**A Study on Brand Preference of Smartphones among College Students with special reference to Sangli District**

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**Abstract.** India is the second largest consumer market in the world. Development of college going student in Maharashtra. Students profile changed in terms of education, income and reference groups and media habit. Over the last few years new technologies have changed the student’s preference for mobile phones. Over the last two-three years corona disease has come and everything is online, so with the advent of smartphones in everyone homes, people attitude towards mobile have changed especially the preference of graduate students towards mobile has changed a lot. Branding has always been as important aspect of marketing. After the launch of jio sim cards in India in 2015 due to the increase in internet speed and 4G network, the sale of smartphones increased so much that a different opinion about smartphones was formed in the minds of college students. This study deals with perception of the students towards the emerging and existing mobile brands and attempts to find students’ preference about different mobile features which influence their buying behaviour. The research was performed to explore with regards to the brand preference of the students at Sangli district, Maharashtra. For this study population or universe is infinite calculate the sample size with the help of formula. A total 384 respondent will be collected and from different classes i.e., post graduates and graduates’ students and from different income groups. The students from whom the data will be collected are those who are studying in different fields of educations. Data has been collected from different students living in different villages in sangli. The responded were requested to rate their views for the list of statements focusing on the brands currently used, price, features, brand requirements, satisfaction level, benefits acquired. The collected data were tabulated. Evaluated using SPSS, Excel software. it was noticed the students are currently preferring the smartphones brands, they are ready to spend money, but they want good quality and features. Male respondents responded better to smartphones preferences than female respondents. It was

understood that female respondents were more interested in the look of the mobile and camera, male respondents were referring to the features and processors and other quality of the smartphones.

**Keywords:** Brand preference, Behaviour, Mobile Phone, Students

1. **Introduction**

Since everything has gone online after Covid, smartphones brands are now in every one’s home, that is, in the hand of every college student. And now there are so many smartphones’ brands in the market that all the college students are getting confused which smartphones they should buy. The objective behind the research is that what do college students think about while buying a mobile phone that is what do males think about and what do females think about. What is their income group it is to be seen whether the preference of buying mobile phones change according to their income groups. The area of my research is sangli District and I am going to do a smartphones preference study of college students in sangli district, while doing this study I am going to check their demographic backgrounds and try to know what their smartphones preference. Hence convenience sampling method is used.

Now a days, smartphones are seen as a fashion, not an electronic device [1]. The new generation is thinking about what mobile you have, what brand of smartphones you have, what your friend has, then what should. In other words, there is mentality among college students that if you have a friend now, you should have a mobile of the same brand. There are different types of smartphones brands available in the market right now, so there is a lot of confusion among college students about which brand you should prefer and what you should consider for it.

The promise of brand is consistent with reliable quality, service and overall psychological satisfaction [2]. We want to see what are the preference of post graduates and post graduates’ students in sangli about mobile brands and what methods they use and what psychology they use in mobile purchase. Present study tries to study preference of college students towards various smartphones brands. The study will be helpful for the mobile stores, mobile manufacturing companies, mobile repairing shops etc.

**2. Literature Review**

Nita Deshpande did research on the brand awareness and preference of children in sangli district but in it she only took preference of children.

In this research the main objective was to check their demographic background but they did not see which brand of smartphones they were purchasing the mobile phones and they deleted the data of hundred in total so why was it not deleted completely and what was the chi- square test done by the created data and complete information about brand preference could not be ascertained [3].

In this research has studied the consumer behaviour of the college students, what decision making process they use while buying a mobile phone and what thought process they use has been explained and a detailed study has been done about what they do in which industry they go and what they do while purchasing a smartphone [4].

In this research, it has been studied that the post graduates students and students of professional course use smartphones and tablets for which roles and what they think about while using them [5].

In this research, it has been studied that what decision consumer take while purchasing a mobile phone and what things they considered while making that decision, the preference of smartphones college students in the city of Indore has been identified and an attempt has been made to know their mind [6].

In this research, it has been studied that what college students think about getting a mobile phones and what software they can get in their mobile phones and according to that software they know the preference of the college students about which mobile phone they should buy and whether the software can access their mobile phone or not. This has been considered [7].

