Factors Influencing Consumer Behaviour: Brand Preferences, Usage Patterns and Satisfaction Levels of using Mobile Phones: A Case Study of College Students in Kavali Town, Andhra Pradesh, India

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Abstract:
With the rise of science and technology, mobile phone brands and their varied features are seen with every newly introduced model day after day. As a result competition in the market is to its peaks. New marketing and price strategies have become very crucial for increasing market share. In this regard a study is undertaken to detect the consumer behavior of mobile phones. The aim of the study is to investigate and understand the behavior of consumers with regard to mobile phone brand preferences, usage patterns and satisfaction levels among students of Kavali town in Andhra Pradesh. The sample is collected using stratified random sampling. . A structured questionnaire is used for the data collection from the samples. The sample is restricted to only 100 college students, mostly dependents of age group, 15 to 25 years. The factors influencing consumer behaviour including demographic, economic, psychological and marketing factors are taken for the study. The study indicates that purchase of the mobile phones is majorly influenced by family income and parent suggestions. Most of the students are having smart phones as they support a variety of services such as text messaging, MMS, email, Internet access, Bluetooth, gaming and digital photography in addition to telephony. It is found that majority of the students are facing battery problem with their mobile phones and choose to rectify at nearby mobile shops. In the study it is found that majority of the students have their next choice impacted with brand image. Majority of the students are choosing their network based on signal strength and call rates.

Keywords: Mobile phone brands, age group, Consumer behavior, Factors, stratified random sampling

1. Introduction

1.1. Consumer Behaviour

Consumer behaviour is the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. It studies the various factors that influence the consumer behaviour are as follows: Marketing factors, Personal factors, Psychological factors, Situational factors, Social factors and Cultural factors. Research has shown that consumer behavior is difficult to predict, even for experts in the field.

1.2. Customer Relationship Marketing

Customer Relationship marketing is an influential asset for customer behaviour analysis and customer loyalty as it gives the true meaning of marketing through the re-affirmation of the importance of the customer or buyer. Customer support is a range of customer services to assist customers in making cost effective and correct use of a product. It includes assistance in planning, installation, training, trouble shooting, maintenance, upgrading, and disposal of a product. Regarding technology products such as mobile phones, televisions and other electronic goods, it is termed technical support.
Some have argued that the quality and level of customer service has decreased in recent years. To address this argument, many organizations have employed a variety of methods to improve their customer satisfaction levels.

1.3. Electronic Goods

An electronic component is any basic discrete device or physical entity in an electronic system used to affect electrons or their associated fields.

Consumer electronics include devices used for entertainment, communications and home-office activities. They are intended for everyday use. Embedded software is used within some consumer electronics, such as mobile phones. This type of software may be embedded within the hardware of electronic devices.

The energy consumption of consumer electronics and their environmental impact is increasing steadily. According to the Comptroller and Auditor- General's (CAG) report, over 4 lakh tonnes of electronic waste, the average house has dozens of electronic devices in India.

1.4. Mobile Phone

A mobile phone is a portable telephone that can make and receive calls over a radio frequency carrier while the user is moving within a telephone service area. The radio frequency link establishes a connection to the switching systems of a mobile phone operator, which provides access to the public switched telephone network (PSTN).

Feature phones are the first introduced cellular phones. They typically provide voice calling and text messaging functionality, in addition to basic multimedia and internet capabilities, and other services offered by the user's wireless service provider. Feature phones are marketed as a lower-cost alternative to smartphones, especially in emerging markets. The first handheld mobile phone was demonstrated by John F. Mitchell and Martin Cooper of Motorola in 1973, using a handset. From 2000's mobile phones support a variety of services such as text messaging, MMS, email, Internet access, short-range wireless communications (infrared, Bluetooth), business applications, gaming, and digital photography in addition to telephony.

Mobile phones which offer these and more general computing capabilities are referred to as smartphones. In 1999, the Japanese firm NTT DoCoMo released the first smartphones to achieve mass adoption within a country. Manufacturers have in recent years begun to produce and sell low-cost smartphones in an effort to tap into markets where adoption of high-end smartphones has been low. Hence, as of 2015, feature phones have been almost completely relegated to the ultra-low-end category. Sales of feature phones declined 17% sequentially. According to Cyber India, Samsung led with a 28% share in the world's fastest-growing smartphone market, followed by Micromax with 16% and Intex with 12%.The No. 4 and No. 5 positions were taken by Lenovo and Reliance Jio, with 9% and 8% shares, respectively.

1.5. Mobile Phone Operator

A mobile phone operator or wireless provider is a telephone company that provides services for mobile phone users. The operator gives a SIM card to the customer who inserts it into the mobile phone to gain access to the service. The SIM securely stores the service subscriber key (IMSI) and the key used to identify and authenticate the user of the mobile phone. GSM feature phones require a small microchip called a Subscriber Identity Module or SIM card in order to function. The mobile telecom industry in India has seen an astonishing growth in the last decade and a half. There are currently almost 7 billion mobile phone subscriptions globally. More than a third of these are smartphone subscriptions. Mobile Internet penetration worldwide has doubled from 18 percent in 2011 to 36 percent today; by 2017, mobile access will be 54 percent penetration. According to Telecom Authority of India, January 2016 the market share is as follows: Airtel India 32.35%, Vodafone India 25.59%, Idea 22.72%, Reliance 11.21%Aircel 8.47%, BSNL 8.19%, Tata DoCoMo 6.28% and Telenor India 4.91% - the remaining share being held by smaller operators such as Videocon, MTS, Loop and some more.

