

A STUDY ON BRAND SWITCHING BEHAVIOUR OF MOBILE PHONE USERS IN TAMILNADU

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Abstract:

India is becoming a fastest growing market in the world. Progressively competition is now becoming more complex among the well-known telecom companies. Mobile phones become the necessity of life. The mobile manufacturing companies are introducing new models with latest technologies to the society. Consumers are aware of the recent facilities available in the mobile phones. The mobile manufacturers are challenging to attract the consumers, to increase their sales and fulfill consumer's needs and wants. It is a difficult task to obtain consumer's satisfaction and it is a tough task in the present day competitive market. Different new innovative techniques are being introduced by the mobile companies. The purpose of this study is to analyze the factors which influence brand switching & choice of brand in cellular phones. 400 mobile users were approached from the different five cities of Tamilnadu such as, Tiruchirappalli, Thanjavur, Pudukottai, Perambalur and Karur. The objectives of the study is to find the factors affecting Choice of Brand in cellular phones, to identify the customer attitude towards smart phone, and to know the customer satisfaction level of the mobile phone users. Primary data was collected with the help of questionnaire and data was collected from the Respondents and it was analysed with the help of percentage analysis, ANOVA, and Likert's five-point scale to measure the perception of respondents on brand preference and switching behaviour. The research explores different reasons for switching their cell phones from existing ones. It is found that, change in Technology, new advanced features, marketing offers by telecom industries, camera resolution, price and brand image are the major influencing factors for switching of brands by mobile consumers.

KEY WORDS: Mobile phone, Brand Switching, Brand Preference, Technology, Consumer satisfaction.

Introduction:

In this global era, technology has become an integral part in our lives. The saying 'world is at your fingertips' has become predominant nowadays. From desktop to laptops, technology has further minimized to smart phones.

Smartphone usage has proliferated in recent years. Some areas of the world have enjoyed rapid deployment and high penetration of mobile telephony. 70% of the world's population own

at least one Smartphone. In today's society, people are becoming more and more rely on technology especially when communicating with others.

Smartphone industry has been booming since 1983. Since then, there have been many large mobile phone companies stepping their foot into the industry. Western Smartphone makers, like Apple and Google, are increasingly looking east for growth, giving countries like India significant influence over the sorts of features they build into their phones.

According to the International Data Corporation 's (IDC) Worldwide Quarterly Mobile Phone Tracker, India shipped 161 million smartphones in 2021. Everybody is looking at India as a huge landing ground for their innovation and also as a next big step in that part of the world.

Thus, Smartphone market in India has huge competition. Each and every brand offers various features and is targeting to different needs of the customer therefore it is important to study the perception of Smartphone user.

This research is carried to understand the various factors which influence the purchase intension of the consumer and also helps to understand the mindset of different consumers while buying a smart phone.

Importance of Mobile phone in human life:

The first and foremost role that mobile phones play in our lives is that they provide us with an easy and fast way of communication. Mobile phones stay us connected with social networking sites and connected with our contact persons from any place. It made handy our day to day tasks. In the presence of a Smartphone in your pocket, there is no need to keep extra camera, torch, calculator, music player, books, movies, television, watch, radio and many more things with you. These tasks can be done by any Smartphone very easily. Latest games can entertain us in free time. Moreover, with millions of apps accessible for almost do anything you can think of. Online shopping by mobile also changed our life style. Cell phones have so many advanced features which make mobile completely powerful in consumer's eyes. By one click, we can transfer or receive payments by Mobile Banking facility. After the Demonetization the mobile banking increased tremendously. In the developed world, subscription rate of mobile users is gradually reaching its peak. In the developed countries, at least one mobile subscription per person has been recorded.

