Major Research Project
on

STUDENTS' PREFERENCE FOR CERTAIN BRANDS OF SMARTPHONES

Submitted By

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2K23/UMBA/11

Under the Guidance of

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CERTIFICATE

This certifies that **Mr. Aman Gupta** has finished the project **"Students' Preference for Specific Brands of Smartphones"** under the supervision of **Mr. Manobhav Verma.** The project is a requirement for the Delhi School of Management's Master of Business Administration (MBA) program in New Delhi. This is an original piece of work that hasn't been submitted any place else.

MANOBHAV VERMA

ASSISTANT PROFESSOR, DTU

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DECLARATION

By submitting my own original work, I, **Aman Gupta**, a student at Delhi Technological University's Delhi School of Management, attest that the Project Report on **Students' Preference for Specific Brands of Smartphones** partially satisfies the requirements needed to be awarded an MBA. I attest that no one else has sent this project report to another university or organization in the aim of earning a different degree or certification. I also affirm that the information acquired from various sources has been appropriately acknowledged in this project.

AMAN GUPTA

2K23/UMBA/11

ACKNOWLEDGEMENT

It gives me great pleasure to recognize and express my gratitude to everyone who has supported me during this endeavor.

First and foremost, this project would not have been possible without the guidance of Mr. Manobhav Verma, an assistant professor at the Delhi School of Management, DTU. His positive outlook, unwavering perseverance, insightful criticism, and faith in me inspired me to strive toward my goal; it goes without saying that without his assistance, I might not have accomplished thus far.

I also want to express my gratitude to my parents and family for encouraging me and helping me, either directly or indirectly, to complete this task.

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EXECUTIVE SUMMARY

Marketing strategies and consumer brand preference are covered in the current work. Several aspects are considered in order to meet the project's purpose. The first and most crucial thing that was done was to use the sample approach and research design. Moreover, marketing plan suggestions from Mr. Philip Kotler, a seasoned writer who mentored the modern marketing period. Through data collection and analysis, we would discover brand preferences among graduate and postgraduate students. I recently presented this in my project in order to fulfill the objective of my research. The Indian cellular phone market is one of the most volatile and unstable in the world right now because of increased competition and unpredictability. Research on consumer purchasing habits and brand preferences for selecting between different mobile phone brands is therefore focused on this topic. Examining the market for teenagers and young people is the main goal of this study. This study looks at the factors that influence young people's and teens' brand choices in order to have a better understanding of how customers choose mobile phone brands.

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CHAPTER-1 INTRODUCTION

Smartphones are becoming more than simply a tool for communication; they are an integral component of daily life. The market for smartphones has expanded dramatically in recent years, and brand competition is fierce. Students in particular are a significant smartphone customer segment, and a number of things can affect their branding choices. The purpose of this review of the literature is to give a broad overview of the studies on students' smartphone brand preferences.

Worldwide cellular market: The worldwide mobile phone market is based on a large number of manufacturers and carriers. Modern technology supports this industry, and a number of firms use technology, distribution networks, market knowledge, and brand identities to operate across several industries. Four major manufacturers presently control the majority of the global mobile phone market. Nokia, Sony Ericsson, Samsung, and Motorola. In addition to these companies, there are more manufacturers that operate locally and abroad.

Telecom industry in India: -

- The telecom sector is one of India's fastest-growing businesses. With almost 200 million lines, India has the third-largest telephone network in the world, behind the US and China.
- Increasing demand from countries like China and India, which have the highest growth rates in the world at 45%, is primarily responsible for the rise of the wireless industry in Asia Pacific.
- With 48% of all clients in the Asia Pacific region coming from China, the country is the biggest market in the region. The number of mobile phone users in India is increasing at an 82.2% annual rate. In comparison, 6.4% of the Asia-Pacific mobile phone market is held by India.
- Considering that China and India have almost comparable populations, India's low mobile penetration offers enormous growth potential.

Indian telecoms history: In 1851, the government installed the first land wire near the British capital, Calcutta. In India, telephone service was introduced for the first time in 1881. In 1883, the mail service and telephone network combined. The Indian Radiotelegraph Company (IRT) was founded in 1923. The State Department of Telecommunications operated a PTT monopoly after all foreign telecommunications companies were nationalized after the country's 1947 proclamation of independence.

Since the communications sector was viewed as a strategic service, the government felt that it was best to keep control of it. The first waves of telecom reform began in the 1980s when the private sector was allowed to produce telecom equipment. In 1985, the Department of Communications (DOT) was created. Long-distance and long-distance communications were its sole responsibility, and it developed into a self-regulatory organization (independent from the postal system).

The full liberalization of the economy in the 1990s benefited the telecom sector. Following precedents of telecom revolutions in many other countries that led to reduced prices and greater service quality, Indian lawmakers started a process of change that ultimately culminated in the opening of the telecom services sector to the private sector. The National Telecommunications Policy (NTP) of 1994 was the initial attempt to develop a comprehensive roadmap for India's telecom sector. In 1997, the Telecommunications Regulatory Authority of India (TRAI) was established. TRAI was established as a regulatory body to support the growth of the telecom sector.

In 1999, cellular service was introduced along with the adoption of a new national communications policy.

India's telecom sector consists of both cellular services and fixed service providers (FSP). Fixed line service includes basic service, domestic or domestic long distance service, and international long distance service. Public operators, such as BSNL and MTNL, provide about 90% of the revenue for basic services. The private sector services now available in some urban areas are used by less than 5 percent of subscribers.

Conversely, private services, which are mostly found in the corporate and enterprise sector, provide trustworthy, high-end services like ISDN, closed lines, and leased lines.

video conferences, and user groups. Cellular services are divided into two subcategories: GSM and CDMA. Reliance and Tata Indicom dominate the CDMA sector, while Airtel, Vodafone-Essar, and Idea Cellular dominate the GSM market. One of the main factors driving the cellular industry's expansion is the launch of long-distance and international calling services. The massive revenue generated by these services enables cellular carriers to compensate for the lower airtime rates, which, together with rent, have historically been their main source of revenue.

