"A STUDY OF BRAND PREFERENCE OF MOBILE PHONES"

(An Empirical Study On Sanjivani's Students)

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ABSTRACT

The title is "A STUDY OF BRAND PREFERENCE OF MOBILE PHONES" (An Empirical Study on Sanjivani's Students)

The aim of this study is to find the "Mobile phone popularity study (a powerful study for Sanjivani students)" The growing number of social media networks and the large number of subscribers have made cell phones an important means of communication. Replacing mobile devices and updating them with the latest technology in portable products has been on the rise again. Mobile product popularity may be related to a variety of other factors such as age group, gender, And the price of the phones, the monthly family income, the purpose of the cell phone use, the brand logo or any more. Through this research, we can learn about the popularity of mobile phones and help increase sales of various mobile phone products. We want to find those phone calls that are not very popular among students at Sanjivani College. As mobile phones are an effective and easy way to communicate, they have a positive impact on our country's economy. This study could lead to a number of other findings for 16-24 year old users especially preferring 4G (LTE) feature on their phone, age group users 25-30 preferred touch feature on mobile phone while users aged age 40-40 prefer FM / Radio on phone there. It can be said that cheap mobile pricing products are purchased by users with a monthly family income of more than 50,000 so a separate promotional campaign is needed for these users. Users with low monthly family income to buy low-cost mobile phones and use them for longer periods of time. Therefore, to attract these customers, various offers and discounts should be used as a promotional product and for students of Sanjivani College what type of product to choose and which type of mobile phone will satisfy you where the full research needs to be based on that topic.

1. Research Question

In the current context, the cell phone has a profound effect on people's daily lives. In our country the mobile phone industry is in its growth phase, compared to the industrialized world. Because of the country's economy is in the process of developing. Nowadays, students have great power. Their tastes, needs and preferences change with the advancement of technology and communication with the outside world. With the proliferation of mobile phone types in the market, successful marketing of products requires an understanding of customer taste, preferences, preferences, etc. This study will be useful for the following reasons:

The discovery of this study will help retailers to understand the product's preferred methods for Sanjivani's reader. It will provide information about the level of students involved in product search, product evaluation and product selection of the most involved mobile phones. It will also help to improve the profile of a particular product reader.

It will be helpful to build a good brand by knowing the buyer's perception and response. Advertisers can find important reasons for choosing a product and can focus on their choice of preferences, preferences and preferences. An in-depth understanding of student brand preferences can help managers develop a marketing strategy that will focus on customers. It will be an important reference for scholars and researchers to conduct further research

2. Introduction:

The purpose of this study is to find out about "Sanjivani's College Students' mobile phone popularity" The growing number of social media networks and the large number of subscribers have made mobile phones an important means of communication. Replacing mobile devices and updating them with the latest technology in portable products has been on the rise again. The popularity of a mobile product may be related to a variety of other factors such as age group, gender, and phone price, monthly family income, cell phone use, product attributes, and more. Through this research, we can learn about the popularity of mobile phones and help increase sales of various mobile phone products.

As we do research, we want to find out that the majority of students at Sanjivani College use cell phones the most. As mobile phones are an effective and easy way to communicate, they have a positive impact on our country's economy. This study could lead to a number of other findings for 16-24 year old users especially preferring 4G (LTE) feature on their phone, age group users 25-30 preferred touch feature on mobile phone while users aged age 40-40 prefer FM / Radio on phone there. It can be said that cheap mobile pricing products are purchased by users with their monthly family income of more than 50,000 so separate advertising campaigns are needed for these users. Users with a low monthly family income to buy cell phones cost less and use them longer. Therefore, to attract these customers, various offers and discounts should be used as a promotional product and for students of Sanjivani College what type of product to choose and which type of mobile phone will satisfy you where the full research needs to be based on that topic.

Therefore the findings of this study will also provide insight into the portable products on sale at Sanjivani College. About how to identify different customer groups and use different promotional campaigns for each user group. Similarly, the discovery of product preference can help marketers make a decision as to which product of their portable products may be suitable for the College student market.

