



A Study on Consumer Brand Preference towards Cell Phones in Srivilliputtur Taluk

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Abstract – Exchange of information becomes the necessity of life to a common man. In the modern world an individual tends to communicate anything to everything right from the place where he/she stands. Even while riding vehicle he/she wants to communicate. Within fraction of second at quick speed with clear voice, without any disturbance, like line crossing, out of order, etc. most of which lack in the connection given by the department of telecommunication. Cell phones (Mobile Phones) emerges as a boon quench such a thirst, by providing facilities, which a common man cannot imagine. Though cell phone industry has its origin in the recent past and the growth has been excellent, the telecommunication services in India have witnessed the phenomenal change over the last few years. The craze for mobile services in India is increasing substantially.

Key words: Consumer, Brand Preference, Cell Phones

1. INTRODUCTION

Information technology has brought tremendous change in day-to-day activities of common man to entrepreneurs. Mobile as a medium is growing fast with its easy accessibility, convenience and reach. It is not just telecom centric. From a communication tool, it has emerged as a device for all purposes. In many countries, cell phones now outnumber land-line telephones, with most adults and many children now owning cell phones. The cell phone itself has also become a totemic and fashion object, with users decorating, customizing, and accessorizing their cell phones to reflect their personality. In the rationale of modern marketing, the firm's existence is dependent on customer's satisfaction. Therefore, the knowledge of "what the customer thinks" and "what consequently would contribute to his satisfaction" is at the requirement of the marketer.

After becoming the second most populated country in the world, India is set to achieve another record of having half a billion wireless connections, thus becoming the second

largest group of cell phone users after China. In fewer than twenty years ago, cell phones were considered to be rare and expensive pieces of equipment used by business to a pervasive low-cost personal item but now it has become a common household item both in rural and urban area. Building trust and adapting to the individual and local needs of the community are critical success factors for the diffusion and success of cutting-edge information and communication technology. With the introduction of private sector telecom service provider in state the competition in the telecom industry has increased significantly.

2. STATEMENT OF THE PROBLEM

Cell phone markets are one of the most turbulent market environments today due to increased competition and change. Thus, it is of cell phone users choices between different cell phone brands. This study aims to address the question by analyzing brand is preferred most by cell phone users in Srivilliputtur Taluk while purchasing cell phones and status and impact of the technical, economical, social and personal criterion by cell phone users in Srivilliputtur Taluk to take the decision for choosing and purchasing the branded cell product further the current satisfaction level on the particular brand owned. Consumer preferences is used mainly to mean to select an option that has the greatest anticipated value among a number of options by the consumer in order to satisfy their needs or desires. Preferences indicate choices among neutral or more valued options available in the telecom market. The preference of the consumer is the result of their behavior they show during searching, buying and disposing the products. Before business can develop marketing strategies, they must understand

what factors affecting consumer's behavior and how they make purchase decisions to satisfy their needs and wants. Buyers are moved by a complex set of deep and subtle emotions. This study throws light on brand preference of consumers towards cell phones in Srivilliputtur Taluk.

3. SCOPE OF THE STUDY

The study covers the aspects pertaining to the opinion of the cell phone users and those who are going to replace the particular brand of cell phone in Srivilliputtur Taluk towards brand preference, price awareness and their level of satisfaction. The respondents are restricted to residents of Srivilliputtur Taluk Only.

4. OBJECTIVES OF THE STUDY

- ✓ To know the history of cell phone industry.
- ✓ To provide the socio economic profile of the cell phone consumers.
- ✓ To analyse the brand preference of consumers towards cell phones.
- ✓ To identify the various factors influencing the purchase of cell phones.
- ✓ To suggest measures for effective purchase of cell phones on the basis of findings of this study.

5. METHODOLOGY

The validity of any research depends on the systematic method of collecting the data and analysing the same in appropriate order. The design of the study is descriptive one. It is based on statistical survey. In the present study, both primary and secondary data were collected and analysed, for measuring brand preference towards cell phones. The first stage of the research process was an extensive search of articles, reports and professional information concerning cell phone consumer studies and brand preference strategies in general by using the internet and academic databases and then a well structured questionnaire was prepared for collecting the required primary data.

