CHAPTER-1

INTRODUCTION
INTRODUCTION

The mobile phone industry is one of the fastest-moving industries in the world. The market is growing rapidly with ever-emerging technologies and innovation. The industry is highly concentrated, consisting of smart phones. In this era, Mobile phones are the important gadgets required for a person. By using smart phones we can call, shop through online, mobile banking, bill payment, Ticket booking, Recharge etc.

Mobile phones markets are one of the most turbulent market environments today due to increased competition and change. In fact, it is of growing concern to look at customers buying decision process and cast light on the factors that finally determine consumer choices between different mobile phone brands. The increasing number of telecommunication networks and huge number of their subscribers has made mobile phones an important medium for communication. Switching mobile phone brands and updating one with latest technology in mobile brands has been in the increasing trend as well.

Mobile phones aren't just a rich person's fashion today. It is transforming the way thousands of people do business in a country where even landline phones were a luxury a decade ago. As an essential element of daily life, the purchase of a mobile phone is an important decision with a variety of mobile phone brands available to choose from. Each mobile phone manufacturer consistently updates their offerings with the latest technological updates and many customers have a preferred brand that suits them or a brand they have become familiar with. Across the globe, even people with low incomes are now adopting Mobile phones as tools for enhancing their business. According to Oxford English Dictionary one of the earliest uses of word "mobile" was in association with the Latin phrase "mobile vulgus", i.e. excitable crowd. Today's mobile phones live up to these origins. Mobile phone technology introduces new senses of speed and connectivity to social life. If the fixed line telephone has brought communication links into the workplace and homes, the "mobile" puts them straight into the hands of individuals.
Mobile brand preference could be related with various other factors like age group, gender, and price of phone, family monthly income, mobile usage purpose, brand attributes and many more. When we prefer a mobile phone, we focus on brand value and the facilities available in that phone. Branded products are good in quality and on performance. Choosing a product is very much important. Some products are cheap but they have the facilities that are available on costlier phone. So much people prefer these types of low cost phones. Also there is a trend of changing mobile phones after one or two years. So buying low cost phones with many features are preferred by much people. But some people focus on quality of the product. I.e. build quality and other bad effects of low cost phones. So these people prefer good phones. i.e. Good in build quality and less bad effect on health etc. This research study deals with consumer’s choice criteria in mobile phone markets by studying factors that influence intension to acquire new phones on one hand and factors that influence on mobile phone change on the other.

**STATEMENT OF THE PROBLEM**

The main purpose of the study is to analysis the brand preference of mobile phones among individuals in Changaramkulam area. This study is conducting due to importance of mobile phones in modern world.

**SIGNIFICANCE OF THE STUDY**

The study got an opportunity to collect and analysis of information about mobile phones. The above situation directed the researcher to adopt the brand preference of mobile phones among individuals as the project topic in Changaramkulam area.
OBJECTIVES

1. To find out level of satisfaction towards various brands.
2. To know about individuals preferences associated with various brands.
3. To find out major features individuals looks in a mobile phone.
4. To know which advertisement media affects individuals purchasing decision.

SCOPE OF THE STUDY

- Findings of the study will help marketers understand brand preference practices in mobile phone market. It will give information about level of customer involvement in brand searching, analysing attributes and brand choice for the high involvement of purchase of mobile phones.

- It will be useful in creating most favourable brand by knowing the buyer perception and response. Marketers can trace out important reasons for brand preference and can focus according to choice, perception and preference of buyers.

- Deeper understanding of brand preference of customers can help managers to design marketing strategy that will concentrate on customers.

- It will be a valuable reference for scholars and researchers to conduct further similar research.
LIMITATIONS OF THE STUDY

- Sample size is restricted to 50 individuals which is not present entire population.
- Time period is short and resources constrained.
- The scope of the project is limited to Changaramkulam area. So we cannot say that the same response will exist throughout all places.
- This study is based on the prevailing individual’s satisfaction. But the individual’s satisfaction may change according to time, fashion, technology, development, etc...
- Sometimes the responses maybe influenced by personnel prejudice and bias.
- The data provided by respondent may not be correct and accurate.
RESEARCH METHODOLOGY

Methodology is a way to solve the research problem systematically. It includes various steps that are generally adopted by the researcher studying research problem along with logic behind them. The study is designed on the descriptive study conducted through well framed questionnaire.

RESEARCH DESIGN

Descriptive research design is used for this study. A research design is the overall operational pattern or frames work of the project that is stimulated the information is to be collected from which source and what procedures. A research design might be described series of advance decision that taken together from a specific master plan or model for the conduct of the investigation.

SAMPLING METHOD

Convenience sampling method is used for this study. Convenience sampling method that realize on data collection from population members, who are conveniently available to participate in study.

SAMPLING SIZE

50 samples are randomly chosen for conducting this study. A survey is conducted after taking a sample as a representation of total population. The sample size for the research was fixed at 50.
METHODS OF DATA COLLECTION

• PRIMARY SOURCE
  Primary source also called original sources or evidence sources. It provides direct or first-hand evidence about an event, object, person or work of art. It’s a document or recording or other source of information that was created at the time under study. It serves as an original source of information about the topic.

