A STUDY FACTORS INFLUENCING BRAND PREFERENCE OF MOBILE PHONE AMONG MANAGEMENT STUDENTS OF MEDCHAL REGION

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Abstract: Marketing has traditionally placed a high priority on branding. In a market that is extremely competitive, brand is a potent differentiation. It gives the business the ability to block actions madeby rivals. A powerful brand evokes in customers feelings of reliability, comfort, trust, and confidence. customers associate brands with much more than simply a tag for identification and recognition. Brands exist in the minds of customers. They serve as the cornerstone of customer relationships and strengthen the tie of faith and trust between consumers and marketers. The brand's promise is constant with dependably high quality, dependable services, and all-around psychological fulfilment.

A key component of marketing has always been branding. In a highly competitive market, brand is a potent differentiator. It gives the business the ability to counteract competitive advances. Thecustomer associates a strong brand with reliability, comfort, trust, and confidence. Consumers associate brands with much more than just being a means of identification and recognition. By forging a tie of faith and trust between customers and marketers, they serve as the cornerstone of the customer relationship. The brand's promise is constant in terms of dependable quality, service,and general psychological fulfillment.

The research of brand choice for mobile phones with reference to management students is the maintopic of the current article. The main goal of the study is to determine which mobile phone brandsMedchal management students prefer. Additionally, it lists the key characteristics that students search for in a smartphone. The current research is descriptive in nature. By conducting a survey that asks management students about their preferences for several mobile phones, brand preferenceanalysis is carried out.

Key words, brand, preferences, mobile phones, competitive market.

I. INTRODUCTION

Smartphones are crucial to modern life because they let us interact and communicate while also allowing us to access the internet, check our emails, and access social media. In 1993, IBM designed, produced, and sold the first smartphone through BellSouth. The touchscreen interface made it possible for users to use the calendar, contact book, calculator, and other applications. Over the next ten years, as the industry transformed and integrated circuits and solid-state computer memory grew more affordable, cellular phones became more and more computer-like, allowing for more advanced services like Internet access.

With the launch of third-generation (3G) mobile phone networks in 2001, advanced services became standard. Most mobile phones could send and receive data at a pace fast enough for text messages and phone calls before 3G was introduced. It is possible to send and receive emails, pictures, videos, audio files, and other types of data through 3G networks thanks to their high bit rates.

Our current mobile networks are of the fifth generation, and almost all current gadgets are 5G and 4G compatible. The capacity of this 5G network to provide incredibly rapid Internet access is its main selling point.

Around 750 million people in India use smartphones. Simply said, brand awareness refers to whether customers can remember or recognize the brand. A high brand awareness level suggests that consumers are aware of your business's existence and can recognize your products in your industry. The more familiar your brand is with people, the more probable it is that you will become "top-of-mind" in their minds. Brand loyalty is the propensity for customers to choose one brand's goods over another because of the reliable relationships the business has established. Customer satisfaction is a gauge for how well a company's goods or services satisfy or exceed its target market.

REVIEW OF LITERATURE

DHRUBA KUMAR GAUTAM,(2018

The purpose of this study was to investigate the effects of brand equity factors on smart phone purchase intentions in Kathmandu. The study employed a descriptive and causal research design. Data collection was done using structured questionnaires. The suggested model was validated and the impact of brand equity components on smartphone purchase intentions were measured using structured equation modelling.

To investigate the influence of moderating variables on purchase intention, independent sample t-test and ANOVA were used. According to the research, brand awareness and brand loyalty were the key determinants of consumer intent to purchase smartphones.

In terms of purchase intention, females outperformed males significantly more often. There were no notable differences in qualification and intent to purchase smartphones

The study's findings enhance the literature's understanding of brand equity, brand awareness, and purchasing intentions, which aids in the development of policies and strategies.

K.R. NILMINI 1 & D.M.T.D. DISSANAYAKE 2(2022),

Business owners must make a critical choice about branding in order to boost sales and maintain client loyalty to their goods. The goal of the current study was to determine how brand equity factors affect mobile phone.

Undergraduates at Sri Lankan private sector higher educational institutions might be studied for their buying intentions. The brand equity model has emerged as the industry norm for brand equity analysis. Brand equity is said to as brand recognition, quality, affiliation, and loyalty. Brand equity problems are especially evident when the Sri Lankan mobile phone industry changes quickly. As a result, 377 responders from certain private higher education institutions had a larger student body than other institutions.

