

Consumers Brand Preference of Smart Phone - An Empirical Study with Reference to Jorhat Town of Assam

Abstract

There are lots of Smartphone brands available in India. It is very much impossible for anyone to decide which the best is. The behaviour of today's consumers are different than that the earlier consumers. Now the consumers are conscious both in terms of price and quality. So it is necessary to every marketer to study about consumer behaviour. This paper examines the consumers brand preference and reasons for purchasing a particular brand of Smartphone.

Keywords: Smartphone, Brand, Customer Satisfaction

Introduction

Smartphone are phones with superior technology. They come with excellent features that go beyond the basic phone's capabilities. It is a type of cell phone that can do many things that a computer can. These cellular phones can access the internet and take photographs as well as video chat with friends, relatives and loved ones. Although it is small in size, it can carry lots of information like a desktop computer. The unique characteristic of a smart phone is that it has a touch screen.

At present, there are lots of smart phone brands available in India. It is very much impossible for anyone to decide which the best is. Some of the popular brands of smart phone are Samsung, Micromax, Lenovo-Motorola, Intex, Reliance Jio, Lava, Xiaomi, Oppo, Apple, Sony, Asus etc.

Apart from the best smart phone brands mentioned in the above, there are some other companies that make smart phone and it becomes popular gradually among the consumers. Some of them are HTC, LG, Gionee, Huawei, Vivo etc.

Problems to be Investigated

Marketing start with the consumer and end with the consumer. Under the modern marketing concept all marketing activities have to reveal around consumer. The behaviour of today's consumers are different than that the earlier consumers. Now the consumers are conscious both in terms of price and quality. They are fully aware of the present market condition. So it is necessary to every marketer to study about consumer behaviour. The initial thrust of consumer research was from a managerial perspective; marketing managers wanted to know the specific causes of consumer behaviour. At present, different types and brands of smart phone are available in the market.

The researcher has not come across any study specifically dealing with the consumer behaviour and brand preference of smart phone particularly in Assam. There is gap in the field of investigation specifically in the area of behaviour and brand preference among consumers. Keeping this in mind the researcher wants to conduct a study on the topic entitled "Consumers Brand Preference of Smart phone-An Empirical study with Reference to Jorhat town of Assam"

Need for the Study

The term consumer behaviour means the behaviour of a consumer that he shows in case of searching his required goods, using, evaluating and disposing of products and services that he expect and will satisfy his needs. Consumers are GOD and they are highly complex to understand, as they have variety of psychological and sociological needs in addition to their basic needs. Needs, preferences and priorities of different consumers are separate. In this competition world, a large variety of smart phone are easily available to the consumers in the markets and the study will help to examine the reasons and factors of consumers brand preferences from the large varieties.

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Objectives of the Study

The main objectives are-

1. To study the brand preference of smart phone
2. To evaluate the quality of smart phone
3. To analyse the media's influence on purchase decision
4. To examine the reasons for purchasing a particular brand of smart phone by the consumers.

Methodology

Both primary and secondary data were used. The primary data were collected by using a structured questionnaire. In order to study the data has been collected from 180 smart phone users belong to different part of the town. Samples were randomly selected by using convenient sample technique. The secondary data were collected from various journals, books and websites. Simple statistical techniques like percentage, average were used to analyse the data.

Review of Literature

Ahmad Jamal, Mark M.H. Goode, (2001) in their study "Consumers and brands: a study of the impact of self-image congruence on brand preference and satisfaction", stated that self-image congruity was a very strong predictor of consumers' brand preferences and a good predictor of consumer satisfaction. Respondents with higher levels of self-image congruity were more likely to prefer the brand and enjoy higher levels of satisfaction with the brand as compared to those with lower levels of self-image congruity. The paper discusses the implications for brand managers so that they can position their brands in an effective way.

Norazah Mohd Suki, (2013) in their study "Students' demand for Smartphone: Structural relationships of product features, brand name, product price and social influence", examined the structural relationships of product features, brand name, product price and social influence with demand for Smartphone among Malaysian students'. Empirical results via SEM divulged that brand name and social influence have an effect on the increasing demand for Smartphone among Malaysian students.