• SECONDARY SOURCES
  Secondary source is a process of describes, discuss, interpret, comments, analysis, evaluate and summarize. It is the conclusions about the event reported in primary sources. These are usually in the forms of published works such as journal articles or books that discuss or evaluate someone else’s original research. Here the data is obtained from the internet, newspaper articles etc...

TOOLS USED FOR DATA COLLECTION
  ➢ Questionnaire
  ➢ Interview

TOOLS USED FOR DATA ANALYSIS

  1. Bar diagram
  2. Pie diagram
  3. Tabular presentations.

PERIOD OF STUDY

The project was conducted on 23rd December 2016 to 13th January 2017
CHAPTER-2

REVIEW OF LITERATURE
Many empirical studies have been conducted on the subject of brand preference of mobile phones in India and abroad. The major emphasis of research has been on various factors like price of mobile phones, their functionality etc.

Two studies were conducted by Karjaluotoet. Karvonen, Kesti, Koivumaki, Manninen, Pakola, Ristola, Salo, in their article “Factor Affecting Consumer’s Choice on Mobile Phone: Two studies from Finland” published in Journal of Euro Marketing, in 2005 on factors affecting consumer choice of mobile phones. With the use of a series of focus interviews (study 1) 79 graduate students followed by a survey (study 2) of 196 respondents. It was found that although the choice of a mobile phone is subjective choice situation. There are some general factors that seem to guide the choices. The two studies show that while technical problems are the basic reason to change mobile phone amongst students, price, brand, interface and properties are the most influential factors affecting the actual choice between brands. Further the study found strong evidence that although mobile phones are developing at a rapid pace closer to personal digital assistants, many consumers tend to be unaware of the properties and services the new models in the market contain.

Market Analysis and Consumer Research Organization has presented a report on, “A study of Mobile Phone Usage among the Teenager and Youth in Mumbai” They have attempted to study the attitude of teenager towards cellular phones and enumerate the pattern and arrive peculiarities gender wise. Further they have examined the way young people relate to the functionality of mobile phones as well as assess observable phenomena. It was analyzed that majority of respondents perceive cell phone as the technology that offers convenience and makes their life easier.
J. Pakola, M. Pietila and R. Svento (2003) in their article titled, “An Investigation of Customer Behavior in Mobile Phone Markets in Finland” have indicated that price and properties are the major influential factors affecting the purchase of a new mobile phone, whereas audibility, price and friends are regarded as the most important in choice of the mobile phone operators. Customers have certain amount of self-knowledge about telephone features, connection fee, access cost, mobile-to-mobile phone rates, call rates and free calls which are related to mobile phone purchasing respondents. He has stated that customers with prior experience about a product can be able predict their choices relatively well but tend to overestimate the importance of a monthly access fee, mobile-to-mobile rates and connection fees.

Heikki Karjaluoto, Jari Karvonental (2005) had analyzed that Mobile phone markets are one of the most turbulent market environments today due to increased competition and change. Thus, it is of growing concern to look at consumer buying decision process and cast light on the factors that finally determine consumer choices between different mobile phone brands. On this basis, this research deals with consumers’ choice criteria in mobile phone markets by studying factors that influence intention to acquire new mobile phones on one hand and factors that influence on mobile phone change on the other are some general factors that seem to guide the choices. The two studies show that while technical problems are the basic reason to change mobile phone among students; price, brand, interface, and properties are the most influential factors affecting the actual choice between brands.

Chu-Mei Liu (2002), inferred that Branding is important to manufacturers, retailers and consumers. Brands with higher brand equity have higher sales. The growth of mobile phone subscriptions is considerably faster in the Philippines. Advertising and promotion are undertaken through cooperation between the service providers and mobile phone manufacturers. The study tries to find out the effects of the different activities on consumer choice of mobile phone brands.
Androulidakis, G. Kandus (2011) correlated the brand of mobile phone to user’s security practices. Users show different behavior in an array of characteristics, according to the brand of the mobile phone they are using. As such, there is a categorization of areas, different for each brand, where users are clearly lacking security mind, possibly due to lack of awareness. Such a categorization can help phone manufacturers enhance their mobile phones in regards to security, preferably transparently for the user.

Tajzadeh Namin A.A, Rahmani Vahid, Tajzadeh Namin Aidin (2012) analyzed that the process of deciding over (choosing) a brand may be influenced by situation and content. The findings suggest a significant relationship between the variables “brand attitude”, “corporate attitude”, and “product (cell phone) choice”. In addition, no significant relationship was found between individual decision making processes (independent or mediated) and product choice.
**DEFINITION OF MOBILE PHONE**

Portable telephone device that does not require the use of landlines. Mobile phones utilize frequencies transmitted by cellular towers to connect the calls between two devices. Mobile phones may also be referred to as wireless or cellular phones.

**The Global Cellular Mobile Industry**

The cell phone industry is one of the fastest-moving industries in the world. The market is growing rapidly with ever-emerging technologies and innovation. The industry is highly concentrated, consisting of smart phones and feature phone segments.