Multiple regression and correlation analysis were used to examine the data. Results showed that purchase intention was affected by all brand equity parameters. The study comes to the conclusionthat the brand equity dimensions are the key factors affecting customer purchase intent.

ROHIT KUMAR V, 2MS. KAVITHA S (2022)

For a firm or brand, brand loyalty, customer happiness, and brand recognition are crucial. Brand loyalty enhances the possibility that a consumer would try a new product since it is easier to sell to existing customers, and brand recognition is the essential basis for eventually acquiring customers. The purpose of this study is to determine the VIVO smartphone brand's brand recognition, customer happiness, and loyalty. The study chose a descriptive approach and used a convenience sample technique to poll 100 smartphone users to gather its primary data. Along withthe percentage and graphical representation, the programme is tested using the SPSS (Statistical Package for the Social Science).

The findings demonstrate that although consumers are aware of the VIVO brand, the majority of respondents are not planning to buy a VIVO smartphone. However, the majority of VIVO smartphone users are happy with the functionality and usability of their VIVO smartphones, and alarge number of VIVO smartphone users are willing to consider the VIVO smartphones brand when making their next purchase, so we can classify them as devoted consumers.

Dr. Vijayalakshmi P1 , Dr.V.Priyadarshini2 , Dr. Umamaheswari K3(2021)

Due to rising rivalry and unpredictability, the cellular phone industry in India is one of the most tumultuous and unpredictable market conditions today. As a result, research on consumer spendingpatterns and brand preferences for choosing among various mobile phone brands is directed.

The teens and youth sections will be the primary subject of this study. By examining factors that affect young people's brand choices while purchasing mobile phones in Coimbatore town, this study aims to better understand consumer selection criteria in the mobile phone industry.

A sample of 130 customers was selected using a basic random sampling approach to achieve the study's goal, and the results were then analyzed to produce a better recommendation.

RESEARCH METHODOLOGY

Type of Research

The study employs descriptive research methods. The main goals of descriptive studies are to describe the study findings, explain the findings, and validate the findings. This type of research places a lot of attention on subjects that are difficult to quantify.

Problem statement

In recent years, there has been fierce competition amongst manufacturers of smart phones in the market. Every month, hundreds of new models are introduced in an effort to draw in more buyers.It is crucial for phone manufacturers and sellers to understand consumer preferences in order to provide them with the precise smart phones they desire. The primary focus of this study is on customers' preferred smart phone brands, and attitudes from low-, middle-, and high-income groups are gathered.

This study provides insight on business branding, advertising strategies, and product brand recognition for use in making smart decisions in the future.

Objectives of the study

1. To understand the brand preference of mobile phones among management students

2. To identify the factors which influence in selecting a particular brand.

   Scope of the study:

   The study is mainly focusing on management students of Medchal Region. The survey focuses onstudent's attitudes towards smart phones, which have evolved into a basic requirement in our lives,as well as the top brand choice for mobile phones.

   Population: 972 MBA students from five institutions situated in MEdchal

   Sample: correct sample obtained was 200

   Data collection:

   Primary data: was collected directly from the MBA students itself

   Secondary data: it was collected through journals, articles and books.

   Data Collection Tool: a structured questionnaire was drafted and got convinced.

   Sample Frame: Medchal

   Sampling Unit: Management Students

   Sampling Technique: simple random sampling was used for the collecting sample.

   Statistical Tools: percentages, graphs and chi-square was used for the purpose of analyzing.

   Dependent Variable : Students preference

   Independent Variable : Various Mobile Brands

HYPOTHESIS

Ho: there is no significant difference in satisfaction level based on genderH1: there is no significant difference in satisfaction level based on gender.

LIMITATIONS OF STUDY

1. The study is limited only to Medchal Region
2. The time was very little.
3. The research is purely based on the personal opinions of the students. so, their might bebias.
4. Some of them may not reveal the true facts of the Mobile Phones.

