ORIGINAL RESEARCH PAPER

Commerce

AN EMPERICAL STUDY ON CONSUMERS BRAND LOYALITY TOWARDS MOBILE PHONE IN COIMBATORE CITY

KEY WORDS: Infrastructure, Faculty Members, Research Scholars, Utilization.

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ABSTRACT

Mobile phones play a major role in the technology development. Mobilephone is a part of human life in the present scenario. The study is conducted upon the way in which the brand loyalty and switching of mobile phone usage among different kinds of people. The researcher in the study conveys out the usage of various brands of mobile phone as well as the signifance of brand loyalty to be observed. Sampling method applied in the study is random sampling technique with 100 respondents with in the area of Coimbatore city. Statistical tools used in the study are percentage analysis, chi square test and Rank analysis by considering the factors affecting for loyal to a brand of mobile phone.

INTRODUCTION

Mobile Phones have proved themselves to be one of the greatest gifts to the mankind. Starting from bulky mobiles phones which were as long and heavy as one's forearms, to ultra thin and techno savvy handsets, mobiles phones have covered a long way so far. It all started with the basic telephony.

Alexander Graham Bell was the first one to patent telephone in the year 1876. This technology was developed using the equipment designed for telegraph. Calls were connected with the help of operators. And a pillar of the mobile telephony came into existence when Charles Stevenson invented radio communication in early 1890s for keeping contacts with the offshore lighthouses. Marconi transmitted signals over the distance of 2 kms in year 1894. And Fessenden capably broadcasted music through radio by 1906.

And the following development was merger of radio telephone technology. In 1926, first class passenger trains, running from Berlin to Hamburg used the technology. These radio telephones were also used for air traffic safety as well as in the passenger airplanes. At the time of Second World War, German tanks made great use of these radio telephones too.

Soon in 1957, Leonid Kupriyanovich developed experimental model of wearable mobile phones in Moscow, operating with the help of base station. This young engineer had earlier developed the radio phone known as LK-1. The battery life of the wearable mobile phone by the young inventor lasted for around 20-30 hours. Weighing 3 kg, it worked within the distance of 20 to 30 km from the station. Later he patented the mobile phones and also came up with a version of pocket mobile phone that was just of 0.5 Kgs in the same year.

Invention of mobile phones that closely resembles today's mobile phones is credited to Martin Cooper, employer and researcher of Motorola. He initially developed cellular phone named Motorola Dynastic in 1973. With 5 inches width and 9 inches length, this 2.5 pounds weighing phone carried around 30 circuit boards in it. With recharge time of around 10 hours, talk time of 35 minutes, this phone gave comfortable talking experience to the users. One could listen, dial and talk on this mobile phone but what was missing was display screen. With passing time, refinements were made and these mobile phones improved by leaps and bounds.

These early mobile phones are often referred to as 0G mobile phones, or Zero Generation mobile phones. Most phones today rely on 3G or 4G mobile technology the next major step in mobile phone history was in the mid-eighties with theFirst Generation (1G) fully automatic cellular networks were introduced.

Mobiles that we use today are 3G mobiles, or Third Generation mobiles, or even more advanced 4G handsets.3G launched in 2001 and allowed operators to offer a huge range of advanced services such as video calling and HSPA data transmission.4G became commercially available in the UK in late 2012 and offers super fast connections and similarly speedy downloads.

STATEMENT OF THE PROBLEM

Since there are many mobile brands available in the market an attempt is made to learn which mobile brand is most popularly used and preferred by the customers. Various brands compete with each other to provide similar services. They distinguish themselves with Quality, Price, Design, Offers, and Service. Brands are the contract between a company and consumers. And the consumer is the judge and the jury. If he or she believes a company is in breach of that contract either by underperforming or misbehaving, the consumer will simply choose to enter a contract with another brand. Therefore this is identified as the problem of the study and research is made.

OBJECTIVES OF THE STUDY

* To study the factor influencing the brand loyalty
* To study the satisfaction level of the mobile phone users
* To analyze why the people go for purchasing another mobile brand

METHODOLOGY

Methodology is a way to systematically solving the research problem by applying the various research techniques along with the logic behind the problem.

RESEARCH DESIGN

Research design is the conceptual structure within which the research is conducted. The research design for this study is descriptive and analytical in nature.

SAMPLE SIZE

All the items consideration in any field of inquiry constitutes a universe of population. In this research only a few items can be selected from the population for study purpose. Among 120 respondents 20 were found to be unfit and hence rejected. Finally 100 respondents have been taken up for the purpose of study.

SAMPLE DESIGN

The study is based on Random Sampling Method.

NATURE OF DATA

Data is primary and secondary in nature. The data are collected from the mobile phone users.

SOURCE OF DATA

Primary data is collected from 100 respondents by a well prepared questionnaire. Secondary data are collected from various websites, journals and books.

AREA OF STUDY

This study is conducted with the Coimbatore city. It is a heavily industrialized city and a regional hop for textiles, manufacturing, software services, education and health care. The city has over 25,000 small, medium and large scale industries.

TOOLS FOR ANALYSIS

1. Percentage Analyses
2. Chi-square Analyses
3. Rank Analyses

LIMITATIONS OF THE STUDY

The study is restricted to Coimbatore city only, the suggestions and recommendations given are based on the respondents' opinion and it cannot be generalized.