Latest Technology in Mobile Phones:

In recent time the growth of telecommunication has reached at new heights. These growth and developments expected to provide new innovations and services to fulfill the various needs with consumer's advantage. The most modern technologies are Voice over Internet Protocol (VOIP), Managed Leased Line Network (MLLN), Multiprotocol Label Switching – Virtual Path Network (MPLS-VPN), Code Division Multiple Access (CDMA), Global System for Mobile Communication (GSM), and Direct Internet Access Service (DIAS), The implementation of advanced technologies such as IoT, AI, AR, and cloud computing into mobile devices is possible due to the enhancement of wireless connectivity. Currently, the fifth-generation network is expanding globally, serving increased communication needs for billions of devices. These technologies provided many communication qualities like best quality, clear speed, less tariff, and much more. The revolutionary improvement in communication sector improved to mail coach,

telex, telephone and telegram. These technologies connected with satellites and provide online services; email services voicemail services and internet facilities etc. The advanced telecommunication services made a new digital India.

The growth of Mobile Services:

The different Generations-1G, 2G,3G,4G & 5G Cellular phone services are increasing with a variety of generation. The expansion of cellular communication throughout various generations is as under:

Zero Generation: 0G – It is a pre cell phone mobile telephony technology such as ARP, PTT, MTS, IMTS, and AMTS. First Generation: 1G – NMT, AMPS, TACS, and RTMI technology started in the wireless telephone technology cell phone. Second Generation: 2G-Digitalized wireless telephone technology likely sending email, digital voice call based on data and time by the systems PCS, TDMA, CDMA. Generation – 2.5 – put into practice a packet and circuit switched domain. Generation – 2.75 – It has not been formally distinct but used for the strong market reason all the way through EDGE systems. Third Generation: 3G- Mobile telephone technology through CDMA 2000. Fourth Generation: 4G – It is the successor of 3G. It describes high speed mobile wireless access and pervasive networks. 5G- The implementation of advanced technologies such as IoT, AI, AR, and cloud computing into mobile devices is possible due to the enhancement of wireless connectivity. Currently, the fifth-generation network is expanding globally, serving increased communication needs for billions of devices.

People mostly switch the brand when their existing mobile starts troubling them. After some time mobile sets start hanging and it's functioning starts irritating the users. Due to the lots of pictures, data downloads and applications its performance level starts decreasing. At that time people start searching for switching the mobile. That is the most common and genuine reason to switch the mobile. At that time Reference from friends affects the purchase decision. New Technology, New Applications, Advanced Facilities attract the consumer the most. Attractive designs also motivate to replace the existing one. Sometimes the industry introduces low price handsets with advanced features. Marketing strategies also attract people. Attractive promotions by celebrities and emotional advertisement influence consumers to switch the brand.

Review of literature

Nushrat Nahida Afroz, (2011), This study aims to explore the brand preference towards smartphones among students. In recent times smartphones plays a significant role among the users to meet up their numerous objectives by operating their desired smart phone. 200 copies of questionnaire were given to the respondents for evaluation and analysis. The findings of the study indicated positive correlation among the variable i.e. battery backup, camera resolution, durability and price have significant impact on the overall preferences of the consumers. The result derived from cross tabulation and likelihood ratio entails that these above factors are influenced the customer brand preference and there exist a strong relationship between these factors and brand preference.

Deepa Guleria (2015),The related study conducted in Himachal Pradesh with a sample size 80 smartphone users to highlight the change in the usage and applicability of the technology from the

traditional handsets to the new emerging smart phones across multiple brands, applications and prices. The study identifies factor which are responsible for building consumer preference for smartphone and various usability features. This study will indicate suggestive inferences to help the companies during selecting, targeting and positioning process of marketing their smartphones. Kamboj S (2018), This paper examines the antecedents of branding co-creation that include social networking sites'(SNSs) participation motivations, customer participation, brand trust and brand loyalty in social media brand communities by applying the "Stimulus-Organism-Response paradigm". The survey method was used to gather data from 407 social media users. Data were analysed using structural equation modeling techniques. The findings reveal that SNSs' participation motivations positively influence customer participation, which in turn significantly affects brand trust and brand loyalty. Consequently, both brand trust and brand loyalty positively influence branding co-creation in brand communities on social media.

Surendra Malviya et.al (2013),The major objective of this research is to identify the key factor while have a dominating effect on the consumer's mind while making a purchase of smartphone. The data were collected from 100 respondents. The collected data were analyzed and interpreted using Chi-Square, Reliability Analysis, Factor analysis, Confirmatory factor analysis. It was found that data is reliable for factor analysis. The measurement model suggested from factors price, brand preference, social influence and features having a dominant influence on the purchase decision of consumers in Indore.