In this research, it has been studied that hoe the graduated students use smartphones in their personal life and professional life, and in this research, qualitative data are collected, not a quantitative data [8].

This research has done a study and it has been done that how the preference of buying a mobile varies according to different and gender in India and the population of India has been considered and it has been taken between 18 to 30 years and their brand and price is knowing how the preference [9].

In this research, it has been studied whether the role of computer is more than smartphones and smartphones are more useful for college students. The preference is known whether the above can also be done [10].

**3. Objectives of the Study**

1. To Study the profiles of Students of specific brand by gender, age, locality and education level.

2. To determine the preference of mobile phone brands.

3. To Identify the customer’s perception on brand preference.

4. To study about the parameters used by students to decide the brands.

**4. Research Methodology**

For this study, we work on the primary data, and we select the convenience sampling method to collect the data.

**Sources of Data:** For this study, collection and work the quantitative data.

**Primary Data:** The primary data were collected using questionnaire, Schedules, Telephonic Interview

**Secondary Data:** The secondary Data were collected from the research papers and articles published in different journals, Books.

**Area of Study:** Sangli District, Maharashtra

**Unit of analysis:** The purpose of the study is, to study the preference of college students about smartphones. The unit of study is college students in sangli.

**Sample Size:** As population is infinite researcher has taken the sample size 261

**Sampling Techniques:** For this study, population is infinite. The study conducted on 384 students’ responses. Use the Convenience Sampling Method to collect the data from respondent.

**5. Data Analysis & Interpretation**

The collected data is classified and the data collected is analysed and interpreted using various statistical tools. Different responses were obtained from different respondents and presented systematically manner.

**Table 1. Age of the Respondents**

|  |  |  |  |
| --- | --- | --- | --- |
| **Sr. No.** | **Age** | **Frequency** | **Percentage** |
| **1** | 17 years - 20 years | 61 | 23.37% |
| **2** | 21 years - 24 years | 102 | 39.08% |
| **3** | 24 years - 30 years | 91 | 34.86% |
| **4** | Above 30 years | 7 | 2.68% |
|  | **Total** | **261** | **100** |

(Source: Primary Data)

Interpretation: After observing the above table it is understood that the respondents is more in the age group of 21-24 & 25-30. The percentage of respondents above 30 years 2.68%.the percentage of people in the group of 21-30 is 73.94%. It is found that majority of the respondents were the age group of 21-30

**Table 2. Gender of the Respondents**

|  |  |  |  |
| --- | --- | --- | --- |
| **Sr. No.** | **Genders** | **No. of Respondents** | **Percentage %** |
| 1 | Male | 167 | 63.98% |
| 2 | Female | 94 | 36.01% |
|  | Total | 261 | 100% |

(Source: Primary Data)

Interpretation: After observing the above table male Respondents Percentage is 63.98% and female respondent’s percentage is 36.01%. It is found that majority of the respondents were male.

**Table 3. Marital Status of the respondents**

|  |  |  |  |
| --- | --- | --- | --- |
| **Sr. No** | **Marital Status** | **Frequency** | **Percentage** |
| 1 | Married | 50 | 19.01% |
| 2 | Unmarried | 211 | 80.22% |
| 3 | Divorced | 2 | 0.76% |

(Source: Primary Data)

Interpretation: After observing the above table married percentage is 19.01% while the unmarried percentage is 80.22% and divorced are the only 2 Respondents.

As the research population is college students, after observing the above table it is found that most of the respondents is unmarried.

**Table 4. Parents Occupation of the Respondents**

|  |  |  |  |
| --- | --- | --- | --- |
| **Sr No.** | **Occupation** | **Frequency** | **Percentage** |
| 1 | Businessmen | 28 | 10.64% |
| 2 | Farmer | 49 | 18.63% |
| 3 | Government Employee | 43 | 16.34% |
| 4 | Professional | 36 | 13.68% |
| 5 | Housewife | 9 | 3.42% |
| 6 | Retired | 32 | 12.16% |
| 7 | Private Employee | 66 | 25.09% |

(Source Primary Data)

Interpretation: As the occupation of the parents is different their frequency is also different and the average frequency is all the occupation, but only private employees have the highest percentage, private employees are more among the respondents.