Cellular phones with basic facilities such as text messaging, voice calling, audio and video visualization and camera are referred to as mobile phones. Cellular phone that offer advanced computing abilities such as Wi-Fi, web browsing, third party applications and mobile payments, solutions for information management, such as documents, Emails and contacts, inbuilt GPS applications and provide features such as voice and video calls and web access are referred to as smart phones. Currently mobile phones and smart phones market is experiencing proliferation owing to factors such as decreased cost, improved design and functionalities like enhancement in mobile browsing and emails services, emergence of new network technologies which included 3G and 4G, improved professional, personal data supervision and the standardization and up-gradation of all operating systems.

The market is highly competitive with major players facing strong competition from the regional players thus creating difficulties for vendors retain their market shares. For instance, Nokia has lost a considerable amount of market share in the past two years. Android, Iphone OS, Blackberry OS, Symbian and Windows are some of the operating system used in the Smartphone. Blackberry is operating system is popular in North America. Iphone operating
system has recently witnessed a high growth rate in North America and is anticipated to grow in the forecast period as well. Increase in penetration of internet with technological advancements and upgradation of the network infrastructure is contributing to the growth of the market.

Major players in the mobile phone and smart phone market include Apple Inc., Google Inc., Huawei Technologies, HTC Corp, LG Electronics, Motorola Inc., Sony Ericsson, Samsung Electronics Co., . The market has less entry barriers, so to reduce the threat from new entrants, these players are continuously engage in innovating new products to retain its customer base and in-turns its market share.

**Telecom Industry in India**

India is currently the world’s second-largest telecommunications market and has registered strong growth in the past decade and half. The Indian mobile economy is growing rapidly and will contribute substantially to India’s Gross Domestic Product (GDP), according to report prepared by GSM Association (GSMA) in collaboration with the Boston Consulting Group (BCG).

The liberal and reformist policies of the Government of India have been instrumental along with strong consumer demand in the rapid growth in the Indian telecom sector. The government has enabled easy market access to telecom equipment and a fair and proactive regulatory framework that has ensured availability of telecom services to consumer at affordable prices. The deregulation of Foreign Direct Investment (FDI) norms has made the sector one of the fastest growing and a top five employment opportunity generator in the country.
The Indian telecom sector is expected to generate four million direct and indirect jobs over the next five years according to estimates by Randstad India. The employment opportunities are expected to be created due to combination of government’s efforts to increase penetration in rural areas and the rapid increase in smart phone sales and rising internet usage.

International Data Corporation (IDC) predicts India to overtake US as the second-largest smart phone market globally by 2017 and to maintain high growth rate over the next few years as people switch to Smartphone’s and gradually upgrade to 4G.

**Best-selling Smartphone’s brands in India**

1. **Samsung**

   Samsung continued to lead the Indian smart phone market with 25.1% share, registering 10.9% sequential growth over previous quarter and 15% growth from the same period last year.

2. **Micromax**

   At No. 2 position in the Indian Smartphone market is Micromax. The company retained second position with 19.9% growth over the previous quarter.

3. **Lenovo-Motorola**

   At No. 3 in Indian Smartphone market is Lenovo-Motorola combine. Lenovo Group (including Motorola) with 10.3% growth over the last quarter, vendor regained its third position during the quarter.
4. Intex

The company slipped to fourth position during the quarter as its shipments dropped 9.8% sequentially and 30.1% over the previous year. Other than the internal management changes, the company is also facing stiff competition from other Indian vendors in entry-level and Chinese vendors at mid-level. However, during the second quarter the company's cloud series helped it gain a significant share in the online segment.

5. Reliance Jio

One of the newest player in the market, Reliance Jio maintained its position as the fifth largest Smartphone vendor. The company grew 12.3% sequentially in Q2 2016. The entry of LYF devices in the sub-Rs 4,000 segment and bundling introductory offers with Jio services helped it gain strong traction at retail stores.

6. Lava

During the second quarter too Lava failed to get back its fifth position from Reliance Jio. Mukesh Ambani-owned Reliance Jio had grown sharply to replace Lava as the fifth-largest Smartphone vendor with huge shipments of 4G devices in the first quarter of 2016. The company is now facing increased pressure from Chinese vendors. During the quarter the company's year-on-year growth fell by almost 29%.

7. Xiaomi

At No. 7 is Chinese Smartphone maker Xiaomi. The company grew sold 4 million units during the quarter vis-a-vis the 3.5 million in the previous quarter. The company's year-on-year growth stands at 21.60%. Xiaomi’s Redmi Note 3 was among the best-selling models.
CHAPTER-4

DATA ANALYSIS AND INTERPRETATION
### TABLE NO: 1

**TABLE SHOWING AGE GROUP OF INDIVIDUALS**

<table>
<thead>
<tr>
<th>Age</th>
<th>No. of individuals</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 18</td>
<td>6</td>
<td>12%</td>
</tr>
<tr>
<td>18 - 30</td>
<td>28</td>
<td>56%</td>
</tr>
<tr>
<td>30 - 40</td>
<td>9</td>
<td>18%</td>
</tr>
<tr>
<td>Above 40</td>
<td>7</td>
<td>14%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>50</strong></td>
<td><strong>100 %</strong></td>
</tr>
</tbody>
</table>

