

**Major Research Project on**

**BRAND PREFERENCE OF SMART PHONES**

**AMONG STUDENTS**

Submitted By

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2K21/DMBA/91

Under the Guidance of

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## **CERTIFICATE**

This is to certify that Mr. **Prince Yadav** have completed the project titled “**Brand preference of Smart phones among Students**” under the guidance of **Mr. Mohit Beniwal** as a part of Master of Business Administration (MBA) curriculum of Delhi School of Management, New Delhi. This work is unique and hasn't been submitted anywhere else.

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## DECLARATION

I, **Prince Yadav** student of Delhi School of Management, Delhi Technological University hereby certify that the Project Report on **Brand preference of smart phone among students**, which I have submitted My own unique work serves as a partial satisfaction of the requirements for the award of the degree of Master of Business Administration (MBA). I certify that neither I nor anybody else has submitted this project report to another university or institution in hopes of receiving another degree or credential. I further declare that this project has properly acknowledged the information gathered from numerous sources.

PRINCE YADAV

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## **ACKNOWLEDGEMENT**

It offers me sizeable delight to acknowledge and specific my gratitude to all those who have helped me all through this challenge.

Firstly, I'm thankful to Mr. Mohit Beniwal, Assistant professor, Delhi school of management, DTU, as without his steering this Project would have been impossible. His optimistic thoughts, never-ending persistence, valuable grievance, and religion in me stimulated me to work in the direction of my objective, needless to mention, I might have never reached this degree without his support.

subsequently, I would really like to thank my dad and mom, and circle of relatives for motivating me and directly or indirectly assisting me in finishing this challenge.

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## **EXECUTIVE SUMMARY**

The current work addresses consumer brand preference and marketing tactics. For the goal's achievement in this project, a number of factors are taken into account. The employment of the sample approach and research design was the first and most important action done. Additionally, ideas about marketing strategy from Mr. Philip Kotler, a seasoned author who served as the modern marketing era's mentor. We would learn about brand preferences among Graduate & Post Graduate students based on data gathering & analysis. To achieve the goal of my research, I have just presented this in my project. Due to rising rivalry and unpredictability, the cellular phone market in India is one of the most tumultuous and turbulent market conditions today. As a result, research on consumer spending patterns and brand preferences for choosing among various mobile phone brands is directed. This study's primary objective is to examine the teens and young market. The goal of this study is to better understand how consumers make decisions about mobile phone brands by examining the elements that affect young people's and teenagers' brand preferences.

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## **CHAPTER-1 INTRODUCTION**

Smartphones have become an essential part of everyday life, and they are no longer just a means of communication. In recent years, the smartphone market has grown significantly, and there is intense competition among the different brands. Students, in particular, are an important consumer group for smartphones, and their preferences for particular brands can be influenced by a variety of factors. This literature review aims to provide an overview of the research on brand preference of smartphones among students.

**Global cellular industry:** - Numerous manufacturers and carriers make up the foundation of the global mobile phone market. This sector is supported by cutting-edge technology, and several manufacturers work in a wide range of sectors by utilising technology, distribution networks, market expertise, and brand identities. The world's mobile phone market is currently dominated by four large manufacturers. Motorola, Samsung, Sony Ericsson, and Nokia. There are numerous manufacturers operating both internationally and locally in addition to these businesses.

### **Telecom industry in India: -**

- One of India's industries with the quickest growth is the telecom sector. After China and the US, India has the third-largest telephone network in the world with around 200 million lines.
- The majority of the wireless market growth in Asia Pacific is driven by increased demand from nations like India and China, which has the highest growth rate in the globe at 45%.
- China is the largest market in the Asia Pacific area, accounting for 48% of all customers in the region. India's mobile phone subscriber base is rising at a rate of 82.2%. India's share of the Asia-Pacific mobile phone market is 6.4%, in contrast.
- Given that the populations of China and India are nearly equal populations, India's low mobile penetration presents tremendous growth opportunities.

**History of Indian telecommunications:** The first land wire was set up by the government in 1851 close to Calcutta (the British capital). In 1881, telephone service was first made available in India. The telephone network and the mail service merged in 1883. In 1923, the Indian Radiotelegraph Company (IRT) was established. Following the country's 1947 declaration of independence, all foreign telecommunications firms were nationalised, creating a PTT monopoly that was run by the State Department of Telecommunications.

The government believed it was best to maintain governmental control over the communications industry since it was seen as a strategic service. When the private sector was permitted to manufacture telecommunications equipment in the 1980s, the first winds of telecoms reform started to blow. The Department of Communications (DOT) was established in 1985. It was the exclusive provider of long-distance and long-distance communications and became a self-regulatory body (separate from the postal system).

The telecom industry gained in the 1990s from the economy's complete liberalisation. A process of change that finally led to the opening up of the telecom services sector to the private sector was initiated by Indian politicians as a result of examples of telecom revolutions in many other nations that resulted in better service quality and lower pricing. The first attempt to create a detailed road map for India's telecom industry was the National Telecommunications Policy (NTP) of 1994. The Indian Telecommunications Regulatory Authority (TRAI) was founded in 1997. As a regulatory organisation, TRAI was created to encourage the telecommunications industry's expansion.

In addition to the introduction of cellular service, a new national communications policy was adopted in 1999.

Both fixed service providers (FSP) and cellular services make up India's telecom industry. Basic service, domestic or domestic long distance service, and international long distance service are all included in fixed line service. Nearly 90% of basic services revenue comes from public operators (BSNL and MTNL). Less than 5% of subscribers use the private sector services that are now offered in select urban regions.

Private services, on the other hand, are mostly found in the corporate and enterprise sector and offer dependable, premium services including leased lines, ISDN, closed



user groups, and video conferencing. GSM and CDMA are two subcategories of cellular services. Airtel, Vodafone-Essar, and Idea Cellular lead the GSM market, while Reliance and Tata Indicom control the CDMA market. The introduction of long-distance and international calling services is a key growth engine for the cellular sector. The enormous cash generated by these services allows cellular carriers to make up for the lower airtime rates, which have traditionally been their primary source of income along with rent.