Islam J. U., et. al.(2019), The results reveal a positive effect of service quality on customer engagement, which consequently exerts a favorable impact on brand experience and repatronage intent, moderation analysis results reveal a stronger effect of the proposed relationships for women than men, thereby suggesting gender's moderating role in the association between service quality, brand experience, and customer engagement. The paper concludes by outlining key theoretical andpractical implications that arise from this research.

Lim X. J., et.al (2020),Compulsive buying continues to be a maladaptive behavior that draws the attention of both scholars and marketers. The present study aims to investigate the determinants of compulsive buying, which are conceptualized as impulsive and obsessive-compulsive buying, and the mediation effect of brand attachment.,Using purposive sampling, a self-administered questionnaire was completed by 600 young consumers in Malaysia.

Based on the above review of previous studies, the following objectives and hypothesis has been framed.

OBJECTIVES OF THE STUDY

The following are the objectives of the study.

1. To study the factors affecting Choice of Brand in cellular phones, to identify the customer attitude towards smart phone, and to analyze the factors influencing brand switching behavior towards Mobile phones.
2. To know the customer satisfaction level of the Mobile phone users.

METHODOLOGY:

The study concentrates mainly on mobile phone users in Tamilnadu. Data was collected from 400 mobile users from the five cities of the Tamilnadu. The cities included Tiruchirapalli, Thanjavur, Pudhukottai, Karur and Perambalur city. The primary data was collected from mobile phone consumers with the help of structured questionnaire. The random sampling method has been deployed for the study. . Relevant statistical tools such as percentage analysis, ANOVA and Likert’s five-point scale method is employed to measure the perception of respondents on brand preference and switching behaviour & attitude for mobile phone users and the factors influencing brand preference and brand switching behavior. Secondary data has been collected from Journals, Books, Internet sources from published and unpublished sources.

Analysis and Discussion:

The present study concentrates mainly on mobile phone users in Tamilnadu. Primary data has been collected from 400 mobile users from Tamilnadu. The Completed questionnaires were reviewed and edited for fullness, coded, considered and entered into the computer for statistical analysis. The data has been analysed using descriptive statistics, tables and percentages. The analysis has been made in accordance with the objectives to reach reliable conclusions.

Profile of the Respondents:

The following Table - 1 shows the age, gender, area, Education level and monthly income of the respondents in the study area.

**Table – 1
PROFILE OF RESPONDENTS.**

Age	No. of respondents	% of respondents	Education	No. of respondents	% of respondents
20 - 30 years	132	33.00%	School level	54	13.50%
31 – 40 years	130	32.50%	College level	206	51.50%
41- 50 years	110	27.50%	Professional	140	35.00%
50 – 60 years	22	5.50%	Total	400	100.00%
Above 60 years	06	1.50%			
Total	400	100.00%			
Gender	No. of respondents	% of respondents	Monthly Income	No. of respondents	% of respondents
Male	156	39.00%	Less than 20000	140	35.00%
Female	244	61.00%	20001 - 30000	159	39.75%
Total	400	100.00%	Greater than 30001	101	25.25%
Semi Urban	98	24.50%	Total	400	100.00%
Urban	276	69.00%			
Total	400	100.00%			

From the above table, it is found that, 33% of the people were from the age group of 20 to 30 years, and it was noticed that they were mostly students and fresh professionals. 32 % and 27% were from the age group of 31 to 40 and 41 to 50 years respectively. From the cross relationship of demographic profile, it was noticed that advanced technologies mobile phones were more familiar amongst young people, urban areas students, professional or business men or working women as well as girls university students. Maximum 69 % respondents were from urban areas. 35% and 51% respondents were highly educated. People earning an income more than 30001 onwards were more aware of advanced mobile services. The survey found that there is a positive relationship between the income and demand of mobile phones. High-income earners switch the mobile phones from one brand to another frequently than low-income earners.