2. Review of Literature

Sandeep Kumar, Dr. D. S. Chaubey (2015), this study is on the choice standards of consumers in cell phone markets in Dehradun. The purpose of this study is to investigate the product as well as functional attribute affecting the consumer decision of buying mobile phone devices. A sample of 151 consumers were taken by using convenience sampling technique. The study indicates that consumer give due consideration on product attributes as compared to functional factors while making purchase of mobile handset.

A.M.Priyangani Adikari (2013), this study is on the Determinants of Mobile Phone Demand among University Students special reference to Rajarata University of Sri Lanka. The study reveals that there is a positive and significant relationship between mobile phone demand and income levels among university students and facilities provided by the phone is not positively effects on mobile phone demand. However, the study suggested that a country level study in this regard will be more helpful for mobile phone producers and their marketing strategies.

Sheetal Singla (2010), this study is on the Mobile Phone Usage Patterns among Indian consumer. In Ludhiana district and the Sangrur District, price and features are the most influential factors affecting the purchase of a new mobile phone, its price, audibility, network accessibility, are also regarded as the most important in the choice of the mobile phones. The study concludes 57% of male has given importance to Quality of mobiles followed by price, features, Brand and style of mobiles. In order to utilize the immense potential in rural or semi-urban market India, companies need to make marketing strategies and action plans in such a way that are able to influence consumer's behavior.

Heikki, Jari, Manne, Timmo and Marrijuka (2005), this study is on the factors affecting consumer choice of mobile phone. This study is done in Finland. This study deals with consumers' choice criteria in mobile phone markets by studying factors that influence intention to acquire new mobile phones on one hand and factors that influence on mobile phone change on the other. With the use of a series of focus group interviews 79 graduate students followed by a survey of 196 respondents, it was found that although the choice of a mobile phone is a subjective choice situation, there are some general factors that seem to guide the choices. The two studies show that while technical problems are the basic reason to change mobile phone among students; price, brand, interface, and properties are

the most influential factors affecting the actual choice between brands. The study found strong evidence that although mobile phones are developing at a rapid pace closer to personal digital assistants. Especially men tend to value new services in choosing between mobile phones and intending to change their current mobile phone to newer model.

3. Objectives
Present study have been taken up with following objectives
- To know the consumer buying behavior towards mobile phones
- To know the consumer behaviour influenced by the geographical and technological factors.
- To establish the relationship between family income and the cost of mobile phone.
- To find out the attributes that influence decision making in purchasing of mobiles.
- To know the consumer preference in using of the features of mobile phones.
- To know the problems of consumers in using the present brand or model.
- To measure the customer satisfaction regarding the services.
- To know the consumer preference while they buy new mobile phones.
- To know the consumer preference regarding the network service providers.

4. Methodology
This study is based on both primary and secondary data. The secondary data is collected from related books, journals and web pages. A structured questionnaire is used for the data collection from the samples. The sampleis restricted to only college students, mostly dependents of age group,15 to 25 years in Kavali, a semi-urban area in SPSR Nellore district, Andhra Pradesh of India. Stratified random sampling is used and the strata are taken as inter, degree and Post Graduate college students. The number of samples collected for the study is 100.

5. Findings
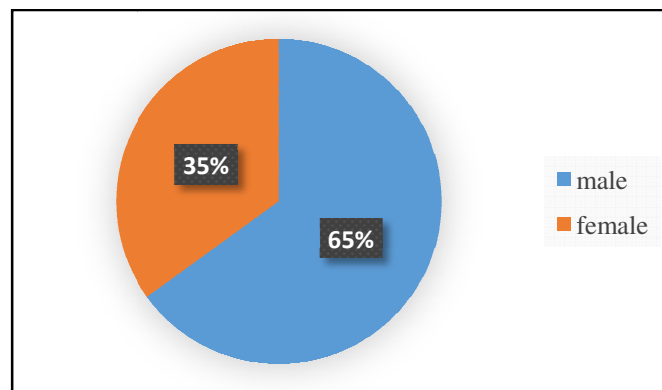
Figure 1: College students

Residence	Students								Grand Total	%
	Inter		Degree		P.G		Total			
	Male	Female	Male	Female	Male	Female	Male	Female		
Village	19	0	10	7	1	0	30	7	37	37
Town	12	2	10	9	9	16	31	27	58	58
City	2	0	2	1	0	0	4	1	5	5
Total	33	2	22	17	10	16	65	35	100	100
Grand Total	35		39		26		100			

Table 1: Sample of the students and their residence
Source: Data collected from the 100 students from Kavali town

From the above table, it is known that majority of the students are from town area (58%) and female students are significantly more in number who came from town area when compared to the female students from villages. In the study, the degree students are more in number (39) when compared to Inter and P.G students. Among the sample, 65% are male students and only 35% are female students who own the mobile phones, due to the traditional restrictions of family on the female students.
From the above table, it is found that majority of the students who own the mobile phones are male and came from town and villages.

Family Income In Rs.	Students								Grand Total	%
	Inter		Degree		P.G		Total			
	Male	Female	Male	Female	Male	Female	Male	Female		
1-2lakhs	10	0	8	6	1	2	19	8	27	27
2-3lakhs	9	2	11	7	4	7	24	16	40	40
3-4lakhs	6	0	0	2	2	7	8	9	17	17
4-5lakhs	3	0	0	1	2	0	5	1	6	6
>5lakhs	5	0	3	1	1	0	9	1	10	10
Total	33	2	22	17	10	16	65	35	100	100
Grand Total	35		39		26		100			

Table 2: Sample of the students and their family income
Source: Data collected from the 100 students from Kavali town

From the above table, it can be inferred that majority of the students (40%) who are using the mobile phone are from the 2-3 lakhs family income group, followed by 1-2 lakhs and 3-4 lakhs and 5 lakhs and above family income. It is also known that majority of the student mobile phone users are from the income group of 1-3 lakh rupees (67%)and mostly they are able to buy the phones which are available at medium price with more advanced features.

