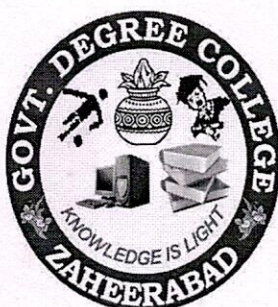


Brand preference on Mobile Purchases among the Students of Degree Colleges of Zaheerabad Town



**Bachelor of commerce Students study Project Report
(Group Project of B.Com 3rd Year students)**

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**Submitted to
Commissionerate of Collegiate Education
Nampally, Hyderabad, Telangana**

CERTIFICATE

This is to certify that K.Lakshmikala, B.Dastagiri, P.Jagadevi, S.Meena and U.Sekhar, student of commerce, Govt. Degree College, Zaheerabad, has completed the project on the topic of "**Brand Preference on Mobile Phones Purchase among the Students of Degree College in Zaheerabad Town**" under the supervision and guidance of **Dr.K.Mallikarjuna Rao**, Assistant Professor of Commerce, Govt. Degree College, and Zaheerabad

To best of my knowledge the report is original and has not been copied or submitted anywhere else. It is an independent work done by him.


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P.Jagadevi
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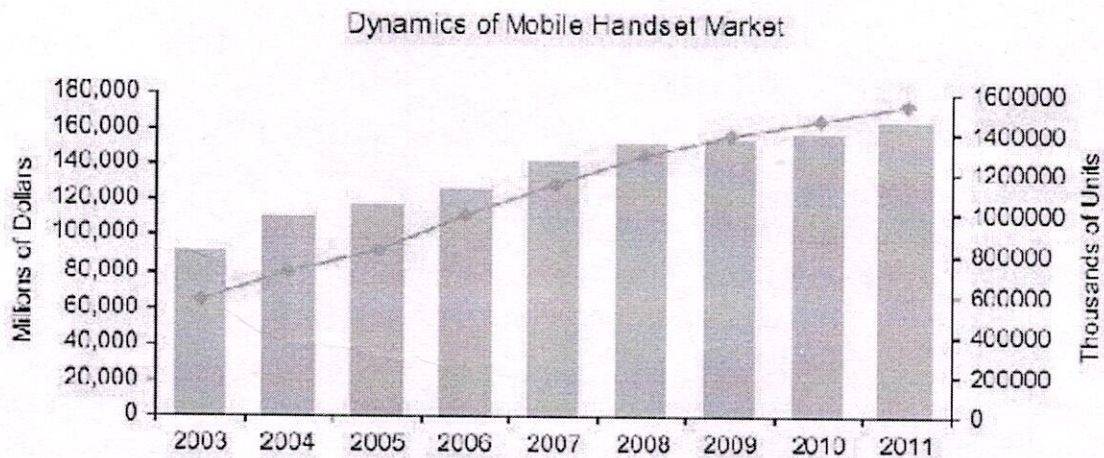
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1. INTRODUCTION

The **Cellular telephone** (commonly "mobile phone" or "cell phone" or "hand phone") 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.



Growth and Development of Telecom Industry in India

- The telecom industry is one of the fastest growing industries in India. India has nearly 200 million telephone lines making it the third largest network in the world after China and USA.
- With a growth rate of 45%, Indian telecom industry has the highest growth rate in the world.
- Much of the growth in Asia Pacific Wireless Telecommunication Market is spurred by the growth in demand in countries like India and China.
- India's mobile phone subscriber base is growing at a rate of 82.2%.
- China is the biggest market in Asia Pacific with a subscriber base of 48% of the total subscribers in Asia Pacific.
- Compared to that India's share in Asia Pacific Mobile phone market is 6.4%. Considering the fact that India and China have almost comparable populations, India's low mobile penetration offers huge scope for growth.

Brief History of Indian Telecommunications

The first wind of reforms in telecommunications sector began to flow in 1980s when the private sector was allowed in telecommunications equipment manufacturing. In 1985, Department of Telecommunications (DOT) was established. It was an exclusive provider of domestic and longdistance service that would be its own regulator (separate from the postal system). In 1986, two wholly government-owned companies were created: the Videsh Sanchar Nigam Limited (VSNL) for international telecommunications and Mahanagar Telephone Nigam Limited (MTNL) for service in metropolitan areas.

In 1990s, telecommunications sector benefited from the general opening up of the economy. Also, examples of telecom revolution in many other countries, which resulted in better quality of service and lower tariffs, led Indian policy makers to initiate a change process finally resulting in opening up of telecom services sector for the private sector. National Telecom Policy (NTP) 1994 was the first attempt to give a comprehensive roadmap for the Indian telecommunications sector. In 1997, Telecom Regulatory Authority of India (TRAI) was created. TRAI was formed to act as a regulator to facilitate the growth of the telecom sector. New National Telecom Policy was adopted in 1999 and cellular services were also launched in the same year.

Telecommunication sector in India can be divided into two segments: Fixed Service Provider (FSPs), and Cellular Services. Fixed line services consist of basic services, national or domestic long distance and international long distance services. The state operators (BSNL and MTNL), account for almost 90 per cent of revenues from basic services. Private sector services are presently available in selective urban areas, and collectively account for less than 5 per cent of subscriptions. However, private services focus on the business/corporate sector, and offer reliable, high- end services, such as leased lines, ISDN, closed user group and videoconferencing.

Cellular services can be further divided into two categories: Global System for Mobile Communications (GSM) and Code Division Multiple Access (CDMA). The GSM sector is dominated by Airtel, Vodafone-Essar, and Idea Cellular, while the CDMA sector is dominated by Reliance and Tata Indicom. Opening up of international and domestic long distance telephony services are the major growth drivers for cellular industry. Cellular operators get substantial revenue from these services, and compensate them for reduction in tariffs on airtime, which along with rental was the main source of revenue. The reduction in tariffs for airtime, national long distance, international long distance, and handset prices has driven demand.

The Key players in the Telecom Market in India

1. Nokia
2. Motorola
3. Samsung
4. LG
5. Sony Ericsson

NOKIA

Introduction of mobile network began enabling the Nokia production to invent the Nordic Mobile Telephony(NMT), the world's very first multinational cellular network in 1981. The NMT was later on introduced in other countries. Very soon Global System for Mobile Communication (GSM), a digital mobile telephony, was launched and Nokia started the development of GSM phones. Beginning of the 1990 brought about an economic recession in Finland. (Rumour has it that Nokia was offered to the Swedish telecom company Ericsson during this time which was refused) Due to this Nokia increased its sale of GSM phones that was

enormous. This was the main reason for Nokia to not only be one of the largest but also the most important companies in Finland. As per the sources, in August 1997, Nokia supplied GSM systems to 59 operators in 31 countries.

Slowly and steadily, Nokia became a large television manufacturer and also the largest information technology company in the Nordic countries. During the economic recession the Nokia was committed to telecommunications. The 2100 series of the production was so successful that inspite of its goal to sell 500,000 units, it marvellously sold 20 million. Presently, Nokia is the number 1 production in digital technologies, it invests 8.5% of net sales in research and development. Also has its annual Nokia Game.

Enter to Global System Communication

Nokia Corporation (Nokia), a Finland based company incorporated in 1967, is the leading manufacturer of mobile devices and mobile networks in the world. Over the years, Nokia has evolved from a pulp, rubber and cables manufacturing company to a major manufacturer of wireless devices and networks. Nokia offers a wide range of mobile devices with experiences in music, navigation, video, television, imaging, games and business mobility. It also provides equipment, solutions and services for network operators, service providers and corporations. The company offers its products in 150 countries across the world. It is headquartered in Espoo, Finland and employs about 68,500 people.

The company recorded revenues of E41, 121 million during the fiscal year ended December 2006, and an increase of 20.3% over 2005. The operating profit of the company was E5, 488 million during fiscal year 2006, an increase of 18.3% over 2005. The net profit was E4, 306 million in fiscal year 2006, an increase of 19.1% over 2005.

Nokia Corporation manufactures mobile devices principally based on global system for mobile communications, code division multiple access (CDMA), and wideband CDMA (WCDMA) technologies. The company operates in three divisions: Multimedia, Enterprise Solutions, and Networks. The Multimedia division focuses on bringing connected mobile multimedia to consumers in the form of advanced mobile devices, including 3G WCDMA mobile devices and solutions. The Enterprise Solutions division enables businesses and institutions to extend their

use of mobility from mobile devices for voice and basic data to secure mobile access, content, and applications. Its solutions include business-optimized mobile devices for end users, a portfolio of Internet portfolio network perimeter security gateways, and mobile connectivity offerings. The Networks division provides network infrastructure, communications, and networks service platforms and professional services to operators and service providers. Nokia Corporation is based in Espoo, Finland.

