BRAND PREFERENCE TOWARDS MOBILE PHONE

Aniket Maurya

Abstract

Branding has always been an significant aspect of marketing. A strong brand brings confidence, trust, comfort and reliability in the customer’s mind. Brands live in the minds of customers and are much more than just a tag for their identification and recognition. They are the basis of customer relationship and bring customers and marketers closer by developing a bond of faith and trust between them. The promise of brand is consistent with reliable quality and after sale service. Brand preference is the selective call for a company’s brand rather than a product; the degree to which customers prefer one brand over another. Brand preference can be attained by creating the positive brand image in customers mind. The brand choice decisions are important for marketer. Helps understanding how customers arrive at specific brand choice is essential for brand expansion. The present paper focuses on the study of brand preference for mobile phones The primary objective of the study is to measure the influence of brand preference for mobile phones. It also identifies the factors that influence in selecting a particular brand. Mobile brand preference study is done by conducting the online survey with a sample size of 58.

Keywords – Factors of Influence in Brand Selection, Brand Preference, Influence in Selecting mobile brand.

INTRODUCTION

Rachitha Cabral said “HOME is where the heart is, but today, the phone is where the Heart is”

When cell phones were first introduced to the public, they were heavy, costly, and few even required a base unit that had to be transported along with the phone. Respectable reception was a major problem and in general, early cell phones could only be used in certain places were the signal was particularly strong. As mobile phone technology advanced, the difficult in using them became less of a problem. Today, cell phone response has improved greatly due to the wireless services and use of satellites.

As cell phones enhanced and became simple to use, the importance of cell phones increased so. A Brand covers everything that makes an item more than only a product. It includes the exciting and mental beliefs that consumers have about brands, which builds the apparent estimation of an item or management. Brands are not just outlined, images, names or the mix of various things. Brands are the things that separate certain items and organizations from others. Identity is an extra fixing on which the achievement of the brand depends. For advertisers, whatever their organization’s showcasing systems are, the primary drive behind their promoting exercises is to impact consumer’s opinion and state of mind toward a brand, build up the brand picture in consumer’s brain, and allow consumers genuine buying conduct of the brand, in this manner growing deals, augmenting the piece of the pie and making brand value.

Examining the factors that influence brand choice can be an interesting topic for the investigators to study as they can examine the key elements that are vital in choosing a particular brand over the others. This research paper tries to analyse the causes of brand choice in the competitive market like such. The research is conducted under the related of mobile
phones market. The reason behind choosing the mobile phone market in determining brand choice. firstly, mobile phones are widely used by everyone over the world and this market in the recent years has become more and more competitive. Thus, it is essential for the marketers to understand their brand preference criteria before spending large amount.

**RESEARCH OBJECTIVE**

The objective of the research is find out, what makes consumer to select a specific brand, in other words what are the factors that influences while selecting a mobile brand.

Below are the hypothesis purposed

H1 - Less than 35% of people prefer any brand of Mobile phones because of their loyalty towards it.

H2 - Less than 40% of population prefer any brand of Mobile phones because of its goodwill

H3 - The Average age of sample prefer mobile brand because of attractive advertisement is less than 25

H4 - The Average age of sample prefer mobile brand because of Brand Loyalty is less than 30

H5 - Consumer Preference towards Mobile brands is not independent of Income

H6 - Consumer Preference towards Mobile brands is not independent of Occupation

H7 - There is no significant difference of consumer brand preference because of brand goodwill

**LITERATURE REVIEW**

According to Phillips (1988), brand as a whole can be called as “a trademark that conveys a promise”. This promise includes representative and useful features which are linked by the market to a brand. Brand in its entirety is “the sum of all marketing mix elements”

Kapferer (1997) defines the brand as a sign, a symbol which is external to the product. Kapferer maintained that its function is to reveal the hidden qualities of the product that are hard to be reached and contacted. Brand forms a tactical position and particular relations in the consumer’s mind. Therefore, for consumers, brand is actually a promise of some specific level of execution of product and service

According to Liu (2002) who carried out a research in the Philippines about the choices between mobile brands. The study showed that mobile brand choices were largely influenced by the new technological features such as SMS-options and capacity of memory, much more than the size. The statistic behind this finding can be that all the competing brands have almost same size phones, which are small enough. So the trend will not actually be directed towards smaller sized phones but rather towards healthier capacity and large screen phones

According to Marumbwa and Thakur, 2013. conducted a study to identify brand image absolutely influence the consumer brand preference and increase in customer fulfilment levels would yield positive consumer brand preferences.
According to Rijal, 2013 studied the criteria that pupil preferred on brand while buying a mobile phone. In a study technical criteria and economic criteria play a very significant role to prefer brand and internet and friends are the main two sources from where they get data about the branded mobile phones.