Majority of the Parents occupation were Private employees.

**Table 5. Type of Family**

|  |  |  |  |
| --- | --- | --- | --- |
| **Sr. No.** | **Type of Family** | **Frequency** | **Percentage** |
| 1 | Nuclear | 190 | 72.24% |
| 2 | Joint | 73 | 27.76% |
|  | Total | 263 | 100% |

(Source Primary Data)

Interpretation: After observing the above table it is understood that the family of the respondents is more nuclear. Joint family is less in them. The frequency of nuclear family is 72.24% and the percentage of joint family is 27.76%.

Majority of the Respondents Family is Nuclear.

**Table 6. Monthly income of the Respondents**

|  |  |  |  |
| --- | --- | --- | --- |
| **Sr. No.** | **Monthly Income** | **Frequency** | **Percentage** |
| 1 | Up to Rs 15000 | 41 | 15.58% |
| 2 | Rs 15001 - Rs 30000 | 91 | 34.60% |
| 3 | Rs 30001 – Rs 50000 | 84 | 31.93% |
| 4 | Rs 50001 – Rs 100000 | 38 | 14.44% |
| 5 | Above Rs 100000 | 9 | 3.42% |
|  | Total | 263 | 100% |

(Source Primary Data)

Interpretation: After observing the above table, the frequency of respondent’s monthly income 41 for those with 1500091 for those with 15000-30000, 84 for those with 30000- 50000, 38 for those the 50000-100000. The frequency of monthly income the range of 100000 is high. It is fouajority of the respondent’s monthly income is in between 15000-50000.

**Table 7. Smartphones Brands Currently Used**

|  |  |  |  |
| --- | --- | --- | --- |
| **Sr No.** | **Mobile Brand Currently Used** | **Frequency** | **Percentage** |
| 1 | Samsung | 47 | 17.49% |
| 2 | Oppo | 33 | 12.16% |
| 3 | Vivo | 30 | 11.40% |
| 4 | One plus | 18 | 6.46% |
| 5 | Realme | 31 | 11.40% |
| 6 | Xiaomi (Mi) | 69 | 26.23% |
| 7 | Apple | 15 | 5.32% |
| 8 | Poco | 17 | 6.08% |
| 9 | Nokia | 8 | 2.66% |
| 10 | Sony | 1 | 0.38% |
|  | Total | 263 | 100% |

(Source Primary Data)

Interpretation: If we observed the above table, it is understood that Xiaomi mobiles are used by 26.23% of respondents and only 0.38% of the respondents using SONY Mobile, and the average percentage of other mobile brands is similar. Majority Students use Xiaomi Mobiles.

**Table No. 8. Choosing a mobile phone**

|  |  |  |  |
| --- | --- | --- | --- |
| **Sr No.** | **Choosing a mobile phone** | **Frequency** | **Percentage** |
| 1 | Features | 96 | 36.50% |
| 2 | Price | 78 | 29.65% |
| 3 | Suggested by Friends & Family | 37 | 14.06% |
| 4 | Look | 52 | 19.77% |

(Source Primary Data)

Interpretation: After observing the above table, it is understood that the respondents think more about the features while buying the mobile, the frequency of the features is 96, while the frequency of the price is 78 and the number of people who buy the mobile based on the look is 52.

-Male respondents choose the mobile phone by looking at the features and price, while female respondents buy the mobile phone after suggestion from friends or family or by looking of the mobile.

**Table 9. features are used in smartphones**

|  |  |  |  |
| --- | --- | --- | --- |
| **Sr No.** | **Features used in smartphones** | **Frequency** | **Percentage** |
| 1 | Calls | 262 | 99.61% |
| 2 | Online Payments | 100 | 38.02% |
| 3 | Social Media | 258 | 98.09% |
| 4 | Camera | 190 | 72.24% |
| 5 | Documents | 78 | 29.65% |
| 6 | Others | 83 | 31.55% |

(Source Primary Data)

Interpretation: If we observed that above table, it is understood that all the respondents use mobile phones for these calls, and it found that smartphones are being used more for social media and average use for cameras, documents, online payments.