DATA ANALYSIS

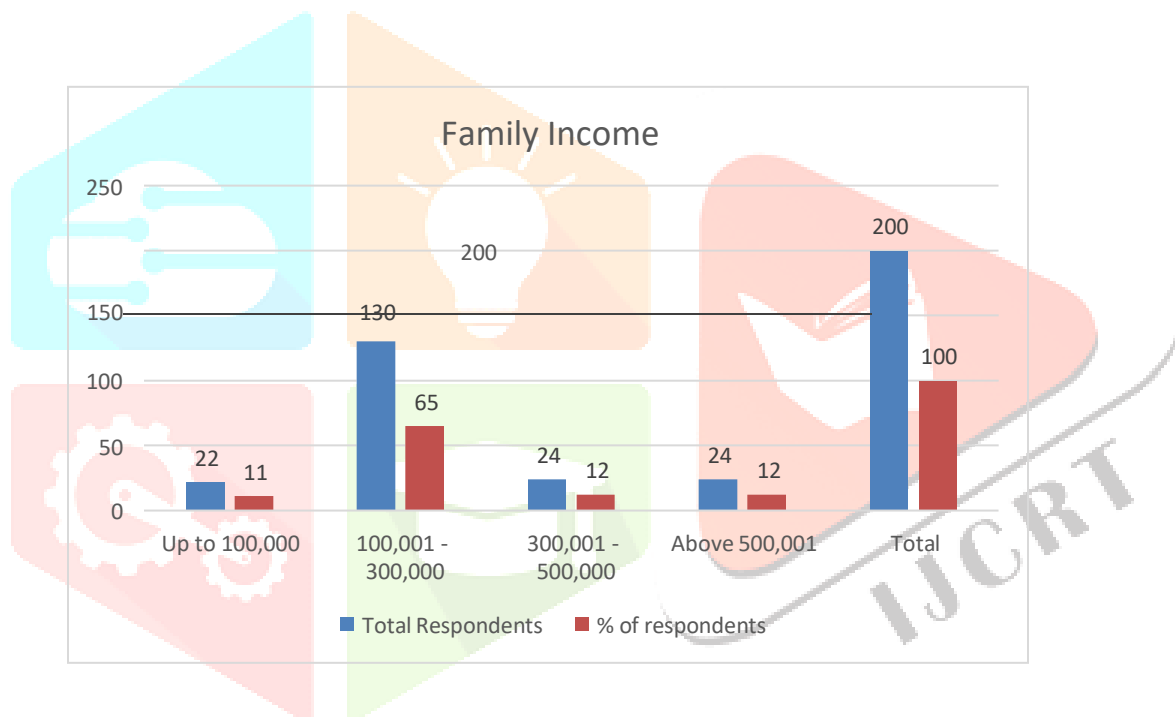| Demographic Characters	Parameters	Total Respondents	% of respondents
	21-23	126	63
Age	24-26	74	37
	Total	200	100
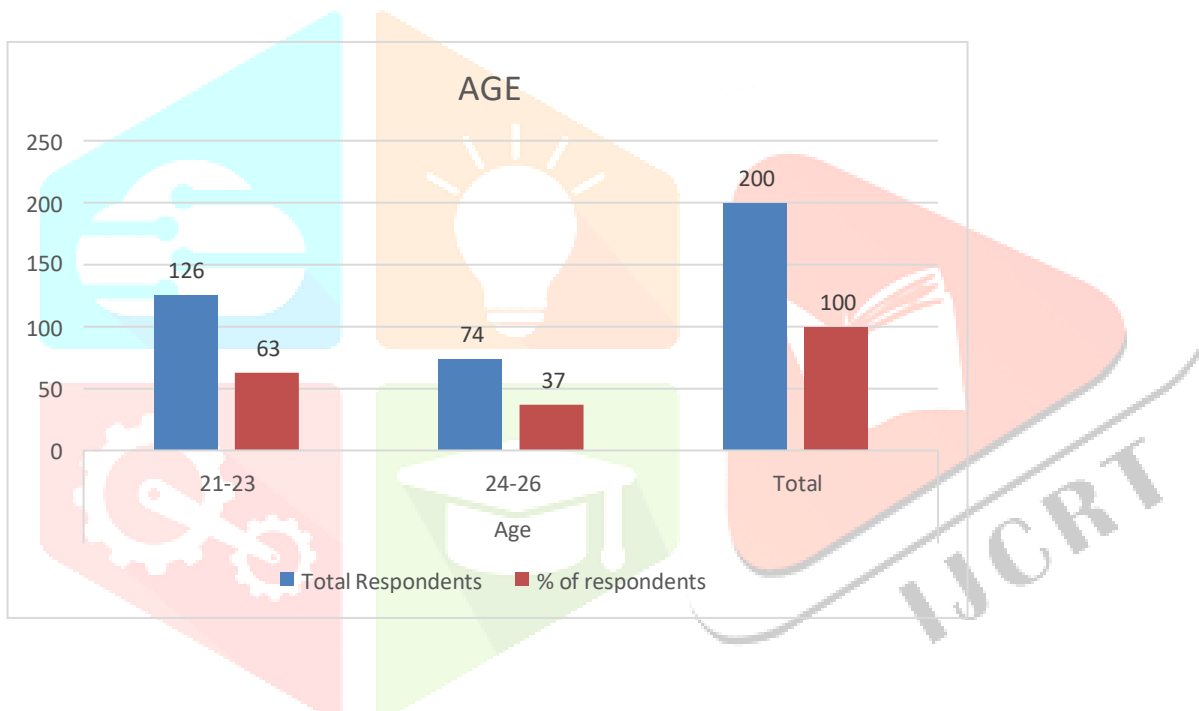
Interpretation: 63% of respondents belong to the group 21-23 ages. 37% of respondents belong toth group 24-16.

