# BRAND PREFERENCE OF MOBILE PHONE AMONG YOUTH IN NASHIK AND MALEGAON

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*Abstract:*  The increasing of a telecommunication network and the huge number of there subscriber has made mobile phone as the important medium for communication. Switching mobile phone brand and updating one with the latest technology in the mobile brand has been on the increasing trend as well. Mobile brand preference could be related to various factors like age group, gender, and price of a phone, family monthly income, mobile usage purpose, brand attributes and many more. This descriptive study is based on purposive sampling through structured questionnaire from the 100 respondent only from Nashik and Malegaon. All respondent mention that they are choice of model majorly depends upon communication & receiving email and SMS service provider. Youth use their handset phones only for 1-2 years because they get attracted to the latest version of mobile phone & new facilities, image & quality. MI and iPhone are the most favorable brand. MI provides good facilities in low cost (Rs.10001-20000) & iPhone is preferred by those who insist for brand image.

*Key Words:* Telecommunication, Brand preference, Brand image.

## I. INTRODUCTION

The Mobile phones were introduced in the mid-1980s and in the last two decades their ownership and use has increased dramatically in many parts of the world. Interestingly, the popularity of mobile phones is a result of the communication and flexibility that they facilitate and the personal safety issues that they overcome. Interestingly, the design of mobile phones is also evolving. The Cellular telephone (commonly "mobile phone" or "cell phone" or "hand phone") is a long-range, portable electronic device used for mobile communication.

**Trends in Mobile Phone Usage Worldwide –** As per the research findings from the e -Marketer website it is found that 4.55 billion people worldwide to use a mobile phone in 2014. However, the Mobile adoption is slowing, but new users in the developing regions of Asia-Pacific and the Middle East and Africa will drive further increases. In the years 2013 and 2017, mobile phone penetration will rise from 61.1% to 69.4% of the global population, according this report.

**Graph 1: Worldwide Mobile Phone Users (Source: www.eMarketer.com)**
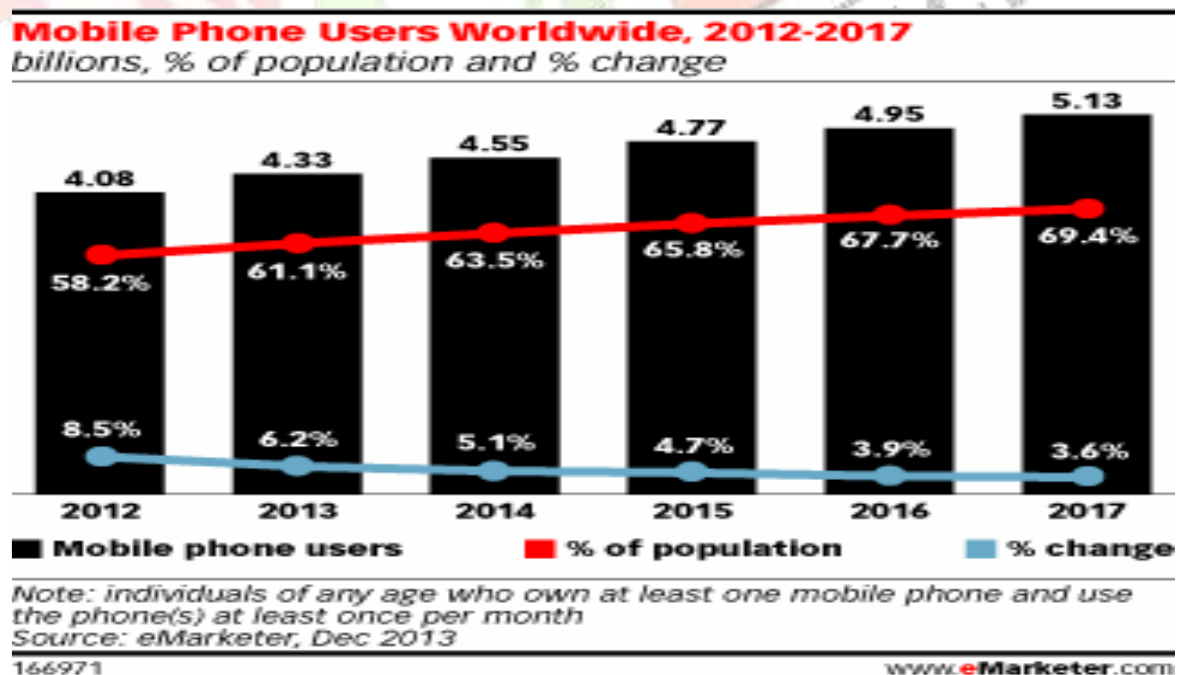


It was noted that Mobile phone users are rapidly switching over to smartphones as devices become more affordable and 3G and 4G networks advance. 5th generation mobile networks or 5th generation wireless systems, in short, is known as 5G. It is the latest