Interested In Updates	Students								Grand Total	%
	Inter		Degree		P.G		Total			
	Male	Female	Male	Female	Male	Female	Male	Female		
Yes	30	1	13	3	9	10	52	14	66	66
No	3	1	9	14	1	6	13	21	34	34
Total	33	2	22	17	10	16	65	35	100	100
Grand Total	35		39		26		100			

Table 3: Sample of the students and their interest in technological updates
Source: Data collected from the 100 students from Kavali town

From the above table, it is found that majority of the students (66%) are interested in technological updates. They get the updates mainly through surfing web pages and newspaper advertisements. The remaining students (34%) are not interested in any technological updates even though they may be having smart phones. It is also inferred that majority of the female students (60%) are not interested in any technological updates, may be due of lack of technical knowledge and interest in it.

Brand of the Mobile	Students								Grand Total	%
	Inter		Degree		P.G		Total			
	Male	Female	Male	Female	Male	Female	Male	Female		
Samsung Feature	2	1	1	2	1	0	4	3	7	7
Samsung Smart	6	0	7	2	3	5	16	7	33	33
Sony Smart	3	0	2	0	0	0	5	0	5	5
Gionee Smart	0	0	1	0	0	0	1	0	1	1
Sony Feature	0	0	0	0	0	1	0	1	1	1
Lava Feature	0	0	0	1	0	1	0	2	2	2
Micromax Smart	1	0	5	1	0	3	6	4	10	10
Micromax Feature	0	0	1	1	0	0	1	1	2	2
Coolpad Smart	1	0	0	1	0	0	1	1	2	2
BSNL Feature		0	0	2	0	0	0	2	2	2
Apple Smart	2	0	0	0	0	0	2	0	2	2
Nokia Feature	1	0	2	2	2	2	5	4	9	9
Nokia Smart	1	0	1	1	0	0	2	1	3	3
Moto Smart	3	0	0	0	1	0	4	0	4	4
Huawei Feature	2	0	1	0	0	0	3	0	3	3
Lava Smart	2	0	0	0	1	1	3	1	4	4
Celkon Feature	3	0	0	0	0	0	3	0	3	3
Celkon Smart	5	0	0	0	0	0	5	0	5	5
Redmi Smart	0	0	0	0	1	0	1	0	1	1
Iball Smart	0	0	0	0	1	0	1	0	1	1
Honor Smart	0	0	0	1	0	1	0	2	2	2
Lyf Smart	0	0	0	0	0	1	0	1	1	1
Videocon Feature	0	0	0	1	0	0	0	1	1	1
Lenovo Smart	0	1	1	1	0	0	1	2	3	3
ASUS Smart	0	0	0	1	0	0	0	1	1	1
Videocon Smart	1	0	0	0	0	0	1	0	1	1

| In Focus Feature	0	0	0	0	0	1	0	1	1	1
Total:	33	2	22	17	10	16	65	35	100	100
Grand Total	35		39		26		100			

Table 4: Sample of the students and their owned mobile phone brand
Source: Data collected from the 100 students from Kavali town

From the above table, it is known that majority of the students (33%) are owning Samsung smart phone followed by Micromax smart phone (10%), Nokia feature phone (9%) and Samsung feature phone (7%).Same trend is observed in case of both male and female students owning mobile phone brands. From the sample, it is known that only 31% of the students are using feature phones while the rest (69%) are using smart phones. This is due to latest technology and more advanced features.

Cost Of The Mobile (In Rs.)	Students								Grand Total	%
	Inter		Degree		P.G		Total			
	Male	Female	Male	Female	Male	Female	Male	Female		
1000-3000	9		6	9	4	3	19	12	31	31
3000-6000	8	1	7	1	2	4	18	6	24	24
6000-9000	3		4	4	3	6	10	10	20	20
9000-12000	2		1	1	1	2	4	3	7	7
>12000	11	1	4	2		1	14	4	18	18
Total:	33	2	22	17	10	16	65	35	100	100
Grand Total	35		39		26		100			

Table 5: Sample of the students and their cost of mobile phones
Source: Data collected from the 100 students from Kavali town

