

A STUDY ON BRAND IMAGE AND CUSTOMER SATISFACTION IN MOBILE PHONE

Submitted in partial fulfillment of the requirements for the award of
Bachelors of Business Administration

by

KIRUTHIKA N

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SCHOOL OF BUSINESS ADMINISTRATION

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with Grade “A” by NAAC | 12B Status by UGC | Approved by AICTE

Jeppiaar Nagar, RAJIV GANDHI SALAI, CHENNAI - 600 119

April – 2021



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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the Bonafede work of **N. KIRUTHIKA (38280056)** who have done the Project work entitled “**A STUDY ON BRAND IMAGE AND CUSTOMER SATISFACTION IN MOBILE PHONE**” under my supervision from January 2021 to March 2021.

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with signature)

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(Name in Capital Letters
with signature)

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KIRUTHIKA N

DECLARATION

I **KIRUTHIKA N (38280056)** hereby declare that the Project Report entitled “**A STUDY ON BRAND IMAGE AND CUSTOMER SATISFACTION IN MOBILE PHONE**” done by me under the guide of **MS.M. JAYASEELY** (Internal Guide) is submitted in partial fulfillment of the requirements for the award of Bachelors of Business Administration degree.

DATE:

PLACE: CHENNAI

KIRUTHIKA N

ABSTRACT

In a competitive and Brand conscious market, building Brand Image of Mobile Phones is a challenging task. In this context, this study aims to examine the relationship between Brand Image and Customer Satisfaction in Mobile Phone Market among Customers in Erode District in Tamil Nadu. Based on reviewed literature, it was found that the Brand Image was strongly related to Customer Satisfaction. Accordingly, four independent variables were identified as major dimensions of the Brand Image; Perceived Quality (PQ), Brand Loyalty (BL), Brand Awareness (BW) and Brand Association (BAs). This study was deductive, an exploratory type. The population of the study consisted in Mobile Phone users of Erode District. 150 respondents were selected as the sample representing four main cities in the Erode District using the convenience sampling method. Questionnaire method was administered to collect primary data. Descriptive statistics and inferential statistics techniques were applied to analyse the data. The hypotheses have been tested using Pearson correlation, regression and multiple regression analysis. It was indicated that Brand Awareness as the most significant factor related to Customer Satisfaction. Results showed that there is a significant impact of all independent variables (PQ, BL, BW, BA) on customer satisfaction in Mobile Phone Market. Recommendations were provided to marketers and managers in mobile phone industry to achieve high Customer Satisfaction through building the Image.

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

The mobile is a long range portable electronic device used for mobile communication. This project is to review the customer satisfaction, customer perception, branding. the main goal is to collect the data from public regarding the mobile so that use identify the customer perception. the mobile phone manufacturing companies are growing rapidly and introducing new models with latest technologies to the society. consumers are aware of the recent facilities available in the mobile phone business are vital to its success. Brand

awareness is the key for the success of every business. Brand is a name, term, design, symbol or other features that distinguishes one seller is a product from other. In order to attract new customer and retain the existing customer for any organization the brand image is very important because of the fact that the customer always seek for branded in this current competitive environment. In a competitive and dynamic business environment, the brand image of a product is very important to determine its market position. 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 developing a good image in their mind. Customer loyalty and customer satisfaction are also widely accepted phenomena for all the companies, which is applied as a marketing benchmark for the performance of the company. In order to attract new customers and retain the existing customers for any organization, the brand image is very important because of the fact that the customers always seek for branded products in this current competitive environment. Thus, companies are facing intense challenges in enhancing customer satisfaction and brand image. mobile phone providers also as a growing industry must be given higher attention to the customer satisfaction since mobile phone users" preferences are frequently changing. mobile phone customers in are frequently switching their brand

preference to other competitive brands aiming to get high value and satisfaction. Today, numerous brands are offered in the mobile market and therefore it has created broad space to choose variety brands to fulfil the customer satisfaction. With this situation, evaluating customer's satisfaction is crucial for mobile phone providers to facilitate the best offering to the target market. Therefore, brand image plays a strategic role in the mobile phone market and also managers can gain competitive advantages. So, this study aims to evaluate the impact of Brand Image on determining the Customer position in this market. The mobile phone manufacturing companies are growing rapidly and introducing new model with latest technologies to the society. Consumers aware of the recent facilities available in the mobile phone in different companies and also the price of mobile phone.

1.2 INDUSTRY PROFILE

The mobile phone industry is based on advanced technology and many of the manufactures are operating in different industries, where they use their technology skills, distribution network, market knowledge and brand name. four large manufactures of mobile phones are today dominating the global mobile industry Nokia, apple iPhone, Samsung, vivo and oppo. In addition to these companies there are many Manufactures that operate globally and locally.

1.3 NEED FOR THE STUDY

Mobile is the latest advanced technology to communicate with society. Different people might have different opinion among phone features. This is helpful to consolidate the customer satisfaction. There are many top brands in mobile phone people would to the best brand among the all.

1.4 SCOPE OF THE STUDY

The research measures the experiences of customers.

Defines and analyses the experiences based on key deliverables.

Gains insights into customer expectations.

Customer experience is how customer engage with company and brand through the entire are of being a customer.

1.5 OBJECTIVE OF THE STUDY

1.1.1 Primary objective:

The primary objective of the study was to analyse the brand image on customer satisfaction in the mobile phone.

1.1.2 Secondary objective:

To identify the brand image factors which influences to the mobile phone customer satisfaction.

To study on perception towards the after sales and services.

To analyse the customer satisfaction and problem.

To find out influential factor for selecting a particular mobile service provider.

1.6 LIMITATIONS OF THE STUDY

The analysis of the present study has been carried out based on the information has collected from the brand image and mobile phone.

The study is an opinion survey, caution may have to be exercised while extending the result to other areas Due to time constrict only `150 number of respondents were considered.

The result fully on the information given by the respondents which may be based.

CHAPTER 2

REVIEW OF LITERATURE

2.1 INTRODUCTION

Literature suggest that customer satisfaction and brand Characteristics presented significant relationship. Also, it that the positive relationship between brand image and customer satisfaction mobile phone. Firms want their customers to be attached to their brands with strong feelings. First it is necessary to fulfil customer satisfaction for such a loyalty. When customers are satisfied, they show commitment to continuously buy the same brand and become a loyal customer. No matter how satisfaction level affects loyalty, it alone is not sufficient to create brand loyalty. Literature research related to the findings and suggestions about the research carried out about loyalty and repurchase intentions of the students regarding their mobile phone brands were described.

2.2 List of reviews

- **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.

- **Tajzadeh Namin Aidin (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, (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.

- **Nasr Azad; 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.

- **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 present 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.

- **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.

- **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.

- **Heikki Karafuto, 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.

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.

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.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 RESEARCH DESIGN

3.1.1 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 give 150 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 opinions about customers experience.