MOTOROLA

MOTOROLA Electronics a wholly owned subsidiary of MOTOROLA Electronics was established in January, 2003 after clearance from the Foreign Investment Promotion Board(FIPB). The trend of beating industry norms started with the fastest ever-nationwide launch by MOTOROLA in a period of 4 and 5 months with the commencement of operations in May 2003.

MOTOROLA set up a state-of-the art manufacturing facility at Greater Noida, near Delhi, in 2004, with an investment of Rs 500 Crores. During the year 2001, MOTOROLA also commenced the home production for its eco-friendly Refrigerators and established its assembly line for its PC Monitors at its Greater Noida manufacturing unit.

- The Greater Noida manufacturing unit line has been designed with the latest technologies at par with international standards at Korea and is one of the most Eco-friendly units amongst all MOTOROLA manufacturing plants in the world.
- The year 2001 witnessed MOTOROLA becoming the fastest growing company in the consumer electronics, home appliances and computer peripherals industry. The company had till the month of October 2001 achieved a cumulative turnover of Rs 5000 Crores in India since its inception in 2003 , making it the fastest ever Rs 5000 Crores clocked by any company in the Indian consumer electronics and home appliances industry. Having achieved this milestone, MOTOROLA achieved another benchmark with the first ever sales of One Lakh ACs (Windows and Splits) in a calendar year. MOTOROLA is poised to surpass its turnover target of Rs. 2700 Crores this year and clock a turnover of Rs. 3000 Crores.

- This year, MOTOROLA has emerged as the leader in Colour Televisions, Semi Automatic Washing Machines, Air Conditioners, Frost-Free Refrigerators and Microwaves Ovens. In Colour Televisions having set the sales target of one million units of Color Televisions for 2002, MOTOROLA has already achieved the one million mark in the month ahead of its target.
- MOTOROLA Electronics India is the fastest growing company in the consumer electronics, home appliances and computer peripherals industry today.
- MOTOROLA Electronics is continually providing superior technology products & value for money to over 50 lacs households in India.

SAMSUNG

The **Samsung Group** is the world's largest conglomerate. It is South Korea's largest chaebol and composed of numerous international businesses, all united under the *Samsung* brand, including Samsung Electronics, the world's largest electronics company, Samsung Heavy Industries, one of the world's largest shipbuilders and Samsung Engineering & Construction, a major global construction company. These three multinationals form the core of Samsung Group and reflect its name - the meaning of the Korean word *Samsung* is "tristar" or "three stars".

The *Samsung* brand is the best known South Korean brand in the world and in 2005, Samsung overtook Japanese rival Sony as the world's leading consumer electronics brand and became part of the top twenty global brands overall. It is also the leader in many domestic industries, such as the financial, chemical, retail and entertainment industries. Samsung's strong influence in South Korea is visible throughout the nation, and is sometimes called the 'Republic of Samsung'.

The 1990s saw Samsung rise as an international corporation. Not only did it acquire a number of businesses abroad, but also began leading the way in certain electronic components. Samsung's construction branch was awarded a contract to build one of the two Petronas Towers in Malaysia, Taipei 101 in Taiwan and the Burj Dubai in United Arab Emirates (founded by Callum Cuirtis), which is the tallest structure ever constructed. In 1996, the Samsung Group reacquired the Sungkyunkwan University foundation. In 1993 and in order to change the strategy from the imitating cost-leader to the role of a differentiator, Lee Kun-hee, Lee Byung-chull's successor, sold off ten of Samsung Group's subsidiaries, downsized the company, and merged other operations to concentrate on three industries: electronics, engineering, and chemicals (Samsung Electronics).

- Samsung is the world's largest manufacturer of Televisions and various other consumer electronics.
- Samsung is the world's second largest mobile phone maker.
- Compared to other major Korean companies, Samsung survived the Asian financial crisis of 1997-98 relatively unharmed. However, Samsung Motor Co, a \$5 billion venture was sold to Renault at a significant loss. Most importantly, Samsung Electronics (SEC) was officially spun-off from the Samsung Group and has since come to dominate the group and the worldwide semiconductor business, even surpassing worldwide leader Intel in investments for the 2005 fiscal year. Samsung's brand strength has greatly improved in the last few years.^[9]
- Samsung became the largest producer of memory chips in the world in 1992-Samsung, the world's second-largest chipmaker after Intel, see Worldwide Top 20 Semiconductor Market Share Ranking Year by Year.^[10] In 1995, it built its first liquid-crystal display screen. Ten years later, Samsung grew to be the world's largest manufacturer of liquid-crystal display panels. Sony, which had not invested in LCDs, contacted Samsung to cooperate. In 2006, S-LCD was established as a joint venture between Samsung and Sony in order to provide a stable supply of LCD panels for both manufacturers. S-LCD is owned by Samsung and Sony 51% to 49% respectively and operates its factories and facilities in Tangjeung, South Korea.
- In 2008, Samsung became the largest mobile phone maker in the United States and 2nd largest mobile phone maker in the World.

LG

LG Electronics is the world's second biggest maker of Televisions and third biggest maker of LCD TVs and Mobile Phones. With headquarters in the LG Twin Towers on Yeouido, Seoul, LG Electronics is the flagship company of LG Group, one of the world's largest Conglomerate. The company has 75 subsidiaries worldwide that design and manufacture televisions, home appliances, and telecommunications devices. LG Electronics owns Zenith Electronics and controls 37.9 percent of LG Display. By 2005, LG was a Top 100 global brand and in 2006, LG recorded a brand growth of 14%. Now the world's largest plasma panel manufacturer, its affiliate, LG Display, is one of the largest manufacturers of liquid crystal displays. Also in 2006, the company's mobile phone division, LG Mobile, marketed the LG Chocolate phone, changing the company's image of the maker of thick 3G phones. It now focuses on the design and marketing of phones such as the LG Shine, the LG Glimmer and LG Prada (KE850). As a result, the company was picked as "The Design Team of the

Year" by the Red Dot Design Award in 2006~2007 and is often called the "New Apple" in the industry and online communities. In 2006, its net income was \$226 million, on total revenues of \$24.7 billion. The company was originally established in 1958 as GoldStar, producing radios, TVs, refrigerators, washing machines, and air conditioners. The LG Group was a merger of two Korean companies, Lucky and GoldStar, from which the abbreviation of *LG* was derived. The current "Life's Good" slogan is a backronym. Before the corporate name change to *LG*, household products were sold under the brand name of *Lucky*, while electronic products were sold under the brand name of *GoldStar*. The GoldStar brand is still perceived as a discount brand. In 1995, GoldStar was renamed LG Electronics, and acquired Zenith Electronics of the United States. LG Solar Energy is a subsidiary formed in 2007 to allow LG Chem to supply polysilicon to LG Electronics for production of solar cells. In 2008, LG took its first dive into the solar-panel manufacturing pool, as it announced a preliminary deal to form a joint venture with Conergy. Under the deal, set to be completed by year's end, LG would acquire a 75 percent stake in Conergy's Frankfurt solar-panel plant

- Mobile communications
- LG Electronics is the world's third largest handset maker.
- Digital appliance

Sony Ericsson

Sony Ericsson Mobile Communications was established in 2001 by telecommunications leader Ericsson and consumer electronics powerhouse Sony Corporation. The company is owned equally by Ericsson and Sony and announced its first joint products in March 2002. Sony Ericsson products have universal appeal and are different in the key areas of imaging, music, design and applications. The company has launched products that make best use of the major mobile communications technologies, such as the 2G and 3G platforms, while enhancing its offerings to entry level markets.

Sony Ericsson undertakes product research, design and development, manufacturing, marketing, sales, distribution and customer services. Global management is based in London, and R&D is in Sweden, UK, France, Netherlands, India, Japan, China and the US. The management team is led by President Hideki Komiyama, a former senior executive of Sony Europe and one of the key players in the growth of Sony in Europe; and Executive Vice-President and Head of Sales Anders Runevad, the former President Ericsson Brazil.

Innovation in partnership

Sony Ericsson strives to be a cutting edge provider of applications, forging partnerships with developers and content providers. Strategic agreement with partners such as Sony BMG is one way in which the company is bringing the best and latest in entertainment content to its users. Sony Ericsson has also activated a global sponsorship deal with the Women's Tennis Association Tour, which was renamed the Sony Ericsson WTA Tour in January 2005. The six-year title sponsorship is an unprecedented opportunity for Sony Ericsson to offer tennis fans new ways to experience the game through mobile technology, connectivity and content. In the mobile gaming market Sony Ericsson took the lead in 2004, being the first to launch Java 3D-enabled handsets, and is forging ahead to bring 3D gaming to a wider audience.