Cell phones are not just the fashion of the rich today. It is changing the way thousands of people do business in a country where even landline phones have been a luxury in the last decade. As an integral part of daily life, the purchase of cell phones is an important decision with a variety of phone products available to choose from. Each mobile phone maker constantly updates his or her offering of the latest technology updates and many customers have a product of their choice that suits them or the type of product they are familiar with. All over the world, even low-income people are now taking cell phones as tools to improve their business.

Detailed Literature Review -

According to Mackenzie (2011) Smartphone has revolutionized the way we do thing; the role Smartphone plays in today's society is phenomenal. Smartphone is taking the role of computer, making it possible to do a lot with this small hand held device. It has a broad use such as sharing information, paying for products, browsing, and shopping. Virtually every activity today has a Smartphone application for it.

Cassavoy (2012) explicated that Smartphone can be defined to be a device that enables the user to make telephone call and at the same time has some features that allow the user to do some activities that in the past was not possible unless using a computer or a personal digital assistant (PDA), such as sending and receiving e-mails, amending an office document. Nowadays brand plays a very vital role in consumer buying decision. While consumers usually go for a familiar brand, but the concept of brand transcend beyond a trademark or name. The concept of brand encompasses much more than trademark.

P. Jubien (2013) in her qualitative study concludes that graduate students combine their personal lives with their student lives influenced by the use of smartphones. The students can have a classroom at home or wherever making use of communication and educational applications offered by smartphones.

Surendra Malviya, (2015) in his study with regard to the Factors Influencing Consumer's Purchase Decision towards Smart phones in Indore, identifies the key factors which have a dominating effect on the consumers" minds while making a purchase of Smartphone.

Prasad (2016) in his article mentioned that Indian youth has a strong inclination towards the gadgets with preference for latest software. The factor of success for smartphones over the years has been not only in their ability to run well, but also to give access to extended capabilities via third-party app.

Sumathi K. and others (2018) in their study explored the impact of Smartphone on academic performance of higher learning students. They mentioned that Smartphone and tablets play a very significant role in higher learning student's information seeking behavior in meeting their learning and research needs.

Research Methodology

Research: Research using the same terms refers to the search for information. Research is the process of finding answers to problems (logical and practical) by using a scientific method in the known universe. Webster's International Dictionary provides a comprehensive definition of research "as a thorough investigation or examination in the search for facts or principles. Research is the science of thinking. Research helps to study and find strategies for the right process. It is a systematic way of presenting information.

Research Process: The research process was used to collect data for the purpose of initiating a conversion or termination of a particular investment or investment group.

Research Process

Methodology:

- • **Primary data**: - Key data is those specifically collected for a nearby project, directly - e.g. through questions & discussions. The main data sources include the company merchant, the middle person, the buyers, the buyers, the executives of the trade association & other businesses and even their competitors.
  - ➢ Questionnaire method.
  - ➢ Negotiation method.
- • **Second Information**: -These are usually published sources, originally collected for a specific purpose. Source are internal company documents, government publications, reports and publications, reports and journals, trade, corporations and business organization reports.
  - ➢ Newspaper
  - ➢ Magazines
  - ➢ Internet

> ➤ Organizational records
> ➤ Company Website

MARKET RESEARCH PROCESS:

SAMPLE:

Sample Design
> Sampling is a process that uses a small number of items or a small portion of people to draw conclusions about the whole population.
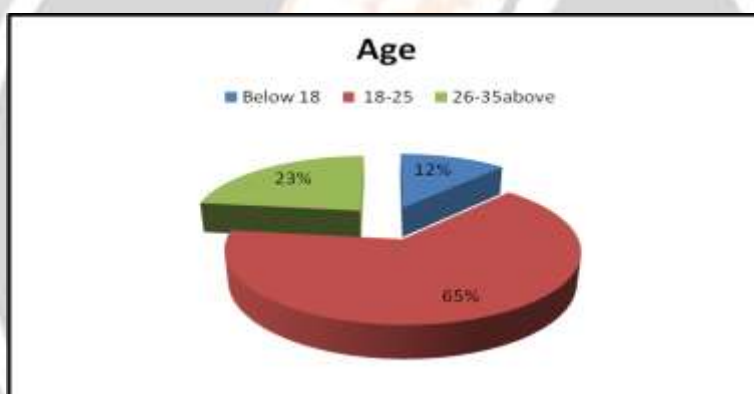> • Population - All students at Sanjivani College.
> • Sample size - 100 respondents
> • Sample Technique - A simple random sampling procedure