Reduced tariffs on broadcast, long-distance and international calls, as well as mobile phone prices, have stimulated demand.

**Current scenario: -** In today's intensely competitive environment, it is critical for business owners to identify and understand the factors that are essential to combat the competition, shifting consumer preferences, and available options. Marketers have been compelled to study and investigate the factors that might have an impact on consumers' purchasing decisions and behaviours by the strong competition about product similarity and the growing variety of competing manufacturers in the market. Teenage and child markets are the most tempting and alluring for marketers because they believe they can get a significant return on their efforts by focusing on these age groups of businesses. Youths and young adults, in recent times, are considered to have greater electricity of their key circle of relative's decisions and purchases. consequently, a prime middle of firm's advertising movements is toward these clients and they pay attention a good deal at the elements underlying the buying conduct and emblem preference.

**Factors affecting brand preference:** - Investigating factors that influence customers' purchasing decisions when purchasing a mobile phone can be a fascinating topic for academics to study because they can examine major factors that may be important in choosing a specific cell phone over the competition. This study paper attempts to look into the factors that influence consumer choice within the setting of the market for adolescent and teen customers.

The market for mobile phones serves as the backdrop for the research. The motivation behind choosing the mobile phone industry in light of awareness of young and teen decision-making is twofold: First of all, young adults and teenagers use mobile phones often worldwide, and the competition in this industry has been increasing over the past several years. Therefore, it's essential for marketer comprehend the elements that influence decision making in this specific market; after that, young adults have a significant and influencing role on mobile phone choice in the market for mobile smartphones. Marketers target them not just because they will represent young customers tomorrow but also because they control a sizable and powerful market.

**Problem statement:** - There are various embedded factors that affect the sales and profitability of mobile phone companies as well as the factors that directly affect the choice of the smart phone by teenagers and young adults.

This study focuses on identifying the different factors that influence purchase behaviour and brand choice in the mobile phone market.

## **Objectives of the study**

The main goal was to examine how different mobile brands are perceived and purchased by students.

The Objectives of this study were to identify: -

- To identify the most preferred smartphone brand among students and the reasons behind their preference.
- To explore the factors that influence students' brand preference when it comes to smartphones, such as price, design, features, and marketing.
- To analyse the relationship between students' brand preference and their demographic characteristics, such as age, gender, income, and education level.
- To assess the impact of brand loyalty on students' decision-making process when purchasing smartphones.
- To provide insights for smartphone companies on how to effectively market their products to the student demographic.
- To evaluate the potential of new or emerging smartphone brands in capturing the student market.

## **Scope of the study: -**

- The study investigates the level of brand awareness of various smartphone brands among the students. It can include their familiarity with different smartphone brands, their knowledge of the features, and their perception of each brand.
- The study will explore the students' preference for different smartphone brands. It can include the factors that influence their brand preference, such as design, functionality, price, and reputation.
- The study investigates the students' purchase behaviour concerning smartphones. It can include their buying habits, frequency of purchases, and reasons for selecting a particular brand.
- The study will explore the level of brand loyalty among the students. It can include their willingness to recommend the brand to others, the likelihood of purchasing the same brand again, and the reasons behind their loyalty.

## **CHAPTER-2 LITERATURE REVIEW**

**Liu, L., & Wang, Y. (2020).** A Study on the Factors Affecting College Students' Smartphone Brand Preference. *Journal of Economics and Business*, 3(1), 29-40.

The study aimed to identify the factors influencing college students' preference for smartphones. The research findings suggest that students' age, income, and gender, as well as their perceived value, brand image, and satisfaction, are significant factors that influence their brand preference.

**Zafar, M., Ashraf, M. A., & Ali, S. (2021).** Brand Preference of Smartphones Among University Students: A Case Study of Lahore. *International Journal of Marketing Studies*, 13(2), 1-15.

The study explored the brand preferences of smartphones among university students in Lahore. The research findings showed that students' age, income, and brand awareness are important factors that influence their brand preference. The study also revealed that Apple and Samsung are the two most preferred brands among university students.

**Al-Qeed, M. A. (2019).** Factors affecting brand preference of smartphones among university students in Saudi Arabia. *Journal of Business and Retail Management Research*, 13(4), 67-78.

The study aimed to identify the factors affecting brand preference of smartphones among university students in Saudi Arabia. The research findings revealed that students' age, income, and perceived quality of the smartphone are significant factors that influence their brand preference. The study also showed that Samsung and Apple are the two most preferred brands among university students.

**Kumar, S. (2018).** Factors affecting brand preference of smartphones among college students: An empirical study. *International Journal of Commerce and Management Research*.

The study aimed to identify the factors affecting brand preference of smartphones among college students. The research findings revealed that brand image, price, and features of the smartphone are significant factors that influence students' brand preference.

## **CHAPTER-3 RESEARCH METHODOLOGY**

The descriptive and probability research designs are employed in this study.

For the investigation of student brand preferences, a descriptive research approach is appropriate. An explanation of a phenomenon's or population's characteristics is provided using this style of design. The phenomenon in this instance is college students' brand preferences. Understanding the brands that students like and the variables that affect their preferences will be made easier with the help of the descriptive study approach.

A survey of college students is used to gather data for the descriptive research design. Students' preferences for brands, how frequently they buy them, and the reasons behind their preferences will all be included in the survey. The poll also asks about the demographic information of the students, such as their age, gender, and major. To summarise the responses and spot trends in the data, descriptive statistics would be used to examine the survey data.