| Demographic Characters	Parameters	Total Respondents	% of respondents
Gender	Male	104	52
	Female	96	48
	Total	200	100
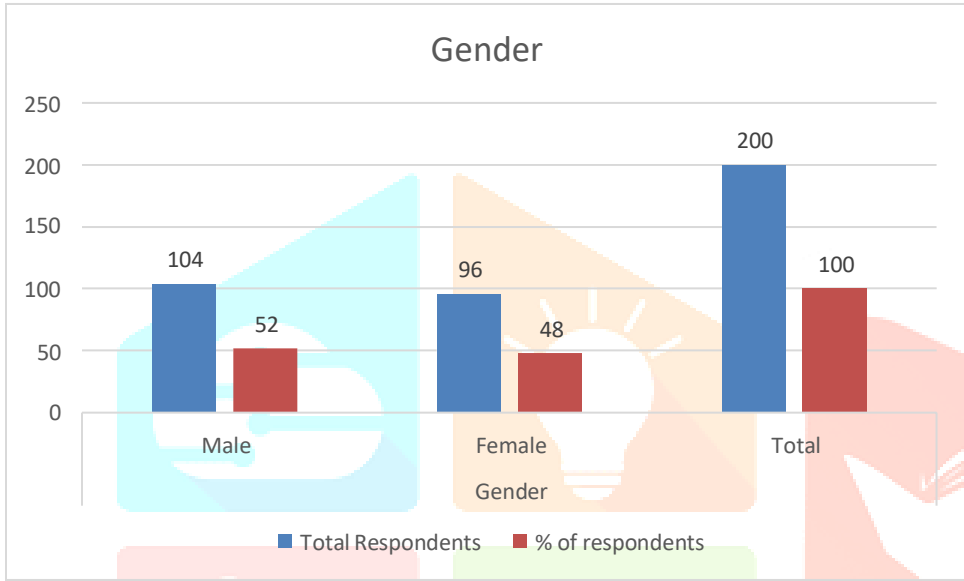
Interpretation: 52% of respondents are male while 48% of respondents are female.

| Demographic Characters	Parameters	Total Respondents	% of respondents
Family Income	Up to 100,000	22	11
	100,001 - 300,000	130	65
	300,001 - 500,000	24	12
	Above 500,001	24	12
	Total	200	100

Interpretation: 11% of people belong to the group upto 100,000. 65% of people belong to the group100,001 – 300,000. 12% of the people belong to the group 300,001 – 500,000. 12% of the peoplebelong to the group above 500,000.