From the above table, it can be seen that majority of the students are having mobile phones of cost ranging from Rs.1000 to 3000 (31%) followed by cost ranging from Rs.3000-6000 (24%), cost ranging from Rs.6000-9000 (20%) and cost of Rs.12000 and above (18%).It is also inferred the same, in the case of cost of mobile phones of male and female students. As majority of the students are of below 3 lakh group, they can buy mostly medium priced mobile phones.
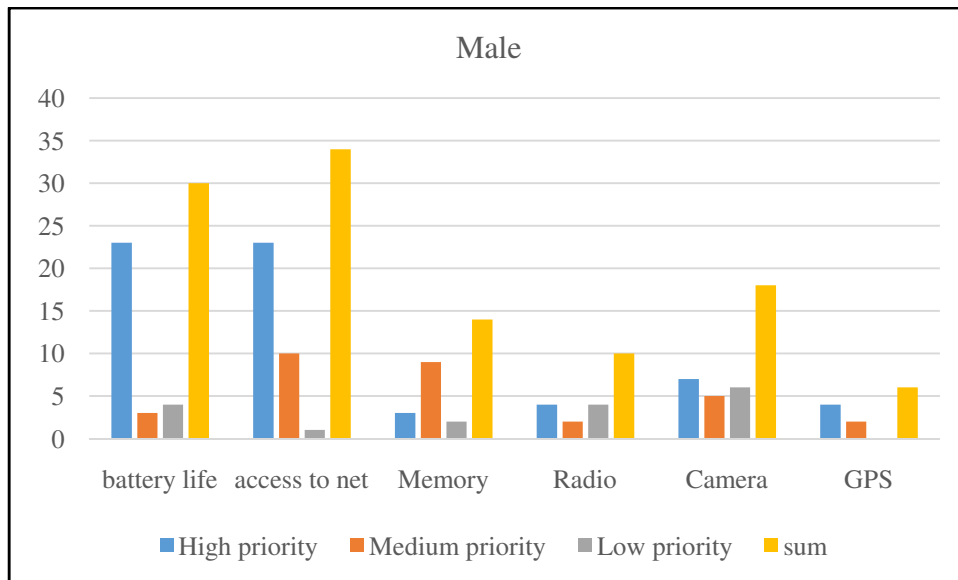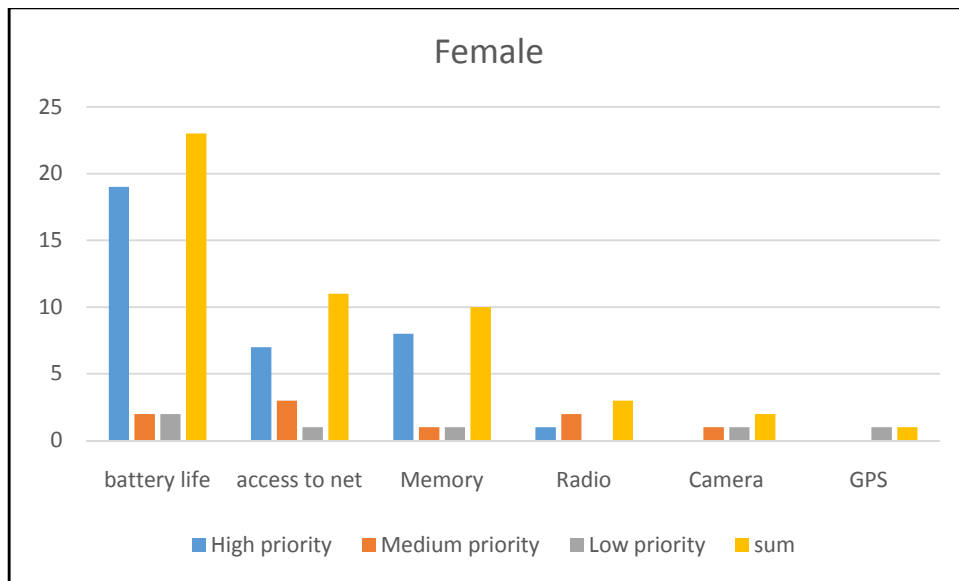
Figure 2: Sample of the students and their priority attributes in choosing a mobile phone
Source: Data collected from the 100 students from Kavali town

From the above Figure, it is found that majority of the students are choosing their mobile phone based on battery life followed by access to internet and memory. Majority of the male students have given high priority to battery life and access to internet and that of female students is battery life, memory and access to internet. Majority of the male students have given medium priority to camera followed by battery life and radio and that of female students is battery life followed by access to internet and memory. This is due to majority of the students have smart phones.
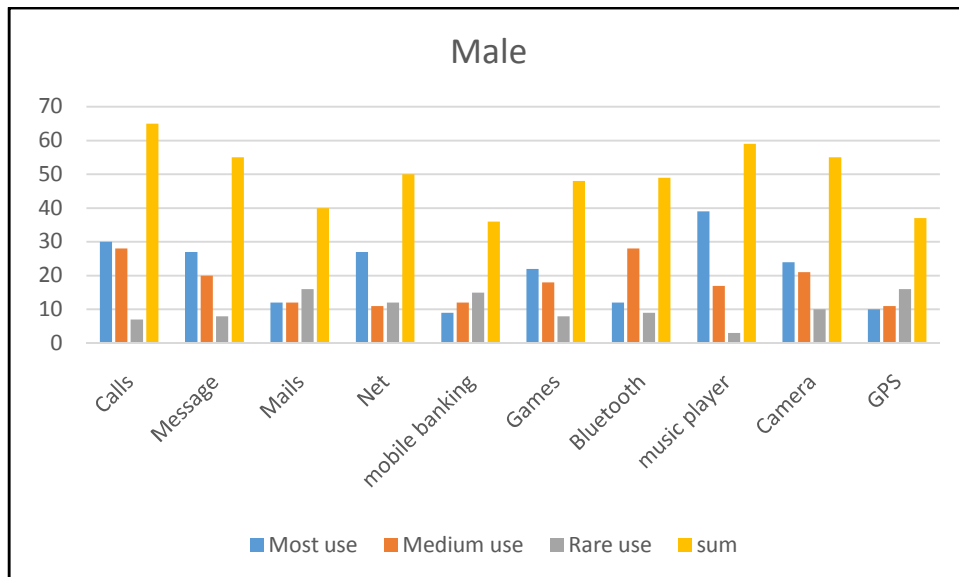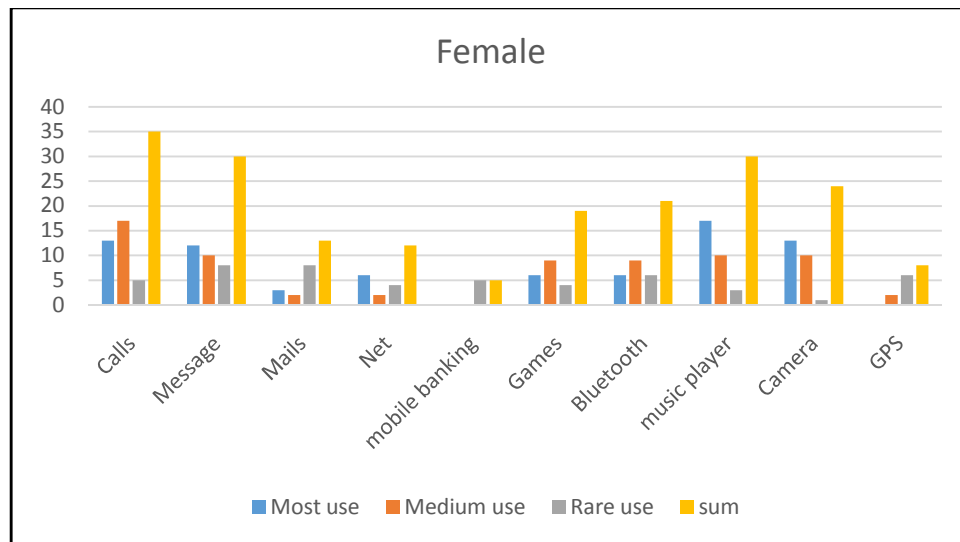
Figure 3: Sample of the students and their rating of activities on mobile phone.
Source: Data collected from the 100 students from Kavali town