### CHART NO: 1

**CHART SHOWING AGE GROUP OF INDIVIDUALS**

![Pie Chart](chart.png)

**INTERPRETATION**

Out of the 50 respondents, most values are in 18-30 Age group.
# TABLE NO: 2

## TABLE SHOWING GENDER OF INDIVIDUALS

<table>
<thead>
<tr>
<th>Gender</th>
<th>No. of individuals</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>MALE</td>
<td>34</td>
<td>68%</td>
</tr>
<tr>
<td>FEMALE</td>
<td>16</td>
<td>32%</td>
</tr>
<tr>
<td>OTHERS</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Total</td>
<td>50</td>
<td>100%</td>
</tr>
</tbody>
</table>

# CHART NO: 2

## CHART SHOWING GENDER OF INDIVIDUALS

### INTERPRETATION

From the above, out of the 50 respondents, 34 were male and 16 were female.
### TABLE NO: 3

**TABLE SHOWING MONTHLY INCOME OF INDIVIDUALS**

<table>
<thead>
<tr>
<th>Categories</th>
<th>No. of individuals</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 20000</td>
<td>19</td>
<td>38%</td>
</tr>
<tr>
<td>20000 – 40000</td>
<td>14</td>
<td>28%</td>
</tr>
<tr>
<td>40000 - 60000</td>
<td>11</td>
<td>22%</td>
</tr>
<tr>
<td>60000 &amp; above</td>
<td>6</td>
<td>12%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>50</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

### CHART NO: 3

**CHART SHOWING MONTHLY INCOME OF INDIVIDUALS**

**INTERPRETATION**

We can conclude that, Incomes of 38% of respondents were less than 20000 and 28% of respondent’s falls in between 20000 – 40000.
**TABLE NO: 4**

**TABLE SHOWING BRAND OF PHONES USED BY INDIVIDUALS**

<table>
<thead>
<tr>
<th>SL.NO</th>
<th>OPINION</th>
<th>RESPONDANT</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>SAMSUNG</td>
<td>19</td>
<td>38%</td>
</tr>
<tr>
<td>2</td>
<td>HTC</td>
<td>5</td>
<td>10%</td>
</tr>
<tr>
<td>3</td>
<td>APPLE</td>
<td>2</td>
<td>4%</td>
</tr>
<tr>
<td>4</td>
<td>MOTOROLA</td>
<td>3</td>
<td>6%</td>
</tr>
<tr>
<td>5</td>
<td>LG</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>6</td>
<td>LENOVO</td>
<td>6</td>
<td>12%</td>
</tr>
<tr>
<td>7</td>
<td>XIAOMI</td>
<td>4</td>
<td>8%</td>
</tr>
<tr>
<td>8</td>
<td>OTHERS</td>
<td>11</td>
<td>22%</td>
</tr>
</tbody>
</table>

**CHART NO: 4**

**CHART SHOWING BRAND OF PHONES USED BY INDIVIDUALS**

**INTERPRETATION**

From the above we can conclude that out of the 50 respondents, 38% are using Samsung phones, 10% are using Htc, 4% are using Apple, 6% are using Motorola, 12% are using Lenovo, 8% are using Xiaomi, 22% are using others.
TABLE NO: 5

TABLE SHOWING MOST USED FEATURE IN INDIVIDUAL’S MOBILE PHONE

<table>
<thead>
<tr>
<th>SL.NO</th>
<th>OPINION</th>
<th>RESPONDANT</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>TEXT MESSAGING</td>
<td>7</td>
<td>14%</td>
</tr>
<tr>
<td>2</td>
<td>INTERNET BROWSER</td>
<td>7</td>
<td>14%</td>
</tr>
<tr>
<td>3</td>
<td>GAMES APPLICATION</td>
<td>1</td>
<td>2%</td>
</tr>
<tr>
<td>4</td>
<td>E-MAIL</td>
<td>1</td>
<td>2%</td>
</tr>
<tr>
<td>5</td>
<td>CALLS</td>
<td>4</td>
<td>8%</td>
</tr>
<tr>
<td>6</td>
<td>VIDEO CALLS</td>
<td>1</td>
<td>2%</td>
</tr>
<tr>
<td>7</td>
<td>SOCIAL NETWORKING</td>
<td>23</td>
<td>46%</td>
</tr>
<tr>
<td>8</td>
<td>ENTERTAINMENT</td>
<td>6</td>
<td>12%</td>
</tr>
</tbody>
</table>

CHART NO: 5

CHART SHOWING MOST USED FEATURE IN INDIVIDUAL’S MOBILE PHONE

INTERPRETATION

Out of the 50 respondents, 46% of using their phone for social networking purpose, 12% is using for entertainment purpose and rest for others.
TABLE NO: 6

