

Impact On Brand Consciousness And Brand Reliability Towards Selected Mobile Phone In Tiruchy

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ABSTRACT

This article investigates the customer brand awareness and their brand loyalty towards selected mobile phone in Tiruchy Town. It is important that customer know the various brand of mobile phone available in the emerging mobile phone marketing and its play a vital role of customer to select a particular preferred brand mobile phone and non-branded mobile phone. This article analyze the customer awareness and their preferred branded mobile phone are analyzed.

1. INTRODUCTION

The identity and image of an organization is what helps the organization to know it truly exist, with a history and place of its own different from others. There are two main factors in brand identity. Goods and services which consumers identify with their values and those that is in the age of marketing similarities. When a brand innovates it creates new standards which other brand have to catch up to stay relevant which leads to many similar products and copies which a producer needs to know what their brand stands for, in other words diversification call for knowing one's own brand identity. . Brand position is the benefits customers can get from one brand that they can't get from the others of which it is value to them, for example the prices of the goods and services.

EMERGING MOBILE PHONE MARKET

The Indian mobile market is unique from a global perspective, with 12 active mobile operators. It is by some distance the most competitive market in Asia Pacific. Voice pricing is already low by international standards. Although data traffic is growing strongly, operators are handicapped in their efforts to monetise this by the high cost of spectrum and the limited amount of spectrum allocated for mobile services. Mobile already makes a significant contribution to economic growth and job creation in India. In 2014, the mobile industry was responsible for 6.1% of India's GDP, a contribution that amounts to nearly INR8 lakh crore (\$120 billion) of economic value added. Continued growth in mobile internet connectivity over the coming years means mobile's contribution will grow at a faster rate than the economy as a whole, generating 8.2% of India's GDP by 2020. The mobile ecosystem directly provided employment to 2.2 million people in India in 2014, of which 300,000 were in the formal economy and 1.9 million in the informal sector. More than 800,000 new jobs will be directly created by mobile operators and the rest of the mobile ecosystem over the next six years, bringing the total number of directly supported jobs in both the formal and informal sectors to 3 million by 2020. More than 2 million jobs will also be supported in the broader economy. As well as increasing supply, India's government and telecoms operators can work together to help overcome key barriers to

demand for mobile broadband services, such as a lack of awareness, availability of local content and digital literacy. For example, the public and private sectors could jointly promote the development of appropriate skills, and make available a broad selection of digital content in local languages, including e-government services.

TOP 10 SMARTPHONE MARKETS FOR GROWTH BY VALUE, (2015 & 2016)

Top 10 smartphone markets for growth by value, 2015 compared with 2014 (GfK forecast)		
Ranking	2014	2015
1	China	India
2	United States	China
3	Japan	Indonesia
4	Brazil	South Africa
5	United Kingdom	Brazil
6	Germany	Pakistan
7	India	Nigeria
8	South Korea	Egypt
9	Russia	Vietnam
10	Italy	Bangladesh

BRAND AWARENESS

Brand awareness is the probability that consumers recognize the existence and availability of a company's product or services, creating this awareness by a company are one of the key steps to promote the company's goods and services. Brand awareness consists of both brand recognition and brand recall performance. Brand Awareness, it is an extent to which a brand is recognized by potential customers, and is correctly associated with a particular product. It is expressed usually as a percentage of target market; brand awareness is the primary goal of advertising in the early months or years of a product's introduction. Brand awareness refers to customers' ability to recall and recognize the brand under different conditions and link to the brand name, logo, and jingles and so on to certain associations in memory. It helps the customers to understand to which product or service category the particular brand belongs to and what products and services are sold under the brand name. It also ensures that customers know which of their needs are satisfied by the brand through its products.

BRAND LOYALTY

Brand loyalty, in marketing, consists of a consumer's commitment to repurchase or otherwise continue using the brand and can be demonstrated by repeated buying of a product or service or other positive behaviours such as word of mouth advocacy. It is an extent of the faithfulness of consumers to a particular brand, expressed through their repeat purchases, irrespective of the marketing pressure generated by the competing brands. True brand loyalty exists when customers have a high relative attitude toward the brand which is then exhibited through repurchase behaviour. This type of loyalty can be a great asset to the firm: customers are willing to pay higher prices, they may cost less to serve, and can bring new customers to the firm.

2. METHDOLOGY

The research design states that the conceptual structure within which the study should be conducted is descriptive in nature. The researcher used descriptive study to describe the awareness of Branded Mobile phone among the consumers in the emerging mobile phone market and to find loyal customers of branded mobile phone and also to find out its demand, efficiency, brand image and its features. **Sampling Unit-** The sampling unit selected as respondents who are the customers in the market buy a branded mobile phone in the Tiruchy Town. **Sampling Size-** The sample has taken as 80 for collecting accurate information but received only 70 samples from the respondents, so 70 is the sample size taken for measuring the awareness and loyalty of various branded mobile phone. The data collected are primary data among the various customers to find out the level of awareness and loyalty of mobile phone among different customer, and its demand based on prescription and its features in various angles. Secondary data was collected using internet and books.

3. METHOD OF DATA COLLECTION

As survey is best suited for descriptive research so the research conducted directly for individual respondents through questionnaire methods.

4. OBJECTIVE OF THE STUDY

The following objective was constricted to carry out the research study.

