



## A Study on Brand Preference Towards Cell Phones Among the Consumers in Bardoli City

### KEYWORDS

Brand, cell phone

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**ABSTRACT** This paper is aim to known brand preferences, sources, factor influencing to purchase cell phone in Bardoli city. Telephone industry is a one of the fast growing industry in India. A sample of 100 respondents was taken in Bardoli city. For this study primary data was collected through questionnaire.

### Introduction

On July 31, 1995 West Bengal Chief Minister made India's first cellular phone call, inaugurating Modi Telstra's MobileNet service in Calcutta. The company, a joint venture between India's Modi Group and Australian telecom giant Telstra, is one of the eight licensed to provide cellular services last year, two for each of India's major cities

India has the fastest growing telecom network in the world with its high population and development potential. Airtel, Vodafone, Idea, Uninor, Reliance, Tata DoCoMo, BSNL, Aircel, Tata Indicom and MTNL are the major operators in India. However, rural India still lacks strong infrastructure. India's public sector telecom company BSNL is the 7th largest telecom company in world.

The total number of telephones in the country stands at 957.61 million, while the overall tele density has increased to 76.75% as of 30 September 2014 and the total numbers of mobile phone subscribers have reached 930.20 million as of September 2014. The mobile tele density had increased to 74.55% in September 2014. In the wireless segment, 5.88 million subscribers were added in September 2014. The wire line segment subscriber base stood at 27.41 million

### Consumer Preferences

Consumer preferences is used mainly to mean to select an alternative that has the maximum anticipated value among a number of alternatives by the consumer in order to satisfy his/her needs or desires. Preferences indicate choices among neutral or more valued options available. The preference of the consumer is the result of their behaviour they show during searching, purchasing and disposing the products.

### Objectives

1. To known brand preferences towards cell phone in Bardoli city.
2. Identify factor influencing brand preference for cell-phones.
3. To identify sources of brand awareness.

### Research methodology

Primary data has been collected for the research study in Bardoli city of Gujarat, India. The major reason for choosing Bardoli is its demographic outlook and Bardoli being considered as city of NRIs. Consumers of various age groups have been conducted with the research survey.

**Sample size: 100**

**Sampling unit: citizen of Bardoli region**

Sampling Method: convenience sampling Instrument for Data Collection: Structured questionnaire

### Limitation of study

This study is limited only for the Bardoli regions. Sometimes respondents' biases are involved in the research. Sample size contains limited respondents due to time constraints. Result of this study cannot be applicable to other part of state or country.

### Tools and technique of data

The Statistical Analysis carried out in the study is being done using MS-Excel and SPSS (Statistical Package for Social Science) Software.

### Data analysis and interpretation

#### Brand preferences

Brand	Mean	Rank
Samsung	7.9	2
Micromax	5.8	5
Gionee	4.8	7
Sony	5.9	4
Intex	3.2	10
HTC	6.3	3
Lava	3.4	9
Nokia	5.4	6
LG	3.6	8
Apple	8.7	1

**Table No: 1 Brand Preferences.**

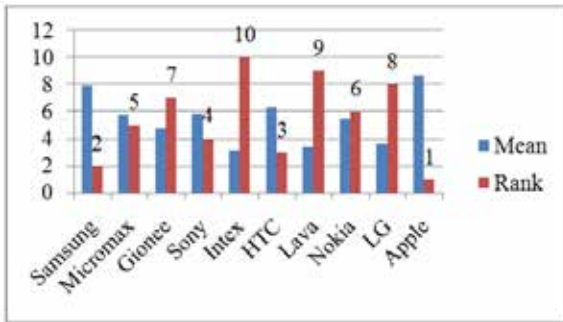


Figure No: 1 Brand Preferences.

