



Mobile Marketing Research: A Study of Brand Preference by VIT Student's

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Abstract— The purpose of this paper is to examine factors affecting consumers' preference of mobile phone in Vellore. An online survey was conducted through questionnaire from the consumers of mobile phones i.e. VIT students during the period of winter semester 2013. The sample size of this study is 120 respondents. In this study the consumer preference relating to mobile phone was described with the help of percentage analyses. The results of the study indicate that the most important attribute behind consumer preference for mobile phones was Quality, followed by function, appearance, brand image, price, service, then advertisement, and finally recommended by friends. This study is restricted only to the Vellore city. So, the results may not be applicable to other areas. This study is based on the prevailing customer's preference. But the customer's satisfaction may change according to time, fashion technology, development, etc. The paper presents findings, which are useful for mobile phone marketers 'marketing strategy and promotional plans. The paper adds to the growing literature on youth consumers by examining their preference of mobile brand. The study reveals several implications for theory and practice relating to the antecedents of mobile marketing acceptance among the youth consumer segment within Vellore.

Keywords—Brand preference, customer satisfaction, customer behaviour, attribute, marketing strategy.

I. INTRODUCTION

Advances in information and communication technologies are constantly changing the way people use and experience technology, which is ever more pervasive in consumers' life. Indeed technology is no longer a matter of "haves" and "have-nots" but of basic services versus advanced ones. As technologies mature and product features become more similar, consumers are often unable or unwilling to differentiate between brands on rational attributes alone. The telecommunications industry has been transformed from mostly non-competitive to highly competitive.

Brand preference features in all of the major texts on brands and brand strategy. For example, brand preference in their discussions that focus variously on brand equity, brand image, brand knowledge, brand awareness, brand association, and service branding, on the other hand, suggests that brand preference should be the focus of brand[1][7][11][13].

Similarly, the pivotal role of brand preference in product development: Despite its potential importance, especially in dynamic markets in which brand loyalty may be elusive, and the best that brand managers can hope to achieve is to continually promote and re-vitalize brand preference, brand preference has received relatively limited attention, and such research that has been conducted is scattered across time, sector, and place.

It is, therefore, relevant that further study is carried out to explore the behavioural outcomes of customer perceived quality and satisfaction to conduct a study that explores the impact of brand image on other antecedents of consumer behaviours like commitment and loyalty. This study is mainly focused on the leading brand preference for mobile phone and the attitude of consumers belongs to low, middle and high income group's family are taken in VIT University on students [12]. The primary focus of this project was to study the perception & buying behaviour of student's towards various mobile brands. And the secondary objective includes the following: to know about the student's preference level associated with different 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, factors, which help in increasing the sale of mobile phones, to find out the students satisfaction towards the various mobile phones.

This paper includes following section outlines the research design for this study. This is followed by an outline of the methodology adopted. Next, data analysis and findings are summarized; this section has two parts, the first which focuses on the principal component analysis towards the development of a model of the antecedents of brand preference, and the second which focuses on the regression analysis, which identifies the relative importance of the various antecedents. Finally, conclusions and recommendations are offered.

II. LITERATURE REVIEW

As indicated in the introduction, there is a lack of consensus on the definition of brand preference and limited previous empirical research on the antecedents to, or the factors that influence, brand preference. As such the research

reported in this article has been informed by a range of different contributions on branding and brand strategy, in addition to prior work specifically on the factors that influence brand preference. Different authorities conceptualize brand preference in different ways, and propose different relationships between brand preference and other branding variables. For example, brand preference as an antecedent of brand loyalty and brand equity [11], whereas other discuss brand preference as a consequence of brand loyalty and brand equity. Several authorities have found brand awareness, brand image, and consumer attributes to be major antecedents of consumer brand preference [7][11]. Consumer attributes is loosely defined as the characteristics of consumers.

III. RESEARCH METHODOLOGY

A survey was conducted using self administered questionnaires to satisfy the use of positivist methodology. Questionnaires are common in survey research. They are an efficient means of data collection when the researcher knows what data are required to answer their research questions, and how to measure the research variables. The main questions in the questionnaire measured attitudes towards brand preference and its antecedents. In responding to these statements, respondents were invited to reflect on the brand of their current mobile telecommunication service provider. The questionnaire was finally distributed to the students. This study has been conducted by us in VIT University in Vellore city as the suitable area due to the people of belongs to various cultures, classes. In this study primary data is use. Student's consumption behaviours and perceptions resemble that of the typical users; this has been confirmed by different industry sources. It is for such reasons that many leading researchers in use student respondents.

The sample size of this study is 120 respondents. The purpose of this study is to offer the respondents with more choice and help capture their feelings toward the brand of their choice and provide room for the assessment. The scale variables were, therefore, administered as a questionnaire with 120 participants within the Vellore City, India. Overall, the survey consisted of 20 questions designed to gauge attitudes toward and acceptance of mobile communications and marketing practices, as well as classification questions related to gender, income of the respondent family and preference. Each construct was represented by multiple scale items that were either adapted from existing scales for application to the mobile setting or developed for this study where existing scales did not exist.

The data were analysed using exploratory factor analysis for scale variables and factor extractions, and an internal consistency measure for reliability test, and correlation analysis for the assessment of association and or differences of variables.

This research outcome implies that the most important attribute behind consumer preference for mobile phones was Quality, followed by function, appearance, brand image, price, service, then advertisement, and finally recommended by friends.