6. TOOLS FOR COLLECTION OF DATA

Data, which is a vital aspect in any research, has been collected through various

resources for the study. Both secondary data and primary data have been collected and used for the research. The secondary data have been gathered from various sources like standard text books of related topics, journals, newspapers, websites and so on. Primary data have been collected through statistical sampling survey directly from the consumers of cell phones in Srivilliputtur Taluk. Questionnaire specially designed for the study was used for the data collection. The questionnaire was pre-tested in January 2015 with 20 respondents in Srivilliputtur Taluk. Based on the results of the pre-test, the questionnaire was revised and finalised.

7. SAMPLING DESIGN

Since the population in Srivilliputtur, those who use mobile phones, are more than 2 lakh, a sample size of 125 was considered adequate. The respondents have been selected from mobile recharge centers, mobile phone shops and public places in Srivilliputtur Taluk. Because of convenient accessibility and proximity to the researcher, convenience sampling method of non-probability sampling has been adopted in this research study.

8. PLAN OF ANALYSIS

The data collected from consumer survey was tabulated category wise. To analyse and interpret the collected data, the researcher has used the statistical techniques like, Percentage, Chi-square test, Weighted Arithmetic mean and Garrett Ranking.

9. ANALYSIS AND INTERPRETATION

The cell phone industry in India has become very popular today. Its growth is so stupendous that it has surpassed most of the other industries. The reason for its rapid growth is that man spends most of his time in interacting with others. Cell phones have come handy to men as a means to communicate with others. Because of this, mobile penetration in the market has overshadowed all other means of communication. The technological revolution in the cellular industry has ushered

in a booming market for cell phones and cellular service. Many people have become the customers of some mobile company or the other and obviously customers of cellular service providers of their choice. The use of cell phones has brought about a magical change

in the life style of most of the people in the country. In many parts of the world, there is a kind of rapidity in the adoption of cell phones. In the present days, cell phones are almost as common as wristwatches.

Table 1: Profile of the Cell phone Consumers

Measure	Category	Frequency	Percentage
Gender	Male	71	56.8
	Female	54	43.2
Age	18 – 25	44	35.2
	25 – 35	36	28.8
	35 – 45	6	4.8
	45 – 55	19	15.2
	Above 55	20	16.0
Religion	Hindu	92	73.6
	Christian	27	21.6
	Muslim	6	4.8
Educational Qualification	Upto SSLC	12	9.6
	Upto Higher Secondary	18	14.4
	Diploma / ITI	5	4.0
	Under Graduate	48	38.4
	Post Graduate	23	18.4
	M.Phil	7	5.6
	Doctorate	3	2.4
	Professional	9	7.2
Marital Status	Married	77	61.6
	Unmarried	48	38.4
Type of Family	Joint Family	37	29.6
	Nuclear Family	88	70.4
Nature of House	Owned	39	31.2
	Rental	67	53.6
	Quarters	19	15.2
Monthly Income	Below Rs.5000	7	5.6
	Rs. 5000 – Rs.10000	16	12.8
	Rs. 10000 – Rs.15000	22	17.6
	Rs. 15000 – Rs.20000	41	32.8
	Rs. 20000 – Rs.25000	21	16.8
	Above Rs.25000	18	14.4

Source: Primary Data

Table 1 reveals that a majority of 56.8 per cent of the respondents is male consumers, the age of notable portion of 35.2 per cent of the respondents is 18-25 years, a majority of

73.6 per cent of the respondents is 'Hindu', a notable portion of 38.4 per cent of the respondents are under graduates, a majority of 61.6 per cent of the respondents are married, a

majority of 70.4 per cent of the respondents are in nuclear family system, a majority of the respondents are living in rental house and a notable portion of 32.8 per cent of the respondents monthly income of the family is Rs.15000 – Rs.20000.

