

A STUDY OF COMPARATIVE ANALYSIS OF COMPETITION OVER BUDGET PHONES IN THIRUVANMIYUR, CHENNAI

Submitted in partial fulfillment of the requirement for the award of

Bachelor of Business Administration

By

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SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **David Raj Dawson (38280033)** who carried out the project entitled “**A Study on comparative analysis of competition over budget phones in Thiruvannamiyur, Chennai**” under our supervision from January 2021 to March 2021.

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ABSTRACT

Branding has always been an important aspect of marketing. Brand is a powerful differentiator in a highly competitive market place. It provides the company the power to deflect competitive moves. A strong brand rings trust, confidence, comfort and reliability in the customer's mind. Brands live in the minds of consumers and are much more than just a tag for their recognition and identification. They are the basis of consumer relationship and bring consumers and marketers closer by developing a bond of faith and trust between them. The promise of brand is consistent with reliable quality, service and overall psychological satisfaction. Brand preference is the selective demand for a company's brand rather than a product; the degree to which consumers prefer one brand over another. Brand preference can be achieved by creating the positive brand image in customer's mind. Brand image is the consumer's impression about the brand's physical characteristics, its performance, the functional benefits, the kind of people who use the product, the emotions and associations it develops, and the imagery or symbolic meanings, it generates. The brand choice decisions are critical for marketer. Understanding how customers arrive at specific brand choice is essential for brand development. The present paper focuses on the study of brand preference for mobile phones with reference to the people in Thiruvannamiyur. The primary objective of the study is to assess the brand preference for mobile phones among the people in Thiruvannamiyur, Chennai. It also identifies the major features which a people look in a mobile phone. The present study is the descriptive research. Brand preference analysis is done by conducting the survey which describes the preferences for different mobile phones of the surveyed people.

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CHAPTER– 1

INTRODUCTION

1.1 INTRODUCTION

A **smartphone** is a mobile device that combines cellular and mobile computing functions into one unit. It is a mobile phone that includes advanced functionality beyond making phone calls and sending text messages. They are distinguished from feature phones by their stronger hardware capabilities and extensive mobile operating systems, which facilitate wider software, internet (including web browsing over mobile broadband), and multimedia functionality (including music, video, cameras, and gaming), alongside core phone functions . Most **smartphones** have the capability to display photos, play videos, check and send e-mail, and surf the Web. Smartphones typically contain a number of metal–oxide–semiconductor (MOS) integrated circuit (IC) chips, include various sensors that can be leveraged by their software (such as a magnetometer, proximity sensors, barometer, gyroscope, or accelerometer), and support wireless communications protocols (such as Bluetooth, Wi-Fi, or satellite navigation).

These **phones** are no different than a mini computer. Very much similar to computers, these **smartphones** also run-on operating systems as well as there are different applications for performing specific tasks in it. Each app is meant for specific tasks.

This project is undertaken to know the customer behavior and factor influencing purchase intension for Mi, Samsung, Realme, Oppo, Vivo, Nokia, Micromax

In this era, Customer are more Knowledgeable that ever before and because the customer is more Knowledgeable, companies should be faster, more agile and more creative than few years ago.

By total number of smartphone users, "China by far has the most, boasting 783 million users. India took the No.2 spot with 375 million users

The nation with the second-lowest smartphone use per capita is the Korean Dem. People's Republic

1.2 INDUSTRY PROFILE

The cell phone industry is the fastest growing sector in the larger communications industry today. It is one of the fastest moving industries in the world, growing alongside up-and-coming technologies and innovations, building upon the progress of "smartphones" and other phone feature and segments made in recent years

Mobile phones, particularly the smartphones that have become our inseparable companions today, are relatively new.

However, the history of mobile phones goes back to 1908 when a US Patent was issued in Kentucky for a wireless telephone.

Mobile phones were invented as early as the 1940s when engineers working at AT&T developed cells for mobile phone base stations.

The very first mobile phones were not really mobile phones at all. They were two-way radios that allowed people like taxi drivers and the emergency services to communicate.

Instead of relying on base stations with separate cells (and the signal being passed from one cell to another), the first mobile phone networks involved one very powerful base station covering a much wider area.

Motorola, on 3 April 1973 were first company to mass produce the first handheld mobile phone.

These early mobile phones are often referred to as 0G mobile phones, or Zero Generation mobile phones. Most phones today rely on 3G or 4G mobile technology.

Early smartphones were marketed primarily towards the enterprise market, attempting to bridge the functionality of standalone personal digital assistant (PDA) devices with support for cellular telephony, but were limited by their bulky form, short battery life, slow analog cellular networks, and the immaturity of wireless data services. These issues were eventually resolved with the exponential scaling and miniaturization of MOS transistors down to sub-micron levels (Moore's law), the improved lithium-ion battery, faster digital mobile data networks (Edholm's law), and more mature software platforms that allowed mobile device ecosystems to develop independently of data providers.

In the 2000s, NTT DoCoMo's i-mode platform, BlackBerry, Nokia's Symbian platform, and Windows Mobile began to gain market traction, with models often featuring QWERTY keyboards or resistive touchscreen input, and emphasizing access to push email and wireless internet. Following the rising popularity of the iPhone in the late 2000s, the majority of smartphones have featured thin, slate-like form factors, with large, capacitive screens with support for multi-touch gestures rather than physical keyboards, and offer the ability for users to download or purchase additional applications from a centralized store, and use cloud storage and synchronization, virtual assistants, as well as mobile payment services. Smartphones have largely replaced PDAs and handheld/palm-sized PCs.

Improved hardware and faster wireless communication (due to standards such as LTE) have bolstered the growth of the smartphone industry. In the third quarter of 2012, one billion smartphones were in use worldwide. Global smartphone sales surpassed the sales figures for feature phones in early 2013.

HISTORY

The development of the smartphone was enabled by several key technological advances. The exponential scaling and miniaturization of MOSFETs (MOS transistors) down to sub-micron levels during the 1990s–2000s (as predicted by Moore's law) made it possible to build portable smart devices such as smartphones, as well as enabling the transition from analog to faster digital wireless mobile networks (leading to Edholm's law). Other important enabling factors include the lithium-ion battery, an indispensable energy source enabling long battery life, invented in the 1980s and commercialized in 1991, and the development of more mature software platforms that allowed mobile device ecosystems to develop independently of data providers.

1.3 COMPANY PROFILE

The budget phone's company profile is an introduction to your business, and aims to tell an audience about their preferences. The list of company profiles are given below.

1.3.1 MI



Xiaomi Corporation is a Chinese multinational electronics company founded in April 2010 and headquartered in Beijing. Xiaomi makes and invests in smartphones, mobile apps, laptops, home appliances, bags, shoes, consumer electronics, and many other products. Xiaomi is also the fourth company globally after Apple, Samsung and Huawei to have self-developed mobile system-on-chip (SoC) capabilities.

Xiaomi released its first smartphone in August 2011 and rapidly gained market share in China to become the country's largest smartphone company in 2014. At the start of second quarter of 2018, Xiaomi was the world's fourth-largest smartphone manufacturer, leading in both the largest market, China, and the second-largest market, India. Xiaomi later developed a wider range of consumer electronics, including a smart home product ecosystem, which has connected more than 100 million smart devices and appliances. Monthly active users (MAUs) of MIUI increased to 291.6 million in September 2019.

Xiaomi has 18,170 employees worldwide. It has expanded to other markets including Greater China, Singapore, Japan, South Korea, Russia, South Africa and most countries and regions in Southeast Asia and Europe. According to *Forbes*, Lei Jun, the founder and CEO, has an estimated net worth of US\$12.5 billion.^[17] Xiaomi is the world's 4th most valuable technology start-up after receiving US\$1.1 billion funding

from investors, making Xiaomi's valuation more than US\$46 billion. Ranked 468th, Xiaomi is the youngest company on Fortune Global 500 list for 2019. In 2019, Xiaomi's mobile phone shipments reached 125 million units, ranking fourth globally since 2018. The company has been listed on the Hong Kong Stock Exchange since 2018.

HISTORY

On 6 April 2010 Xiaomi was co-founded by Lei Jun and six others:

- Lin Bin , vice president of the Google China Institute of Engineering
- Zhou Guangping , senior director of the Motorola Beijing R&D center
- Liu De , department chair of the Department of Industrial Design at the University of Science and Technology Beijing
- Li Wanqiang , general manager of Kingsoft Dictionary
- Huang Jiangji , principal development manager
- Hong Feng , senior product manager for Google China

Institutional investors participating in the first round of funding included Temasek Holdings, IDG Capital, Qiming Venture Partners and Qualcomm.

On 16 August 2010, Xiaomi officially launched its first Android-based firmware MIUI. It resembles Samsung's TouchWiz and Apple's iOS.

1.3.2 SAMSUNG



The **Samsung Group** is a South Korean multinational conglomerate headquartered in Samsung Town, Seoul. It comprises numerous affiliated businesses, most of them united under the *Samsung* brand, and is the largest South Korean *chaebol* (business conglomerate).

Samsung was founded by Lee Byung-chul in 1938 as a trading company. Over the next three decades, the group diversified into areas including food processing, textiles, insurance, securities, and retail. Samsung entered the electronics industry in the late 1960s and the construction and shipbuilding industries in the mid-1970s; these areas would drive its subsequent growth. Following Lee's death in 1987, Samsung was separated into five business groups – Samsung Group, Shinsegae Group, CJ Group and Hansol Group, and Joongang Group. Since 1990, Samsung has increasingly globalised its activities and electronics; in particular, its mobile phones and semiconductors have become its most important source of income. As of 2020, Samsung has the 8th highest global brand value.

Notable Samsung industrial affiliates include Samsung Electronics (the world's largest information technology company, consumer electronics maker and chipmaker measured by 2017 revenues), Samsung Heavy Industries (the world's 2nd largest shipbuilder measured by 2010 revenues), and Samsung Engineering and Samsung C&T Corporation (respectively the world's 13th and 36th largest construction companies). Other notable subsidiaries include Samsung Life Insurance (the world's 14th largest life insurance company), Samsung Everland (operator of Everland Resort, the oldest theme park in South Korea) and Cheil

Worldwide (the world's 15th largest advertising agency, as measured by 2012 revenues).

Samsung has a powerful influence on South Korea's economic development, politics, media and culture and has been a major driving force behind the "Miracle on the Han River". Its affiliate companies produce around a fifth of South Korea's total exports. Samsung's revenue was equal to 17% of South Korea's \$1,082 billion GDP.

HISTORY

In 1938, during Japanese-ruled Korea, Lee Byung-chul (1910–1987) of a large landowning family in the Uiryeong county moved to nearby Daegu city and founded Mitsuboshi Trading or *Samsung* Sanghoe . Samsung started out as a small trading company with forty employees located in Su-dong (now Ingyo-dong). It dealt in dried-fish, locally-grown groceries and noodles. The company prospered and Lee moved its head office to Seoul in 1947. When the Korean War broke out, he was forced to leave Seoul. He started a sugar refinery in Busan named *CheilJedang*. In 1954, Lee founded *CheilMojik* and built the plant in Chimsan-dong, Daegu. It was the largest woollen mill ever in the country.

Samsung diversified into many different areas. Lee sought to establish Samsung as a leader in a wide range of industries. Samsung moved into lines of business such as insurance, securities, and retail.