Demand has been boosted by lower charges on international, long-distance, and broadcast calls as well as mobile phone costs.

Current scenario: - It is crucial for business owners to recognize and comprehend the elements that are necessary to fight the competition in today's fiercely competitive market, including changing customer preferences and available options. The fierce rivalry over product similarities and the expanding number of rival manufacturers on the market have forced marketers to research and examine the elements that may influence consumers' buying decisions and behaviors. Marketers find the teen and child markets to be the most enticing and attractive because they think that concentrating on these age groups of businesses will yield a substantial return on their investment. In recent years, youths and young adults are thought to have more influence over the decisions and purchases made by their important circle of relatives. As a result, these customers are the target of a large portion of the company's advertising efforts, and they pay close attention to the factors that influence their purchasing behavior and preferred insignia.

Factors influencing brand preference: Examining the elements that affect consumers' decisions to buy a mobile phone can be an interesting area for scholars to research since it allows them to look at key elements that might be crucial in selecting a particular phone over rival models. In the context of the market for teenage and adolescent consumers, this research article aims to investigate the elements that affect consumer choice.

The research is conducted against the backdrop of the mobile phone market. Given the awareness of adolescent and teen decision-making, there are two reasons for selecting the mobile phone industry: First of all, mobile phones are widely used by teens and young people around the world, and competition in this market has been growing over the last few years. Young people play a large and influencing role in the choice of mobile phones in the market for smartphones, so it is imperative that marketers understand the factors that drive decision making in this particular market. They are targeted by marketers not only because they will be tomorrow's young consumers, but also because they have a significant and influential market.

Problem statement: - In addition to the factors that directly influence teens' and young adults' decision to purchase a smartphone, there are a number of imbedded elements that impact the sales and profitability of mobile phone businesses.

The goal of this study is to determine the various elements that affect consumers' purchasing decisions and brand preferences in the mobile phone industry.

Objectives of the study

Examining how students view and buy various cellphone brands was the primary objective.
The following were the study's objectives:

- To determine which smartphone brand students prefer and the factors that influence their choice.

- To investigate the elements—price, design, features, and marketing—that affect students' brand preference for smartphones.

- To examine how students' brand preferences relate to their demographics, including age, gender, income, and educational attainment.

- To evaluate the influence of brand loyalty on students' smartphone purchase decision-making.

- To offer advice to smartphone manufacturers on how to sell their goods to students in an efficient manner.

- To assess how well-positioned new or up-and-coming smartphone brands are to compete with students.

Scope of the study: -

- The study looks into how well-known different smartphone brands are among students. Their familiarity with several smartphone brands, their understanding of their features, and their opinions of each brand can all be included.

- The survey will investigate which smartphone brands the students favor. It may cover elements like appearance, usefulness, cost, and reputation that affect their brand selection.

- The study looks into how students behave when making smartphone purchases. Their purchasing patterns, frequency of purchases, and justifications for choosing a specific brand can all be included.

- The study will investigate the pupils' degree of brand loyalty. It can contain the reasons for their loyalty, the possibility that they will repurchase the brand, and their desire to suggest it to others.

CHAPTER-2 LITERATURE REVIEW

Wang, Y., and Liu, L. (2020). An investigation of the variables influencing the smartphone brand preference of college students. Journal of Business and Economics, 3(1), 29–40.

The purpose of the study was to determine the variables affecting college students' smartphone preferences. According to the study's findings, students' brand preference is significantly influenced by their perceived value, brand image, and satisfaction as well as their age, income, and gender.

Ashraf, M. A., Ali, S., & Zafar, M. (2021). An analysis of university students' smartphone brand preferences in Lahore. 13(2), 1-15, International Journal of Marketing Studies.

The study investigated Lahore university students' smartphone brand preferences. The results of the study demonstrated that brand awareness, age, and income are significant determinants of students' brand selection. Additionally, the study found that among college students, Apple and Samsung are the two most favored brands.

Al-Qeed, M. A. (2019). Elements influencing Saudi Arabian university students' smartphone brand preference. 13(4), 67-78, Journal of Business and Retail Management Research.

The purpose of the study was to determine the variables influencing Saudi Arabian university students' smartphone brand preferences. The results of the study showed that students' brand preference is significantly influenced by their age, income, and perception of the smartphone's quality. Additionally, the study revealed that among college students, Samsung and Apple are the two most favored brands.

S. Kumar (2018). An empirical study on the factors influencing college students' smartphone brand preferences. International Journal of Management Research and Commerce.

The purpose of the study was to determine the variables influencing college students' smartphone brand preferences. The results of the study showed that students' brand preference is significantly influenced by the smartphone's capabilities, price, and brand image.

CHAPTER-3 RESEARCH METHODOLOGY

This study uses both descriptive and probability research designs.

A descriptive research approach is suitable for the study of student brand preferences. This design style offers an explanation of the features of a population or phenomenon. In this case, the phenomena is the brand preferences of college students. The descriptive study approach will make it easier to understand which brands students enjoy and what factors influence their preferences.

The descriptive research design collects data through a survey of college students. The survey will ask students about their brand preferences, how often they purchase them, and the factors that influence those preferences. Additionally, the survey inquires about the students' demographics, including their major, age, and gender. Descriptive statistics would be used to analyze the survey data in order to summarize the responses and identify trends.

Probability research design

A probability study design is used when the goal is to make inferences about a population from a sample of that population. The population in this case consists of college students, and the goal is to infer from the responses of a sample of students what brands all college students favor. A probability study methodology is appropriate if the sample is representative of the population and is selected at random.

