

# The brand preference of mobile phone marketing essay



**ASSIGN  
BUSTER**

The overall mobile phone industry is based on many different companies and operators which are operating on the basis of their technological skills, distribution channel, market knowledge and brand name.

There are many brands of cell phones that are available in the market.

People prefer different brands, based on different factors such as performance, looks, affordability, etc.

## **HALF OF UK POPULATION OWNS A SMARTPHONE**

Source : chales Arthur , guardian. co. uk

The findings mark a key shift in the availability of mobile phones and internet connectivity in UK, as millions more people become connected through handheld devices with access to data services on the move

## **Communication is key in mobile marketing**

5 January 2012, by tanzeel akhtar

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Mobile is the most convenient and easy and fastest 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 and meeting consumer's expectations.

Chief marketing officer said " brands should try to understand consumer's preferences for receiving mobile offers and create campaigns so that consumers can participate in it.

## **Mobile Industry Stats**

The study shows that UK people text rather than calling. While 58% people used texting on a daily basis in 2011 and 47% chose to call on daily basis.

( source : ofcom, 2012)

24% of UK customers used cellphones for accessing internet sites during shopping , out of which 50% browsed retail websites and 48% social media websites. ( source : edigitalresearch and IMRG survey, 2011)

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

48% Of UK mobile owners browse and research products before a purchase, and 16% intending to do so in the future (source : edigitalresearch, 2011)

4 out of 5 consumers use mobile phones to shop. (source: comscore 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.

## **Research 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 .

They should create advertising campaigns for promoting their products.

## **Bibliography**

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