From the above Figure, it is known that majority of the students have been using the mobile phones for activities like calls followed by messages, music player and camera. Majority of the male students mostly use the mobile phone for music player followed by calls, messages and access to internet. Majority of the female students mostly use the mobile phone for music player followed by calls, camera and messages. Majority of the male students' medium use the mobile phone for calls followed by Bluetooth and camera. Majority of the female students' medium use the mobile phone for calls followed by messages, music player and camera.

Purchase Influenced By?	Students									
	Inter		Degree		P.G		Total		Grand Total	
	Male	Female	Male	Female	Male	Female	Male	Female		%
Advertisements	1	0	0	0	0	1	1	1	2	2
Family Size	0	0	0	0	0	0	0	0	0	0
Friends	9	0	10	3	3	0	22	3	25	25
Recent Trends	4	0	3	0	1	2	8	2	10	10
Technological Aspects	11	0	3	1	1	1	15	2	17	17
Discounted Price	1	1	2	2	0	0	3	3	6	6
Parent Suggestions	7	1	4	11	5	12	16	24	40	40
Total	33	2	22	17	10	16	65	35	100	100
Grand Total	35		39		26		100			

Table 6: Sample of the students and their purchase influential aspects
Source: Data collected from the 100 students from Kavali town

From the above table, it can be inferred that majority of the students purchase of mobile phones are influenced by parent suggestions (40%) followed by friends (25%) and technological aspects (17%).It is known that the students taken are dependents and hence their purchase is influenced majorly by parents. It is also seen that majority of the female students purchase of mobile phones are influenced by parents where as that of male students are friends.

Problems Facing:	Students									
	Inter		Degree		P.G		Total		Grand Total	
	Male	Female	Male	Female	Male	Female	Male	Female		%
No	7	0	0	4	1	4	8	8	16	16
Heating Up	7	1	6	2	5	4	18	7	25	25
Battery Problem	11	1	10	8	3	4	24	13	37	37
Smart Touch Problem	4	0	3	0	0	3	7	3	10	10
OS Problem	3	0	3	3	1	1	7	4	11	11
Hanging Up	1	0	0	0	0	0	1	0	1	1
Total	33	2	22	17	10	16	65	35	100	100
Grand Total	35		39		26		100			

Table 7: Sample of the students and the problems facing with their mobile phones
Source: Data collected from the 100 students from Kavali town

From the above table, it can be seen that majority of the students are facing battery problem with their mobile phones (37%) followed by heating up (25%) and Operating System problem(11%).The same trend is followed in the case of problems facing with mobile phones by male and female students. It is also found that 16% of the students are not having any problem with their mobile phones.

Had Customer Care Service?	Students								Grand Total	
	Inter		Degree		P.G		Total			%
	Male	Female	Male	Female	Male	Female	Male	Female		
No	22	2	8	11	6	13	36	26	62	62
Problem Solved	4	0	2	1	2	1	8	2	10	10
No Proper Reply	4	0	4	0	0	2	8	2	10	10
No Reply	3	0	8	5	2	0	13	5	18	18
Total	33	2	22	17	10	16	65	35	100	100
Grand Total	35		39		26		100			

Table 8: Sample of the students and their customer care service
Source: Data collected from the 100 students from Kavali town

From the above table, it is found that majority of the students have not gone for any customer care service centers nor used help lines (62%) in case of any problem with their mobile phones. Of those who attended customer services (38%) majority had no reply (18%) followed by problem solved (10%) and no proper reply (10%).only 46% of the mobile owing male students attended the customer service whereas only 25% of the mobile owing female students attended the customer service. They are of the opinion that customer services are not responding quickly and directing them correctly. Absence of customer care centers in the town added to these.

Rectify The Problem At	Students								Grand Total	%
	Inter		Degree		P.G		Total			
	Male	Female	Male	Female	Male	Female	Male	Female		
Nearby Mobile Shops	19	1	16	11	6	9	41	21	62	62
Search In Internet	8	0	4	0	1	1	13	1	14	14
Friend's Help	2	0	1	3	0	0	3	3	6	6
No Need	4	1	1	3	3	6	8	10	18	18
Total	33	2	22	17	10	16	65	35	100	100
Grand Total	35		39		26		100			

Table 9: Sample of the students and their method of rectifying the problem with their mobile phones
Source: Data collected from the 100 students from Kavali town

From the above table, it is noticed that majority of the students are rectifying their problems with the mobile phones at nearby mobile shops (62%) followed by searching for directions in internet to rectify the problem with their mobile phones (14%).It is known that 18% of the students who own the mobile phones they never got a problem or thought that there is no need to rectify. It is even found that 2% of the students having problem with their phones have not rectified by any means.