According to a probability research approach, a random sample of college students is selected for this project from a larger population of college students. The sample must be sufficiently large to provide a statistically significant representation of the population. In order to draw conclusions about the population of college students, the survey is given to a sample of students, and the information gathered is analyzed using inferential statistics.

Data collection

Primary data: The primary data is gathered using a questionnaire.

On the other hand, **secondary data** is gathered from business websites and other internet sources.
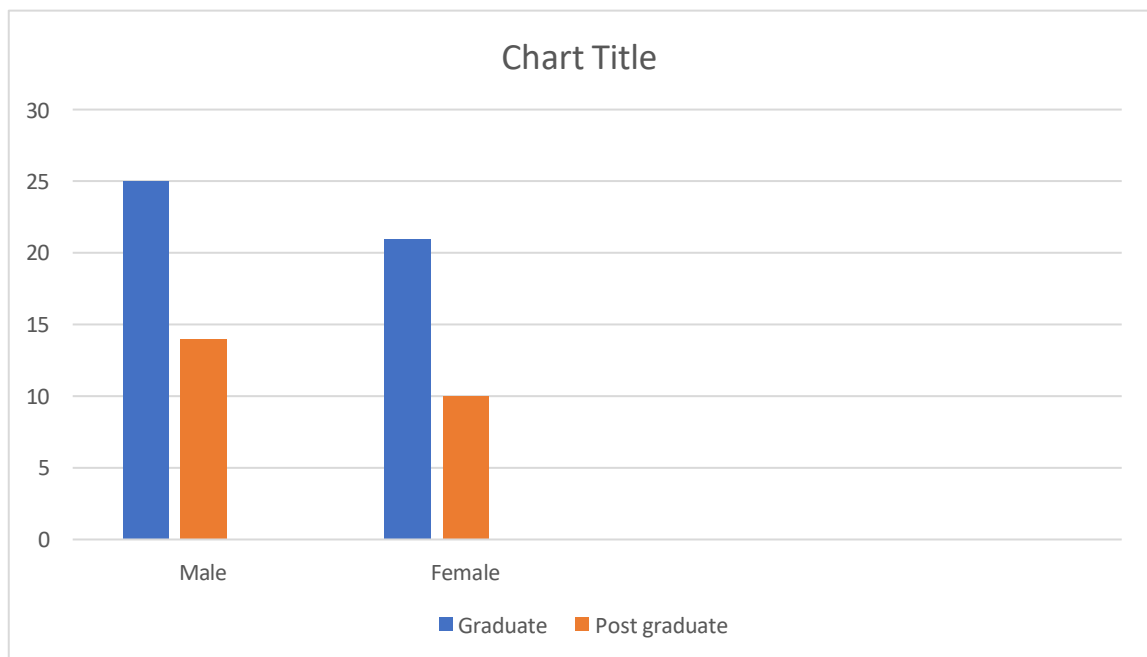
Methodology of sampling

- 70 participants make up the sample.
- The sample unit consists of graduate and post-graduate students, and the sample location is Delhi.
- Quota sampling is a sampling technique.

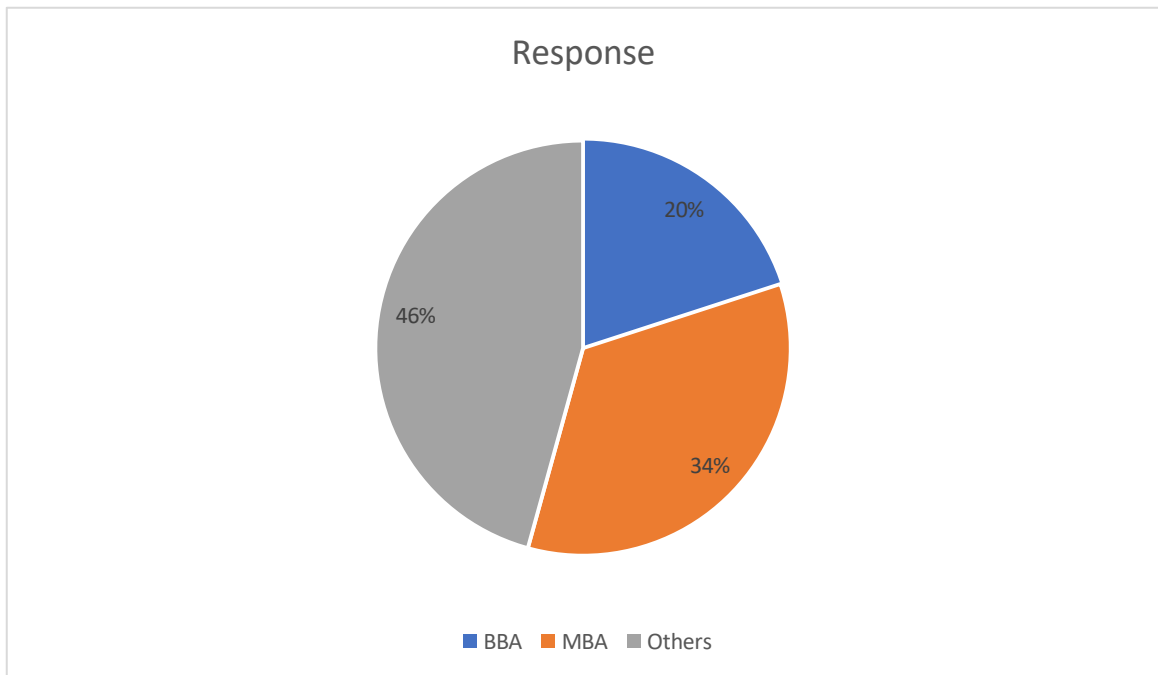# CHAPTER-4 DATA ANALYSIS

Q-1 What is the respondents' gender profile?