1.3.3 REALME



Realme (stylized as **realme**) is a Chinese smartphone manufacturer headquartered in Shenzhen. The company was founded on May 4, 2018 by Sky Li (Li Bingzhong), who was former vice president of Oppo.

Realme first appeared in China in 2010 with the name "OPPO Real".^[1] It was a sub-brand of Oppo (which is itself a subsidiary of BBK Electronics)^[2] until its formation as a spinoff on May 4, 2018.^{[3][4][5]} Oppo did not specify whether it had transferred its participation in Realme to BBK.

HISTORY

In May 2018, they released their first phone, Realme 1.

On July 30, 2018, former Oppo Vice President and Head of Oppo's Overseas Department, Sky Li, announced his official resignation from Oppo and his intention to establish Realme as an independent brand on Weibo. With the company slogan "Dare to Leap", he declared that in the future, the Realme brand would focus on providing mobile phones with solid performance and stylish design, offering young people a joyful life with affordable "technology" and "beauty".

On 15 November 2018, Realme adopted a new logo.

On November 22, 2018, Realme became the No. 1 emerging brand in the Indian market.^[7] The sales of Realme devices in India have since surpassed the sales of its parent company Oppo. Realme has been the fourth largest smartphone brand in India since 2019, behind Xiaomi, Samsung, and Vivo. Realme holds many records in India

including India's first 64MP smartphone, India's fastest-charging smartphone, and India's first 5G smartphone.

1.3.4 OPPO



Guangdong Oppo Mobile Telecommunications Corp., Ltd, doing business as Oppo (stylized in lowercase in its logo), is a Chinese consumer electronics and mobile communications company headquartered in Dongguan, Guangdong. Its major product lines include smartphones, audio devices, power banks, Blu-ray players, and other electronic products.

The brand name "Oppo" was registered in China in 2001 and launched in 2004. Since then, they have expanded to more than 40 countries.

In June 2016, Oppo became the biggest smartphone manufacturer in China, selling its phones at more than 200,000 retail outlets. Oppo was the top smartphone brand in China in 2019 and was ranked No. 5, in market share, worldwide.

HISTORY

The South Korean boy band 2PM prepared a song known as "Follow Your Soul" in a promotional deal with Oppo for launching its brand in Thailand in 2010. In June 2015,

the company signed an agreement with FC Barcelona to become a sponsor of the Spanish football club.

In 2016, the Philippine Basketball Association tied up with this company as its official smartphone partner, beginning with the 2016 PBA Commissioner's Cup which began on 10 February.

Oppo hires celebrity endorsers in Vietnam. Sơn Tùng M-TP endorsed three smartphone units: Neo 5, Neo 7, and F1s. Oppo made a sponsorship to one of Vietnam's top-rated reality shows, The Face Vietnam

1.3.5 VIVO



Vivo Communication Technology Co. Ltd., stylish as **vivo**, is a Chinese technology company headquartered in Dongguan, Guangdong that designs and develops smartphones, smartphone accessories, software and online services. The company develops software for its phones, distributed through its V-Appstore, with iManager included in their proprietary, Android-based operating system, Funtouch OS. Vivo is an independent company and develops its own products. It has 10,000 employees, with research and development centers in Shenzhen, Guangdong, and Nanjing, Jiangsu.

In the first quarter of 2015, Vivo was ranked among the top 10 smartphone makers, achieving a global market share of 2.7%.

Since its founding in 2009, Vivo has expanded to over 100 countries around the world. International expansion began in 2014, when the company entered the Thailand market. Vivo quickly followed up with launches in India, Indonesia, Malaysia, Myanmar, Philippines, Thailand, and Vietnam.

HISTORY

In 2017, Vivo entered the smartphone market in Russia, Sri Lanka, Taiwan, Hong Kong, Brunei, Macau, Cambodia, Laos, Bangladesh, and Nepal. In June 2017, it entered the Pakistan mobile phone market and the Vivo brand is currently experiencing rapid growth in popularity in the country.

On 26 November 2017, Vivo entered the Nepali market with its Y53 and Y65 models.

In October 2020, Vivo announced that it would begin to sell its products also in Europe

1.3.6 NOKIA



Nokia Corporation referred to as Finnish multinational telecommunications, information technology, and consumer electronics company, founded in 1865. Nokia's headquarters are in Espoo, Finland, in the greater Helsinki metropolitan area. In 2018, Nokia employed approximately 103,000 people across over 100 countries, did business in more than 130 countries, and reported annual revenues of around €23 billion. Nokia is a public limited company listed on the Helsinki Stock Exchange and New York Stock Exchange. It is the world's 415th-largest company measured by 2016 revenues according to the Fortune Global 500, having peaked at 85th place in 2009. It is a component of the Euro Stoxx 50 stock market index.

The company has operated in various industries over the past 150 years. It was founded as a pulp mill and had long been associated with rubber and cables, but since the 1990s has focused on large-scale telecommunications infrastructure, technology development, and licensing. Nokia is a major contributor to the mobile telephony industry, having assisted in the development of the GSM, 3G, and LTE standards (and currently in 5G), and was once the largest worldwide vendor of mobile phones and smartphones. After a partnership with Microsoft and Nokia's subsequent market struggles, Microsoft bought its mobile phone business, creating Microsoft Mobile as its successor in 2014. After the sale, Nokia began to focus more on its telecommunications infrastructure business and on Internet of things technologies, marked by the divestiture of its Here mapping division and the

acquisition of Alcatel-Lucent, including its Bell Labs research organization. The company then also experimented with virtual reality and digital health, the latter through the purchase of Withing's. The Nokia brand returned to the mobile and smartphone market in 2016 through a licensing arrangement with HMD Global. Nokia continues to be a major patent licensor for most large mobile phone vendors. As of 2018, Nokia is the world's third-largest network equipment manufacturer.

HISTORY

Nokia's history dates from 1865, when Finnish-Swede mining engineer Fredrik Idestam established a pulp mill near the town of Tampere, Finland (then in the Russian Empire). A second pulp mill was opened in 1868 near the neighboring town of Nokia, offering better hydropower resources. In 1871, Idestam, together with a friend Leo Mechelin, formed a shared company from it and called it Nokia Ab (in Swedish, Nokia Company being the English equivalent), after the site of the second pulp mill.

Idestam retired in 1896, making Mechelin the company's chairman; he expanded into electricity generation by 1902, which Idestam had opposed. In 1904 SuomenGummittehdas (Finnish Rubber Works), a rubber business founded by Eduard Polón, established a factory near the town of Nokia and used its name.

In 1922, in a now independent Finland, Nokia Ab entered into a partnership with Finnish Rubber Works and Kaapelitehdas (the Cable Factory), all now jointly under the leadership of Polón. The rubber company grew rapidly when it moved to the Nokia region in the 1930s to take advantage of the electrical power supply, and the cable company soon did too.

Nokia at the time also made respirators for both civilian and military use, from the 1930s well into the early 1990s

1.3.7 MICROMAX



Micromax Informatics or simply **Micromax**. Micromax is an Indian multinational electronics company, that specializes in smartphones, laptops, consumer electronics and home appliances, founded in March 2000, headquarters in Gurgaon, Haryana, India. It was established as an IT software company operating in the embedded devices domain. Micromax later entered the mobile handset business. It Informatics Limited is one of the leading consumer electronics company in India and the 10th largest mobile phone player in the world.

By 2010, Micromax was one of the largest domestic companies making handsets in the low-cost feature phone segment in India. As of Q3 2014, Micromax is the tenth largest smartphone vendor in the world. The company is facing stiff competition from Chinese companies that have penetrated the Indian market. The company also owns YU Televentures, which sells the products under the brand name YU. It has recently launched its new mobile phone series IN.

HISTORY

Micromax was incorporated as Micromax Informatics Ltd. in the year 2000 by Rahul Sharma and Rohit Patel. It began selling mobile phones in 2008, focusing on democratizing technology for masses to compete with international players.

The company has also introduced handsets (budget and flagship) with innovative features. For instance, Micromax's co-founder Rahul Sharma once saw a public call office being powered by a truck battery because of frequent power cuts in its locale. This prompted him to launch a feature mobile phone with a long battery life. This was the X1i phone, Micromax's first telephone with a month-long battery back-up.

In 2014, Micromax's sales in India exceeded those of Samsung. It became the mobile telephone manufacturer to ship the most telephones in one quarter in India. On 24 January 2014, Micromax became the first Indian mobile company to sell in Russia. In 2020, Micromax made a comeback in the Indian mobile industry with a new sub-brand "IN"

1.4 NEED FOR STUDY

Research methodology is mainly needed for the purpose of framing the research process and the designs and tools that are to be used for the project purpose. Research methodology helps to find the customer preference base for the product. This time research methodology is framed for the purpose of finding the level of customer satisfaction and changing trends of the customer choice.

1.5 SCOPE OF THE STUDY

1. The research measures the experiences of customers.
2. Defines and analyses the experiences based on key deliverables.
3. Gains insights into Customer expectations.
4. Customer experience is how customers engage with company and brand throughout the entire arc of being a customer.

1.6 OBJECTIVES OF THE STUDY

This project is designed mainly to identify and evaluate the customer 's response towards after budget mobile phones.

OBJECTIVES:

1. To identify various factors which influence the buying preference.
2. To determine those factors which influence the buying preference of customer towards budget phones the most.
3. To compare the buying preference level of the customer towards Mi, Samsung, Realme, Oppo, Vivo, Nokia, Micromax mobile phones.

CHAPTER – 2

REVIEW OF LITERATURE

2.1 INTRODUCTION

In this Chapter, the researcher has made an attempt to study and understand the complex concepts of Customer preferences. This attempt includes, understanding the basic concepts of Customer preference, analyzing research studies made by earlier researchers in respect of Customer preference in mobile Industry, For this, the researcher has used various books, research Journals and websites. The detailed list is further elaborated in the Bibliography. Through this Literature Survey researcher wants to find out which are the important parameters of Customer preference in respect of budget phones.

2.2 LIST OF REVIEWS

- **Androulidakis ; G. Kandus (2011)** correlated the brand of mobile phone to users' security practices,. Users show different behavior in an array of characteristics, according to the brand of the mobile phone they are using. As such, there is a categorization of areas, different for each brand, where users are clearly lacking security mind, possibly due to lack of awareness. Such a categorization can help phone manufacturers enhance their mobile phones in regards to security, preferably transparently for the user.
- **TajzadehNamin A. A.;RahmaniVahid;TajzadehNaminAidin (2012)**analyzed that the process of deciding over (choosing) a brand may be influenced by situation and content. The findings suggest a significant relationship between the variables “brand attitude”, “corporate attitude”, and “product (cell phone) choice”. In addition, no significant relationship was found between individual decision making processes (independent or mediated) and product choice.

