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**A STUDY OF IMPACT OF ADVERTISING ON CONSUMER BRAND
PREFERENCE FOR MOBILE HANDSETS IN AHMEDABAD CITY**

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ABSTRACT

In India Mobile Handsets industry is one of the quickest developing, and rivalry situated industry of India. The rising rivalry in the Mobile Handsets industry has brought the Mobile Handsets manufacturing companies under strain to retain the shoppers and this has made the clients more enabled. The more progress in innovation of the cell phones, the higher the rank the client is found according to other individuals. Many individuals in this world trust that their cell phones appear to be a fashion statement. It says something in regards to the owner, much like owner clothing. The advertising has primary and energetic effect on purchasing conduct of clients. With the development of Mobile Handsets industry in India, it is need for effective advertising has lifted. The basic objective of this study is to examine impact of advertising on purchasing behavior of customers and to examine the impact of pricing, features, quality, and brand name on purchasing behavior of customers. A structured questionnaire has been designed and used to collect data. For this research, the analyst picked the simple arbitrary testing, where the respondents were potential buyers situated in Ahmedabad. The quantity of respondents focused to answer the questionnaires was 100. Collected information was analyzed utilizing Reliability and elucidating statistics. Demographics, for example, age, gender, education, occupation and family wage were additionally included. Findings uncovered that month to month family pay of purchasers' effect on shopper purchasing conduct.

Keywords: Customer perception, Mobile Handsets, Advertising



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1. INTRODUCTION

In regular day to day life, devices and system in view of mobile advances have turned into a typical in most countries. Presently a day's mobile has supplanted numerous things in the life of individual. It is utilized as individual coordinator or individual associate. The fast adaption of mobile phones shows that extensive parts of the populace have accepted the innovation rapidly. Advertising research has shown that the impacts of advertisements activities are affected by the state of mind towards a promotions message the promoting company. Commercials are for the most part gotten from the traditional marketing concept.

Point of this research is to think about the intentions that impact customer conduct and to locate the relative significance of the different components that impact the buy choice of a cell phone. In the present age every one of the users think about various models of mobiles on the different online stages or concentrated sites. Pre-purchasing look is assuming critical part in choice of the brand. Different companies offering cell phones underwrites their image through famous people.

Advertisers need to understand the purchasing behavior of customers while outlining their notices for the coveted effect. Promotions assume a basic part in making a picture of an item in the psyches of purchasers. Ads must be infectious and impart important data to customers.

2. RESEARCH OBJECTIVE

1. To find out the factors influencing consumer's buying behavior
2. To identify how consumers are influenced to purchase mobile handsets
3. To know the factors consider in selection of a mobile handsets

3. RESEARCH HYPOTHESIS

1. There is a significant association between price and customer's buying behavior of mobile handsets.
2. There is a significant association between mobile features and customer's buying behavior of mobile handsets.
3. There is a significant association between quality and customer's buying behavior of mobile handsets.
4. There is a significant association between social influence and customer's buying behavior of mobile handsets.



4. RESEARCH METHODOLOGY

The entire research was conducted based on convenience sample of Mobile Handsets consumers in Ahmedabad by using a questionnaire survey.

4.1 SAMPLE SIZE

100 respondents were surveyed for this study and data collection was based on close-ended. The researcher used convenience sampling method in data collection.

4.2 TOOLS FOR ANALYSIS

There are many techniques which may be used for analyzing the customers' buying behavior. The researcher used SPSS packages with percentages, and chi-square.

5. LITERATURE REVIEW

Urry (2007) expressed that facilitating family or friend coordination and escalating social communication are the vital Factors for utilizing a cell phone.

Castells et al., (2007) "acquiring a cell phone is a turning point that demonstrates achievement, fiscally as well as socially in term of the Integration inside society". The "collective" character has been distinguished using cell phone.

Srivastava (2005) expressed that the cell phone has moved from being a 'Technological object' to a key 'Social object' as correspondence with others is the fundamental reason for cell phone acquiring.

Aydin, Ozer and Arasil (2005) demonstrate that consumer satisfaction and client confide in the versatile administrations supplier have positive and direct impact on dependability. When testing for exchanging cost control they find that the impact of satisfaction and trust is brought down

Rauch, (2005) Mobile phone use has brought about more prominent electronic connections between friends and family at the expense of face to face interaction which have been significantly diminished. Consequently, it could be recommended that cell phones are changing individual social standards and qualities.

Roos, Edvardsson and Gustafsson (2004) have in their study in Sweden compared about state services



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(monopoly over the service), protection, and retail managing an account, broadcast communications and retail. In light of the proposed trigger hypothesis they test for the situational trigger, social trigger and impact trigger. The media communications area is primarily affected by persuasive triggers (advertising).

Li and Whalley (2002) shows that value chain in media communications industry is transforming into value system and along these lines this new value system cooperates uniquely in contrast to customary parts in the client serving chain. This study leaves from conceptualization of marketing as trades and the utilization system approach characterized by Mittal, Kumar and Tsiros (1999) as an offering described by a noteworthy item and a service subsystem. In their study of utilization of such a system they appeared, to the point that there exists a hybrid impact of item and service in fleeting assessments and that these impacts are uneven.

Gerpott Rams and Schindler (2001) have in their study of customer loyalty in mobile telecommunications in Germany utilized the model satisfaction - loyalty - retention. They unequivocally support the known model, however their discoveries are intriguing as they find that customer perception of customer care efforts by mobile service provider does not have affect on satisfaction. They have additionally discovered that competitor's brand image diminishes faithfulness and in addition number transferability.

