

Ardent Customers Brand Preference for Smart Phones: A Study of Jammu Region

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Abstract

With the advent of smart phones and smart phone in the industry a high revolution had been seen in the buying behaviour of the customers that generally had placed the customers on the heights. The smart phone is a requirement of each and every individual as an abundance of daily and imperative work is done on phones via the internet. The customer contemporarily had become choosy, and they prefer one phone over another. The article is a simple and straight research from the field of Jammu where people brand preference for smart phone is seen. The paper portrays the brand preference through a self-designed a questionnaire and primary data were collected from Jammu region. The results reveal that people prefer that brand that is not so highly priced and the brand which is offering a bundle of attributes with low prices. Majority of the customers from the sample were satisfied with the brand of mobile phone they were using, and fewer were questing for other highly priced brands. The research is limited to the Jammu region and the results so drawn could not be considered as a whole.

Keywords: Smart Phones, Mobile, Customers, Behaviour, Brand

person who does not own or have a mobile phone as this boon in terms of gadget had become the essential element of life for every human. Mobiles presently occupy a very interesting and popular position in consumer electronics products and immense marketing of this product takes place in the market. Customers are hovering for this product day and night, rather in and out. Furthermore, with the internet connection and to foster human connectivity, the demand for mobile phones has been raised. Taking prop up of this gadget, at the time of urgency, GPS (Global Positioning System) capability has done the job of life saver in order to track cell phone users. People cannot live without their cell phones as it had become their need. Customers' needs and preferences had led the technological advancements and frequent innovations with dynamic markets portfolio in the history and development of the mobile phone industry (Sharma, 2017). According to Hasan (2023), the market had witnessed a rapid growth of the mobile phone industry, which it is, experiencing due to many innovations in phone features that are affordable by the customers.

"The future for mobile is future for everything" as said by Jennifer Ritchie Payette.

Introduction

Communication contemporarily adopts a key role in the contemporary world as mobile phones are most dynamic and crucial innovation for humans. The basic purpose of human communication defeats its purpose without the mobile phones, as it has actually changed the way of communications and had become the need of the hour for everyone. In modern times, it's difficult to locate a

Mobile Phone

The Oxford English Dictionary says that one of the initial propounds of the word "mobile" was related to the Latin phrase "mobile vulgus", i.e. emotional crowd. But, nowadays mobile phones are living onto these origins. The advent of new senses of speed, emotions, connectivity and ease of work had been impacted by modern mobile

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phone technology that had really enhanced social life and scenario. The old, traditional and fixed pattern of telephone had developed communication links or had

filled communication gaps, but this new “mobile” puts them straight into the hands of individuals while making them feel comfortable and enjoy taking it easily anywhere, anytime (Jose, 2019).

Evolution of Mobile Phone in India



Fig. 1: Evolution of Mobile Phones

In 1990’s Nokia was the first mobile phone company to launch a mobile phone in India. During 1995, the Modi group was the first service provider in Kolkata (Nilmini, 2017; Rath, 2019). With the advancement, India now witnesses the second-largest mobile phone user Country user, which accounts for 1,034,253,328 mobile phones. This reveals the audacity of mobile phone acceptance and usage in India. There are many national and international brands available to users, like Samsung, Apple, Micromax, Oppo, Lenovo, Oneplus, Motorola and Videocon. Intex, Nokia, Lava, Realme, Xiaomi, etc. It’s seen and observed that the youth is frequently and highly attracted to purchasing and using mobile phones. There exists positive and close relationship between youth and the mobile market (Kumari & Kumar, 2023). Whenever a new electronic gadget or multimedia is launched, the crowd of the prospective buyers can be seen widely and who can foster the demand of the same and can give a glimpse of the new brand arrival. This reveals the interest and popularity advantage of mobile phones among youngsters (Leela, 2019).

The different generations- 1G, 2G, 3G and 4G cellular phone services are gaining momentum, with a diverse

generation. The different generations that had used this cellular communication throughout is as under:

- *Zero Generation (0G)* – This generation used pre-cell phone mobile telephony technology such as ARP, MTS, PTT, AMTS and IMTS.
- *First Generation (1G)* – This generation witnessed the wireless telephone technology and prominently used NMT, TACS, AMPS and RTMI cell phones.
- *Second Generation (2G)* – Sending email, digital voice calls based on data were used by this generation through digitalised wireless telephone technology via: PCS, TDMA, CDMA.
- *Generation 2.5* – This generation took advantage of the circuit-switched domain.
- *Third Generation (3G)* – This generation impressed upon the mobile telephone technology through CDMA 2000.
- *Fourth Generation (4G)* – This generation witness high-speed mobile wireless access. It also demonstrates and describes pervasive networks.
- *Fifth Generation (5G)* – Characterised by fast-speed internet.