- **Serkan Aydin, GökhanÖzer, ÖmerArasil, (2005)** had focused on to measure the effects of customer satisfaction and trust on customer loyalty, and the direct and indirect effect of “switching cost” on customer loyalty. The findings of this study show that the switching cost factor directly affects loyalty, and has a moderator effect on both customer satisfaction and trust
- **Jonathan, Lee, Janghyuk, Lee and Lawrence, Feick, (2001)**analyzed that moderating role of switching costs in the customer satisfaction-loyalty link; and to identify customer segments and to retain them. Thus the purposes of this paper are: to examine the moderating role of switching costs in the customer satisfaction-loyalty link; and to identify customer segments and then analyze the heterogeneity in the satisfaction-loyalty link among the different segments. An empirical example based on the mobile phone service market in France indicates support for the moderating role of switching costs. Managerial implications of the results are discussed.
- **The Dream Catchers Group (2008)** investigated if demographic variables or if telephone features included on phones students already owned were predictive of young consumers' perceptions of bundled features. In addition, this study set out to determine if there were any significant differences in students' perceptions of bundled features across demographic variables (rural vis-a-vis HBCU, gender, grade level, cellular telephone brand, major, and age).
- **Oyeniya, Omotayo Joseph - Abiodun, Abolaji Joachim (2010)** emphasis on customer loyalty and customer switching cost. Switching cost is one of the most discussed contemporary issues in marketing in attempt to explain consumer behavior. The present research studied switching cost and its relationships with customer retention, loyalty and satisfaction in the Nigerian telecommunication market. The study finds that customer satisfaction positively affects customer retention and that switching cost affects significantly the level of customer retention.
- **Rodolfo Martínez Gras; Eva Espinar Ruiz (2012)** highlight a new dimension in information and technology with respect to teenagers in Spain. The main objective of this article is to analyze the relationship between Information and Communication

Technologies and Spanish adolescents. Specifically, researchers have studied, through qualitative methodology, the characteristics of teenagers' access and uses of technological devices. and analyzed the purposes that motivate the utilization of Information and Communication Technologies, highlighting a close relationship between technologies and peer communication and entertainment. On the contrary, there is an under-utilization of all these devices for teaching and learning purposes.

- **Wafa' N. Muhanna ;Awatif M. Abu-Al-Sha'r (2009)** aims at investigating Jordanian university undergraduate and graduate students' attitudes towards the learning environment where cell phones are used as learning tools in classroom. The study comprised two independent variables, level and gender, as covariates. The findings indicate that undergraduates are more favorable to cell phone environment than graduate students. The study also reveals that cell phone has more influence on male students than on female students.

- **Nasr Azad; Ozhan Karimi; Maryam Safaei (2012)** had presented an empirical study to investigate the effects of different marketing efforts on brand equity in mobile industry. The results show that there is a positive and meaningful relationship between marketing mix efforts and brand equity. In other words, more advertisements could help better market exposure, which means customers will have more awareness on market characteristics. Among all mixed efforts, guarantee influences more on brand equity, which means consumers care more on product services than other features. Finally, among different characteristics of brand equity, product exclusiveness plays an important role. In other words, people are interested in having exclusive product, which is different from others.

- **Nasr Azad; Maryam Safaei (2012)** states that there are many evidences to believe that customers select their products based on brand name. Products also maintain their own characteristics, which make them differentiable from others. In this paper, researchers have presented an empirical study to determine important factors influencing customers' purchasing intend for cellular phones in capital city of Iran, Tehran. The results of the study show that there are some positive relationships between exclusive name and quality perception, between exclusive name and word of

mouth advertisement, between quality perception and fidelity, between word-of-mouth advertisement and brand name and between brand name image and brand name.

- **Mehran Rezvani; Seyed Hamid KhodadadHoseini; Mohammad Mehdi Samadzadeh (2012)** investigates the impact of Word of Mouth (WOM) on Consumer Based Brand Equity (CBBE) creation. WOM characteristics such as, volume, valence, and source quality are studied to find how intensely they each affect brand awareness, perceived quality, and brand association. The results suggested that volume and valence, two elements of WOM, affect CBBE and no significant relationship between source type and brand equity was seen.

- **SanySanuriMohd. Mokhtar; Ahmed AuduMaiyaki; NorzainibtMohd Noor (2011)** explores the relationship between service quality and customer satisfaction on customer loyalty with regards to mobile phone usage among the postgraduate students of a university in Northern Malaysia. The results show that both service quality and customer satisfaction significantly affect the level of customer loyalty of mobile phone users in Malaysia. It was therefore, recommended that mobile service providers should pay special attention to their service quality and the factors that drive customer satisfaction.

- **Shakir Hafeez; SAF Hasnu (2010)** states that Customer satisfaction is a crucial element for the success of all businesses. One of the biggest challenges for a market is how to satisfy and retain the customers. This study is based on Mobilink's prepaid customers. The findings suggest that overall customer satisfaction and customer loyalty is comparatively low among the customers of Mobilink. The Customer loyalty in Pakistan's mobile sector is relatively low because it is an emerging industry, new players are entering in this market and customers are more fascinated to try the new service providers. However, it is expected that when the industry will be well established, the results will be more comparable to other studies.

- **Shibashish, Chakraborty and Kalyan Sengupta (2008)** endeavors to make a detailed study on important demographic variables of customers affecting brand

switching of customers. This study will highlight pertinent aspects of prediction of switching proclivity of customers from one service provider to another.

- **Harsha de Silva, (2011)**, generally shows that adoption of (primarily) mobile telephones has significant benefits not just to the adopter, but to the community at large. In this context, the objective of the current article is to examine, from a user perspective, the influences (as well as the interplay of these influences) on mobile phone adoption by the poor in a selected set of countries in the emerging Asian region.

- **Brenda, Mak, Robert Nickerson and Henri Isaac (2009)**, investigates the factors affecting the attitudes towards the social acceptance of mobile phones in public places and how this attitude affects its usage Results of the analysis indicate that the attitudes about mobile phone use in public places depend on country, and age factors. This attitude in turn significantly affects the usage frequency of mobile phones. In addition, usage frequency also is affected by gender and work status.

- **Arvind Sahay and Nivedita Sharma (2010)** focused on brand relationships are indeed important for different categories of young consumers; second, to investigate the effect of peer influence, family influence, and brand relationships on switching intentions amongst young consumers; and third, to look at the impact of price changes on switching intentions in the context of brand relationships. Researcher's results suggest that young consumers develop relationships on all brand relationship dimensions.

- **Ramakrishnan Venkatesakumar, D. Ramkumar and P. ThillaiRajan, (2008)**, confirms that Brand loyalty and brand switching behavior of the consumers are evergreen issues of research and strategic importance to the marketers and academic researchers. The current research aims to address the significance of product attributes in brand switching behavior through multi-dimensional scaling and results suggest that a set of product attributes trigger the intention to switch the current brand.

- **Heikki Karjalainen, Jari Karvonen et al, (2005)**, had analyzed that Mobile phone markets are one of the most turbulent market environments today due to increased competition and change. Thus, it is of growing concern to look at consumer buying decision process and cast light on the factors that finally determine consumer choices between different mobile phone brands. On this basis, this research 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 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.

- **Luca Petruzzellis (2010)**, referred and concluded that technology nowadays is overcome by customer preferences and needs. In particular, the role of the brand is to be analyzed with respect to its influence in shifting customer preferences from the technical performances (tangible elements) to the emotional/symbolic ones (intangible elements). The researchers had provided an analysis of the brand attitude and perception tested and viewed through user eyes.

- **Chu-Mei Liu (2002)** inferred that Branding is important to manufacturers, retailers and consumers. Brands with higher brand equity have higher sales. The growth of mobile phone subscriptions is considerably faster in the Philippines. Advertising and promotion are undertaken through cooperation between the service providers and mobile phone manufacturers. The study tries to find out the effects of the different activities on consumer choice of mobile phone brands.

- **Hans Kasper, Josée Bloemer, Paul H. Driessen, (2010)**, has thrown light on how consumers cope with confusion caused by overload in information and/or choice. The paper investigates whether consumers who face different degrees of confusion use different coping strategies depending upon their decision-making styles. The researchers found that consumers of mobile phones can be characterized by combinations of decision-making styles and find three clusters based on decision-making styles: "price conscious and cautious" consumers, "brand-loyal and quality-

driven” consumers, and “functionalist” consumers. Results show significant main effects of the degree of confusion and the decision-making styles on the use of coping strategies as well as a significant interaction effect of these two.

- **Anne Martensen, (2007)**, examine tweens' (8–12-year-olds) satisfaction with and loyalty to their mobile phones and the relationship between these. The results indicate that tweens are far more satisfied with their mobile phones than adults are and that the mobile phones fulfill children's expectations to a much higher degree. Still, brands are not able to turn tweens into loyal customers who will recommend their mobile phones to friends. Tweens' loyalty is lower than what is experienced for adults and the relationship between satisfaction and loyalty is very weak.

- **PratompongSrinuan, Mohammad TsaniAnnafari, Erik Bohlin, (2011)**, states that subscriber characteristics, including age, government officer, self-employed, internet use, central region, and southern region, are significant in explaining the switching behavior of Thai mobile subscribers. This study also shows that the largest mobile operators will gain more switching subscribers than smaller operators. The study shows that the expected impact of implementing MNP without national mobile roaming regulations would be worse for smaller mobile operators. The smaller operators need to compete on both price and quality improvement. In the short run, it would not be possible for the smaller operators to compete with the larger operators due to the inequality in the quality of network coverage.

- **Ajax Persaud, Irfan Azhar, (2012)** concludes that consumers' shopping style, brand trust, and value are key motivations for engaging in mobile marketing through their smartphones. Further research should focus on specific tactics marketers use to engage customers beyond marketing messages, that is, how they engage customers in dialogue to build relationships, encourage purchases and build loyalty. This could reveal how customers really want to engage in mobile marketing.

- **Ahmed Alamro, Jennifer Rowley, (2011)** explored that there are 11 antecedents of brand preference; these can be theoretically clustered into three groups: awareness antecedents (controlled communication (advertising), and uncontrolled communication (publicity, word of mouth)); image antecedents (service value attributes (price, quality), provider attributes (brand personality, country of origin, service (employee + location)), and corporate status (corporate image, corporate reputation)); and, customer attribute antecedents (satisfaction, perceived risk, and reference group). Multiple regression showed the contribution of each of these antecedents to brand preference.

- **HandeKimiloglu, V. Aslihan Nasir, Süphan Nasir, (2010)**, aims to discover consumer segments with different behavioral profiles in the mobile phone market. Pragmatic consumers are found to give high importance to the functional, physical and convenience-based attributes of the product. The abstemious group also gives importance to functionality along with design. While value-conscious consumers focus strongly on price, the charismatic segment represents the want-it-all group valuing many attributes such as technological superiority, practicality, durability, functionality, and design. The study also includes findings and discussions about the differences these clusters display in terms of their involvement and loyalty styles.

- **Lynda Andrews, Judy Drennan, Rebekah Russell-Bennett, (2012)** examine the nature of consumers' perceptions of the value they derive from the everyday experiential consumption of mobile phones and how mobile marketing (m-marketing) can potentially enhance these value perceptions. The findings highlight ways to tailor m-marketing strategies to complement consumers' perceptions of the value offered through their mobile phones.

- **Asta Salmi, Elmira Sharafutdinova, (2008)** signifies that the general features (high power distance, femininity, high uncertainty avoidance) characterizing Russian culture affect preferred mobile phone design. Long-term values are seen, for example, in family orientation, which affects the use of mobile phones. Changing cultural and socioeconomic features are seen in the strict division of consumers into distinct segments. Current aspects of society, such as high level of street crime, are apparent in the desired features of products. The emerging Russian markets seem to consist of

very different consumer groups and simultaneously represent both old and new cultural features and norms. Design has become a central tool for affecting product marketing, and an influential community of designers and a design industry are emerging.

- **Kurt Matzler, Sonja Bidmon, Sonja Grabner-Kräuter, (2006)** explore the relationship among two personality traits (extraversion and openness), hedonic value, brand affect and loyalty. It argues that individual differences account for differences in the values sought by the consumer and in the formation of brand affect and loyalty. It was found that extraversion and openness are positively related to hedonic product value and that the personality traits directly (openness) and indirectly (extraversion, via hedonic value) influence brand affect which in turn drives attitudinal and purchase loyalty.