| Demographic Characters	Parameters	Total Respondents	% of respondents
Graduation Degree	B.A.	6	3
	B.Com.	50	25
	B.Sc.	46	23
	B.E.	16	8
	BBA/ BCA	82	41
	Total	200	100
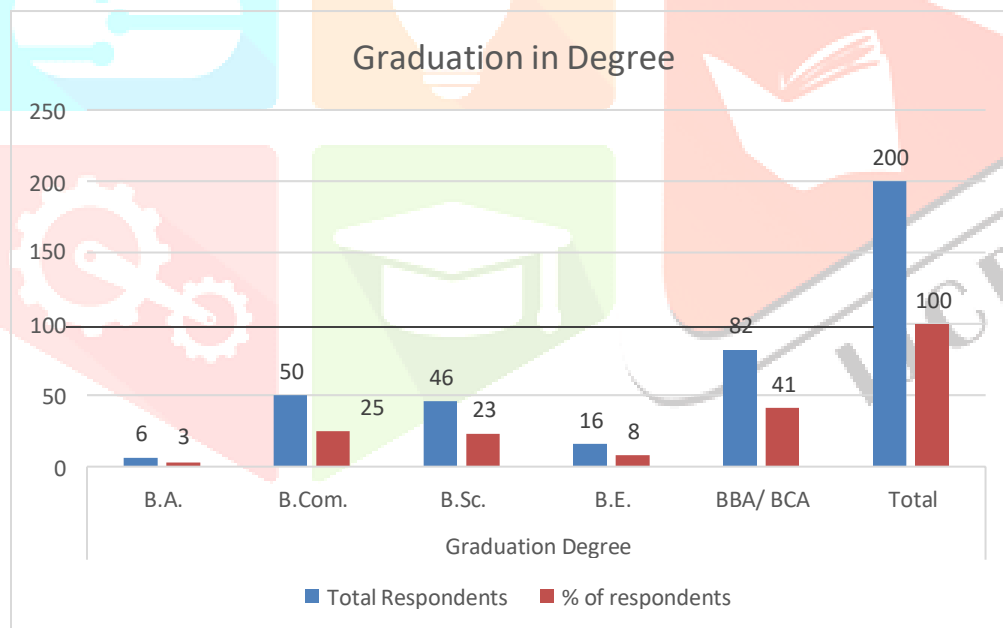
Interpretation: 3% of the respondents belong to B.A. 25% of the people belong to B.Sc. 8% of the respondents belong to B.E. 41% of the respondents belong to BBA / BCA.

| Statements	Options	No of respondents	% of respondents
Mobile phone brand currently in use	Oppo	124	62
	Samsung	50	25
	Micromax	10	5
	LG	12	6
	Videocon	4	2
	Total	200	100
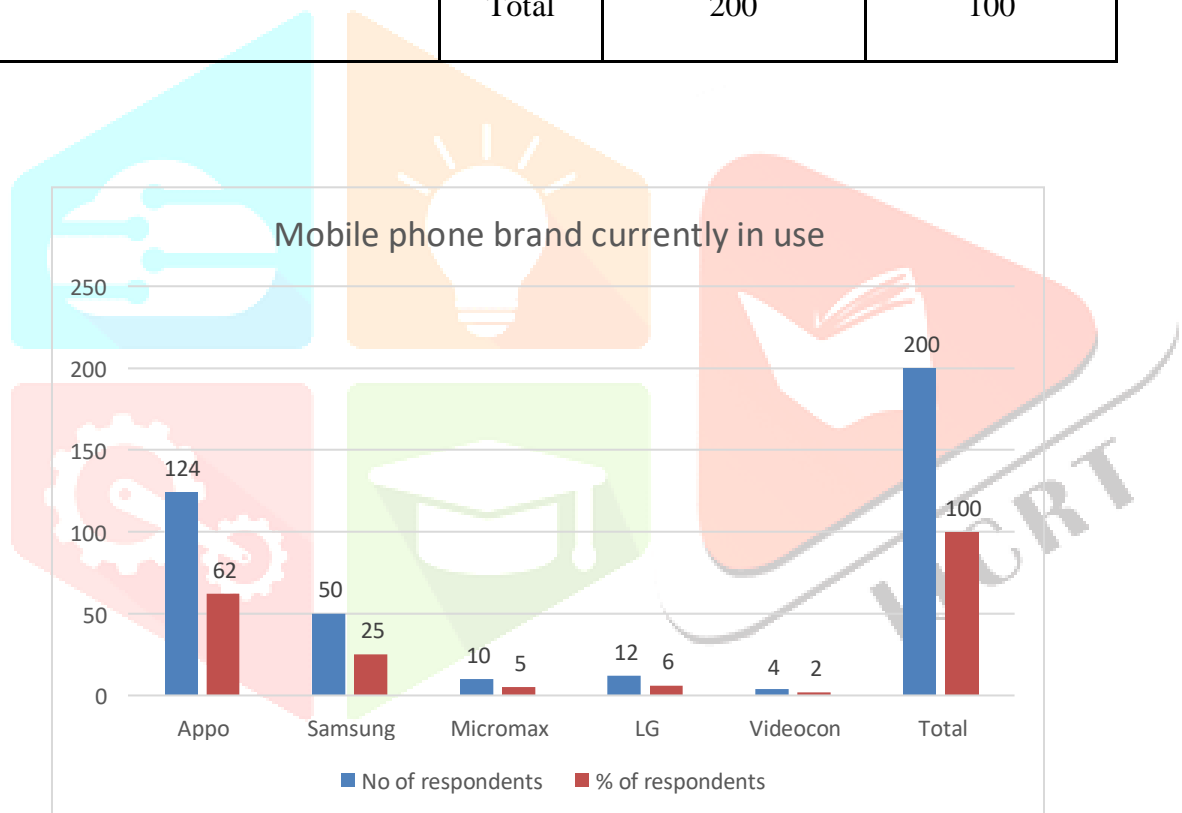
Interpretation: 62% of the respondents use Oppo. 25% of the respondents use Samsung. 5% of theresspondents use Micromax. 6% of the respondents are using LG. 2% of the respondents use Videocon.

