



A STUDY ON USER'S BRAND AWARENESS TOWARDS THE MOBILE HANDSET IN TIRUPUR DISTRICT

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ABSTRACT

Brand Awareness plays a major role in a consumer's buying decision-making process. It is the scope to which a brand is predictable by prospective customers and it is suitably associated with a particular product. In today's modern world, mobile handset plays a important role in everyday's life. Mobile handset helps the people to communicate one other within a nanosecond and it reduces the risk of the people.

This research deals with the importance of mobile handset. Mobile handset covers all kind of people. The main objective of this paper is to analyze the overall opinion of the customer in using mobile handset and to find out the brand awareness of the mobile handset. Based on the finding of the study some practical suggestion has been given. If there suggestions are duly considered and implemented, the manufacturer can increase the sales of mobile handset.

Key Words:- *prospective customer, communication, overall opinion, everyday's life.*

INTRODUCTION

The worldwide market, consumers play a vital role. The main aim and objectives of every company has become to influence the consumer towards their mobile handset. Thus, brand equity is brand awareness. It is the ability of a potential buyer to recognize or we call that a brand is a part of a mobile handset category. In other words, the customer should be recall all of its

brand whenever he or she thinks of the mobile handset classes. Brand awareness has to be part of us “a continuous range from an uncertain feeling that a brand is recognized to a belief that it is the only one in the mobile handset class”. At the top end of his continuum are the brands that exist at the top of the customer’s mind. This is the happy and most desired condition that any marketer seeks. The next level is of all the other brands that are recalled by the customer in an unaided form. The customer is asked recall as many brand as he or she is able to whenever one thinks of mobile handset. Brand recognition is the third level and perhaps the lowest level. Here customers are aided in recalling or recognizing brands are associating brands with the mobile handset class.

The contribution of awareness to building up equity for the brand can be gauged by the fact that high awareness creates association in the customer’s mind. He (or) she is able to associate different images with the brand and this in turn can help generate a customer’s liking for it. It can also lead to a large base of committed customer’s and all this benefits in turn will help the firm to have more leverage in the market place.

STATEMENT OF THE PROBLEM

The research considers finalizing the present brand awareness towards mobile handset with special reference to Tirupur city with 110 respondents only. The study of user’s brand awareness helps to know about the customer’s expectation, customer buying behavior, customer satisfaction and customer preference towards mobile handset. In this study a research is made to evaluate the user’s brand awareness of the customer. This will be helpful for mobile handset company to sale the handset as per the customer’s expectation and also brand awareness of customer. The study is confined to Tirupur city for reasons of academic viability as well as purposive consideration in Tirupur.

SCOPE OF THE STUDY

This study encloses the user’s brand awareness of customer towards mobile handset. This report helps the mobile handset company to make the plan to sale as per the customer expectations and conveniences. This report helps the company to know the point that considered by the customers to make a buying decision.

OBJECTIVES OF THE STUDY

- To study the socio-economic characteristics of the respondent.
- To analyze the overall opinion of the customer in using mobile handset.
- To find out the brand awareness of the mobile handset.
- To give valuable suggestions to improve the overall opinion of the consumer.

METHODOLOGY

Scope of the study: The study is confined only to Tirupur city only.

Research Approach: A structured questionnaire is designed specifically to meet the objectives of the study.

Sampling Technique: Convenient Sampling has been used.

Sample: A sample of only 120 respondents is chosen for the study.

Primary Data: It is gathered by administering the questionnaire.

Secondary Data: It is collected from books, journals, newspapers, periodicals, reports and internet.

Framework of Analysis: The collected data has been processed both physically and with the help of statistical package for social science(SPSS). Tools like Chi-Square, Percentage Analysis and Rank analysis.

REVIEW OF LITERATURE

Horst and Erin B. Taylor : The purpose is to study the “the variety of ways in which money, people and goods circulate”. I will concentrate only on the role of mobile phones given in this study. The report show a mobile phones ownership has been consistently increased during the years. Other similar findings are that people depending on network they are charges between networks are expensive, that’s why in some countries phones use dual SIM cards.