### **Probability research design**

When the objective is to draw conclusions about a population based on a sample from that group, a probability research design is employed. In this instance, college students make up the population, and the objective is to draw conclusions about the brand preferences of all college students based on the replies of a sample of students. When the sample is chosen at random and is representative of the population, a probability study methodology is acceptable.

For this project, a random sample of college students is chosen from a broader population of college students in accordance with a probability research methodology. To offer a statistically significant representation of the population, the sample should be sizable enough. The survey is administered to the sample of students, and the data collected would be analysed using inferential statistics to make inferences about the population of college students.

**Data collection**

**Primary data:** Questionnaire is used for collecting the primary data

**Secondary data:** Whereas Secondary data is collected from the various online portals and company websites.

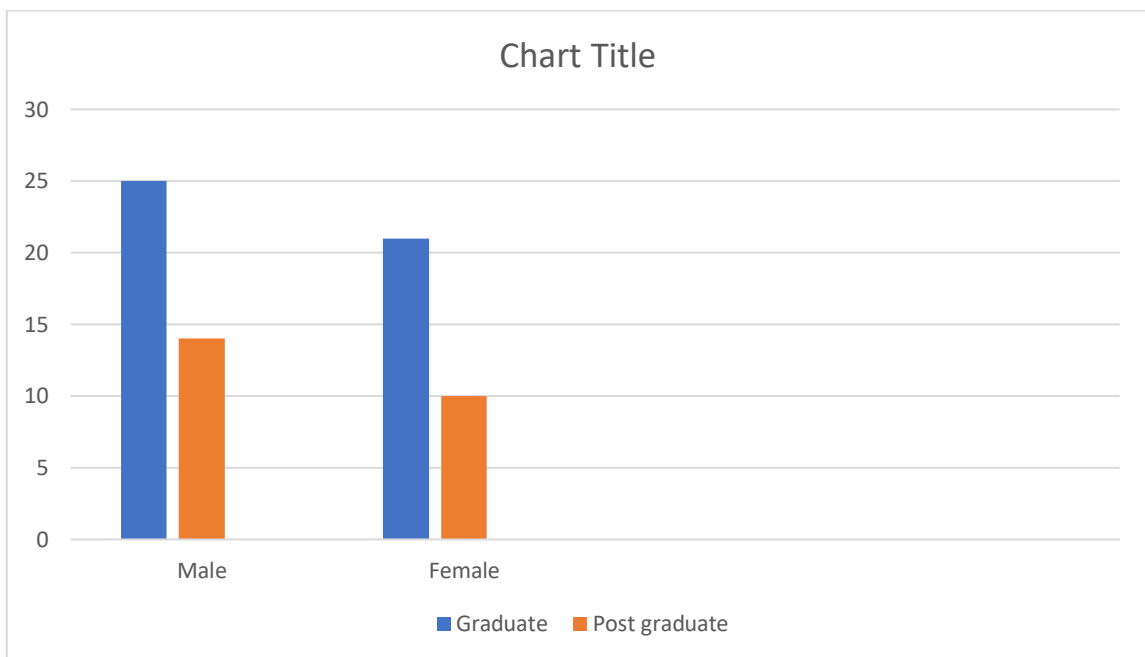
**Sampling methodology**

- Sample size: 70 people
- Sample Unit- Graduate and post-graduate students have been used as the sample unit.
- Sample Location: Delhi
- Sampling Method - The Quota Sampling method

## **CHAPTER-4 DATA ANALYSIS**

Q-1 Gender profile of the respondents?

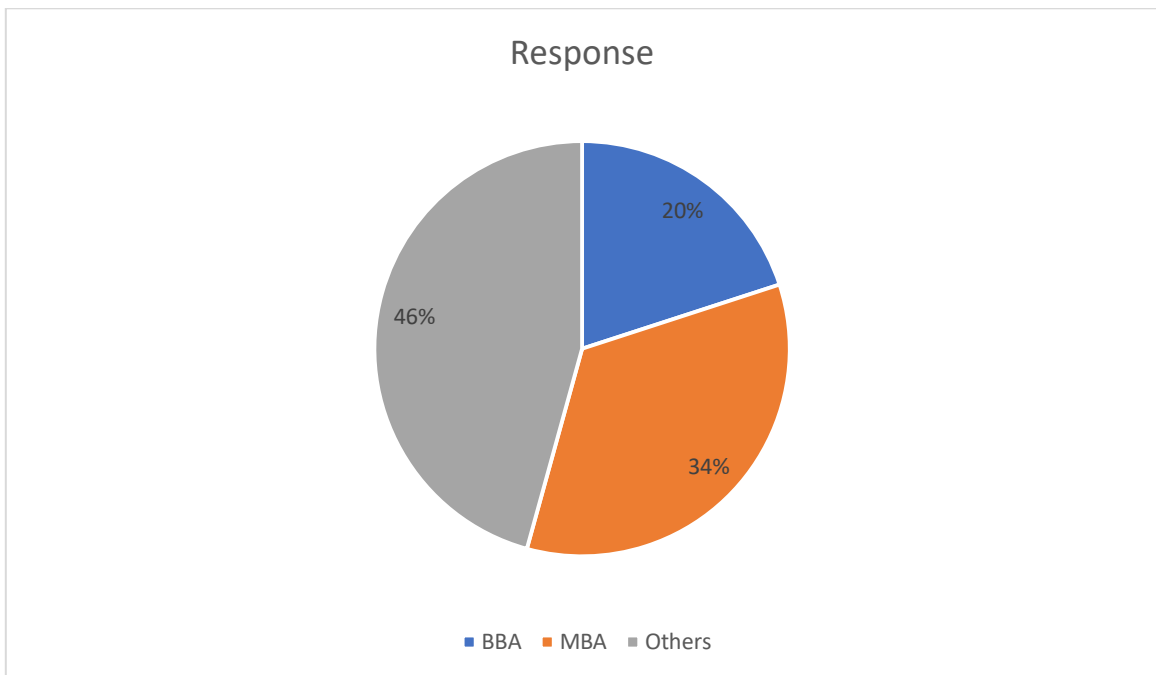
	Graduate	Post graduate
Male	25	14
Female	21	10



The graphical representation shows that out of 70 respondents male respondents were 39 out of which 25 were graduates and 14 were post graduates and 31 respondents were female out of which 21 were graduates and 10 were post graduates.