3.4 SAMPLING TECHNIQUE

3.1.2 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 December 2021 to March 2022 which is three months of study.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS

Table 4.1.1: Gender of the respondents

S NO	Particulars	No. of Respondents	Percentage
1	Male	79	52.7
2	Female	71	47.3
Total		150	100

Source: Primary data

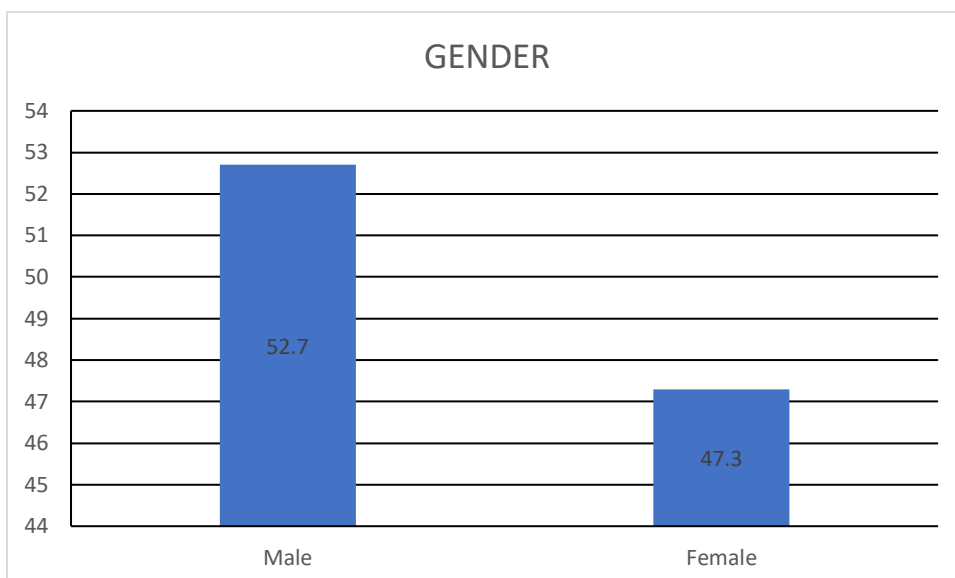


Chart 4.1.1: Gender of the respondents

interpretation

Form the above table it is interpreted that the number of male respondent is 52% and female respondent is 47%.

Reference

Majority (52%) of the respondents are male.

Table 4.1.2: Marital status of the respondents

S NO	Particulars	No. of Respondents	Percentage
1	Married	20	86.7
2	Unmarried	130	13.3
Total		150	100

Source: Primary data

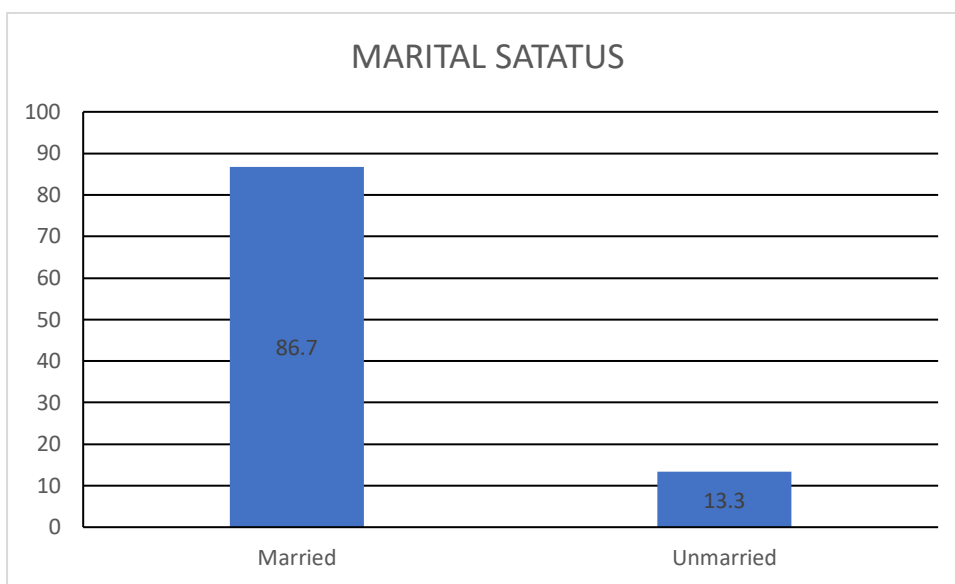


Chart 4.1.2: Marital status of the respondents

Interpretation

From the above table it is interpreted that the number of respondents were 86% in married, 13% in unmarried.

Inference

Majority (86%) of the respondents are married.

Table 4.1.3: Age of the respondents

S.NO	Particulars	No. of Respondents	Percentage
1	18-20	87	58
2	20-25	40	26.7
3	25-30	22	14.7
4	30-40	1	2
5	50-70	0	0
Total		150	100

Source: Primary data

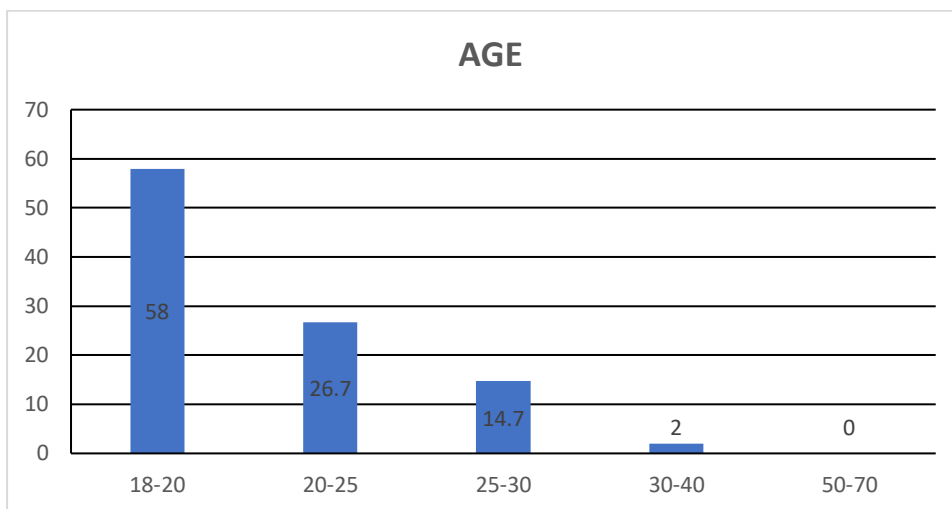


Chart 4.1.3: Age of the respondents

Interpretation

From the above table it is interpretation that the number of respondents between 18 to 20 age of respondents are 58%, between 20 to 25 age of respondents are 26.7%, between 25 to 30 age of respondents 14.7%, between 30 to 40 age of respondents are 2%, between 50 to 70 age respondents 0.00%.

Inference

Majority (58%) of the respondents are age between 18 to 20 years.