Are You Satisfied With Your Mobile?	Students								Grand Total	
	Inter		Degree		P.G		Total			%
	Male	Female	Male	Female	Male	Female	Male	Female		
Yes	23	2	14	14	8	13	45	29	74	74
No	10	0	8	3	2	3	20	6	26	26
Total	33	2	22	17	10	16	65	35	100	100
Grand Total	35		39		26		100			

Table 10: Sample of the students and their satisfaction with the present brand of mobile phone
Source: Data collected from the 100 students from Kavali town

From the above table, it is inferred that majority of the students are satisfied with their present brand of mobile phones (74%).It is also known that female students are mostly satisfied with their present brand of mobile phones.

Recommending To Others	Students								Grand Total	
	Inter		Degree		P.G		Total			%
	Male	Female	Male	Female	Male	Female	Male	Female		
Yes	21	1	14	4	4	10	39	15	54	54
No	12	1	8	13	6	6	26	20	46	46
Total	33	2	22	17	10	16	65	35	100	100
Grand Total	35		39		26		100			

Table 11: Sample of the students and recommending their brand to others
Source: Data collected from the 100 students from Kavali town

From the above table, it is known that majority of the students are recommending their brand to others (54%). Male students are having a positive word of mouth and recommending to others (60%) when compared to that of female students (42%).

Replace The Phone	Students									
	Inter		Degree		P.G		Total		Grand Total	
	Male	Female	Male	Female	Male	Female	Male	Female		%
Yes	22	1	14	7	10	10	46	18	64	64
No	11	1	8	10	0	6	19	17	36	36
Total	33	2	22	17	10	16	65	35	100	100
Grand Total	35		39		26		100			

Table 12: Sample of the students and their plan to buy a new brand of mobile phone
Source: Data collected from the 100 students from Kavali town

From the above table, it is known that majority of the students are planning to replace or buy a new mobile phone (64%).Female students are 50% in number who want to replace their mobile phone whereas male students are 70% in number who want to replace their mobile phone.

Reason For Replacing	Students									
	Inter		Degree		P.G		Total		Grand Total	
	Male	Female	Male	Female	Male	Female	Male	Female		%
Need A Change	10	0	4	13	4	8	18	21	39	39
Technical Problem	13	0	10	1	3	5	26	6	32	32
Dissatisfaction	2	1	4	0	3	0	9	1	10	10
No Reason	8	1	4	3	0	3	12	7	19	19
Total	33	2	22	17	10	16	65	35	100	100
Grand Total	35		39		26		100			

Table 13: Sample of the students and their reason for replacing their mobile phone
Source: Data collected from the 100 students from Kavali town

From the above table, it is found that majority of the students just need a change (39%) followed by technical problem with the present mobile phone (32%) and dissatisfaction with the present mobile phone (10%). Among the sample, 19% of the students have no any significant reason in replacing their mobile phone. Among the sample, majority of the male students are having the reason of having technical problem with the present mobile phone while majority of the female students just need a change. The dissatisfaction is due to lack of advanced technology and updated features in their present mobile phone.

Buy Same Brand New Model?	Students									%
	Inter		Degree		P.G		Total		Grand Total	
	Male	Female	Male	Female	Male	Female	Male	Female		
Yes	15	1	10	6	3	3	28	10	38	38
No	18	1	12	11	7	13	37	25	62	62
Total	33	2	22	17	10	16	65	35	100	100
Grand Total	35		39		26		100			

Table 14: Sample of the students and their buying same brand, new model
Source: Data collected from the 100 students from Kavali town

From the above table, it is known that majority of the students are not willing to buy the same brand, new model mobile phone (62%).

Next Choice	Students								Grand Total	%
	Inter		Degree		P.G		Total			
	Male	Female	Male	Female	Male	Female	Male	Female		
Samsung	11	1	3	7	5	4	19	12	31	31
Sony	8	0	1	1	1	5	10	6	16	16
Micromax	1	0	0	2	1	0	2	2	4	4
Coolpad	1	0	4	1	0	1	5	2	7	7
Apple	8	1	5	2	1	5	14	8	22	22
Microsoft	3	0	1	3	1	0	4	3	7	7
Celkon	1	0	0	1	1	0	3	1	4	4
Lenovo	0	0	2	0	0	0	2	0	2	2
HTC	0	0	1	0	0	0	1	0	1	1

LG	0	0	1	0	0	0	1	0	1	1
Honor	0	0	1	0	0	0	1	0	1	1
No	0	0	3	0	0	1	3	1	4	4
Total	33	2	22	17	10	16	65	35	100	100
Grand Total	35		39		26		100			

Table 15: Sample of the students and their next choice
Source: Data collected from the 100 students from Kavali town

From the above table, it is inferred that majority of the students have their next choice as Samsung (31%) followed by Apple (22%) and Sony (16%). The same trend is followed both in case of next choice of male and female students. Only 4% of the students have no next choice, they stick on with their present mobile phone.

Reason For The Next Choice:	Students									
	Inter		Degree		P.G		Total		Grand Total	
	Male	Female	Male	Female	Male	Female	Male	Female		%
Advanced Technology	11	0	6	1	3	4	20	5	25	25
Brand Image	7	2	6	3	4	6	17	11	28	28
Positive Feedback	12	0	5	6	3	1	20	7	27	27
4g	0	0	1	0	0	1	0	1	1	1
Low Cost	0	0	1	0	0	0	1	10	11	11
Varied Colours & Stylish	0	0	1	7	0	3	1	0	1	1
No	3	0	3	0	0	1	6	1	7	7
Total	33	2	22	17	10	16	65	35	100	100
Grand Total	35		39		26		100			

Table 16: Sample of the students and their reason for choosing next choice
Source: Data collected from the 100 students from Kavali town

From the above table, it is found that majority of the students are having the reason of Brand image (28%) followed by positive feedback (27%) and advanced technology (25%).Among the sample, 7% of the students are having no reason in choosing their next choice of which 4% are not having any next choice.