Q-2 Educational background of the respondents?

Particulars	Response
BBA	14
MBA	24
Others	32

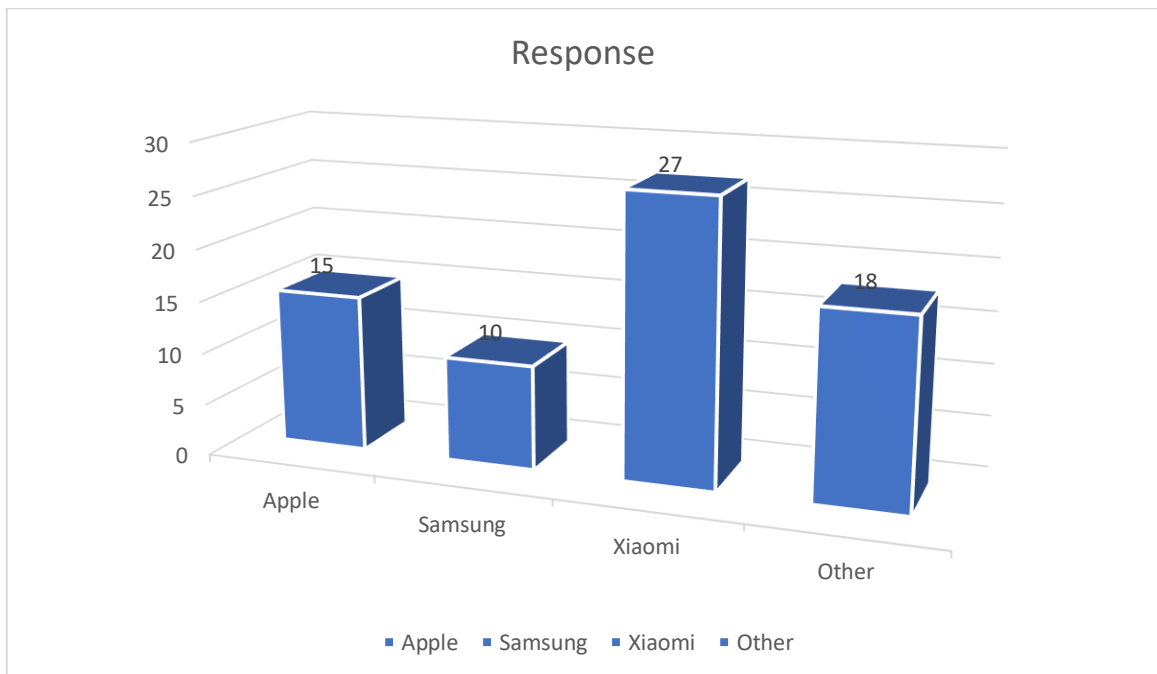


According to the above graphical representation 14 respondents were BBA graduates, 24 respondents were MBA post graduates and rest 32 were belong to other graduate courses like B.tech, B.com and other graduation streams.



Q-3 Which brand of smartphone do you currently use?

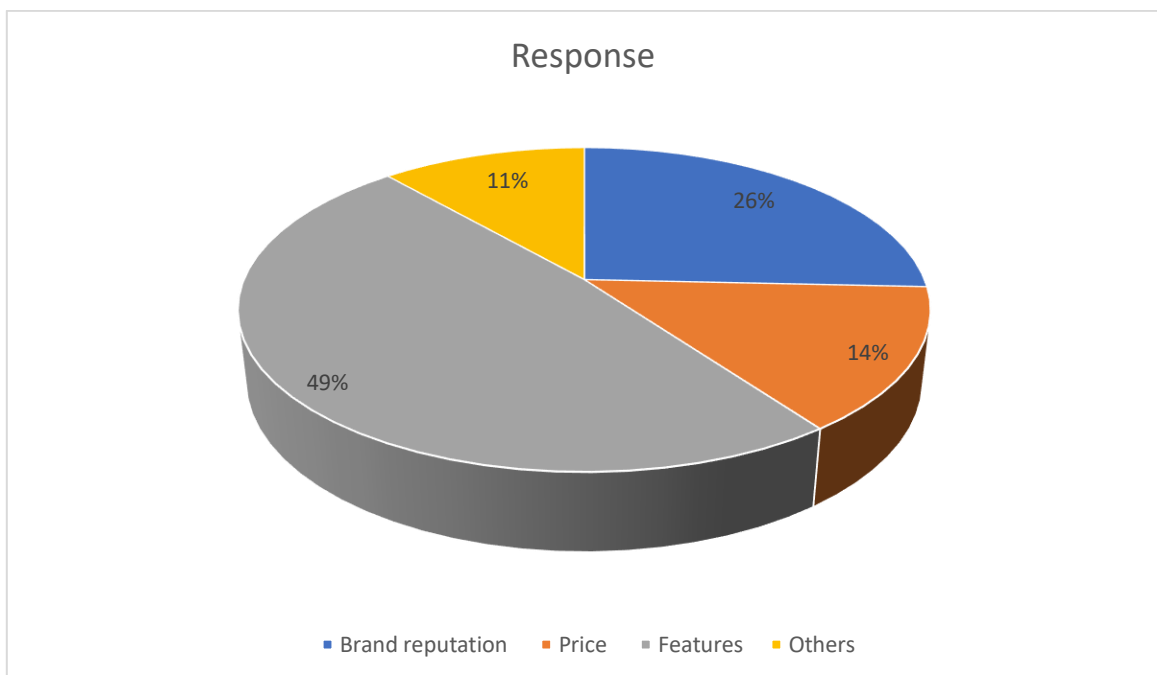
Particulars	Response
Apple	15
Samsung	10
Xiaomi	27
Other	18



According to above graphical representation out of 70 respondents 15 are using Apple, 10 are using Samsung, 27 were using Xiaomi, 12 were using Oneplus and rest are using other smartphones

Q-4 What influenced your decision to choose your current smartphone brand?

