

Students' Brand Preferences towards Smartphone

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Abstract: *Brand preferences are usually studied by attempting to profile and understand loyal consumers. It is the indicator of the strength of a brand in the hearts and minds of customers. Brand preference represents which brands are preferred under assumptions of equality in price, battery durability, camera resolution and so on. In recent times smart phone plays a significant role among the users to meet up their numerous objectives by operating their desired smart phone. A total of 200 completed copies of questionnaires are evaluated for analysis. The results suggest that, brand name variable have statistically significant relationships with consumer preferences variable. The findings of the study indicated positive correlations among the variables i.e. battery backup, camera resolution, durability, and price have significant impact on the overall preferences of the consumers. The result derived from Cross tabulation and Likelihood ratio entails that these above factors are influenced the customer brand preference and there exists a strong relationship between these factors and brand preference.*

Keywords: *Smartphone, Samsung, Walton, Oppo, Brand preference, Brand satisfaction, SPSS*

I. Introduction

New generation can be called as smart phone generation as they love to busy with their smart phone all the time. And it becomes a very necessary instrument in their life. So before choosing their instrument of passing time they spent considerable amount of time for selecting smart phone. There are many factors to consider and brand is one of them. Knapman (2012) found consumers of Smartphone are strongly influence by brand when it comes to choosing smart phone. A smart phone is a mobile phone with an advanced mobile operating system which combines features of a personal computer operating system, with more advanced computing capability and connectivity with other features useful for mobile or handheld use by offering advanced technologies for information management, mobile calls, email sending, and internet access. While offering a standardized platform for application developers a smart phone performs everything a personal computer can do, and because of its mobility, much more. It combines a cell phone with very advanced features in smart phones internet, instant messenger e-mail, media player, video games, GPS navigation unit, digital camera, voice dictation for messaging and a voice search for asking questions about anything. It goes without saying that a single moment cannot be passed without having the existence of smart phone as it makes human life easy and making them knowledgeable regarding the whole universe in order to adapt with the technological advancement. Smartphone used as a device that enables the user to make telephone call and at the same time has some features that allow the user to do some activities that in the past was not possible unless using a computer or a personal digital assistant (PDA), such as sending and receiving e-mails, amending an office document.

Operating system is what allows the Smartphone to run its applications there are different operating system, such as iPhone runs IOS, BlackBerry runs The BlackBerry OS, other kind of handsets runs Google's Android OS, HP's web OS, and some other runs Microsoft's Windows Phone.

In 1999, the Japanese firm NTT DoCoMo released the first smart phones to achieve mass adaption within a country. Smart phones became widespread in the 21st century and most of those produced from 2012 onwards have high-speed mobile broadband 4G net, motion sensors, and mobile payment features. In the third quarter of 2012, one billion smart phones were in use worldwide. Global smart phone sales surpassed the sales figures for regular cell phones in early 2013.(www.wikipedia.com)

In the technological advancement age, no nation even just a single man cannot do anything's especially the modern activities in recent time. There has been also a great and very vast era of the evaluation of mobile phones from simple and bigger mobile phones, which were able to send and receive the text messages only. The smart phones are more likely to be the hand held computers for configuring the daily schedules, saving large documents, for watching videos, listening music, using internet, using world wide web, video conferencing and much more than a human mind can think.

Knapman (2012) found consumers of Smartphone are strongly influence by brand when it comes to choosing Smartphone. Knapman also signified many prospects for Smartphone makers to take on new means with the consumers of Smartphone and to present brand utility-by understanding the basis for student brand first choice and identify the critical roles that brand play in Smartphone preference. Cronin & Taylor (1992) found

that the satisfaction felt after the first trial of a brand directed customers to prefer the same brand in their decisions to repurchase it. (Oliver, 2003) investigated the relationship between customer satisfaction and brand loyalty, and found a positive relationship between these two variables. The study found that the international brand were preferred over the local brands as the overall results suggest that the people liked most of the features of those brands which were the international brands say Nokia and Samsung. Other than this all four factors such as color choice preference, brand image preference, Smart Features and cultural effect are all significant Arif, et.al.,(2015). "Brand Preferences can be defined as the subjective, conscious and behavioral tendencies which influence consumer's predisposition toward a brand" Mohan Raj.,(2016).

