



A Study on Mobile phones - Brand Switching Pattern among the College Students of Delhi-NCR

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ABSTRACT

The performed work is a modest attempt to study the Brand Switching Pattern among the College Students, for Mobile phones. The Studies performed in past [1][4-6], indicates that the potential and frequent consumers of latest mobile handsets are college going students. Thus, the performed work concentrates on the college going students, as the target audience for the study of the Brand switching pattern, related to Mobile Phones. The performed study uses the Questionnaire as a research tool, where Simple random sampling technique is used. Further, Information and Communication Technology (ICT) is excessively used, in all the phases of the Questionnaire analysis i.e. right from data collection to the data analysis and its presentation. The study concludes that mobile phone users i.e. college students, are frequently switching the brands, and it is found that Micromax is the upcoming brand, where as the Samsung is holding the second position; it is also identified that users are not preferring Nokia. the studied factors might be used by the companies to layout their future strategy, which could help them to have a sustainable growth in mobile sector.

KEYWORDS

Brand Switching

Mobile Phones

Questionnaire analysis

Information and Communication Technology (ICT)

INTRODUCTION

Indian mobile market is one of the fastest growing markets and is forecasted to reach 868.47 million users by 2013 [2]. The rapid growth and development in information technology and mobile devices has made the Indian mobile phone service markets more and more competitive. Mobile phones have become an integral part of human daily life and a major source of personal communication across the world [3].

Currently, the Indian Mobile phone market is severely flooded of the Chinese handsets; some local vendors are also landing in to the competition, either through in-house Research and Development(R & D) or through the labeling of their trademarks over the handsets, imported from China. Thus, the established brands are facing a tough competition, which can be analyzed by monitoring the Brand switching pattern of the consumer. The performed work is a modest attempt to study the Mobile phones Brand Switching Pattern among the consumers, specifically the college students. An empirical attempt is made; to analyze the variables that influence the brand loyalty behavior of the mobile phone users, to judge their satisfaction & dissatisfaction level and the impact of family members in the buying decision of mobiles by the consumers.

The Studies performed in past [1][4-6] , indicates that the potential and frequent consumers of latest mobile handsets are college going students. Thus, findings are entirely based on the research conducted on the college going students. The research analysis could be refined by considering the larger sample size, spread across other metropolitan cities in India. Further, for strategic formulation, the mobile companies are required to conduct such studies periodically; this will help them to gauge the exact consumer perceptions, which keep changing with time.

RESEARCH METHODOLOGY

The performed study uses the Questionnaire as a research tool, where Simple random sampling technique is used. A number of 300 College going students were randomly selected, among the selected, 276 students responded back, comprising 92% response rate for this study. The performed study utilized various tools of Information and

Communication Technology (ICT) like GoogleDocs, Spreadsheet software (MS-Excel) for all the phases of the Questionnaire analysis i.e. right from data collection to the data analysis and its presentation. To assure the reliability of the conducted study, we targeted the educated sector of the community. The conducted study involved, data collection related to the qualification of not only the students but also of their parents, further the factors like family income level, parents occupation etc. are also considered. The purpose behind, is to assure that, the respondent understands the value of the given responses.

FINDINGS OF THE STUDY

Table-1 shows the demographical factors of this study. It is analyzed that the responses are contributed by the respondents who are reasonably qualified, 68% of the responses are from the students who are pursuing Post Graduation and 32% of the responses are from the students who are pursuing Graduation; and belongs to reasonably educated families. The statistics of the collected data discloses some interesting facts, like the responses are almost equally contributed by both genders, to be specific 54% of the responses are from masculine gender where as 46 % are from the feminine. Further, most of the respondents i.e. 55% belongs to the age group of 22-24 years. The Statistical analysis of the collected data reveals that most of the respondents i.e. 57% , belongs to the service class families.

Table-1 Demographical Factors of Respondents

DEMOGRAPHIC FACTOR	RESPONSE OPTIONs	PERCENTAGE
AGE	less than 18	3
	18-20	28
	20-22	55
	22-24	14
	more than 24	0
GENDER	MALE	54
	FEMALE	46
QUALIFICATION	GRADUATE	32
	POST GRADUATE	68
FAMILY OCCUPATION	SERVICE	57
	PROFESSIONAL	9
	BUSINESS	26
	OTHERS	9

Table 2 : Shows the respondent segment, who prefers for mobile brand change; the findings are based on the economic & Occupational status of the respondents family. The analysis of the collected data reveals that most of the respondents i.e. 57% , prefers for the change of their existing mobile brand, and they belongs to the service class families. Among the service class families most of the respondents belong to the families with monthly earning of 25000-50000 and 50000 to 100000 Rs Per month.

Thus the companies should target the needs of the service class, as they constitute the major component of their market. Further, the price band of the launched model should match their earning profile.