Singh in 2012 conducted a study to identify the customer preferences towards various mobile phone handsets in Punjab. In order to manage up with the research purpose, primary data was collected and analysed which showed that Price Awareness, Multimedia choices, Features and Looks and Product Image were the four factors important in influencing the purchase behaviour of mobile phones.

According to Liao, Yu-Jui, 2012 who examined the determinants in smart phone purchases and recognized the market segmentation of smart phone. The result of the study shows that when buying a smart phone, a consumer who considers that product design and addition of hardware and software are important and that the suitability of relocating files or media display are not important would select Apple’s iPhone.

**RESEARCH METHODOLOGY**

This research was conducted in Mumbai so as to obtain responses from sample of population to find the important factor while selecting a particular brand. The surveys will offer insights about the responses and preferences in selecting a particular brand. The research has collected its data from both primary and secondary sources. Both the data will help us to get an accurate result on the factors influencing the decision making process. The primary data is collected through online surveys. Whereas the secondary sources for the research are via google search engine, and other websites. Both the sources of data will help us to get a better accuracy on the result derived from the research. The research was conducted among 58 respondents in Mumbai so as to know the factors that influences while selecting a particular brand. Hypothesis are proved with the help of T-test, P-test , Chi- Square test and ANNOVA. The methods were selected and used so as to an essential piece of information that will be helpful in fulfilling the criteria of research project.

**DEMOGRAPHICS**

Observation – 69% of total sample is Male and 31% of total sample is female.
Observation – 60% of total sample is Between 19-25

Observation – 59% of sample qualification Is graduate

Observation – 45% of Sample are students
Hypothesis Testing on the basis of Proportion

H₀ = More than or equal to 35% of people prefer any brand of Mobile phones because of their loyalty towards it.

Hₐ = Less than 35% of people prefer any brand of Mobile phones because of their loyalty towards it.

Observation - Less than 35% of people prefer any brand of Mobile phones because of their loyalty towards it.

Insights - High quality products have always been encouraging consumer loyalty. After all, if you purchase a mobile phone and end up being disappointed with it, chances are you’re not going to be a repeat consumer. Consumers will measure the quality of a product not only by how well it is manufactured, but also by how visually fair it looks, how well it’s designed, What are the features, etc. In addition to making high quality products, companies can also offer high quality customer service in the form of responsive customer service reps, extended warranties, and fast shipping to add value to the products they offer.
Hypothesis Testing on the basis of Proportion

H₀ = More than or equal to 40% of population prefer any brand of Mobile phones because of its goodwill

H₁ = Less than 40% of population prefer any brand of Mobile phones because of its goodwill

N  Ho≥40%
A  Ha<40%
T  Left Tail Test

T  P test
A  0.1
P  0.1

Zcritical -1.28
O
P' 0.14
P  0.40
N  58.00
P-P -0.26
q  0.60
Zobserved -4.07

P  0.00
A  0.1
D  P Value is less than Alpha  Reject the Null

Z critical is more than Z observed

Observation - Less than 40% of population prefer any brand of Mobile phones because of its goodwill.

Insights - Goodwill is difficult to price, but it contributes significantly to a company's value and success. For example, a company like Apple which has been around for decades, makes a wildly popular product based on IOS and is generally positively perceived by the public, would have a lot of goodwill. A competitor, say a company that has only been in business for five years, has a small customer base, specializes in Mobile phones and recently faced a system glitch in their operating system, would have far less goodwill, or even negative goodwill.
### Test of Means

<table>
<thead>
<tr>
<th>Age group</th>
<th>Brand Advertisement</th>
<th>F</th>
<th>M</th>
<th>F*M</th>
<th>M-x'</th>
<th>(M-x')^2</th>
<th>f*(M-x')^2</th>
</tr>
</thead>
<tbody>
<tr>
<td>19-25</td>
<td></td>
<td>9</td>
<td>9</td>
<td>22</td>
<td>-1.55</td>
<td>2.38</td>
<td>21.49</td>
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<tr>
<td>26-35</td>
<td></td>
<td>2</td>
<td>2</td>
<td>30.5</td>
<td>6.95</td>
<td>48.3</td>
<td>96.73</td>
</tr>
<tr>
<td>Grand Total</td>
<td></td>
<td>11</td>
<td>11</td>
<td>259</td>
<td></td>
<td></td>
<td>118.23</td>
</tr>
</tbody>
</table>

\[
\bar{x}' = 23.55 \\
\text{Variance} = 10.75 \\
\text{SD} = 3.28
\]

H₀ = The Average age of sample prefer mobile brand because of attractive advertisement is more than or equal to 25.

