

# A Study of Brand Preferences of Mobile Phones among the Students in Ghaziabad

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**ABSTRACT:** *The telephone advertise in India is amidst a progress. Individuals are moving from highlight telephones to advanced mobile phones .The rising interest for moderate PDAs in the major developing markets of India and China has helped nearby portable makers outperform shipments by the built up worldwide brands. Till a year prior, they were simply aggravations. Today, they are a genuine danger. Homegrown cell phone brands have blown a genuine gap in the pockets of their multinational opponents. The home developed brands have possessed the capacity to click with the cost cognizant Indian shoppers by offering an incentive for cash items. We are presently hitting a place where there are advanced mobile phones at each cost point, where the majority will profit by the huge number of players getting more choices. The reason for this paper is to gauge the adequacy of homegrown versatile brands in India and the level of danger they are posturing to their multinational adversaries. To gather the information 250 respondents has been taken as test and information has been investigated by the assistance of chi-square test. This investigation has comprehended the shopper inclinations of various cell phone among the understudies.*

**KEYWORDS:** *smart phones, consumer preferences.*

## I INTRODUCTION

The Cellular phone (ordinarily "cell phone" or "PDA" or "handphone") is a long-run, versatile electronic gadget utilized for portable correspondence. Notwithstanding the standard voice capacity of a phone, current cell phones can bolster numerous extra administrations, for example, SMS for content informing, email, parcel changing for access to the Internet, and MMS for sending and getting photographs and video. Most present cell phones interface with a cell system of base stations (cell locales), which is thusly interconnected to the general population exchanged phone arrange (PSTN) (the exemption is satellite telephones. Cell phone is additionally characterized as a kind of short-wave simple or computerized media transmission in which an endorser has a remote association from a cell phone to a moderately close-by transmitter. The transmitter's traverse of scope is known as a cell. For the most part, cell telephone utility is accessible in urban regions and along major thruways. As the cell phone client moves from one cell or region of scope to another, the phone is adequately passed on to the neighborhood cell transmitter. A cell phone isn't to be mistaken for a cordless phone (which is just a telephone with a short remote association with a nearby telephone outlet). A more up to date benefit like cell is close to home correspondences administrations (PCS).

The worldwide cell phone industry depends on a wide range of makers and administrators. The business depends on cutting edge innovation and a considerable lot of the makes are working in various enterprises, where they utilize their mechanical abilities, appropriation arrange, showcase learning and brand name. Four expansive produces of cell phones are today commanding the worldwide cell phone industry: Nokia, Sony Ericson, Samsung a Motorola. Notwithstanding these organizations these organizations there are numerous fabricates that work all around and locally.

## II LITERATURE REVIEW

Purchaser mark inclination is a fundamental advance in understanding shopper mark decision; has along these lines constantly got incredible consideration from advertisers. Horsky et al. (2006) show the significance of consolidating data about brand inclination into the brand decision display. Brand inclinations speak to customer attitudes to support a specific brand (Overby and Lee, 2006). It alludes to the behavioral inclinations mirroring the degree to which purchasers support one brand over another (Hellier et al., 2003; Zajonc and Markus, 1980). Brand inclination is near reality as far as reflecting buyer assessment of brands. In the commercial center, purchasers frequently confront circumstances of choosing from a few alternatives (Dhar, 1999).

Buyer inclinations for brands reflect three reactions: psychological, full of feeling and conative or behavioral (Grimm, 2005). The subjective segments envelop the utilitarian convictions of brand components (Bagozzi, 1978; Grimm, 2005; Zajonc and Markus, 1982). The full of feeling reactions allude to the level of enjoying or supporting that reflects buyer sentiments towards the brand (Grimm, 2005; Hsee et al., 2009; Zajonc and Markus, 1982; Zajonc, 1980). The conative or behavioral propensities are meant by Zajonc and Markus (1982) as the shoppers' anticipated or moved toward act towards the protest. It is the uncovered inclination showed in buyers' decisions (Hsee et al., 2009). Chernev et al., (2011) expect that the relationship of behavioral result, for example, ability to pay and brand inclination. These are thought to be related with the behavioral propensities (Chernev et al., 2011).

Buying choices are the behavioral result that goes before separation between a few options is the acquiring choice; an ensuing result of purchaser inclinations (Dhar et al., 1999). Inclinations encourage shoppers' decision by improving their goals towards the favored brand. Real buying conduct is probably going to compare to expectations; the component of aim development gives confirmation of constant

shopper inclinations (Van Kerckhove et al., 2012). The consistency between purchaser inclinations and decisions adds to the prescient legitimacy of inclination explanation over state of mind (Bither and Wright, 1977; Hellier et al., 2003). Cobb-Walgren et al. (1995) report that state of mind is a poor marker of commercial center conduct.