The Smart phones are getting really popular in this advanced world. Everyone wants to carry his own personal data and information with him all the time which smart phone makes possible. It is being accepted that in the future smart phones will take over all the other digital devices in next year's such as laptops, personal desktop computers and notebooks. Acer, Amazon, Apple, BlackBerry, BLU, Cleon, Huawei, i-mate, I mobile, Lava, Lenovo, Miramax, Microsoft, Nokia, One plus, Oppo, Samsung, Walton, Panasonic, Siemens, Sony, T-Mobile, Toshiba, Yota, ZTE etc. are some branded smart phones and each holds different qualities. One may prefer Oppo and other may prefer Walton or, Samsung. A good knowledge of students brand preference in Smartphone would help in understanding how brand shape students buying decision and preferences.

II. Review of Literature

1. Vasita and Rajpurohot (2011) refers outcome of resulting from the customer's pre-purchase comparison between of expected performance and actual performance with affordable cost is customer satisfaction. If the actual performance of service provider more than customers' expected that means customers are satisfied. When situation is opposite as like actual performance is less than expected that means customers are dissatisfied. Hafeez et al. (2010) conducted the study to investigate the determinants of customer satisfaction in telecommunications sector in Pakistan using 250 customers in Pakistan. The results of their study show that customer services and price fairness have a positive relationship with customer satisfaction. The results further show that independent variables not only influence dependent variable but complement each other in that if customer services are of good quality, then customers will be willing to pay more for the services provided. Thokoa and Kalebe (2015) Customer satisfaction is important in that satisfied customers form the foundation of a successful service provider because it leads to repeat purchases, brand loyalty, as well as positive word of mouth that may further improve financial performance of the preferred service provider.

Harish and Rajkumar (2011) examined service quality and customers preference of cellular mobile service providers in India, using 125 cell phone users. The study found that consumers' perception varied in accordance with the communication quality, call service, price, customer care and service provider's quality. The study found that price has significant positive impact on consumers' perception of a telecommunication service provider. Hague et al. (2010) also suggest that price, service quality, product quality, and promotional offer play an important role when consumers choose telecommunication service provider. Sharma M., (2012) consumer preferences define as the individual tastes, as measured by utility, of various types of goods. Notice that preferences are independent of income and prices. Ability to purchase goods does not determine a consumer's likes or dislikes. Brand preference are dependent on various variables which are customer used, that measured by utility.

III. Objective of the Study

The main objective of this study is to understand the students brand preferences towards smart phone. The other objectives of the study are as follows-

- To analyze various factors affecting the choice of brand.
- To assess the student's brand satisfaction.
- To know the students perception towards their smart phone's battery backup, price, camera resolution, and durability.

IV. Methodology of the Study

Research Design: The research design for the study is descriptive and analytical in nature that is conducted among the 200 interested users especially students of Mawlana Bhashani Science and Technology University.

Data Collection

Primary source of data was collected through structured questionnaire, which was distributed among the student of MBSTU those who are using smart phones. Secondary data were also collected from journals and articles, websites and previous works on the preference of smart phone.

Sample Size: The researcher has taken 200 students of Mawlana Bhashani Science and Technology University as a sample. Sample size was determined by stratified random sampling.

Tools of Analysis for this study: The results were analyzed through the Statistical Package for Social Science (SPSS) 20. Statistical tools such as Chi – square test and Cross tabulation have been used to analyze the data and to measure the consumer brand preferences.