Hₐ = The Average age of sample prefer mobile brand because of attractive advertisement is less than 25.

\[
\begin{align*}
N & \quad \text{Ho}\geq 25 \\
A & \quad \text{Ha}<25 \\
T & \quad \text{Left tail test} \\
T & \quad \text{T test} \\
A & \quad 0.10 \\
P & \quad 0.10 \\
C & \quad -1.37 \\
O \bar{x}' & \quad 23.55 \\
\mu & \quad 25.00 \\
\bar{x}'-\mu & \quad -1.45 \\
s & \quad 3.28 \\
n & \quad 11.00 \\
s/sqrt/n & \quad 0.99 \\
T_{\text{observed}} & \quad -1.47 \\
A & \quad 0.10 \\
D & \quad \text{Tcritical is more than Tobserved} \\
     & \quad \text{Failed to reject the null}
\end{align*}
\]

Observation - The Average age of sample prefer mobile brand because of attractive advertisement is more than or equal to 25.

Insights - Mobile Advertisements utilizes fun and pleasure show consumers having a good time and enjoying themselves, all made possible by a given product or service. The individuals in the ad are having fun, and the consumer is led to believe that they too will have a good time, but only if they purchase the product. Thus the ad helps to create an influence in consumer’s mindset. As the age grows we start finding logic behind Ad, and gets influenced with that.
Test of Means

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Brand Loyalty</th>
<th>F</th>
<th>M</th>
<th>F*m</th>
<th>M-x'</th>
<th>(M-x')^2</th>
<th>f*(M-X')^2</th>
</tr>
</thead>
<tbody>
<tr>
<td>19-25</td>
<td>6</td>
<td>6</td>
<td>22</td>
<td>132</td>
<td>-4.73</td>
<td>22.35</td>
<td>134.08</td>
</tr>
<tr>
<td>26-35</td>
<td>4</td>
<td>4</td>
<td>30.5</td>
<td>122</td>
<td>3.77</td>
<td>14.23</td>
<td>56.93</td>
</tr>
<tr>
<td>35-45</td>
<td>1</td>
<td>1</td>
<td>40</td>
<td>40</td>
<td>13.27</td>
<td>176.17</td>
<td>176.17</td>
</tr>
<tr>
<td>Grand Total</td>
<td></td>
<td>11</td>
<td>11</td>
<td>294</td>
<td></td>
<td></td>
<td>367.18</td>
</tr>
</tbody>
</table>

X' = 26.73
Variance = 33.38
SD = 5.78

H₀ = The Average age of sample prefer mobile brand because of Brand Loyalty is more than or equal to 30

Hₐ = The Average age of sample prefer mobile brand because of Brand Loyalty is less than 30

N Ho≥30
A Ha<30
T Left tail Test

T T Test
A 0.1
P -1.372
C
O
x' 26.73
μ 30
x'-μ -3.27
s 5.78
n 11
s/sqrt/n 1.74
Tobserved -1.88

A 0.1
D Tcritical is more than Tobserved Reject the Null

Observation - The Average age of sample prefer mobile brand because of Brand Loyalty is less than 30.

Insights - A great method for promoting brand loyalty is having a rewards program. Many companies entice customers to make a purchase by offering points or a similar object to be redeemed for prizes and awards. Now a days, the age section below 30, always try to buy any product which has discount or offers, so that they can save the money.
### Test of Independence