### III RESEARCH OBJECTIVE

1. To comprehend the different elements impacting the inclination level of understudies with various cell phones.
2. To recognize and comprehend the fulfillment level of the understudies towards the cell phones of various brands.
3. To comprehend the significant highlights which a client searches for in a versatile before making a buy.

### IV RESEARCH METHODOLOGY

Research is the procedure of methodical and top to bottom examination or look for a specific point, subject or zone of examination, supported by accumulation, gathering, introduction and translation of pertinent subtle elements or information. Research philosophy is an approach to methodically take care of the exploration issue. It might be comprehended as a study of concentrate how look into is done logically.

#### ➤ SAMPLE SIZE

It is the process of selecting representative subset of a total population for obtaining data for the study of the whole population the subset is known as sample. The sample size is selected for the study 250 respondents.

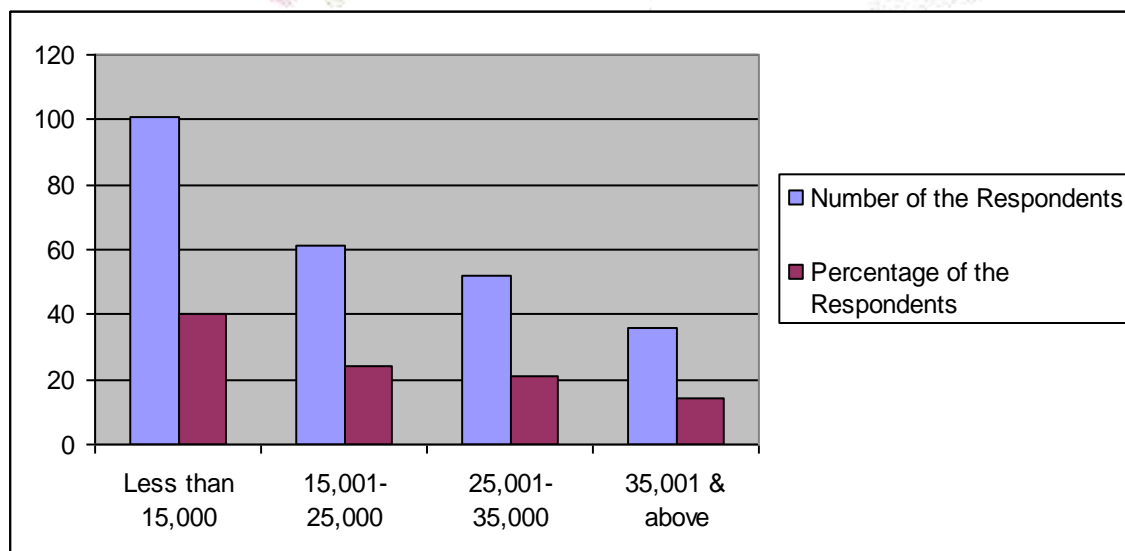
#### ➤ METHOD OF DATA COLLECTIONS

- **Primary data** has been used by me in the form of Questionnaire & Observation, which are the two basic methods of collecting primary data, which suffices all research objectives.
- **Secondary data** sources like catalogue of the company, product range book of the company & various internet sites such as motorola.com & google.com have been used.

### V DATA ANALYSIS & INTERPRETATION

#### Q- 1 Income level of the respondent's family?

PARTICULARS	NUMBER	%AGE
Less than 15,000	101	40.4
15,001-25,000	61	24.4
25,001-35,000	52	20.8
35001 & above	36	14.4
<b>Total</b>	<b>250</b>	<b>100</b>

