A Study on Brand Preference of Mobile Phones among University Students

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ABSTRACT

This paper attempts to figure out the reason for the brand preference of mobile phones from various universities for their selection of mobile phones on the basis of their age, gender, income level of the respondent and other factors like the status, brand image by the respondent. The surveys are selected based on the convenience sampling method, 300 peoples are chosen randomly from the universities which include SASTRA, Periyar, PRIST, Bharathidasan universities and the data are collected. The data is analyzed using descriptive statistics and regression analysis. It includes the review of various services provided by the one bank under study. This study reveals that the student’s preference includes not only price but also social status of the mobile phone. Here, the students demand a high performing and reliable phone which will increase their brand image. From the result of the analysis it is understood that there are more male respondents than the female respondents. Respondents under the age group of 20-25 years use 52.7% of mobile phones. There is considerable use of online stores to purchase mobile phones showing that students are switching to online stores a lot nowadays a deciding factor.

KEYWORDS: Brand preference, Status symbol, Brand image, University students, online stores, Age, Income level.