<table>
<thead>
<tr>
<th></th>
<th>I-Phone</th>
<th>LG</th>
<th>Mi/One Plus</th>
<th>Motorola</th>
<th>Oppo</th>
<th>Others</th>
<th>Samsung</th>
<th>Vivo</th>
<th>Total</th>
<th>%</th>
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</thead>
<tbody>
<tr>
<td>0 - 1.99 Lakh</td>
<td>2</td>
<td>1</td>
<td>3</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>5</td>
<td>3</td>
<td>19</td>
<td>33%</td>
</tr>
<tr>
<td>2 - 3.99 Lakh</td>
<td>3</td>
<td>6</td>
<td>7</td>
<td>1</td>
<td>6</td>
<td>1</td>
<td>24</td>
<td></td>
<td></td>
<td>41%</td>
</tr>
<tr>
<td>4 - 5.99 Lakh</td>
<td>6</td>
<td>1</td>
<td>3</td>
<td>1</td>
<td>1</td>
<td>12</td>
<td></td>
<td></td>
<td></td>
<td>21%</td>
</tr>
<tr>
<td>6 - 7.99 Lakh</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td></td>
<td></td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td>2%</td>
</tr>
<tr>
<td>8 Lakh and Above</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td></td>
<td></td>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td>3%</td>
</tr>
<tr>
<td>Grand Total</td>
<td>12</td>
<td>2</td>
<td>13</td>
<td>3</td>
<td>10</td>
<td>2</td>
<td>12</td>
<td>4</td>
<td>58</td>
<td>100%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Expected</th>
<th>I-Phone</th>
<th>LG</th>
<th>Mi/One Plus</th>
<th>Motorola</th>
<th>Oppo</th>
<th>Others</th>
<th>Samsung</th>
<th>Vivo</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 - 1.99 Lakh</td>
<td>3.9</td>
<td>0.7</td>
<td>4.3</td>
<td>1.0</td>
<td>3.3</td>
<td>0.7</td>
<td>3.9</td>
<td>1.3</td>
</tr>
<tr>
<td>2 - 3.99 Lakh</td>
<td>5.0</td>
<td>0.8</td>
<td>5.4</td>
<td>1.2</td>
<td>4.1</td>
<td>0.8</td>
<td>5.0</td>
<td>1.7</td>
</tr>
<tr>
<td>4 - 5.99 Lakh</td>
<td>2.5</td>
<td>0.4</td>
<td>2.7</td>
<td>0.6</td>
<td>2.1</td>
<td>0.4</td>
<td>2.5</td>
<td>0.8</td>
</tr>
<tr>
<td>6 - 7.99 Lakh</td>
<td>0.2</td>
<td>0.0</td>
<td>0.2</td>
<td>0.1</td>
<td>0.2</td>
<td>0.0</td>
<td>0.2</td>
<td>0.1</td>
</tr>
<tr>
<td>8 Lakh and Above</td>
<td>0.4</td>
<td>0.1</td>
<td>0.4</td>
<td>0.1</td>
<td>0.3</td>
<td>0.1</td>
<td>0.4</td>
<td>0.1</td>
</tr>
</tbody>
</table>

\[
\left( \frac{F_{o}-F_{e}}{F_{e}} \right)^{2} / F_{e}
\]

<table>
<thead>
<tr>
<th></th>
<th>I-Phone</th>
<th>LG</th>
<th>Mi/One Plus</th>
<th>Motorola</th>
<th>Oppo</th>
<th>Others</th>
<th>Samsung</th>
<th>Vivo</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 - 1.99 Lakh</td>
<td>0.95</td>
<td>0.18</td>
<td>0.37</td>
<td>1.05</td>
<td>0.50</td>
<td>0.18</td>
<td>0.29</td>
<td>2.18</td>
</tr>
<tr>
<td>2 - 3.99 Lakh</td>
<td>0.78</td>
<td>0.83</td>
<td>0.07</td>
<td>1.24</td>
<td>1.98</td>
<td>0.04</td>
<td>0.22</td>
<td>0.26</td>
</tr>
<tr>
<td>4 - 5.99 Lakh</td>
<td>4.98</td>
<td>0.83</td>
<td>0.04</td>
<td>0.62</td>
<td>0.55</td>
<td>0.41</td>
<td>0.89</td>
<td>0.83</td>
</tr>
<tr>
<td>6 - 7.99 Lakh</td>
<td>3.04</td>
<td>0.03</td>
<td>0.22</td>
<td>0.05</td>
<td>0.17</td>
<td>0.03</td>
<td>0.21</td>
<td>0.07</td>
</tr>
<tr>
<td>8 Lakh and Above</td>
<td>0.41</td>
<td>0.07</td>
<td>0.68</td>
<td>7.77</td>
<td>0.34</td>
<td>0.07</td>
<td>0.41</td>
<td>0.14</td>
</tr>
</tbody>
</table>

\[ F_{o} = 33.99 \]

\[ H_{0} = \text{Consumer Preference towards Mobile brands is independent of Income} \]

\[ H_{a} = \text{Consumer Preference towards Mobile brands is not independent of Income} \]

\[ H_{0}: \]

\[ H_{a}: \]