Review of Literature

<i>Sr. No.</i>	<i>Author(s) (Year)</i>	<i>Objective</i>	<i>Nature of Paper /Sector/ Research</i>	<i>Sample size/ Respondents/ Analysis</i>	<i>Findings</i>	<i>Limitation/ Future Research</i>
1.	Sarath and Suchit (2022)	To examine the influence of demographic factors on customers buying behaviour of mobile phones and to examine factors influencing the purchase behaviour of customers towards mobile phones users with reference to college students.	The paper is empirical in nature & sector covered is marketing.	The sample size was 300 and data was collected from Chennai city. The data were collected via Google Forms. The data were analysed using the SPSS software.	The study showed that features of the smart phone like social media, camera, music and other application, games, etc are highly influencing the respondents.	Only 300 samples are taken in this research paper. But more samples can be taken. More statistical methods can also be used.
2.	Rout et al. (2021)	To examine the customers perception with regard to size, features, battery capacity, screen type and to investigate whether consumer perceives the different types of brands equally.	The paper is empirical in nature & sector covered is marketing.	The study took place in Bhubaneswar. 127 Respondents were contacted for obtaining response through a structured questionnaire. Data was analysed with the help of ANOVA, Bonferroni post hoc test, graphs and charts.	The results revealed that 84 customers preferred medium size phones followed by high storage capacity of RAM and ROM and subsequently high resolution camera.	It's difficult to predict the behaviour of consumer. The sample size is limited to 127 samples, more samples can be covered
3.	Shakeel et al. (2023)	To understand the mobile phones brand preference among management students and to identify the factors which influence in selecting a particular brand.	The study is descriptive in nature.	The sample size was 972. Sampling Technique: simple random sampling was used for the collecting sample. Statistical Tools: percentages, graphs and chi-square were used.	62% of the respondents use Oppo. 74% of the respondents buy it because of its slim and light weight design. Most of the respondents get information from Television advertisements. The first factor which influences students is the price range.	The study is limited only to Medchal Region. The time was very limited. More statistical tools can be used.
4.	Kaushik (2022)	To investigate the reasons as to why customers prefers particular brand of mobile phone and to identify factors affecting consumer preference.	The research Is descriptive in nature and sector covered is marketing.	100 respondents were chosen for obtaining response through convenience sampling. Chi-square, Regression, and ANOVA were used to analyse the data.	The results revealed that management students choose Nokia brand because it imparts value for money. It was also portrayed that television, newspapers and the internet are the main sources of mobile brand learning..	The study was only confined to 100 respondents. The time limit is one of the main factors to conduct the study effectively. The respondent may not be true in filling up the questionnaire.

Sr. No.	Author(s) (Year)	Objective	Nature of Paper /Sector/ Research	Sample size/ Respondents/ Analysis	Findings	Limitation/ Future Research
5.	Akpan et al. (2022)	To investigate the influence of mobile phone attributes and features among the students of university in Akwa Ibom State.	The present paper is empirical in nature.	A total of 150 samples respondents were selected from the study area. It is done through questionnaire. Specifically, frequency count and simple percentages were used to analyse the personal data of the respondents, simple regression was used to test the hypotheses.	The study revealed that brand popularity has a significant influence among the students of university in Akwa Ibom State. Moreover, price influences mostly the students.	A larger sample size with wider variables such as celebrity endorsement, demographic attributes, ease-of-use, etc could be taken into consideration.
6.	Pawar et al. (2021)	To explore why customers prefer particular branded mobile phone.	This paper is descriptive in nature.	The sample size taken for the study is 100. Simple random sampling technique is applied. Pie chart, Google Forms, ANOVA were used for data analysis.	Mi is the most preferred brand for a college student. 40% of students change their cell phones within 1 to 2 years, 45% of students pays less than 10 000 on mobile phones purchases.	A smaller sample size is taken for study, Time and money was another limitation in this research.

Research Design and Methodology

The chapter depicts significance and objectives of the study.

Significance of the Study

The study collected and analysed information about mobile phone usage and trends. The researchers took into consideration the mobile phone brand preferred by individuals in Jammu City.