Hypotheses:

H₀: There is no association among Brand preference and all variables

H₁: There is association among Brand preference and all variables

Limitations of the survey:

This survey has various limitations, Like any other survey:

1. Time was very limited.
2. As the study is on behavior aspect, information may be biased.
3. The study is limited at MBSTU campus.
4. The study is conducted in a very small area and on a small sample size, the results of the study cannot be generalized for another area of country.

V. Findings and Analysis

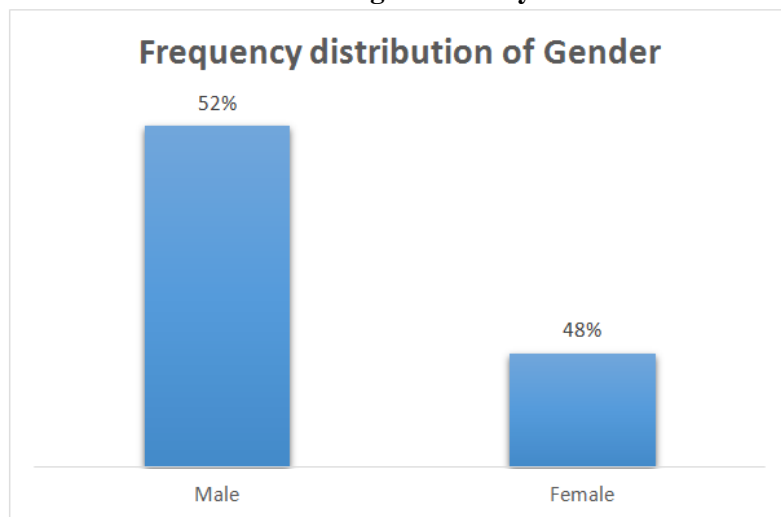


Figure 1: Frequency distribution of Gender

The figure shows that the percentages of male users of different mobile brand are 52% and female users are 48%.

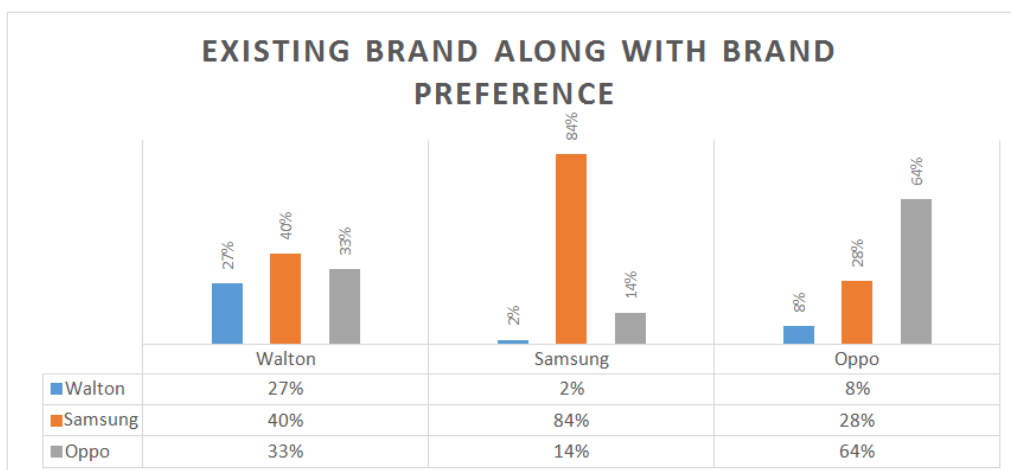


Figure-2: Existing used brand along with brand preference cross tabulation

From the figure 2 we found those who are currently using Walton smart phone user prefer Walton as their brand 27%, Samsung 40% and Oppo 33% respectively. At the same way the smart phone users of Samsung preferring Walton 2%, Samsung 84% and Oppo 14% respectively. On the other hand Oppo smart phone users preferring Walton 8%, 28% and 64% respectively. Walton smart phone users are preferring

Samsung most and Oppo users preferring Oppo as their favorite brand. Samsung users preferring Samsung compared to other brands.

