

The Brand Preference of Mobile Phones among Students of H.P. University

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ABSTRACT

Mobiles have become an integral part of life as we depend on it right from communication to marketing. Most of the students are using mobile phones for their study purpose. The increasing of a telecommunication network and the huge number of their 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. A strong brand rings trust, confidence, comfort and reliability in the customer's mind. Brand preference represents which brands are preferred under assumptions of equality in price, battery durability, camera resolution and so on. In recent times smart phone plays a significant role among the users to meet up their numerous objectives by operating their desired smart phone. The present paper focuses on the study of brand preference for mobile phones by the students of H.P. University. It also identifies the major features which a student looks in a mobile phone. The present study is the descriptive research. Brand preference analysis is done by conducting the survey which describes the preferences for different mobile phones of the surveyed students.

Key Words : Smartphone, Students, Telecommunication, Brand preference, Satisfaction, Influencing factors

INTRODUCTION

The Cellular telephone (commonly “mobile phone” or “cell phone” or “handphone”) 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) (<https://phys.org>).

It has many names like, cell phone, mobile phone, smart phone or telephone. This is a portable device that access to cellular radio system. In simple devices we only access to make and receive the calls and send and receive the messages. While in Smart devices we also have the facility to access the internet with the above two facilities.

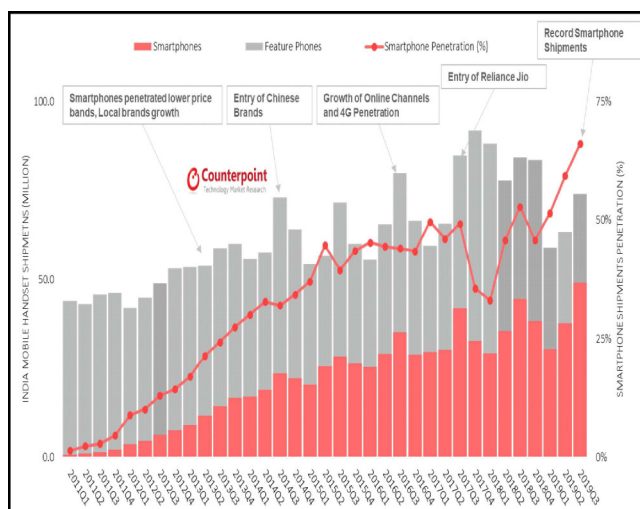
In 2019, the top smartphone brands in India were Xiaomi, Samsung, Vivo, Oppo, and Realme:

The India smartphone shipments reached highest ever despite economic slowdown with 10% YoY in Q3 2019, according to the latest research from Counterpoint's market monitor service. The growth was driven by new launches, discounts and various pre-Diwali sale channel fill by all the leading smartphone brands for the Diwali festive season.

Market Summary : (www.counterpointresearch.com)

- Xiaomi recorded in highest ever shipments with a 26% share. Its shipments grew 7% YoY driven by good performance of its models in the online segment. Redmi 7A, Redmi Note 7 Pro and Redmi Note 7S were the best performing smartphones for the brand.
- Samsung shipments declined by 4% YoY; however, it has shown 3% growth QoQ driven by its budget segment device Galaxy A2 Core and its upgraded A series and M series (A30s, M30s, A10s, A50s and M10s). Samsung registered sequential as well as annual strong in the premium segment due to the introduction of Galaxy Note 10 series in the third quarter.
- Vivo reached its highest ever share in the India smartphone market driven by good performance of its mid-segment series (vivo S1 and Y17) and increased focus towards the online segment with its recently launched devices U10, Z1X and Z1 Pro.
- Realme also recorded its highest ever shipments and is the fastest growing brand registering a 6X growth as compared to last year when it entered the Indian market. Driven by an attractive spec and design focused mid-tier portfolio and aggressive online channel strategy, promotions, Realme saw consistent growth in the market since its entry. Towards the end of the quarter, in September, Realme race to third largest brand with strong sell-in into the channels ahead of the festive season. Realme C2, Realme 3i and Realme 5 series were the best-selling devices for the brand in Q3 2019.
- OPPO grew 12% YoY, due to demand for its budget segment device A5s and steady performance of its F11 series.

