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A Study of Customer Satisfaction with Their Mobile Brand Preference: A Case of Bareilly City

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Abstract:
Mobiles phones have become the most indispensible part of our lives today. A few years back we used to see mobile phone with only people having a sound financial background and age was also a big factor to own a phone or not. The concept of landlines was more into the market. But now the concept has totally changed, most of the companies are now giving smart phones at a very affordable price. There is a huge competition in the mobile phone market and it's difficult to find out which company is actually giving the best quality product or are the consumers satisfied with their current mobile brand. A study was conducted to find out the consumer satisfaction towards their current mobile brand in Bareilly market.

Keywords: *Consumer, mobile brand, satisfaction, communication*

1. Introduction

Communication is a process of transferring information from one entity to another. Communication processes are sign-mediated interactions between at least two agents which share a repertoire of signs and semiotic rules. Communication is commonly defined as "the imparting or interchange of thoughts, opinions, or information by speech, writing, or signs".

Communication is a process whereby information is enclosed in a package and is channeled and imparted by a sender to a receiver via some medium. The receiver then decodes the message and gives the sender a feedback. All forms of communication require a sender, a message, and an intended recipient; however the receiver need not be present or aware of the sender's intent to communicate at the time of communication in order for the act of communication to occur. Communication requires that all parties have an area of communicative commonality. There are auditory means, such as speech, song, and tone of voice, and there are nonverbal means, such as body language, sign language, paralanguage, touch, eye contact, through media, i.e., pictures, graphics and sound, and writing.

India has emerged as one of the world's best performing economies during the last five years. This is evident from economy growth rate of 8 percent per year, the size of the middle class has trebled, people below poverty line have decreased by ten percent, population growth has slowed down and the per capita income in terms of purchasing power has increased to nearly three times. The important thing to be noted is that India has not adopted the popular Asian strategy of exporting labor-intensive, low priced manufactured goods to the developed world, but has rather built services sector for exports and the domestic market for consumption. Despite all these positive achievements there a number of bottlenecks like inadequate infrastructure – particularly in rural areas, slow success in public education, stringent labor laws, poor governance and insensitive bureaucracy

One sector that has emerged winner in the current scenario in India is the telecom sector. The growth of cellular mobile services is leading the telecom revolution in India and the other services are following. But still after over a decade of start of mobile services in the country, only 30 percent of the 600 million addressable market of mobile users in the country of over one billion people have been reached. Coverage-wise, only 60 percent of the population mainly in urban areas has access to mobile communication. But the coverage is likely to be increased to about 75 percent in the next two years.

India is the second largest and one of the fastest growing markets with strong demand of ICT services. Like all over the world, the unprecedented surge is towards mobile communications in India. GSM mobile and CDMA networks for wireless local loop as well as for complete mobility have come in a big way in urban areas. The competition and falling revenues are soon expected to force operators to extend cellular networks to rural areas.

This study attempts to find out the Satisfaction of Consumers with their Mobile Brand Preference in Bareilly district.

2. Objective of the Study

The study is undertaken with the following objective –

- To analyze the profile of consumers and their satisfaction with their mobile brands

2.1. Period of Study

The study covers a period of three months that is from 15 February 2015 to 15 April 2015. The study is based on the data collected from individual consumer of Bareilly district.

2.2. Area of Study

The Bareilly district is the area of study. Standing on the Ramganga river, it is the capital of the Bareilly division and the geographical region Rohilkhand. It is a center for the manufacture of furniture and for trade in cotton, grain, and sugar. The city's population in 2001 was 699,839. Geographically, it forms the outer gateway to enter Uttarakhand State. This fast-growing city is also known as Bans-Bareilly (Bansaldev & Baraldev). Though Bareilly is also a production center for cane (Bans) furniture, but it is just a coincidence. The name Bans Bareilly is not derived from its big bans (bamboo) market. It derived after the name of two princes named Bansaldev & Baraldev (Son of Local King). The status of the city has been upgraded when its name was included in the "Counter Magnets" of National Capital Region (NCR), because it is equidistant from New Delhi, the capital of India and Lucknow, the capital of Uttar Pradesh. The district has a very good combination of various market segments namely rural and urban, poor and rich, educated and illiterate, which is worth to study about marketing of consumable items.