Naismith, L.Lonsdale,P.Vavoula and G.Sharples: In this review we will primarily be considering personal portable technologies. We shall focus on hand-held devices including PDAs

and mobile phones. Even within the narrow range of devices considered there is a variety of capabilities and features. Appendix presents an overview of features and specifications. This review advocates an activity-focused perspective on the use of mobile technologies for education, and presents these activities along with relevant learning paradigms and theories in the categories of practice through case studies drawn from the literature. In we consider the implications for policy and educational practice, and present research-informed guidelines as to how these can be addressed. Finally, with reference to both emerging trends in mobile technology and learning research, we speculate on the future of mobile technologies and learning and the implications this will have for today's educators and technology developers.

Taezoon Park, RashmiShenoy & GavrielSalvendy: In these review attempts of using the wireless network as a new advertising media is rapidly increasing. This paper proposes a framework for understanding the characteristics of advertising through mobile phones. The paper discusses the traits of online advertisements and comparison to other advertising media. It also presents the review of different conceptual models for advertising and suggests a conceptual model for mobile phone advertising. A review is presented on the factors affecting the effect of mobile advertising and three groups of factors are suggested; advertisement; audience; and environment. A total number of 53 case studies is collected and categorized based on product category, business object and target audience and advertisement type.

According to the EMarketer Report: “Mobile Music is a new marketing challenge”. “The mobile music market is maturing.” Mobile music is music that is downloaded by cellular phones and played by cellular phones. A 63 percent increase in mobile music revenues YOY in 2006, compared to 2007, supports the trend that the top cellular phones purchased include an integrated Mp3 player feature.

Abu Sadat Nurullah , SummayyaFirdous Syed: In the review investigates some aspects of the emerging literature on the culture of mobile phones in the emerging societies. Pertinent issues include the psychological aspects of communication technology; patterns of interaction with peers, parents and anonymous others; status hierarchy in terms of ownership and the various functions that mobile phone has in shaping the identity of adolescents. The study also highlights how school, home and public places(such as public transport) serve as settings for the mobile interactions.

DATA ANALYSIS AND FINDINGS

TABLE 1: RESPONDENTS OPINION TOWARDS THE SOURCES OF INFORMATION

For the purpose of the study, the respondents opinion towards the sources of information are classified as Newspaper, Television, Magazines, Friends and Relatives, Online advertisements, and others.

S.NO	SOURCES OF INFORMATION	NO.OF.RESPONDENTS	PERCENTAGE
1	Newspaper	12	11
2	Television	27	24
3	Magazines	12	11
4	Friends & Relatives	24	22
5	Online advertisement	22	20
6	Others	13	12
	TOTAL	110	100

It is observed from the analysis that majority (24%) of the respondents delivered information from the Television category.

TABLE 2: RESPONDENTS OPINION TOWARDS THE MOBILE HANDSET COMES FIRST IN YOUR MIND

The idea of the study, the respondents' opinion towards the mobile handset comes first in your mind are classified as Nokia, Samsung, Motorola, LG, Sony and others.

S.NO	FIRST IN YOUR MIND	NO.OF.RESPONDENTS	PERCENTAGE
1	Nokia	38	34
2	Samsung	23	21
3	Motorola	15	14
4	LG	7	6
5	Sony	12	11
6	Others	15	14
	TOTAL	110	100

It is identified from the analysis that majority (34%) of the respondents comes first in your mind of Nokia.

TABLE 3: RESPONDENTS OPINION TOWARDS THE AWARE OF MOBILE HANDSET

The purpose of the study, the respondents' opinion towards the aware of all brand handset available in the market are classified as Yes and No.

S.NO	AWARE	NO.OF.RESPONDENTS	PERCENTAGE
1	Yes	72	65
2	No	38	35
	TOTAL	110	100

From the analysis it is cleared that majority (65%) of the respondents are aware of all the brand handset available in the market.

TABLE 4: RESPONDENTS OPINION TOWARDS THE MAIN REASON TO BUY MOBILE HANDSET

For the purpose of the study, the respondent opinion towards the main reason to buy mobile handset are classified as Data access, Quick communication , Convey the message to many people at a time and Internet facility available.

S.NO	MAIN REASON	NO.OF.RESPONDENTS	PERCENTAGE
1	Data Access	13	12
2	Quick Communication	54	49
3	Convey the message	21	19
4	Internet facility available	22	20
	TOTAL	110	100

It observed from the analysis that majority (49%) of the respondents are the main reason to buy the mobile handset for Quick communications.