Statements	Options	No of respondents	% of respondents
Favourite brand in mobile phone	Oppo	138	69
	Samsung	42	21
	Xiaomi	4	2
	One plus	12	6
	iPhone	4	2
	Total	200	100
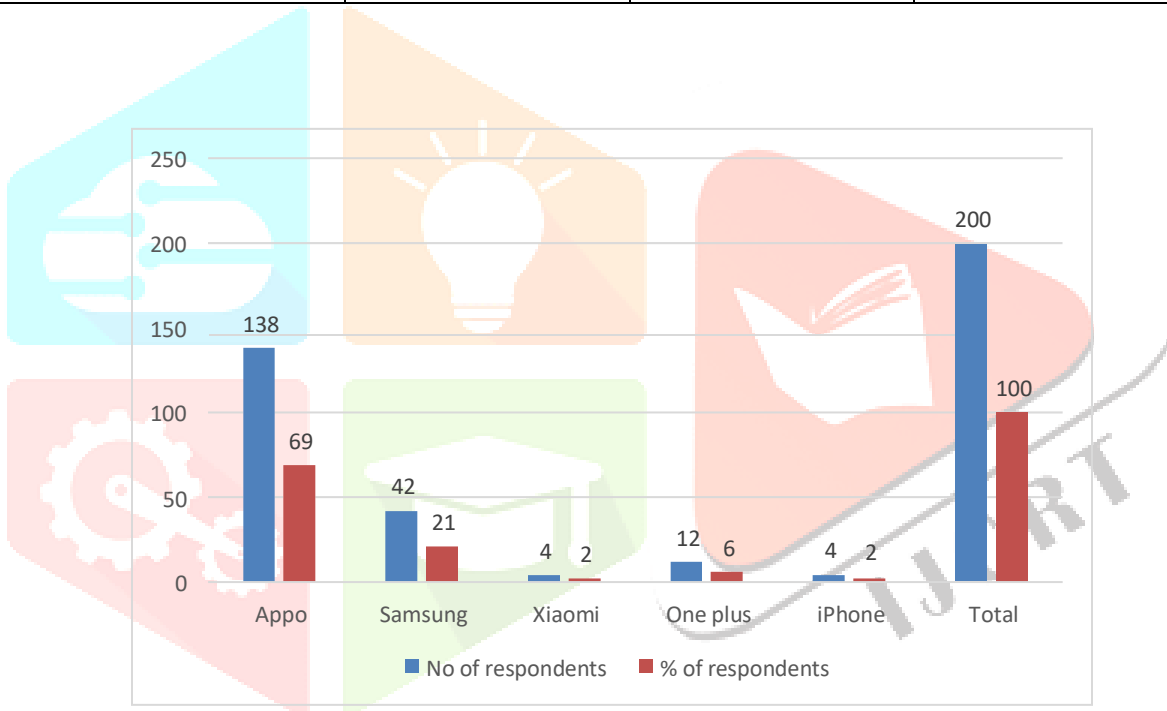
Interpretation: 69% of the say that their favorite brand is Oppo. 21% of the respondents say that Samsung is their favorite brand. 2% of the respondents say that Xiaomi is their favorite brand. 6% of the respondents say that One Plus is their favorite brand. 2% of the respondents say that iPhone is their favorite product.