1. to know the brand awerness of selected branded mobile phone in tiruchy City.
2. to analyze the attributes associated with the branded mobile phone
3. to study the customer opinion over the services offered by the branded mobile phone companies in the tiruchy town.

5. DATA ANALYSES AND FINDINGS

CLASSIFICATION OF RESPONDENT ON THE BASIS OF THEIR INCOME AND OCCUPATION

MONTHLY INCOME	FREQUENCY	OCCUPATION	FREQUENCY
Below Rs.20,000	33	Government	18
Rs.20,001 to 40,000	26	Private	21
Rs.40,001 and above	11	others	31

TABLE NO 1

The above table shows the classification of the respondent on the basis of their income and occupation. Income and occupation are two important factors which influence the respondent to select the product. The related review of literature evidence clearly indicate that higher income group has choose a higher priced and branded product, like that people who are working in the private sector has prefer a branded product than people working in the private sector. The above table indicate that out of 70 sample respondent in the tiruchy city, 33 respondent are earn a monthly income below Rs. 20,000 and 31 respondent are occupaited other than governemnta and private sector.

FAMILIARITY WITH BRANDED MOBILE OWNED

FAMILIARITY	SAMSUNG	LG	SONY	NOKIA	MOTOROLA
Never Heard	5	22	9	12	25
Heard, Never Buy	21	28	12	32	29
Will Buy	23	11	28	4	7
Recommend to Others	21	9	21	22	9

TABLE NO 2

The above table shows the familiarity of the branded mobile owned by the customer. 25 respondent are never heard about the Motorola mobile phone and 9 respondent are opinion that they should not recommend this product to others. It is also noted that out of 70 sample respondent, 28 respondents agreed that they will buy a Sony branded mobile phone and 21 would recommend to others.

ATTRIBUTES ASSOCIATES TO THE BRANDED MOBILE PHONE DO YOU THINK

FAMILIARITY	SAMSUNG	LG	SONY	NOKIA	MOTOROLA
Style	28	12	32	6	23
Durability	22	29	3	32	11
Comfort	21	12	23	13	14
Price	9	17	12	12	22

TABLE NO 3

The above table shows the attributes which is respondent consider that mostly associated with the branded mobile phone. 32 respondent are opinion that Sony branded mobile phone has stylish than other branded mobile phone. 32 respondent agreed that Nokia mobile has attached with its durability. Motorola has attached with price. Among the five attributes, stylish and comfortable has mostly attached with Sony branded mobile phone.

DURATION OF USING CURRENT MOBILE PHONE – LOYALTY OF CUSTOMER

FAMILIARITY	SAMSUNG	LG	SONY	NOKIA	MOTOROLA
More than 4 years	28	12	20	11	9
3 to 4 years	21	18	20	13	15
2 to 3 years	15	28	18	26	17
Below 2 years	11	12	12	20	29

TABLE NO 4

The loyalty of customer has been enquired by asking the duration of customer using the present brand. The above table clearly indicate tha out of 70 customer, 28 customer are using the Samsung branded mobile phone more than four years and sony as well as Samsung customer are using the present brand three to four years. Nokia customer are using this brand for the past two to three years. 29 motorola customers are using this branded mobile phone less than two years.

LEVEL OF SATISFACTION OVER THE C U R R E N T M O B I L E P H O N E U S E D

FAMILIARITY	SAMSUNG	LG	SONY	NOKIA	MOTOROLA
Highly Satisfied	28	8	22	6	31
Satisfied	22	17	14	15	18
Not satisfied	12	21	19	29	10
Highly Dissatisfied	8	24	15	20	11

TABLE NO 5

Regarding the satisfaction over the branded mobile phone at present used by the customer are shown in the above table. out of 70 customer, Motorola and Samsung has scored highest level of satisfaction regarding customer satisfaction. However, Nokia and LG has scored less satisfaction score with customer satisfaction score. Among the five branded mobile phone, 50 customer has either highly satisfied or satisfied with their mobile phone and 49 customer are either highly dissatisfied or not satisfied with their mobile phone used.

VARIETY OF MODELS AND SERVICES

FAMILIARITY	SAMSUNG	LG	SONY	NOKIA	MOTOROLA
Fully Satisfied	26	11	22	6	26
Satisfied	24	26	21	17	23
Not satisfied	20	33	27	47	21

TABLE NO 6

Regarding the customer opinion over the availability of variety of models of parituclar brand of mobile phone are enquired. The customer opinion is shown above. Out of 70 sample customer, Samsung and Motorola customer are either fully satisfied or satisfied over the variety of model available in the particular branded mobile phone. The Nokia customer has not satisfied over the availability of variety of models available in the market.

6. CONCLUSION

The function of designing and executing of emerging Mobile phone marketing activities to measure and manage the brand equity of a company. This can be done in four different ways. By identifying and establishing brand positioning which is to distinguish all the attributes that makes the brand different from that of competitors and then emphasizing on the particular attributes so that it occurs a distinct and value place in the mind of target consumers. Positioning also covers convincing the customers of the importance of the brand with respect to that of others. By planning and executing mobile phone brand marketing campaigns to build a strong brand that consumers are aware of and have a strong favorable and unique association with, this will include, choosing the brand elements, integrating the brand into the marketing activities and exploiting secondary associations such as company, country of origin, channel of distribution and other brands.

7. REFERENCES

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