

A Study of Brand Preference of Mobile Phones in Karaikudi

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ABSTRACT

A consumer's decision to buy a product or service is the result of interplay of many forces or stimuli. Consumer choice process is a complex phenomena. Selection of the product or services get involved many process. Especially for the selection of durable products, the customer has to spend much time to evaluate and choose the best based on their requirements. After the opening up of the economy in the 90s, People are so busy, they are not able to spend enough time to choose the right product or services as they wish. The study Endeavour to carry out a comprehensive study on brand preference of Mobile Phones. This study refined the factors that will influence the brand preference of Mobile Phone, addressed the preliminary issues relating to selection of a brand and pre purchase behavior of the respondents. Moreover it reveals the factors that contribute more on brand preference which will be more relevant and useful for general public as well as the manufacturers and dealers and also provides means which would equip them with effective marketing strategies to improve their performance, retain the customers and secure new customer for the business.

Keywords: Factors influencing, brand preference, customer choice process, friedman's test.

1. INTRODUCTION

Consumer has values, perceptions and behavior pattern which are the results of environmental influences. Leisure habits, health factors and life style have a major role in influencing the buying behavior of a customer. Research helps to track cultural shifts that might suggest new ways to market and sell to consumers. Analysis of different cultural life styles also helps to identify both product and preferences. International research in the past used to concentrate on identifying the differences between consumers markets. Now, as mire international marketing companies are developed, research is being used to understand the similarities between consumers in the global market place. It is important to identify the characteristic of the buyer and their buying decision processes in order to target them with the most appropriate marketing methods. Management needs to gain an understanding of how their characteristics and decision making process relate to the products or the services they choose. The brand they select and the outlet at which they buy the product, the time it takes them to decide which product to buy and the amount purchased. Brand preference reflects a desire to use a particular company's products or services even when there are equally-priced and equally-available alternatives. Brand preference is important to companies because it provides an indicator of their customers' loyalty, the success of their marketing tactics, and the strength of their respective brands.

2. STATEMENT OF THE PROBLEM

Consumer decision making is a complex phenomena. Making a decision to buy a product or services get involved many process. Selection of durable products, especially mobile phone, the customer has to spend much time to evaluate and choose the desired one based on their need and economic condition. Moreover, the marketing strategies which are followed by manufacturer and

marketer as well as pre-conceived idea of the buyer also play a vital role in selection of a particular brand. Based on these basic questions, the researcher has developed an interest to study the factors contributing brand preference of Mobile Phones.

3. OBJECTIVES OF THE STUDY

- Identifying the factors contributing brand preference.
- To analyze the factors identified on brand preference of Mobile Phone.

4. METHODOLOGY

The study was conducted from April, 2017 to December 2017 in Karaikudi city, Tamil Nadu, India. This study is based on primary data. The primary data were collected through Questionnaire from 712 respondents.

TOOL USED

Friedman's non-parametric test is used for analyses to find the more influencing factors towards brand preference. The Friedman test is based on the following assumptions:

- The rows are mutually independent. That is, the results within one row do not affect the results within other row.
- The data can be meaningfully ranked.

This study covers the important pre purchase and post purchase behaviour of the respondents relating to the Mobile Phone was analyzed through the factors that will influence the respondents towards brand preference.

5. ANALYSES AND DISCUSSIONS

The Friedman test statistic is mainly used for rank the variables. The Friedman test ranks the scores in each row of the data file independently of every other row. The factors that will influence the respondents towards the brand preference were classified into four dimension namely, "Information factors, Psychological factors, Economic factors and Product factors". The variables used under the above said four dimensions are developed with the help of literature review and classified using factor analyses. Apart from this some of the important pre purchase behaviour of the respondents relating to the Mobile Phone was also analyzed. In this study, Friedman test is used to identify the factor which is more influencing the respondent towards brand preference.

1. INFLUENCING FACTORS TOWARDS BRAND PREFERENCE – INFORMATION FACTORS

The Friedman chi-square tests the null hypothesis that the ranks of the variables do not differ from their expected value. For a constant sample size, the higher the value of this chi-square statistic, the larger the difference between each variables rank sum and its expected value. For these rankings, the chi-square value is 251.77; Degrees of freedom are equal to the number of variables minus 1. The asymptotic significance is the approximate probability of obtaining a chi-square statistic as extreme as 251.77 with nine degrees of freedom in repeated samples if the rankings of each factors are not truly different. Because a chi-square of 251.77 with 9 degrees of freedom is unlikely to

have arisen by chance, it has to be concluded that the 712 respondents do not have equal preference for all factors.

Hence, it is concluded that among the 10 factors, Advertisement, Friends, Relatives and Decisions influenced by spouse influences are more in consumer's Mobile preference.

2. INFLUENCING FACTORS TOWARDS BRAND PREFERENCE –PSYCHOLOGICAL FACTORS

It is concluded that among the 13 factors, Brand name, Brand superiority, and Brand loyalty play major role in influencing consumers' Mobile preference.

3. INFLUENCING FACTORS TOWARDS BRAND PREFERENCE – ECONOMIC FACTORS

It is concluded that Battery life, advanced technology and Price play a major role in influencing consumer's Mobile Phone preference.

4. INFLUENCING FACTORS TOWARDS BRAND PREFERENCE – PRODUCT FACTORS

It is concluded that among the 20 factors, Quality, Comfort, Technology, and Durability play major roles in influencing consumer's Mobile Phone preference.

6. CONCLUSION

When people decided to buy / avail the particular product or service, before that they may have bundle of questions in their mind regarding that product and its services. The present study made a systematic effort on studying consumer brand preference towards Mobile Phone by analyzing the factors that influence brand choice of the customers and addressed the preliminary issues relating to selection of a brand. It is indeed obvious from the study that the performance factors of the Mobile Phone brands have dominated the preference of customers, based on their economic status. The marketing communication unleashed by manufacturers and dealers also had a fair say on the total decision of the customer preference. Overall, it is the all round ability of the Mobile brands, viz reliability, safety, technology, value for money, high resale value, maintenance cost, quality, comforts, durability, etc., that prove to be decisive factors of choice right across the globe and more so in the Indian context.

7. REFERENCES

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