To find out the most preferred brand of cell phone the respondents were given to brand of cell phone and were asked to rank them in order of priority. A study suggests that the respondent feels that apple is most preferred brand where Samsung is second most preferred brand and Intex is least preferred brand. The other brand such as HTC, Sony, Micromax, Nokia, Gionee, LG and lava have been assigned the third, fourth, fifth, sixth, seven, eight and nine by the respondents respectively.

**Factor influencing to choice of Cell Phone**

Factors	Mean Value	Rank
Brand Name	8.12	1
Price	6.7	3
Word of Mouth	4.85	7
Past Experience	4.95	5
Family & Relatives	4.46	8
Celebrity Endorsement	4.11	9
Look, Style & Design	7.08	2
Advertisement	4.94	6
Feature	6.57	4
Dealer/Retailer	3.22	10

Table No. 2 Factor Influencing to choice of Cell phone

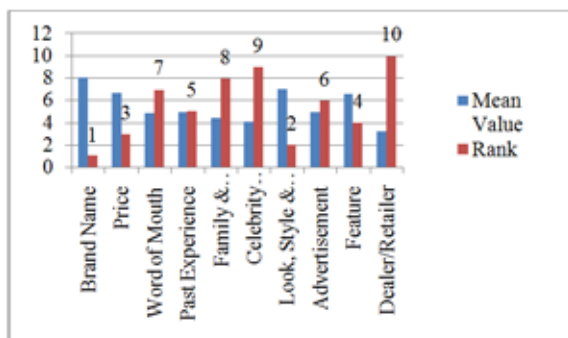


Figure No. 2 Factor Influencing to choice of Cell phone

Respondents were asked to factor that influence to choice of their brand while they go for buying cell phones. The details regarding data collected are shown in table II. The table shows that the respondents were mostly influence with the brand name and second most influences factor is Look, Style & Design.

Then price, features, Past Experience, Advertisement, Word of Mouth, Family & Relatives, Celebrity Endorsement are also sequentially affect to the choice of cell phone and least affecting facto is retailer and dealer.

**Sources of Information**

Sources of Information	N.O.R	Percentage
Advertisement (TVC)	47	47
Friends	28	28
Internet	16	16
Dealer	3	3
Family & Relatives	6	6

Table No: 3 Sources of information.

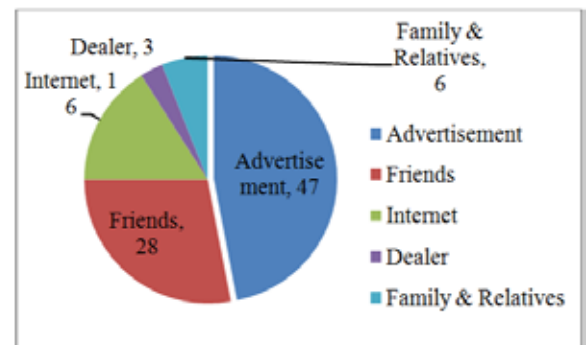


Figure No: 3 Sources of information.

A study suggests that out of 100 respondents 47% of the respondents preferred Advertisement (TVC) as their main source of information under the media sector, next came Friends with 28%, 16% of the total was occupied by internet as more and more young people were joining these sector, Dealer accounted for around 3%, and 6% respondents got information from Family & relatives.

The above analysis shows that majority of respondents got agro information from Advertisement (TVC) as their media source.

**Suggestion**

Most of respondents came to known aware about various information regarding cell phones from Advertisement (TVC) so, companies focuses more and more on television advertisement.

The brand name is most influencing factor in choice of cell phone and Look, Style & Design, Price and feature are also mostly consider while choosing a cell phone.

**Conclusion**

From above study it has been find out that the Apple is the most preferred bran in Bardoli city and Samsung is the second most preferred brand where as the Intex is the least preferred Brand in Bardoli city.

Also the respondents referred advertisement (Television Commercial) as their main sources of information about the cell phone; brand name and price are the most influencing factors while choosing a cell phone. Look, Style & Design is also matter a lot while purchasing a cell phone.

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