Table 4.1.4: Qualification of the respondents

S.NO	particulars	No. of Respondents	Percentage
1	SSLC	9	6
2	HSC	14	9.3
3	UG	99	66
4	PG	28	18
Total		150	100

Source: primary data

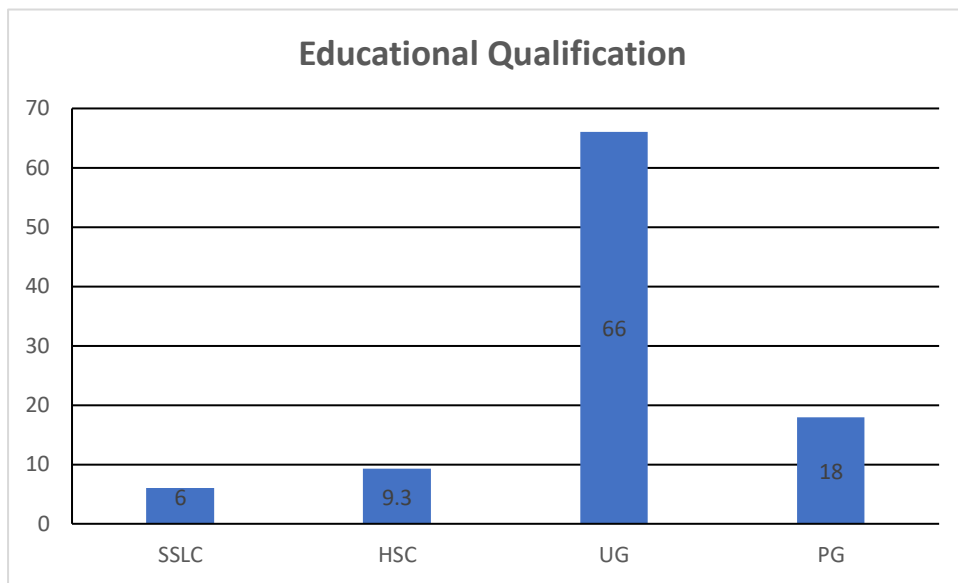


Chart 4.1.4: Qualification of the respondents

Interpretation

From the above it is interpreted that the number of respondents SSLC 6%. HSC 9.3%, UG 66% , PG 18%.

Inference:

Majority (66%) of the respondents are UG.

Table 4.1.5: Occupation of the respondents

S.NO	Particulars	No. of Respondents	Percentage
1	Employees	35	23 .30
2	Businessman	7	4 .70
3	Student	102	68 .00
4	Other	5	3 .30
5	Housewife	1	1 .00
Total		150	100 .00

Source: Primary data.

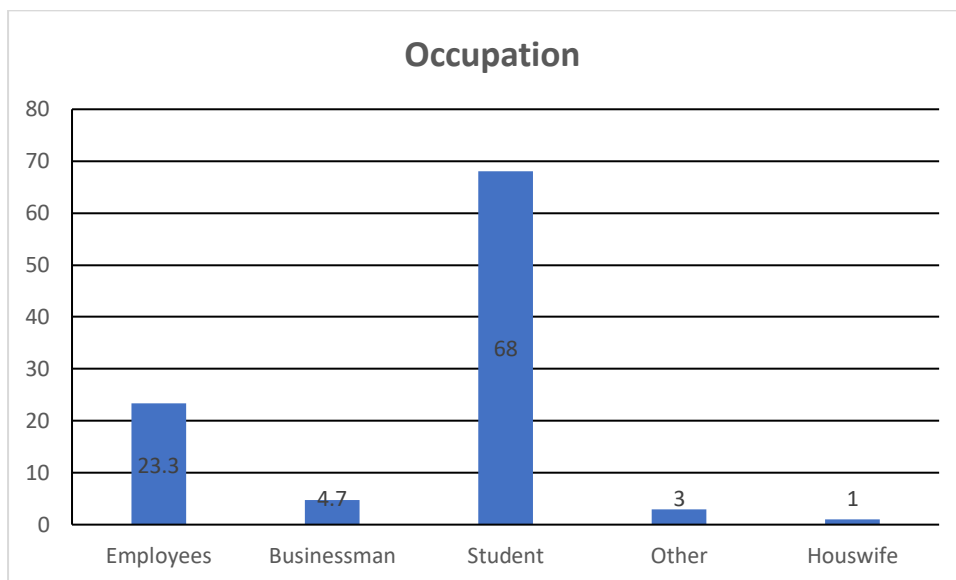


Chart 4.1.5: Occupation of the respondents

Interpretation

From the above table it is interpreted that the number of respondents were 23.3% is Employees, 4.7% is Business, 68% is Student, 3% is Other, 1% is Housewife.

Inference

Majority (68%) of the respondents are student

Table 4.1.6: Which mobile phone brand currently you are using of the respondents

S.NO	Particulars	No. of Respondents	Percentage
1	Apple iPhone	28	18.7
2	Samsung	30	20
3	Nokia	12	8
4	Oppo	27	18
5	Vivo	33	22
6	Other	20	13.3
Total		150	100

Source: Primary data

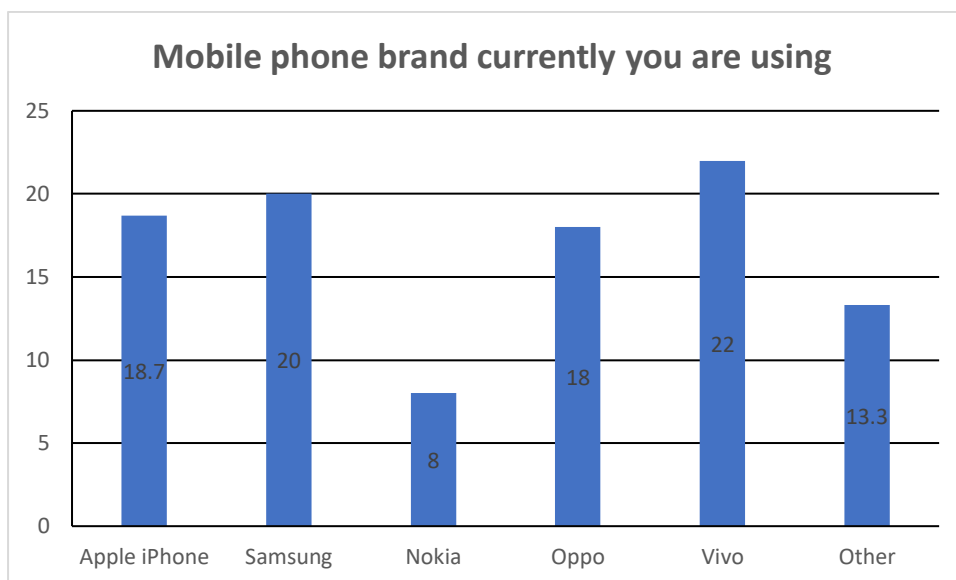


Chart 4.1.6: Which mobile phone brand currently you are using of the respondents

Interpretation

From the above table it is interpreted that the number of respondents preferred 18.7% Apple iPhone, 20% in Samsung, 8% in Nokia, 18% in Oppo, 22% in Vivo, 13.3% in Other.

Inference

Majority (22%) of the respondents are says Vivo.

Table 4.1.7: How long you are using the mobile phone of the respondents

S.NO	Particulars	No. of Respondents	Percentage
1	Less than 1 years	34	22.7
2	1-2 years	75	50
3	2-4 years	23	15.3
4	4-6 years	7	4.7
5	6-8 years	8	5.3
6	3 years	1	0.7
7	5-6 years	1	0.7
8	5 months	1	0.7
Total		150	100