3. Research Methodology

A sample of 150 respondents was selected. Great care was taken to include both male and female respondents from different categories such as businessman, employees, students and professionals. Data was collected with the help of a structured questionnaire. Sampling used is convenience sampling. The information collected with the help of a questionnaire is tabulated and analyzed by using various statistical measures like percentage analysis and chi-square test.

3.1. Hypothesis

In line with the objective of the study, null hypothesis are framed and tested for their validity.
The following hypothesis is being formulated and tested –
There is no significant relationship between personal factors and satisfaction of consumers with their mobile brands.

3.2. Satisfaction of Consumers with Mobile Brands

An attempt has been made to enquire as to whether the consumers are –
a) Very much satisfied (or)
b) Satisfied (or)
c) Not satisfied

With regard to the overall experience in brand preference, the data collected is presented in the following table –

S. No.	Option of Consumer	No. of Consumers	Percentage
1.	Very much satisfied	51	34%
2.	Satisfied	89	59.3%
3.	Not satisfied	10	6.67%
	Total	150	100%

Table 1

From the table it is ascertained that 59.3% of the sample consumers were satisfied with their brand preference, 34% were very much satisfied and 6.67% of the sample consumers were not satisfied with their brand preference.

3.3. Gender and Level of Satisfaction

From the table 2, 72 percent of consumers are male and 28 percent are female. Among the male sample consumers, 59.3 are satisfied, 32.4 percent are very much satisfied and 8.3 percent are not satisfied. Among the female consumers, 59.5 percent are satisfied, 38.1 percent are very much satisfied and 2.4% are not satisfied.

- Chi – square test
  - Hypothesis: There is no significant relationship between gender wise of sample consumers with their satisfaction of brand preference.

Chi-square test was applied to find out whether there is any significant relationship between the gender wise of sample consumers with their satisfaction of mobile brand preference. The calculated value is 1.895 at the 5 percent level of significance. Since the calculated value is less than the table value of 5.99, it is inferred that there is no significant relationship between the gender wise with their satisfaction with brand preference. Hence the hypothesis is accepted.

3.4. Age and Level of Satisfaction

From the table 2, 30.6% of sample consumers are in the age group of 21-30 years and only 16% are in the age group of 41-50. 28% are up to 20 years of age and 18.7% are in the age bracket of 31-40 years. Among the sample consumers who are in the age bracket of 21-30, 52.4% are satisfied, 38.1% are very much satisfied and 9.5% are not satisfied. In the age bracket of 31-40, 82.1% are satisfied, 17.9% are very much satisfied and 18.7% are not satisfied.

- Chi – square test
  - Hypothesis: There is no significant relationship between age wise of sample consumers with their satisfaction of brand preference.

Chi-square test was applied to find out whether there is any significant relationship between the age wise of sample consumers with their satisfaction of mobile brand preference. The calculated value is 15.51 at the 5 percent level of significance. Since the calculated value is less than the table value 15.854, it is inferred that there is no significant relationship between the age wise and the satisfaction of consumers with their mobile preferences. Hence the hypothesis is accepted.

3.5. Marital Status and Level of Satisfaction

From the table 2, 50.7 percent of sample consumers are married and 49.3 percent are unmarried. Among the married sample consumer 61 percent are satisfied, 37 percent are very much satisfied and 2 percent are not satisfied. Among the unmarried sample consumers, 58.1 percent are satisfied, 31.1 percent are very much satisfied, and 10.8 percent are not satisfied.

- Chi – square test
  - Hypothesis: There is no significant relationship between marital statuses of sample consumers with their satisfaction of brand preference.

Chi-square test was applied to find out whether there is any significant relationship between the marital statuses of sample consumers with their satisfaction of mobile brand preference. The calculated value is 4.165 at 5 percent level of significance. Since the calculated value is less than the table value 5.99, it is inferred that there is no significant relationship between the marital statuses and the satisfaction of consumers with their mobile preferences. Hence the hypothesis is accepted.