ANALYSIS AND INTERPRETATION
PERCENTAGE ANALYSIS

PERSONAL F ACTORS IN THE RESPONDENTS

AGE	FREQUENCY	PERCENTAGE
Below 25 years	38	38
26-35 years	19	19
36-45 years	23	23
46-55 years	15	15
Above 55 years	5	5
TOTAL	100	100
GENDER		
Male	41	41
Female	59	59
TOTAL	100	100
MARITAL STATUS		
single	40	40
Married	60	60
TOTAL	100	100
EDUCATIONAL QUALIFICATION		
School Level	14	14
Graduate Level	38	38
Post Graduate Level	37	37
No Formal Education	11	11
TOTAL	100	100
OCCUPATION		
Agriculture	14	14
Business	29	29
Employee	32	32
Student	15	15
Others	10	10
TOTAL	100	100
AREA		
Urban	59	59
Rural	41	41
TOTAL	100	100
MEMBERS		
2 Members	5	5
3 Members	23	23
4 Members	39	39
More than 4 Members	33	33
TOTAL	100	100
INCOME LEVEL		
Below 20,000	10	10
21,000-40,000	45	45
41,000-60,000	37	37
Above 60,000	8	8
TOTAL	100	100

MEMBERS USING MOBILE PHONE		
2 members	19	19
3 members	29	29
4 members	32	32
More than 4	20	20
TOTAL	100	100

CHI-SQUARE ANALYSIS

The chi-square test is an important test amongst the several tests of significances developed by statisticians'. Chi-square test is a statistical measure in the context of sampling analysis for comparing a variance to a theoretical variance. It is also used to make comparisons between theoretical population and actual when categories is used.

The Chi Square is denoted by the formula is given as:

$$X^2 = \sum \frac{(O - E)^2}{E}$$

Here,
O = Observed frequency
E = Expected frequency
$\sum\sum$ = Summation
X2X2 = Chi Square value

Here for the following factors Chi-Square test was applied.

- Gender and brand loyalty
- Area of the Respondents Residence and brand loyalty
- Educational qualification and Brand loyalty
- Gender and Frequency of switching to other mobile brand

HYPOTHESIS

- There is no significant difference between Gender and Brand loyalty.
- There is no significant difference between Area of Respondents Residence and Brand loyalty.
- There is no significant difference between Educational qualification and Brand loyalty.
- There is no significant difference between Gender and Frequency of switching to other mobile brand.

PERSONAL FACTOR WITH THE BRAND LOYALTY OF THE RESPONDENTS

S.NO.	TEST STATISTICS	CALCULATED VALUE	TABLE VALUE	RESULT
1.	Area of the Respondents Residence and Brand Loyalty	2.545	0.50	**
2.	Gender and Brand Loyalty	0.133	0.50	*
3.	Educational Qualification and Brand Loyalty	1.803	0.50	**

** = Significant   * = Not Significant

INFERENCE

- From the above it is clear that the calculated value is more than the tables value i.e. (2.545 > 0.50) hence the hypothesis is rejected. Therefore there is significant difference between Area of the Respondents Residence and Brand loyalty.
- From the above table it is clear that the calculated value is more than the tables value i.e. (1.803 > 0.50) hence the hypothesis is rejected. Therefore there is significant difference between educational qualification and Brand loyalty.
- From the above table it is clear that the calculated value is less than the table value i.e. (0.335 < 0.50) hence the hypothesis is accepted. Therefore there is no significant difference between Gender and frequency of switching to other mobile brand.

Rank Analysis

A ranking is a relationship between a set of items such that, for any two items, the first is either 'ranked higher than', ranked lower than' or 'ranked equal to' the second.

Reason for using the current mobile brand

S.No.	Particulars	Mean	Rank
1.	Design	0.1775	3
2.	Price	0.1987	2
3.	Features	0.1290	5
4.	Quality	0.1761	4
5.	Get used to/habit	0.1194	6
6.	Reputation	0.1991	1

From the above table it is clear that respondents prefer Reputation as most important which ranks first, price ranks second, design ranks third, quality ranks fourth, features ranks fifth and get used to the habit ranks last.

Majority of the respondents ranked Reputation as first reason for using Current Brand
Reason for switching to other brands

S.No.	Particulars	Mean	Rank
1.	Price	0.1996	2
2.	Design	0.2032	1
3.	Features	0.1906	3
4.	Friends recommendation	0.1330	5
5.	Quality	0.1492	4
6.	Comfort	0.1241	6

While analyzing the reason for 'Switch Over' it is understood that Design is the prime reason for switching over. Price ranked second, Features ranked third, Quality ranked fourth, Friends recommendation ranked fifth and Comfort ranked last.

Design is the prime reason for switching over.

FINDINGS, RECOMANDATIONS AND CONCLUSION
Most [38%] of the respondents are in the age group of below 25 years. Majority [59%] of the respondents are Female Majority [60%] of the respondents are married Most [38%] of the respondents are having Graduate level of education. Most [32%] of the respondents are Employees Majority [59%] of the respondents are from urban area. Most [39%] of the respondents are having 4 Members in their family. Most [45%] of the respondents' monthly income is Rs.21, 000-40,000.Most [32%] of the respondents family, four members are using mobile phone.

RECOMMENDATIONS
From the study it is understood that most of the respondents are aware about the features of the mobile brand through their friends & relatives. So the manufactures can use the other media like Television, Newspaper, Magazines, Website, etc. for advertising the branded mobile phones. Most of the respondents opined that they are battery weakness problem, hence it is recommended to the manufactures to use a standard quality battery in the mobile phones. Most of the respondents are not loyal to the brand which they use, because the people always look forward for new features and new brand. The manufactures have to take necessary steps to built brand loyalty among the people.

CONCLUSION
At present, the market meets a stiff competition to make their brands more popular. In this situation, in order to overcome the marketing competition the manufacturer should use different promotional activities. The manufacture can make innovation in their brand to attract the customer towards their brand. The consumer preference and satisfaction are determined by various factors such as quality, design, price, features. Hence, this study helped me to know about the position of the consumer preference towards mobile brands.

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