Source: Primary data

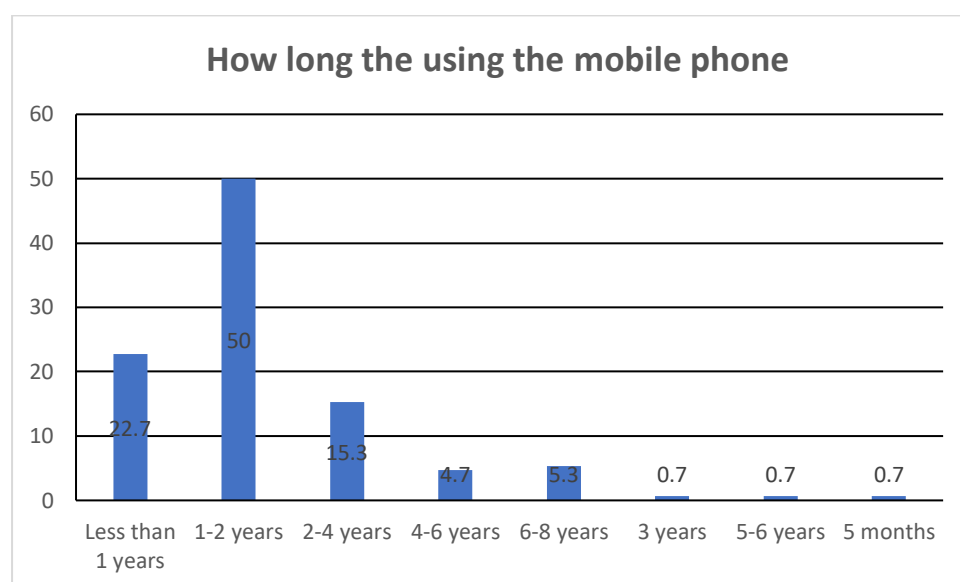


Chart 4.1.7: How long you are using the mobile phone of the respondent

Interpretation

From the above table it is interpreted that the number of respondents 22.7% in less than 1 years, 50% in 1-2 years, 15.3% in 2-4 years, 4.7% in 4-6 years, 5.3% in 6-8 years, 0.7% in 5-6 years, 0.7% in 3 years, 0.7% in 5 month.

Inference

Majority (50%) of the respondents are 1-2 years.

Table 4.1.8: Do you use phone regularly of the respondents

S.NO	Particulars	No. of Respondents	Percentage
1	Regularly	97	64.7
2	Not regularly	15	10
3	Rare	25	16.7
4	Sometime	11	7.3
5	Other	2	1.3
Total		150	100

Source: Primary data

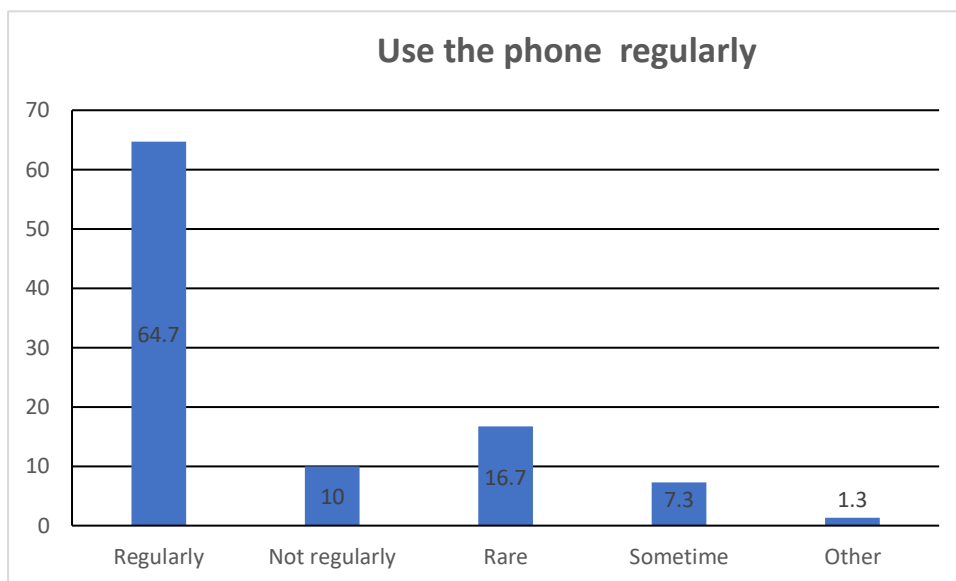


Chart 4.1.8: Do you use phone regularly of the respondents

Interpretation

From the above table it is interpreted that the 64.7% respondents says regularly, 10% says not regularly, 16.7% says rare, 7.3% says sometime, 1.3 says other use the phone regularly.

Inference

Majority (64.7%) of the respondents says use phone regularly.

Table 4.1.9: What phone accessories do you have

S.NO	Particulars	No. of Respondents	Percentage
1	Apple iPhone	29	19.3
2	Samsung	31	20.7
3	Nokia	16	10.7
4	Oppo	26	17.3
5	Vivo	35	23.3
6	Other	13	9
Total		150	100

Source: Primary data

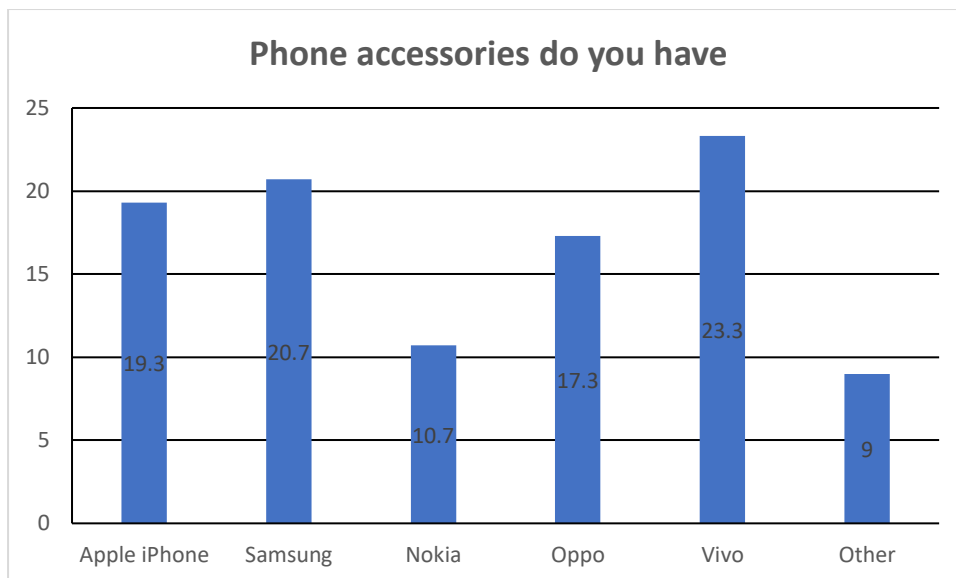


Chart 4.1.9: What phone accessories do you have of the respondents

Interpretation

From the above table it is interpreted that the number of respondents 19.3% in Apple iPhone, 20.7% in Samsung, 10.7% in Nokia, 17.3% in Oppo, 23.3% in Vivo, 9% in Other.

Inference

Majority (23.3%) of the respondents are says Vivo.