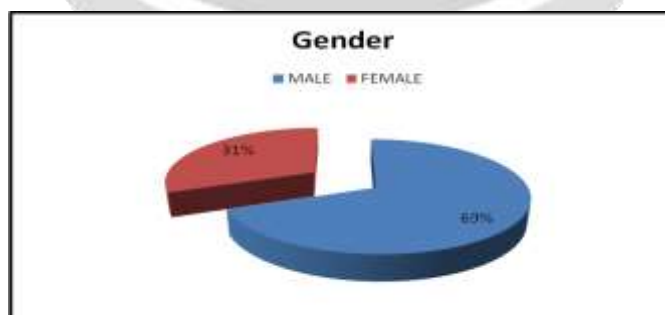**Data Analysis Tools & Techniques**
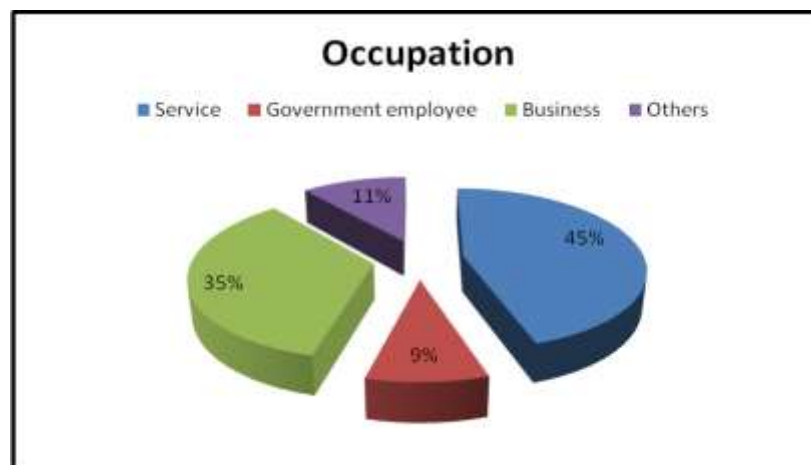> ➤ Excel – pie chart
> ➤ Google Forms

Data Analysis:

Q-1 Age

Interpretation: Above table and pie chart interprets that, 65% respondents are 18-25age students and 23% respondents are 26-35 age and rest all are below 18.
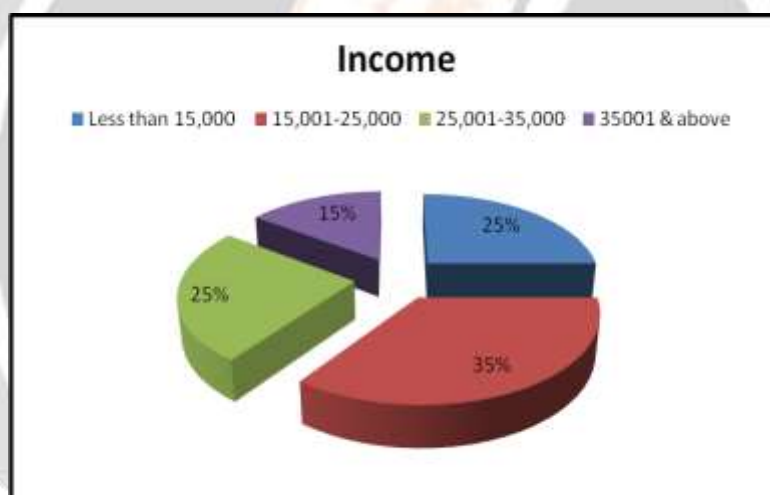
Q-2 Gender

Interpretation: Above table and pie chart interprets that, 69% respondents are male and 31% respondents are Female.