Table 2: Awareness about Latest Models

Opinion	No. of Respondents	Percentage to Total
Yes	89	71.2
No	36	28.8
Total	125	100.00

Source: Primary Data

Table 2 reveals that out of 125 respondents, a majority of 71.2 per cent of the respondents is having awareness of the latest models and the remaining 28.8 per cent of the respondents is not having awareness about the latest models or handsets available in the mobile market.

Table 3: Brand Preference of Cell Phones

Brand	No. of Respondents	Percentage to Total
Nokia	22	17.6
Sony Erickson	2	1.6

Table 4: Relationship between Profile Variables and Brand Preference of Cell Phones

Nature of Variables	Hypothesis	Calculated Value	Table Value	Acceptance of Null Hypothesis
Gender and Brand Preference	1	1.471	16.9	Accepted
Age and Brand Preference	2	60.176	51.4	Not Accepted
Educational Qualification and Brand Preference	3	91.453	83.4	Not Accepted
Marital Status and Brand Preference	4	8.527	16.9	Accepted
Monthly Income and Brand Preference	5	44.978	61.7	Accepted

Table 4 makes it clear that there are two hypotheses set, namely, Hypothesis 2 and Hypothesis 3 were rejected, because the calculated values of chi square are more than the table value at 5% level of significance. Hence, there is a significant relationship between age and educational qualification of the consumers towards brand preference of cell

Reliance	15	12.0
Motorola	11	8.8
Samsung	41	32.8
LG	5	4.0
Panasonic	6	4.8
Tata Indicom	12	9.6
Siemens	7	5.6
Others (htc, lava, lenova)	4	3.2
Total	125	100.00

Source: Primary Data

Table 3 reveals that out of 125 respondents, a majority of 32.8 per cent of the respondents possess Samsung, followed by 17.6 per cent of the respondents possess Nokia, 12 per cent of the respondents possess Reliance, 9.6 per cent of them possess Tata Indicom, 8.8 per cent of them have Motorola, 5.6 per cent of the respondents possess Siemens, 4.8 per cent of them have Panasonic, 4 per cent of them have LG, 3.2 per cent of the respondents have brands like htc, lava and lenova, and the remaining 1.6 per cent of them have Sony Erickson.

phones. The remaining three hypotheses set, namely, Hypothesis 1, Hypothesis 4 and Hypothesis 5 was accepted, because the calculated values of chi square are less than the table value at 5% level of significance. Hence, there is no significant relationship between gender, marital status and monthly income of

the consumers towards brand preference of cell phones.

Table 5: Experience in Using Cell Phone

Experience	No. of Respondents	Percentage to Total
Below 1 year	15	12.0
1 – 3 years	74	59.2
3 – 5 years	8	6.4
5 – 7 years	6	4.8
7 – 9 years	12	9.6
Above 9 years	10	8.0
Total	125	100.00

Source: Primary Data

Table 5 highlights the fact that a majority of 59.2 per cent of the consumers have 1 – 3 years experience, followed by 12 per cent of the consumers have below 1 year experience, 9.6 per cent of the consumers have 7 – 9 years experience, 8 per cent of the consumers have above 9 years experience in using cell phone, 6.4 per cent of the consumers have 3 – 5 years experience in using cell phone and the remaining 4.8 per cent of the consumers have 5 – 7 years experience.

Table 6: Reasons for Using Cell Phone

Reasons	Garrett Score	Average Score	Garrett Rank
General use	5672	14.180	14
Prestige	6620	16.550	3
Quick communication	5734	14.335	13
Official purpose	5593	13.983	15
Contact while traveling	6274	15.685	8
Cost/economy	5903	14.758	10
Any time contact	5892	14.730	11
Development of business	6821	17.053	2
To curtail telephone expenses	5847	14.618	12

Connect with family	5997	14.993	9
Communicate with friends	5422	13.555	16
Because everyone has one	6493	16.233	7
Emergency	6605	16.513	6
Necessity	6901	17.253	1
Convenient	6617	16.543	4
Gift from parents	6609	16.523	5

Source: Primary Data

The analysis of collected data disclosed that out of 125 respondents, most of the respondents selected the reasons for using cell phone as ‘Necessity’ which was ranked first by them with a Garrett score of 6901 points, followed by ‘Development of business’ ranked second with a Garrett score of 6821 points, ‘Prestige’ ranked third with a Garrett score of 6620 points and so on.