TABLE SHOWING LATEST MOBILE FACILITIES WHICH INDIVIDUALS ARE AWARE OF

<table>
<thead>
<tr>
<th>SL.NO</th>
<th>OPINION</th>
<th>RESPONDANT</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>4G</td>
<td>21</td>
<td>42%</td>
</tr>
<tr>
<td>2</td>
<td>WATER PROOF</td>
<td>8</td>
<td>16%</td>
</tr>
<tr>
<td>3</td>
<td>DUST PROOF</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>4</td>
<td>FAST CHARGING</td>
<td>13</td>
<td>26%</td>
</tr>
<tr>
<td>5</td>
<td>GORILLA GLASS</td>
<td>6</td>
<td>12%</td>
</tr>
<tr>
<td>6</td>
<td>OTHERS</td>
<td>2</td>
<td>4%</td>
</tr>
</tbody>
</table>

CHART NO: 6

CHART SHOWING LATEST MOBILE FACILITIES WHICH INDIVIDUALS ARE AWARE OF

INTERPRETATION

Majority of the students are aware of the latest mobile facilities. 4G - 42%, 26% - fast charging and 16% - water proof.
**TABLE NO: 7**

**TABLE SHOWING FIRST PREFERENCES OF INDIVIDUALS ON MOBILE BRANDS**

<table>
<thead>
<tr>
<th>SL.NO</th>
<th>OPINION</th>
<th>RESPONDANT</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>SAMSUNG</td>
<td>10</td>
<td>20%</td>
</tr>
<tr>
<td>2</td>
<td>HTC</td>
<td>4</td>
<td>8%</td>
</tr>
<tr>
<td>3</td>
<td>APPLE</td>
<td>18</td>
<td>36%</td>
</tr>
<tr>
<td>4</td>
<td>MOTOROLA</td>
<td>5</td>
<td>10%</td>
</tr>
<tr>
<td>5</td>
<td>LG</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>6</td>
<td>LENOVO</td>
<td>4</td>
<td>8%</td>
</tr>
<tr>
<td>7</td>
<td>XIAOMI</td>
<td>7</td>
<td>14%</td>
</tr>
<tr>
<td>8</td>
<td>OTHERS</td>
<td>2</td>
<td>4%</td>
</tr>
</tbody>
</table>

**CHART NO: 7**

**CHART SHOWING FIRST PREFERENCES OF INDIVIDUALS ON MOBILE BRANDS**

**INTERPRETATION**

From the above most of the Individuals prefer Apple as their 1st choice.
### TABLE NO: 8

**TABLE SHOWING THE REASON FOR INDIVIDUALS MOBILE BRAND PREFERENCE**

<table>
<thead>
<tr>
<th>SL.NO</th>
<th>OPINION</th>
<th>RESPONDANT</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>DESIGN</td>
<td>5</td>
<td>10%</td>
</tr>
<tr>
<td>2</td>
<td>PRICE</td>
<td>8</td>
<td>16%</td>
</tr>
<tr>
<td>3</td>
<td>FUNCTIONS</td>
<td>13</td>
<td>26%</td>
</tr>
<tr>
<td>4</td>
<td>QUALITY</td>
<td>16</td>
<td>32%</td>
</tr>
<tr>
<td>5</td>
<td>BRAND IMAGE</td>
<td>8</td>
<td>16%</td>
</tr>
<tr>
<td>6</td>
<td>OTHERS</td>
<td>0</td>
<td>0%</td>
</tr>
</tbody>
</table>

### CHART NO: 8

**CHART SHOWING THE REASON FOR INDIVIDUALS MOBILE BRAND PREFERENCE**

![Chart showing the reason for individuals mobile brand preference](chart)

**INTERPRETATION**

32% of individuals preferred those brands because of the quality.
TABLE NO: 9

TABLE SHOWING THE AMOUNT, WHICH THE INDIVIDUALS ARE WILLING TO PAY FOR A MOBILE PHONE

<table>
<thead>
<tr>
<th>SL.NO</th>
<th>OPINION</th>
<th>RESPONDANT</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>LESS THAN 10000</td>
<td>9</td>
<td>18%</td>
</tr>
<tr>
<td>2</td>
<td>10001 - 20000</td>
<td>23</td>
<td>46%</td>
</tr>
<tr>
<td>3</td>
<td>20000 - 40000</td>
<td>13</td>
<td>26%</td>
</tr>
<tr>
<td>4</td>
<td>40000 &amp; Above</td>
<td>5</td>
<td>10%</td>
</tr>
</tbody>
</table>

CHART NO: 9

CHART SHOWING THE AMOUNT, WHICH THE INDIVIDUALS ARE WILLING TO PAY FOR A MOBILE PHONE

INTERPRETATION

46% of Individuals are willing to pay 10000 – 20000 for a mobile phone and 26% of them are willing pay 20000 – 40000.
TABLE NO: 10