Table 4.1.10: Latest mobile phone facilities which you are aware of respondent

S.NO	Particulars	No. of Respondents	Percentage
1	GPRS	17	11.3
2	4G	115	76.7
3	Bluetooth	10	6.7
4	Infrared	2	1.3
5	Video call	6	4
Total		150	100

Source: Primary data

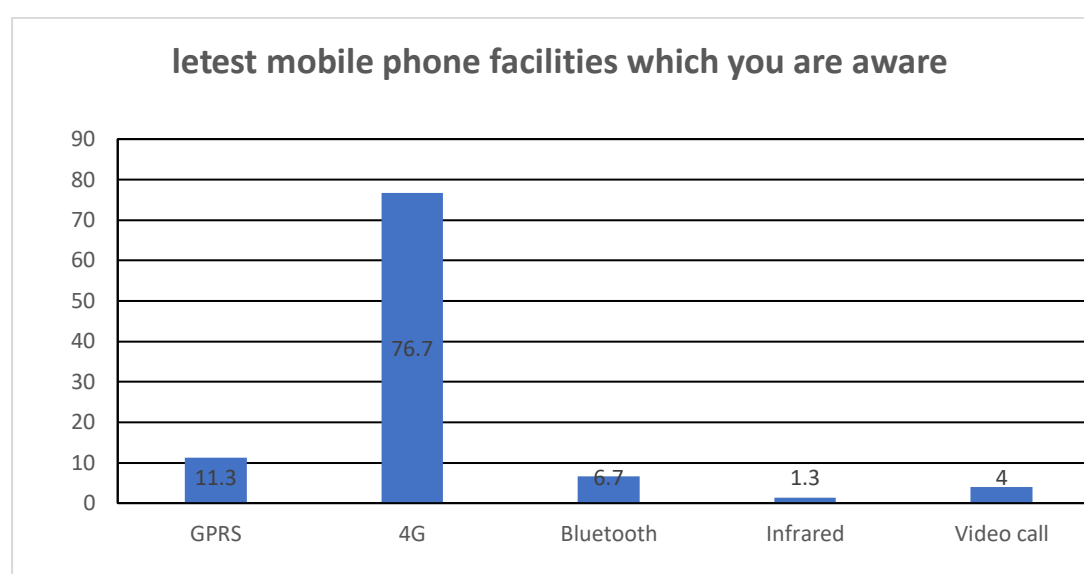


Chart 4.1.10: Latest mobile phone facilities which you are aware of respondent

Interpretation

From the above table it is interpreted that the 11.3% respondents through GPRS, 76.7% in 4G, 6.7% in Bluetooth, 1.3% in Infrared, 4% in Video call.

Inference

Majority (76.7%) of the respondents says 4G.

Table 4.1.11: What would you be willing to pay for a mobile phone

S.NO	Particulars	No. of Respondents	Percentage
1	10000-20000	112	74.7
2	25000-40000	21	14
3	40000-50000	4	2.7
4	50000-60000	4	2.7
5	70000-80000	9	6
Total		150	100

Source: Primary data

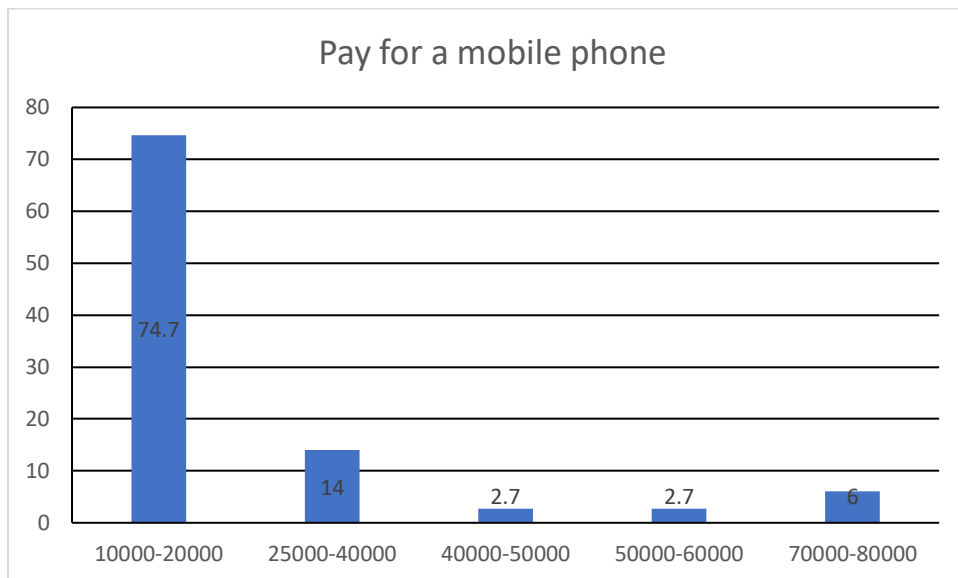


Chart 4.1.11: What would you be willing to pay for a mobile phone

Interpretation

from the above table that the 74.7% of respondents says 10000-20000,14% in 25000-40000,2.7 % in 40000-50000,2.7% in 50000-60000,6% in 70000-80000.

Inference

Majority (74.7%) of the respondents says 10000-20000 pay for a mobile phone.

Table 4.1.12: Features you choose when purchasing mobile phone of the respondents

S.NO	Particulars	No. of Respondents	Percentage
1	Design	17	11.3
2	Brand	79	52.7
3	Sound equality	9	6
4	Battery life	33	22
5	Display @ multiple media	9	6
6	Other	3	2.1
Total		150	100

Source: Primary data

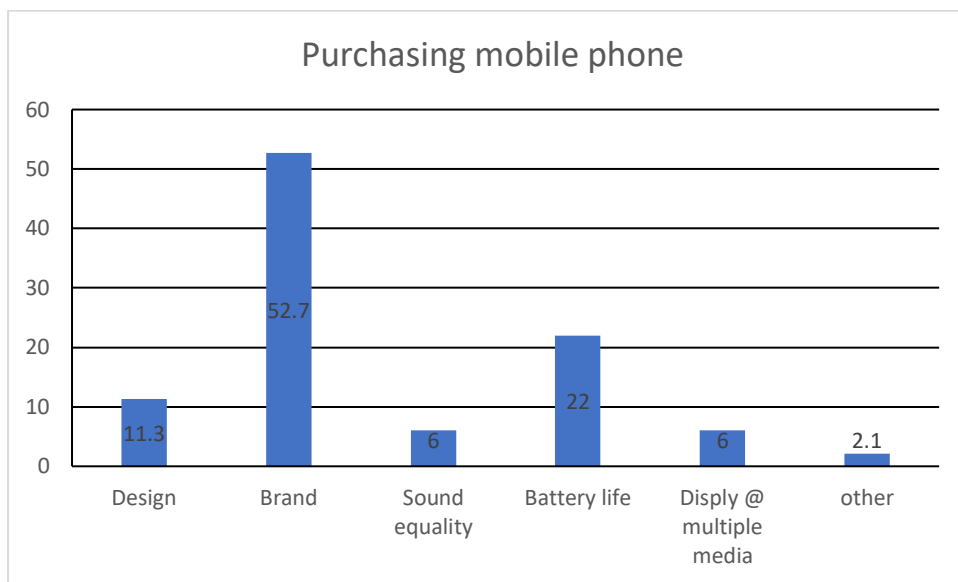


Chart 4.1.12: Features you choose when purchasing mobile phone of the respondents

Interpretation

From the above table that the 11.3% of respondents by design, 52.7% in brand, 6% in sound equality, 22% in battery life, 6% in display @ multiple media, 2.1% in other.

Inference

Majority (52.7%) of the respondents says brand.