Right-tailed test
Chi-squared test
alpha 0.1
probability 0.1
\[ F_{\text{critical}} = 37.92 \]
\[ F_{\text{observed}} = 33.99 \]
\[ p-value = 45\% \]

alpha 10%
P value is greater than Alpha
\[ F_{\text{observed}} \text{ is less than } F_{\text{critical}} \]
Failed To reject the null

Observation - Consumer Preference towards Mobile brands is independent of Income

Insights – With the help of credit facility, it has become easier for any one to buy expensive phone. With the help of EMI system, mobile companies were able to increase the purchasing power of consumer’s.
## Test of Independence

<table>
<thead>
<tr>
<th></th>
<th>I-Phone</th>
<th>LG</th>
<th>Mi/One Plus</th>
<th>Motorola</th>
<th>Oppo</th>
<th>Others</th>
<th>Samsung</th>
<th>Vivo</th>
<th>Total</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business</td>
<td>3</td>
<td>1</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>9</td>
<td>16%</td>
</tr>
<tr>
<td>House wives</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>2%</td>
</tr>
<tr>
<td>Service</td>
<td>6</td>
<td>0</td>
<td>2</td>
<td>2</td>
<td>5</td>
<td>6</td>
<td>1</td>
<td>22</td>
<td></td>
<td>38%</td>
</tr>
<tr>
<td>Student</td>
<td>3</td>
<td>0</td>
<td>8</td>
<td>1</td>
<td>5</td>
<td>1</td>
<td>6</td>
<td>2</td>
<td>26</td>
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<td>3</td>
<td>10</td>
<td>2</td>
<td>12</td>
<td>4</td>
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<td>100%</td>
</tr>
</tbody>
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<tr>
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<th>Samsung</th>
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</thead>
<tbody>
<tr>
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<td>1.9</td>
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<td>2.0</td>
<td>0.5</td>
<td>1.6</td>
<td>0.3</td>
<td>0.6</td>
<td>0.6</td>
<td></td>
</tr>
<tr>
<td>House wives</td>
<td>0.2</td>
<td>0.0</td>
<td>0.2</td>
<td>0.1</td>
<td>0.2</td>
<td>0.0</td>
<td>0.1</td>
<td>0.1</td>
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<tr>
<td>Service</td>
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<td>4.9</td>
<td>1.1</td>
<td>3.8</td>
<td>0.8</td>
<td>1.5</td>
<td>1.5</td>
<td></td>
</tr>
<tr>
<td>Student</td>
<td>5.4</td>
<td>0.9</td>
<td>5.8</td>
<td>1.3</td>
<td>4.5</td>
<td>0.9</td>
<td>1.8</td>
<td>1.8</td>
<td></td>
</tr>
</tbody>
</table>

\[
\frac{(F_{o}-F_{e})^2}{F_{e}}
\]

<table>
<thead>
<tr>
<th></th>
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<th>Motorola</th>
<th>Oppo</th>
<th>Others</th>
<th>Samsung</th>
<th>Vivo</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Business</td>
<td>0.70</td>
<td>1.53</td>
<td>0.48</td>
<td>0.47</td>
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<tr>
<td>House wives</td>
<td>0.21</td>
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<td>0.03</td>
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<td>0.90</td>
<td>0.81</td>
<td>0.09</td>
<td>0.06</td>
<td>0.01</td>
<td>9.87</td>
<td>0.02</td>
<td></td>
</tr>
</tbody>
</table>

\[
F_{\text{observed}} = 65.96
\]

\[H_0 = \text{Consumer Preference towards Mobile brands is independent of Occupation}\]

\[H_a = \text{Consumer Preference towards Mobile brands is not independent of Occupation}\]

**Right-tailed test**

**Chi-squared test**

- \(\alpha\) = 0.1
- Probability = 0.1
- \(F_{\text{critical}}\) = 29.62
- \(F_{\text{observed}}\) = 65.96
- \(p\)-value = 0%
- \(\alpha\) = 10%
- \(p\)-value is less than \(\alpha\)
- \(F_{\text{observed}}\) is more than \(F_{\text{critical}}\)

