



## A STUDY ON BRAND PERCEPTION OF SMARTPHONES AMONG CONSUMERS

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### Abstract

India holds the distinction of being the world's fifth-largest consumer market. Since its liberalization, India has emerged as a highly attractive hub for telecom service providers and related enterprises. The focus of this study is centered around understanding consumer perceptions regarding both established and emerging mobile brands. The study further delves into consumer preferences concerning various mobile features, which play a pivotal role in shaping their purchasing behavior. To undertake this investigation, data was gathered from a diverse sample of 100 respondents representing various segments of society, including employees, private sector workers, students, business professionals, and homemakers. These respondents were invited to provide their assessments on a range of statements. These statements pertained to factors such as their current brand usage, pricing considerations, available features, brand expectations, satisfaction levels, and accrued benefits. The data amassed was meticulously organized, coded, and subsequently subjected to thorough analysis using statistical tools like chi-square tests, one-way ANOVA, correlation assessments, and frequency tabulations, all facilitated by SPSS software.

**Key Words: Home Makers, Brand Perception, Consumer Behavior, Attitude, Brand Management.**

### Introduction

In the dynamic landscape of today's technology-driven world, smartphones have revolutionized the way we interact, communicate, and access information. The relentless competition among various smartphone brands has led to a continuous evolution of features and designs, catering to the ever-changing demands of consumers. As the market becomes saturated with an array of options, understanding how consumers perceive and respond to different smartphone brands becomes a critical aspect of business strategy and brand management. This study delves into the realm of consumer behaviour and aims to explore the intriguing subject of "Brand Perception of Smartphones Among Consumers." By investigating consumers' attitudes, beliefs, and opinions towards smartphone brands, we seek to gain valuable insights into the factors influencing their purchase decisions and overall brand loyalty.

### Review of Literature

(Lynda Andrews, Judy Drennan, Rebekah Russell-Bennett, 2012) examine the nature of consumers' perceptions of the value they derive from the everyday experiential consumption of mobile phones and how mobile marketing (m-marketing) can potentially enhance these value perceptions. The findings highlight ways to tailor m-marketing strategies to complement consumers' perceptions of the value offered through their mobile phones. (Tajzadeh Namin A. A.; Rahmani Vahid; Tajzadeh Namin Aidin, 2012) analysed that the process of deciding over (choosing) a brand may be influenced by situation and content. The findings suggest a significant relationship between the variables "brand attitude", "corporate attitude", and "product (cell phone) choice". In addition, no significant relationship was found between individual decision making processes (independent or mediated) and product choice. (Androulidakis; G. Kandus, 2011) correlated the brand of mobile phone to users' security practices.



Users show different behaviour in an array of characteristics, according to the brand of the mobile phone they are using. As such, there is a categorization of areas, different for each brand, where users are clearly lacking security mind, possibly due to lack of awareness. Such a categorization can help phone manufacturers enhance their mobile phones in regards to security, preferably transparently for the user. (Pratompong Srinuan, Mohammad Tsani Annafari, Erik Bohlin, 2011), states that subscriber characteristics, including age, government officer, self-employed, internet use, central region, and southern region, are significant in explaining the switching behaviour of Thai mobile subscribers. This study also shows that the largest mobile operators will gain more switching subscribers than smaller operators. The study shows that the expected impact of implementing MNP without national mobile roaming regulations would be worse for smaller mobile operators. The smaller operators need to compete on both price and quality improvement. In the short run, it would not be possible for the smaller operators to compete with the larger operators due to the inequality in the quality of network coverage. (Serkan Aydin, Gökhan Özer, Ömer Arasil, 2005) had focused on to measure the effects of customer satisfaction and trust on customer loyalty, and the direct and indirect effect of “switching cost” on customer loyalty. The findings of this study show that the switching cost factor directly affects loyalty, and has a moderator effect on both customer satisfaction and trust.

