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13. A Project Report On Brand Preference of Mobile Phones Among Consumers

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Introduction:

A Definition of Cellular/Mobile Phone:

The **Cellular telephone** (commonly "mobile phone" or "cell phone" or "headphone") is a long-range, portable electronic device used for mobile communication.

In addition to the standard voice function of a telephone, current mobile phones can support many additional services such as SMS for text messaging, email, packet switching for access to the Internet, and MMS for sending and receiving photos and video.

Most current mobile phones connect to a cellular network of base stations (cell sites), which is in turn interconnected to the public switched telephone network (PSTN) (the exception is satellite phones.

Cellular telephone is also defined as a type of short-wave analog or digital telecommunication in which a subscriber has a wireless connection from a mobile telephone to a relatively nearby transmitter.

The transmitter's span of coverage is called a cell. Generally, cellular telephone service is available in urban areas and along major highways. As the cellular telephone user moves from one cell or area of coverage to another, the telephone is effectively passed on to the local cell transmitter.

A cellular telephone is not to be confused with a cordless telephone (which is simply a phone with a very short wireless connection to a local phone outlet).

A newer service similar to cellular is personal communications services (PCS).

The Global Cellular Mobile Industry:

The global mobile phone industry is based on many different manufacturers and operators.

The industry is based on advanced technology and many of the manufacturers are operating in different industries, where they use their technological skills, distribution network, market knowledge and brand name.

Four large manufacturers of mobile phones are today dominating the global mobile phone industry; Nokia, Sony Ericson, Samsung and Motorola. In addition to these companies there are many manufacturers that operate globally and locally.

Objectives of The Study:

The Primary Objective was to study the perception & buying behavior of students towards various mobile brands.

The Secondary Objectives of this study were to identify:

- To know about the student preference level associated with different mobile phones.
- To find out the student's satisfaction towards the various mobile phones.
- Major features, which a customer looks for in a mobile before making a purchase.
- Factors that influence decision-making in purchasing a mobile phone.
- To know which advertisement media puts more impact on the buying decision of students.

Limitation for The Study:

- A small sample size of 250 students is taken, so we cannot draw inferences about the population from this sample size.
- Time period is short and resource constraints.
- The scope of the project is limited to the city of Ghaziabad. So, we cannot say that the same response will exist throughout India.
- This study is based on the prevailing student's satisfaction. But the student's satisfaction may change according to time, fashion, technology, development, etc.

Need for The Study:

- Nokia should provide better service and try to solve the hanging problem
- Cellular companies should increase the awareness about the 3G service.
- Companies should offer more range of Rs. 10,000 or less than 10,000.
- LG and Samsung should try to expand its market share and also should try to increase the awareness through the television advertisement.
- All companies should increase their distribution channel.
- The companies should continue to work on the Strategy of T.Q.M (Total Quality Management)

- Consumers do not get satisfied with the promotional policies of the companies. New techniques of promotion are required to create awareness about the entire range of company's products.

Research Methodology:

A. Sampling Methodology:

Sample Size —250 respondents

Sample Unit- Students of Graduation and the Post-Graduation have been taken as sample unit.

Sampling Area – Ghaziabad.

Sampling Technique - Random Sampling technique

B. Research Design: -

- Visited the students across Ghaziabad & gathered information required as per the questionnaire.
- The research design is probability research design and is descriptive research.

Data Analysis and Interpretation:

C. Data Collection:

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.

Q-1 Sex Ratio of the Respondents

Table Number 13.1: Sex Ratio of the Respondents

Particulars	Number	%Age
Male	139	55.6
Female	111	44.4

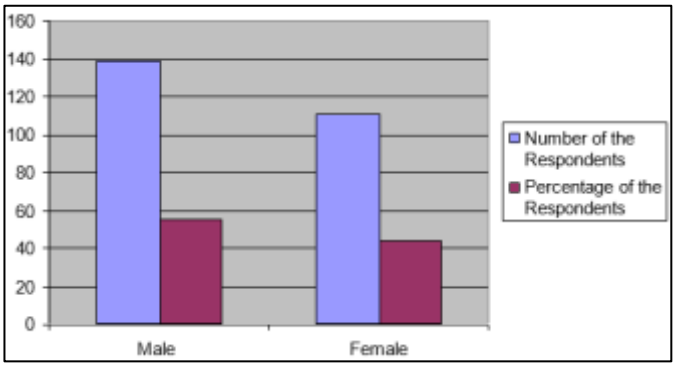

Figure 13.1: Sex Ratio of the Respondents

Interpretation:

The graphical representation of the table shows that out of the 250 Respondents, 139 were male and 111 were female.