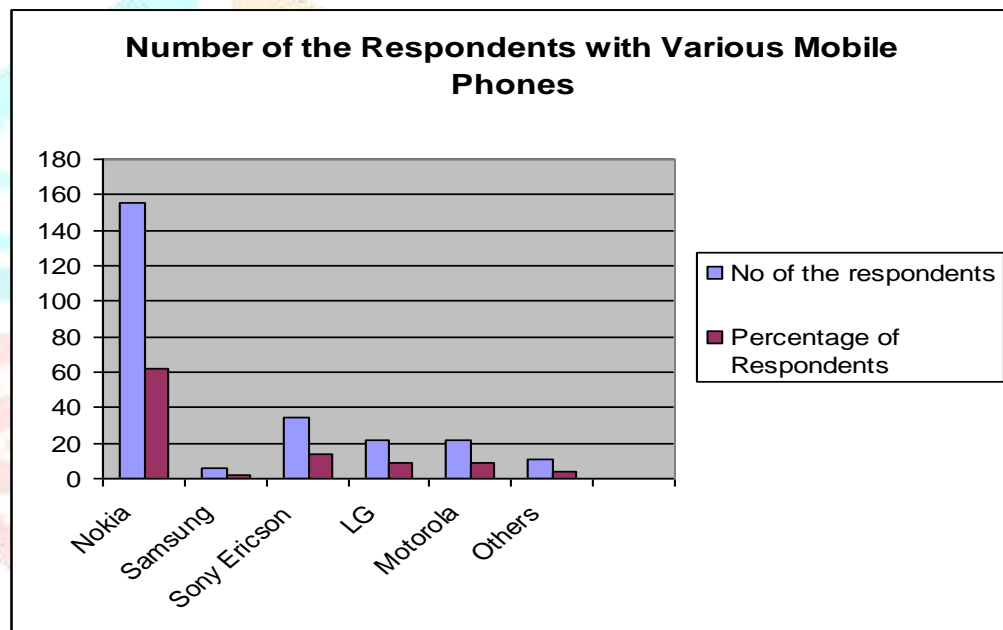


**Interpretation**

The graphical representation of the table shows that out of the 250 respondents, 101 respondents were from the family whose income is less than 15,000, 61 respondents were from the family whose income is between the 15,001 – 25,000, 52 respondents were from the family whose income is between 25,001- 35,000 and rest were from the family whose income is above 35,001.

**Q-2- Which mobile phone you are using?**

S.NO	Name of the Mobile Phones	Number of the Respondents	Percentage of Respondents
1	Nokia	155	62
2	Samsung	6	2.4
3	Sony Ericson	34	13.6
4	LG	22	8.8
5	Motorola	22	8.8
6	Others	11	4.4
<b>Total</b>		<b>250</b>	<b>100.0</b>

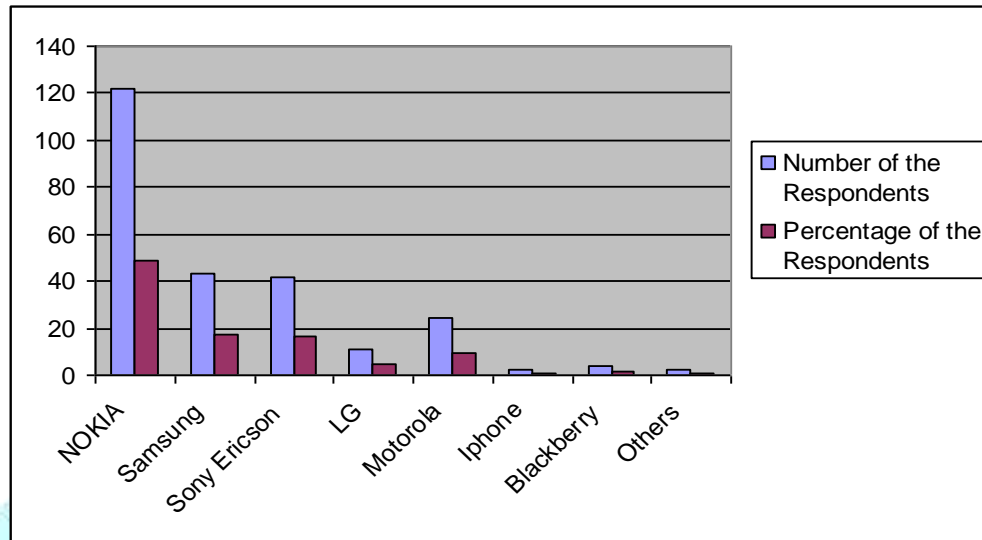
**Interpretation**

Out of the 250 respondents, 155 are using the Nokia phones, 34 are using the Sony Ericson, 6 are using the Samsung, 22 are using the LG, 22 are using the Motorola and 11 are using the Others.

**Q-3- Consider the TV advertisement you like most –what brand is it promoting by respondents.**

PARTICULARS	NUMBER	%AGE
Nokia	122	48.8
Samsung	43	17.2
Sony Ericson	42	16.8
LG	11	4.4
Motorola	24	9.6
I phone	2	.8

Blackberry	4	1.6
Other	2	.8
<b>Total</b>	<b>250</b>	<b>100</b>



#### Interpretation:

Out of the 250 respondents, 122 like the Nokia advertisement most, 43 like the Samsung, 42 like the Sony Ericson, 24 like the Motorola, 11 like the LG and rest like others.

#### VI. CONCLUSION & SUGGESTION

- Nokia ought to give better administration and attempt to tackle the hanging issue
- Cellular organizations should build the mindfulness about the 4G benefit.
- Companies should offer more scope of Rs. 10,000 or under 10,000.
- LG and Samsung should endeavor to grow its piece of the pie and furthermore should attempt to build the mindfulness through the TV promotion.
- All organizations should build their appropriation channel.
- The organizations should keep on working on the Strategy of T.Q.M (Total Quality Management)
- Consumers don't get happy with the limited time approaches of the organizations. New procedures of advancement are required to make mindfulness about the whole scope of organization's items.

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