Statements	Options	No of respondents	% of respondents
	Necessity	136	68
	luxury	24	12
	status symbol	40	20
How do you consider the mobile phone		200	100
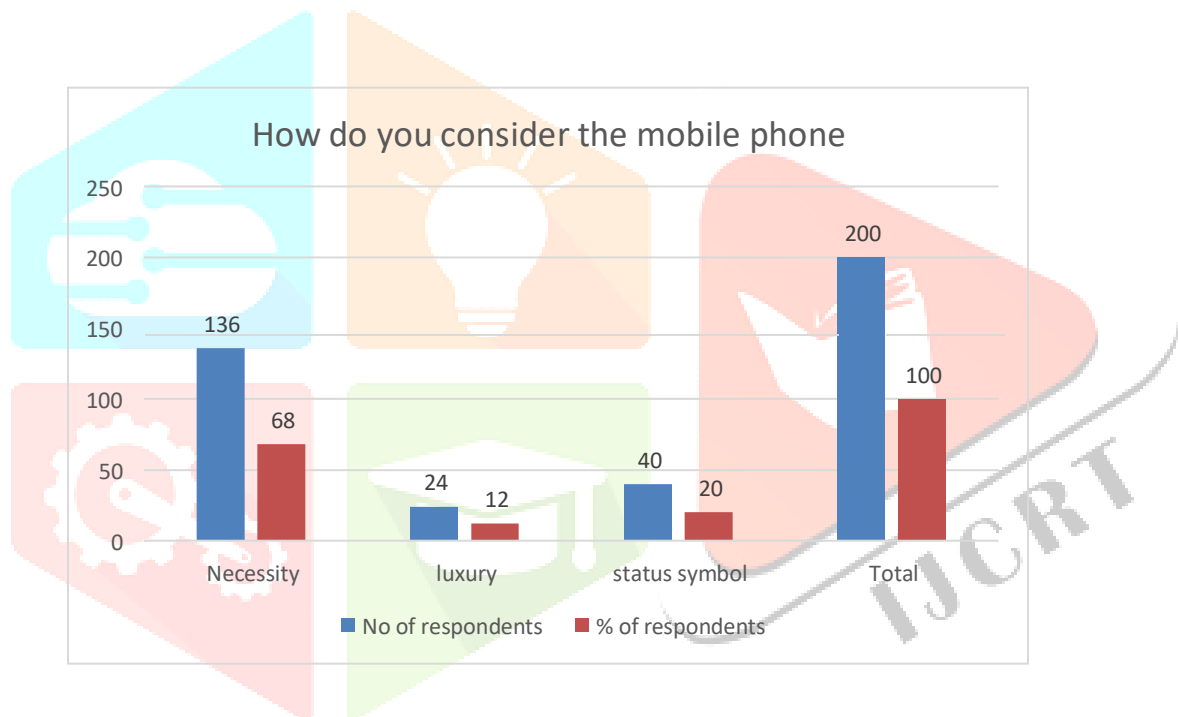
Interpretation : 68% of the students feel that having phone is the basic necessity. While 12% consider it as luxury and 20% feel that it as status symbol.

		Frequency of changing mobile phone				
		Less than 1 year	1-2 years	3-4 years	Above 5 years	Total
Annual Family Income	Up to 100,000	0	6	0	5	11
	100,001 - 300,000	7	30	22	6	65
	300,001 - 500,000	4	4	2	2	12
	Above 500,001	2	3	3	4	12
Total		13	43	27	17	100

Within 1-2 years and 3-4 years, respectively, 30% and 22% of respondents in the income range of Rs. 1 lakh to Rs. 3 lakhs replace their mobile phones. 13% of respondents with incomes over Rs. 1 lakh switch phones within a year.