**Methodology**

The primary objective of this study is brand perception of smartphones among consumers and the secondary objective is to identify the most preferred feature of smartphone and to analyse the satisfaction level of consumers towards various smartphones. This study has been conducted to check consumer behaviour and their purchase decision towards mobile phones. This research is intended to describe and analyse consumer’s preference between different brands of Smartphone. Descriptive research design is used in the study. Descriptive research includes surveys, finding and enquires. Descriptive research methods can be used in multiple ways and for various reasons. This design can be identified by characteristics, data trends, conduct comparisons, validate existing conditions and conduct research at different time periods. The limitations of the study are respondents are reluctant to response in all cases and since small size of 100 respondents are taken so it is difficult of draw inferences about the population from this sample size.

Primary data is collected by providing questionnaire to friends, relatives & colleagues, through emails, WhatsApp, etc. Secondary data is collected by analyzing through websites, vlogs, etc.

**Analysis**

**1. Percentage Analysis For Age Variable**

**Table 1**

Particulars	Frequency	Percentage
15-20	10	10%
21-25	76	76%
26-30	2	2%
31-35	1	1%
ABOVE 36	11	11%
TOTAL	100	100%

**Inference :**From the above result it is observed that out of 100 respondents 10% are 15-20, 76% are 21-25, 2% are 26-30, 1% are 31-35 and 11% are above 36.



## 2. Percentage Analysis For Gender Variable

Table 2

Particulars	Frequency	Percentage
MALE	34	34%
FEMALE	66	66%
TOTAL	100	100%

**Inference:** From the above data it is found that out of 100 respondents 34% are male and 66% are females.

## 3. Percentage Analysis for income variable

Table 3

Particulars	Frequency	Percentage
BELOW 25000	76	76%
26000-35000	14	14%
36000-45000	5	5%
46000-55000	1	1%
ABOVE 56000	4	4%
TOTAL	100	100%

### Inference

From the above result it is found that out of 100 respondents 76% earn below 25000, 14% earn 26000-35000, 5% earn 36000-45000, 1% earn 46000-55000 and 4% earn above 56000.

## 4. Percentage analysis for current smartphone brand

Table 4

Particulars	Frequency	Percentage
Apple	5	5%
Redmi	26	26%
Samsung	20	20%
Vivo	22	22%
Others	27	27%
Total	100	100%

### Inference

From the above table and chart it is analyzed that out of 100 respondents 5% have APPLE, 26% have REDMI, 20% have SAMSUNG, 22% have VIVO and 27% have other brands of smartphones.

## 5. Percentage analysis for satisfaction level of current smartphone

Table 5

Particulars	Frequency	Percentage
VERY SATISFIED	54	54%
SOMEWHAT SATISFIED	29	29%
NEUTRAL	14	14%
SOMEWHAT DISSATISFIED	3	3%
VERY DISSATISFIED	0	0%
TOTAL	100	100%



**Inference**

From this above data it is found that out of 100 respondents 54% are very satisfied, 29% are somewhat satisfied, 14% are neutral and 3% are somewhat dissatisfied with their current smartphone.

**6. Correlation Analysis**

To find the relationship between income and smartphone up gradation of consumers

**Null Hypothesis:**

**H0:** There is no relationship between income and smartphone up gradation.

**Alternative Hypothesis:**

**H1:** There is a relationship between income and smartphone up gradation.

**Table 6**

<b>Correlations</b>			
		Income	Smartphone Upgrading
<b>Income</b>	Pearson Correlation	1	.198
	Sig. (2-tailed)		.103
	N	69	69
<b>Smartphone Upgrading</b>	Pearson Correlation	.198	1
	Sig. (2-tailed)	.103	
	N	69	100

**Inference**

From the test it is found that the significance value is .198 which is higher than the table value 0.5, the Null hypothesis was accepted. That is There is relationship between income and smart phone upgradation.

