

A Study on Impact of Cellphones Branding on Consumer Buying Behavior

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Abstract: *Branding is one of the most significant factor in consumer buying behavior. The paper consist about how branding impact on consumer buying behavior. Now a days cellphone industry in its boom stage there are many brands available for mobile phones & each brand has its own competitive advantage the paper also focus on which factors considered while purchasing particular brand. From last 18-19 years there was tremendous change in cell phone industry earlier use cell phones was only restricted to making & receiving calls but now days use of cell phones is beyond human neseecites. This paper also consist of investors perception towards different cell phones brands.*

Keywords: Branding

I. INTRODUCTION

Branding and Brand based differentiation are powerful means for creating and sustaining competitive advantage. Corporations for years are devising the Branding strategy to achieve the highest return from investment in brands. Companies have a wide variety of options available with respect to branding strategy. In spite of well devised branding strategy, the brand varies in the amount of power and values in the market place, at one extreme some brands are unknown to most of the buyer then there are brands that had a fairly high degree of brand awareness, brand acceptability, and brand preference and some commands high degree of brand loyalty.

In case of mobile phones, to understand consumer buying behavior for brands of the companies employing diverse branding strategy would be very crucial. As mobile phones are becoming one of the basic necessity, it is important to study the consumer buying behavior to understand the consumer preferences and reasons for those preferences. Smartphone has formed new dimensions for business in Indian market. It is not only the smartphone sellers who are enjoying the business but it also created a new area for mobile application developing companies in India. Internet services providers and other sectors of life to utilize the smartphone to gain competitive advantages. As much as mobile market is concerned, India has already proven to be a giant in the sector in terms of both a producer and a consumer. Since 2016, India has the fastest growing smartphone market in the world. And from the February of 2015 report has confirmed that India's mobile market has already surpassed the USA, establishing itself as the second largest in the world, behind China in the top spot. By India's increased production capacity and reduced dependence on importing smartphones, the emphasis for trading partners and external supplier from the global economy has shifted toward servicing the infrastructure and software environment needs of the mobile market in India.

1.1 OBJECTIVE OF THE STUDY

- To study the brand preference for mobile phones among the consumers.
- To study the reasons of particular brand preference.
- To study the factor influencing consumer buying behavior
- To find out an impact of brands on consumer behavior.

1.2 LIMITATION OF THE STUDY

The research will have the some limitations. They are as follows:

- The research is based on the sample size of 117 and mainly quantitative measure was taken to measure the consumer buying behavior towards different mobile phone brands.
- Opinion of respondents have been taken as true sense which may not be correct.
- This study is limited to the western suburb only.

Data Analysis & Interpretation Demographic data of respondents [Table no.1]

FACTORS	NO OF RESPONDENTS(GENDER)	% OF RESPONDENTS
MALE	75	64.1
FEMALE	42	35.9

AGE		
BELOW 20 YEARS	18	15.4
20-30 YEARS	66	56.4
30-40YEARS	16	13.7
ABOVE YEARS	17	14.5
Qualifications		
UNDER GRADUATE	61	52.1
GRADUATE	37	31.6
POST GRADUATE	10	8.5
PROFESSIONAL	06	5.1
OTHERS	03	2.6
OCCUPATIONS		
STUDENTS	66	56.4
SELF EMPLOYED	13	11.1
SALARIED	18	15.4
PROFESSIONAL	09	7.7
OTHER	11	9.4

BRANDS	FREQUENCY	PERCENTAGE
One +	36	30.8
Vivo	6	5.1
Xiaomi	22	18.8
iPhone	25	21.4
Samsung	20	17.1
Others	8	6.8
TOTAL		117

Consumer brand preference [Table no.2]

From the above table, it can be seen that 30.8% (36) respondents' favorite brand is One+. And 21.4% (25) respondents, 18.8% (22) respondents, 17.1% (20) respondents' favorite brand is iPhone, Xiaomi and Samsung respectively. And only 6.8% (8) respondents have other brands as favorite and 5.1% (6) respondents' favorite brand is Vivo.

Motivation for selecting current mobile phone brand [Table no.4]

	Frequency	Percentage(%)
Advertisement	13	11.1
Suggestions from friends and relatives	49	41.9
Attractive display	16	13.7

Brand Ambassador	4	3.4
Others	35	29.9
Total	117	

From the above table, we can observe that out of 117 respondents, 49 (41.9%) respondents are motivated by friends and family to prefer for the current brand. Whereas 35 (29.9%) respondents are motivated by others. While 16 (13.7%) respondents are motivated by attractive display of mobile phone brand and 13 (11.1%) respondents are motivated by advertisement of mobile phone brand. However 4 (3.4%) respondents are motivated by the brand Ambassador Importance of brand while purchasing a mobile phone [Table no.5]

	Frequency	Percentage(%)
Fair	20	17.1
Important	44	37.6
Very important	50	42.7
Not important	3	2.6
Total	117	

From the above diagram, it can be seen that out of 117 respondents, 42.7% (50) respondents think that brand is very important while purchasing a mobile phone and 37.6% (44) respondents agree that brand is important while purchasing a mobile phone. And 17.1% (20) respondents think that brand is less important while purchasing a mobile phone. Only 2.6% (3) respondents think that brand is not important while purchasing a mobile phone.

II. CONCLUSION

In this modern era, a Smartphone is just not only the want but also a need if you know how to make proper use of it. Obviously, Smartphone have changed the ways that we used to live, communicate and connect with people all over the world.

The craze for mobile services in India is increasing substantially. This study reveals the consumer's purchasing behavior towards mobile phones. Most of the consumers having one mobile phone and also android operating system is most popular among the mobile phone users.

The study shows that Samsung was the top manufacturer of smartphones worldwide in 2018 where as Xiaomi became the leading smartphone brand in India in 2018 because of its better feature and reasonable price. However, One+ is also one of the most preferred brands of Smartphones as per this study.

Also, the research shows that Quality is the most influencing factor while purchasing the mobile phone. The majority respondents are undergraduates i.e., students and therefore Family and Friends have played important role in their life for setting up an image of a particular smartphone brand.

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