Q.2 Occupation of The Respondents' Family

Table Number 13.2: Occupation of The Respondents' Family

Particulars	Number	%Age
Service	109	43.6
Professional	34	13.6
Business	76	30.4
Others	31	12.4
Total	250	100

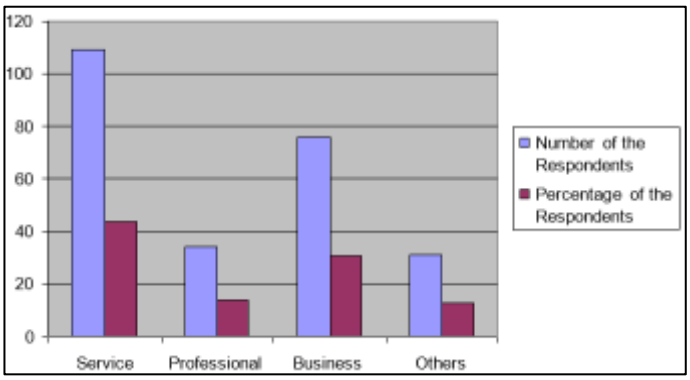

Figure 13.2: Occupation of The Respondents' Family

Interpretation:

The graphical representation of the table shows that out of the 250 respondents, 109 respondents belong to the service family, 76 were from business, 34 were from the professional and 31 were from the others family.

Conclusion:

Thus calculated X is less than the tabulated X. X calculated =3.429<X square=7.78.

So we will accept null hypothesis that is there is no difference significance relationship between gender and time period of change the mobile phones.

Chi-Square Analysis On the Relationship Between

Income and Spending On Mobile Phones:

Table 13.3(a): The Relationship Between Income and Spending On Mobile Phones

Income/ Spending Amount	Less than 10,000	10,000-20,000	20,000-40,000	40,000 & above	Total
Less than 15,000	66	27	4	4	**101**
15,000 – 25,000	35	23	3	-	**61**
25,000-35,000	29	20	1	2	**52**
35,000 & above	10	18	7	1	**36**
Total	**140**	**88**	**15**	**7**	**250**

Ho; There is no significant relationship between the income and spending on the mobile phones.

Ha; There is a significant relationship between the income and spending on the mobile phones.

Table 13.3(b): The Relationship Between Income and Spending On Mobile Phones

O	E	(O-E)2	(O-E)2/E
66	56.66	89.11	1.57
35	34.16	.70	.02
29	29.12	.01	.00
10	20.16	103.2	5.11
27	35.55	73.10	2.05
23	21.47	2.34	.11
20	18.30	2.89	.16
18	12.67	28.40	2.24
4	6.06	4.24	.70
3	3.66	.435	.12
1	3.12	4.49	1-44
7	2.16	23.42	10.84
4	2.82	1.39	.50
-	1.70	2.89	1.7
2	1.45	.30	.21
1	1	0	0
		E	**26.77**

X2 = Σ (O-E)2 / E = 26.77 Number of degree of freedom: ndf = (row-1) (column –1)

= (4-1) (4-1)

= 9

Table value of x2 at 1% level of significant = 14.7

Conclusion: HO is rejected since the calculated value of **x2 (26.77)** more than the table value of **x2 (12.59)** hence there is a significant relationship between income and spending on mobile phones.

Chi-Square Analysis On the Relationship Between Gender and Frequency of Changing the Mobile Phones:

Table 13.4(a): The Relationship Between Gender and Frequency of Changing the Mobile Phones

Gender	Less Then 1 Year	1-2 Year	2-4 Year	Above 4 Year	Total
Male	38	45	23	33	139
Female	21	43	20	27	111
Total	59	88	43	60	250

Ho; There is no significant relationship between the income and frequency of changing the mobile phones.

Ha; There is a significant relationship between the income and frequency of changing the mobile phones.

Table 13.4(b): The Relationship Between Gender and Frequency of Changing the Mobile Phones

O	**E**	**(O-E)2**	**(O-E)2/E**
38	32.80	27.04	.82
45	48.92	15.36	.31
23	23.90	1	.04
33	33.36	.13	.00
21	26.20	27.04	1.03
43	39.07	15.44	.40
20	19.09	.82	,04
27	26.64	.13	.00
		E	**2.64**

$X2 = \Sigma (O-E)2 / E = 2.64$
Number of degree of freedom: ndf = (row-1) (column –1)

= (2-1) (4-1)

= 3

Table value of x2 at 1% level of significant = 7.78

Conclusion:

HO is accepted since the calculated value of **x2 (2.64)** less than the table value of **x2 (7.78)** hence there is no significant relationship between gender and frequency of changing the mobile phones.

Findings:

- Nokia is the most favorite brand of the college student.

- 35% student change their mobile phones within 1to2 years
- 30% students are using the mobile phones since last 1 to 2 years.
- 51% students are ready to pay for a mobile phone less than 10,000 and they spend according to their family income.
- 49% students like the Nokia advertisement most.
- Mostly students use the mobile phones for talking, SMS and for using the GPRS function.
- Mostly students have hands free, Bluetooth and memory card.
- Almost all students are aware about the GPRS, Bluetooth and MMS service but least students are aware about the 3G function.
- Most favorite brand among the college students is Nokia and the least favorite brand is LG.
- Appearance, Price, Brand Image and advertisement are the important factors for the students while purchasing mobile phones.
- Mostly students prefer slim, medium in weight and large in size handset
- Mostly students see advertisement on television
- Story, spokesperson and the music are the important factor in advertisement
- Mostly students have the hanging and service problem with the Nokia.

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