Network Using	Students									
	Inter		Degree		P.G		Total		Grand Total	%
	Male	Female	Male	Female	Male	Female	Male	Female		
BSNL	4	2	5	7	0	8	10	17	27	27
Airtel	13	0	7	6	6	3	26	9	35	35
DoCoMo	0	0	0	0	0	0	0	0	0	0
Idea	15	0	7	2	3	5	25	7	32	32
Reliance	1	0	1	1	0	0	1	1	2	2
Uninor	0	0	2	0	0	0	2	0	2	2
Vodafone	0	0	0	1	1	0	1	1	2	2
Total	33	2	22	17	10	16	65	35	100	100
Grand Total	35		39		26		100			

Table 17: Sample of the students and their present using network
Source: Data collected from the 100 students from Kavali town

From the above table, it is known that majority of the students are using Airtel (35%) followed by Idea (3%) and BSNL (27%). Among the sample, majority of the female students are using BSNL network.

Payment Of Tariff?	Students									
	Inter		Degree		P.G		Total		Grand Total	%
	Male	Female	Male	Female	Male	Female	Male	Female		
Prepaid	27	2	17	16	10	15	54	33	87	87
Post Paid	6	0	5	1	0	1	11	2	13	13
Total	33	2	22	17	10	16	65	35	100	100
Grand Total	35		39		26		100			

Table 18: Sample of the students and their mode of payment of tariff
Source: Data collected from the 100 students from Kavali town

From the above table, it is known that majority of the students are having pre-paid SIM (87%) and the remaining postpaid (13%). Majority of the female students are having pre-paid SIMs compared to that of male students.
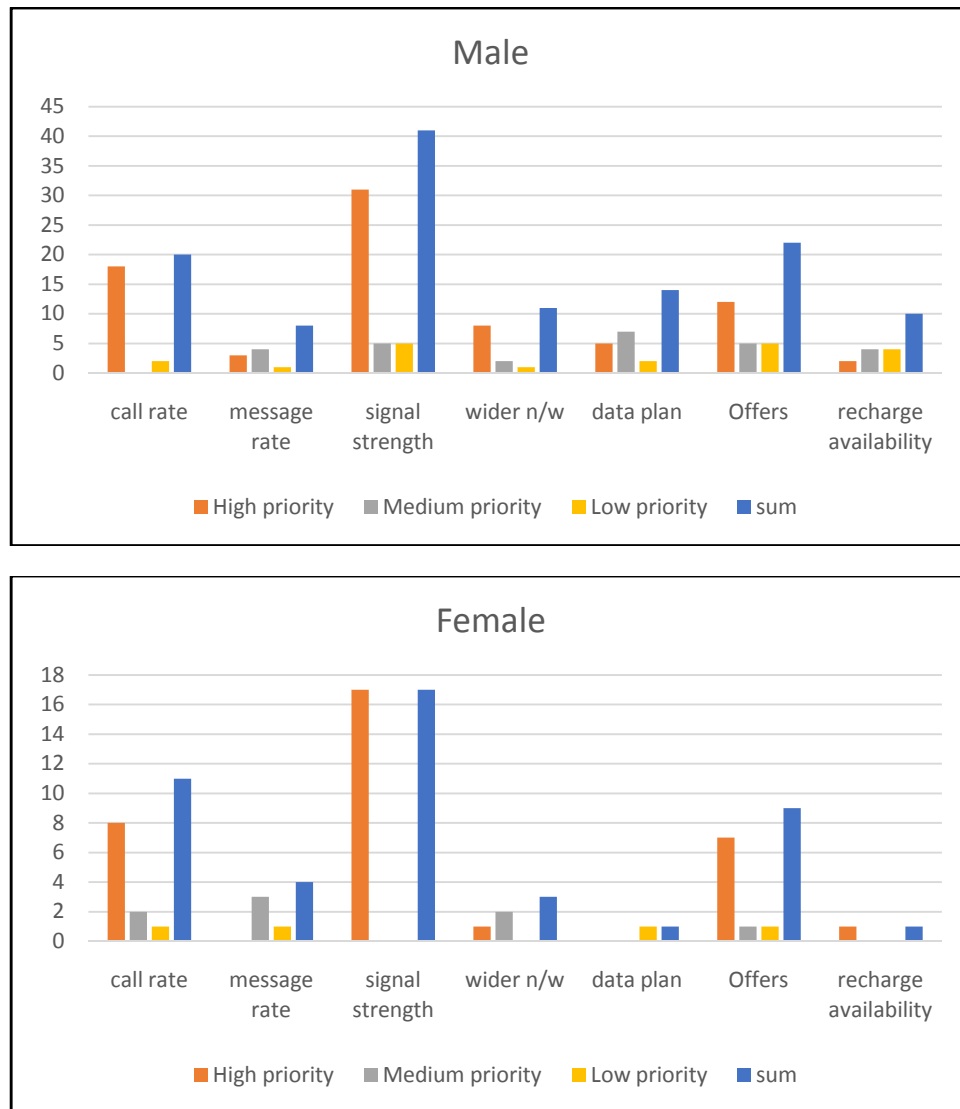

Figure 4: Sample of the students and their priorities in choosing a network.
Source: Data collected from the 100 students from Kavali town

From the above Figure, it is inferred that majority of the students have given high priority to signal strength followed by call rates and offers. Same trend follows in the case of high priority preferences of male and female students. Majority of the male students have given medium priority to data plan while that of female students is message rate. Majority of the female students' medium priority preference of message rates is mostly due to family traditions of not talking more. Majority of the male students' medium priority preference of data plan is mostly due to their interest in access to internet.