proposed telecommunications standard after 4G, 3G and 2G .The mobile data world is now fully equipped with 4G LTE networks. Recently, after the introduction of Reliance Jio network in India, the country has got a huge 4G network boost and is also ready for the next chapter.5G network is the next chapter in the telecommunications standard, which will make our smartphones even more fast and powerful.

**Players in Mobile Phone are** Nokia, Samsung, Vivo, MI, Moto, Apple (I Phone), Blackberry, Oppo, HTC, One Plus, Sony, Miramax, Honor.

## II OBJECTIVES OF THE STUDY

1. To study the perception & buying behavior of youth towards various mobile brands.
2. To study inflectional Factors for decision making in purchasing a mobile phone.

### SCOPE OF THE STUDY

The study is limited to the youth which use mobile phone from the age group 18-27 years only. The study will help us to understand customers (youth), preference and their needs expected from the mobile phone.

### III HYPOTHESIS OF STUDY

To study the relationship between Mobile User (handset use) & Income Level of family has been tested by using Chi-square test. Following null hypothesis and alternate hypothesis has been frame. -

$H_0$: There is no relationship between using Hi-end Mobile handset and income group.

$H_1$: There is significant relationship between purchasing of Mobile handset and income group

In the structured questionnaire two different questions were asked to collect the information about income level of family (father and mother separately). Calculation of Degree of Freedom= (c-1)* (r-1)=(4-1)*(11-1)= 30. Degree of Freedom is 30 at 95% level of significance

### LIMITATION OF THE STUDY

1. The scope is limited to the city of Nashik & Malegaon only.
2. This study is based on the prevailing youth satisfaction. But the youth's satisfaction may change according to time, fashion, technology, development, etc.

### RESEARCH METHODOLOGY

| Sr.No. | RM USED | Description |
|---|---|---|
| 1 | Research Design | Descriptive and Quantitative |
| 2 | Type of Questionnaire | Structured Questionnaire |
| 3 | Statistical tests | ➤ Chi-square, <br> ➤ Strength of association by Coefficient of Contingency(C) <br> ➤ Ranking method. |
| 4 | Sampling unit | Nashik and Malegaon |
| 5 | Sampling method | Purposive Sampling Method |
| 6 | Sample size | 100 Respondents from age group 18 to 27 years |
| 7 | Sources of data | Primary data and Secondary data |

Table No. 1

### IV DATA ANALYSIS:

Gender of Respondent                              Age of Respondent
Table No. 2                                            Table No. 3

| Particulars | No of Respondents | Age Gender | 18 to 22 | 23 to 27 | Total |
|---|---|---|---|---|---|
| Male | 68 | Male | 27 | 41 | 68 |
| Female | 32 | Female | 14 | 18 | 32 |
| Total | 100 | Total | 41 | 59 | **100** |

**Interpretation:** To minimize the bias male and female both are included in the study. On the basis of table no 1, it is observed that out of 100 youth respondent 68 are male and 32 are female. Age factor of respondent are important factor for the study as our target sample is youth. Purposely 5 yrs. slab has been selected i.e. 18 to 22 and 23to 27yrs.Age specification is considered because 23 to 27 yrs. age group is more mature for brand preferences than age group of 18 to 22yrs. From the above cross table (table No.2) it is observed that the 59 members are from age group of 23 to 27 yrs. 41 members are from age group of 18 to 22yrs.