	Graduate	Post graduate
Male	25	14
Female	21	10

Chart Title

According to the graphical depiction, of the 70 respondents, 39 were male, 25 were graduates, and 14 were postgraduates, while 31 were female, 21 were grads, and 10 were postgraduates.

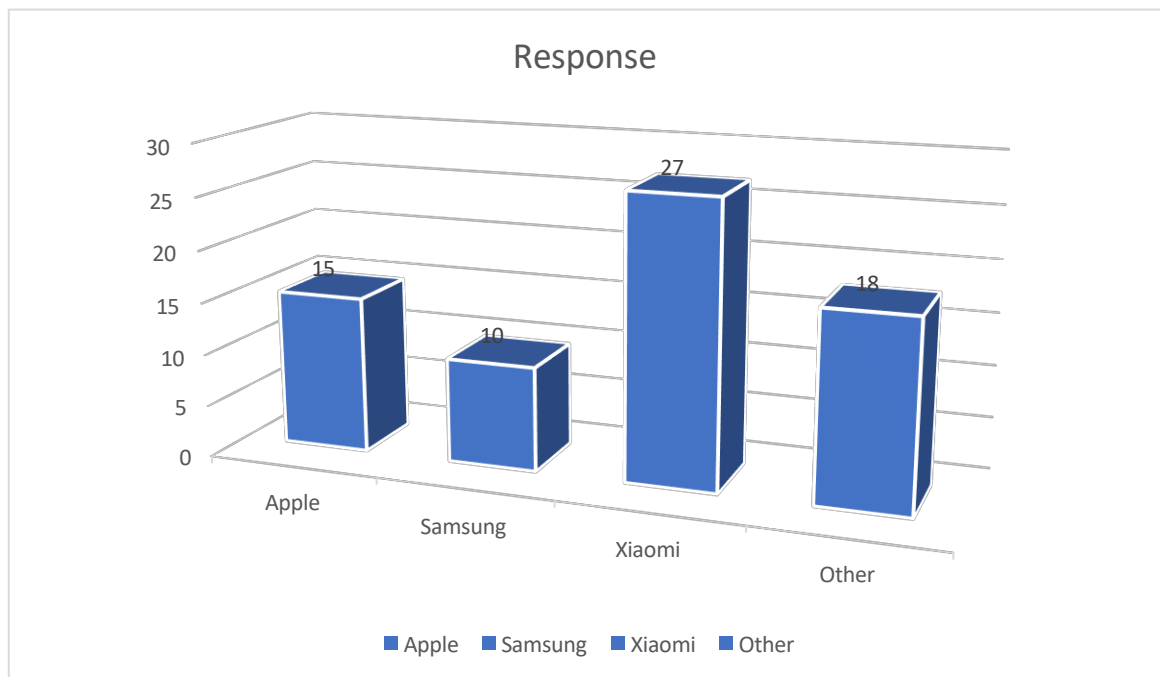Q-2 What is the respondents' educational background?

Particulars	Response
BBA	14
MBA	24
Others	32

Response

14 respondents had a BBA, 24 had an MBA, and the remaining 32 were enrolled in various graduate programs like B.tech, B.com, and other graduating streams, as seen in the above graphic representation.

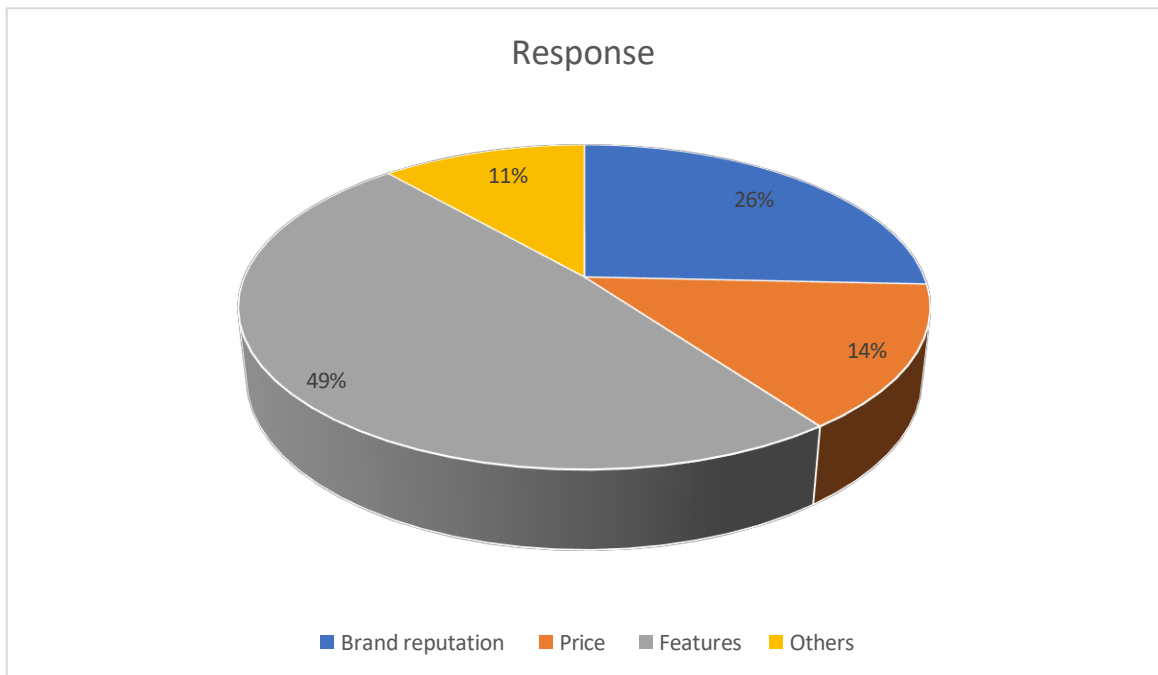Q-3 Which smartphone brand do you presently own?