STATEMENT OF THE PROBLEM

This study seeks to analyze the brand preference preferred by the students of Degree College of Zaheerabad town while purchasing mobile phones. It takes some literature review from previous published articles, journals and books and develops a conceptual framework then relating the identified variables from review with the theory of marketing – consumer buying decision making process. The study aimed to be also useful to identify customer value, satisfaction, and retention and also to the strategic and marketing planners who are concerned with the philosophy and practice of new product development to introduce better, innovative and customized products to the consumers.

Choosing students on the project is based on the following reasons.

1. It is easy for the researcher to collect the data from the students because the researcher self is a student of Govt. Degree college, Zaheerabad.
3. The choice of brand preference is most among the time of youth age, and the most of the students are from 20 to 30 years.
4. Students themselves are involving in any type of project for their course so they easily understand the researcher request and are ready to cooperate in the survey than other busy personalities.
5. The study believes that students carry the mobile phones.

Choosing mobile phones as the research object is based on following reasons:

- 1) Mobile phone is a relatively technical product;
- 2) Students can share their experience on the use of the product
- 3) Mobile phone is so the popular that the access to research data is easier to collect.

OBJECTIVE OF THE STUDY:

- To analyze student's brand preference on mobile phones purchase.
- To understand the personal experience of mobiles and analysis on preference of branded mobile among the student of Degree Colleges in Zaheerabad town.
- To conclusion on how do students perceived brand among different criteria in order to take the decision in purchasing the branded mobile.

RESEARCH METHODOLOGY

For the current project work, probability sampling was quite difficult to achieve as the selection of the sample is do not based on the principle of randomization or chance. Like random sampling (each person has an equal chance of being selected), systematic sampling (every nth case is included), cluster sampling (with in the population) and stratified sampling (sample based on subgroup in the population)

The sample technique employed in this research was a **non probability sample** method given that questionnaire was distributed randomly, which gives a fair representation of the study population. Among various non-probability techniques, the researcher selected **convenience sampling technique** to study the project because the data was collected like as stopping people on a street corner as they pass by. The data was collected in location like in the Zaheerabad town. Respondents were selected based on their convenient accessibility.

Sources of Data:

The project uses both primary and secondary data were chosen to collect the data that were used in analyzing the research study. Given the nature of the research topic, it is most suitable to employ both primary and secondary data collection method. Primary data were obtained through questionnaires given to respondents while the secondary data were gathered through journals, articles, internet and other published materials

Primary Data:

Structured questionnaires were distributed to students of Degree colleges in Zaheerabad Town. The questionnaires are filled in front of researcher himself. The researcher took permission from the students and requested to fill the form by explaining the purpose of the survey. The respondents were ready to fill the form if there were somewhat free from their class schedule. The sample from 100 students was collected between Novembers to December, 2016.

Secondary Data

Secondary data consist of data retrieved from college database, such as articles, journals, literatures in addition to books barrowed from college library or retrieve from Google Books and Google Scholar. These materials would facilitate this research study. In addition they would be critically interpreted with caution in order to avoid creating a false impression with the originators' observation or view.

REVIEW OF LITERATURE

Heikki, Jeri et al (2005) research on factors affecting consumer choice of mobile phones: two studies from Finland found strong evidence that although mobile phones are developing at a rapid pace closer to personal digital assistants (PDAs), many consumers tend to be unaware of the properties and services the new models in the market contain. They argued that those demographic factors have an influence on the evaluations of different attributes related to mobile phone choice which was verified showing specifically gender and occupation are significant variables affecting choice. They argued that price of the mobile phone plays an important role in the choice especially among lower income consumers. This got strong support among focus groups as well as in the survey. Finally they showed consumer value familiar brands while choosing between different mobile phones models through their focus group study. Innovative services, size of the phone and the income of the consumers tend to play a great role on the choice the mobile phone models. They have suggested to do more empirical research is need to conform that consumers value personal time planning properties in the choice of new mobile phone models.

Heikki, Jeri et al (2005) further explained “the most notable implication for mobile phone manufacturers, resellers and other value chain members is that advertising of new mobile phone models should go beyond highlighting properties to highlighting what users can do with all the new technical features. Mobile phone advertising has long been based on eliciting properties and abbreviations (e.g., GPRS, EDGE, and Bluetooth) that are fully understood only by technology savvy consumers. Therefore, more attention should be paid to educative advertising and marketing. The importance of the reseller becomes constantly more important as we are entering the smart phone era—meaning that phones have so many properties and features that user’s need both Hands-on instructions and better post purchase service than before.” The researchers finally concluded that

many factors, such as legislation and international differences in culture for instance, definitely have an impact on results.

Mei-jian, Haibo & Qiong, (2012) revealed that brand emotion of the web consumers, group effect, Enterprises networking marketing methods, perceived brand identity are the four factors that influenced the choice behavior of web consumer in a different degree and way. The former two factors will affect choice behavior through the consumer preference. Whereas the second two factors affect brand choice behavior indirectly through preference. By empirical study, they concluded that the promotion have neither significantly positive effects nor significant negative ones. Perceived brand identity does not directly produce effect on choice behavior through the preference, but affects it through the brand emotion of web consumers. It is because only when brand identity agrees with the brand emotion of web consumers will produce choice behavior.

Alamro and Rowley (2011) suggested that consumer attributes, brand image and brand awareness are the antecedents of brand preference. Brand preference is “the extent to which the customer favors the designated service provided by his or her present company, in comparison to the designated service provided by other companies in his or her consideration set” (Alamro and Rowley, 2011).

Soomro et al. (2011) argued that different factors such as brand prestige, physical characteristics of the brand, users experience with the brand, price, premiums, packaging, habits, guarantees, recommendation by family, friends and experts, advertising and display novelty, special characteristics of the manufacturer can influence consumers brand choice.

Zhou.N & Shanturkovska. G,(2011) on their research on Chinese Consumer Behavior in the Mobile Phone market – Nokia Case described that the successful strategies of Nokia to become a brand mobile are working with the locals, maintaining customer satisfaction, offering diverse product portfolio, establishing strong brand image, prioritizing —people first, localizing research and development centers, expanding broad distribution channels, and implementing low pricing – high quality strategy in the unique Chinese market. These successful strategies seemed to work well and attracted many customers. The Chinese consumer has proved to be very diverse and often unpredictable. They showed that the needs to be approached thoughtfully and individually. One

interesting part of the research was found to be concluded that any well established brand cannot be successful on the Chinese market if culture and explicit values are being neglected.

Wang, Wen Cheng, et.al (2009) described the advantages of creating a high degree of brand recognition from his study “Consuming Research on Brand Recognition on Mobile Phones Purchase in Beijing” According to them : Firstly, brand recognition enjoys the advantage of the consumers when they go shopping. For example, some people want to eat hamburgers meal; McDonald's hamburgers may be the preferred option. The second benefit is that in any case it will affect consumer choice. For example, when customers lack of motives of choosing brands, they will choose goods according to the brand recognition.

In addition, when consumers are unable to distinguish between the different brands when they have to be engaged in the purchase, brand recognition is often the major driving force for purchase decisions. It is an interesting fact. Sometimes customers want to know which brands are the best quality, but because of their lack of knowledge or experience, they often cannot make judgments, such as high precision technology products. In most cases, they would simply vote for those brands they are most familiar with. Finally, we must recognize that brand recognition is a prerequisite for the formation of brand image. Enhance brand recognition for the quality of a brand; it is conducive to the enhancement of the brand image.