- **Fred Robins, (2003)** analyzed that the marketing of the next generation of mobile phones. It begins with comments on the state of the telecom industry and draws attention to elements of technological and product convergence, highlighting the point that while industry convergence on digital technology is a fact, today's mobile telephony marketplace is nonetheless characterized by three generations of technology and the latest generation, 3G, embraces three related but competing standards. The research examines 2G, 2 and a half G and 3G developments around the world and identifies factors relevant to the marketing of 3G, including recognition of geographical and user diversity and the consequent need for marketers to keep these various user perspectives in mind. However, customer desire for personalization, including personalised 3G services, are important features of the marketplace, as will be the availability of simple, secure payment systems.

- **Jaakko Sinisalo, Jari Salo, Heikki Karjalainen, Matti Leppäniemi, (2007)** states that the purpose of this study is twofold. First, in order to guarantee a coherent discussion about mobile customer relationship management (mCRM), this paper presents a conceptualization of mCRM delineating its unique characteristics. Second, the authors develop the empirically grounded framework of the underlying issues in the initiation of mCRM. Researchers have identified issues that can be divided into three categories

(exogenous, endogenous and mCRM-specific) the company has to take into account when moving towards mCRM.

2.3 CONCLUTION

A literature review may constitute an essential chapter of a thesis or dissertation or may be a self-contained review of writings on a subject. In either case, its purpose is to place each work in the context of its contribution to the understanding of the subject under review. Describe the relationship of each work to the others under consideration. Identify new ways to interpret, and shed light on any gaps in, previous research. Resolve conflicts amongst seemingly contradictory previous studies. Point the way forward for further research!

CHAPTER- 3

RESEARCH METHODOLOGY

3.1 DESCRIPTIVE RESEARCH

Design Descriptive research is a study designed to depict the participants in an accurate way. More simply put, descriptive research is all about describing people who take part in the study.

3.2 SOURCES OF DATA

Data collection is the term used to describe a process of preparing and collecting data.

Primary Data – Questionnaire given to 120 respondents.

Secondary Data - Websites and online journals, Published reports & Review of literature from published articles.

3.3 STRUCTURE OF QUESTIONNAIRE

Questionnaire was divided into two sections. First part was designed to know the general information about customers and the second part contained the respondent 's opinions about customer's preference.

3.4 SAMPLING TECHNIQUE

Convenience sampling method

A convenience sample is one of the main types of non-probability sampling methods. A convenience sample is made up of people who are easy to reach.

3.5 PERIOD OF STUDY

The duration of study is from January 2021 to March 2021 which is three months of study.

3.6 LIMITATION OS THE STUDY

1. The analysis of the present study has been carried out based on the information has collected from the budget mobile phones.
2. The study is an opinion survey; caution may have to be exercised while extending the result to other areas.
3. Due to time constrict only 150 numbers of respondents were considered.
4. The result fully depends on the information given by the respondents which may be based.

CHAPTER - 4

DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS STUDY

4.1.1 TABLE: spending on a mobile phone.

S.NO.	Particulars	Respondents	Percentage
1	10000-15000	84	54.54
2	4000-6000	16	10.38
3	6000-10000	46	29.89
4	12000-15000	8	5.19
Total		154	100

Source: Primary data.

INTERPRETION

From the above table it is interpreted that the number of respondents between 10000-15000 of respondents are 54.54%, between 4000-6000 of respondents are 10.38%, between 6000-10000 of respondents are 29.89%, 12000-15000 of respondents are 5.19%.

INFERENCE

Majority (54.54%) of the respondents are between 10000-15000 rupees.

Respondents Preference on spend for a mobile phone

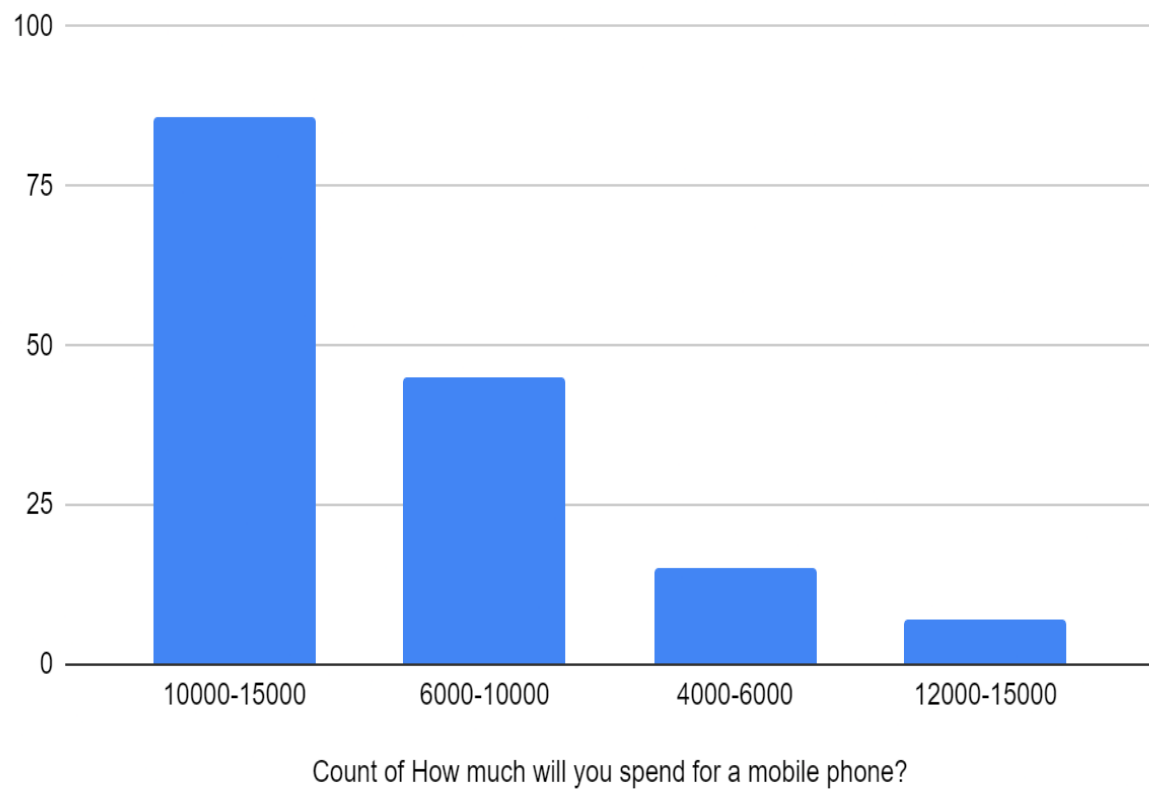


Chart: Spending on a mobile phone.

4.1.2 TABLE: The brand they choose.

s.no	Particulars	Responses	Percentage
1	Realme	40	26.8
2	Samsung	41	27.5
3	Oppo	25	17
4	Mi	23	14.4
5	Vivo	16	10.5
6	Nokia	6	3.9
Total		154	100

Source: Primary Data

INTERPRETION

From the above table it is interpreted that the number of respondents of realme are 26.8%, Samsung of respondents are 27.5%, Oppo of respondents are 17%, Mi of respondents are 14.4%, Vivo of respondents are 10.5%, nokia of respondents are 3.9%.

INFERENCE

Majority (27.5%) of the respondents are Samsung company.

Respondents Preference of Brand

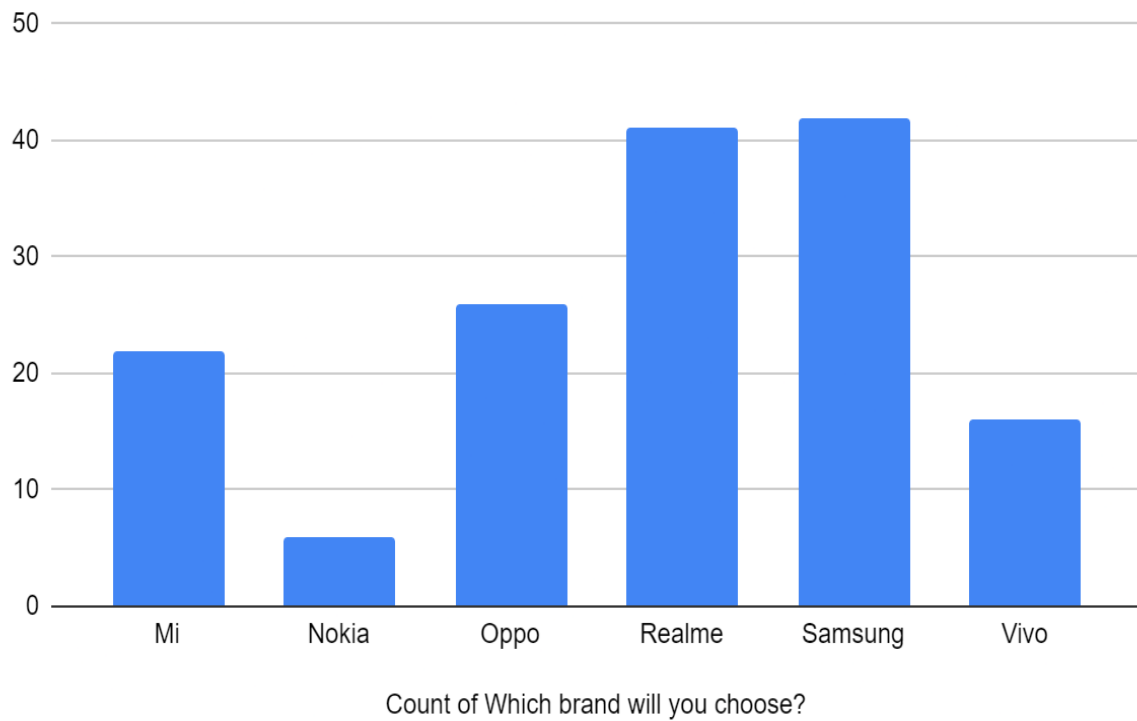


Chart: The brand they choose.