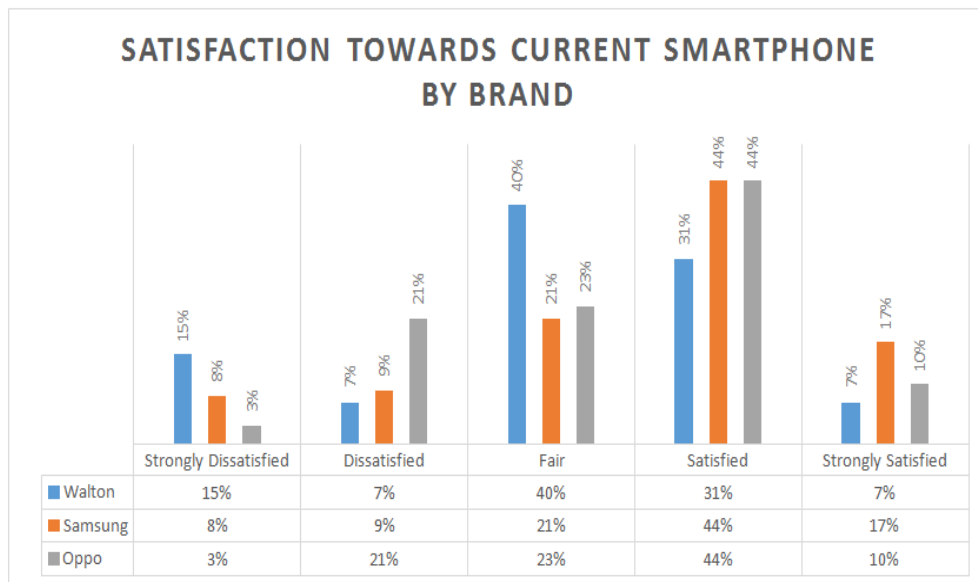


Figure-3: Satisfaction towards current Smartphone by brand

On the basis of this figure it is clear that the Walton users are strongly dissatisfied 15%, dissatisfied 7%, fair 40%, satisfied 31% and strongly satisfied are 7% respectively. But who are using Samsung strongly dissatisfied 8%, dissatisfied 9%, fair 21%, satisfied 44% and strongly satisfied 17%. And the Oppo users strongly dissatisfied 3%, dissatisfied 21%, fair 23%, satisfied 44% and strongly satisfied 10% respectively. Among these three brands Samsung have more satisfied customer than the other brands and Oppo have more dissatisfied customer than any other brands.