India's smartphone market shipped a record 46.6



Source: Counterpoint Research Market Monitor Q3 2019

Exhibit 1: India Smartphone and Feature Phone Market Size Trends

India Smartphone Shipment Market Share (%)	Q3 2018	Q3 2019
XIAOMI	27%	26%
SAMSUNG	23%	20%
VIVO	10%	17%
REALME	3%	16%
OPPO	8%	8%
OTHERS	29%	13%
TOTAL	100%	100%

Source: Counterpoint Research Market Monitor Q3 2019

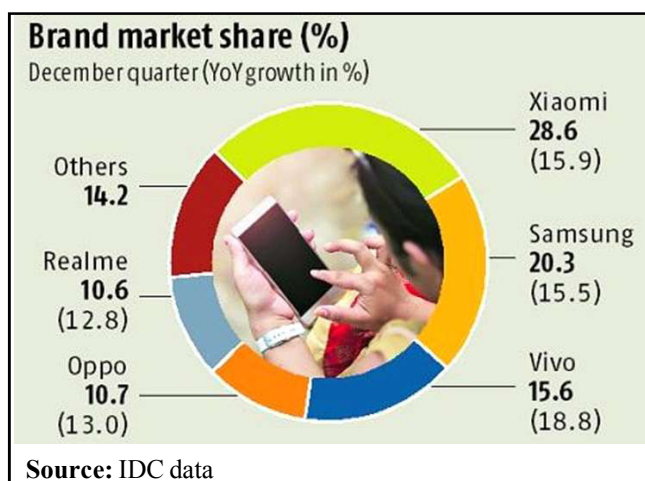
Exhibit 2: India Smartphone Market Share Q3 2019

million units in the third quarter of 2019, up 26.5% on-quarter and 9.3% on-year, as per data from IDC India (IDC stands for International Data Corporation, a global market research firm that provides: market intelligence, advisory services, and events) driven by multiple online sale festivals, new model launches and price corrections on a few key models by various brands.

“The continued aggression by the online platforms with attractive cashback and buyback offers as well as affordability schemes like No Cost EMIs and financing options were key in taking the share of the online channel to a record high of 45.4% with YoY growth of 28.3%,” associate research manager IDC India said.

Xiaomi continued to keep its No 1 position with 27.1% share, followed by Samsung with 18.9%, Vivo at No 3 with 15.2% share and Realme was at No 4 with 14.3%, and Oppo at No 5 with 11.8% share. Compared to the same quarter last year, the share of other brands has been reduced to less than half from about 30%,

showcasing the strengthening grip of the top five players in the Indian market. Samsung was the only player on top five that lost market share over last year, while Xiaomi recorded its highest shipment ever of about 12.6 million units. The firm highlighted the decline in sales for offline segment of 2.6% on year, as they fell short of the attractive deals that a consumer could grab in the online space and were still dealing with leftover inventory from previous quarters. “The offline channel continued to face challenges. Consumer enquiries and footfall were relatively slow at the retail counters through September, compared to the previous years,” the firm added (economictimes.indiatimes.com).



In 1996, Jean-Noel Kapferer aimed to conceptualize what he considers the six elements of a brand's identity. The Brand Identity Prism works as a diagram to help us understand these elements and how they relate to one another. Together, Kapferer argues, the elements help businesses build strong brands, which in turn helps them communicate clearly and transparently and be easily remembered and recognized (howbrandsarebuilt.com).

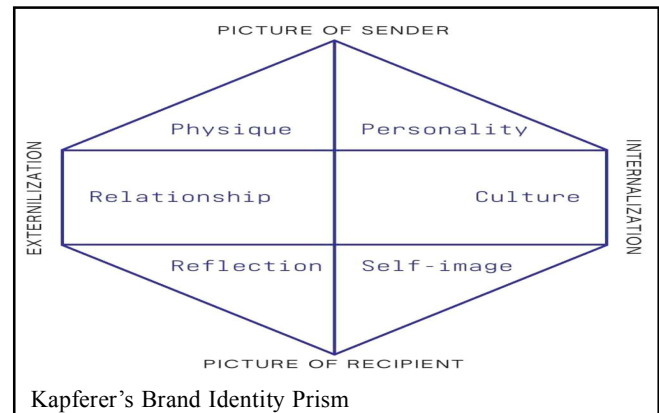
The key elements of Kapferer's model are as follows:

1. Physique
2. Personality
3. Culture
4. Relationship
5. Self-image
6. Reflection

According to Kapferer: “Strong brands are capable of weaving all aspects [of the prism] into an effective whole in order to create a concise, clear, and appealing

brand identity.”

The Kapferer Brand Identity Prism places these six elements in relation to each other by taking into consideration their position between the business (Sender) and client (Recipient), and vice versa. The areas defined between these points range from internal (Personality, Culture, Self-image) to external (Physique, Relationship, Reflection), and many paths can be drawn to join each area.