Table 7: Utility of Cell Phone Compared to Landline

Opinion	No. of Respondents	Percentage to Total
Very high	71	56.8
High	25	20.0
Neutral	10	8.0
Low	12	9.6
Very low	7	5.6
Total	125	100.0

Source: Primary Data

Table 7 it is inferred that out of 125 respondents, a majority of 56.8 per cent of the respondents felt that the cell phones give very high utility compared to landline, followed by 20 per cent of the respondents felt that the cell phones give high utility, 8 per cent of the respondents are neutral in their decision, 9.6 per cent of the respondents said that the cell phones give low utility and the remaining 5.6 per cent of the respondents said that the cell phones give very low utility compared to landline.

Table 8: Factors Influencing Purchase of Cell Phones

Factors	SA (2)	A (1)	NO (0)	D (-1)	SD (-2)	Total	WMS	Rank
Brand Value	52	38	15	14	6	125	0.928	1
Model/Style	22	28	35	19	21	125	0.088	29
Design/Look	21	12	43	27	22	125	-0.136	35
Product price	14	28	39	12	32	125	-0.160	36
New Features	36	29	15	29	16	125	0.320	18
Camera and Video	29	34	17	24	21	125	0.208	24
Bluetooth	47	11	19	23	25	125	0.256	21
Touch Screen	21	35	42	22	5	125	0.360	15
Multimedia Option	34	25	27	28	11	125	0.344	16
Memory Capacity	20	21	39	31	14	125	0.016	30
Colour Display	27	18	30	23	27	125	-0.040	31
Festivals	22	23	28	21	31	125	-0.128	34
Appearance	19	25	23	39	19	125	-0.112	33
Web Browser	24	31	42	13	15	125	0.288	20
Quality	46	23	19	13	24	125	0.432	13
Reliability	25	35	25	21	19	125	0.206	25
Dual SIM Option	38	59	14	2	12	125	0.872	2
Special Offers	38	37	20	21	9	125	0.592	7
Family Members Opinion	28	38	27	12	20	125	0.336	17
Domestic Product	28	32	22	30	13	125	0.253	22
Charging Hour	39	35	19	21	11	125	0.560	8
Complexity of Operating	24	34	24	21	22	125	0.136	28
Battery	41	19	21	25	19	125	0.304	19
Key Pad	28	26	12	26	33	125	-0.080	32
Small Size	39	34	14	21	17	125	0.456	11
Weight	47	32	20	19	7	125	0.744	3
Friends Recommendation	52	33	8	7	25	125	0.640	5
Colleagues Recommendation	29	36	11	30	19	125	0.202	26
Neighbours Recommendation	34	31	13	17	30	125	0.176	27
Sales Persons Recommendation	37	45	16	13	14	125	0.624	6
FM Facilities	12	15	53	26	19	125	-0.200	37
Advertisement	28	39	14	22	22	125	0.232	23
3G Applications	48	27	20	21	9	125	0.672	4
Wi-Fi	42	24	27	12	20	125	0.448	12
Prestige	49	17	14	24	21	125	0.392	14
Long Life	57	17	9	17	25	125	0.512	9
Resale value	34	45	9	22	15	125	0.488	10

Source: Primary Data

The analysis of collected data reveals that out of 37 factors, Brand value ranked the first place

with the weighted mean score of 0.928, followed by Dual sim option ranked second

(0.872), Weight ranked third (0.744), 3G Applications ranked four (0.672), Friends recommendations ranked five (0.640) and so on.