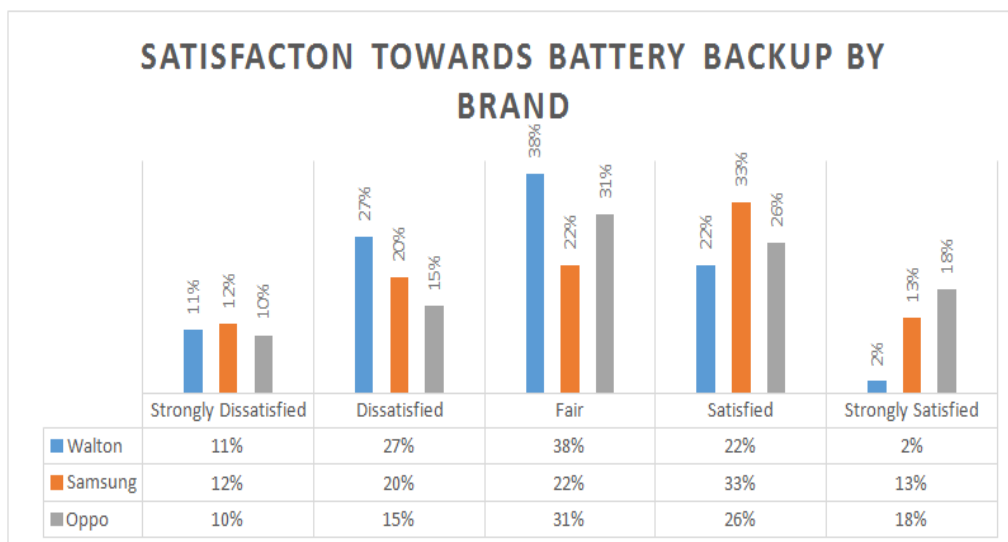


Figure 4: Satisfaction towards battery backup by brand

From the figure it has been revealed that the Walton users are strongly dissatisfied 11%, dissatisfied 27%, fair 38%, satisfied 22% and strongly satisfied 2% respectively. Samsung users are strongly dissatisfied 12%, dissatisfied 20%, fair 22%, satisfied 33% and strongly satisfied 13%. On the contrary Oppo strongly dissatisfied 10%, dissatisfied 15%, fair 31%, satisfied 26% and strongly satisfied 18% for battery backup capacity of smart phone. Samsung is the mostly preferable brand among three brands for battery backup capacity and Oppo is the least preferable brand.

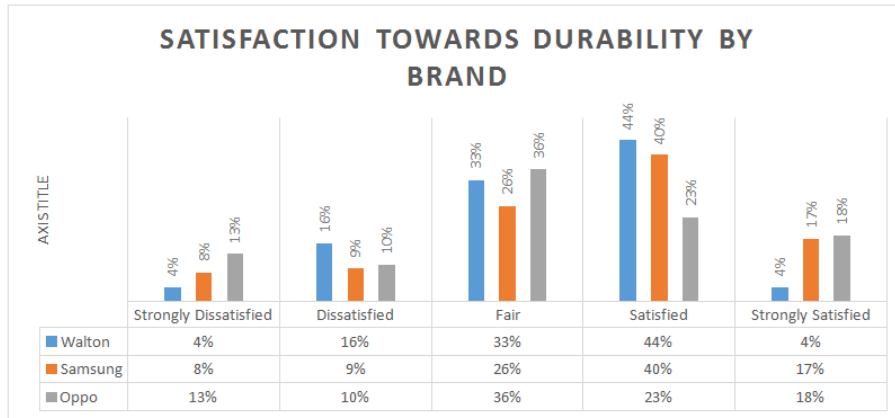


Figure-5 Satisfactions towards durability of Smartphone by brand

From this figure it has been found that Walton users are strongly dissatisfied 4%, dissatisfied 16%, fair 33%, satisfied 44% and strongly satisfied 4% respectively. Among 106 Samsung users, strongly dissatisfied 8%, dissatisfied 9%, fair 26%, satisfied 40%, strongly satisfied 17%. On the other side Oppo customers are strongly dissatisfied 13%, dissatisfied 10%, fair 36%, satisfied 23% and strongly satisfied 18%. Majority of the customer opined that Samsung is the best one for durability.

