rank, chi-square analysis, weighted average method, simple percentage, and various charts. The sample size is115 respondents. the finding study is a Majority of therespondents belongs to below 15000 of salary. Finding

the preferred mobile phone brand was the study's primary goal. The study comes to the conclusion that Samsung, Redmi, Nokia, and Motorola are the most well-known brands among customer.

G. Saranya (2019) published a paper on “The study Brand Preference towards Smartphones among College Students in Coimbatore City”

This study examined that the brand preference has influence in purchase decision making and consumer behaviour in deciding which brand to purchase. To look into the factors that influence college students in Coimbatore City's brand choice. For this study primary data is collected by questionnaire method to analysis the data Percentage analysis Reliability Analysis Test One-Way ANOVA techniques are used samples size for this study is 100 people. This study concluded that the Analysis of Variance, there is no discernible difference between age and brand price, choice, and satisfaction. All things considered, brand preference is important for all kinds of individuals, but it's more important for college students. In this scenario, the producers and manufacturers of smartphones need to focus and devise a plan to win over the hearts of smartphone users.

N. Subburaj(2013) studied “ A study on brand preference of mobile phone user in Virudhunagar city”

One clever form of communication is the mobile phone. The primary distinction is in the fact that a cellular phone network is linked to the traditional telephone system or fixed line, providing extra access to the phone world. To study the importance of branding and its influence on consumers buying behaviour. This is based on primary data collected from 100 respondents who use mobile phones in the city of Virudhunagar through scheduled interviews. In this study, percentage analyses were utilized to describe the preferences of consumers about mobile phones. A straight forward selection strategy was used to pick 100 consumers as a sample for the investigation. There are 22, 34, and 44 respondents in each of the three income groups that make up the sample: low ,middle, and high income groups. In this study the consumer preference relating to mobile phone were described with the help of percentage analyses were made. The aforementioned study leads to the conclusion that respondents in Vrindavan city have a thorough understanding of mobile phones. In marketing, the customer is the main focus. When it comes to using methods, this generation of producers is astute. Initially, they aim to ascertain the desires of the custom.

RESEARCH METHODOLOGY

The method used in the study is descriptive research analysis. A structured questionnaire has been prepared using google forms and taken views through online.

Research design

The study was conducted using a descriptive research design. The study collected both primary data and secondary data with the aid to this research design in order to analyse the study's many other features.

Sample size

Data were collected from 150 respondents.

Data collection

The study uses both primary and secondary data. Primary data involves the data collected through the questionnaire framed for data collection and the secondary data involves the data collected through journals, books, and internet.

ANALYSIS AND INTERPRETATION**PERCENTAGE ANALYSIS**

PARTICULARS	VARIABLES	RESPONDENTS	PERCENTAGE
Gender	Male	60	40
	Female	90	60
	Total	150	100
Age	Below 15	4	3
	16-30	122	81
	31-45	19	13
	Above 45	5	3
	Total	150	100
Employment status	Student	96	64
	Employed	27	18
	Self employed	26	17
	Unemployed	1	1
	Total	150	100
Family Annual Income	Below 150000	64	43
	150000-300000	49	33
	300000-450000	23	15
	Above 450000	14	9
	Total	150	100
Residential Area	Urban	43	29
	Semi Urban	55	37
	Rural	52	35
	Total	150	100
Marital Status	Married	31	21
	Unmarried	119	79
	Total	150	100
Family Type	Nuclear	102	68
	Joint	48	32
	Total	150	100
	HSC	8	5

Educational qualification	Diploma	22	15
	UG	94	63
	PG	15	10
	Professional	11	7.3
	Total	150	100
Spent for mobile phone	Less than 10000	36	24
	10000-20000	66	44
	20000-40000	37	25
	Above 40000	11	7
	Total	150	100
Which mobile phone you are using	I Phone	21	14
	Samsung	59	39
	Vivo	61	41
	One Plus	9	6
	Total	150	100
Average daily phone usage	Less than 2 hours	26	17
	2-4 hours	65	43
	2-5 hours	37	25
	More than 5 hours	22	15
	Total	150	100
How long are you using mobile phone	Less than 1 year	30	20
	1-2 Years	58	39
	3 Years & Above	62	41
	Total	150	100
Favourite brand mobile	I Phone	47	31
	One Plus	25	17
	Samsung	46	31
	Vivo	21	14
	Other	11	7
	Total	150	100
Why chosen brand preference?	Advertisement	21	14
	Price	21	14
	Brand image	31	21
	Service	9	6
	Quality	68	45
	Total	150	100
Primary Mobile Use	Business and Profession use	12	8
	Entertainment	41	27
	Education	71	47
	Calls and Messages	26	17
	Total	150	100
	1	10	7
	2	6	5

Satisfaction with current phone performance	3	43	29
	4	51	34
	5	41	27
	Total	150	100

CHI SQUARE:

H0: There is no significant relationship between area and favourite brand mobile phone.

H1: There is significant relationship between Area and favourite brand mobile phone.