4.1.3 TABLE: RAM they prefer.

S.No.	Particulars	Responses	Percentage
1	2GB	9	5.9
2	4GB	31	20.3
3	6GB	35	22.9
4	8GB	79	51
Total		154	100

Source: Primary Data

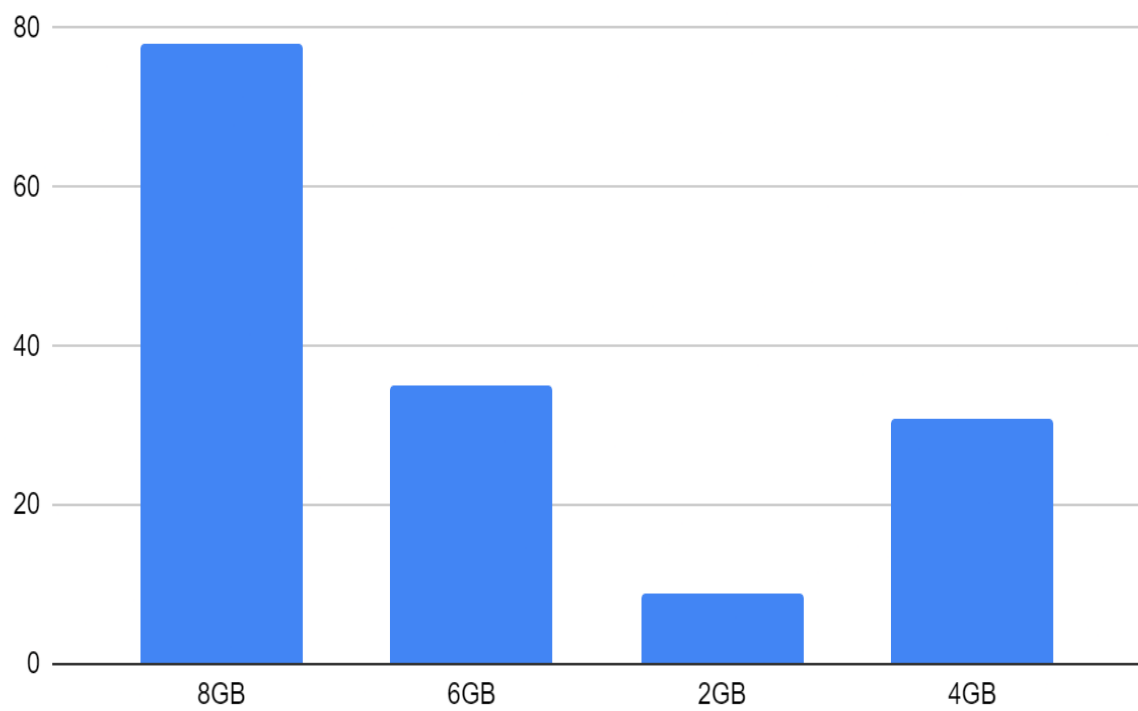
INTERPRETION

From the above table it is interpreted that the number of respondents of 2GB are 5.9%, 4GB of respondents are 20.3%, 6GB of respondents are 22.9%, 8GB of respondents are 51%.

INFERENCE

Majority (51%) of the respondents are 8GB of RAM.

Respondents Preference of RAM



Respondents Preference of RAM

Chart: RAM they prefer.

4.1.4 TABLE: Battery capacity they Prefer.

S.No.	Particulars	Responses	Percentage
1	3500	11	7.2
2	4000	20	13.1
3	4500	51	33.3
4	5000	72	46.4
Total		154	100

Source: Primary Data

INTERPRETION

From the above table it is interpreted that the number of respondents of 3500 are 7.2%, 4000 of respondents are 13.1%, 4500 of respondents are 33.3%, 5000 of respondents are 46.4%.

INFERENCE

Majority (46.4%) of the respondents are 5000 Mah.

Respondents Preference of Battery Capacity

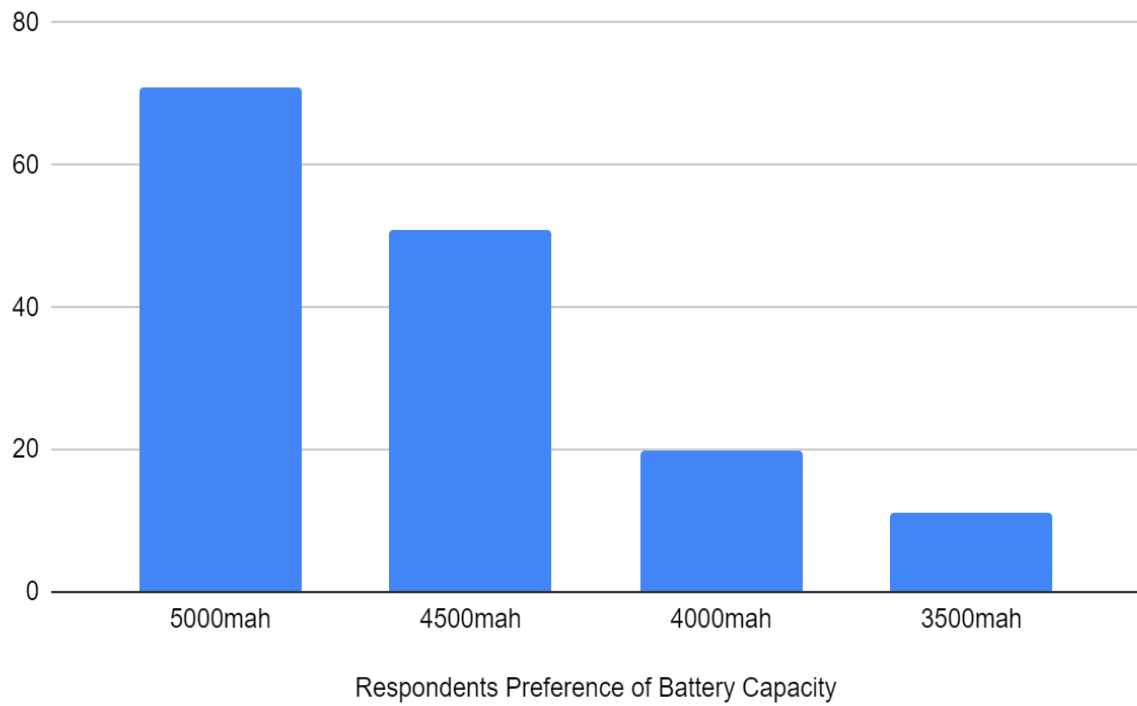


Chart: Battery capacity they prefer.

4.1.5 TABLE: Purpose of the phone.

S.No.	Particulars	Responses	Percentage
1	Business	32	20.9
2	Steaming	30	19.6
3	House usage	27	17.6
4	Gaming	65	41.9
Total			100

Source: Primary Data.

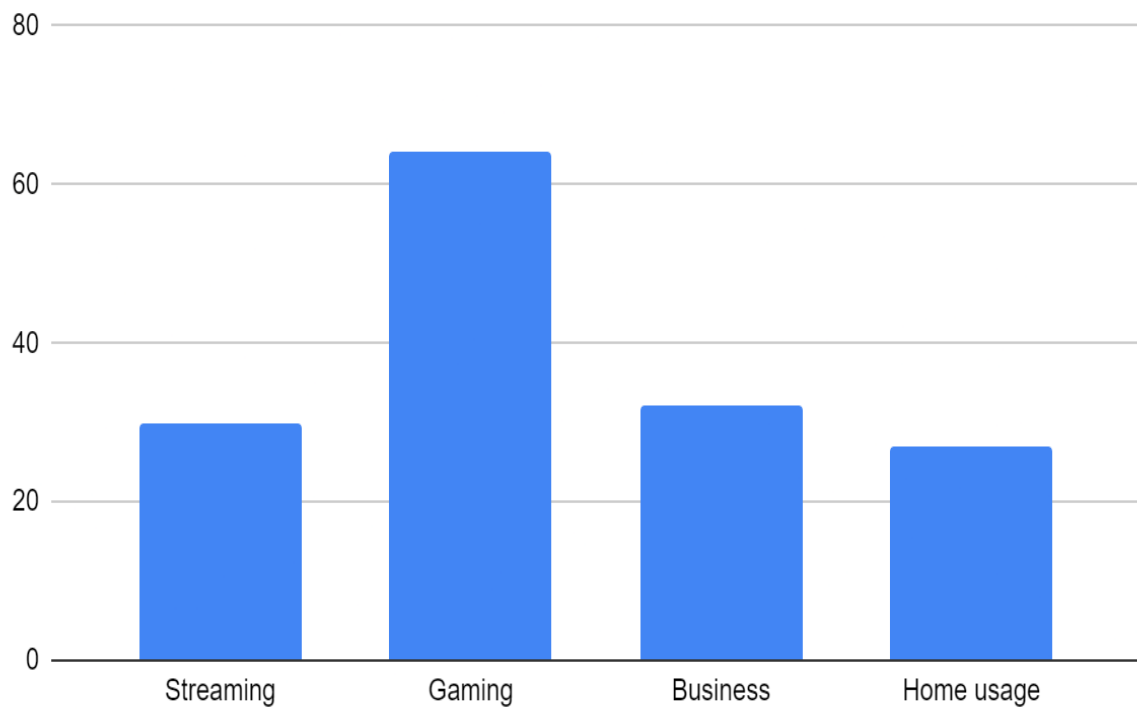
INTERPRETION

From the above table it is interpreted that the number of respondents of streaming are 19.6%, Gaming of respondents are 41.9%, business of respondents is 20.9%, home usage of respondents are 17.6%.

INFERENCE

Majority (41.9%) of the respondents for Gaming

Respondents Purpose of the Preference



Respondents Purpose of the Preference

Chart: Purpose of the phone.

4.1.6 TABLE: Processor they prefer.

S.No.	Particulars	Responses	Percentage
1	Samsung Exynos	27	17.6
2	MediaTek Helio	16	10.5
3	HiSilicon Kirin	21	13.7
4	Qualcomm Snapdragon	90	58.2
Total		154	100

Source: Primary Data

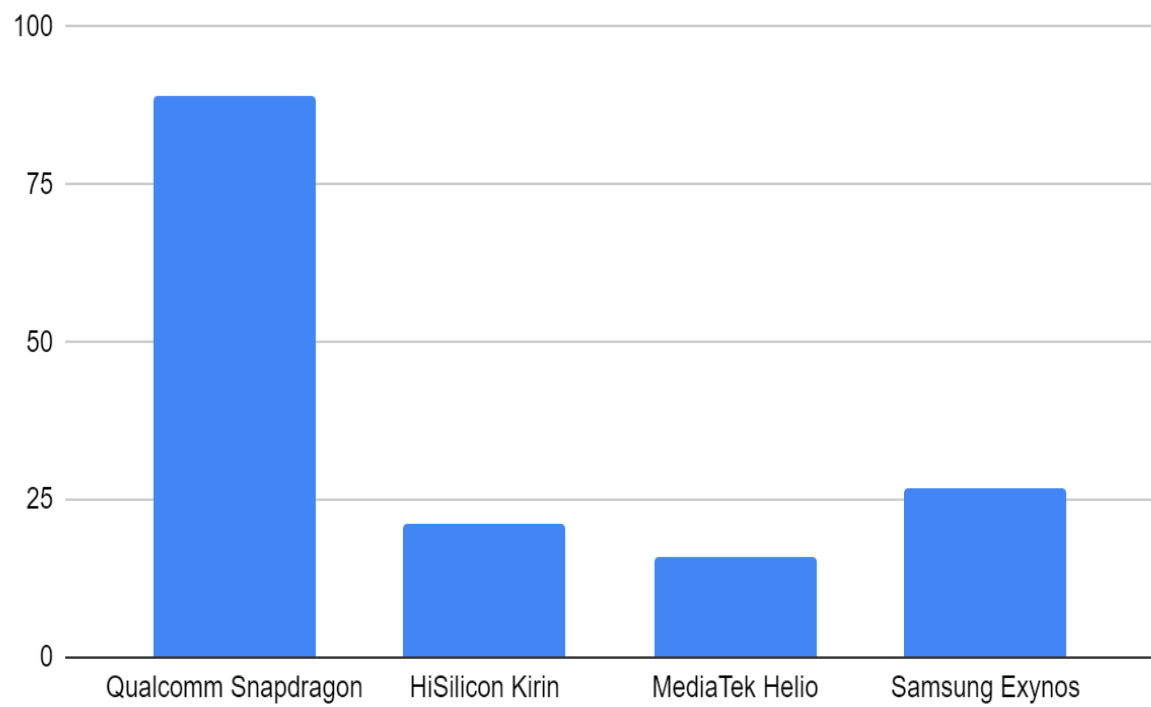
INTERPRETION

From the above table it is interpreted that the number of respondents of Qualcomm Snapdragon are 58.2%, HiSilicon Kirin of respondents are 13.7%, MediaTek Helio of respondents are 10.5%, Samsung Exynos of respondents are 17.6%.