Table 2 : segment preferring for mobile brand change

Respondents class preferring for change of mobile brand	Percentage
Service class	57
Less than 25000	2
25000-50000	19
50000-100000	19
Above 100000	17
Professional class	9
25000-50000	3
50000-100000	6
Business class	26
Less than 25000	3
25000-50000	9
50000-100000	7
Above 100000	7
Others	8
Less than 25000	4
25000-50000	1
50000-100000	2
Above 100000	1
Grand total	100

Table 3 : Mobile Brand switching preference shift - Comparing the data related to the existing mobile brand under use and their next preferred mobile brand, the results reveals that the local mobile brand leaders and their Chinese counterparts has flooded the market. A drastic change in consumers brand preference is observed, the respondents are converging towards the local brands like MICROMAX and KARBONN, or other LOCAL/CHINESE brands, this leads to sudden fall in the brand choice for NOKIA and other established brands like SAMSUNG, BLACKBERRY etc. The worst effect is observed on NOKIA mobile handsets. MICROMAX is identified to be most preferred mobile handset Brand with 24% of the response share, and SAMSUNG is the next in line, with 20% of the response share.

Table 3 : Mobile Brand switching preference shift

MOBILE PHONE BRAND	% POSESSED BRAND	% NEXT PREFERRED BRAND
NOKIA	29	7
SAMSUNG	43	20
HTC	0	10
I PHONE	0	3
MICROMAX	9	24
KARBONN	3	5
BLACKBERRY	8	6
OTHER - LOCAL/CHINESE	8	25

Table 4 : Factors responsible for brand switching : The conducted study identifies that 46% of the respondents i.e. 127 out of 276, prefers for brand switching as outcome of the availability of “Better Quality at reasonable Price”; 35% of the respondents i.e. 96 out of 276, are switching for the sake of “Brand image”, this statistics reflects that Local brands are also getting the popularity and they are identified as established brands, which is quite challenging for other established brands like NOKIA, SAMSUNG etc. Further, outcome of the collected data reveals that 16% of the respondents are identifying “Same or Better features at lower price” as the subsequent preference criteria.

Thus it can be realized that MICROMAX is giving tough competition to the well established brands like SAMSUNG

Table 4 : Factors responsible for brand switching

FACTORS CONSIDERED FOR BRAND SWITCHING	PERCENT
better quality at reasonable price	46
same or better features at lower price	16
service network	3
brand image	35
others	1

CONCLUSION

Based on the performed analysis of the collected responses, it is identified that the performed study reveals the details about the perception and the buying behavior of the respondents i.e. the students of the colleges from Delhi NCR region. It is analyzed that the responses are contributed by the respondents who are reasonably qualified, 68% of the responses are from the students who are pursuing Post Graduation and 32% of the responses are from the students who are pursuing Graduation; and belongs to reasonably educated families. The statistics of the collected data discloses some interesting facts, like the responses are almost equally contributed by both genders, to be specific 54% of the responses are from masculine gender where as 46 % are from the feminine. Further, most of the respondents i.e. 55% belong to the age group of 22-24 years.

The Statistical analysis of the collected data reveals that most of the respondents i.e. 57% , prefers for the change of their existing mobile brand, and they belongs to the service class families. Among the service class families most of the respondents belongs to the families with monthly earning of 25000-50000, and 50000 to 100000. This outcome enlightens an interesting pattern, that most of the students who belong to the service class families, whose income band is from 25000 to 100000 are quite prone to mobile change. This findings enabled us to find the pattern in further depth, where we analyzed for finding the facts related to the relation between the family income / family profession and present mobile brand/ Planned budget for next mobile/ next preferred mobile brand etc.

The mobile brand of Samsung is most preferred in the category of the existing mobile brand under use, 43% of the respondents i.e. 118 out of 276 are using the mobiles from Samsung. Mobiles from NOKIA

falls next in the category of brands under existing use, it contributes to 29% of the respondents i.e. 80 out of 276. Comparing the data related to the existing mobile brand under use and their next preferred mobile brand, the results reveals that the local mobile brand leaders and their Chinese counterparts has flooded the market. A drastic change in consumers brand preference is observed, the respondents are converging towards the local brands like MICROMAX and KARBONN, or other LOCAL/CHINESE brands, this leads to sudden fall in the brand choice for NOKIA and other established brands like SAMSUNG, BLACKBERRY etc. The worst effect is observed on NOKIA mobile handsets. MICROMAX is identified to be most preferred mobile handset Brand with 24% of the response share, and SAMSUNG is the next in line, with 20% of the response share.

The conducted study identifies that 46% of the respondents i.e. 127 out of 276, prefers for brand switching as outcome of the availability of "Better Quality at reasonable Price"; 35 % of the respondents i.e. 96 out of 276, are switching for the sake of "Brand image", this statistics reflects that Local brands are also getting the popularity and they are identified as established brands, which is quite challenging for other established brands like NOKIA, SAMSUNG etc. Further, outcome of the collected data reveals that 16 % of the respondents are identifying "Same or Better features at lower price" as the subsequent preference criteria.

Analyzing the data for "factors considered for brand switching" in light of the data for "next preferred brand of mobile phone"; it is identified that MICROMAX is giving tough competition to the well established brands like SAMSUNG

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