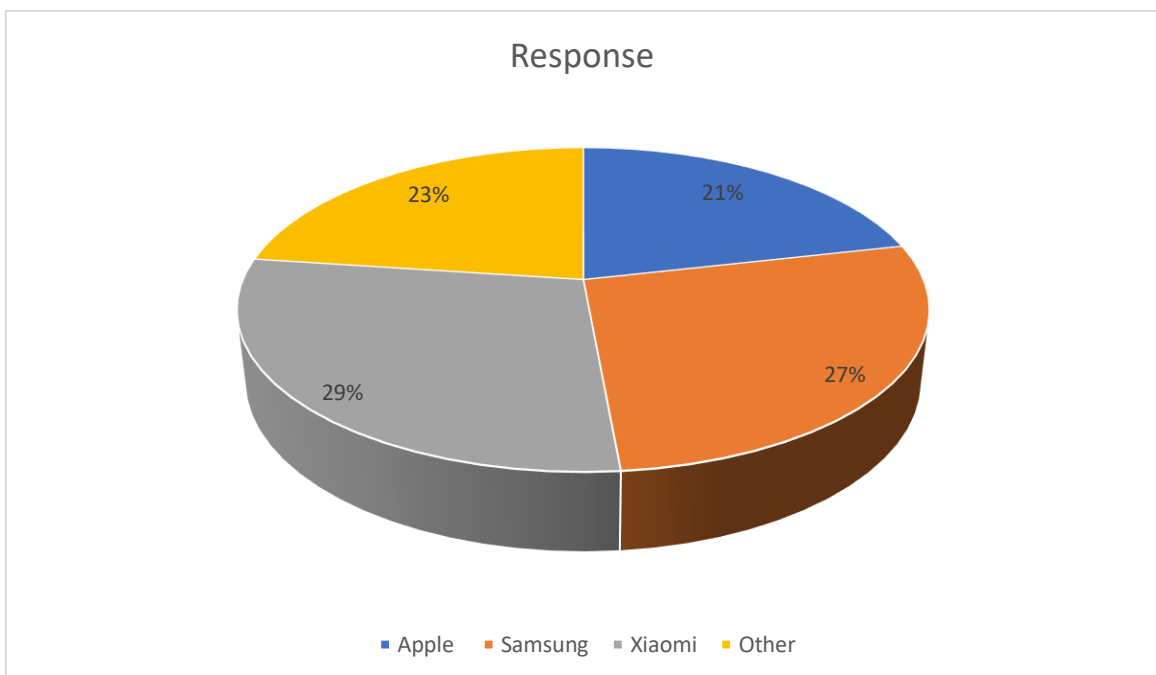
Particular	Response
Brand reputation	18
Price	10
Features	34
Others	8



According to above graphical representation out of 70 respondents 18 people look for the brand reputation of the smartphone, 10 people look for the price, 34 looks for features and rest 8 look for other things.

Q-5 Which smartphone brand would you consider purchasing next?

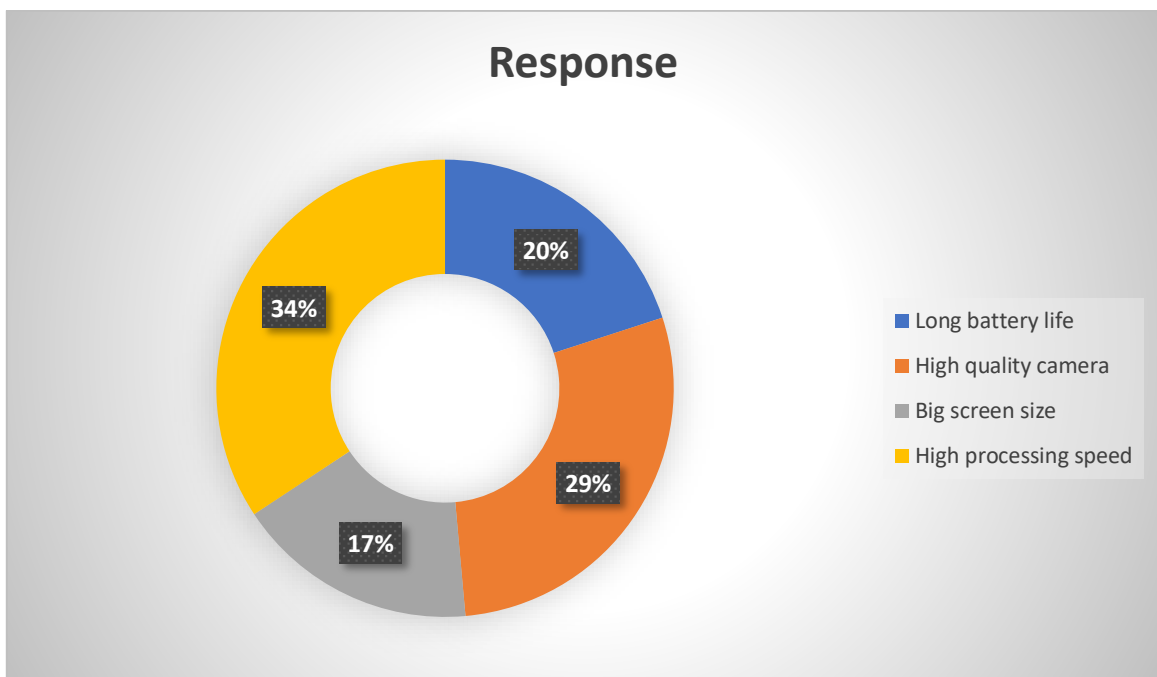
Particulars	Response
Apple	15
Samsung	19
Xiaomi	20
Other	16



According to above graphical representation out of 70 respondents 15 people are thinking to buy next smartphone of Apple, 19 people are buying Samsung, 20 are buying Xiaomi and rest are targeting other smartphone

Q-6 Which of the following features do you consider to be essential in a smartphone?