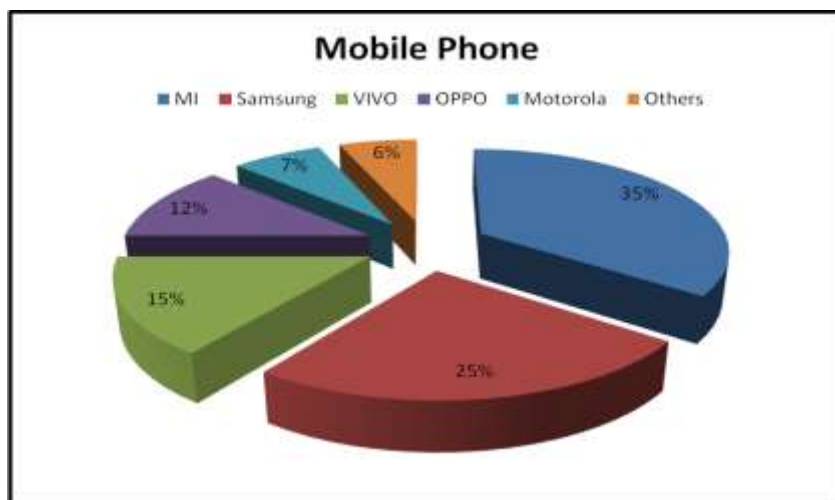## Q-3 Occupation of the Respondents' Family

Interpretation: The graphical representation of the table shows that out of the 100 respondents 45% respondents belong to the service family, 35% were from business, 9% were from the government employee and 11% were from the others family.
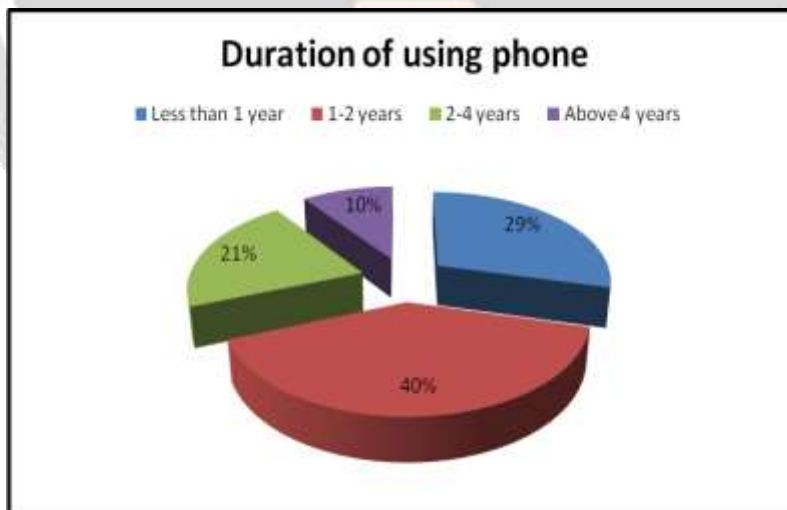
Q-4 Income level of the respondent's family

Interpretation: The graphical representation of the table shows that out of the 100 respondents, 25% respondents were from the family whose income is less than 15,000, 35% respondents were from the family whose income is between the 15,001 – 25,000, 25% respondents were from the family whose income is between 25,001- 35,000 and 25%were from the family whose income is above 35,001.
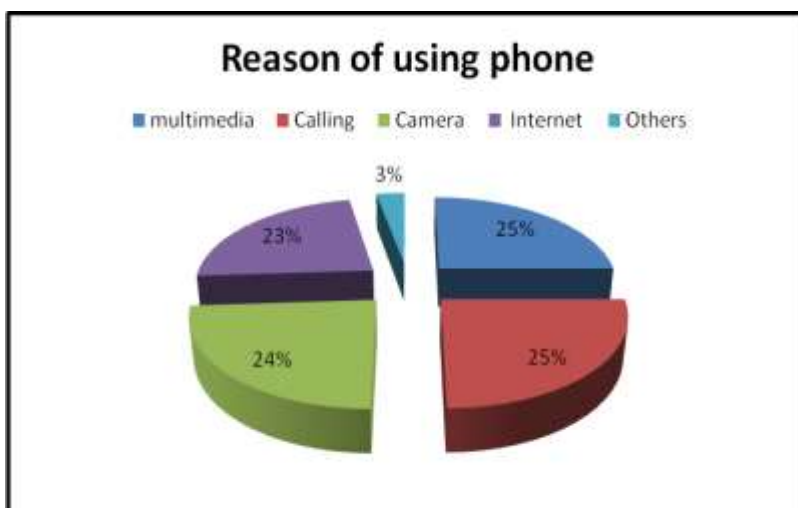
Q -5 which mobile phone you are using?