3.6. Educational Qualification and Level of Satisfaction

From the table 2, 51.3 percent of sample consumers are qualified up to 10+2 level, followed by 33.3 percent are degree holders. Among 10+2 level, 62.3 are satisfied, 32.5 are very much satisfied and 5.2 percent are not satisfied. Among the degree holders, 54 percent are satisfied, 38 percent are very much satisfied, 8 percent are not satisfied.

- Chi – square test
  - Hypothesis: There is no significant relationship between educational qualifications of sample consumers with their satisfaction of brand preference.

Chi-square test was applied to find out whether there is any significant relationship between the educational qualifications of sample consumers with their satisfaction of mobile brand preference. The calculated value is 16.234 at the 5 percent level of significance. Since the calculated value is greater than the table value 15.854, it is inferred that there is a significant relationship between the educational qualifications and the satisfaction of consumers with their mobile preferences. Hence the hypothesis is rejected.

3.7. Occupational Status and Level of Satisfaction

From the table 2, 43.3 percent of sample consumers belong to salaried persons, followed by 24.7 percent of student's category. 22 percent are businessmen and 2.7 percent are professionals. Among the salary based category, 53.8 percent are satisfied, 30.8 percent are very much satisfied and 15.4 percent are not satisfied. In the student's category, 56.8 percent are satisfied and 43.2 percent are very much satisfied.

- Chi – square test
  - Hypothesis: There is no significant relationship between occupations of sample consumers with their satisfaction of brand preference.

Chi-square test was applied to find out whether there is any significant relationship between the Occupations of sample consumers with their satisfaction of mobile brand preference. The calculated value is 16.322 at 5 percent level of significance. Since the calculated value is greater than the table value 15.51, it is inferred that there is a significant relationship between the occupations and the satisfaction of consumers with their mobile preferences. Hence the hypothesis is rejected.

3.8. Income and Level of Satisfaction

From the table 2, it is observed that 60 percent of sample consumers are having income between Rs 0-5000 per month, followed by 20.7 percent in the range of 5000-10000. in the 0-5000 category, 55.6 percent are satisfied and 35.6 percent are very much satisfied. In the range of 5000-10000, 64.52 percent are satisfied, 29.03 percent are very much satisfied and 6.45 percent are not satisfied.

- Chi – square test
  - Hypothesis: There is no significant relationship between monthly incomes of sample consumers with their satisfaction of brand preference.

Chi-square test was applied to find out whether there is any significant relationship between the monthly incomes of sample consumers with their satisfaction of mobile brand preference. The calculated value is 5.979 at 5 percent level of significance. Since the calculated value is less than the table value 15.51, it is inferred that there is no significant relationship between the monthly incomes and the satisfaction of consumers with their mobile preferences. Hence the hypothesis is accepted.

3.9. Name of Brand and Level of Satisfaction

From the table 2, 68.7 percent of sample consumers are having Nokia brand, followed by 10.7 percent of Micromax. Among the sample consumers of Nokia brand, 58.3 percent are satisfied, 33.9 are very much satisfied and 7.8 percent are not satisfied. With the sample of Micromax users 62.5 percent are satisfied and 31.3 percent are very much satisfied, while 6.2 percent are not satisfied with Micromax.

3.10. Bases of Motivation and Level of Satisfaction

From the table 2, 44 percent of sample consumers are taking own decisions to purchase their brand followed by 30 percent motivated by their relatives. Among those who are taking their own decisions 65.2 percent are satisfied, 27.3 percent are very much satisfied and 7.5 percent are not satisfied. While with those consumers who are motivated by their relatives, 50 percent are satisfied, 40 percent are very much satisfied and 10 percent are not satisfied.

- Chi – square test
  - Hypothesis: There is no significant relationship between bases of motivation of sample consumers with their satisfaction of brand preference.

Chi-square test was applied to find out whether there is any significant relationship between the bases of motivation of sample consumers with their satisfaction of mobile brand preference. The calculated value is 9.310 at 5 percent level of significance. Since the calculated value is less than the table value 18.307, it is inferred that there is no significant relationship between the bases of motivation and the satisfaction of consumers with their mobile preferences. Hence the hypothesis is accepted.