Objectives of the Study

Following are the main objectives of the study:

- To examine the satisfaction level towards various brands of mobile phones.
- To identify individual's preferences connected with various brands of mobile phones.
- To investigate the main features individuals take into consideration in a mobile phone.
- To gather the information regarding the advertisement media that mostly affect the individuals purchase decision.

Sample Design

The study attempts to identify to what extent the customer's preferred different mobile brands. Therefore, the sample of the study consists of customers who are using mobile phones in Jammu city.

Sampling Method

Convenience sampling method is used for this study.

Sampling Size

The sample size for the research was fixed at 30. 30 respondents were chosen for the study, and all of them

were contacted and all responded, portraying the response rate of 100%.

Methods of Data Collection

Primary data or first-hand data were collected mainly through an online survey. An electronic questionnaire was designed through Google Form and made available via the internet (i.e. a hyperlink was created and sent to the respondents).

Secondary sources of data for the study were research papers published in eminent journals, books in libraries, newspapers, etc.

Data Analysis and Techniques

The tools used for data analysis include percentages and pie charts.

Limitations

- The sample size of the present study was small (30).
- Only the questionnaire method is used here.
- Limited brands are chosen for the report.
- The study is confined to Jammu region only.
- The time spent was limited due to which an exhaustive study could not be conducted.
- The study has applied convenience sampling method for data collection. Hence the result of study cannot be exactly generalised for future reference.

Data Analysis and Interpretation

Demographic Profile

Gender

The study found that 60% of the respondents are females and 40% are males.

Table 1: Frequency Distribution of Gender

Gender	Percentage	Frequency
Male	60	18
Female	40	12
Total	100	30

Age

Majority of the respondents are of the age group of 20-30 (83.3%) followed by the age group of below 20 (10%) and then finally 30-40 (6.7%).

Table 2: Frequency Distribution of Age

Age	Percentage	Frequency
Below 20	10	3
20-30	83.3	25
30-40	6.7	2
40-50	-	-
50 and Above	-	-
Total	100	30

Monthly Income

Most of the respondents have a monthly income of less than 25,000 (83.3%), followed by 25,001 – 50,000 (10%) and more than 100,000 (6.7%).

Table 3: Frequency Distribution of Monthly Income

Monthly Income	Percentage	Frequency
Less Than 25000	83.3	25
25001-50000	10	3
50001-75000	-	-
75000-100000	-	-
More Than 100000	6.7	2
Total	100	30

Occupation

Based on the responses received, it can be concluded that the majority of respondents were students (83.3%) followed by business (10%) and then finally doing service and professional by (3.3%) each.

Table 4: Frequency Distribution of Occupation

Occupation	Percentage	Frequency
Student	83.3	25
Service	3.3	1
Professional	3.3	1
Business	10	3
Agriculture	-	-
Housewife	-	-
Total	100	30

Product Related Information

Brand of Phones Used by the Individuals

From the above we can conclude that out of the 30 respondents, 20% are using Samsung phones, Realme and Oppo each, 13.3% are using Apple, Xiaomi each, 6.7%, are using Vivo and 6.7% are using other brands.

Table 5: Table Showing Brand of Phones Used by Individuals

Opinion	Percentage	Frequency
Samsung	20	6
Vivo	6.7	2
Apple	13.3	4
Realme	20	6
Lenovo	-	-
Xiaomi	13.3	4
Nokia	-	-
Oppo	20	6
Others	6.7	2
Total	100	30

Model of Phones Used by Individuals

The study shows that individuals used different models of phones even for the same brand. Some of Models of mobile phones that individuals used are the Samsung A32 5G, Realme 7s, RMX 1825, Realme 7, Realme 8 5g, Oppo 356, Iphone 15 and others.

Reasons for using Above Mentioned Model

From the above it can be said that out of the 30 respondents, 40% of respondents used above-mentioned models because of camera quality, 26.7% of respondents used above mentioned models because of brand image, 13.3% of respondents used above models because of processor and for other reason and 3.3% of respondents used the above models because of screen size and RAM.

Table 6: Table Showing Reasons for using Above Mentioned Model

Opinion	Percentage	Frequency
Camera	40	12
Processor	13.3	4
Brand Image	26.7	8
Display Quality	-	-
Screen Size	3.3	1
Ram	3.3	1
Others	13.3	4
Total	100	30

Most Used Features in Mobile Phone

Out of the 30 respondents, 40% of respondents are using their phone for social networking purpose, 120% is used for calls purpose and the rest for other purposes.

