



IMPACT OF BRAND NAME ON BUYER'S DECISION TOWARDS CELL PHONE WITH SPECIAL REFERENCE TO BHARUCH DISTRICT

Dr. Minti Sinha¹, Khandwala Husen²

¹Research Guide, Assistant Professor, Sabarmati University, Ahmedabad, Gujarat, India.

²Research Scholar, Sabarmati University, Ahmedabad, Gujarat, India.

ABSTRACT

This study aimed to examine the effect of brand equity dimensions measuring the impact of brand equity on purchase intention of smart phones. Descriptive and causal research design was used for the study. Structured questionnaires were administered for collecting data. Structured equation modeling was applied for validating the proposed model and measuring the influence of brand equity dimensions on purchase intentions of smart phones..

INTRODUCTION:

Understanding the buyer behavior is a cornerstone for all business strategies in an enterprise. For example if a marketer wants to introduce new product or modify the existing products she/he must know exactly the behavior of his buyers (processes they use to select, secure, and dispose products). Consumer buying decision is influenced by many factors including personal, psychological, cultural and social factors; hence it becomes difficult for the marketer to conclude on what make them buy or not buy.

As a consequence Companies spend billions of money to make people buy their products; however they don't know exactly what makes them buy. The essential questions surrounding the concept of choice are why and how a brand is chosen while others are rejected? This necessitates the understanding of dynamics of customer choice and its Relationship with the brand name. The brand stewards of valued brands exhibit greater knowledge of customers than the rest of the pack, because success is the only yardstick that measures how well the brand connects with the customers in the target group.

LITERATURE REVIEW:

1. Muazzam Khan, Apoorva kulkarni and S. Vijaykumar Bharathi was researched in the year of 2014 in Pune city. According to their Findings, Conclusion And Future Scope The first objective of this research work broadly wanted to analyze if an Image based survey yields similar responses as compared to the traditional text based survey.
2. Based on the analysis done above we conclude that the brand parameter in mobile buying decisions yields different perceptions when queried through text based and image based surveys. We are thus rejecting the Null hypothesis $H_0: \mu_0 = \mu_1$ the mean of brand preference in mobile buying decision through text based question and image-based question will be same and it is proved that the means of responses in two methods are different.
3. The second objective was to statistically validate any significant difference in the three drivers of purchasing decision. An interesting observation from the results of ANOVA revealed that intra-group similarities of means can be attributed to the specificity for informed responses when audience is subjected to image based questions rather than text based questions
4. Amongst the three purchasing decision drivers analyzed we found the specificity for informed responses in imaged based surveys relating to brand and brand ambassador and not for price. In this research study we have restricted our scope to a particular product analysis based on only three significant purchase decision making drivers.
5. In future the methodology to evaluate responses for buying behavior through image-based surveys can be extrapolated and used in different domains to check the willingness to pay for a product or service. The authors also intend to measure effectiveness of this methodology on a different set of audience. We also foresee making use of this methodology in future to assist in developing a scale to understand an unstated need of a product or product feature in different strata of consumers. Muhammad amir Adam and sameen Nasir akber in (2016) researched that the impact of

decision making could be defined as the "behavior patterns of consumers, that precede, determine and follow the decision process for the acquisition of need-satisfying products, ideas or services" (Du Plessis et al., 1991).

Consumer decision making has long been of great interest to researchers. Early decision-making studies concentrated on the purchase action (Loudon and Bitta, 1993). It was only after the 1950's that the modern concept of marketing was incorporated into studies of consumer decision making, including a wider range of activities (Engel, Blackwell, and Miniard, 1995). The contemporary research indicates that more activities are involved than the purchase itself. Many other factors influence the consumer decision making than the final outcome. Vast numbers of studies have investigated this issue and many models have been developed accordingly. Models aim to depict the purchase decision-making process and its influential factors.