Particulars	Response
Apple	15
Samsung	10
Xiaomi	27
Other	18

15 of the 70 respondents, as seen in the above graphical representation, use Apple smartphones, 10 use Samsung, 27 use Xiaomi, 12 use Oneplus, and the remaining respondents use other devices.

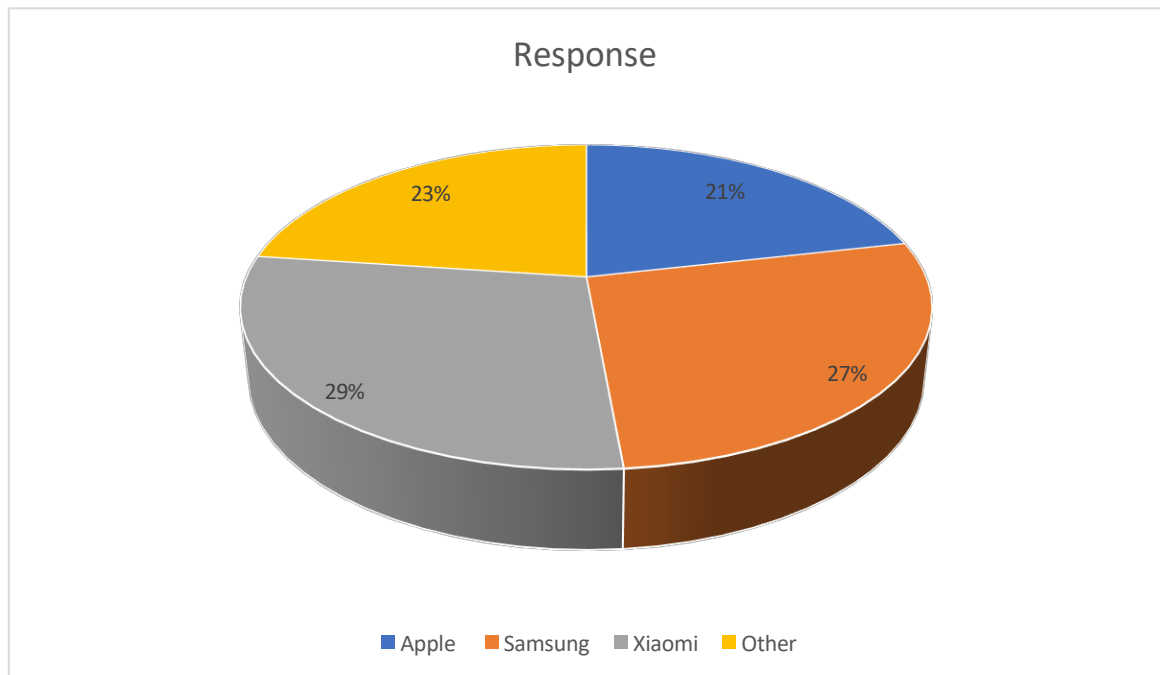Q-4 What factors led you to select the brand of smartphone you currently own?

Particular	Response
Brand reputation	18
Price	10
Features	34
Others	8

Response

Out of 70 respondents, 18 look for the smartphone's brand reputation, 10 look for its price, 34 look for its features, and the remaining 8 look for other factors, as shown in the above graphical representation.

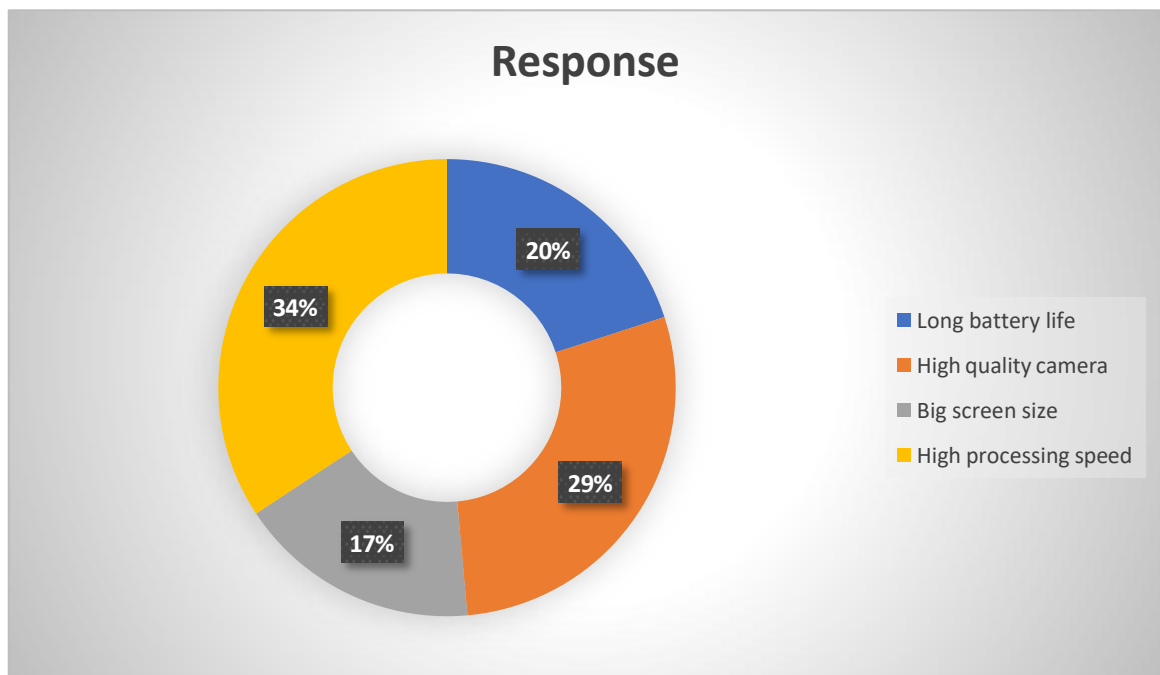Q-5 What brand of smartphone would you think about buying next?