INFERENCE

Majority (58.2%) of the respondents are Qualcomm Snapdragon.

Respondents Preference of the Processor



Respondents Preference of the Processor

Chart: Processor they prefer.

4.1.7 TABLE: Screen resolution they prefer.

S.no.	Particulars	Responses	Percentage
1	480	1	0.7
2	720	21	13.7
3	1080	61	39.9
4	1440	71	45.8
Total		154	100

Source: Primary Data.

INTERPRETION

From the above table it is interpreted that the number of respondents of 1080p are 39.9%, 1440p of respondents are 45.8%, 720p of respondents are 13.7%, 480p of respondents are 0.7%.

INFERENCE

Majority (45.8%) of the respondents are 1440p.

Respondents Preference of Screen Resolution

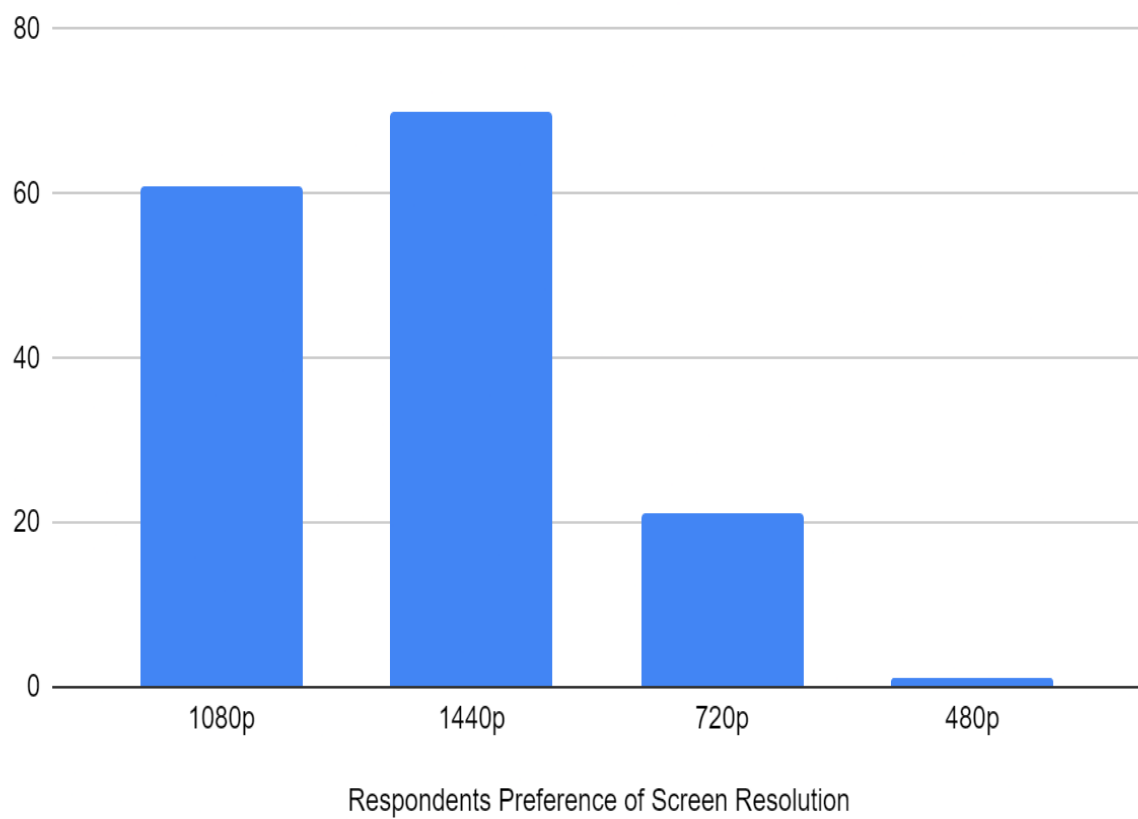


Chart: Screen resolution they prefer.

4.1.8 TABLE: Camera quality they prefer.

S.No	Particulars	Responses	Percentage
1	16mp	19	12.4
2	32mp	19	12.4
3	48mp	38	24.8
4	64mp	78	50.4
Total		154	100

Source: Primary data.

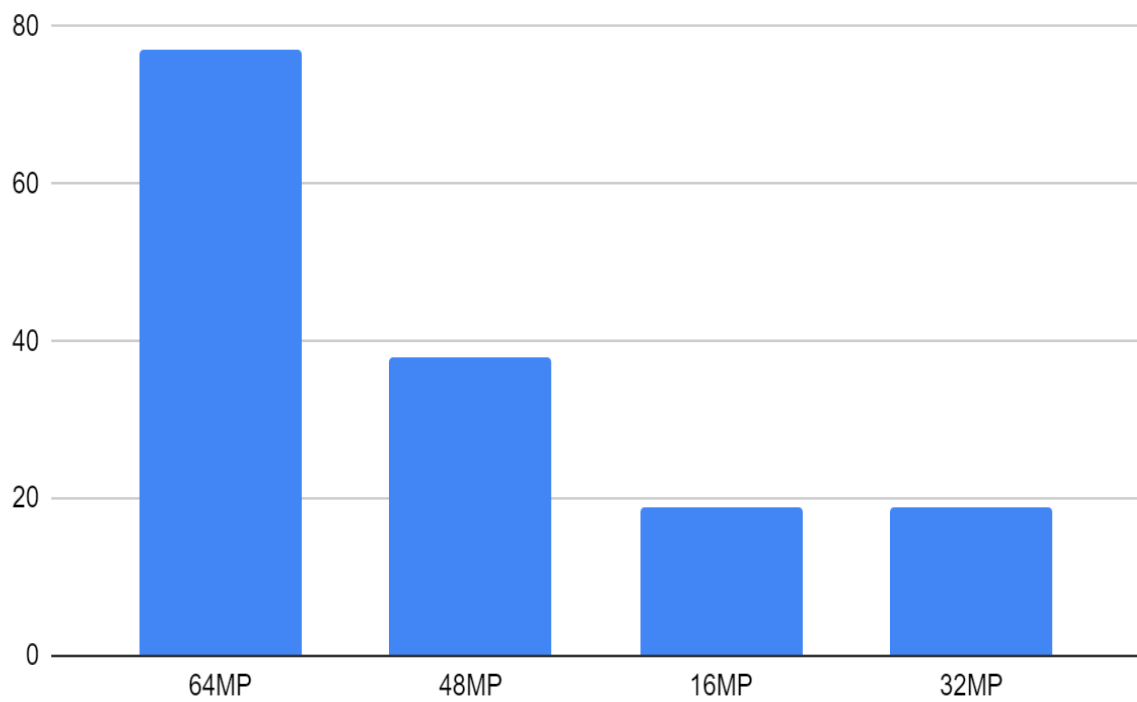
INTERPRETION

From the above table it is interpreted that the number of respondents of 64mp are 50.4%, 48mp of respondents are 24.8%, 16mp of respondents are 12.4%, 32mp of respondents are 12.4%.

INFERENCE

Majority (50.4%) of the respondents are 64mp.

Respondents Preference of Camera Quality



Respondents Preference of Camera Quality

Chart: Camera quality they prefer.

4.1.9 TABLE: The colour they prefer.

S.No.	Particulars	Responses	Percentage
1	Black	56	36.6
2	Blue	42	27.5
3	White	38	24.8
4	Grey	18	11.1
Total		154	100

Source: Primary Data

INTERPRETION

From the above table it is interpreted that the number of respondents of Black are 36.6%, Blue of respondents are 27.5%, white of respondents are 24.8%, Grey of respondents are 11.1%.

INFERENCE

Majority (36.6%) of the respondents are Black.

Respondents Preference of Colour

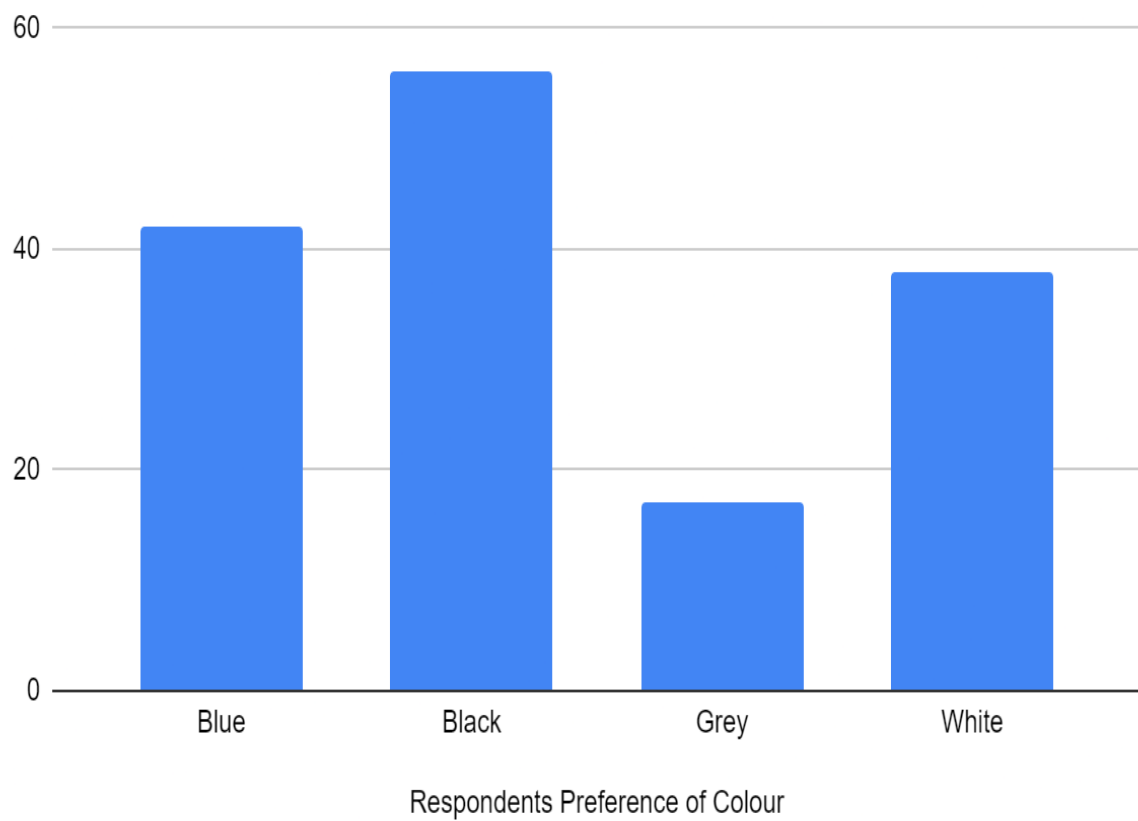


Chart: The colour they prefer.

4.1.10 TABLE: Basis of their preference.

S.No.	Particulars	Responses	Percentage
1	Based on brand wise	31	20.2
2	Based on the processor wise	52	34
3	Or both brand and processor wise	71	45.8
Total		154	100

Source: Primary Data.

INTERPRETION

From the above table it is interpreted that the number of respondents of Both Brand and Processor are 45.8%, Based on brand wise of respondents are 20.3%, Based on Processor wise of respondents are 34%.