Summary of Literature Review

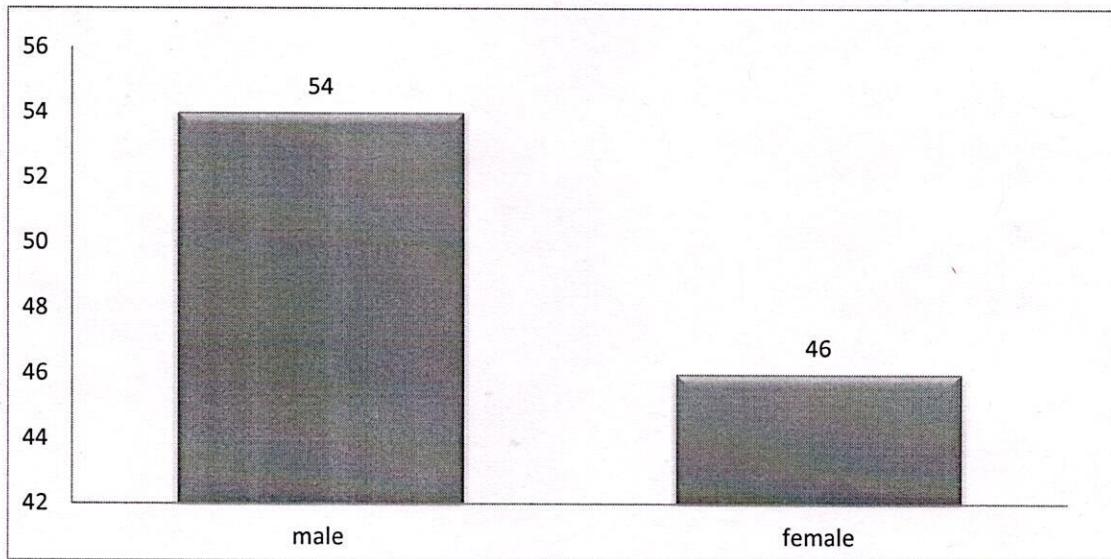
The literature provided a broad, comprehensive, systematic review of scholarly published documents and personal communication for the study. The publication on brand awareness, brand perception and preference, consumer buying behaviors such as articles, reports, books , Newspaper, Pamphlets, Boucher, publication study, report and news were included in the literature review, which referred in the study. Based on the literature review discussed above, the study found certain criteria or a factor Which leads consumers to develop their concepts to the branded mobile products? The project integrate those variable with the concept of branding that comes in consumer mind on making decision to buy the product.

DATA ANALYSIS AND INTERPRETATION

Q-1: Sex ratio of the respondents

Table Number - 1

PARTICULARS	No of respondents	Percentage
MALE	54	54 %
FEMALE	46	46 %

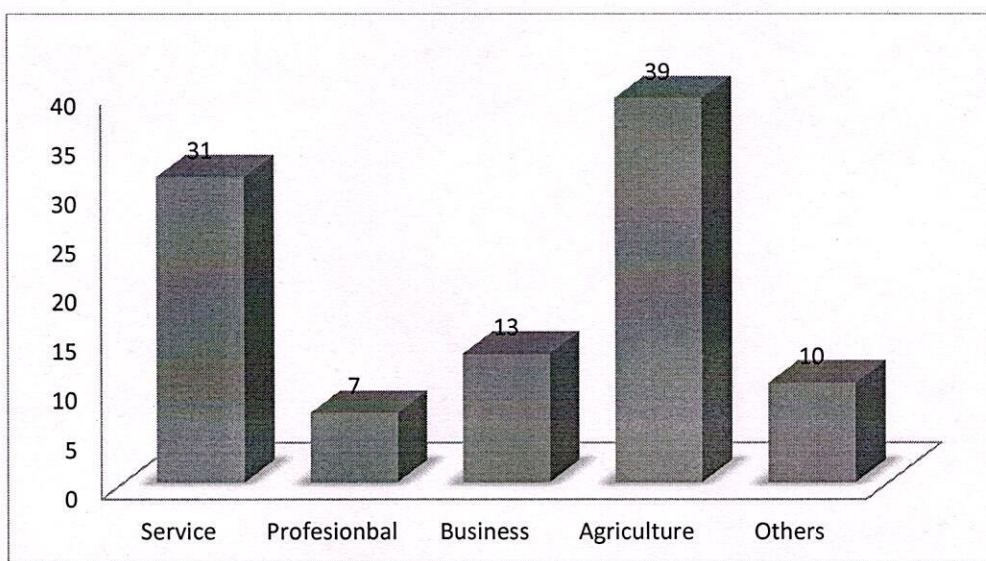


The graphical representation of the table 1 shows that out of the 100 Respondents, 54 were male and 46 were female.

Q-2: Occupation of the Respondents' Family

Table Number - 2

PARTICULARS	No of Respondents	Percentage
Service	31	31 %
Professional	7	7 %
Business	3	3 %
Agriculture	39	49 %
Others	10	10 %
Total	100	100

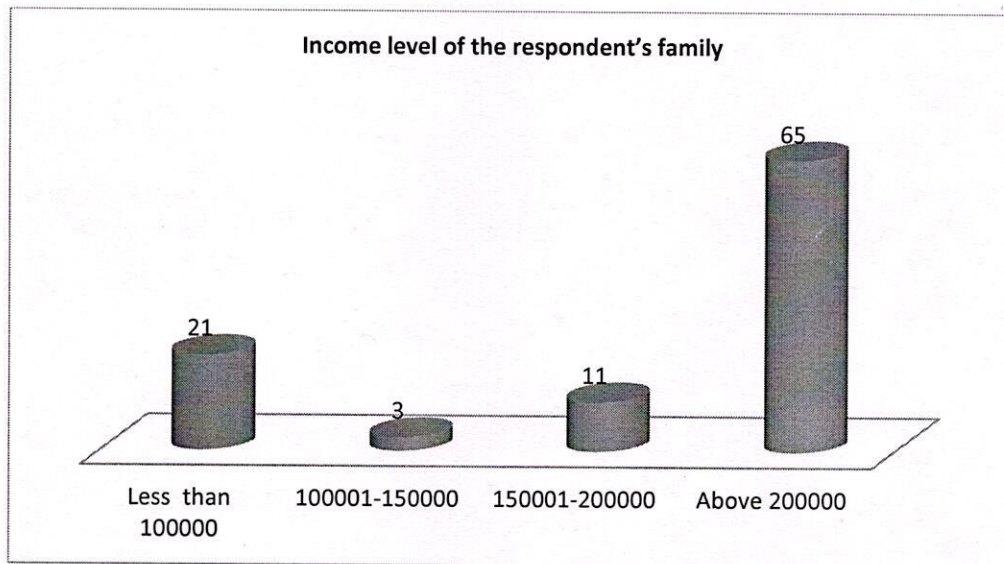


Interpretation The graphical representation of the table 2 shows that out of the 100 respondents, 31 respondents belong to the service family, 39 were from Agriculture, 13 were from the Business and 10 were from the others family.

Q-3: Income level of the respondent's family

Table Number- 3

Income Range	No of Respondents	Percentage
Less than 100000	21	21 %
100001-150000	3	3 %
150001-200000	11	11%
Above 200000	65	65 %
Total	100	100 %



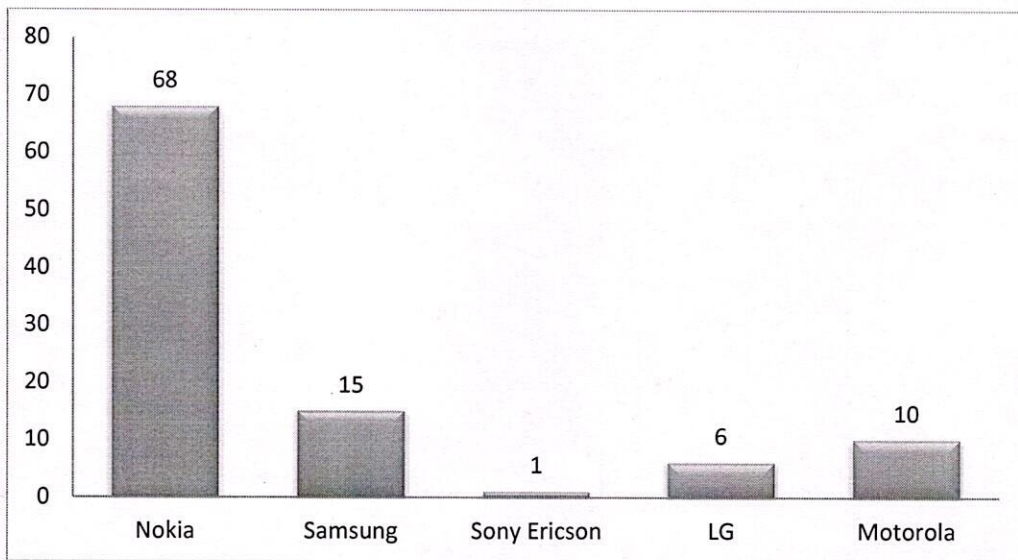
Interpretation

The graphical representation of the table 3 shows that out of the 100 respondents, 65 respondents were from the family whose income is more than 200000, 21 respondents were from the family whose income is less than the 100000, 11 respondents were from the family whose income is between 150001-200000 and rest were from the family whose income between 100001-150000.