IV. DATA ANALYSIS AND RESULTS

The sample consisted of slightly more women (51 percent) than men (49 percent). And, out of the total 112 respondents, 14% respondents are of Less than 35,000 income group family, 15% respondents are of 35,000-50,000 income group, 23% respondents are of 50,000- 75,000 income group and 46% respondents are of others income group. The survey indicates that out of 112 respondents around 29% of the Students are using Nokia, 28% are using Samsung, 16% are using HTC, 8% are using Motorola and Sony Ericson.

The survey for the reason for using the above model indicates that 49% uses it for GPRS function, followed by 43% for receiving email and message, 41% just to talk on it, then 34% for WAP and finally, 31% for downloading files.

The survey for the most favorite brand indicate that out of the 112 respondent ,the most favorite brand is Samsung with 47% ,followed by 27% Nokia ,26% for HTC,25% i Phone, then Sony Ericson and Blackberry for 16%,9% for LG,7% for Motorola and 4% for others.

The survey for the reason for the respondent to choose a particular brand as most favorite brand indicates 64% goes for quality,55% for function,44% for appearance,27% for price,33% for brand image, 23% for services,14% goes for advertisement,7% goes for recommended by friends.

The major health concern arising from the use of handsets is development of tumors these days. The views of the consumers in this regard are predominantly supporting this issue, thus accounting for 70% while others have either no say for the cause i.e. 16% or they deny the cause i.e. 14%, according to the survey.

According to the study conducted on people, the most prevalent brand is Samsung accounting for the 46% followed by iphone i.e. 23% followed by Nokia and Sony which hold the same ground i.e. 21%,blackberry i.e. 10%, LG i.e. 8% while least position occupied by Motorola. The main reason for this ranking of models is for using GPRS i.e. 48% which is followed by usage of email and SMS services i.e. 44%, while some also account for talking i.e. 41%, also for i.e. 34% followed by downloading files that accounts for 30% of the total.

The main source of promotion of these brands is through television i.e. 58% followed by electronic media i.e. 49% followed by paper media i.e. 37%. Also through magazines i.e.22% and leaflets i.e. 12% followed by radio and outdoor media which hold the same ground i.e. 5% From the above findings we can say that Samsung and Nokia is the most favorite brand of the college student. 49% students like the Nokia advertised 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. 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.

The results of the study indicate that the most important attribute behind consumer preference for mobile phones was

Quality, followed by function, appearance, brand image, price, service, then advertisement, and finally recommended by friends.

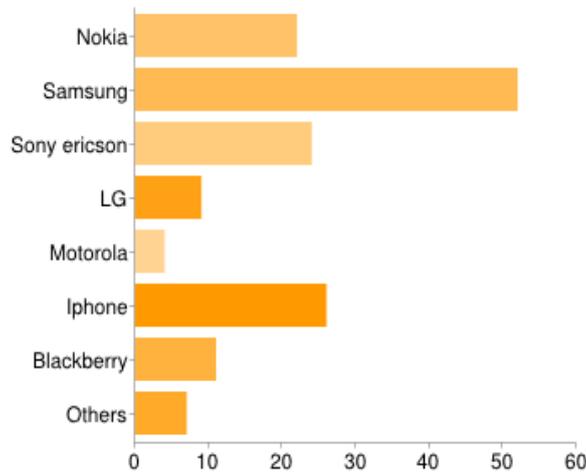


Figure 1: Classification of the user based on their brand preference

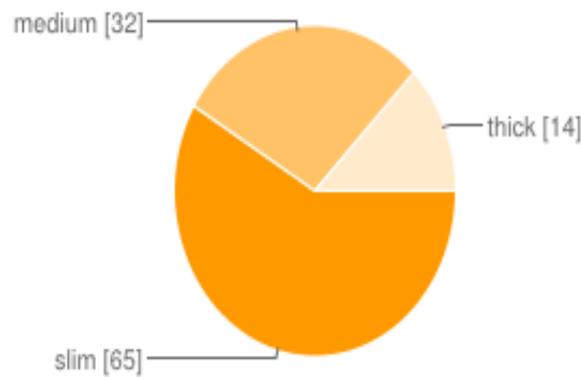


Figure2: Classification based on the width requirement by the user

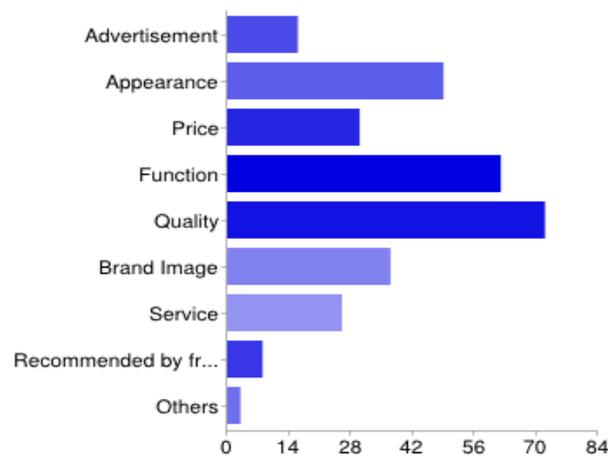


Figure3: Reason for the preference of the above mentioned brand

V. DISCUSSION AND CONCLUSION

The key things observed by buyers in handsets are size, weight and width of the model. In today's market medium screen phone is quite popular i.e. 57% followed by large screen phones i.e. 23% while 18% of buyers go for the small screen models as evident from the survey conducted on consumers. As far as the size and weight of handsets are considered, slim handsets are leading the consumer market accounting for 58% followed by medium i.e. 29% and

the least being thick i.e. 13%. As for the weight, light weighted phones are more popular accounting for 54% of the total, while heavy weighted are the least i.e. 14% while medium weighted phones still hold a ground in the market accounting for 31% of the total, as observed from the study conducted.

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