Ho: there is no significant difference in satisfaction level based on gender H1: there is no significant difference in satisfaction level based on gender.

FINDINGS OF THE STUDY

Respondents aged 21 to 23 and 24 to 26 respectively make up 63% and 37% of the sample. Out of all responses, 52% of them are men and 48% are women. 65% of respondents had a family income of between Rs. 100,000 and 300,000. Over Rs. 300,001 is the household income for 24% of the respondents. 41% of responders, or the majority, had BBA or BCA degrees. B.Com. and B.Sc. graduates make up 25% and 23% of the responses, respectively.

62% of the respondents use Oppo. 25% of the respondents use Samsung. 5% of the respondents use Micromax. 6% of the respondents use LG. 2% of the respondents use Videocon.

14% of the respondents use it because of the Dual sim card feature. 7% of the people use it because of its GP RS function. 30% of the respondents use it to receive SMS and E mail function. 6% of the respondents use it to receive SMS, E mail and to download files. 20% of the respondents use it for the GP RS function, receive SMS, E mail and download files function. 4% of the respondents use it because it has the Dual sim card feature and helps in receiving SMS and E mail.

2% say that it has Bluetooth. 11% of the respondents say that it has a memory card. 32% say that is has the feature of a camera. $% of the respondents say that it has Bluetooth, USB data cable, memory card, camera, Wi-Fi and mobile dictionary.

13% of the respondents say the frequency should be less than 1 year. 43% of the respondents say that the frequency should be between 1-2 years. 27% of the respondents say that the frequency should be between 3-4 years. 17% of the respondents say the frequency should be above 5 years.

69% of them say that their favorite brand is Oppo. 21% of the respondents say that Samsung is their favorite brand. 2% of the respondents say that Xiaomi is their favorite brand. 6% of the respondents say that One Plus is their favorite brand. 2% of the respondents say that iPhone is their favorite product.

74% of the respondents buy it because of its slim and light weight design. Followed by 22% prefer small and medium mobiles.

Most of the respondents get information from Television advertisements. Followed by 25% through the Internet and the balance 24% through word-of-mouth publicity.

The first factor which influences students is the price rang 21%. Then they prefer quality (20%) of the mobile followed by battery capacity (18%).

SUGGESTIONS OF THE STUDY

The TQM (Total Quality Management) approach should be implemented by the businesses.

• To increase user knowledge of the company's whole line of products, new promotion strategies are needed.

• Businesses will need to expand their distribution channels since doing so will enable customers to acquire their favourite products whenever they need them.

• Businesses need to remember that brand recognition and price are two broad considerations that heavily influence purchasing decisions.

• Businesses have to provide more mobile phones priced between Rs. 10,000 and Rs. 20,000.

Making user-friendly mobile phones is crucial for manufacturers if they want to reach individuals in the basic grades as well.

• According to the survey, "Oppo" the respondents' favorite brand, thus Oppo will need to produce items based on consumer demands

• The businesses must devise some alluring promotions to draw in more clients.

• Because "Word-of-Mouth" marketing relies heavily on the participation of customers, businesses must pinpoint their target demographic in order to boost profits.

CONCLUSION

Each brand occupies a certain space in the customer's mind and offers a set of values that are valued more highly than those of rival brands. A brand gives buyers assurance about the quality of a product. Brand guarantees to fulfil the advantages offered to the buyer. Students like brands that meet or are beyond their expectations. Most students learn about mobile phones via the news, the internet, and television. Management students like mobile phones that include features like GPRS, SMS, email, and downloading capabilities.

They make use of a variety of phone attachments, including Bluetooth, a camera, a memory card, a dual SIM card, a USB data connection, and headphones. Most students favor brands of mobile phones that offer these features in addition to durability. The new mobile phones that are coming out with updated technologies and innovations force management students to switch up their cellphones every one to three years. They are willing to pay between Rs. 5000 and Rs. 10,000 on a mobile phone, regardless of the degree of their family's income. This leads to the conclusion that students need mobile phones with a medium price range and a variety of features that allow them to communicate and access information in various ways.

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