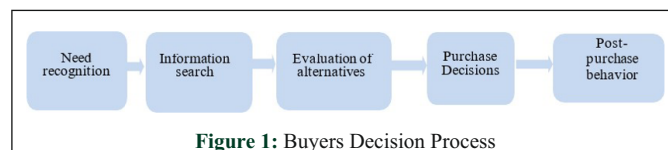


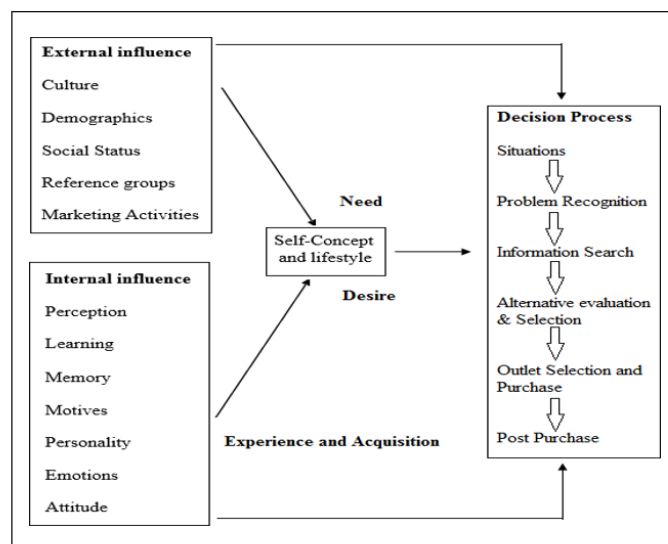
Figure 1: Buyers Decision Process

Models of Consumer Behavior:

There are other stimuli that act as the major forces in the buyer's environment. Some of these stimuli are as follows.

- Economic factors like a country's market condition and its economic condition
- Technological factors like the R&D sector, which analyses the usages and needs and develops smart phone according to it
- Cultural factors like the cultural beliefs and practices of the country, etc.

The Hawkins, Best and Coney Model:



Brand equity on consumer purchase decision of cellophanes.

Consumer Decision-Making:

One of the fundamental issues in consumer behavior is the way consumers develop, adapt and use decision-making strategies (Moon, 2004). Consumer

External Influence on Consumer Behavior:**Culture:**

Culture is the accumulation of shared meaning, rituals, norms and traditions among the members of an organization or society. The consumer's cultural beliefs and practices determine the overall priorities, he/she attaches to different activities and to the product. It also determines the success or failure of specific products and services in the market.

Demographics:

Teenagers are making the transaction from childhood to adulthood, and their self-concept tends to be unstable. They are receptive that help them to be accepted and enable to assert their independence. Baby boomers are the most powerful age segment because of their size and economic clout..

Social Status:

The occupation and the social class have a powerful impact on the buyer's decision. The different categories of social class are as follows:

- Upper class- they are social elite, leaders in business
- Upper middle class- they are mainly professionals and business people
- Middle class- they are the white-collar workers and small business owners
- Working class- they are blue-collar workers
- Lower class- they are the unskilled, poorly educated and socially disadvantaged people.

Family:

Family is considered as the most important consumer consumption organization in society, and members of a family constitute the most influential primary reference group. Family members play certain roles in the decision-making process, namely:

- "There are two families in the buyer's life. The family of orientation consists of parents and children (single-parent families and childless families are included). From parents, an individual acquires an orientation toward religion, economics, personal ambition, and self-worth. Such influence on behavior can be significant and continuous even though the buyers do not interact often with their parents.

Marketing Activities:

We are surrounded by marketing stimuli in the form of advertisement, shops, and products competing for our attention and our cash. Popular culture, the music, films, sports, books and other forms of entertainment consumed by mass market is both a product of and an inspiration for marketers (Solomon, 2006). For marketing smartphones, the manufacturer uses social media tools and television advertisements to influence the consumer in purchase decision making. Manufacturers also try to engage consumers in activities like gaming and competitions for the promotion of their product.

RESEARCH OBJECTIVE:

- To identify to what extent evaluation of outcomes and beliefs affect consumers' attitudes and intention to purchase in the smartphone market in India.
- To develop a framework on the effects of external influence and internal influence which affect self- concept and lifestyle of the consumer which result in purchasing decision-making process.

Data Collection Methods:

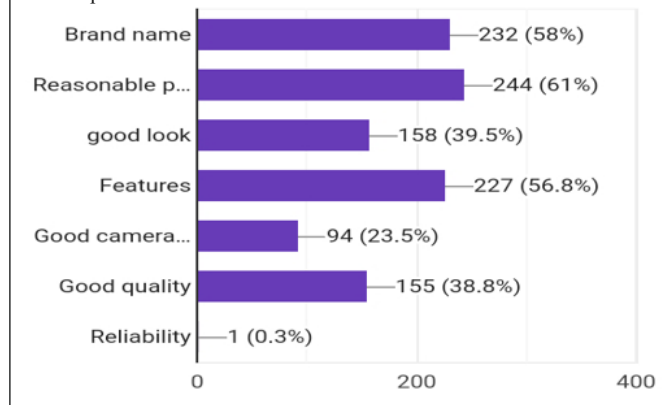
This research is based on multi-methods, using both quantitative and qualitative techniques, in data collection with more emphasis on quantitative methods. It must be noted that the questionnaire survey was used as a main data collection instrument for this study because the questionnaire survey enables researchers to examine and explain relationships between constructs, in particular, cause-and-effect relationships.