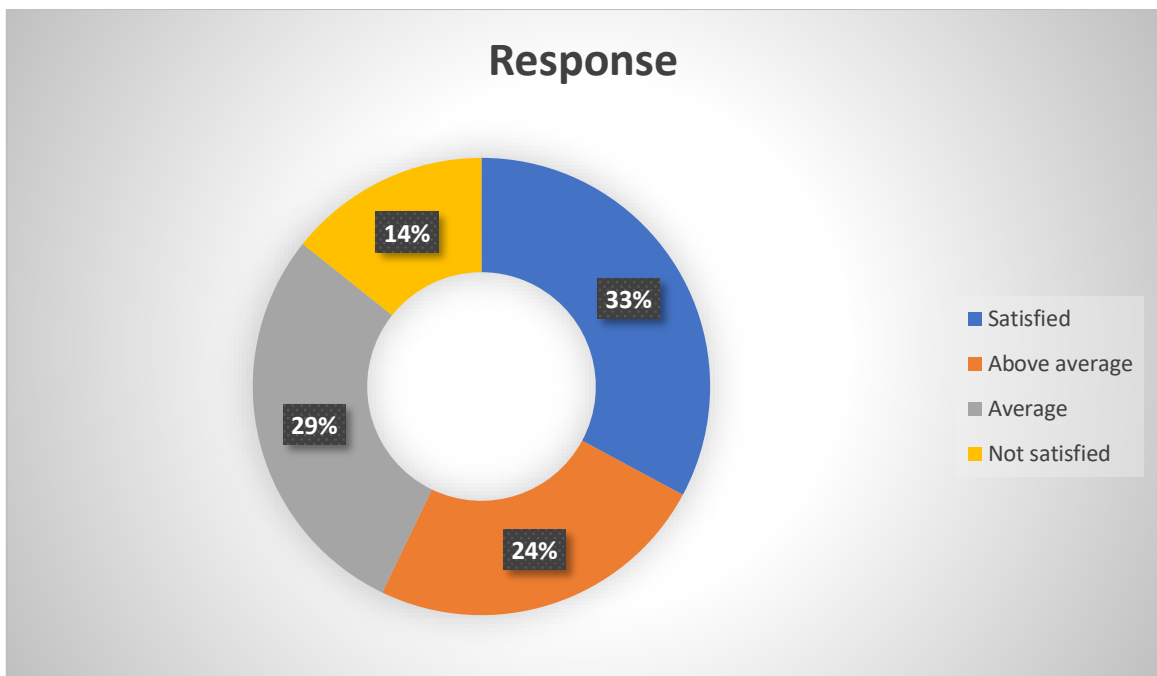
Particular	Response
Long battery life	14
High quality camera	20
Big screen size	12
High processing speed	24



According to above graphical representation out of 70 respondents 14 people are considering Long battery life, 20 people are considering high quality camera, 12 people are Considering Big screen size and 24 are looking for high processing speed.

Q-7 What is your opinion on the customer service provided by your current smartphone brand?

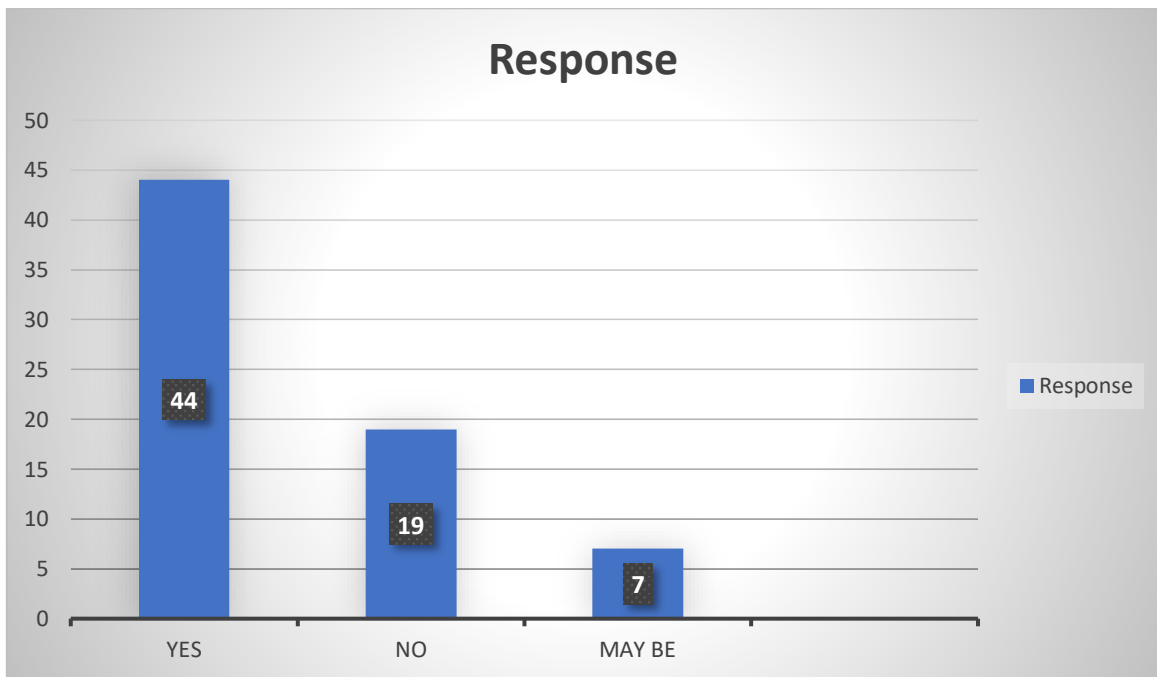
Particular	Response
Satisfied	23
Above average	17
Average	20
Not satisfied	10



According to above graphical representation out of 70 respondents 23 people are satisfied with their smartphone's customer service, 17 believe its above average, 20 people feels average and 10 people are not satisfied.