Table 7: Table Showing Reasons Most Used Feature in Individual’s Mobile Phone

Opinion	Percentage	Frequency
Text Messaging	6.7	2
Social Networking	40	12
Entertainment	16.7	5
Internet Browser	10	3
Games Application	6.7	2
E-Mail	-	-
Calls	20	6
Video Call	-	-
Total	100	30

Latest Mobile Facilities which Individuals are Aware of

Majority of the students are aware of the latest mobile facilities. 5G - 50%, 23.3% - fast charging and 16.7% - gorilla glass protection, 6.7% - NFC and 3.3% - processor.

Table 8: Table Showing Latest Mobile Facilities Which Individuals are Aware

Opinion	Percentage	Frequency
5G	50	15
Nfc	6.7	2
Processor	3.3	1
Fast Charging	23.3	7
Gorilla Glass Protection	16.7	5
Total	100	30

Type of Mobile Phone Individual Prefers

Out of the 30 respondents, most of the individuals, i.e., 46.7%, preferred Android because of the quality and various features available in it. 43.3% preferred iPhone because of its features, popularity and latest trend.

Table 9: Table Showing Type of Mobile Phone Individual Prefers

Opinion	Percentage	Frequency
Plain Old Cell Phone	3.3	1
Symbian	-	-
I-Phone	43.3	13
Black Berry	6.7	2
Android	46.7	14
Windows Mobile	-	-
Total	100	30

First Preference of Individuals on Mobile Brands

From the above, most of the individuals i.e., 36.7%, prefer Apple as their 1st choice.

Table 10: Table Showing First Preference of Individuals on Mobile Brands

Opinion	Percentage	Frequency
Samsung	30	9
Vivo	3.3	1
Apple	36.7	11
Realme	3.3	1
Lenovo	-	-
Xiaomi	3.3	1
Nokia	6.7	2
Oppo	10	3
Others	6.7	2
Total	100	30

Overall Satisfaction of Individuals Towards Different Mobile Brands

Table 11: Table Showing Overall Satisfaction of Individuals Towards Different Mobile Brands

Opinion	Percentage	Frequency
Highly Satisfied	16.7	5
Satisfied	40	12
Somewhat Satisfied	20	6
Neutral	16.7	5
Somewhat Unsatisfied	6.7	2
Unsatisfied	-	-
Highly Unsatisfied	-	-
Total	100	30

Major Findings

- Most of the respondent's income reported per month is less than 25000.
- In Jammu City, most of the customers are using Samsung, Realme and Oppo mobile phones (20%).
- Quality was the first and the foremost factor that determines consumer purchase is mostly consumers reasoned quality (53.3%) for using mobile phones. Second, they look for brand image of the mobile phone (20%).
- 40% use the phone for social networking purposes.
- Individuals are aware of 5G, fast charging, gorilla glass protection, but very few are aware of processors and NFC.
- Apple has the most attractive advertisement, i.e., 56.7%, followed by Samsung, 23.3%.
- Most preferred brand among the individuals in Jammu City is Apple (36.7%) and least preferred is Lenovo.
- Most of the individuals, i.e., 36.7% are willing to pay 20001–40000 for a mobile phone.
- Individuals, i.e., 46.7%, prefer to buy android rather than iPhone.
- 40% of respondents are satisfied with their mobile phones, and 20% are somewhat satisfied.

Suggestions

- Since Lenovo and Nokia are less preferred brands. They need to focus on selling strategies in order to increase the customer base.
- Mobile companies should pay attention to solving the heating issues as it's the burning problem found in each mobile phone brand.
- Mobile companies must provide free services and facilities in Jammu.
- Improve security measures for android phones.
- Reasonable purchase price enhances sales, and therefore the mobile phones must be sold at reasonable price.
- Improve the camera resolutions and pixels.
- Update the style and looks of the phone.
- Increase in the phone memory will enable the brands to be selected more.
- Festival offer like exchange offers, discounts should be given due consideration in order to keep and maintain the company image.
- Customer care centres and services should be given due care and well-qualified & trained staff should be deployed at the service centres to enhance brand reputation.

Conclusion

As the time has moved on, the users of mobile phones have increased tremendously. The uses of mobile phones for making phone calls have changed with the introduction of smart phones and wireless technology. The individuals in Jammu City choose mobile brands on the basis of their price and quality of mobile phone. Most of the individuals in Jammu City have mobile phone and most of them own a brand that costs more than RS 10,000 because of customers meagre income. Since mobile phones are effective and convenient medium for communication, they have a positive influence on the daily routines. It was concluded that most of the people were satisfied with the mobile phones that they were using and some were still questing for more.

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