Data Analysis:

This chapter is data analysis, in this chapter, the data collected through questionnaires was analyzed. As the primary research method was to conduct a survey, Questionnaires were distributed among people personally. Statistical methods were used to process the data using different types of graphs, charts and statistics to illustrate the findings. This section will first show the sample and analyze the targeted sample. Then, according to research objectives the findings are discussed and analyzed.

Reason for Choice:**Reason for Choice**

400 Responses

**Brand Name:**

This question is the core area of our research. It try to identify what is the exact reason for choice of a particular brand. Of course, Brand name plays Main role to purchase mobile. Brand name depicts reliability of Product. Say for example APPLE is pioneer brand in mobile industry. A buyer can purchase Apple phone without looking at other aspects of phones. As per response around 58 percent people purchase mobile Just by looking at Brand Name.

Reasonable price:

Most of population in India belongs To Middle class and Lower middle class. Hence Price Plays crucial role in selection of Mobile phone. Although customers would Not prefer buying cheap Phones, but it must be within Limit of their budget. A person with limited income always prefer purchasing Samsung Phone over iphone due to budget limits. That's the reason that highest Response of people e.g.244 around 61% Is in favor Ofreasonable price to buy a particular phone.

Good Look:

Good look has no impact on how mobile actually performed its functions. It is a non value added feature. Surprisingly, 158 people buy phone by its look. It depicts that large portion of Indian buyers are influenced by look of the product and good look can tap to reasonable number of buyers. Due to this sometimes companies focus on slim look of phone in some of the advertisements.

Features:

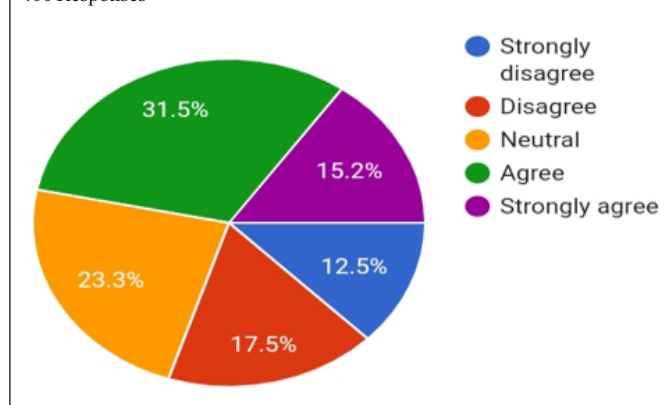
This is what actually add value in mobile phones. Features consist of many things like RAM, Camera quality, data connectivity, Storage capacity and much more. Today smartphones are studded with lots of features, that help buyers to purchase phone according to their need. Around 57 percent people buy phone looking at features , which is third highest reason for buying a phone. It depicts that people are now becoming educated and purchase products according to their needs and unique features provided in phone.

Whether Accessories are available and durable?

This is a very important aspect for a smart phone to have a long stay in market. It try to identify whether accessories like charger, headphone, battery,etc. of smart phone is durable and in case of damage they are easily available in the market. At the time of purchase buyers are not aware about this aspect but it creates long lasting impact on decision for purchase of Smartphone. E.g. In our case people prefer Samsung smart phones because its accessories are easily available in the market in case of damage. While in case of IPHONE it uses different kind of material that is hard to find in nearby stores.

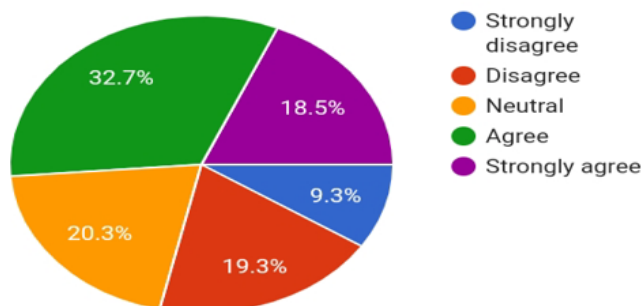
Accessories are more stronger than others