Majority of respondents use smartphones more for calls and social media.

**Table 10. The use of Smartphones is for your**

| **Sr No.** | **The use of Smartphones** | **Frequency** | **Percentage** |
| --- | --- | --- | --- |
| 1 | Personal Use | 132 | 50.19% |
| 2 | Educational Use | 82 | 31.17% |
| 3 | Professional Use | 48 | 18.25% |
| 4 | Others | 1 | 0.38% |
|  | **Total** | **263** | **100%** |

(Source Primary Data)

Interpretation: After observing the above table it is noticed that the respondents use their smartphones for personal use and others are used by only 0.38% people and on average use it for education and professional use. More and more smartphones are used for personal use.

Majority Respondents use these Smartphones for Personal use.

**Table 11. Current Smartphones brand will be first choice in future**

|  |  |  |  |
| --- | --- | --- | --- |
| **Sr No.** | **In Future Current smartphones brand will be your first choice** | **Frequency** | **Percentage** |
| 1 | Strongly Agree | 149 | 56.65% |
| 2 | Agree | 47 | 17.87% |
| 3 | Neutral | 51 | 19.39% |
| 4 | Disagree | 16 | 6.08% |
|  | Total | 263 | 100% |

**(**Source Primary Data)

Interpretation: After observing the above table, it is understood are loyal towards their old mobiles, that is, the percentage of strongly agree for old smartphones is 56.65% and the least disagree is 6.08%.

Majority of the respondents are loyal to their old mobiles which means that the old mobiles will be their first choice in the future.

**6. Findings**

1. Majority of the respondents were the age group of 21-30

2. Majority Of the respondents were male.

3. It is found that most of the respondents is unmarried.

4. Majority of the Parents occupation were Private employees.

5. The respondents using SONY Mobile, and the average percentage of other mobile brands is similar Majority Students use Xiaomi Mobiles.

6. Majority of the respondent’s monthly income is in between 15000-50000.

7. Majority of the Respondents Family is Nuclear.

8. Male respondents choose the mobile phone by looking at the features and price, while female respondents buy the mobile phone after suggestion from friends or family or by looking of the mobile.

9. Majority of respondents use smartphones more for calls and social media.

10. Majority Respondents use these Smartphones for Personal use.

11. Majority of the respondents are loyal to their old mobiles which means that the old mobiles will be their first choice in the future.

**7. Suggestions**

While doing this Research and doing this study, it was noticed that because of small things people opinions about college Students smartphones is changing, due to some small drawbacks, college students are switching with other mobile brands. The mobile company should take note of the fact that college students are changing their brand keeping in mind the technical things like battery backups, camera, processors about the smartphones and should work on it. College students, especially female students, are paying more attention to the appearance of their smartphone, i.e., the look of the mobile phone. And at same time to the camera too, so the look of the mobile is good, college student’s specialist females are diverting towards it. This should be noted by the mobile companies**.**

**8. Conclusion**

After this research or study, it was found that the rate of using social media on student mobile is high and at the same time female college students change their preference from camera to smartphones. And considering all the responses the preference is changing according to the monthly income and in my research middle income group has more responses so xiaomi mobiles are selected and more and high-income group prefer Apple mobile. male college students choose the brand of mobile phone by looking at better features and price, but female college students choose the brand of smartphone by looking at the look of the mobile phone or suggested by a friend and the use of mobile phone is more female than male and there are many respondents are loyal about smartphones. Respondents who are graduates students think about good processor, features in mobile and those that is college students who are going to college in 11th and 12th class think about camera, games in mobiles. And those who are post graduates think things like, does the mobile run with Microsoft apps, doesn’t the mobile hand. This research leads to the conclusion that preference is changing according to their education and maturity of the college students. Income group is their point of view but according to maturity and also according to education the preference towards mobile brand changes.

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