Brand Preference - At A Glance

G.Purushothaman

Assistant Professor & HoD of Commerce (Accounting & Finance), S.A. College of Arts & Science, Thiruverkkadu, Chennai, Tamil Nadu

Corresponding Author Email: profpurusg@gmail.com

Abstract

The global mobile phone industry is based on many different manufacturers and operators. The industry is based on advanced technology and many of the manufacturers are operating in different industries, where they use their technological skills, distribution network, market knowledge and brand name. Four large manufacturers of mobile phones are today dominating the global mobile phone industry; Nokia, Sony Ericson, Samsung and Motorola. In addition to these companies there are many manufacturers that operate globally and locally.

- The telecom industry is one of the fastest growing industries in India. India has nearly 200 million telephone lines making it the third largest network in the world after China and USA.

- With a growth rate of 45%, Indian telecom industry has the highest growth rate in the world.

- Much of the growth in Asia Pacific Wireless Telecommunication Market is spurred by the growth in demand in countries like India and China.

- India 's mobile phone subscriber base is growing at a rate of 82.2%.

- China is the biggest market in Asia Pacific with a subscriber base of 48% of the total subscribers in Asia Pacific.

- Compared to that India's share in Asia Pacific Mobile phone market is 6.4%. Considering the fact that India and China have almost comparable populations, India's low mobile penetration offers huge scope for growth.

Keywords: Global mobile phone industry, Telecom industry, Mobile phone manufacturers, Advanced technology, Indian telecom market, Growth rate, Asia Pacific market, Mobile subscriber base, Mobile penetration, Growth potential

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127

Objectives of the Study

The Primary Objective was to study the perception & buying behavior of students towards various mobile brands.

The Secondary Objectives of this study were to identify:

- ✓ Factors that influence decision-making in purchasing a mobile phone.
- ✓ To know which advertisement media puts more impact on the buying decision of students.
- ✓ Factors, which help in increasing the sale of mobile phones.

Research Methodology

Sample Size —250 respondents

Sample Unit- Students of Graduation and the Post Graduation have been taken as sample unit.

Sampling Area – Tiruvallur district.

Sampling Technique - Random Sampling technique

Research Design

• Visited the students across Tiruvallur district & gathered information required as per the questionnaire.

Data Collection

• **Primary data** has been used by me in the form of Questionnaire & Observation, which are the two basic methods of collecting primary data, which suffices all research objectives.

• **Secondary data** sources like catalogue of the company, product range book of the company & various internet sites such as motorola.com & google.com have been used.
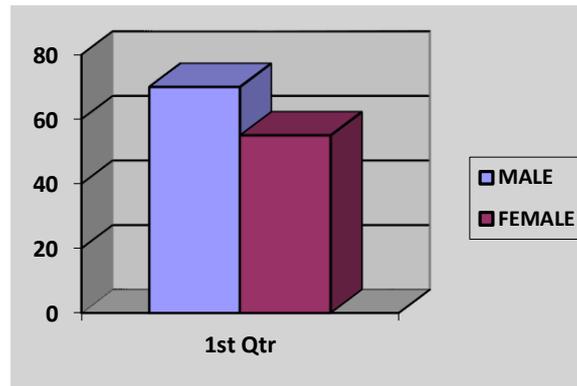
Data Analysis and Interpretation

Q-1 Gender ratio of the respondents

Table 1 Gender Ratio

PARTICULARS	NUMBER	%AGE
MALE	70	56
FEMALE	55	44
Total	**125**	**100**

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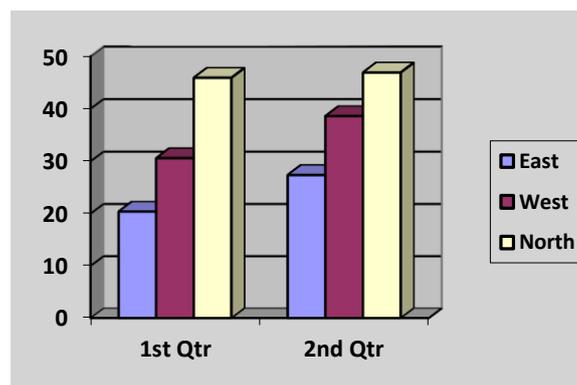
128

Figure 1 Gender Ratio

Interpretation

The graphical representation of the table shows that out of the 125 Respondents, 70 were male and 55 were female.