3.11. Place of Purchase and Level of Satisfaction

From the table 2, 41.3 percent of sample consumers have purchased their mobile brand from company owned shop followed by 39.3 percent from retail outlets. Among those who have purchased from company owned showroom, 56.5 percent are satisfied, 38.7 are very much satisfied and 4.8 percent are not satisfied. Among those who have purchased from retail outlets, 66.1 percent are satisfied, 28.8 percent are very much satisfied and 5.1 percent are not satisfied.

- Chi – square test
  - Hypothesis: There is no significant relationship between places of purchase of sample consumers with their satisfaction of brand preference.

Chi-square test was applied to find out whether there is any significant relationship between the places of purchase of sample consumers with their satisfaction of mobile brand preference. The calculated value is 6.171 at 5 percent level of significance. Since the calculated value is less than the table value 12.592, it is inferred that there is no significant relationship between the places of purchase and the satisfaction of consumers with their mobile preferences. Hence the hypothesis is accepted.

3.12. Period of Usage and Level of Satisfaction

From the table 2, it is observed that 32 percent of sample consumers are using their brand for more than 3 years and above and 18.7 percent are using for less than 1 year. In the 3 years and above category, 68.7 percent are satisfied, 31.3 are very much satisfied. 68 percent are satisfied, 25 percent are very much satisfied and 7 percent are not satisfied and they belong to under one year category.

- Chi – square test
  - Hypothesis: There is no significant relationship between periods of usage of sampleconsumers with their satisfaction of brand preference.

Chi-square test was applied to find out whether there is any significant relationship between the period of usage of sample consumers with their satisfaction of mobile brand preference. The calculated value is 9.198 at 5 percent level of significance. Since the calculated value is less than the table value 12.59, it is inferred that there is no significant relationship between the period of usages and the satisfaction of consumers with their mobile preferences. Hence the hypothesis is accepted.

3.13. Advertising Media and Level of Satisfaction

From the table 2, 37.3 percent of sample consumers are motivated by TV commercials. Among the sample consumers who are motivated by some other sources, 68.1 are satisfied, 22.1 are very much satisfied and 9.7 percent are not satisfied. Among those who are motivated by radio 66.7 percent are satisfied and 33.3 percent are very much satisfied. In the newspaper section, 60 percent are satisfied and 40 percent are very much satisfied. 53.6 percent are satisfied, 44.6 are very much satisfied and 1.8 percent are not satisfied among those motivated by television. 33.4 percent are satisfied, 44.4 percent are very much satisfied and 22.2 percent are not satisfied by direct mail.

- Chi – square test
  - Hypothesis: There is no significant relationship between advertising media of sample consumers with their satisfaction of brand preference.

Chi-square test was applied to find out whether there is any significant relationship between the advertising media of sample consumers with their satisfaction of mobile brand preference. The calculated value is 15.886 at 5 percent level of significance. Since the calculated value is greater than the table value 15.507, it is inferred that there is a significant relationship between the advertising media and the satisfaction of consumers with their mobile preferences. Hence the hypothesis is rejected.

3.14. Amount Spent and Level of Satisfaction

From the table 2, 32.7 percent of sample consumers are spending Rs. 201-300 for mobile services followed by 21.3 percent spending 301-400 per month. 20.7 percent are spending 400 and above, while 16 percent are spending under 100.

- Chi – square test
  - Hypothesis: There is no significant relationship between amounts spent by sample consumers with their satisfaction of brand preference.

Chi-square test was applied to find out whether there is any significant relationship between the amounts spent by sample consumers with their satisfaction of mobile brand preference. The calculated value is 3.626 at 5 percent level of significance. Since the calculated value is less than the table value 15.507, it is inferred that there is no significant relationship between the amount spent and the satisfaction of consumers with their mobile preferences. Hence the hypothesis is accepted.

