

Brand preference of mobile phone communication marketing essay



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Mobile is the fastest way to get offers to customers and using it also offers a significant advantage over other channels in its immediacy in both delivery and redemption, says Mark Brill.

However, chief marketing officer at mobile marketing and advertising provider, warns that "brands should actively seek to understand consumer preferences for receiving mobile offers and develop creative campaigns that actively engage user in content."

Mobile is the most personal of all channels used largely for communication with friends and family. So it's essential to gain consumers' trust which can only be achieved by understanding the needs of their particular audience and meeting consumer expectations.

Mobile Industry Stats

People in UK text more rather than calling. While 58% of people communicated via texts on a daily basis in 2011, only 47% made a daily mobile call. (source: Ofcom, 2012)

24% of UK consumers have used a smartphone to access web sites while shopping, of which 50% accessed retail sites and 48% social media sites. (source: edigitalresearch and IMRG survey, 2011)

More than 40% of UK merchants expect plan to have a transactional mobile site or application within next year. (source: IAB, 2010)

48% of UK Smartphone owners use their mobiles to browse and research products before a purchase, with another 16% intending to do so in the future (source: edigitalresearch, 2011)

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40% of UK consumers using a Smartphone while shopping ultimately made a purchase in-store , online or vial mobile (source : edigital research and IMRG survey, 2011)

13% of UK consumers have made a purchase on their mobiles and 19% have used them to compare prices and look at product reviews while out shopping (source : Econsultancy)

4 out of 5 consumers use smartphones to shop. (source: comscore 2012)

34% have made a purchase using their mobile phone compared to 19% in 2011 (source : DC financial insights , 2012)

25% of consumers engage in online shopping only via mobile (source : prosper mobile insights , 2012)

Objectives

To study awareness and attitude of consumers towards mobile phones.

Major features which a customer looks for in a mobile before making a purchase.

To find out the consumer satisfaction towards the various mobile phones.

To study the brand preference of the consumer,

To study brand loyalty of consumers i. e to know the brand switching behavior of consumers.

Methodology

Sampling methodology

Sample size-50

Sample unit- students

Sample area- London

Sample technique- convenient sampling

Data collection

Primary data:- The data is collected through questionnaires.

Secondary data:- websites and news articles

Results and Discussions

Type of Brand

Apple

Blackberry

Nokia

Samsung

others

Number of respondents

14

12

4

16

4

Preference of mobile phones

About 32% of students chose Samsung as their existing mobile phone, 28% chose Apple as their existing mobile phone brand,

24% of students have blackberry mobile phones, 8% of students are using nokia and 8% of students use other mobile phone brands.

Type of Feature

Camera

Music

Call

application

Others

Number of Respondents

13

11

4

22

0

About 44% of students consider applications as their preferred feature, 26% prefer camera, 22% chose music as a preferred feature and 8% chose video/voice calls .

Sources

Family/Friends

Brand Name

Advertising

Others

Number of Respondents

18

20

12

0

About 40% of student consider brand names as their influencing factor while buying a mobile phone.

36% students get influenced by family/ friends while choosing a mobile phone brand and 24% get influenced by advertising.

Preference of Mobile type

Touch

Type

Touch and type

Number of respondents

29

9

12

About 58% of students prefer touch screen phones, 24% prefer touch and type phones and 18% prefer keypad/type phones

Factor

Availability

Design

Functionality

Affordability

Number of Respondents

3

18

23

6

About 46% of students consider functions as the main factor of choosing a mobile phone brand, 36% chose design as their main factor of preference. 12% chose affordability as a reason for choosing a brand and 6% consider availability as the main reason for buying the mobile phone of concerned brand.

Willingness to pay for the commodity

<200 pounds

200-400 pounds

> 400 pounds

Number of respondents

4

20

26

8% of consumers prefer the price of the mobile phone less than 200 pounds

40% prefer mobile phone at the price between 200-400 pounds

52% prefer mobile phones less than 200 pounds.

Brand switching

Willingness to switch

Non willingness to change

Number of respondents

14

36

72% of students are not willing to switch other brands i. e they are brand loyal, while 28% of students are willing to switch their existing brand.

Conclusion

To satisfy the consumers, the producer must clearly understand their needs, attitudes and expectations.

Mobile phone becomes an integral part of an individual life , product modification is taking place constantly so the manufacturers should cater the needs of customers

When a product is designed there are a lot of trade offs and its difficult to priorities between them according to the needs and values of the user.

Recommendation

Mobile phone manufacturers can cater to the needs of customers by taking feedback about a particular mobile phone product or a specific feature of that mobile phone.

They can also improve their after sales service and inform their existing customers about the latest or upcoming products

The mobile phone manufacture should constantly improve their product design and technology .

Bibliography

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