Table 9: Occasion of Purchase

Occasion	No. of Respondents	Percentage to Total
Diwali	66	52.8
Pongal	14	11.2
New year	13	10.4
Christmas	7	5.6
Ramzan	5	4.0
Other days	20	16.0
Total	125	100.0

Source: Primary Data

Table 9 reveals that out of 125 respondents, a majority of 52.8 per cent of the respondents bought the cell phone at the time of Diwali, followed by 16 per cent of the respondents preferred other days, 11.2 per cent of the respondents bought at the time of Pongal festival, 10.4 per cent of the respondents purchased in the event of new year, 5.6 per cent of the respondents bought at the time of Christmas and the remaining 13.25 per cent of the respondents bought at the time of Ramzan.

Table 10: Place of Purchase

Place	No. of Respondents	Percentage to Total
From famous shops	58	46.4
From regular shops	45	36.0
Other shops	22	17.6
Total	125	100.0

Table 12: Types of Problems Faced by Consumers

Sl. No	Problems	SA (2)	A (1)	NO (0)	D (-1)	SD (-2)	Total	WMS	Rank
1	High Price	56	23	16	11	19	125	0.215	1
2	Low Quality	32	23	18	32	20	125	0.025	5
3	Limited Models	27	46	19	15	18	125	0.123	3
4	Guarantee & Warrantee	43	28	27	10	17	125	0.175	2
5	Misleading Advertisement	38	28	15	23	21	125	0.098	4

Source: Primary Data

Source: Primary Data

Table 10 discloses that out of 125 respondents, 46.4 per cent of the respondents purchased the cell phones from famous shops, followed by 36 of the respondents purchased the cell phones from their regular shops and the remaining 17.6 per cent of the respondents purchased the cell phones from any other shops.

Table 11: Awareness about the Seller

Awareness	No. of Respondents	Percentage to Total
Newspaper	32	25.6
Television	77	61.6
Friends	5	4.0
Relatives	9	7.2
Trade fairs & Exhibition	2	1.6
Total	125	100.0

Source: Primary Data

The analysis of collected data revealed that out of 125 respondents, a majority of 61.6 per cent of the respondents got the knowledge about the seller through Television, followed by 25.6 per cent of the respondents got the knowledge from Newspaper, 7.2 per cent of the respondents got the awareness by way of relatives, 4 per cent of the respondents got the awareness through friends and the remaining 1.6 per cent of the respondents got the awareness through Trade fairs and Exhibitions.

The analysis revealed that the level of problems was at the maximum with 0.215 weighted mean score for the problem of ‘High Price’, followed by 0.175 weighted mean score for the problem of ‘Guarantee & Warrantee’,

0.123 weighted mean score for ‘Limited Models’, 0.098 weighted mean score for ‘Misleading Advertisement’ and 0.025 weighted mean score for ‘Low Quality’.

Table 13: Features of a Cell Phone

Sl. No	Features	VI (4)	FI (3)	I (2)	NI (1)	Total	WMS	Rank
1	Music Player	28	66	16	15	125	0.893	3
2	Ease of texting	37	48	18	22	125	0.875	4
3	Camera	32	73	15	5	125	0.955	2
4	Radio	16	42	37	30	125	0.735	6
5	Video recording/play back	58	44	15	8	125	1.005	1
6	Multi Media Messaging Services (MMS)	18	57	36	14	125	0.823	5

Source: Primary Data (Note: VI – Very Important, FI – Fairly Important, I – Important, NI – Not at all Important, WMS – Weighted Mean Score)

The analysis of collected data revealed that the media features in cell phone was at the maximum with 1.005 weighted mean score for the feature of ‘Video recording/play back’, followed by 0.955 weighted mean score for

‘Camera’, 0.893 weighted mean score for ‘Music Player’, 0.875 weighted mean score for ‘Ease of texting’, 0.823 weighted mean score for ‘Multi Media Messaging Services (MMS)’ and 0.735 weighted mean score for ‘Radio’.