FACTORS FOR BRAND SWITCHING:

To examine the factors affecting consumers brand switching behaviour of mobile users Likert’s five-point scale is used (SD- Strongly Disagree, D-Disagree, N- Neutral, A- Agree, SA- Strongly Agree) to collect the opinion from them. The following Table-2 shows the various factors that influences in selecting and replacing the existing brand and their level of satisfaction in buying new mobile phones.

Table- 2

Factors influencing the selection or replacing the existing brand of mobile phones.	S.D (1)	D (2)	N (3)	A (4)	S.A (5)
To improve the Social Status	10%	4%	22%	38%	26%
To improve the Capacity	5%	4%	12%	53%	26%
To update the Technology	1%	4%	15%	52%	28%
To get benefit from seasonal offers / Plans	2%	15%	43%	19%	21%
Existing one is not Functioning Correctly	1%	2%	10%	28%	59%
Brand Name & Image /Brand Uniqueness	2%	2%	5%	48%	43%
Special Advance features, (Camera, Quality & performance etc...)	0%	2%	8%	43%	47%
Durability & Reliability	0%	1%	9%	37%	53%
Price	1%	5%	21%	41%	32%

From the above Table -2 It has been observed that Brand Name/ Image, Durability, Advance Features, Updated Technology, the functioning of the mobile set attributes have more influence at the time of purchase decision. According to the survey, it has been noticed that nearly 90% people totally agree and strongly agree with these factors. However the improvement of capacity, price, social status and offer plans also having effective factors in the selection of the mobile. It has been observed that people are ready to pay the premium prices for the advance featured mobile.

Overall Average responses of Consumers towards the various factors.

Strongly Disagree	3%
Disagree	5%
Neutral	19%
Agree	40%
Strongly Agree	33%

From the mean score of the responses of mobile users, it is found that 33% of the mobile phone consumers agreed with all the factors, whereas 40% mobile users agreed, 19% of the respondents remain neutral towards these factors. A minor respondent 3 to 5% mobile user shows their disagreements for all these attributes. It shows that our research model’s factors have significant influences on brand switching consumer buying behaviour towards mobile phones.

One-way ANOVA between income and factors affecting brand switching attitude of the respondents

Null Hypothesis:

There is no significant difference between income and factors affecting brand switching attitude of the respondents

Table 3

	SS	Df	MS	Mean	Statistical Inference
Between Groups	363.7	2	181.504	G1=31.50	F=12.297
Within Groups	2066.349	140	14.760	G2=28.86	P=0.001
Total	2429.357	142			P<0.05 Significant

Source : primary data

Note : G1=Less than 20000

G2=20001-30000

G3=Greater than 30001

Inference:

The above table shows that there is a significant difference between income and factors affecting brand switching attitude of the respondents. P is less than 0.05. therefore null hypothesis rejected at 1% level of significant. Hence there is a significant difference between income and factors affecting brand switching attitude of the respondents in selected cities of Tamilnadu.

Conclusion and Discussion:

According to the research there are many factors which extensively affected mobile phone brand choice behaviour. These factors influence them to switch the existing one. From the informal discussion with the mobile users, it was discovered that many factors motivate them to switch the brand. In the telecom industry, the new technology comes within 3 to 4 months. It was also observed that the maximum duration of using a mobile phone is 3 years. After 3 years period,

generally, the mobile users wish to switch the existing mobile due to various reasons. The mobile manufacturing companies always introduced new technology to attract consumers in competition of competitors. These factors bring the feeling that their existing mobile phone has not had the new features. Its influence them to switch the mobile. Many companies introduce new marketing schemes which influence consumers to own the same configuration mobile set. Like to avail the free internet services and free voice calling facilities of Jio telecom, BSNL, Airtel, Vodafone and many consumers purchased 4G mobile set even if they are already having a good mobile of 3G capacities. Reference from friends, Social status, new features, mostly the camera resolution, storage capacity, battery backup, new designing, low price, after sales services, net plans, adds by the celebrities, popularity, brand image, are the factors which effect at the time of selecting a new mobile or replace the existing one mobile phone. The study concluded that Social, Technological, Promotion, Price and Quality are the major factors which influence the mobile phone customers in switching over from one brand to another and their satisfaction in buying new mobile phones with latest technology.

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