Table 4.1.13: Often see the mobile phone advertisement

S.NO	Particulars	No. of Respondents	Percentage
1	study	37	24.7
2	online	51	34
3	news paper	12	8
4	information	46	30.7
5	red ion	4	2.8
Total		150	100

Source: Primary data

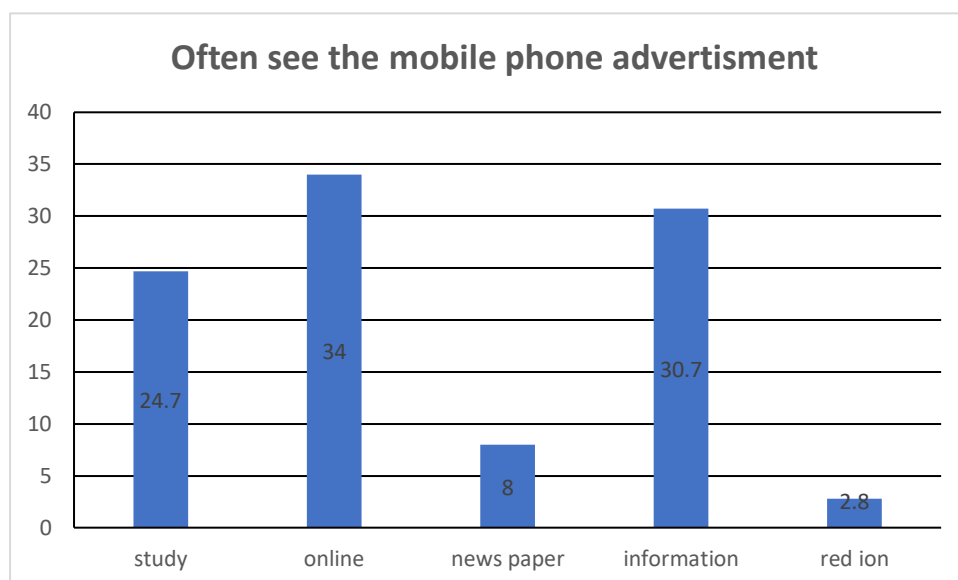


Chart 4.1.13: Often see the mobile phone advertisement

Interpretation

From the above it is interpreted that the 24.7% of respondents through Study, 34% in online, 8% in newspaper, 30.7% in information, 2.8% in red ion.

Inference:

majority (34%) of the respondents says online.

Table 4.1.14: How well does our mobile phone meet needs

S.NO	Particulars	No. of Respondents	Percentage
1	excellent	74	49.3
2	good	50	33.3
3	average	18	12
4	poor	5	3.3
5	bad	3	2
Total		150	100

Source: Primary data

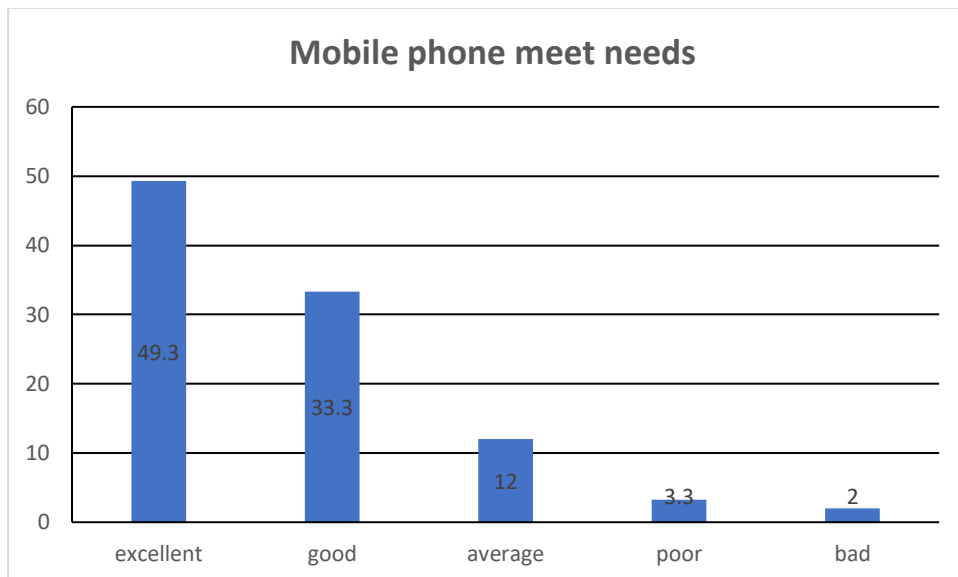


Chart 4.1.14: How well does our mobile phone meet needs

Interpretation

From the above table it is interpreted that the 49.3% of respondents says excellent, 33.3% says good, 12% says average, 3.3% says poor, 2% says bad.

Inference:

Majority (49.3%) of the respondents says excellent for mobile phone.

Table 4.1.15: Favourite brand in mobile phone of the respondents

S.NO	Particulars	No. of Respondents	Percentage
1	Apple iPhone	43	28.7
2	Samsung	31	20.7
3	Nokia	15	10
4	Oppo	23	15.3
5	Vivo	31	20.7
6	Other	7	4.7
Total		150	100

Source: Primary data

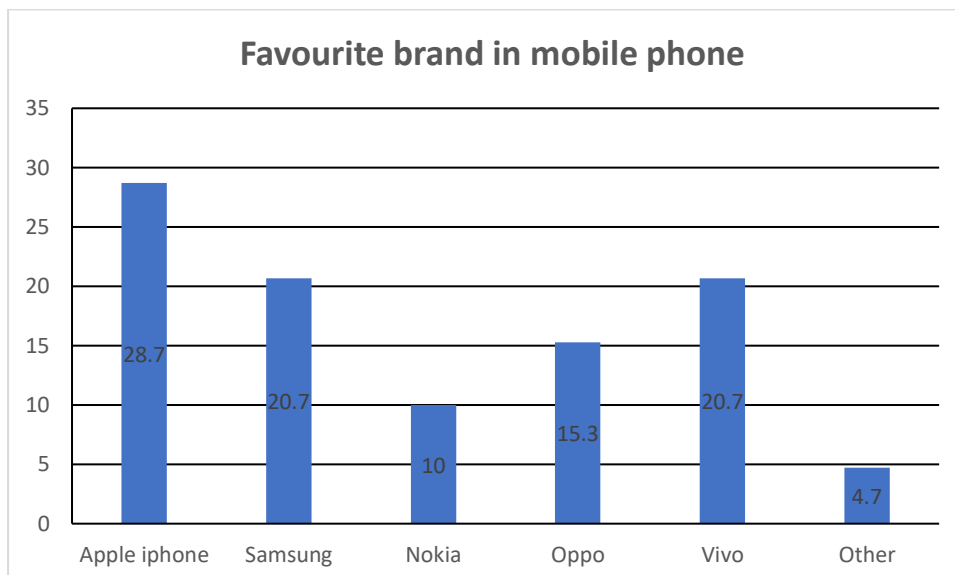


Chart 4.1.15: Favourite brand in mobile phone of the respondents

Interpretation

From the above table it is interpreted that the number of respondents favourite 28.7% in Apple iPhone, 20.7% in Samsung, 10% in Nokia, 15.3% Oppo, 20.7% in Vivo, 4.7% in Other.

Inference:

Majority (28.7%) of the respondents are says Apple iPhone.