**Mobile handset Usage & Income Level**

Table No 4

| | Income Level (Rs./ Per Month) |
|---|---|
| | |

| Mobile Hand Set Using | | Below 25000 | 25001 To 35000 | 35001 To 45000 | Above 45001 | Total |
|---|---|---|---|---|---|---|
| | Nokia | 3 | 1 | - | 2 | 6 |
| | Samsung | 3 | 1 | 1 | 6 | 11 |
| | Vivo | 2 | 2 | - | 3 | 7 |
| | MI | 10 | 8 | 7 | 2 | 27 |
| | Moto | 1 | 1 | 4 | 3 | 9 |
| | I Phone | - | 2 | 1 | 14 | 17 |
| | BlackBerry | - | - | - | - | - |
| | Oppo | 3 | 1 | 1 | - | 5 |
| | HTC | - | 1 | 1 | 1 | 3 |
| | One + | - | - | 1 | 3 | 4 |
| | Other | - | - | 10 | 1 | 11 |
| | Total | 22 | 17 | 26 | 35 | 100 |

**Interpretation:** Above table gives an idea about income level of family and Mobile Hand Set Usage. Earning capacity affect the purchasing power this can be prove from above table. Respondents having income from 25000 & 25001 to 35,000 are majorly use MI handset. For income 35001 to 45000 respondents majorly use other handsets (Hi end handset) and for income above 45001 respondents prefer I-phones(costly handset as compare to other).This table reveals that as the earning capacity increasing, customer become choose & prefer new model & advance features in the mobile. Further relationship between Mobile Users & Income Level has been tested by using Chi-square test.

**Method:** To study the relationship between Mobile Usage (handset use) & Income Level has been tested by using Chi-square test following null hypothesis and alternate hypothesis has been frame. In the structured questionnaire two different questions were asked to collect the information about income level of family (Section A Q. No. 5) and usage of different handset (Section B Q. No.1) Degree of Freedom is 30 at 95% level of significance. Calculation of Degree of Freedom= $(c-1)*(r-1) = (4-1)*(11-1) = 30$

H0: There is no relationship between using Hi-end Mobile handset and income group.

H1: There is significant relationship between purchasing of Mobile handset and income group.

**Interpretation:** As the calculated Chi-square value is greater than table value of Chi-square. [190.937> 43.773] so Null Hypothesis is rejected and alternate hypothesis is accepted. So this proves **there is significant association between Mobile Usage (handset use) & Income Level.** Further to find the Strength of Association Coefficient of Contingency (c) test has been used.

$$C = \sqrt{x^2 / x^2 + n} = \sqrt{(190.937)^2 / (190.937)^2 + 100} = 0.9990$$

The Coefficient varies from 0 to 1. While the value 0 indicates there is no association between the variables and 1 indicates the maximum strength. Answer is 0.9990 = 1; So **Coefficient of Contingency is approximately equal to 1.**

**Reasons for Using Specific Model**

Table No 5

| Particulars | No of Respondent |
|---|---|
| **For Communication** | **100** |
| **Receive Email & SMS** | **100** |
| Download Files | 96 |
| WAP | 94 |
| Entertainment | 93 |
| Use GPRS Function | 91 |
| **Other** | 72 |

**Interpretation:** From the above table, we can interpret that, reason of using specific mobile model. All respondent mention that they are using specific model for better communication purpose & receiving email and SMS service. 96 respondents are using specific handset for Download files. 94 youth prefer for WAP , 93 & 91 using for entertainment & GPRS Function respectively.

**How long have been using a mobile phone and frequency of changing Handset**

Table No 6

| Particulars Of mobile usage | No of Respondent | frequency of changing Handset | No of Respondent |
|---|---|---|---|
| **Less than 1 Year** | 12 | **Less than 1 Year** | 22 |
| **1-3 Year** | 22 | **1-2 Year** | 42 |
| **3-5 Year** | 19 | **2-4 Year** | 24 |
| **5-7 Year** | **28** | **Above 4 Year** | 12 |
| **Above 7 Year** | 19 | **Total** | 100 |
| **Total** | 100 | | |

**Interpretation:** From the above table , we can be interpret that 10 years back  there was a boom in  mobile phone but now it is common. All 28 respondents are using mobile phone from 5-7 years, 22 respondent are using mobile phone from 1-3 year, 19 respondent using mobile phone from 3-5 years as well as more than 7 years & 12 respondent using mobile phone from less than 1 year.. We found that out of 100 respondents 42 Youths are using same handset for 1-2 years only, 24 youth for 2-4 years, 22 for less than 1 year and 12 for more than 4 years. Because Youth get attracted to latest version of mobile phone & new facilities, image & quality so they discard the earlier handset & use go for new model. New features and smart phones are the essential part.