TABLE SHOWING THE FEATURE WHICH INDIVIDUALS LOOK MOST IN MOBILE PHONES

<table>
<thead>
<tr>
<th>SL.NO</th>
<th>OPINION</th>
<th>RESPONDANT</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>RAM</td>
<td>8</td>
<td>16%</td>
</tr>
<tr>
<td>2</td>
<td>DESIGN</td>
<td>6</td>
<td>12%</td>
</tr>
<tr>
<td>3</td>
<td>SIZE</td>
<td>5</td>
<td>10%</td>
</tr>
<tr>
<td>4</td>
<td>STORAGE SPACE</td>
<td>9</td>
<td>18%</td>
</tr>
<tr>
<td>5</td>
<td>CAMERA QUALITY</td>
<td>10</td>
<td>20%</td>
</tr>
<tr>
<td>6</td>
<td>FUNCTIONS</td>
<td>12</td>
<td>24%</td>
</tr>
<tr>
<td>7</td>
<td>OTHERS</td>
<td>0</td>
<td>0%</td>
</tr>
</tbody>
</table>

CHART NO: 10

CHART SHOWING THE FEATURE WHICH INDIVIDUALS LOOK MOST IN MOBILE PHONES

INTERPRETATION

Functions are the most important feature attracted by the individuals and 20% of individuals are attracted by camera quality.
**TABLE NO: 11**

**TABLE SHOWING TYPE OF MOBILE PHONE INDIVIDUALS PREFER**

<table>
<thead>
<tr>
<th>SL.NO</th>
<th>OPINION</th>
<th>RESPONDANT</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>PLAIN OLD CELL PHONE</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>2</td>
<td>ANDROID</td>
<td>26</td>
<td>52%</td>
</tr>
<tr>
<td>3</td>
<td>IPHONE</td>
<td>19</td>
<td>38%</td>
</tr>
<tr>
<td>4</td>
<td>SYMBIAN</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>5</td>
<td>BLACK BERRY</td>
<td>3</td>
<td>6%</td>
</tr>
<tr>
<td>6</td>
<td>WINDOWS MOBILE</td>
<td>2</td>
<td>4%</td>
</tr>
<tr>
<td>7</td>
<td>OTHERS</td>
<td>0</td>
<td>0%</td>
</tr>
</tbody>
</table>

**CHART NO: 11**

**CHART SHOWING TYPE OF MOBILE PHONE INDIVIDUALS PREFER**

**INTERPRETATION**

Out of the 50 respondents, Most of the individuals preferred Android because of quality and various features available in it.
TABLE NO: 12

TABLE SHOWING INDIVIDUALS HOW HAPPY WITH THEIR MOBILE PHONE

<table>
<thead>
<tr>
<th>SL.NO</th>
<th>OPINION</th>
<th>RESPONDANT</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>EXTREMELY HAPPY</td>
<td>11</td>
<td>22%</td>
</tr>
<tr>
<td>2</td>
<td>HAPPY</td>
<td>28</td>
<td>56%</td>
</tr>
<tr>
<td>3</td>
<td>NEUTRAL</td>
<td>8</td>
<td>16%</td>
</tr>
<tr>
<td>4</td>
<td>UNHAPPY</td>
<td>2</td>
<td>4%</td>
</tr>
<tr>
<td>5</td>
<td>EXTREMELY UNHAPPY</td>
<td>1</td>
<td>2%</td>
</tr>
</tbody>
</table>

CHART NO: 12

CHART SHOWING INDIVIDUALS HOW HAPPY WITH THEIR MOBILE PHONE

INTERPRETATION

Out of 50 respondents, 56% of Individuals are happy with present phone, 22% are extremely happy and 4% are happy.
TABLE NO: 13

TABLE SHOWING INDIVIDUALS AGAIN PURCHASE THE EXISTING BRAND

<table>
<thead>
<tr>
<th>SL.NO</th>
<th>OPINION</th>
<th>RESPONDANT</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>YES</td>
<td>28</td>
<td>56%</td>
</tr>
<tr>
<td>2</td>
<td>NO</td>
<td>8</td>
<td>16%</td>
</tr>
<tr>
<td>3</td>
<td>MAY BE</td>
<td>14</td>
<td>28%</td>
</tr>
</tbody>
</table>

CHART NO: 13

CHART SHOWING INDIVIDUALS AGAIN PURCHASE THE EXISTING BRAND

INTERPRETATION

56% of individuals are ready to purchase the existing brand and 28% of students are not sure about their next brand.
TABLE NO: 14

TABLE SHOWING UPGRADE OF MOBILE PHONES AMONG INDIVIDUALS

<table>
<thead>
<tr>
<th>SL.NO</th>
<th>OPINION</th>
<th>RESPONDANT</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>LESS THAN 1 YEAR</td>
<td>20</td>
<td>40%</td>
</tr>
<tr>
<td>2</td>
<td>1 – 2 YEAR</td>
<td>16</td>
<td>32%</td>
</tr>
<tr>
<td>3</td>
<td>2 – 4 YEAR</td>
<td>10</td>
<td>20%</td>
</tr>
<tr>
<td>4</td>
<td>ABOVE 4 YEARS</td>
<td>4</td>
<td>8%</td>
</tr>
<tr>
<td>5</td>
<td>OTHERS</td>
<td>0</td>
<td>0%</td>
</tr>
</tbody>
</table>