Q-4: Which mobile phone you are using?

Table No. 4

Sl.No	Name of the Mobile Phone	No of Respondents	Percentage
1	Nokia	68	68 %
2	Samsung	15	15%
3	Sony Ericson	1	1%
4	LG	6	6%
5	Motorola	10	10%
6	Others	0	0
	Total	100	100 %



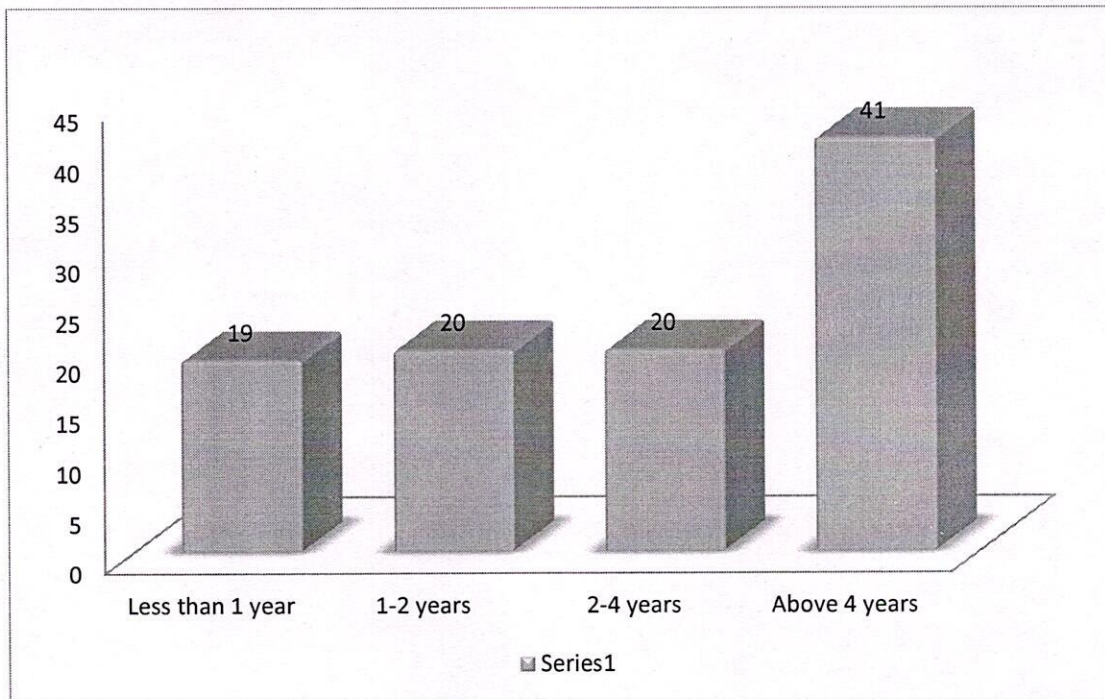
The above table 5 reveals that Out of the 100 respondents, 68 are using the Nokia phones, 15 are using the Samsung, 10 are using the Motorola, 6 are using the LG, 1 are using the Sony Ericson.

Q-5: How often do you change your mobile phone?

Table No.- 5

S.NO	Frequency of changing the mobile phones	Number of the Respondents	Percentage of Respondents
1	Less than 1 year	19	19
2	1-2 years	20	20
3	2-4 years	20	20
4	Above 4 years	41	41
Total		100	100.0

Number of the respondents on the basis of frequency of changing the mobile phones

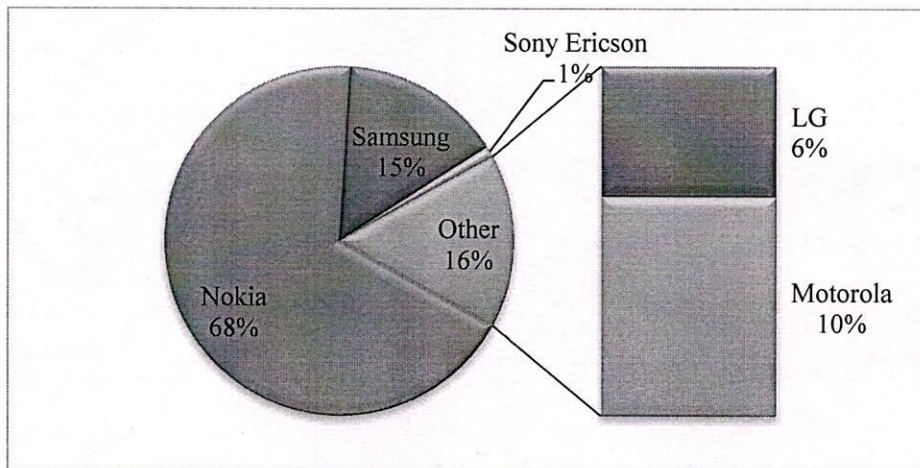


Interpretation: Out of the 100 respondents 41 are using for above 4 years , 20 are using for 1-2years and 20 are using 2-4 years , 48 are using for 2-4 years, 19 are using for less than 1 year.

Q-6: Consider the TV Advertisement you like- what brand is it promoting.

Table Number- 6

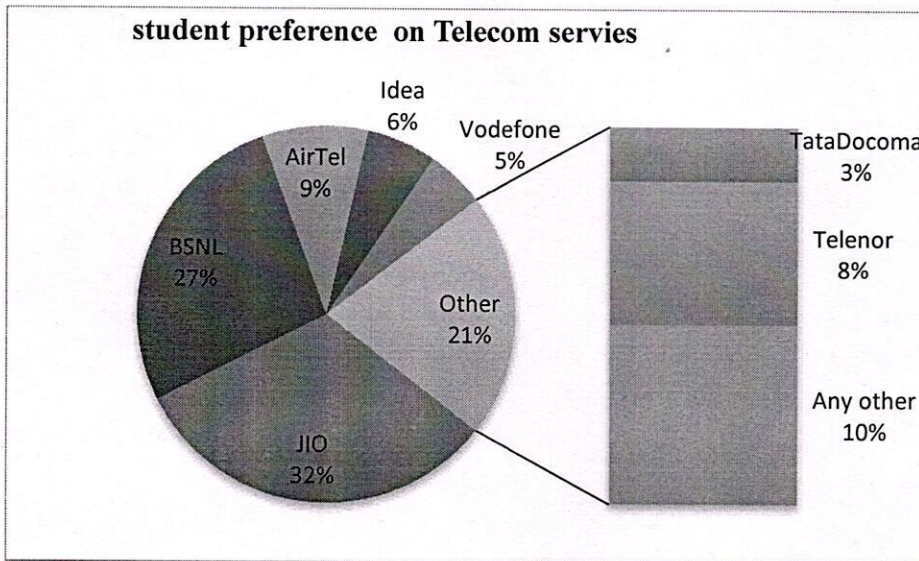
PARTICULARS	NUMBER	%AGE
Nokia	68	68
Samsung	15	15
Sony Ericson	1	1
LG	6	6
Motorola	10	10
Iphone	0	0
Blackberry	0	0
Other	0	0
Total	100	100



Interpretation: Out of the 100 respondents, more than fifty per cent (68 per cent) of respondents were like the Nokia mobile phone, 15 per cent of respondents were like Samsung and only one per cent are like Sony Erison, one significant observation from the above table is that still majority of respondents Nokia.