Particulars	Response
Apple	15
Samsung	19
Xiaomi	20
Other	16

Response

Out of 70 respondents, 15 are considering purchasing an Apple smartphone, 19 are purchasing a Samsung, 20 are purchasing a Xiaomi, and the other respondents are pursuing other smartphone brands, as seen in the above

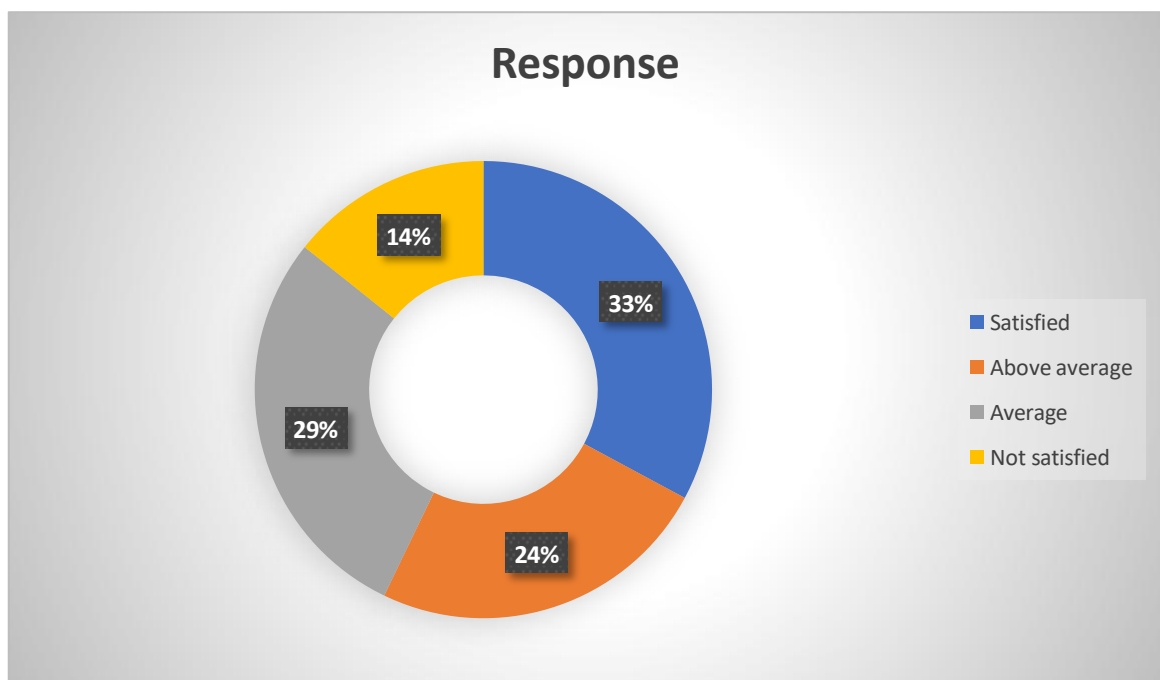Q-6 Which of the following characteristics do you think a smartphone must have?

Particular	Response
Long battery life	14
High quality camera	20
Big screen size	12
High processing speed	24

Response

Out of 70 responses, 14 are contemplating long battery life, 20 are evaluating high-quality cameras, 12 are considering large screens, and 24 are seeking high processing speed, as seen in the above graphical representation.

Q-7 How do you feel about the customer support offered by the brand of smartphones you currently own?
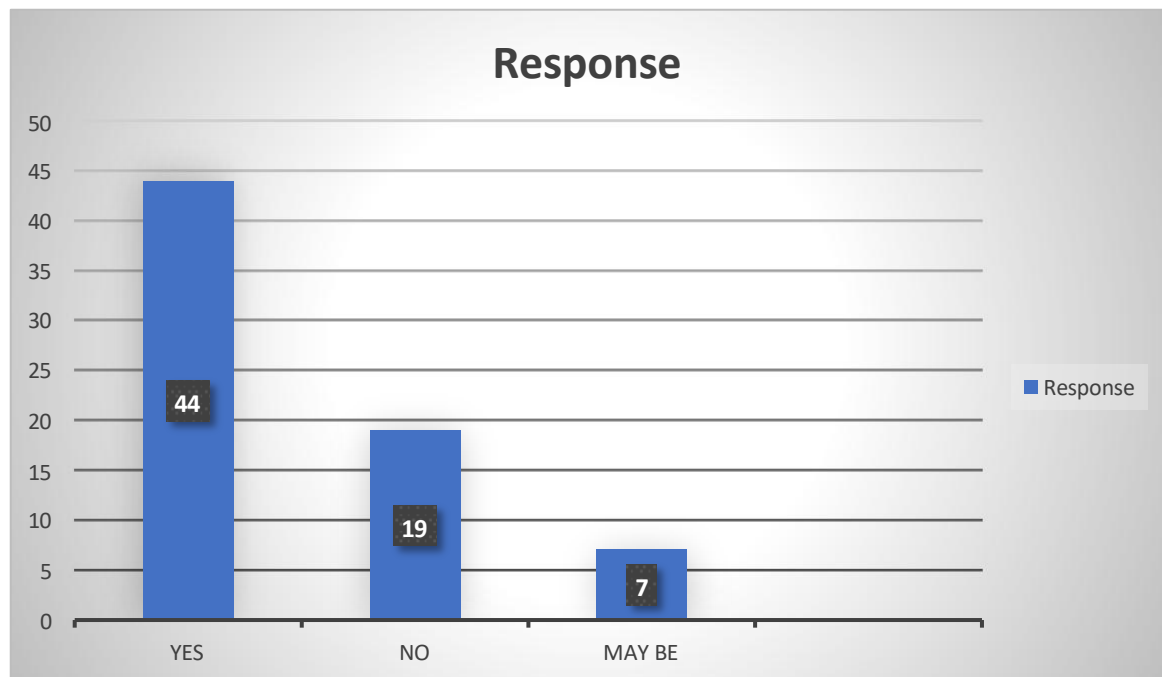
Particular	Response
Satisfied	23
Above average	17
Average	20
Not satisfied	10

Out of 70 respondents, 23 are satisfied with the customer service on their smartphone, 17 think it is above average, 20 feel it is average, and 10 are not satisfied, as seen in the above graphical representation.