TABLE 5:RESPONDENTS VIEW ABOUT THE FACTOR FOR PREFERING THE MOBILE HANDSET (RANKING)

S.NO	FACTORS	POINTED SCORE	RANK
1	Availability	419	5
2	Service	400	6
3	Brand image	398	7
4	Models	452	4
5	Quality	483	1
6	Advertisement	463	2
7	Price	458	3

The Quality of mobile handset get rank first with 483 points, exceeds the highest and the lowest value succeeded by 463 points for the service which is followed by Availability, Brand image, models, Advertisements and Price. Hence, Quality of The mobile handset leads the other features and ranks top.

TABLE 6: CHI-SQUARE ANALYSIS BETWEEN GENDER VS OVERALL OPINION ABOUT THE RESPONDENTS (TWO-WAY TABLE)

GENDER	HIGHLY SATISFIED	SATISFIED	DISSATISFIED	TOTAL
Male	10	29	14	53
Female	17	36	4	57
TOTAL	27	65	18	110

Degree of Freedom = 2, χ^2 Value = 7.9947, Table value = 5.99, Level of Significance = 5%.

The above table reveals that the calculated chi-square value (7.9947) is higher than the table value (12.592). Hence the hypothesis is rejected at 5% level of significance. So, there is significant relationship between gender and overall opinion.

TABLE 7: EDUCATIONAL QUALIFICATION VS OVERALL OPINION ABOUT THE RESPONDENTS (TWO-WAY TABLE)

EDUCATIONAL QUALIFICATION	HIGHLY SATISFIED	SATISFIED	DISSATISFIED	TOTAL
School Level	8	17	5	30
Under Graduate	8	18	9	35
Post Graduate	8	21	2	31
Others	3	9	2	14
TOTAL	27	65	18	110

Degree of Freedom = 6, χ^2 Value = 4.78, Table value = 12.592, Level of Significance = 5%.

The above table reveals that the calculated chi-square value(4.78) is less than the table value(12.592). Hence, the null hypothesis is accepted at 5% level of significance. So, there is no significant relationship between education qualification and overall opinion.

FINDINGS ,SUGGESTIONS AND CONCLUSION

PERCENTAGE ANALYSIS

- It is observed from the analysis that majority(24%) of the respondents delivered information from the Television category.
- It is identified from the analysis that majority (34%) of the respondents comes first in your mind of Nokia.
- From the analysis it is cleared that majority (65%) of the respondents are aware of all the brand handset available in the market.
- It observed from the analysis that majority (49%) of the respondents are the main reason to buy the mobile handset for Quick communications.

RANK ANALYSIS

The Quality of mobile handset get rank first with 483 points, exceeds the highest and the lowest value succeeded by 463 points for the service which is followed by Availability, Brand image, models, Advertisements and Price. Hence, Quality of the mobile handset leads apex with other facial appearance.

CHI-SQUARE ANALYSIS

- There is significant relationship between the Gender and overall opinion
- There is no significant relationship between the Educational qualification and overall opinion.

SUGGESTION

- Nowadays the sales trend is moving towards giving free gifts, offers etc., for the mobile handset.
- The company should take necessary steps to predict the customer complaint.
- To attract more customers the manufacturer can offer the mobile handset in attractive style to increase the level of sales.
- Electronic media plays a vital role. The manufacturer can concentrate more on advertisement.
- The respondents can make use of mobile service provided by the mobile handset company to know about the various services and also to provide better knowledge about new products and service provided by the mobile handset company.
- The company can introduce water proof handset model.
- Increase the quality and introduce some other features in mobile handset differently.
- Increase the different models in mobile handset.

CONCLUSION

There is no brand in India with a much intention (call in mind) value as mobile handset. So the manufacturer has to take decision only in accordance with the customer desire. Now it is a customer world, the manufacturers should give their product which suits the wants and needs of the customers. The present research was concentrated on the user's brand awareness about a mobile handset. The dimensions like demographic factors, level user's brand awareness, factors preferred to purchase mobile handset and rate of mobile handset were analyzed. Based on the finding of the study some practical suggestion has been given. If there suggestions are duly considered and implemented, the manufacturer can increase the mobile handset sales.

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