Table 14: Functions frequently used in Cell Phone

Sl. No	Function	A (5)	O (4)	S (3)	R (2)	N (1)	Total	WMS	Rank
1	Sending text messages	42	41	26	9	7	125	1.193	5
2	Sending picture messages	29	38	28	18	12	125	1.073	11
3	Downloading or forwarding ring tones	36	41	32	6	10	125	1.155	7
4	Playing Mobile Games	56	28	31	4	6	125	1.248	3
5	Getting news updates (Sports and others)	34	48	29	9	5	125	1.180	6
6	STD calling	35	28	32	21	9	125	1.085	10
7	Local calls	56	33	20	12	4	125	1.250	2
8	Making voice calls	21	13	24	44	23	125	0.850	14
9	For sending MMS	27	55	10	19	14	125	1.093	9
10	Listening to music	33	43	21	14	14	125	1.105	8
11	Clicking pictures through camera	42	53	10	14	6	125	1.215	4
12	Using Internet	89	15	5	12	4	125	1.370	1
13	Watching TV	29	15	27	15	39	125	0.888	13
14	Listening to Radio	14	15	43	18	35	125	0.825	15
15	For micro blogging (eg. On Twitter)	27	19	35	19	25	125	0.948	12

Source: Primary Data (Note: A – Always, O – Often, S – Sometimes, R – Rarely, N – Never, WMS – Weighted Mean Score)

The analysis of collected data revealed that the various functions frequently used in cell phone by the respondents was at the

maximum with 1.370 weighted mean score for the function of ‘Using Internet’, followed by 1.250 weighted mean score for ‘Local calls’,

1.248 weighted mean score for 'Playing mobile games', 1.215 weighted mean score for 'Clicking picture through camera', 1.193 weighted mean score for 'Sending text messages', 1.180 weighted mean score for 'Getting news updates', 1.155 weighted mean score for 'Downloading or forwarding ringtones', 1.105 weighted mean score for 'Listening to music', 1.093 weighted mean

score for 'For sending MMS', 1.085 weighted mean score for 'STD Calling', 1.073 weighted mean score for 'Sending picture messages', 0.948 weighted mean score for 'For micro blogging', 0.888 weighted mean score for 'Watching TV', 0.850 weighted mean score for 'Making voice calls' and 0.825 weighted mean score for 'Listening to Radio'.

Table 15: Level of Agreement towards Usage of Cell Phones

Sl. No	Statements	TA (5)	SWA (4)	NN (3)	SWD (2)	TD (1)	Total	WMS	Rank
1	The cell phone has become a necessity today	61	11	28	15	10	125	1.183	6
2	The model you buy tells how fashionable you are	71	17	15	16	6	125	1.265	5
3	Lengthy conversations on a cell phone are ok	77	22	13	10	3	125	1.338	1
4	Phone numbers / Messages stored in cell phone are private	76	25	7	5	12	125	1.308	4
5	Using a cell phone while driving is ok	3	14	2	27	79	125	0.525	13
6	I think cell phones are a status symbol.	62	42	9	8	4	125	1.313	3
7	I use a cell phone to show how rich I am.	53	28	13	13	18	125	1.150	7
8	I use a particular ringtone so that people know it is my cell phone.	36	33	36	13	7	125	1.133	8
9	I choose particular wallpaper so that others will know it is my cell phone.	36	23	24	27	15	125	1.033	9
10	I am very possessive about my cell phone	36	20	23	15	31	125	0.975	11
11	I am emotionally attached to my cell phone.	30	34	22	19	20	125	1.025	10
12	I do not like other people to go through the contents of my cell phone.	83	11	16	7	8	125	1.323	2
13	I lock my cell phone with a security code so that no one can read my messages.	11	42	28	32	12	125	0.958	12

Source: Primary Data (Note: TA – Totally Agree, SWA – Somewhat Agree, NN – Neither Agree Nor Disagree, SWD – Somewhat Disagree, TD – Totally Disagree, WMS – Weighted Mean Score)