Q-8 Would you recommend your smartphone brand to the others?

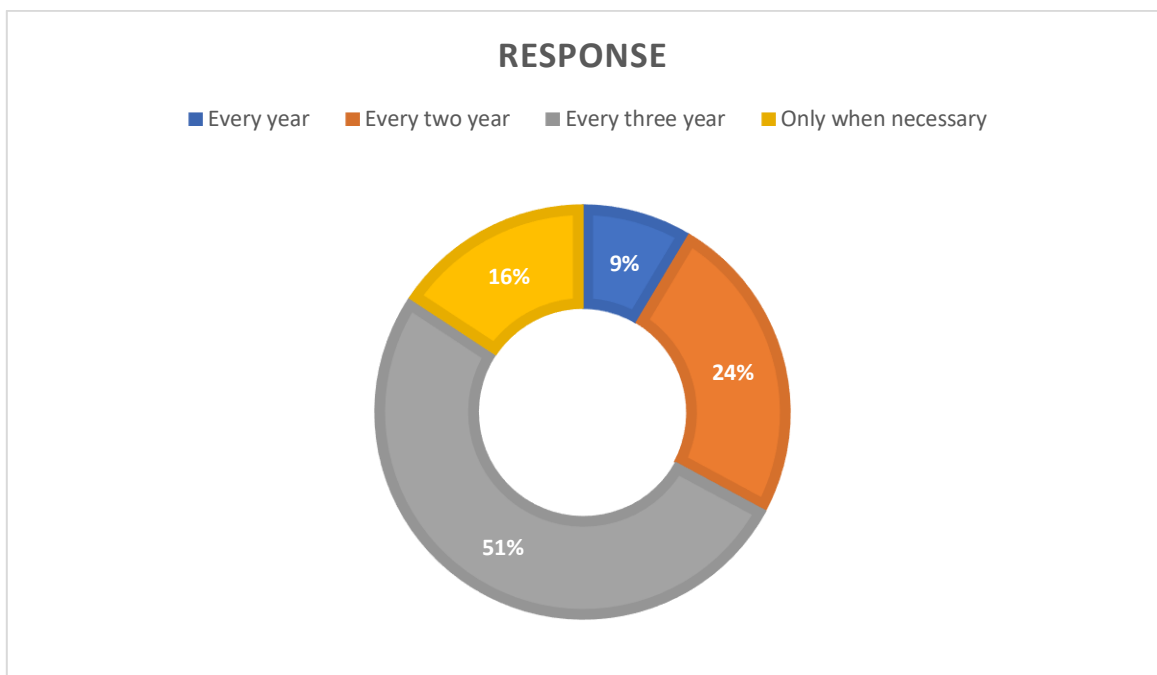
Particulars	Response
Yes	44
No	19
May be	7



According to above graphical representation out of 70 respondents 44 people are recommending their smartphone to others while 19 people does not recommend their smartphones and rest 7 people are not sure.

Q-9 How frequently do you upgrade your smartphone?

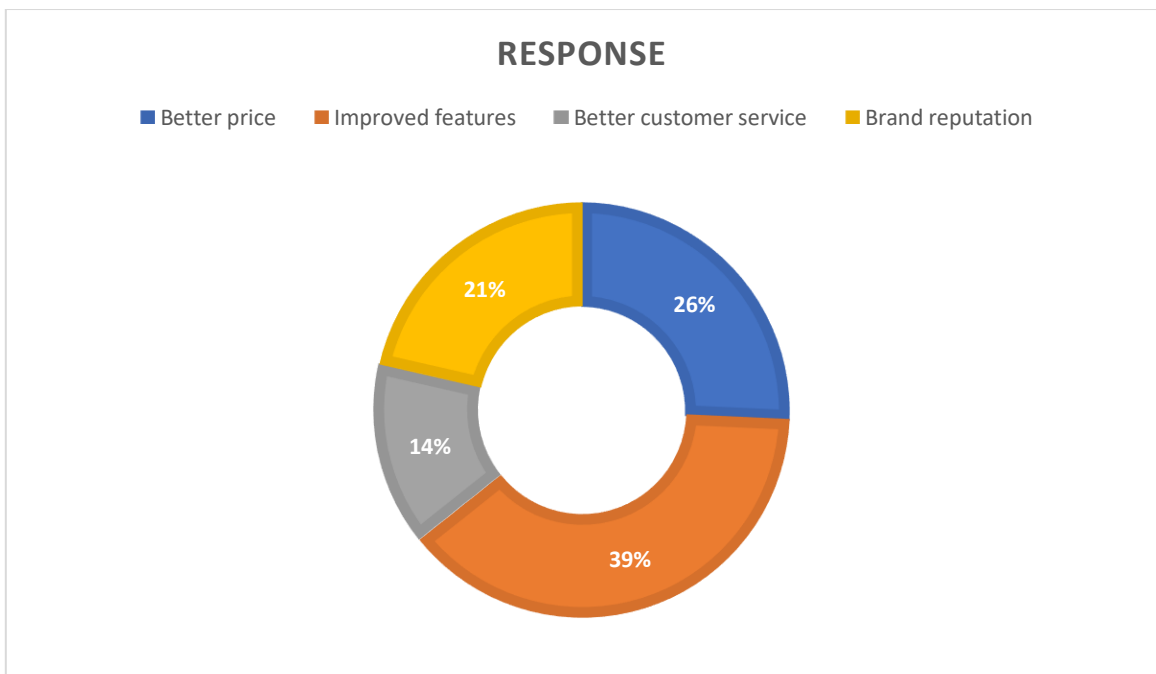
Particular	Response
Every year	6
Every two year	17
Every three year	36
Only when necessary	11



According to above graphical representation out of 70 respondents 6 people change their smartphones every year, 17 people change in every two years, 36 people change in every three years and 11 people change only when its necessary.