Q.2- occupation of the Respondents' Family

Table 2 Occupation of the Respondents Family

| PARTICULARS	NUMBER	%AGE
Service	55	44
Professional	17	14
Business	38	30
Others	15	12
Total	**125**	**100**

Figure 2 Occupation of the Respondents Family

Interpretation

The graphical representation of the table shows that out of the 125 respondents, 55 respondents belong to the service family, 17 were from business, 38 were from the professional and 15 were from the others family.

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129

Q- 3 Income level of the respondents family

Table 3 Income Level of the Respondents

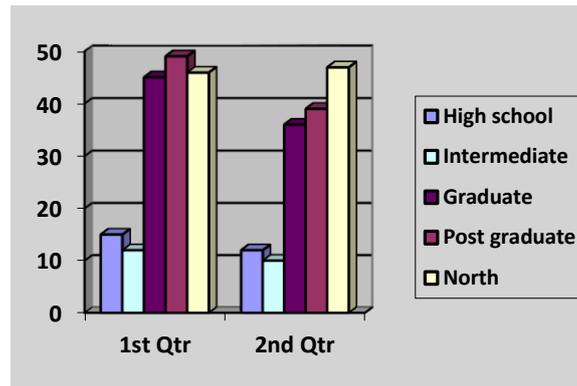| PARTICULARS	NUMBER	%AGE
Less than 15,000	51	41
15,001-25,000	30	24
25,001-35,000	26	21
35001 & above	18	14
Total	**125**	**100**

Figure 3 Income Level of the Respondents
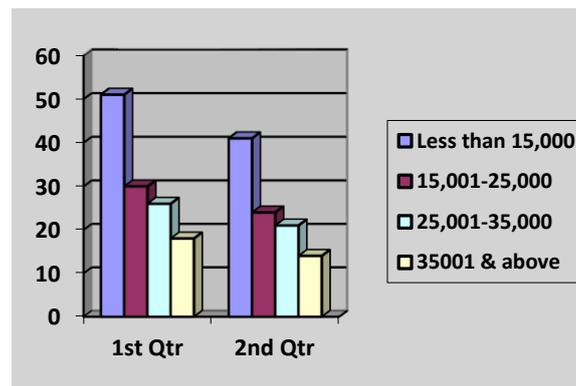
Interpretation

The graphical representation of the table shows that out of the 125 respondents, 51 respondents were from the family whose income is less than 15,000, 30 respondents were from the family whose income is between the 15,001 – 25,000, 26 respondents were from the family whose income is between 25,001- 35,000 and rest were from the family whose income is above 35,001.

Q-4. Educational Background of the Respondent's parents

Table 4 Education Background

PARTICULARS	NUMBER	%AGE
High school	15	12
Intermediate	12	10
Graduate	45	36
Post graduate	49	39
Other	4	3
Total	**125**	**100**

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130

Figure 4 Education Background
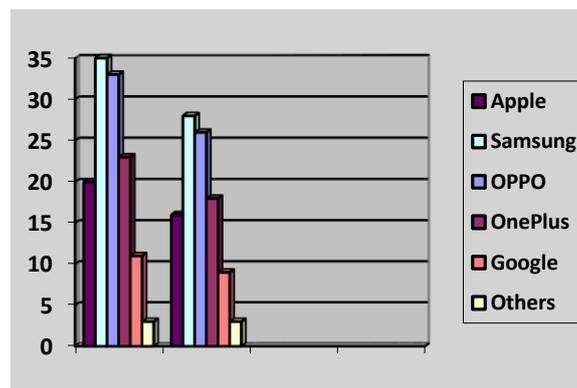

Interpretation

The graphical representation shows that out of the 125 respondents, 15 respondent's parents are post graduate, 12 respondent's parents are graduate, 45 respondent's parents are high school, 49 are intermediate and rest have others educational background.