Table 4.1.16: Responsive have we been your questions or concerns above out mobile phone

S.NO	Particulars	No. of Respondents	Percentage
1	very responsive	97	64.7
2	usually, responsive	46	30.7
3	not responsive	7	4.7
Total		150	100

Source: Primary data

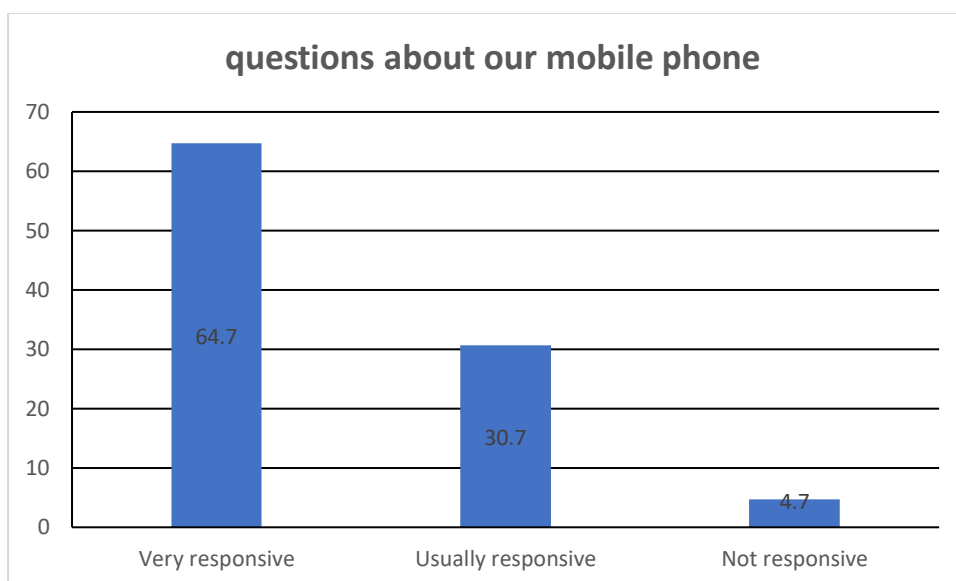


Chart 4.1.16: Responsive have we been your questions or concerns above our mobile phone

Interpretation

From the above it is interpreted that the 64.7% of respondents very responsive, 30.7% says usually responsive, 4.7% says not responsive.

Inference

Majority (64.7%) of the respondents says very responsive for mobile phone.

Table 4.1.17: Satisfied with the mobile phone

S.NO	Particulars	No. of Respondents	Percentage
1	Very satisfied	65	43.3
2	Satisfied	61	40.7
3	Neither	10	6.7
4	Dissatisfied	8	5.3
5	Very dissatisfied	6	4
Total		150	100

Source: Primary data

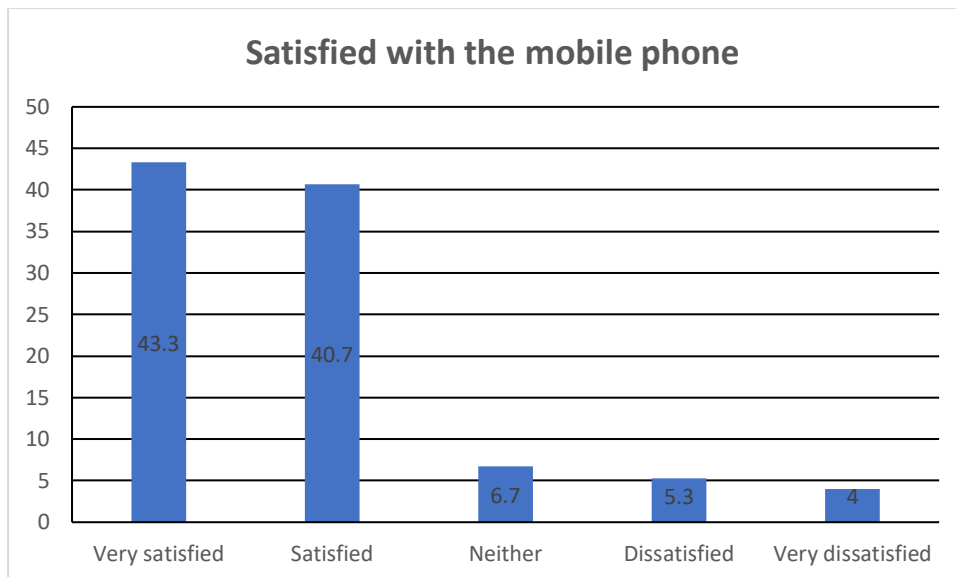


Chart 4.1.17: Satisfied with the mobile phone

Interpretation

From the above table it is interpreted that the 43.3% of respondents says very satisfied, 40.7% says satisfied, 6.7% says neither, 5.3% says dissatisfied, 4% says very dissatisfied for the mobile phone.

Inference

Majority (43.3%) of the respondents says very satisfied for the mobile phone.

Table 4.1.18: Is mobile phone rete is reasonable

S.NO	Particulars	No. of Respondents	Percentage
1	High	63	42
2	Low	33	22
3	Very high	18	12
4	Very low	9	6
5	Responsible	27	18
Total		150	100

Source: Primary data

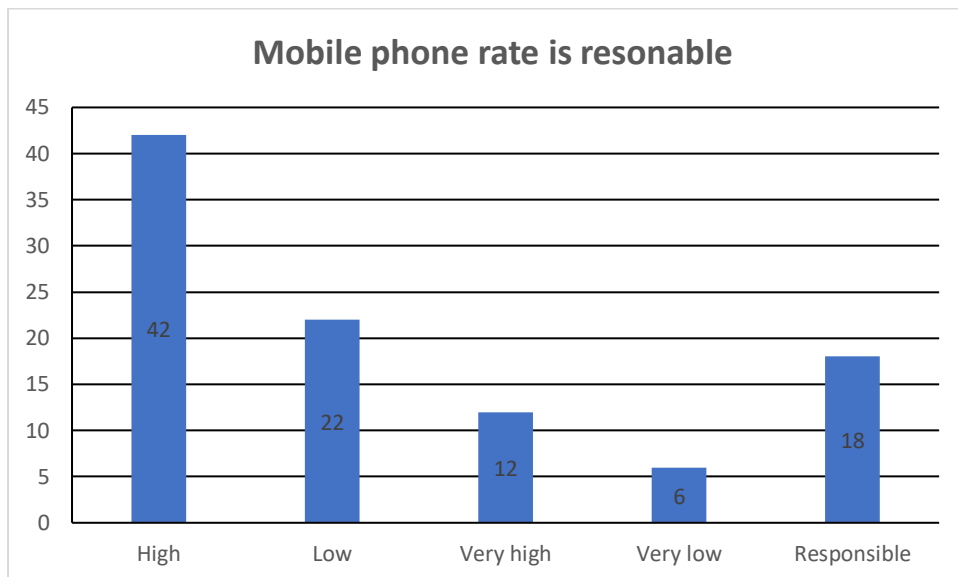


Chart 4.1.18: mobile phone rate is reasonable

Interpretation

From the above table it is interpreted that the 42% of respondents says high, 22% says low, 12% says very high, 6% says very low, 18% says responsible,

Inference

Majority (42%) of the respondents says high is mobile phone rate is reasonable.

Table 4.1.19: Which promotional offers attracts you most of the respondents

S.NO	Particulars	No. of Respondents	Percentage
1	Free gifts	43	28.7
2	Price offer	39	26
3	Discount	39	26
4	Any other	29	19.3
Total		150	100

Source: primary data



Chart 4.1.19: Which promotional offers attracts you most of respondents

Interpretation

From the above table it is interpreted that the 28.7% of respondents says free gifts, 26% says price offers, 26% says discount, 19,3% says any other promotional offers.

Inference

Majority (28.7%) of the respondents says free gifts.