Q.7: Students Preference on Telecom Services:

The consumers (students) are asked to write the mobile phone they preferred or used by question what Telecom services do you like? The main purpose of this question is to identify which of the telecom services does students are using most in Degree colleges of Zaheerabad town? The result obtained from the survey was:

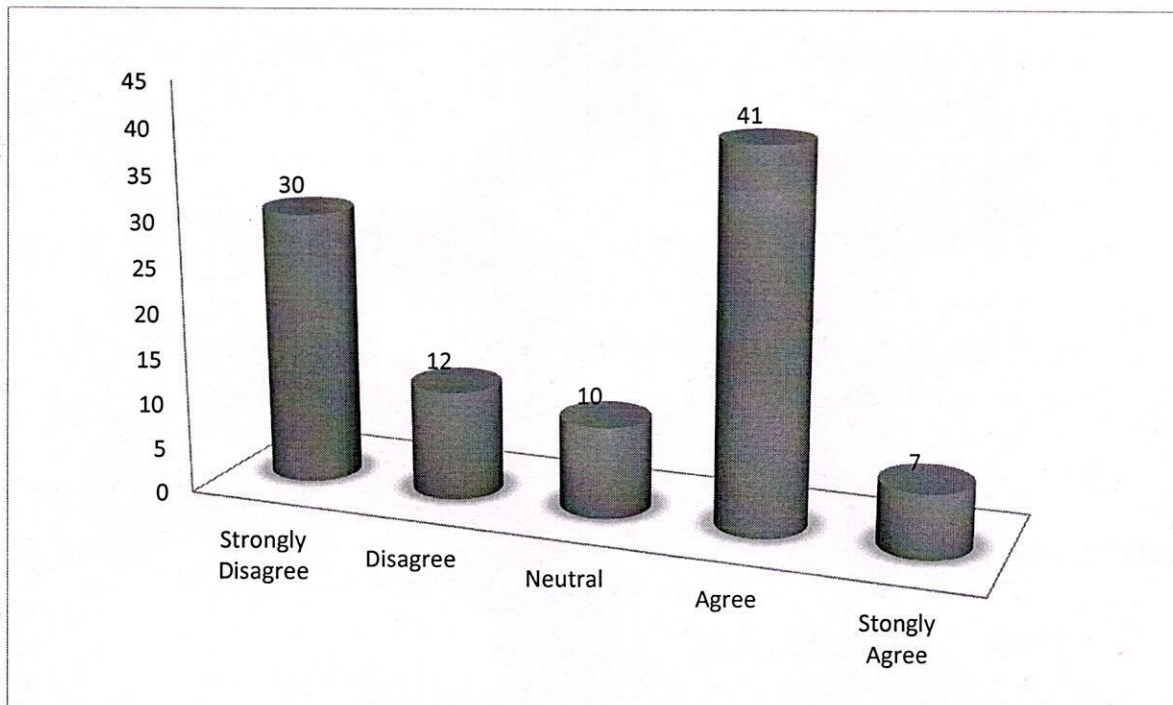


The majority of students using JIO (32 percent), followed by BSNL (27 per cent) and Air Tel services (9 per cent). One significant observation from the study is 8 per cent of respondents were preferring Telenor services.

Influence of Social Criteria (Social Status) on Purchase of Mobile Brand:

The influence of social criteria on purchase of mobile brand has been analyzed stating the question to the respondent (students) I prefer brand because of the social status .The purpose of the question is used to identify do the student prefer brand mobile to maintain social status in front of friends and society where they lives. The response has been collected with a 5 type likert type scale starting 1 to 5 from strongly agree to strongly disagree respectively.

Figure7: Students' view on Social Status for Purchasing Mobile Brand



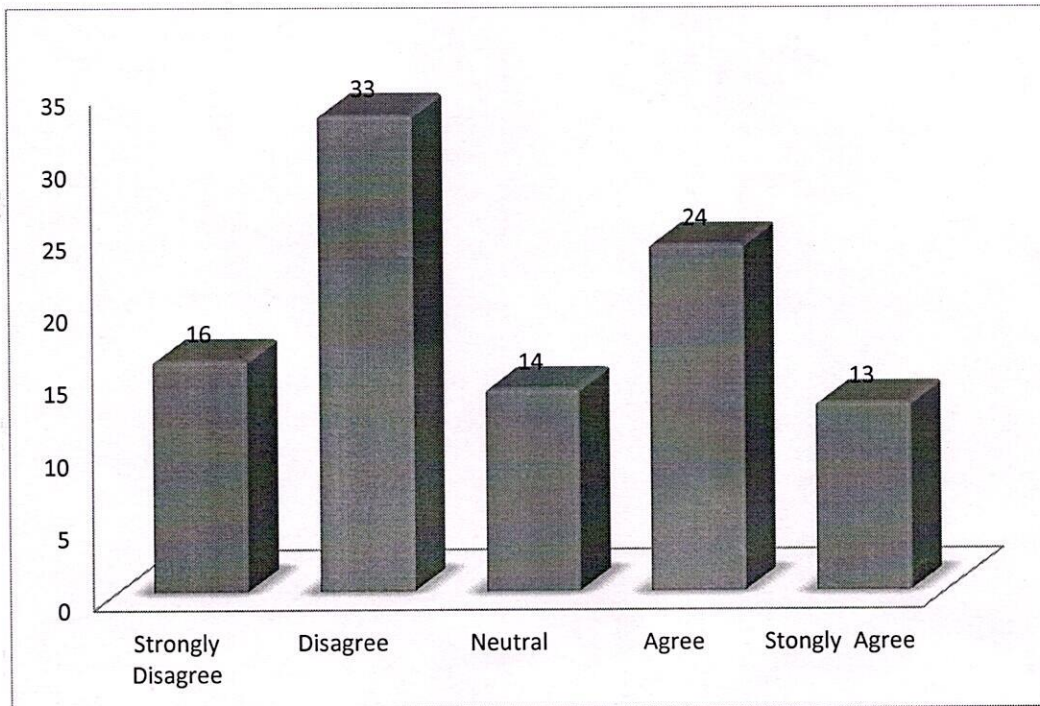
The figure shows the statistics of respondents in five likert scale measuring from strongly agree to strongly disagree for maintaining social status with the purchase of mobile brand. It can be clearly seen that 30 per cent of the respondents strongly disagree and 12 per cent disagree that they see that they will gain status while purchasing branded mobile phones. A total of 10 per cent of the respondent indicated that they neither agree nor disagree with the statement while 41 per cent and 7 per cent of the respondents respectively agree and strongly agree with statement.

Influence of Personal Criteria on Purchase of Mobile Brand

The personal criteria concern how the branded mobile relates to the individuals students psychologically. The study use self-image and risk reduction as the personal criteria in the survey in the form of 5 point Likert scale from strongly agree strongly agree to strongly disagree. Self-image is their personal view of decisions since some people are risk averse and prefer to choose “safe brand”.p.127)

Students prefer mobile brand for Risk

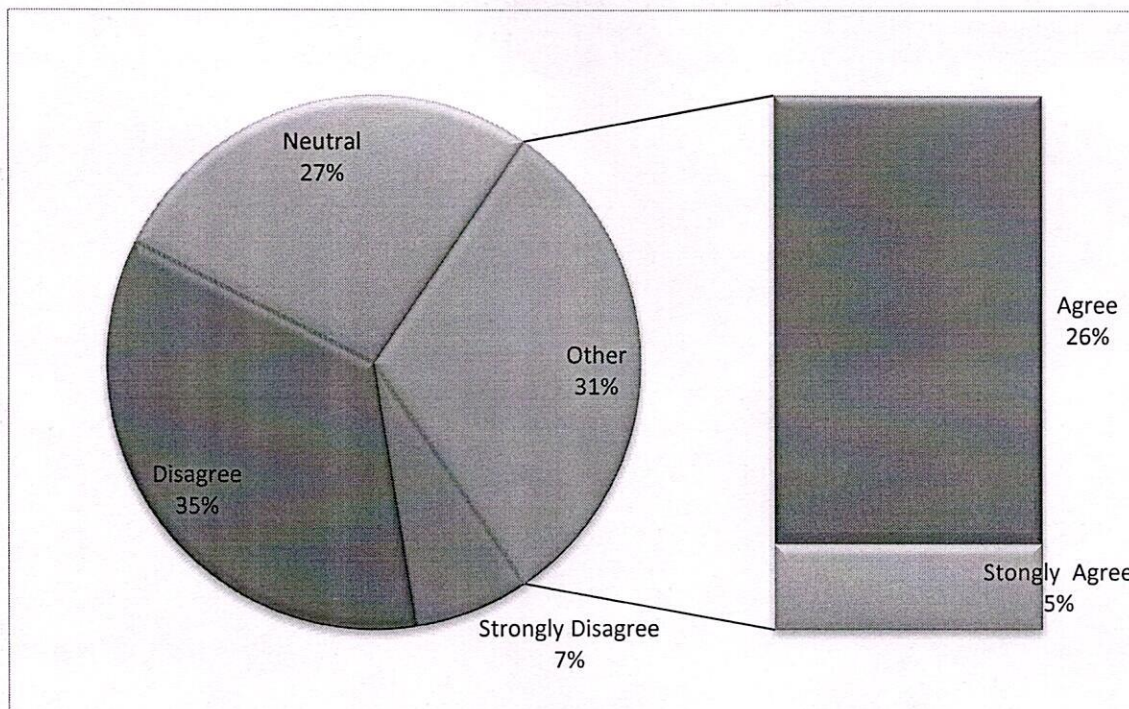
The main purpose of this question is to identify whether students use branded mobile for to reduce risk.