Physique, the first element refers to the physical characteristics of a brand. Namely, how we define the brand and how it will manifest, including its visual features—visual cues that help consumers identify the brand. Personality, the second element is the brand's personality or character—the traits of the brand in the eyes of the consumer. One way of understanding this concept would be to imagine your favourite brand as a living thing. What kind of living thing is it? How does it behave? Culture, the third element is the culture that is the set of values that feed into or set a foundation for the brand. Self-image, the fourth element is the Self-image, relates to the way in which customers see themselves in a particular brand. Brands can use self-image to their advantage by incorporating it into their identities. Reflection, the fifth element while the terms sound similar, Self-image and Reflection differ in a noteworthy way: Self-image refers to the customers' ideas of themselves, whereas Reflection refers to how a brand portrays its target audience. Reflection is a set of stereotypical beliefs or attributes of a brand's target market, which is often highlighted in ads and other communications. Relationship, the final element of Kapferer's Brand Identity Prism is about the nature of the relationship between the brand and its consumers, including both abstract aspects of the

relationship as well as more tangible aspects, like what specific services are offered. How a brand connects with its audience and the type of relationship it wants to build is entirely up to that brand.

The six elements of Kapferer's Brand Identity Prism, when working in sync, can help inform a well-defined, structured brand entity. If the identity is unique, different, and clear about what the brand is trying to communicate, it can become the foundation of a long-lasting brand.

Objectives of the Study:

1. To investigate students' preferences for mobile phone brands.
2. To identify the influencing factors in buying a mobile of particular brand.
3. To identify the major features which a student looks in a mobile phone.
4. To determine how satisfied students are with the features of brand preferences.

METHODOLOGY

Sample Design:

The present study has been conducted in the Himachal Pradesh University Campus Shimla. The researcher has selected 100 respondents randomly. Due to limitations of time and cost the questionnaires were collected through random sampling method and compiled in the tabulation percentage. A total of 100 cases were considered for the analysis.

Scope of the Study:

The study is limited to the youth which use mobile phone from the age group 18-30 years only. The study will help to understand consumers (youth), preference and their needs expected of the mobile phone.

Limitations:

- A small sample size of 100 students is taken, so we cannot draw inferences about the population from this sample size.
- Time period is short and resource constraints.
- This study is based on the prevailing student's preference. But the student's preference and satisfactions may change according to time, fashion, technology development, etc.

RESULTS AND DISCUSSION

The analysis of the data has been done with the use of percentage method.

The representation of the Table shows 1 that out of the 100 respondents, 50% were male and 50% females.

Table 1 : What is the Gender of Student?

Gender	No. of Respondents	% Age
Male	50	50
Female	50	50
Total	100	100

Out of the 100 respondents, 32% respondents are using Xiaomi phones, 23% respondents are using the Samsung, 16% respondents are using Vivo, 14% respondents are using Oppo, 12% are using Realme and only 03% are using other than the abovesaid mobile phones (Table 2).

Table 2 : What is the name of the company of your mobile?

Name of Mobile Phones	No. of Respondents	% Age
Xiaomi	32	32
Samsung	23	23
Vivo	16	16
Oppo	14	14
Realme	12	12
Any other	03	03
Total	100	100

It can be seen from the Table 3 the 54% students have the value/price of mobile upto Rs.10,000, 37% students have the value/price of mobile between Rs.10,001 to 20,000 and only 09% have above 20,000.

Table 3 : What is price of your Mobile?

Value/Price of the Mobile Phone	No. of Respondents	% Age
Upto-Rs.10,000	54	54
Rs.10,001-Rs. 20,000	37	37
Above-Rs. 20,000	09	09
Total	100	100

Table 4 shows that 58% students have upto Rs. 30,000 per month income, 34% are between 30,000 to 50,000 and 8% are above 50,000 per month.

Table 4 : Total income of the family per month?

Total Income of the Family	No. of Respondents	% Age
Upto-Rs.30,000	58	58
Rs.30,001-Rs.50,000	34	34
Above-Rs.50,000	08	08
Total	100	100

Maximum number of respondents *i.e.* 60% respondents change their mobile phones in 3-4 years, 24% respondents change their mobile phone in less than 1-2 years, 13% change after 5 years and a very few only 3% change within a year (Table 5).

Table 5 : How often do you change the mobile phone?

Regularity of Mobile Phone Changes	No. of Respondents	% Age
Less than 1 year	3	3
1-2 years	24	24
3-4 years	60	60
Above 5 years	13	13
Total	100	100

38% respondents get influenced about the various brands of the mobile phone from the advertisement in newspapers, 11% respondents use television, 12% use internet, 20% get influenced from friends, 12% from family members and only 7% are influenced by the features of mobile phone and availability of service center in the nearby area (Table 6).

Table 6 : What are the influencing factors to purchase the particular mobile phone?