Q-5 - Which mobile phone you are using?

Table 5 Mobile Phone Usage

S.NO	Name of the Mobile Phones	Number of the Respondents	Percentage of Respondents
1	Apple	20	16
2	Samsung	35	28
3	OPPO	33	26
4	OnePlus	23	18
5	Google	11	9
6	Others	3	3
Total		**125**	**100.0**

Figure 5 Mobile Phone Usage

Interpretation

Out of the 125 respondents, 20 are using the Apple, 35 are using the Samsung phones, 33 are using the OPPO, 23 are using the OnePlus, 11 are using the Google, 3 are using the Others.

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131

CHI- SQUARE ANALYSIS

Table 6

CHI-SQUARE ANALYSIS ON THE RELATIONSHIP BETWEEN

Gender & Frequency of changing the MOBILE PHONES

GENDER	LESS THEN 1 YEAR	1-2 YEAR	2-4 YEAR	ABOVE 4 YEAR	Total
MALE	19	23	11	17	70
FEMALE	10	21	10	14	55
TOTAL	29	44	21	31	125

Ho; There is no significant relationship between the income and frequency of changing the mobile phones.

Ha; There is a significant relationship between the income and frequency of changing the mobile phones.

Table 7 CHI-SQUARE ANALYSIS

O	E	O − E	(O − E)²	(O − E)² / E
38	16.24	21.76	473.50	29.16
45	24.64	20.36	414.53	16.82
23	11.76	11.24	126.34	10.74
33	17.36	15.64	244.57	14.09
21	12.76	8.24	67.94	5.32
43	19.36	23.64	558.85	28.87
20	9.24	10.76	115.78	12.53
27	13.64	13.36	178.58	13.09
			E	**130.62**

$X2 = \Sigma$ (O-E)2 / E = 130.62

Number of degree of freedom:

ndf = (row-1) (column –1)

    = (2-1) (4-1)

    = 3

Table value of x2 at 5% level of significant = 7.815

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132

Conclusion

HO is accepted since the calculated value of **x2 (130.60)** less than the table value of **x2 (7.815)** hence there is no significant relationship between gender and frequency of changing the mobile phones.

Findings

- 56% were male
- 44% respondents belong to the service family
- 41% respondents were from the family whose income is less than 15,000
- 39% respondent's parents are post graduate,
- Samsung is the most favorite brand (28%) of the college student.

Limitations

- The scope of the project is limited area. So, we cannot say that the same response will exist throughout India.
- This study is based on the prevailing student's satisfaction. But the student's satisfaction may change according to time, fashion, technology, development, etc.

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133

Author Biography

Dr.G.Purushothaman, serve as Assistant Professor and Head of the Department of Commerce (Accounting & Finance) at S.A. College of Arts & Science, Chennai, with 15 years of collegiate teaching experience. I hold degrees including B.Com, M.Com, M.Phil., M.A., MBA (HRM & FM), PGDPR, PGDFM, a Ph.D. in Commerce, and a D.Litt. (Post-Doctoral). I have served in numerous academic and administrative roles such as NAAC Member, IQAC Member, NSS Programme Officer, Placement Convener, and Doctoral Committee Member. I have presented 75 papers, published 70 journal articles and 11 book chapters, and completed 20 SWAYAM MOOCs and 7 UGC–MMTTC courses. I have participated in over 500 academic programmes and organised 100 events. I received 22 awards, including the Dr. A.P.J. Abdul Kalam Lifetime Achievement Award. I have actively contributed to NSS activities, social service initiatives, and sports events, inspiring students toward holistic development.

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134