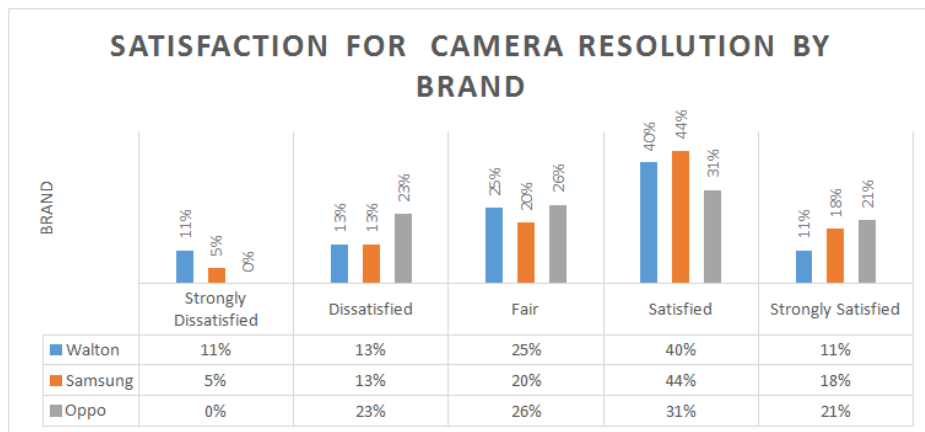


Figure 6: Satisfaction for camera resolution by brand

The figure 6 represents the brand satisfaction for Camera Resolution by brand named Walton, Samsung and Oppo. Based on this mentioned factors it influences the Walton users 11% as strongly satisfied, 13% as dissatisfied, 25% fair, 40% satisfied, and 11% as strongly satisfied. Samsung users are strongly dissatisfied for camera resolution 5%, dissatisfied 13%, fair 25%, satisfied 40% and strongly satisfied 21%. Oppo smart phone users are strongly dissatisfied 0%, dissatisfied 23%, fair 26%, satisfied 31% and strongly satisfied 21 respectively.

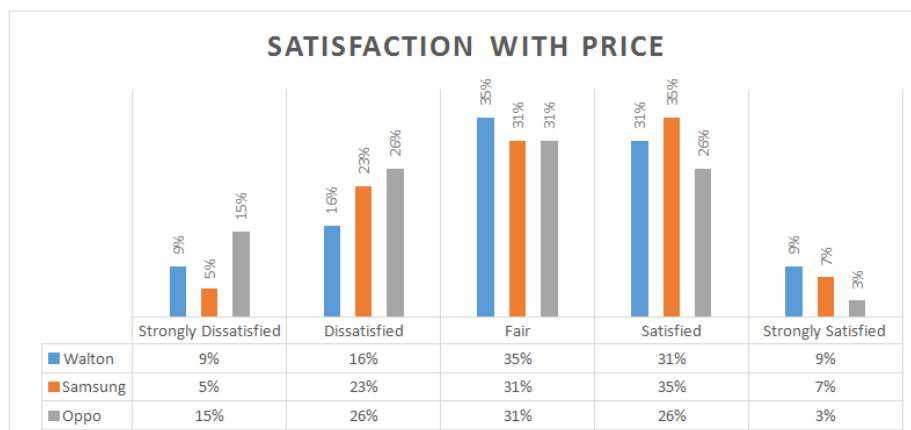


Figure-7 Satisfaction towards price of Smartphone by brand

On the basis of this figure it has found that the Walton users are strongly dissatisfied 9%, dissatisfied 16%, fair 35%, satisfied 31% and strongly satisfied are 9%. Samsung users are strongly dissatisfied 5%, dissatisfied 23%, fair 31%, satisfied 35% and strongly satisfied 7%. Oppo smart phone users are 15% strongly dissatisfied, 26% dissatisfied, 31% fair, 26% satisfied and 3% strongly satisfied. Oppo smart phone users are more dissatisfied regarding the price of smart phone, then Walton smart phone and Samsung consecutively.

H ₀	There is no association among Brand preference and all variables
H ₁	There is association among Brand preference and all variables

Test 1: Gender and brand

Chi-Square Test			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.689a	2	0.158
Likelihood Ratio	3.718	2	0.156
Linear-by-Linear Association	3.653	1	0.056
N of Valid Cases	200		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 9.50.

Symmetric Measures			
		Value	Approx. Sig.
Nominal by Nominal	Phi	0.136	0.158
	Cramer's V	0.136	0.158
N of Valid Cases		200	

Test 1 represents Chi-Square value is 3.689 with degree of freedom 2 where p value is .158>.05 at the 5% level of significance. Null hypothesis is accepted which concludes that there is no significant association between the brand preference and gender.