INFERENCE

Majority (45.8%) of the respondents are Both Brand and Processor wise.

Respondents Preference of Phone

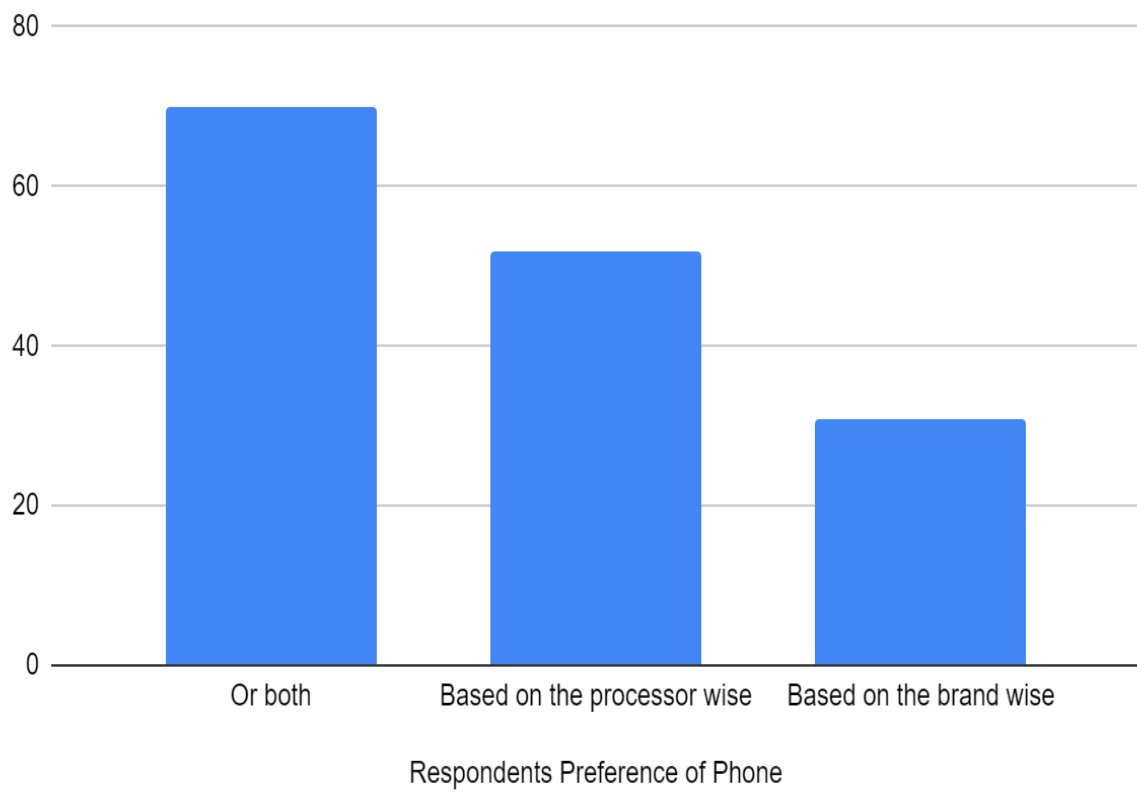


Chart: Basis of their preference.

4.1.11 TABLE: Preference of mobile.

S.No.	Particulars	Responses	Percentage
1	MidRange	86	55.6
2	Flatship	68	44.4
Total		154	100

Source: Primary Data

INTERPRETION

From the above table it is interpreted that the number of respondents of flatship are 44.4%, MidRange of responses are 55.6%.

INFERENCE

Majority (55.6%) of the respondents are MidRange.

Respondents Preference of Phone Type

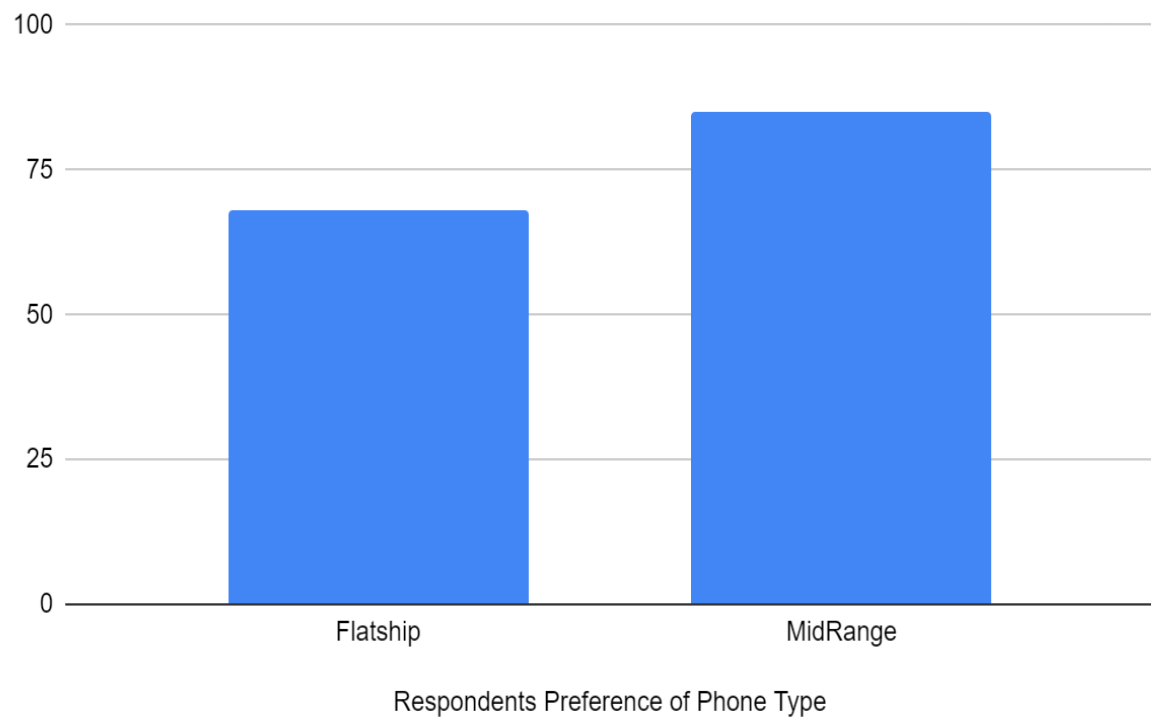


Chart: Preference of Mobile.

4.1.12 TABLE: Preference of front camera

S.No.	Particulars	Responses	Percentage
1	Notch camera	70	45.1
2	Tear drop camera	45	29.4
3	Popup camera	39	25.5
Total		154	100

Source: Primary Data

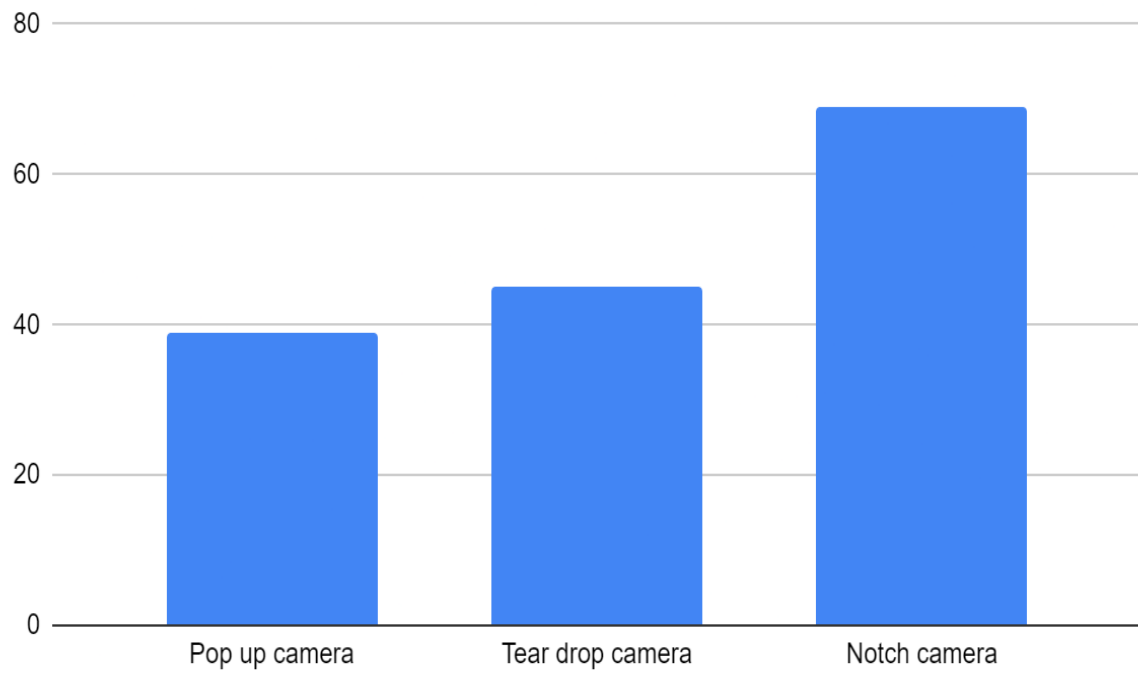
INTERPRETION

From the above table it is interpreted that the number of respondents of are popup camera are 25.5%, tear drop camera are 29.4 and notch camera of responses are 45.1%.

INFERENCE

Majority (45.1%) of the respondents are Notch camera.

Respondents Preference of Camera Type



Respondents Preference of Camera Type

Chart: Preference of front camera

4.1.13 TABLE: Preference of screen type.

S.No.	Particulars	Responses	Percentages
1	Curved Edge	89	57.5
2	Sharped Edge	65	42.5
Total		154	100

Source: Primary Data.

INTERPRETION

From the above table it is interpreted that the number of respondents of are curved edge are 57.5%, Sharped edge 42.5%.

INFERENCE

Majority (57.5%) of the respondents are Curved Edge.

Respondents preference of Screen Type

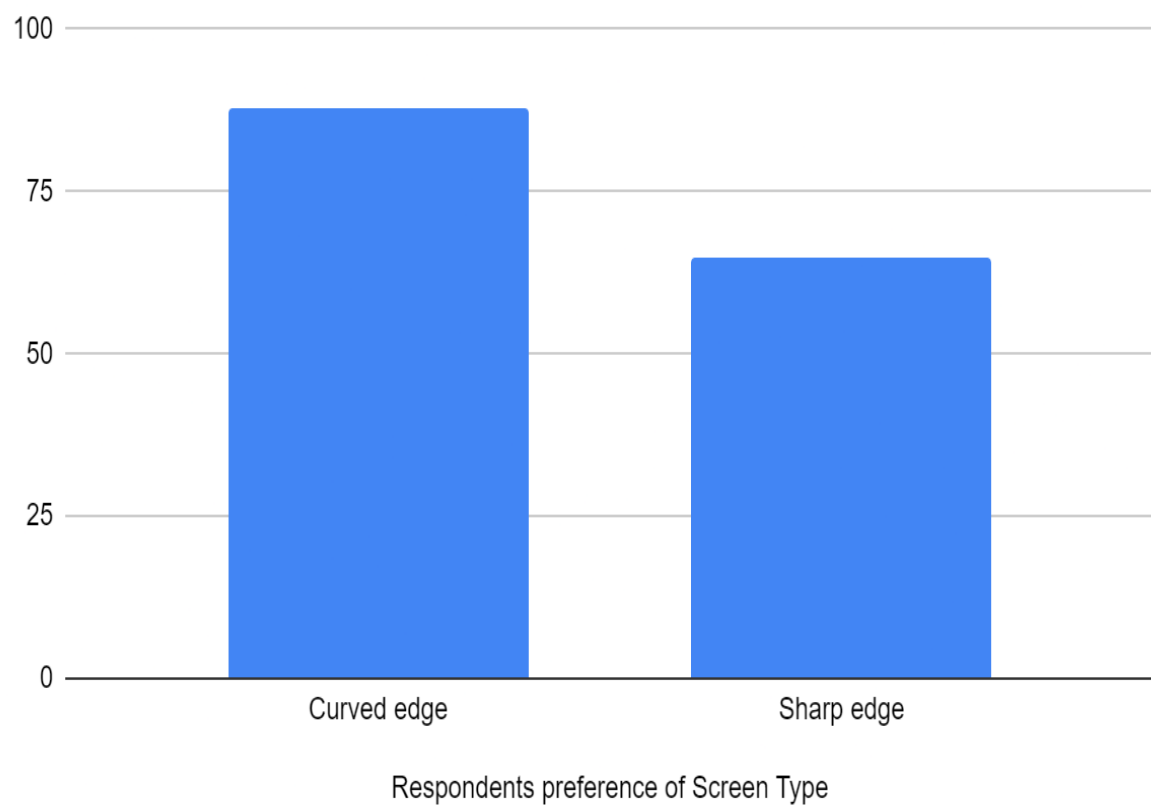


Chart: Preference of screen type.