3.15. Mobile Services and Level of Satisfaction

From the table 2, 36.7 percent of consumers have BSNL mobile service followed by 21.3 percent having Airtel. Among them, 43.6 percent are very much satisfied, 56.4 are satisfied and these are for BSNL. 28.1 percent are very much satisfied and 46.9 percent are satisfied and 25 percent are not satisfied, and these are for the Airtel brand.

- Chi-square test
  - Hypothesis: There is no significant relationship between mobile services of sample consumers with their satisfaction of brand preference.

Chi-square test was applied to find out whether there is any significant relationship between the amounts spent by sample consumers with their satisfaction of mobile brand preference. The calculated value is 32.659 at the 5 percent level of significance. Since the calculated value is greater than the table value 15.507, it is inferred that there is a significant relationship between the mobile services and the satisfaction of consumers with their mobile preferences. Hence the hypothesis is rejected.

S. No	Personal Factors	Very Much Satisfied		Satisfied		Not Satisfied		Number of Consumers	
1.	**Gender –** Male	35	(32.4)	64	(59.3)	9	(8.3)	108	(72.0)
	Female	16	(38.1)	25	(59.5)	1	(2.4)	42	(28.0)
2.	**Age–upto20 yrs**	16	(38.1)	22	(52.4)	4	(9.5)	42	(28.0)
	21 - 30	15	(32.7)	26	(56.5)	5	(10.8)	46	(30.6)
	31 – 40	5	(17.9)	23	(82.1)	-		28	(18.7)
	41 – 50	8	(33.3)	15	(62.5)	1	(4.2)	24	(16.0)
	51 and above	7	(70.0)	3	(30.0)	-		10	(16.7)
3.	**Marital Status**								
	Married	28	(37.0)	46	(61.0)	2	(2.0)	76	(50.7)
	Un married	23	(31.1)	43	(58.1)	8	(10.8)	74	(49.3)
4.	**Qualifications**								
	Upto +2	25	(32.5)	48	(62.3)	4	(5.2)	77	(51.3)
	Degree	19	(38.0)	27	(54.0)	4	(8.0)	50	(33.3)
	Post-Graduation	7	(33.3)	13	(61.9)	1	(4.7)	21	(14.0)
	Professional	-		1	(100.0)	-		1	(0.7)
	Others	-		-		1	(100)	1	(0.7)
5.	**Occupational Status**								
	Salaried person	20	(30.8)	35	(53.8)	10 (15.4)		65	(43.3)
	Students	16	(43.2)	21	(56.8)	-		37	(24.7)
	Business	9	(27.3)	24	(72.7)	-		33	(22.0)
	Professional	1	(25.0)	3	(75.0)	-		4	(2.7)
	Others	5	(45.5)	6	(54.5)	-		11	(7.3)
6	**Monthly Income**								
	0 – 5000	32	(35.6)	50	(55.6)	8 (8.8)		90	(60.0)
	5000 – 10000	9	(29.1)	20	(64.5)	2 (6.4)		31	(20.7)
	10000 – 15000	4	(40.0)	6	(60.0)	-		10	(6.7)
	15000 – 20000	5	(45.5)	6	(54.5)	-		11	(7.3)
	20000 and above	1	(12.5)	7	(87.5)	-		8	(5.3)