Interpretation: Out of the 100 respondents, 35% are using the MI phones, 15% are using the VIVO, 25% are using the Samsung, 12% are using the OPPO, 7% are using the Motorola and 6% are using the others.

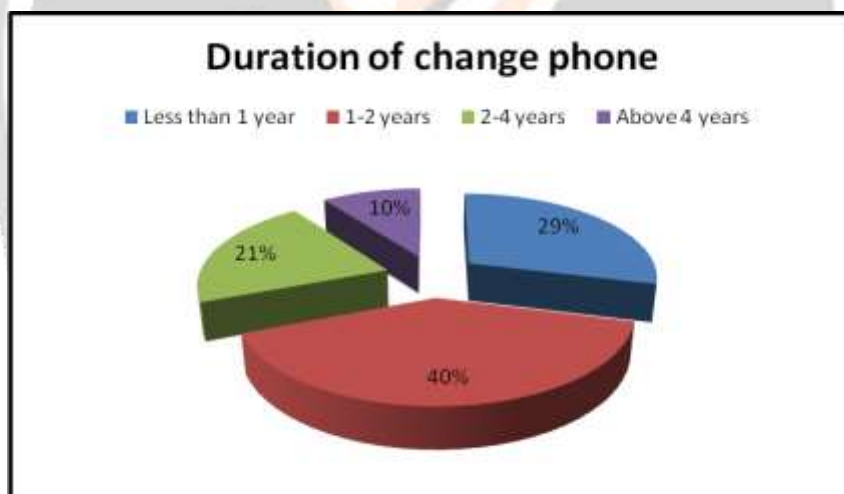**Q.6 - How long you are using the mobile phones?**

Interpretation: Out of the 100 respondents 12% are using for less than year, 44% are using for 1-2years, 31% are using for 2-4 years, 10% are using for above 4 years.

Q.7 what are the reasons of using the above mentioned model?

Interpretation: Out of the 100 respondents 25% are using for Multimedia, 25% are using for calling, 24% are using for camera, 23% are using for internet 3% are using for other.
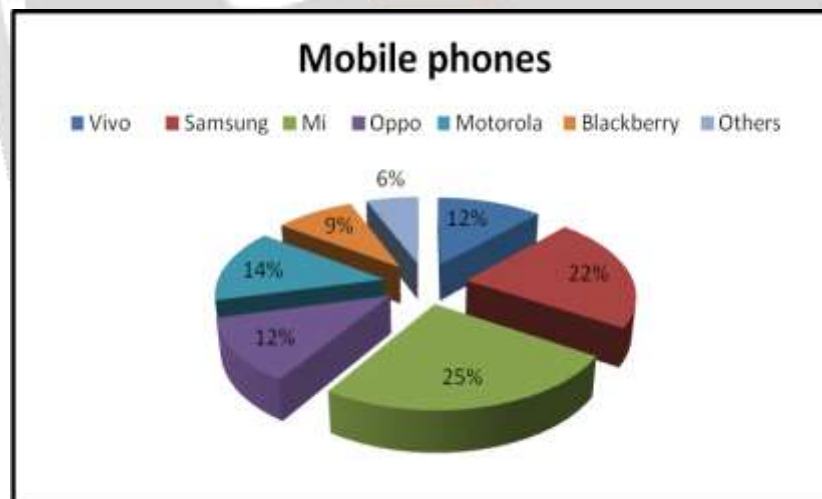
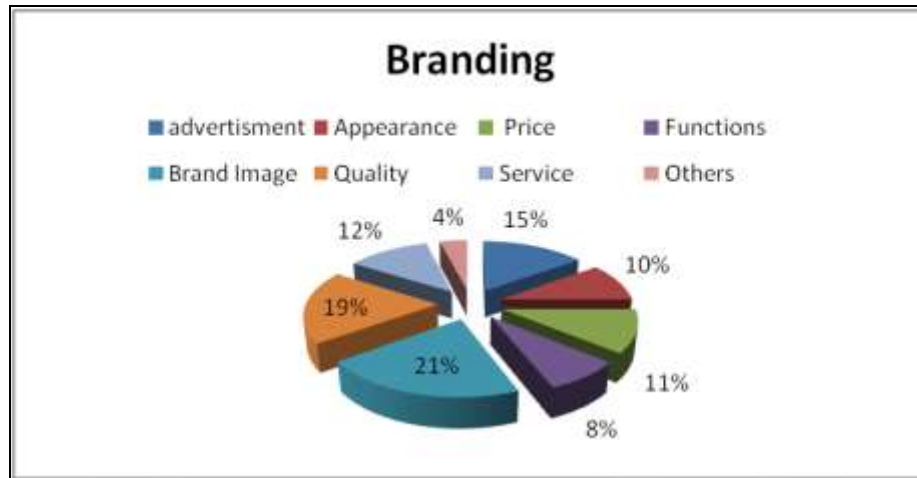**Q.8- How often do you change your mobile phone?**