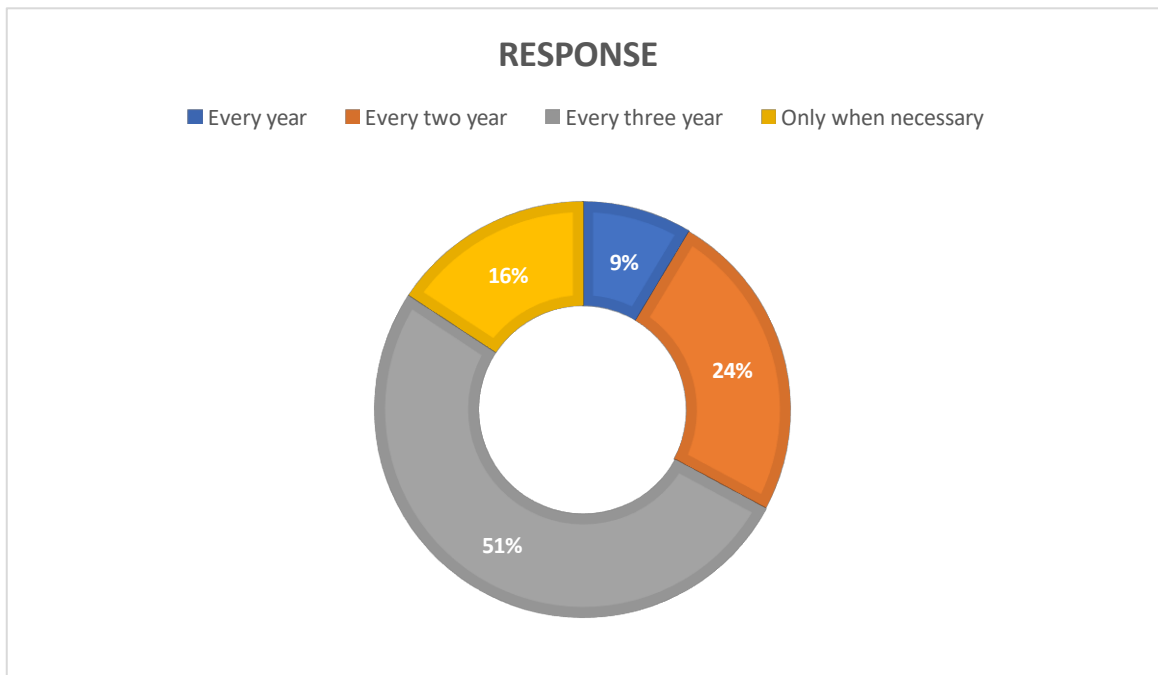Q-8 Would you suggest your brand of smartphone to others?

Particulars	Response
Yes	44
No	19
May be	7

Out of the 70 respondents, 44 are promoting their smartphones to others, 19 are not, and the remaining 7 are unsure, as seen in the above graphical representation.

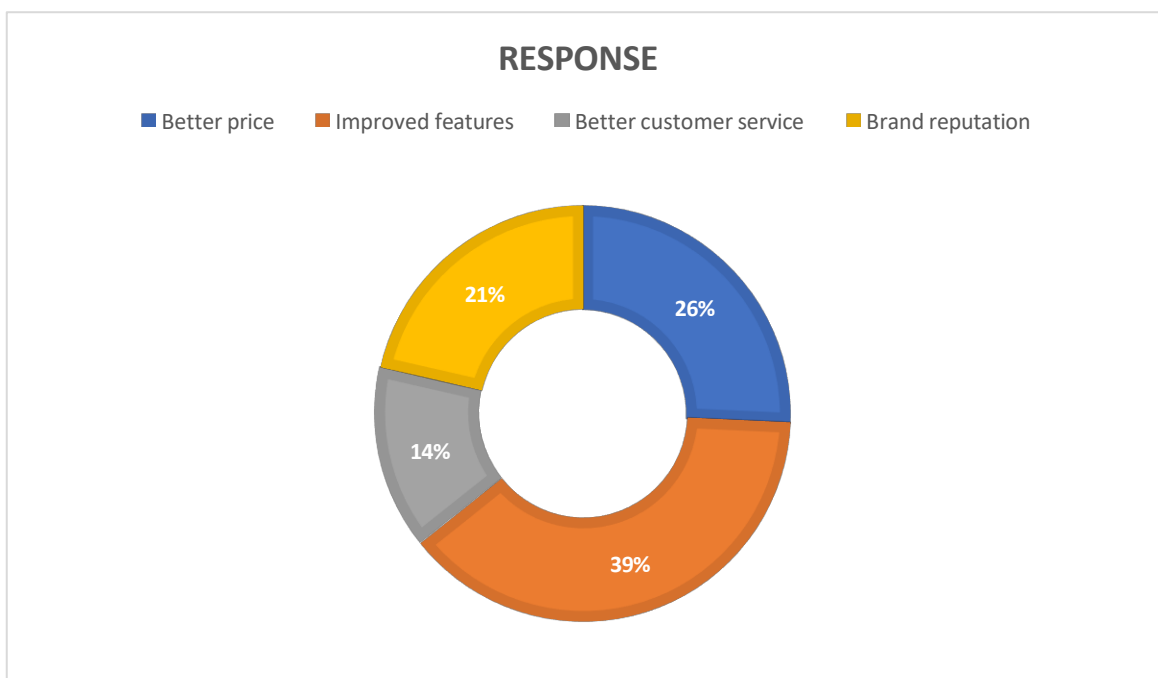Q-9 What is the frequency of your smartphone upgrades?