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	14.677	8	.066
Likelihood Ratio	17.576	8	.025
Linear-by-Linear Association	1.396	1	.237
N of Valid Cases	150		

3 cells (20.0%) have expected count less than 5. The minimum expected count is 3.15.

INTERPRETATION

So, the null hypothesis is rejected. Hence there is significant relationship between Area and favourite brand mobile phone

The data reveals a diverse respondent profile with a slight majority of females, predominantly aged 16-30, and primarily students. Family income is distributed across various brackets, and nuclear families are more prevalent. Samsung and vivo are popular mobile phone choices, with quality being the key factor in brand preference. Respondents typically spend 10,000-20,000 on phones, use them for 2-4 hours daily, and have owned their current phones for 1-2 years. The main purposes are education and entertainment. Overall, respondent express satisfaction with their mobile phones, citing quality and brand image as influential factors.

RANK CORRELATION

	Rank	1	2	3	4	5	6	Total	Rank Score	Rank
	Score	6	5	4	3	2	1			
Camera Quality	No. of respondents	80	6	13	16	15	20	150		
	Score	480	30	52	48	30	20	660	4.4	1
Battery Life	No. of respondents	24	65	16	13	17	15	150		
	Score	144	325	64	39	34	15	621	4.14	2
Processor Speed	No. of respondents	40	17	41	26	15	11	150		
	Score	240	85	164	76	30	11	606	4.04	3
Storage Quality	No. of respondents	28	39	18	35	8	22	150		
	Score	168	195	72	105	16	22	578	3.9	4
Display Quality	No. of respondents	39	24	24	17	25	21	150		
	Score	234	120	96	51	50	21	572	3.8	5
Design and aesthetics	No. of respondents	26	39	21	21	10	33	150		
	Score	156	195	84	63	20	33	551	3.5	6

INTERPRETATION

From the above table camera quality scored 1st rank with the highest score of 4.4, Battery Life has secured 2nd rank with the second highest score of 4.14, Processor Speed has secured 3rd rank with the third highest score of 4.04, Storage Quality has secured 4th rank with the score of 3.9, Display Quality has secured 5th rank with the second lowest score of 3.8, Design and aesthetics has secured 6th rank with the lowest score of 3.5.

FINDINGS**FINDINGS FROM PERCENTAGE ANALYSIS**

- Majority 60% of the respondents are Female.
- Majority 81% of the respondents are between the age group of 16-30.
- Majority 64% of the respondents are student.
- 43% of the respondent average annual income is Below 150000.
- Majority 37% of the respondents are from Semi urban.
- Majority 79% of the respondents are unmarried.

- 68% of the respondents are in nuclear family.
- Majority 63% of the respondents are under graduation.
- 44% majority of the respondents spent for purchasing a mobile phone is 10000-20000
- Majority 41% of respondents are using Vivo mobile phone.
- Majority 43% of respondents are using mobile phone 2hrs to 4 hrs.
- Majority 41% of respondents are using mobile phones for 3 years and above.
- Majority of respondents favourite brand is I phone and Samsung.
- 45% of respondents preferring their mobile phone for quality.
- 47% of respondents purpose for using mobile phone is educational.
- 34% of respondents gave a rating of 4 for the overall performance of currently using mobile phone.

FINDING FROM RANKING ANALYSIS

- Quality scored 1st rank with the highest score of 4.4.
- Battery Life has secured 2nd rank with the second highest score of 4.14.
- Processor Speed has secured 3rd rank with the third highest score of 4.04.
- Storage Quality has secured 4th rank with the score of 3.9.
- Display Quality has secured 5th rank with the second lowest score of 3.8.
- Design and aesthetics have secured 6th rank with the lowest score of 3.5.

SUGGESTION

According to the study, product quality, features, pricing, and brand image are the four main determinants of smartphone usage and purchase decisions. Customers are more interested in aspects like battery life, camera quality, processor speed, storage quality, display quality, design, and aesthetics, according to the report. Manufacturers may thus focus more on it while creating smartphones. Advertisements are the most successful way to market smartphones, as group is a significant component in smartphone decision-making. Additionally, the majority of smartphone users obtain suggestions from friends and family. Given that price is a major factor in smartphone purchasing decisions, smartphone marketers may boost brand loyalty among consumers through providing a discount offer to be negotiated a second purchase from them. Manufacturers can cater to certain target customer groups, such as college students, recent graduates, and business professionals, with distinct smartphone designs. Since youngsters use smartphones the most, companies may focus more on this demographic.

CONCLUSION

The research study analyses Coimbatore City people's preferences for mobile phone manufacturers after analysing data from a survey involving 150 respondents. According to the survey, respondents strongly endorse the iPhone brand. For the majority of participants, Quality is the source of their mobile phone purchase. The majority of responders are classified as having a household annual income of more than 4,50,000. 10,000–20,000 mobile phones are preferred by respondents. According to the study, when buying a mobile phone, price, camera quality, performance, display, storage, and service are all considered as crucial considerations. Other features that are valued when buying a phone include battery life, processor, camera quality, storage quality, display quality, design, and aesthetics. With 51% of the total, the consumers' satisfaction is rated as 2nd.

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