Test 2: Chi-square test for brand preference with current Smartphone

Chi-Square Test			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17.577a	8	0.025
Likelihood Ratio	16.098	8	0.041
Linear-by-Linear Association	0.202	1	0.653
N of Valid Cases	200		

a. 3 cells (20.0%) have expected count less than 5. The minimum expected count is 1.80.

Symmetric Measures			
		Value	Approx. Sig.
Nominal by Nominal	Phi	0.296	0.025
	Cramer's V	0.21	0.025
N of Valid Cases		200	

The above table depicts that Pearson Chi-Square value is 0.025. Results showing expected countless than 5 in 3 cells, so statistically it is not possible to take decision based on chi-square value. So the decision taken based on Likelihood Ratio. Likelihood ration has a result of 0.041< 0.05, at the 5% level of significance. Null hypothesis H₀ is dissatisfied hence there is significant association between brand preference and current Smartphone.

Test 3: Chi-square test for brand preference with battery backup

Chi-Square Test			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17.491a	8	0.025
Likelihood Ratio	19.003	8	0.015
Linear-by-Linear Association	4.235	1	0.04
N of Valid Cases	200		

a. 3 cells (20.0%) have expected count less than 5. The minimum expected count is 2.20.

Symmetric Measures			
		Value	Approx. Sig.
Nominal by Nominal	Phi	0.296	0.025
	Cramer's V	0.209	0.025
N of Valid Cases		200	

Test 3 depicts that Pearson Chi-Square value is 17.491 with degree of freedom 8, where p value is $0.025 < 0.05$. Results having expected count less than 5 in 3 cells. We have taken decision based on Likelihood Ratio. Likelihood ratio has a result of $0.015 < 0.05$ at the 0.05 level of significance. Null hypothesis H_0 is dissatisfied hence there is significant association between brand preference and battery backup of Smartphone.

Test 4 Brand Preference for durability of Smartphone

Chi-Square Test			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.762a	8	0.064
Likelihood Ratio	13.958	8	0.083
Linear-by-Linear Association	0.025	1	0.875
N of Valid Cases	200		
a. 4 cells (26.7%) have expected count less than 5. The minimum expected count is 1.50.			

Symmetric Measures			
		Value	Approx. Sig.
Nominal by Nominal	Phi	0.272	0.064
	Cramer's V	0.192	0.064
N of Valid Cases		200	

Test 4 depicts that Pearson Chi-Square value is 14.762 with degree of freedom 8, where p value is $0.064 > 0.05$. Results having count less than value 5 in 3 cells. Likelihood Ratio has been taken to make decisions. Likelihood ratio has a result of $0.083 > 0.05$ at the 0.05 level of significance. Null hypothesis H_0 is satisfied hence there is no significant association between brand preference and durability of Smartphone.

Test: 5 Chi-square test of brand preference for camera resolution

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.316a	8	0.316
Likelihood Ratio	9.193	8	0.326
Linear-by-Linear Association	0.952	1	0.329
N of Valid Cases	200		
a 5 cells (33.3%) have expected count less than 5. The minimum expected count is 1.10.			

Symmetric Measures			
		Value	Approx. Sig.
Nominal by Nominal	Phi	0.216	0.316
	Cramer's V	0.153	0.316
N of Valid Cases		200	

The table 5 reveals that Pearson Chi-Square value is 9.316 with degree of freedom 8, where p value is $0.316 > 0.05$. But in case of having less value 0.05 in 3 cells. We have taken decision based on Likelihood Ratio. Likelihood ratio has a result of $0.326 > 0.05$ at the 0.05 level of significance. Null hypothesis H_0 is satisfied hence there is no significant association between brand preference and camera resolution of Smartphone.

VI. Conclusion

The purpose of this study is to analyze students brand preferences towards smart phone of Mawlana Bhashani Science and Technology University by finding the factors which influence them to purchase smart phone. The result in this study shows that brand name, batter backup, durability, camera resolution, and price have the influence on consumer's brand preferences.

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