CHART NO: 14

CHART SHOWING UPGRADE OF MOBILE PHONES AMONG INDIVIDUALS

INTERPRETATION

Most of the individuals upgrade their phones with in 1 year and 32% of individuals upgrade between 1 – 2 years.
### TABLE NO: 15

**TABLE SHOWING IDEAL PHONE SCREEN SIZE OF MOBILE PHONES**

<table>
<thead>
<tr>
<th>SL.NO</th>
<th>OPINION</th>
<th>RESPONDANT</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>LESS THAN 4 INCHES</td>
<td>1</td>
<td>2%</td>
</tr>
<tr>
<td>2</td>
<td>4 INCHES – 4.7 INCHES</td>
<td>20</td>
<td>40%</td>
</tr>
<tr>
<td>3</td>
<td>5 INCHES – 5.5 INCHES</td>
<td>25</td>
<td>50%</td>
</tr>
<tr>
<td>4</td>
<td>5.5 INCHES &amp; ABOVE</td>
<td>4</td>
<td>8%</td>
</tr>
</tbody>
</table>

### CHART NO: 15

**CHART SHOWING IDEAL PHONE SCREEN SIZE OF MOBILE PHONES**

[Bar chart showing percentage distribution of ideal phone screen sizes]

### INTERPRETATION

50% of respondents preferred 5-5.5 inches as their ideal phone screen size and 40% preferred 4-4.7 inches.
### TABLE NO: 16

**TABLE SHOWING WHERE THE INDIVIDUALS SEE THE MOBILE ADVERTISEMENTS**

<table>
<thead>
<tr>
<th>SL.NO</th>
<th>OPINION</th>
<th>RESPONDANT</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>TV</td>
<td>12</td>
<td>24%</td>
</tr>
<tr>
<td>2</td>
<td>NEWS PAPER</td>
<td>5</td>
<td>10%</td>
</tr>
<tr>
<td>3</td>
<td>MAGAZINE</td>
<td>3</td>
<td>6%</td>
</tr>
<tr>
<td>4</td>
<td>ONLINE</td>
<td>29</td>
<td>58%</td>
</tr>
<tr>
<td>5</td>
<td>OTHERS</td>
<td>1</td>
<td>2%</td>
</tr>
</tbody>
</table>

### CHART NO: 16

**CHART SHOWING WHERE THE INDIVIDUALS SEE THE MOBILE ADVERTISEMENTS**

![Chart showing where individuals see mobile advertisements]

**INTERPRETATION**

From the above we can conclude that online advertisement is most popular among individuals.
TABLE NO: 17

TABLE SHOWING THE ATTRACTIVENESS OF ADVERTISEMENT

<table>
<thead>
<tr>
<th>SL.NO</th>
<th>OPINION</th>
<th>RESPONDANT</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>SAMSUNG</td>
<td>23</td>
<td>46%</td>
</tr>
<tr>
<td>2</td>
<td>HTC</td>
<td>2</td>
<td>4%</td>
</tr>
<tr>
<td>3</td>
<td>APPLE</td>
<td>14</td>
<td>28%</td>
</tr>
<tr>
<td>4</td>
<td>MOTOROLA</td>
<td>3</td>
<td>6%</td>
</tr>
<tr>
<td>5</td>
<td>LG</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>6</td>
<td>LENOVO</td>
<td>4</td>
<td>8%</td>
</tr>
<tr>
<td>7</td>
<td>XIAOMI</td>
<td>4</td>
<td>8%</td>
</tr>
<tr>
<td>8</td>
<td>OTHERS</td>
<td>0</td>
<td>0%</td>
</tr>
</tbody>
</table>

CHART NO: 17

CHART SHOWING THE ATTRACTIVENESS OF ADVERTISEMENT

INTERPRETATION

Samsung have the most attractive advertisement.
TABLE NO: 18

TABLE SHOWING THE PROBLEM WHICH INDIVIDUALS FACED IN THEIR MOBILE PHONE

<table>
<thead>
<tr>
<th>SL.NO</th>
<th>OPINION</th>
<th>RESPONDANT</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>HEATING ISSUE</td>
<td>18</td>
<td>36%</td>
</tr>
<tr>
<td>2</td>
<td>NETWORK ISSUE</td>
<td>3</td>
<td>6%</td>
</tr>
<tr>
<td>3</td>
<td>HANG PROBLEM</td>
<td>6</td>
<td>12%</td>
</tr>
<tr>
<td>4</td>
<td>BATTERY LEAKAGE</td>
<td>16</td>
<td>32%</td>
</tr>
<tr>
<td>5</td>
<td>NOTHING</td>
<td>7</td>
<td>14%</td>
</tr>
</tbody>
</table>

CHART NO: 18

CHART SHOWING THE PROBLEM WHICH INDIVIDUALS FACED IN THEIR MOBILE PHONE

PERCENTAGE

INTERPRETATION

36% of the respondents are facing heating issues and 32% facing battery leakage.
CHAPTER-5

FINDINGS, SUGGESTIONS AND CONCLUSION
FINDINGS

- Most of respondent’s income (per month) is less than 20000.

- In Changaramkulam Area, Most of the individuals are using Samsung mobile phones (38%).