7	**Name of Brand**							
	Nokia	35	(33.9)	60	(58.3)	8 (7.8)	103	(68.7)
	Micromax	5	(31.3)	10	(62.5)	1 (6.2)	16	(10.7)
	Samsung	2	(25.0)	5	(62.5)	1 (6.2)	8	(5.3)
	Spice	3	(50)	3	(50.0)	-	6	(4.0)
	LG	1	(25.0)	3	(75.0)	-	4	(2.7)
	Sony Erricson	4	(25.0)	7	(75.0)	-	11	(7.3)
	Karbonn	1	(50.0)	1	(50.0)	-	2	(1.3)
8.	**Motivation to purchase**							
	Self	18	(27.3)	43	(65.2)	5 (7.5)	66	(44.0)
	Friends	11	(45.8)	12	(50.0)	1 (4.2)	24	(16.0)
	Relatives	16	(35.6)	26	(57.8)	3 (6.6)	45	(30.0)
	Colleagues	4	(40.0)	5	(50.0)	1 (10.0)	10	(6.7)
	Others	2	(40.0)	3	(60.0)	-	5	(3.3)
9.	**Place of Purchase**							
	Company owned shop	24	(38.7)	35	(56.5)	3 (4.8)	62	(41.3)
	Retail outlets	17	(28.8)	39	(66.1)	3 (5.1)	59	(39.3)
	Market	6	(46.2)	5	(38.5)	2 (15.3)	13	(8.7)
	Others	4	(25.0)	10	(62.5)	2 (12.5)	16	(10.7)
10.	**Period of usage**							
	Below one year	7	(25.0)	19	(68.0)	2 (7.0)	28	(18.7)
	1-2 years	18	(40.9)	22	(50.0)	4 (9.1)	44	(29.3)
	2-3 years	11	(36.7)	15	(50.0)	4 (13.3)	30	(20.0)
	3 and above	15	(31.3)	33	(68.7)	-	48	(32.0)
11.	**Advertisement Media**							
	Radio	2	(66.7)	1	(33.3)	-	3	(2.0)
	Television	25	(44.6)	30	(53.6)	1 (1.8)	56	(37.3)
	Newspaper	4	(40.0)	6	(60.0)	-	10	(6.7)
	Direct mail	4	(44.4)	3	(33.4)	2 (22.2)	9	(6.0)
	Others	16	(22.2)	49	(68.1)	7 (9.7)	72	(48.0)
12.	**Amount spent For mobile services**							
	0-100	7	(29.2)	15	(62.5)	2 (8.3)	24	(16.0)
	101-200	3	(21.4)	9	(64.3)	2 (14.3)	14	(9.3)
	201-300	19	(38.8)	27	(55.1)	3 (6.1)	49	(32.7)
	301-400	10	(31.3)	20	(62.5)	2 (6.2)	32	(21.3)
	400 and above	12	(38.7)	18	(58.1)	1 (3.2)	31	(20.7)
13.	**Mobile services**							
	BSNL	24 (43.6)		31(56.4)		-	55	(36.7)
	Airtel	9 (28.1)		15 (46.9)		8 (25.0)	32	(21.3)
	Vodafone	13 (44.8)		16 (55.2)		-	29	(19.33)
	Reliance	3 (13.6)		17 (77.3)		2 (9.1)	22	(14.66)
	Idea	2 (16.7)		10 (83.3)		-	12	(8.00)
	Total						**150**	

Table 2

4. Findings

- 93.3 percent of sample consumers are satisfied with their mobile brand and only 6.7 percent are dissatisfied.
- Male respondents are in majority than the female respondents, but the percentage of female respondents is more than the male respondents when it comes to the point of satisfaction with their mobile brand.
- Respondents in the age bracket of 31-40 and 51 and above are 100% satisfied with their mobile brand preference. The dissatisfaction level is highest in the age bracket of 21-30 years.
- The percentage of dissatisfied respondents is more in Unmarried case than the married individuals.
- In terms of educational qualification and level of satisfaction, post graduates and professionals are highly satisfied.
- 43.3% of the respondents were married and 15.4% of them were dissatisfied with their mobile brand preference.

- Dissatisfaction level is also high in the group with 0-5000 rupees of monthly income.
- Nokia is the most preferred brand followed by Micromax and Samsung.
- Group of respondents with period of usage 3 and above are 100% satisfied.
- BSNL is the most preferred brand of mobile service provider among the respondents as 36.7 percent are satisfied with it.

5. Conclusion

With the rapid growth of the telecommunication sector in India, the demand for mobile brands is bound to increase. With the coming up of new brands like Micromax, Spice, Karbonn, Zen etc. the big and established brands will face a tough time ahead. The success of Micromax of being the second ranker in terms of customer preference in Bareilly region I a clear indication of the fact that big fishes will need to do something extra to keep their market share intact. Also the demand of mobile mobile and specific brands is increasing in the rural areas, so the rural market also offers tremendous scope and avenues for marketers to tap the untapped market.

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