Interpretation; Out of the 100 respondents 29%are using for less than year, 40%are using for 1-2years, 21% are using for 2-4 years, 10% are using for above 4 years.

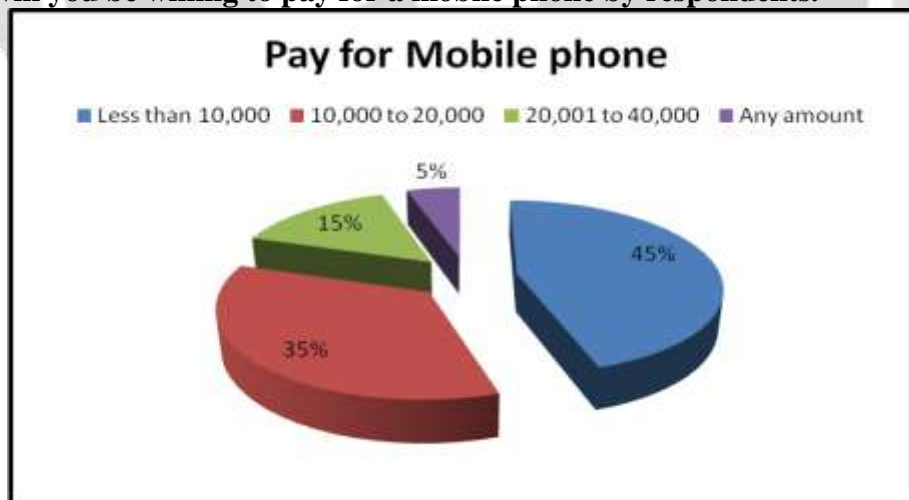**Q.9 Latest Mobile facilities which you mostly like/ aware?**

Interpretation: Out of the 100 respondents 21% are Aware/like about 4G(LTE), 19% are Aware/like about android version, 7% are Aware/like about finger print sensor, 12% are Aware/like about video call, 18% are Aware/like about mobile processor, 18% are Aware/like about gorilla glass,5% are Aware/like about other facilities.

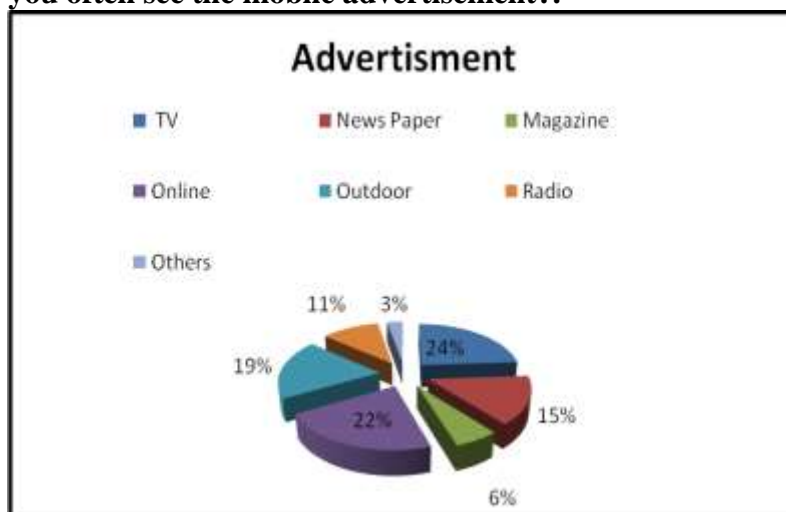**Q.10which is your favorite brand in Mobiles?**

Interpretation: Out of the 100 respondents, 25% are using the MI phones, 14% are using the VIVO, 22% are using the Samsung, 12% are using the OPPO, 14% are using the Motorola, 9% are using the blackberry   and 6% are using the others.