Prof. R.C.S. Rajpurohit and Dr. M.L. Vasita (2011) on their study "Consumer Preferences and Satisfaction towards Various Mobile Phone Service Providers an Exploratory Study in Jodhpur City, Rajasthan" conducted a survey on 250 mobile phone users of various mobile phone service providers. The results derived from the study indicate that the factor that induces the consumers to buy a particular mobile phone operator is call tariffs followed by network coverage and brand image. The study also highlights that majority of respondents are satisfied with the value added services offered by their mobile phone service providers.

Data Analysis and Interpretation

Table-1 Consumer Preferences in Smart Phone

Brands	No. of Respondents	%
Samsung	42	23%
Micromax	23	13%
Lenovo-Motorola	11	6%
Intex	15	8%

Lava	9	5%
Reliance Jio	25	14%
Oppo	10	6%
Sony	20	11%
Asus	14	8%
Gionee	11	6%
TOTAL	180	100%

Source : primary data

From the table-1 it is revealed that, 23% of the respondents prefer Samsung smart phone, 14% of the respondents prefer Reliance Jio, 13% of the respondents prefer Micromax smart phone, 11% of the respondents prefer Sony smart phone, 8% of the respondents prefer Intex and Asus smart phone, 6% of the respondents prefer Lenova-Motorola and Gionee smart phone, and only 5% of the respondents prefer Lava smart phone.

Table-2 Reasons for use of particular brands of smart phone

Reasons	No. of Respondents	%
Price	33	18
Status symbol	22	12
Durability	25	14
Operating system	27	15
Battery life	33	18
Brand image	36	20
Others	4	3
TOTAL	180	100

Source: primary data

From the table-2 it is seen that, 20% of the respondents purchase their smart phone for the reason of brand image, 18% of the respondents purchase their smart phone by considering price and battery life factor, 15% of the respondents purchase their smart phone for the reason operating system, 14% of the respondents purchase their due to durability of the phone, 12% of the respondents purchase their smart phone because of their status symbol, only 3% due to other reasons.

Table-3 Influencers of Purchase Decision

Influencers	No. of Respondents	%
Advertisement	32	18
Friends	42	23
Parents	23	13
Aftersale service	33	18
Look	50	28
Total	180	100

Source: primary data

The table-3 reveals that, 28% of the respondents are influenced by look of the smart phone in case of purchase decision, 23% of the respondents are influenced by friends in case of purchase decision, 18% of the respondents are influenced by advertisement and after sale service to make purchase decision, 13% of the respondents are influenced by parents in case of purchase decision,

Brand	Highly Satisfied	Satisfied	Dissatisfied
Samsung	28 (67)	8 (19)	6 (14)
Micromax	12(52)	6 (26)	5 (22)
Lenovo-Motorola	5 (46)	3 (27)	3 (27)

Intex	9 (60)	5 (33)	1 (7)
Lava	7 (78)	2 (22)	-
Reliance Jio	14 (56)	8 (32)	3 (12)
Oppo	8 (80)	1 (10)	1 (10)
Sony	16 (80)	3 (15)	1 (5)
Asus	11 (79)	3 (21)	-
Gionee	8 (73)	3 (27)	-

Source: Primary Data,

(the bracket figure indicates percentage)

From the table-4, it is cleared that, 67% of the respondents are highly satisfied with the services of Samsung smart phone, 19% are simply satisfied and only 14% are dissatisfied in this brand. It is also found that 80% of the respondents are highly satisfied with the services of Oppo and Sony Smartphone. It is also illustrated from the above table that most of the respondents are highly satisfied with the Smartphone they have used.

Findings

The major findings of the study are-

1. 23% of the respondents prefer Samsung Brand of Smartphone.
2. Only 5% of the respondents prefer Lava Brand of Smartphone.
3. 28% of the respondents purchase particular Brand of Smartphone by considering the brand image.
4. 18% of the respondents purchase particular Brand of Smartphone by considering the price and battery life.
5. Look of the Smartphone is the major influencing factor to make the purchase decision.
6. Majority of the respondents are highly satisfied with service quality of Smartphone which they have used.

Conclusion

A major contribution of this study is the provision of an approach for the marketers to identify the factors of quality and customer satisfaction in Smartphone users. Although the majority of the respondents are satisfied with the service quality of the Smartphone they have used, yet there remains a lot to be done by the management of Smartphone companies. Smartphone companies have to be given more importance on the physical appearance of the Smartphone. They should also be given more emphasis on the battery life and the price of the Smartphone. It is also a major factor which influences the customers to make the purchases decision. Above all, they must try to create good reputation and brand image in the market so that it brings more and more customers to their companies.

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