4.1.14 TABLE: Preference of Security Unlock

S.No.	Particulars	Responses	Percentage
1	Near Back Camera	40	26.1
2	In Power Button	33	21.6
3	Home Button	25	16.3
4	Indisplay Fingerprint Sensor	56	35.9
Total		154	100

Source: Primary Data.

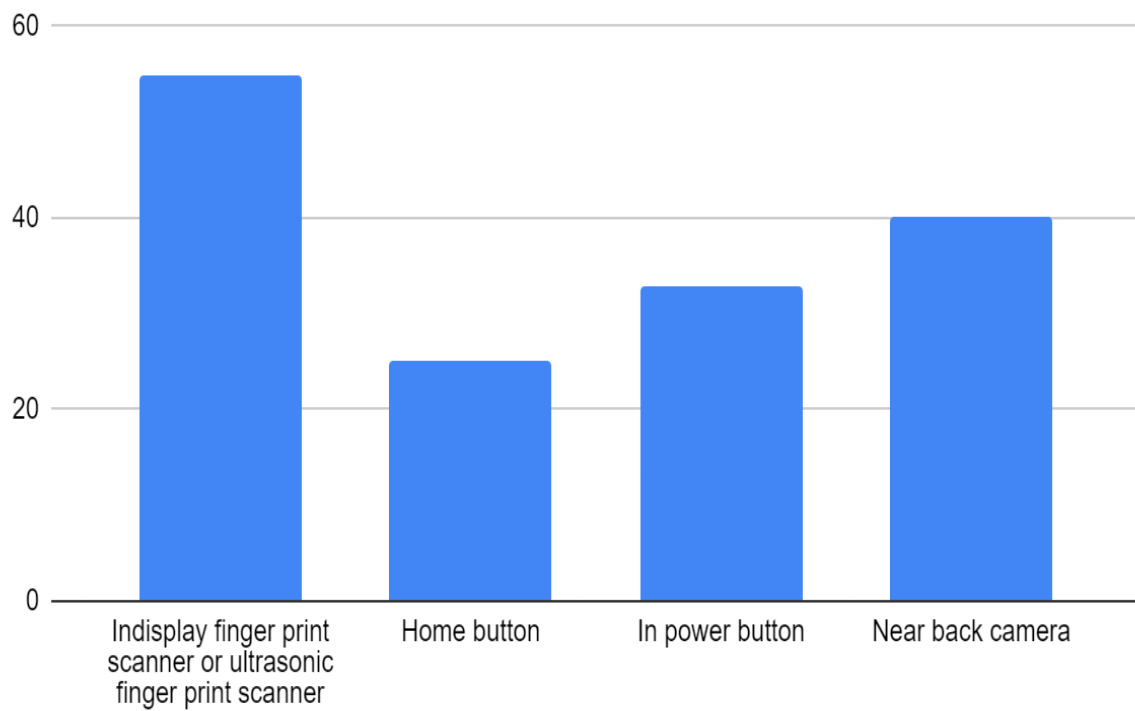
INTERPRETION

From the above table it is interpreted that the number of respondents of are Near Back Camera are 26.1%, in power button are 21.6%, home button is 16.3%, Indisplay Fingerprint Sensor 35.9%.

INFERENCE

Majority (35.9%) of the respondents are Indisplay Fingerprint Sensor.

Respondents Preference of a finger print scanner



Respondents Preference of a finger print scanner

Chart: Preference of Security Unlock

4.1.15 TABLE: Preference in Snapdragon Processor.

S.No.	Particulars	Responses	Percentage
1	Qualcomm Snapdragon 660 Series	29	19
2	Qualcomm Snapdragon 720G Series	59	38.6
3	Qualcomm Snapdragon 800 Series	66	42.6
Total		154	100

Source: Primary Data.

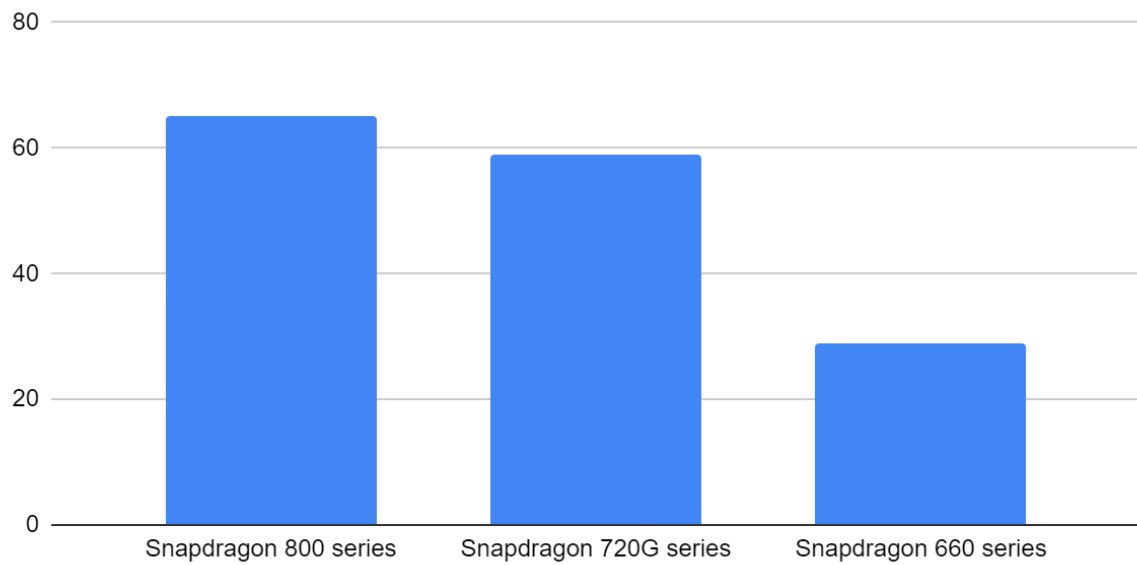
INTERPRETION

From the above table it is interpreted that the number of respondents of are Qualcomm Snapdragon 660 series is 19%, Qualcomm Snapdragon 720G Series is 38.6%, Qualcomm Snapdragon 800 Series is 42.6%.

INFERENCE

Majority (42.6%) of the respondents are Qualcomm Snapdragon 800 Series.

Respondents Preference in Qualcomm Snapdragon Processor



Respondents Preference in Qualcomm Snapdragon Processor

Chart: Preference in Snapdragon Processor.

CHAPTER – 5

5.1 FINDINGS

- Majority (54.54%) of the respondents are between 10000-15000 rupees.
- Majority (27.5%) of the respondents are Samsung company.
- Majority (51%) of the respondents are 8GB of RAM.
- Majority (46.4%) of the respondents are 5000mah
- Majority (41.9%) of the respondents for Gaming.
- Majority (58.2%) of the respondents are Qualcomm Snapdragon.
- Majority (45.8%) of the respondents are 1440p.
- Majority (50.4%) of the respondents are 64MP.
- Majority (36.6%) of the respondents are Black.
- Majority (45.8%) of the respondents are Both Brand and Processor wise
- Majority (55.6%) of the respondents are MidRange.
- Majority (45.1%) of the respondents are Notch camera.
- Majority (57.5%) of the respondents are Curved Edge.
- Majority (35.9%) of the respondents are Indisplay Fingerprint Sensor.
- Majority (42.6%) of the respondents are Qualcomm Snapdragon 800 Series.

5.2 SUGGESTIONS

- The overall experience index from the study reveals that the customer is satisfied about the budget phones which is offered by the company.
- Customer want to buy a smartphone with advance feature and the best option, then they need to check the processor, camera, battery, storage and operating system from the display of the smartphone.
- The company should make sure that their phone is modern and reliable. So, customers can use mobile phones for few of years than a laptop or a desktop.
- The best quality should be provided to the customer preferences.

5.3 CONCLUTION

Hence Budget phones have brought on a whole new age of technology and they do make life more convenient in terms of price. We respect to the above study and findings thereby, people prefer higher specification, Quality and Reliability in low budget phones. Day to day budget phones having greater specification than Flatship phones in terms of battery, storage, operating system (os) etc., The above study will help the customer preference about Budget Phones.

APPENDIX (Questionnaire)

1. Personal Details :

i. Name :

ii. Phone Number:

2. How much will you spend for a mobile phone?

a. 8000-9000 b. 9000-10000 c. 10000-12000 d. 12000-15000

3. Which brand will you prefer?

a. MI b. Samsung c. Realme d. Oppo e. Vivo f. Nokia g. Micromax

4. How much RAM will you prefer?

a. 2GB b. 4GB c. 6GB d. 8GB

5. Which battery capacity will you prefer?

a. 3500mah b. 4000mah c. 4500mah d. 5000mah

6. What is the purpose of using mobile phone?

a. Business b. Gaming c. Streaming d. house usage

7. Which processor (chipset) will you prefer?

- a. Samsung Exynos b. Qualcomm Snapdragon c. MediaTek Helio
- d. HiSilicon Kirin

8. Which screen resolution will you prefer?

- a. 480p b. 720p c. 1080p d. 1440p

9. Which camera quality will you prefer?

- a. 16MP b. 32MP c. 48MP d. 64MP

10. Which colour will you choose?

- a. Blue b. Black c. White d. Grey

11. On what basis will you prefer?

- a. On Basis on price b. On Basis on quality c. On Basis on Brand d. On Basis on Processor

12. Which will you prefer?

- a. Flatship b. MidRange

13. Which front camera will you prefer?

- a. Tear drop camera b. Notch Camera c. Popup camera

14. Which type of screen will you prefer?

- a. Sharped edge b. Curved edge

15. Where do you like to have a finger print scanner?

- a. Near back camera b. Home button c. in power button d. Indisplay finger print scanner or ultrasonic scanner

16. In Qualcomm Snapdragon which processor will you prefer?

- a. Snapdragon 400 series b. Snapdragon 600 series c. Snapdragon 720G series
d. Snapdragon 800 series

17. Please give your feedback / suggestion to improve the preference of the customer of budget phones.

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