400 Responses



Accessories are longer available in market

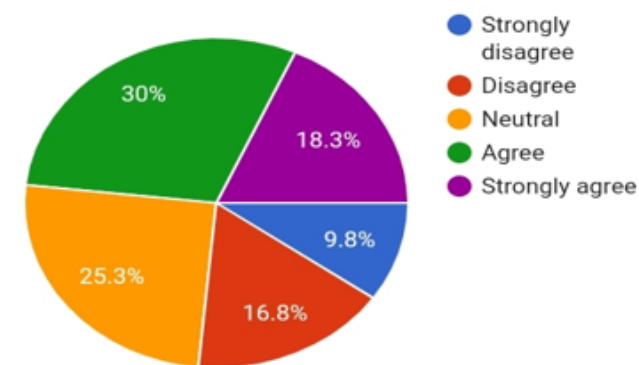
400 Responses



As per response received from consumers around 33 percent agree that accessories of their smart phone are long lasting and also easily available in the market. Due to this Samsung succeeded in tapping mass market of smart phone products.

After Sales Service:**This brand provides good after sales service**

400 Responses



In today's cut throat competition seller cannot relieve from his responsibility just by selling its product. It has to provide good after sales service to build long lasting brand image in the market.

In case of smart phone market after sales service refers to number of service centre available in the area and quality of their service and also time taken to repair a particular product. Due to this aspect we can see that brands like OPPO and VIVO fails because they have less number of service centers in the market.

Due to this reason customer would find himself in very difficult situation because if his phone stop working then he has wait for number of days to repair it because enough number of service centers are not available in the market. He would prefer to purchase that phone which has large no. of customer service centers to fall upon in case of failure of Smartphone. As per responses received from customers 30 percent of them agree that their brand provides goods service after sales, while 25.3% people remain neutral in this aspect.

Age of Buyers:

As per data collected most of smartphone users are among the age of 21-30, that is our younger generation. They prefer to buy smartphones as per latest trend in the market.

They may also buy phones to show off with their friends to take advantage of first purchaser of latest phones. This is very interesting aspect of our study. Because trends have huge impact on the market and this younger generation can be easily trapped by good look, some unique and different features without looking at over-all purpose of buying a phone.

While looking at figures around 24% are from age group of 31 to 45. These are the matured people. They buy phones based on their need rather than just for showing off. Producers should launch their phones based on demographics of population.

Years of Use:

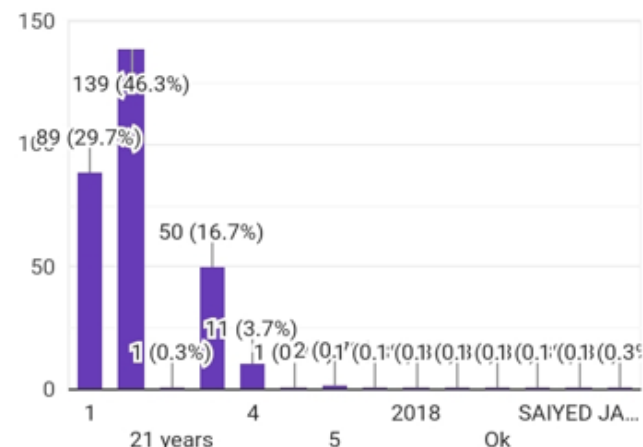
As per responses received most of people use smart phones for maximum 2 years and some just only for 1 year. The reason of this is very interesting. Nowadays smart phones are updated by leaps and bounds. Every day new features and unique value added quality is becoming available in the market.

According to a survey it has been observed that an average person feel dissatisfied after buying a phone due to the reason that if he wait for some more time than he can get an advanced version of the same phone he bought. That's why People change their phone usually after 2 years to get updated with more advanced and studded smart phones.

From this analysis nowadays producers produce phone that last long for not more than three years. After three years it starts underperforming like hanging or some battery problems. Thereby producers saving their extra cost on durability of smart phones and earning huge profits.

Years of using current cell-phone

300 Responses

**CONCLUSIONS:**

The major purpose of this study is to analyze consumer behavior towards smartphones in the Indian market by finding the factors which influence consumers in their smartphone purchases. The result in this study shows that branding, product design, product performance, and price have the influence on people's buying decision process. Whether the product can satisfy people's needs can affect consumer behavior. In the case of smartphones, technical aspects like the product performance, including integration of hardware and software, file transfer, and display, camera performance etc. also play an important role in purchase decisions. The brand name has the effect on certain levels to the cognition of product quality just as it had been echoed in the literature reviewed.

Our final research objective was to analyze the impact of the brand on buying behavior. Brand helps consumers in identifying the quality of the smartphone. The literature reviewed pointed out that smartphone manufacturing companies build their brand image by producing good quality products, providing good after sales service and offering competitive pricing. Our results supported these claims.

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