**Reject the Null**

**Observation** – Consumer Preference towards Mobile brands is not independent of Occupation.

**Insights** – If you are not earning than it is difficult to buy an expensive mobile phones, In case of students, who are not earning will hardly have an expensive phone, whereas the people which are working will have more number of expensive phones. Thus the consumer preference towards mobile brand is not independent of occupation.
Analysis of variance (ANOVA)

There is no significant difference of consumer brand preference because of brand goodwill

<table>
<thead>
<tr>
<th>Brand</th>
<th>Largely Influence</th>
<th>Moderately Influence</th>
<th>Not at all Influence</th>
<th>Slightly Influence</th>
</tr>
</thead>
<tbody>
<tr>
<td>I-Phone</td>
<td>10</td>
<td>2</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>LG</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Mi/One Plus</td>
<td>8</td>
<td>3</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>Motorola</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Oppo</td>
<td>7</td>
<td>2</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Others</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Samsung</td>
<td>7</td>
<td>5</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Vivo</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>0</td>
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<table>
<thead>
<tr>
<th>SUMMARY</th>
<th>Count</th>
<th>Sum</th>
<th>Average</th>
<th>Variance</th>
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<tr>
<td>I-Phone</td>
<td>4</td>
<td>12</td>
<td>3</td>
<td>23</td>
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<tr>
<td>LG</td>
<td>4</td>
<td>2</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Mi/One Plus</td>
<td>4</td>
<td>13</td>
<td>3</td>
<td>12</td>
</tr>
<tr>
<td>Motorola</td>
<td>4</td>
<td>3</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Oppo</td>
<td>4</td>
<td>10</td>
<td>3</td>
<td>10</td>
</tr>
<tr>
<td>Others</td>
<td>4</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Samsung</td>
<td>4</td>
<td>12</td>
<td>3</td>
<td>13</td>
</tr>
<tr>
<td>Vivo</td>
<td>4</td>
<td>4</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Source of Variation</th>
<th>SS</th>
<th>df</th>
<th>MS</th>
<th>F</th>
<th>P-value</th>
<th>F crit</th>
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</thead>
<tbody>
<tr>
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<td>7</td>
<td>6</td>
<td>2.1</td>
<td>9.5%</td>
<td>2.0</td>
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<tr>
<td>Columns</td>
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<td>3</td>
<td>40</td>
<td>14</td>
<td>0%</td>
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</tr>
<tr>
<td>Error</td>
<td>62</td>
<td>21</td>
<td>3</td>
<td></td>
<td></td>
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<td>Total</td>
<td>225</td>
<td>31</td>
<td></td>
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<td></td>
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</tr>
</tbody>
</table>

There is no significant difference of consumer brand preference because of brand goodwill
There is no significant difference in consumer brand preference because of brand goodwill

Observation – There is a significant difference in consumer brand preference because of brand goodwill.

Insights – Brand goodwill plays an very important role, the company with a good name and goodwill will enjoy the benefits of stronger customer base, whereas the company which as weaker customer base due to negative goodwill. While selecting any brand, consumers always try to make most of his investment, and brand goodwill helps to reflect the trust, and encourages the consumer to go for it.

CONCLUSION

In total, One of the major factor that influence the Consumer while selecting any product is brand goodwill. Customer awareness and a prominent position within the marketplace are key ingredients to the success of businesses, the creation and management of intangible assets is often essential to long-term success. A strong brand and a loyal customer base can be distinct assets owned by a business or simply part of a business's goodwill. Other than the goodwill other factors such as Pricing, past experiences, word of mouth, promotional offers, brand loyalty also plays an important role, here in Mumbai, people want to invest in something which is worth buying, and don’t want to take the risk, so buying a phone with a good brand name, helps them to trust on the product. It is also observed that selecting a brand is dependent on occupation, the students can’t afford the expensive mobile phones, only few student were having the expensive brands, whereas the individual who were working was only able to have the expensive phones, which shows the brand preference is dependent on occupation. We also came to know that the income of the individual cannot restrict any one from buying an expensive phones, as nowadays it’s easier to buy mobile phone with the help of available credit facility. In short building a good relationship, and earning the trust of customers instead of making profit is the key, and Consumers preference is largely dependent on brand goodwill, pricing and brand loyalty, so it is important for company to invest more on this factors, which will encourage and promote the built a strong customer base, which the most important thing to have in this competitive world.
LIMITATIONS

1. The research was conducted in Mumbai, so population type is limited to Mumbai.
2. Sample size was limited to 58 individuals across Mumbai.

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