The analysis of collected data relating to the attitude of respondents regarding cell phone usage revealed that the level of agreement towards usage of cell phone by the respondents was at the maximum with 1.338 weighted mean score for ‘Lengthy conversations on a cell phone are ok’, followed by 1.323 weighted mean score for ‘I do not like other people to go through the contents of my cell phone’, 1.313 weighted mean score for ‘I think cell phones are a status symbol’, 1.308 weighted mean score for ‘Phone numbers / Messages stored in cell phone are private’, 1.265 weighted mean score for ‘The model you buy tells how fashionable you are’, 1.183 weighted mean score for the statement of ‘The cell phone has become a necessity today’, 1.150 weighted mean score for ‘I use a cell phone to show how rich I am’, 1.133 weighted mean score for ‘I use a particular ringtone so that people know it is my cell phone’, 1.033 weighted mean score for ‘I choose particular wallpaper so that others will know it is my cell phone’, 1.025 weighted mean score for ‘I am emotionally attached to my cell phone’, 0.975 weighted mean score for ‘I am very possessive about my cell phone’, 0.958 weighted mean score for ‘I lock my cell phone with a security code so that no one can read my messages’ and 0.525 weighted mean score for ‘Using a cell phone while driving is ok’.

Table 16: Overall Satisfaction towards Cell Phones

Satisfaction	No. of Respondents	Percentage to Total
High	67	53.6
Medium	38	30.4
Low	20	16.0
Total	125	100.0

Source: Primary Data

Table 16 discloses that out of 125 respondents, a majority of 53.6 per cent of the respondents highly satisfied with the usage of cell phones, followed by 30.4 per cent of the respondents level of satisfaction with the usage

of cell phone is medium and the remaining 16 per cent of the respondents level of satisfaction with the usage of cell phones are low.

Table 17: Addiction

Opinion	No. of Respondents	Percentage to Total
Yes	117	93.6
No	8	6.4
Total	125	100.0

Source: Primary Data

Table 17 shows that out of 125 respondents, a majority of 93.6 per cent of the respondents reported that they could not manage without cell phone even for a day. The need to be constantly accessible and connected with friends or colleagues was cited as the main reason for the same. The remaining 6.4 per cent of the respondents could manage without a cell phone for a day.

10. SUGGESTIONS

The following are the suggestions for the effective use of cell phones:

- 1) Solar battery charging system has to be introduced in hand sets.
- 2) The cell phone manufacturers should provide a mechanism to protect cell phones from thefts.
- 3) Water resistant cell phones have to be introduced in the market in order to protect from water and rains.
- 4) If the cell phone fell on the ground from heights, there should be a protection for not losing the software or displays.
- 5) To explore the market, mobile industry have to concentrate more on youth segment by giving more advanced features.
- 6) Compared to urban and suburban the mobile phone usage in rural is low. So the mobile companies have to go for campaigns to create awareness among the rural people.
- 7) Usage is more in the age group of 21-40. So specially designed cell phones should be produced for youths.

- 8) In order to retain the consumers the mobile phone companies may extend the guarantee and warranty period with free of cost.
- 9) Most of respondents came to known aware about various information regarding cell phones from Advertisement. So, companies focus more and more on television advertisement.
- 10) It is suggested to manufacture user-friendly cell phones in order to reach the people who are below the higher secondary level of education.
- 11) Since the families of low income find it hard to go in for high-end cell phones, it is suggested that low-cost cell phones with sufficient features may be considered. This will go a long way in increasing the mobile density.

11. CONCLUSION

Information technology has brought tremendous change in the present socio-economic environment. The telecommunication services in India have increased its horizon. The craze for mobile services in India is increasing substantially. The study shows that most of the consumers having only one cell phone. Consumers are become more conscious and aware about the cell phone and most of the consumers are satisfied with their current cell phone. Brand name becomes a big deal while purchasing the cell phones. Samsung have become first preference of consumer. Cell phone has a high brand preference among the consumer in respect of quality, price, technology and durability. They use mobiles for browsing internet, local calling, gaming, and entertainment. Therefore the company which satisfies the consumer's need in the competitive market has high preference on brand among the consumers. *Manufacturing solar powered handsets with more dynamic colour and design supported by sound mobile service providers will more and more apps all at affordable prices of assured quality of the cell*

phones shall not only attract more and more younger generation but also facilitates the mobile industry to reach new hikes in terms of profit, employment and contribution to GDP. They would drive to adorn a new 'feather' in cap of mobile market.

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