**Favorite Mobiles Brand**
Table No 7

| Particulars | No of Respondent |
|---|---|
| MI | 28 |
| I Phone | 21 |
| Samsung | 16 |
| Moto | 8 |
| Vivo | 7 |
| Oppo | 6 |
| One Plus | 6 |
| Other | 3 |
| HTC | 2 |
| Nokia | 2 |
| Sony | 1 |
| Blackberry | 0 |
| Total | 100 |

**Interpretation:** From the above bar chart, we interpret that MI and IPhone are most favorable brand because out of 100 respondents 28 & 21 Youth response MI & IPhone respectively,16 respondents like Samsung ,8 like Moto, 7 like vivo, 6 Oppo & 6 One Pluse, 8 others like Nokia, Sony, HTC, honor etc. As MI provides good facilities in low cost & IPhone has its own brand image. It is considered as status symbol.

**Inflectional Factors for Decision Making In Purchasing Of Mobile Phone**
Table No 8

| Preference | 1 | 2 | 3 | 4 | 5 | TOTAL |
|---|---|---|---|---|---|---|
| Advertisement | 18 | 16 | 32 | 20 | 14 | 100 |
| Price | 57 | 24 | 10 | 6 | 3 | 100 |
| Function | 54 | 31 | 10 | 3 | 2 | 100 |
| Quality | 53 | 37 | 5 | 2 | 3 | 100 |
| Brand Image | 47 | 34 | 13 | 5 | 1 | 100 |
| Service | 42 | 38 | 10 | 5 | 5 | 100 |
| Recommended by Friends | 22 | 34 | 21 | 13 | 10 | 100 |
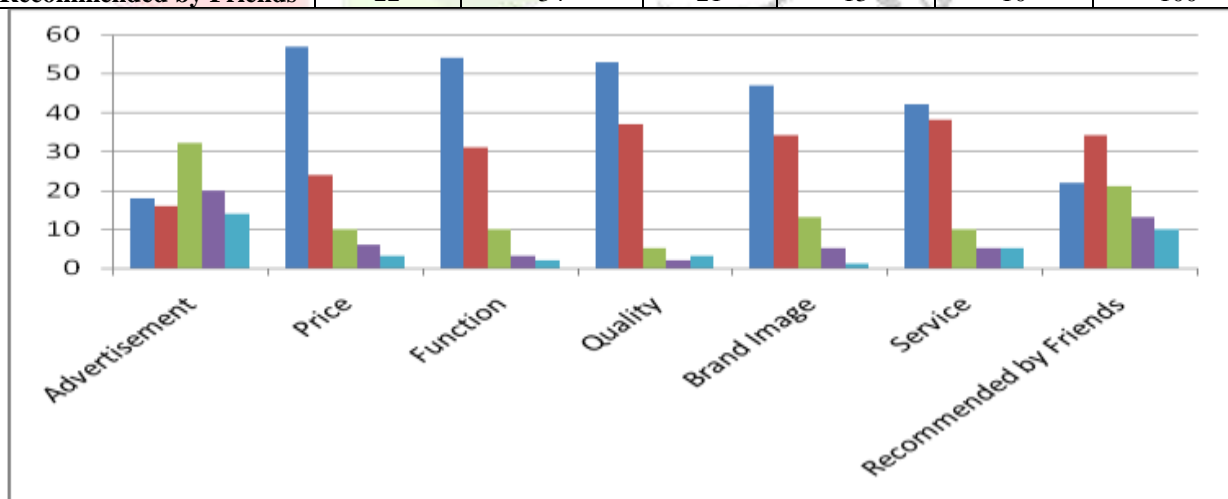


Graph No 2: Inflectional Factors For Decision Making In Purchasing Of Mobile Phone

**Calculation Inflectional Factors for Decision Making In Purchasing Of Mobile Phone As Per Rank Order Method**
Table No 9

| Preference | 1 | 2 | 3 | 4 | 5 | Total |
|---|---|---|---|---|---|---|
| Advertisement | 18*1=18 | 16*2 =32 | 96 | 80 | 70 | 296 |

| Price | 57 | 24*2=48 | 30 | 24 | 15 | 174 |
|---|---|---|---|---|---|---|
| Function | 54 | 62 | 10*3=30 | 12 | 10 | **168** |
| Quality | 53 | 74 | 15 | 4*2= 8 | 3*5=15 | **165** |
| Brand Image | 47 | 68 | 39 | 20 | 5 | 179 |
| Service | 42 | 76 | 30 | 20 | 25 | 193 |
| Recommended by Friends | 22 | 68 | 63 | 52 | 50 | 255 |