Marquardt (1999) has asserted that cell phones influence social connections and this is crumbling of groups.

Bolton and Lemon (1999) have in their study of broadcast communications area in US found that the consumer loyalty intercedes past and future utilization of services.

Bolton and Lemon (1999) in their media communications area consider in US analyzed usage using the installment value system and have demonstrated that a client will be more fulfilled (and more averse to switch) when he or she sees the value/use trade to be more fair.



6. DATA ANALYSIS

6.1 FREQUENCY ANALYSIS

VARIABLE	FREQUENCY	PERCENTAGE (%)
AGE		
21 - 25 years	60	60
26 - 30 years	18	18
31 - 39 years	12	12
40 - 49 years	6	6
50 years and above	4	4
GENDER		
Male	50	50
Female	50	50
RACE		
Gujarati	92	92
Non-Gujarati	6	6
NRI	2	2
MARITAL STATUS		
Single	62	62
Married	37	37
Widowed / Divorced	1	1
EDUCATION		
SPM	22	22
STPM	8	8
Diploma	16	16
Degree	50	50
Master	3	3
Others	1	1
MONTHLY INCOME		
Rs10000 and below	47	47
10001 - 15000 Rs	25	25
15001 - 25000 Rs	11	11
25001 - 35000 Rs	6	6
35001 - 45000 Rs	4	4
Rs 45000 and above	7	7
OCCUPATION		
Government	50	50
Private	14	14



Students	35	35
Unemployed	1	1

Out of the 100 respondents, majority of the 60 respondents were aged between 21-25 years old (60%), 18 respondents were aged between 26-30 years old (18%), 12 of the respondents were aged between 31-39 years (12%), 6 respondents were aged between 40-49 years and 4 respondents (4%) were aged 50 years and above. The result also showed that 50% of the respondents were male with 50% being female. In the 'race' criteria, 92 respondents were Gujarati (92%), 6 respondents were Non-Gujarati (6%) and the balance (2%) were NRI races. In terms of marital status, 62 respondents were single (62%), 37 were married (37%) and under the widowed / divorced category was 1% (1 respondent). In the field of "Education", 50 respondents obtained a first degree (50%), 22 respondents had a SPM level (22%) qualification, Diploma level was 16 respondents (16%), 8 respondents had attained STPM level (8%), for a Master's degree only 8 respondents (8%) and lastly other education levels was represented by 1 respondent (1%). For the monthly income, a total of 47 respondents earned Rs 10000 and below (47%) and there were 25 respondents with monthly income ranging from 10001 - 15000 Rs (25%), 11 respondents had monthly income between 15001 - 25000 Rs, 7 respondents earned Rs 45000 and above (7%), 6 respondents earned between 25001 - 35000 Rs and lastly there were 4 respondents (9%) earning between 35001 - 45000 Rs. As for profession, the majority of respondents were working in the government sector, totalling 50 respondents (50%), followed by students with 35 respondents (35%). The private sectors comprised 14 respondents (14%) and 1 respondent was unemployed (1%).

6.2 RELIABILITY ANALYSIS

VARIABLES	NO OF ITEMS	CRONBACH ALPHA	INDICATOR
Brand Loyalty	5	0.788	Acceptable
Price	5	0.662	Acceptable
Quality	5	0.795	Acceptable
Social Influence	5	0.681	Acceptable
Mobile Features	5	0.834	Good



A reliability analysis is used to find and measure the goodness of all data. Reliability analysis is often used to ensure that all items used in each variable are free from errors and thus could provide a consistent result for the research. In this study, the Cronbach's coefficients alpha values for all factors that ranged from 0.662 to 0.837 indicated good and acceptable inter-item consistency for each factor. In Table 4.3, it showed the reliability analysis test results of the variables and the Cronbach's alpha for each variable. The coefficients for Brand Loyalty was 0.788, followed by Price (0.662), Quality (0.795), Social Influence (0.681) and lastly Mobile Features (0.834). There were three cut-off points for reliability, i.e. Poor (0.6 and below), Acceptable (0.7) and Good (0.8 and above).

8. SUGGESTION

1. More advertisement should be given, so that the consumers will come to know about new features of the Mobile handsets.
2. Companies should survey market in terms of pricing of the Mobile Handsets
3. Companies should spend more to maintain the brand name of the company

9. CONCLUSION

Affected by brand loyalty, consumers would keep on buying the brand, regardless of the superior features, costs or comfort offered by its rivals. The more faithful the buyers are towards the brand, the less defenceless the clients' base would be. Buyers' with high brand devotion will pay a premium price for their favored image, in this way; their buy expectation isn't effortlessly influenced by value (Yee and Sidek, 2008). Butun luckily by referring to the consequence of this present study, this speculation has been rejected. It can be reasoned that Quality has connection with the customer's purchasing behavior. Not all people (especially individuals in Kangar) will buy cell phones in view of the highlights.



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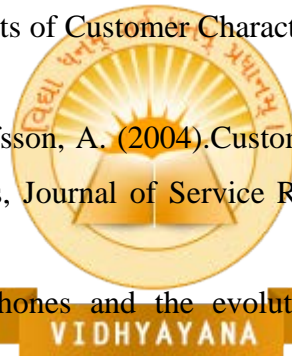
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