Table 4.1.20: Rete the service of respondent

S.NO	Particulars	No. of Respondents	Percentage
1	Excellent	63	42
2	Good	54	36
3	Average	23	15.3
4	Poor	8	5.3
5	Bad	2	1.3
Total		150	100

Source: primary data

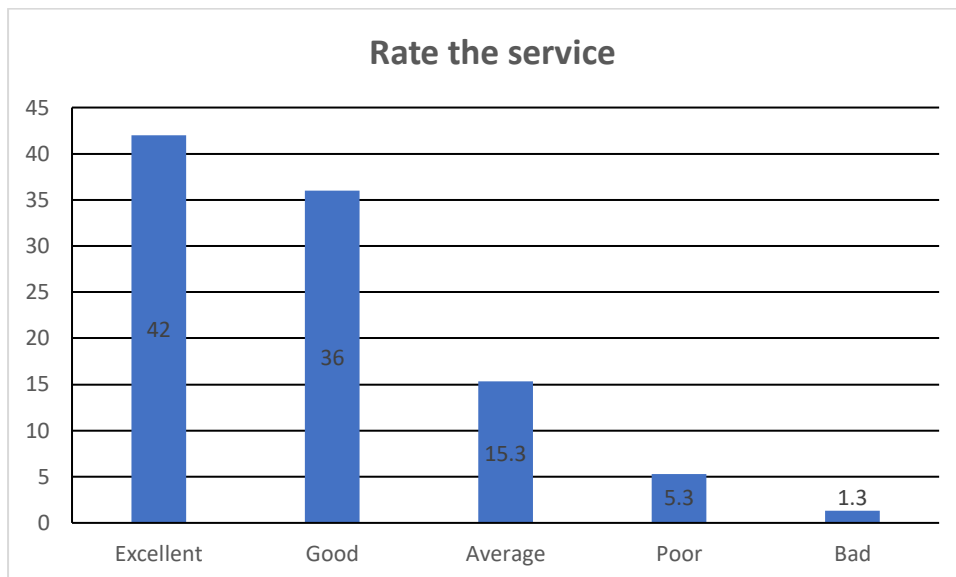


Chart 4.1.20: Rate the service of respondent

Interpretation

From the above table it is interpreted that the number of respondents says 42% in excellent, 36% in good, 15.3% average, 5.3% in poor, 1.3% in bad rate the service.

Inference

Majority (42%) of the respondents says excellent of rate the service.

CHAPTER 5

5.1 FINDINGS

1. Majority (52%) of the respondents are male.
2. Majority (86%) of the respondents are married.
3. Majority (58%) of the respondents are age between 18 to 20 years.
Majority (66%) of the respondents are UG.
4. Majority (68%) of the respondents are student.
5. Majority (22%) of the respondents are says Vivo.
6. Majority (50%) of the respondents are 1-2 years.
7. Majority (64.7%) of the respondents says use phone regularly.
8. Majority (23.3%) of the respondents are says Vivo.
9. Majority (76.7%) of the respondents says 4G.
10. Majority (74.7%) of the respondents says 10000-20000 pay for a mobile phone.
11. Majority (52.7%) of the respondents says brand.
12. majority (34%) of the respondents says online.
13. Majority (49.3%) of the respondents says excellent for mobile phone.
14. Majority (28.7%) of the respondents are says Apple iPhone.
15. Majority (64.7%) of the respondents says very responsive for mobile phone.
16. Majority (43.3%) of the respondents says very satisfied for the mobile phone.
17. Majority (42%) of the respondents says high is mobile phone rate is reasonable.
18. Majority (28.7%) of the respondents says free gifts.
19. Majority (42%) of the respondents says excellent of rate the service.

5.2 SUGGESTION:

There is a wide scope for further development of mobile phone.

They should get the feedback report from the customer in order to fulfil the customer needs and wants.

Calling clarity is low so it should be improve as well.

Most of the people suggest to introduce more features. Expect cost reduce.

5.3 CONCLUSION

Main objectives of this study were to find out the level of customer satisfaction of mobile phones in S analyse its relationship with the factors of brand image. As per the results, it shown the level of customer satisfaction is in the moderate level. Perceived quality, brand loyalty, brand awareness, and brand association are also positively related to customer satisfaction. There was a strong positive relationship between brand and customer satisfaction. This means that the brand loyalty and customer satisfaction are precisely related. brand loyalty has the power to impact on customer decision to purchase the same product or brand and decline to shift to competitors' brands. Brand awareness and customer satisfaction were two variables that had strong positive relationship. This means that the two variables are precisely related and that, as value of one variable was increased. There is positive relationship between perceived quality and customer satisfaction in mobile phones. Strong positive relationship existed between Brand Association and customer satisfaction. This conclusion is also supported by previous literature as Kumar found positive relationship between brand association and customer satisfaction. This research is limited to one city of Lanka and could not be demonstrative of all citizens also it limited small sample size. This study mainly focused on the brand image in the mobile market with customer satisfaction. Therefore, other researchers can apply these variables to various consumer products in the market.

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APPENDIX (Questionnaire)

1) Personal Details

- 1) Email address
- 2) Name
- 3) Gender (a) Female (b) Male
- 4) Marital Status (a) Married (b) Unmarried
- 5) Age (a) 18-20 (b) 20-25 (c) 25-30 (d) 30-40 (e) 50-70
- 6) Education Qualification (a) SSLC (b) HSC (c) UG (d) PG
- 7) Occupation (a) Employees (b) Business (c) Student (d) Other (e) Housewife
- 8) Which mobile phone brand currently you are using?
(a) Apple iPhone (b) Samsung (c) Nokia (d) Oppo (e) Vivo (f) other
- 9) How long you are using the mobile phone?
(a) less than 1 years (b) 1 -2 years (c) 2 -4years (d) 4 -6 years (e) 6-8 years
(f) 3 years
(g) 5-6 years (h) 3 month.
- 10) Do you use phone regularly?
(a) Regularly (b) not regularly (c) rare (d) sometime (e) other
- 11) What phone accessories do you have?
(a) Apple iPhone (b) Samsung (c) Nokia (d) Oppo (e) Vivo (f) Other
- 12) Latest mobile phone facilities which you are aware
(a) GPRS (B) 4G (C) Bluetooth (d) Infrared (e) Video call

- 13) What would you be willing to pay for a mobile phone?
 (a) 10000-20000 (b) 25000-40000 (c) 40000-50000 (d) 50000-60000
 70000-80000
- 14) Which one of the following features you choose when purchasing mobile phone?
 (a) Design (b) Brand (c) Sound equality (d) Battery life (e) Display @ multiple media
 (f) Other
- 15) Where did you often see the mobile phone advertisement?
 (a) Study (b) Online (c) Newspaper (d) Information (e) Red ion (f) Other
- 16) How well does our mobile phone meet needs?
 (a) Excellent (b) Good (c) Average (d) Poor (e) Bad
- 17) Brand (what is your favorite brand in mobile phone)
 (a) Apple iPhone (b) Samsung (c) Nokia (d) Oppo (e) Vivo (f) Other
- 18) How responsive have we been your questions or concerns about our mobile phone?
 (a) Very responsive (b) Usually responsive (c) Not responsive
- 19) Did you satisfied with the mobile phone?
 (a) Very satisfied (b) Satisfied (c) Neither (d) Dissatisfied (e) Very dissatisfied
- 20) Is mobile phone rate is reasonable?
 (a) High (b) Low (c) Very high (d) Very low (e) responsible
- 21) Which promotional offers attracts you most?
 (a) Free gifts (b) Price offer (c) Discount (d) Any other

22) Rate the service

(a) Excellent (b) Good (c) Average (d) Poor (e) Bad