Q-10 Which of the following factors is most likely to convince you to switch to a different smartphone brand?

Particular	Response
Better price	18
Improved features	27
Better customer service	10
Brand reputation	15



According to above graphical representation out of 70 respondents 18 people are convinced for better price in their next smartphone, 27 are convinced for improved features, 10 are looking for better customer service and 15 are convince by good brand reputation.



## **Findings and recommendations**

### **Findings**

- Xiaomi was the most popular smartphone brand among poll respondents, who were more likely to be graduates than post-graduates.
- When choosing a smartphone, the majority of respondents were interested in features.
- The top three brands that respondents were considering for their new smartphone were Samsung, Xiaomi, and Apple.
- High processing speed was the deciding factor for respondents when selecting a smartphone.
- Why The majority of survey participants either had positive or average customer service experiences with their smartphones.
- Most respondents said they would suggest their existing smartphone to others.
- The majority of respondents wanted their next smartphone to have better features.

## **Recommendations**

- The initiative might concentrate on emphasising the features of the smartphones when promoting them, or it could look into promoting other smartphone companies besides Xiaomi in order to reach a wider audience.
- Given that Samsung, Xiaomi, and Apple were the top three brands that respondents were considering, the project may want to explore pushing smartphones from these firms more strongly.
- The project might consider investing in enhancing their customer service to raise client happiness;
- The project could investigate enhancing the processing speed of their cell phones to draw in more customers.
- The project's marketing campaigns might highlight the high proportion of satisfied customers.
- Since the majority of respondents wanted better features in their future smartphone, the project could concentrate on highlighting these features in its marketing campaigns.
- To entice users who replace their smartphones every year or two to choose their brand, the project can think about offering discounts or promotions.

## **Limitations of study**

Limitations of the study were as follows; -

- **Sample Size:** With only 70 responders, the sample size is somewhat tiny and could not be entirely representative of the population. The results might not apply to a bigger population.
- **Sampling Bias:** Since the respondents weren't chosen at random, there can be a sampling bias. Some groups may be overrepresented or underrepresented in the sample, which may not be representative of the total population.
- **Self-Reported results:** Because the study's results were self-reported, there may have been a bias among respondents. It's possible that respondents won't give accurate answers or that they won't recall some aspects clearly.
- **Limited Focus:** Only a few elements of smartphone usage, including brand preference, features, and customer service, are the focus of this study. Other elements that could influence smartphone usage include social media usage
- **Absence of Context:** The study fails to give the respondents any context. The factors that respondents may have considered while selecting a particular smartphone brand or feature, for instance, were not examined.
- **Lack of demographic data:** The study makes no mention of the respondents' ages, incomes, occupations, or levels of education, all of which could have an impact on how they use their smartphones.

## **CHAPTER-5 CONCLUSION**

In conclusion, the study of smartphone brand preference among student's sheds light on their shopping habits and preferences. According to the study, the respondents included both male and female students enrolled in various graduate and postgraduate programmes, and their brand preferences vary depending on a variety of circumstances.

According to the report, students take into account a number of variables when choosing a smartphone, including pricing, functionality, customer service, and brand reputation. Students have diverse objectives when choosing a brand of smartphone, such as battery life, camera quality, screen size, and processing speed. They like different smartphone brands, such as Apple, Samsung, Xiaomi, and One plus.

Furthermore, the study emphasises that brand preference is significantly influenced by students' recommendations of their smartphone to others. Students are more inclined to recommend their smartphone to others if they are happy with its functionality and level of customer service.

The report also shows that students' purchasing patterns vary, with some switching to new smartphones every year, others doing so every two to three years, and still others only switching when absolutely required. The availability of new features, technical improvements, and students' capacity to buy new smartphones are some of the variables that influence this decision.

Overall, the study of smartphone brand choice among students offers helpful information for smartphone makers and marketers to create marketing tactics that work and enhance their goods and services to match the changing market.

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## **Annexure**

### **Section A: Personal information**

1. Gender
  - ☐ Male
  - ☐ female
2. Educational background
  - ☐ BBA
  - ☐ MBA
  - ☐ Others

### **Section B: About mobile phones**

3. Which brand of smartphone do you currently use?
  - ☐ Apple
  - ☐ Samsung
  - ☐ Xiaomi
  - ☐ Others
4. What influenced your decision to choose your current smartphone brand?
  - ☐ Brand reputation
  - ☐ Price
  - ☐ Features
  - ☐ Others
5. Which smartphone brand would you consider purchasing next?
  - ☐ Apple
  - ☐ Samsung
  - ☐ Xiaomi
  - ☐ Others

6. Which of the following features do you consider to be essential in a smartphone?
- ☐ Brand reputation
  - ☐ Price
  - ☐ Features
  - ☐ Others
7. What is your opinion on the customer service provided by your current smartphone brand?
- ☐ Satisfied
  - ☐ Above average
  - ☐ Average
  - ☐ Not satisfied
8. Would you recommend your smartphone brand to the others?
- ☐ Yes
  - ☐ No
  - ☐ May be
9. How frequently do you upgrade your smartphone?
- ☐ Every year
  - ☐ Every two year
  - ☐ Every three year
  - ☐ Only when its necessary
10. Which of the following factors is most likely to convince you to switch to a different smartphone brand?
- ☐ Better price
  - ☐ Improved features
  - ☐ Better customer service
  - ☐ Brand reputation