**Ranking from Lowest to Highest:**

1) Quality (165)
2) Function (168)
3) Price (174)
4) Brand Image (179)
5) Service (193)
6) Recommended by Friends (255)
7) Advertisement (296)

**Interpretation:** In the Q. No. 9 researcher ask respondent to put the preference **for 7 different parameters on 1 to 5 point scale. 1 point mention for very important to 5 point for least important.** In the above case lowest value shows highest preference for decision making in purchasing so we can interpret that Quality (165count) comes at first preference by the youth while selecting any type of mobile handset. Then Functions (168 count) of mobile phone is important then come the prize (174 count) then brand image (179 count) and so on. Advertisement is least important part while purchasing.

**Spending's on Mobile Phone**

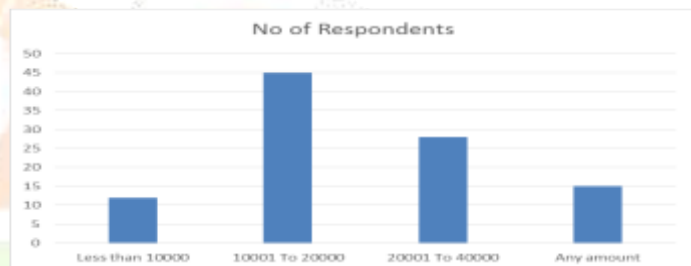| Particulars | No of Respondents |
|---|---|
| **Less than 10000** | 12 |
| **10001 To 20000** | **45** |
| **20001 To 40000** | 28 |
| **Any amount** | 15 |
| **Total** | 100 |



Table No 10 & Graph No 3: Spending's on Mobile Phone

**Interpretation:** From the above table and bar chart, we interpret that out of 100 respondents 45 youth spent in the range of Rs.10001-20000 on mobile phone. As MI provide high quality phone in that range. And out of 100 youth 28 youth prefer MI phone. (Ref. Q No 1 from section B). 28 youth spent in range of 20001-40000 because IPhone and One plus are available in that range. And out of 100 youth 21 Prefer IPhone & 6 prefer One plus (Ref. Q No.1 from section B). 15 spent any amount and 12 spent less than 10000.

## V FINDINGS

➤ As the Chi-square test; Null Hypothesis is rejected and Alternate Hypothesis is accepted. So this proves **there is significant association between Mobile Usage (handset use) & Income Level. As the earning capacity increasing customer become choose & prefer new model & features in the mobile.** Further strength of association is also tested between Mobile Usage (handset use) & Income Level by using **Coefficient of Contingency(C) and the value is 0.997 i.e. approx. equal to 1.**

➤ Ranking has been used to find the Inflectional Factors for Decision Making in Purchasing Of Mobile Phone. Starting from 1st preference to last one.--

**1) Quality (165)**
2) Function (168)
3) Price (174)
4) Brand Image (179)
5) Service (193)
6) Recommended by Friends (255) and (7) Advertisement (296)

1st preference for decision making is Quality (165) by the customers (youth) while selecting any type of handset. Then comes the Functions (168) of mobile phone is important parameter then the prize (174) then brand image (179) and so on. Advertisement is least important part while purchasing.

➤ Now a day's maximum student start using phones from school days and they are changing the mobile phone (handset) after every 1or 2 years. Mostly youth don't have hands free, and memory card. They prefer GPRS, Bluetooth, Video call and 4G service and high quality camera in a handset.

➤ From this study it is found that MI & IPhone is the most favorable brand because of affordable price and brand image of

phone. Users of MI are more but service center is not available at Malegaon.

➢ Mostly youth use the mobile phones for Social Networking, Communication, SMS and for using the GPRS function.

## VI CONCLUSION

Quality is most important inflectional factors & advertisement is least important factor while purchasing handset of mobile phone. Majority of youth prefers to buy new smart phone on the basis of quality & they prefer those phones that have 1-2 years of life span only. After that handset will be replaced with latest model. Youth on the basis of quality and income prefer MI and IPhone this concludes that the youth are price conscious also. There is a strong relationship between the income (earning capacity) and phone buying capacity. The male respondents are free to share their responses as compare to female respondents.

## VII SUGGESTION

As quality is more important factor so availability of service center is an essential condition .It is suggested that service center should be available at Malegaon & Nashik.( In Nashik , service center of HTC & MOTO is not available )

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