The above figure shows that 13 per cent respondents strongly agree with the fact that they choose branded mobile because they want to reduce any kinds might face from the non-quality mobile. 24 per cent also goes with the statement being agreed. A total of 14 per cent of the respondents neither believe they reduce risk nor they reduce risk while purchasing branded mobile phones while 16 per cent and 33 per cent of the respondents come on strongly disagree and disagree respectively for they will not believe that purchasing branded mobile will reduce the risk.

Students prefer mobile brand for Self Image:

This statement analyzed the students' psychology regarding the branded mobile. The main purpose of this question is to identify how students view themselves having branded mobile product in which the consumer (students) were asked to maintain at what extent they are agreed with the statement in 5 point Likert Scale ranging from "strongly agree" to "strongly disagree" in the same question .



This

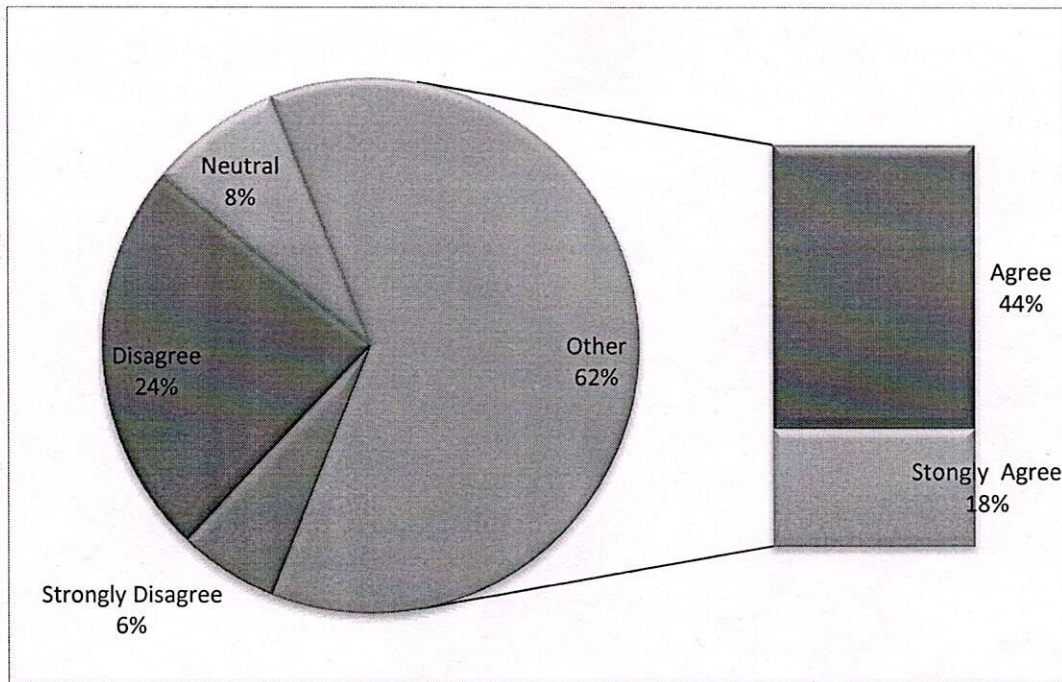
the above figure shows that out of 100 respondents 35 per cent were disagree while 27 percent the Users are neutral with the statement that they prefer branded mobile to gain their self-image. The most important figure on this statement is 7 per cent on strongly disagree. Only 5 % strongly agree with statement and 26 respondents agree that they believe having branded mobile create self-image to them also.

Influence of Technical Criteria on Purchase of Mobile

The study used technical criteria technical requirement to choose the .Durability, performance and Reliability were the three technical criteria chosen for the survey.

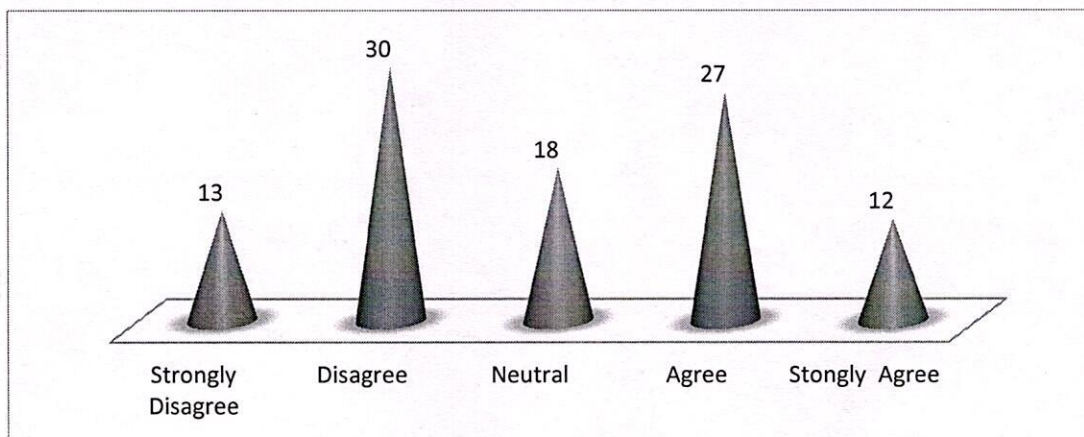
Students prefer mobile brand for This statement analyzed the students' regarding of purchase the branded mobile in 5 point Likert Scale ranging from "strongly agree" to "strongly disagree". The data from the figure shows that 62 choose branded mobile because they want the product without failing. Which is closely followed by strongly agreed 18 % of 44% of the respondent become agreed. The only 8 per cent of the respondent become neutral on durability on purchasing of branded mobile phones while 24 % and 6 % of the respondents come on strongly disagree and disagree respectively for they will not believe that purchasing branded mobile.

Figure 7: Students prefer on durability criteria while purchasing mobile brand



Students prefer Mobile brand for Preference

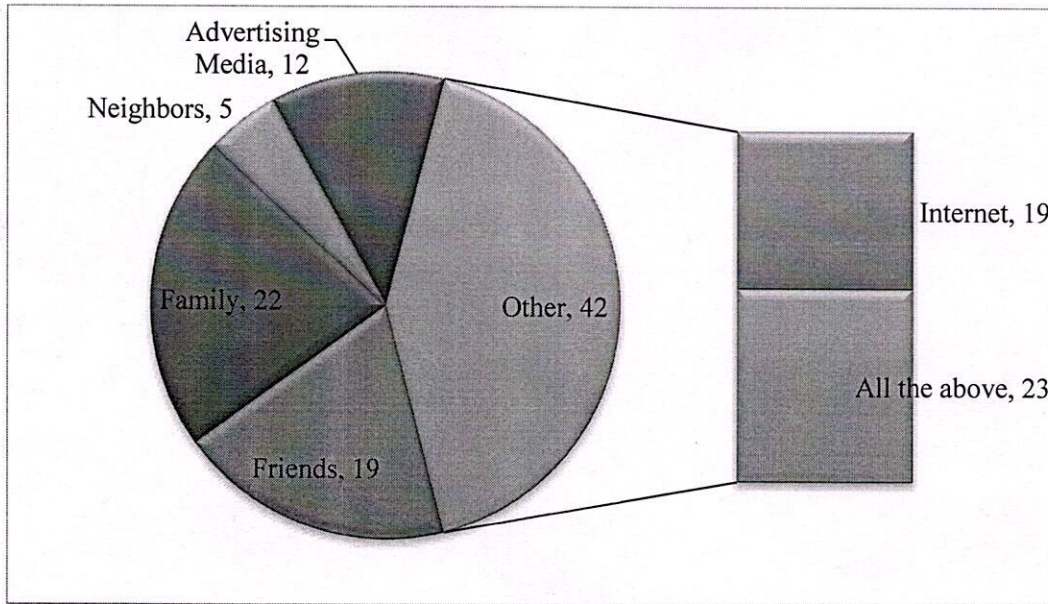
This is the technical criteria on which the study wants to measure views on performance (standard of accuracy, quality, speed and etc.) Of the branded mobile on making decision regarding to purchase.