Change To Another Network?	Students									
	Inter		Degree		P.G		Total		Grand Total	%
	Male	Female	Male	Female	Male	Female	Male	Female		
Yes	8	0	11	1	1	3	20	4	24	24
No	25	2	11	16	9	13	45	31	76	76
Total	33	2	22	17	10	16	65	35	100	100
Grand Total	35		39		26		100			

Table 19: Sample of the students and their plan to change their network
Source: Data collected from the 100 students from Kavali town

From the above table, it is known that majority of the students do not want to change their network (76%). Among the sample, male students are significantly more in number who want to change their network compared to that of female students.
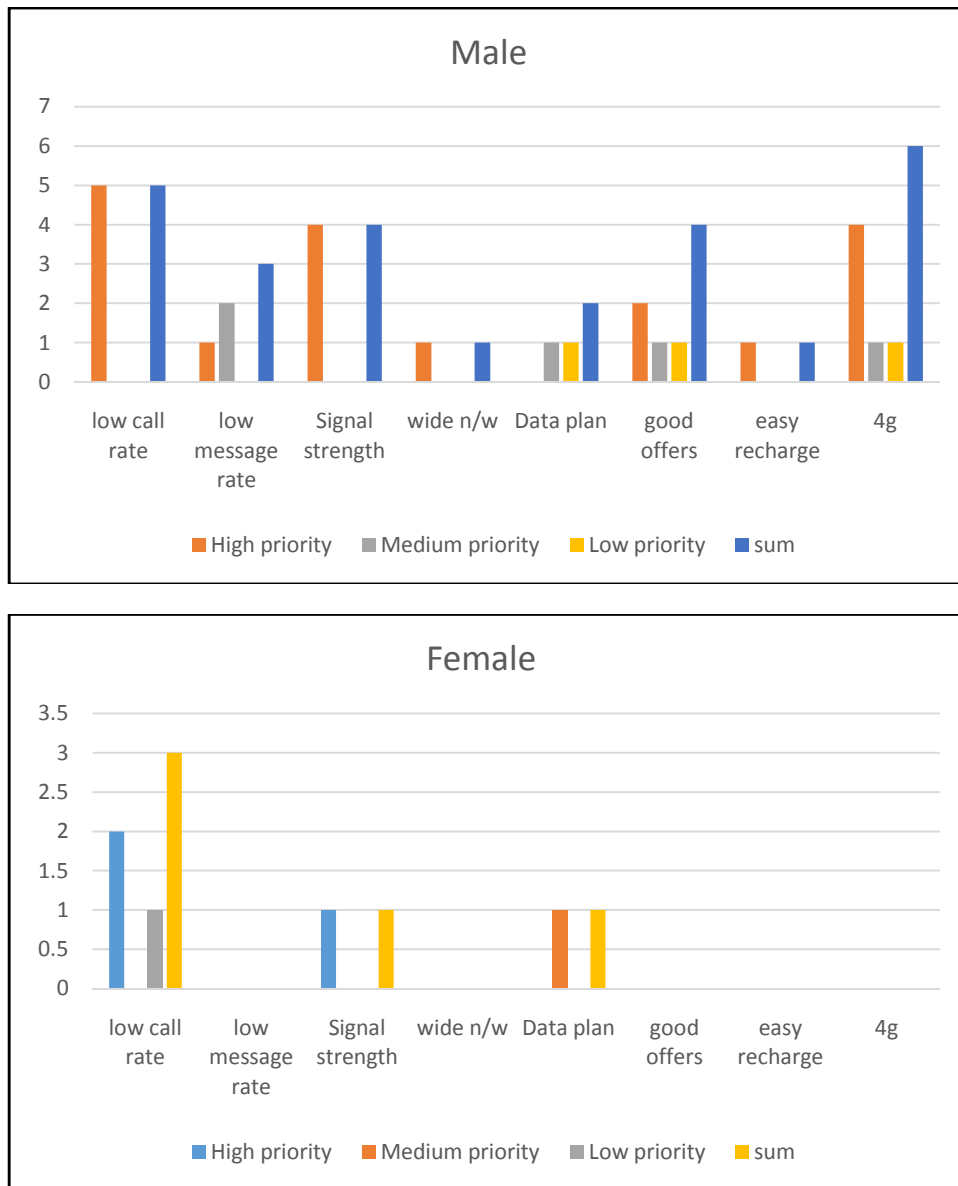

Figure 5: Sample of the students and their priority in changing to another network
Source: Data collected from the 100 students from Kavali town

From the above Figure, it is found that majority of the male students want to change to another network for 4G and low call rates and majority of the female students want to change to another network for low call rates. Majority of the male students who want to change to another network have given high priority to low call rates, 4G and signal strength and medium priority is given to low message rates. From the sample, it is known that male students who want to change to another network are more in number and have more preferences compared to that of female students.

6. Conclusion

The study concludes that majority of the students are owning smart phones and they use mostly for calls, music player, camera and access to internet. They mostly complain of poor customer care services as there is no customer care services in a town. They have mostly pre-paid SIMs and choose the network based on signal strength, low call rates and offers. Majority of the female students are not interested in any technological updates and mostly satisfied with their present phones. Majority of the student mobile phone users are from the income group of 1-3 lakh rupees and hence they buy the phones which are available at medium price with more advanced features.

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