Influencing Factors to Purchase	No. of Respondents	% Age
Advertisement on TV	11	11
Advertisement in Newspaper	38	38
Family members	12	12
Recommended by Friends	20	20
product features, Availability of Service centers etc.	7	7
Internet	12	12
Total	100	100

Table 7 shows that 58% respondents prefer slim and light weight mobile phone as it is easy to carry and

Table 7 : What are the preferences given to choose a particular mobile phone?

Preference for Mobile Phone	No. of Respondents	% Age
Slim and light weight	58	58
Thick and heavy weight	6	6
Small or medium	34	34
Large	2	2
Bluetooth, wi-fi	92	92
Memory card	41	41
Camera	100	100
Head phones	93	93
Price	92	92
Total	100	100

keep it in the pocket or bag, 34% prefer small or medium, 6% thick and heavy and only 2% prefer large. Very interestingly 100% prefer mobile phone with camera, 93% respondents have head phone. 41% respondents have memory card in their mobile phone. 92% respondents have more than one accessory such as Bluetooth USB data cable, memory card, camera, mobile dictionary etc.

Table 8 shows that 24% use Dual Sim Card, 100% respondents receive SMS, GPRS function, E mail, social media and download files. This shows that mobile phones are used for its multiple uses. The respondents prefer the mobile phones which provide multiple facilities in a single phone.

Table 8 : What are the reasons to use a particular mobile phone?

Reasons For Using Particular Mobile Phone	No. of Respondents	% Age
Dual SIM card	24	24
Uses GPRS function, Receive SMS and E- mail, 4G, Download files etc.	100	100
Using social media	100	100
Total	100	100

This Table 9 shows that out of the 100 respondents, 20% respondents are satisfied, 64% respondents are highly satisfied and 16% respondents are not satisfied.

Table 9 : Are you satisfied with your mobile phone brand?

Particulars	No. of Respondents	%Age
Satisfied	20	20
Highly Satisfied	64	64
Not Satisfied	16	16
Total	100	100

Findings:

- 32% students are using the Xiaomi mobile brand.
- Xiaomi is the most favourite mobile brand of the H.P. University students.
- 58% students are ready to pay for a mobile phone less than 10,000 and they spend according to their family income.
- Mostly students see the mobile advertisement on advertisement media viz., TV, Newspaper Internet, Recommendations from friends.
- 60% students are using mobile phone for 3-4 years. 24% students change their mobile phones within 1-2 years.
- 64% students are highly satisfied with mobile

phone.

- Very interestingly 100% respondents prefer mobile phone with camera, 93% respondents have head phones.
- 100% respondents receive SMS, GPRS function, E mail, social media and download files.
- The respondents prefer the mobile phones which provide multiple facilities in a single phone.
- Some respondents expressed dissatisfaction with their phones due to issues with the camera resolution, battery life etc.
- Despite having a negligible percentage, iPhones are the most popular brand.

Suggestions:

- To develop more mobile phones at affordable price for normal customers.
- All companies should try to increase their distribution channel.
- Develop more advertising policy.
- Open small shops in the rural areas for convenient purchasing or tie-up with courier services to make online purchasing more convenient. It helps to more awareness about the brand in rural areas
- Make changes as per customer's suggestions and opinion.
- Solve customer's complaints without taking more time.
- As consumer wants more and more features, so smart phone manufactures should increase the number of features.
- 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 nearby places.

Conclusion:

A mobile phone has become an essential element of a person's life, and as product changes are ongoing, manufacturers should adapt to the demands of their customers. Every brand has a place in the minds of consumers and offers a set of values that are thought to be superior to those of rival brands. Customers are reassured about the performance of a product by a brand. The brand assures the client that it will provide the benefits mentioned. Consumers favour brands that meet beyond their expectations. The study's findings indicate that students favour the Xiaomi brand of smartphones because

it offers better value than rival models. The majority of students learn about mobile phones from the internet, television, newspapers, and friends. Students choose mobile phones with features like GPRS, SMS and email capabilities, and download capabilities. In accordance with their family income levels, they are willing to pay between Rs. 5000 and Rs. 10,000 on a cell phone. This leads to the conclusion that students choose mobile phones with a medium price range and a variety of features that allow them to communicate and obtain information in various ways.

The majority of respondents bought mobile phones in order to use the internet. The majority of respondents to this survey expressed satisfaction with their cell phones. Students' brand preferences are greatly influenced by the brand and price of mobile phones. As a result, it can be said that students weigh brand popularity and use independent judgement while selecting their phones. Despite having a negligible percentage, iPhones are the most popular brand. It suggests that students are buying smartphones within their means because they are reliant on their parents, yet they still want expensive phones like the iPhone.

In contrast to female respondents, men respondents are free to share their answers. The purpose of this study is to characterise and examine the brands of mobile phones that students prefer. This research report's goal is to analyse students' preferences for branded mobile devices

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