**7. Chi-square test**

To find the difference between gender and smartphone using duration by consumers

**Null Hypothesis**

**H0:** There is no association between gender and smartphone using duration by consumers.

**Alternative Hypothesis**

**H1:** There is an association between gender and smartphone using duration by consumers.

**TABLE 7**

	Gender	Smartphone using Duration
Chi-Square	11.000 <sup>a</sup>	13.200 <sup>b</sup>
df	1	3
Asymp. Sig.	.001	.004

- a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 49.5.



- b. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 25.0.

**Inference**

From the above result it is found that the significance value (0.004) is less than the table value (0.5). Therefore, the null hypothesis was rejected. That is, there is an association between gender and smartphone using duration by consumers.

**8. One-Way Anova Test**

To find out the difference between the gender and satisfaction level of current smartphone.

**Null Hypothesis**

**H0:** There is no significant difference between the gender and satisfaction level of current smartphone.

**Alternative Hypothesis**

**H1:** There is a significant difference between the gender and satisfaction level of current smartphone.

**Table 8**

ANOVA					
Satisfaction level of Current Smartphone					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.182	1	.182	.281	.597
Within Groups	62.727	97	.647		
Total	62.909	98			

**Inference**

From the one-way ANOVA test it is found that the significant value of 0.597 is more than the table value of 0.5, the null hypothesis is accepted. That is, there is no significant difference between the gender and the satisfaction level of current smartphone.

**Findings**

According to the study, 10% are 15-20, 76% are 21-25, 2% are 26-30, 1% are 31-35 and 11% are above 36. According to the study, 34% are male and 66% are females. According to the study, 76% earn below 25000, 14% earn 26000-35000, 5% earn 36000-45000, 1% earn 46000-55000 and 4% earn above 56000. According to the study, 5% have APPLE, 26% have REDMI, 20% have SAMSUNG, 22% have VIVO and 27% have other brands of smartphones. According to the study, 54% are very satisfied, 29% are somewhat satisfied, 14% are neutral and 3% are somewhat dissatisfied with their current smartphone. According to the study, from the test it is found that the significance value is .198 which is higher than the table value 0.5, the Null hypothesis was accepted. That is There is relationship between income and smart phone upgradation. According to the study, from the above result it is found that the significance value (0.004) is less than the table value (0.5). Therefore, the null hypothesis was rejected. That is, there is an association between gender and smartphone using duration by consumers. According to the study, from the one-way ANOVA test it is found that the significant value of 0.597 is more than the table value of 0.5, the null hypothesis is accepted. That is, there is no significant difference between the gender and the satisfaction level of current smartphone.



## Suggestions

The majority of participants expressed a preference for the Android operating system, while a minority indicated a preference for iOS and other alternatives. This distribution of preferences could potentially stem from specific features associated with Apple mobile devices. To potentially garner more traction among consumers, Apple could consider adjusting its pricing strategy to align more closely with Android mobile devices. This adjustment has the potential to enhance the appeal of Apple mobiles and increase their desirability among consumers. The study findings highlight a noticeable trend among respondents, indicating a strong preference for increased storage space as a significant supplementary feature. This observation suggests that mobile phone manufacturers could strategically focus on enhancing storage capacity to not only attract new customers but also retain existing ones more effectively. The study findings indicate that anticipated features for the future include 3D screens and flexible screens. In light of this insight, mobile phone manufacturers might consider prioritizing the integration of these functionalities in their upcoming production endeavors. The outcome underscores a clear preference for an internal storage capacity of 128 GB. In response to this finding, it is recommended that mobile manufacturers take note of this trend and consider establishing a baseline minimum internal storage of 128 GB in their devices. The findings indicate a propensity among respondents to switch from their current phones to new devices from different brands. Consequently, it is advisable for mobile phone manufacturers to place greater emphasis on incorporating supplementary features, maintaining ongoing promotional efforts, and providing robust after-sales services. These measures are suggested as ways to enhance customer retention in this dynamic market landscape.

## References

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