- For most of the individuals, Quality is the first reason for using their mobile phone. Second they prefer functions of the mobile phone.

- Mostly individuals use the phone for social networking purposes.

- 56% of respondents are happy with their mobile phones and 22% are extremely happy.

- Almost all individuals are aware of 4G, water proof, fast charging but least individuals aware of gorilla glass protection. No one aware of dust proof.

- Most the individuals are interested to purchase the existing brand.

- Most of the individuals upgrade their mobile phone in less than 1 year.

- Samsung have the most attractive advertisement.

- Functions are the most attractive feature in a mobile phone.

- Most of the individuals see mobile advertisement in online.

- Most favourite brand among the individuals in Changaramkulam Area is Apple and least favourite is LG.

- Most of the individuals are willing to pay 10000-20000 for a mobile phone.

- Most of individuals preferred to buy Android and secondly they preferred to buy iphone.

- 5- 5.5 inches is their ideal phone screen size.
SUGGESTIONS

- Mobile companies must solve the heating issues.
- Provide full network accessibility for individuals.
- Mobile companies need to fix affordable price for mobile phones.
- Mobile companies must provide free services facilities.
- Take necessary steps for reducing battery leakage and hang problems.
- Improve security measures for android phones.
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 smartphones and wireless technology. User preference has shifted from using mobile phone merely as a means of communication to using it as a storage device, getting connected to social media and conducting business through mobile phones and making a lot of money.

The individuals in Changaramkulam Area choose mobile brands on the basis of their price and quality of mobile phone. Most of the individuals in Changaramkulam Area have a mobile phone and most of them own a brand which costs more than Rs 10,000. Because, their income are very low. Since mobile phones are effective and convenient medium for communication, they have a positive influence in the daily routines.
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RESEARCH METHODOLOGY - C.R. Kothari

OPERATION RESEARCH - Vittal

- WEBSITES

www.shodhganga.inflibnet.ac.in

www.wikipedia.com

www.google.com

www.gsmarena.com
QUESTIONNAIRE

Name : 
Age : 
Gender : Male □ Female □ Others □
Income : 
  Less than 20000 □ 
  20000- 40000 □ 
  40000-60000 □ 
  60000 & above □

1. What brand of phone are you using?
   Samsung □ Lg □ Apple □
   HTC □ Lenovo □ Xiaomi □
   Motorola □ Others □

2. What is the problem which you face in your mobile phone?
   Heating Issue □ Hang Problem □
   Network Issue □ Battery leakage □
   Nothing □

3. Please write the model of your phone
   __________________

4. What are the reasons for using the above mentioned model?
   Camera □ Processor □ Brand image □
   Display quality □ screen size □ Ram □
   Internal storage □ Others □
5. What is your most used feature in your phone?

- Text messaging  
- Social networking  
- Entertainment  
- Internet Browser  
- Games application  
- E-mail  
- Calls  
- Video calls

6. How happy are you with your phone?

- Extremely happy  
- extremely unhappy  
- Happy  
- Unhappy  
- Neutral

7. Will your next phone be the same Brand?

- Yes  
- No  
- Maybe

8. How often do you upgrade your mobile phone?

- Less than 1 year  
- 1 - 2 years  
- 2 - 4 years  
- Above 4 years

9. Latest mobile facilities which you are aware off

- 4G  
- Water proof  
- Dust proof  
- Fast charging  
- Gorilla glass protection

10. What type of mobile phone do you prefer?

- Plain old cell phone  
- Symbian  
- Iphone  
- Black berry  
- Android  
- Windows mobile
11. Choose your first preference in mobile brands

<p>| | | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>SAMSUNG</td>
<td>□</td>
<td>HTC</td>
<td>□</td>
<td></td>
<td></td>
</tr>
<tr>
<td>APPLE</td>
<td>□</td>
<td>MOTOROLA</td>
<td>□</td>
<td></td>
<td></td>
</tr>
<tr>
<td>LG</td>
<td>□</td>
<td>LENOVO</td>
<td>□</td>
<td></td>
<td></td>
</tr>
<tr>
<td>XIAOMI</td>
<td>□</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

12. Why you prefer those brands?

- Design □
- Price □
- Functions □
- Quality □
- Brand image □

13. What is your ideal phone screen size?

- Less than 4 inches □
- 4 inches - 4.7 inches □
- 5 inches - 5.5 inches □
- 5.5 inches & above □

14. How much you are willing to pay for a mobile phone?

- Less than 10000 □
- 10001 – 20000 □
- 20001 – 40000 □
- 40001 & above □

15. Where do you often see the mobile advertisement?

- TV □
- MAGAZINE □
- NEWS PAPER □
- ONLINE □
- OTHERS □
16. Which brand has the most attractive advertisement?

- SAMSUNG
- HTC
- Apple
- Motorola
- LG
- Lenovo
- Xiaomi

17. Which of the following would impress you the most?

- RAM
- DESIGN
- SIZE
- STORAGE SPACE
- FUNCTIONS

18. Are there any General Comments you would make about what you like / Dislike about mobile phones?

[Blank space for comments]