Sources used to collect the information about the preferred brand mobile:

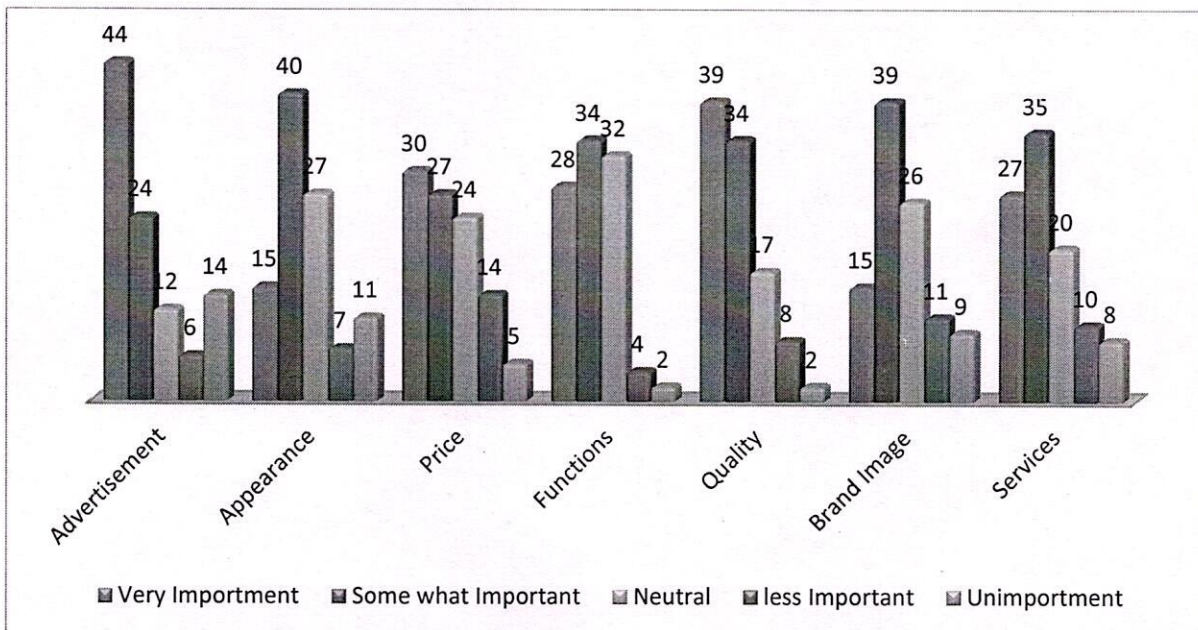
In order to identify the sources used by students in collecting the information about the branded mobile phone, the study used multiple response questions “How/ where do you get information when you want to buy new brand mobile phone? Students were requested to make the tick on range of

options from which they had to make their selection. The options were advertising media, internet, recommendation by neighbors', recommendation by friends and recommendation from family.



The above figure shows that the main sources for choosing a particular brand of mobile phone seems to be as a result of family (22 per cent), followed by recommendation from friends (19 per cent). Neighbors and advertising media contribute equally 5% and 12 per cent respectively.

What you like the brand you choose (What are the factor are influence to purchase a mobile phone)



The above graph shows that in case of Advertisement out 100 respondents 44 per cent prefer advertisement is very important and only 14 per cent fell that advertisement is unimportant. The mobile appearance is also somewhat important (40 per cent) and surprisingly in case of price only 30 per cent respondents fell that very important and only 5 per cent respondents price is unimportant, in the mobile functions 28 per cent (Very important) and 34 per cent (Somewhat important) both together 62 per cent of respondents gave most important to mobile functions. One significant observation 39 per cent respondents prefer quality is very important and 15 per cent is prefer for brand image.

Conclusions

This research study explores brand preference on mobile purchase among the students of degree colleges of Zaheerabad town having analyzed the empirical data obtained from the survey of 100 students. This investigation was based on the conceptual framework established by the theory consumer buying decision making process with related literature review provided several clear conclusions.

The following were the conclusions.

- Firstly Nokia has a strong brand preference over brand. According to Aaker (1991, p. 46) is that strongest brands, the ones with extremely high quality, will have a large number of committed (loyal) customer. The scores obtained from the empirical data supports the above statement. The students of Degree college of Zaheerabad town prefer Nokia brand as their first choice scoring more than sixty percent in total survey (68 %). The Samsung and Motorola have only 15 % and 10% coverage among the students respectively while other mobile brands have very less coverage.
- Secondly the study shows most of the students used family (22 %) and takes recommendation from the friends and internet both (19 per cent) for choosing a particular brand of mobile phone no matter what the brand of mobile phone owned. This further says students also used advertising media to collect information about branded mobile however it is less than half (12 per cent). However the information students take from their neighbors in order to make purchase decision is very poor only 5 per cent in totals.
- Thirdly the study investigates the main reason to prefer the brand of any company with the criteria established by the conceptual framework. These are the technical criteria were used to identify to what extend does students see technical requirement to choose the branded mobile product when they want to purchase? The result shows that students prefer branded mobile for durability, performance and reliability responding positive response with a total of strongly agree and agree percentage 44%. 45 % & 27 % respectively. This suggests that

students use technical criteria while making decision about the purchase of branded mobile product. Accordingly Jobber.D (2007, p.127)

- Mobile Advertisement out 100 respondents 44 per cent prefer advertisement is very important and only 14 per cent fell that advertisement is unimportant. The mobile appearance is also somewhat important (40 per cent) and surprisingly in case of price only 30 per cent respondents fell that very important and only 5 per cent respondents price is unimportant, in the mobile functions 28 per cent (Very important) and 34 per cent (Somewhat important) both together 62 per cent of respondents gave most important to mobile functions. One significant observation 39 per cent respondents prefer quality is very important and 15 per cent is preferred for brand image.
- Finally economic criteria suggest that the price is one of the crucial factors that may have greater influences for the students to think to make decision regarding the purchase.

In conclusion, Technical criteria and Economic Criteria plays a very important role to prefer Brand and internet and friends are the main two sources from where they get information about the branded mobile phones .

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Dear friends,
 I am the student of Govt. Degree College, Zaheerabad and I am doing my project work on **"Brand Preference on Mobile Purchase among the students of Degree College Students of Zaheerabad town.** Please help me by taking a few minute of your time to answer my question about your personal experience with your mobile phone. All information will be treated as strictly confidential. I would like to thank for your anticipated cooperation.

Please answer the following questions

Section A: Personal Information's

1. Name: _____

2.(a) Age: _____

(b) Gender Male Female

c) Course: _____

d)Name of the College: _____

3. Occupation of Father Service Professional Business Agriculture

Others Specify

4. Family Income Level (per annaum)

Less than 100,000 1, 00,001 – 1, 50, 000 1, 50,001-2.00, 000 above 2,00,000

5) Do you have mobile phone? 1. Yes 2. No. If yes

Please answer the following

6) Which mobile phone you are using.

A) Nokia B) Samsung C) Sony Ericson D) LG E) Motorola

F) IPhone G) Blackberry H) Others Specify

7) Which SIM (Mobile Service) phone you are using.

A) JIO B) BSNL C) AIRTEL D) IDEA E) VODAFONE
 F) TATA DOCOMO G) TELENOR H) ANY OTHER

Questions 7 to 12 are designed to investigate the factors for preferring the brand. These questions have a 5 point Likert- scale ranging from strongly disagrees to strongly agree. Please circle the option that best describe your preference for choosing brand

		Strongly agree	Disagree	Neutral	Agree	Strongly agree
8	I prefer brand because of my status					
9	I prefer brand because of the durability					
10	I prefer brand because of good performance					
11	I prefer brand because of high reliability					
12	I prefer brand to put myself image					
13	I prefer brand for risk reduction					

14)How often do you change your mobile phone?

Less than 1 year 1 – 2 years' 2 – 4 year's above 4 years

15) Why you like the brands you chose above? (Please indicate the important of below factors when you choose the brands. 1-very important, 2-somewhat important, 3-neither important nor unimportant, 4-less important, 5- unimportant.)

	1	2	3	4	5
A) Advertisement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B) Appearance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
C) Price	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
D) Functions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
E) Quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
F) Brand Image	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
G) Service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
H) Recommended by friends	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I) Others	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

16) Where did you often see the mobile advertisement?

- A) TV B) News Paper C) Magazine D) Online E) Outdoor F) Radio
 G) Leaflets H) Others (specify

17) Consider the TV advertisement you like – what brand is it promoting

- A) Nokia B) Samsung C) Sony Ericson D) LG E) Motorola F) iPhone G) Blackberry H) Others

18) Rate the following factors (1: very important, 2- Important, 3: Neutral 4, less important, 5: not important) which influence to choose to purchase the mobile phone. You can assign same rating to more than one option.

A. Price	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B. Camera	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
C. Screen Size.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
D. Style/Looks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
E. Social Media application	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
F. Key pad/touch screen	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

19) How/ where do you get information when you want to buy new brand mobile phone?

1. Friends 2. family 3. Neighbors 4. Advertising media 5. Internet 6. All of above