Particular	Response
Every year	6
Every two year	17
Every three year	36
Only when necessary	11

RESPONSE

- Every year
- Every two year
- Every three year
- Only when necessary

9%

24%

51%

16%

Six of the 70 respondents, as seen in the following graphical representation, replace their smartphones annually, 17 every two years, 36 every three years, and 11 only when absolutely required.

Q-10 Out of the following, which one is most likely to persuade you to buy a different brand of smartphone?

Particular	Response
Better price	18
Improved features	27
Better customer service	10
Brand reputation	15

RESPONSE

- Better price
- Improved features
- Better customer service
- Brand reputation

26% Better price
39% Improved features
14% Better customer service
21% Brand reputation

Out of 70 respondents, 18 are persuaded by a lower price for their future smartphone, 27 by better features, 10 by better customer service, and 15 by a positive brand reputation, as seen in the above graphical representation.

Findings and recommendations

Findings

- Xiaomi was the most popular smartphone brand among poll respondents, who were more likely to be graduates than post-graduates.
- When choosing a smartphone, the majority of respondents were interested in features.
- The top three smartphone brands that respondents were considering were Samsung, Xiaomi, and Apple.
- When choosing a smartphone, respondents cited high processing speed as the most important consideration.
- Why Most poll respondents reported either good or mediocre smartphone customer service experiences.
- The majority of respondents stated that they would recommend their current smartphone to friends.
- More features were desired by most respondents for their next smartphone.

Recommendations

- The initiative might want to look into promoting smartphones from Samsung, Xiaomi, and Apple more heavily, as these three brands were the top three that respondents were thinking about.

- To reach a larger audience, the campaign can look into supporting other smartphone brands besides Xiaomi or concentrate on emphasizing the qualities of the devices when advertising them.

- To increase customer satisfaction, the project may think about making an investment in improving their customer service;

- The project's marketing efforts might emphasize the high percentage of satisfied consumers;

- The project could look into improving the processing speed of their cell phones to attract additional customers.

- The project might focus on emphasizing these aspects in its marketing activities, as most respondents want better features in their next smartphone.

- The project might consider providing discounts or promotions to persuade consumers who switch brands of smartphones every year or two to pick their brand.

Limitations of study

Limitations of the study were as follows; -

- Sample Size: The sample size is rather small, with only 70 respondents, and may not be fully representative of the population. The findings might not hold true for a larger group.

- Sampling Bias: This may exist because the respondents were not selected at random. The sample may not be representative of the entire population because some groups may be overrepresented or underrepresented.

- Self-Reported results: Due to the fact that the study's findings were self-reported, respondents might have been biased. Respondents may not provide accurate responses or may have trouble remembering certain details.

- Limited Focus: This study only looks at a few aspects of smartphone use, such as features, customer service, and brand choice. Social media use is another factor that might affect smartphone usage.

- Lack of Context: The study does not provide any background information to the participants. For example, the elements that respondents might have taken into account while choosing a specific smartphone brand or feature were not investigated.

- Absence of demographic information: Ages, incomes, occupations, and educational attainment of the respondents are not mentioned in the study, despite the fact that these factors may influence how people use smartphones.

CHAPTER-5 CONCLUSION

In conclusion, research on students' preferred smartphone brands provides insight into their preferences and purchasing behaviors. Male and female students participating in a range of graduate and postgraduate programs were among the respondents, and the survey found that their brand choices varied based on a number of factors.

When selecting a smartphone, students consider a variety of factors, such as cost, features, customer support, and brand reputation, the survey claims. When selecting a smartphone brand, students have a variety of goals in mind, including processing speed, screen size, battery life, and camera quality. They choose a variety of smartphone brands, including One Plus, Xiaomi, Samsung, and Apple.

Additionally, the study highlights that students' recommendations of their smartphones to others have a considerable impact on brand preference. If students are satisfied with the functionality and degree of customer service provided by their smartphone, they are more likely to suggest it to others.

The study also reveals that students' buying habits differ, with some making the switch to new smartphones annually, others every two to three years, and still others only making the step when it is absolutely necessary. Among the factors influencing this choice include the availability of new features, advancements in technology, and students' financial ability to purchase new smartphones.

All things considered, the study of student brand preference for smartphones provides useful data for smartphone manufacturers and marketers to develop effective marketing strategies and improve their products and services to adapt to the shifting market.

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Annexure

Section A: Personal information

1. Gender
   - o Male
   - o female

2. Educational background
   - o MBA
   - o BBA
   - o Others

Section B: About mobile phones

3. Which smartphone brand do you presently own?
   - o Xiaomi
   - o Apple
   - o Samsung
   - o Others

4. What factors led you to select the brand of smartphone you currently own?
   - o Features
   - o Brand reputation
   - o Price
   - o Others

5. What brand of smartphone would you think about getting next?
   - o Xiaomi
   - o Apple
   - o Samsung
   - o Others

6. Which of the following characteristics do you think a smartphone must have?

- o Features
- o Brand reputation
- o Price
- o Others

7. How do you feel about the customer support offered by the smartphone brand you currently use?

- o Average
- o Satisfied
- o Above average
- o Not satisfied

8. Would you suggest your brand of smartphone to others?

- o May be
- o Yes
- o No

9. How often do you update your mobile device?

- o Every three year
- o Every year
- o Every two year
- o Only when its necessary

10. Of the following, which one is most likely to persuade you to buy a different brand of smartphone?

- o Brand reputation
- o Better price
- o Improved features
- o Better customer service

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