Q.11why you like the brands you chose above?

Interpretation: Out of the 100 respondents, 21% are like brand because of advertisement, 10% are like brand because of Appearance, 11% are like brand because of Price, 8% are like brand because of Functions, 21% are like brand because of Brand Image, 19% are like brand because of Quality and 12% are like brand because of Service and rest 4% is Others.

Q.12 what will you be willing to pay for a mobile phone by respondents.

Interpretation: The graphical representation shows that out of the 100 respondents, 45% respondents were willing to spend less than 10,000, 35% were willing to spend between 10,001 to 20,000, 15% were willing to pay between 20,001 to 40,000 and rest were ready to pay any amount.

Q-13 Where did you often see the mobile advertisement?.

Interpretation: Out of the 100 respondents, 24% are see advertisement in TV, 15%are see advertisement in newspaper, 6% are see advertisement in magazine, 22% are see advertisement in online, 19% are see advertisement in outdoor and 11% are see advertisement in radio and rest are see in others.

Findings:

Mi is the most popular brand for a college student. 25% use Multimedia phone, 25% use dialing. 40% of students change their cell phones within 1 to2 years, 44% of students use mobile phones from 1 to 2 years ago. 45% of students are willing to pay for less than 10 000 mobile phones and use them for their family finances. Most students use cell phones to talk, Camera and use 4G (LTE) function. Most students have headphones, chargers. Almost all readers are familiar with 4G (LTE), a video call service but younger students are familiar with the fingerprint sensor. Appearance, Price, Brand Image and advertisement are important factors for students when buying mobile phones. Most students prefer slim, medium weight and large handset size. Most students see an ad on television

Limitation of the study:

A size of 100 students is taken, so we cannot draw estimates about the population from the sample size. Time is short and has a resource problem. The scope of the project is limited to Sanjivani College. Therefore, we cannot say that the same answer will be found throughout India. This study is based on existing student satisfaction. But student satisfaction can change with time, fashion, technology, development, etc.

Conclusion:

This study has facilitated the investigation of the emerging pattern of cell phone use. The use of cell phones is so firmly entrenched in the behavior of young people that symptoms of behavioral addiction, such as using a cell phone, interfere with their daily activities. Each product has its place in the customer's mind and brings a set of perceived prices higher than those of other competing products. The product serves as a guarantee to customers of product performance. The product promises the customer to deliver the stated benefits. Customers choose those products that meet or fulfill their needs. From research it can be concluded that management students prefer My type of mobile phone as it brings a higher value than competing products. Most students find information about cell phones on television, in newspapers, and on the Internet. Management students love mobile phones that provide services such as 4G (LTE), memory and internet services. They use various phone accessories such as Bluetooth, camera, memory card, dual SIM card, USB data cable and headphone. Cell phones that provide these services and durability are the most popular types. The transfer of management students in 1 to 3 years due to new cell phones

coming with new technologies and technologies. From this point of view it can be concluded that customers are looking for a low-cost mobile phone with a variety of features that enable them to communicate and access information in a variety of ways. In addition to the positive benefits such as using a cell phone to connect / call family, friends, etc., this study also identifies the characteristics of those young people and adults who are at risk of becoming overly involved with their cell phones .I am the most brand brand of college student. Product attributes influence the purchase decision for people of all ages and educational backgrounds. Youth monthly family income affects the amount of time they spend on their mobile device. Users in the 16-24 age group prefer Android and 4G (LTE) phone attributes. Product features such as touch-pad, fingerprint sensor and memory card affect the mobile phone's product preferences. Most Sanjivani students have a mobile phone worth more than 20,000 while very few have a mobile product priced at less than 10,000. The purpose of using the phone as a phone, camera, memory etc determines the product choice for users. Both male and female users have the same duration of use of the mobile product 2 years on average.

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Web Resources:

- www.trai.gov.in
- http ://www.nokia.com/t-aboutus-ttsl-organization. aspx
- http://www.samsung.co .in/webapp/Aboutus/aboutushome.js
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