

BRAND INFLUENCE ON CONSUMERS' BEHAVIOR TOWARDS PURCHASING MOBILE PHONE

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ABSTRACT: Brand name is a powerful tool which influences the consumers' purchasing behavior. Mostly, customers buy the particular branded things only because of the name. Clients trust that brand name is an image of value. So the purpose of the current research was to determine the influence of brand name on consumers' decision making power in the selection of mobile phone. For this purpose, a self-developed questionnaire was used to collect data by using Non-Probability Convenient Sampling technique. The questionnaire consisted of 11 items, was administered on the sample of 200 (100 males and 100 females). Their age ranged was 18-29. The result of the research showed that the brand name has a positive influence on consumers' decision making towards purchasing a mobile phone and a well-known branded mobile ensure better quality. The present study also gives profound understanding of business and companies that how they can improve their promotional and marketing tools to get the clients and to increase their profits.

Keywords: Society, Company, Brand, Influences, Behavior.

1. INTRODUCTION

Mobile phones have turned out to be vital to individuals and turn into a need everywhere throughout the world. The fundamental needs involve physiological, wellbeing, adoration, regard, and self-completion [1]. In our society mobile phone have turned into a staple and everybody from grade school children to senior natives owning no less than one set. Although mobile phone has made our lives less demanding, however, the rivalry of having most recent brand cellular mobile phone has had an extraordinary impact on our general public. The mobile phone industry is a standout amongst the most dynamic and aggressive commercial ventures of this century, with new advanced cells gloating leap forward components showing up available in fast progression [2,3,and 4]. Keeping in mind the end goal to make due in the business sector, organizations are distinctly inspired by creating solid brands that prompt long haul and client connections [5]. The social picture of the brand alludes to courses in which the brand meets consumers' mental and/or social needs [6].

A Brand contains everything that makes an item more than only a product [7]. It includes the enthusiastic and mental presumptions that consumers have about brands, which builds the apparent estimation of an item or administration. Brands are not simply outlined, names, images or the mix of various things. Brands are the things that separate certain items and organizations from others. Identity is an extra fixing on which the accomplishment of the brand depends. Presently a day's diverse identities, for example, film legends, cartoon characters, sports stars or awesome pioneers which are surely understood in all social orders and societies are utilized to publicize driving brands. For advertisers, whatever their organizations' showcasing techniques are, the primary motivation behind their promoting exercises is to impact consumers' observation and state of mind toward a brand, build up the brand picture in consumers' brain, and empower consumers' genuine buying conduct of the brand, in this manner expanding deals, augmenting the piece of the pie and creating brand value [8].

Branding has ended up a standout amongst the most critical parts of the business procedure. Branding is a key to making

client esteem, not simply pictures and is likewise a key apparatus for making and keeping up upper hand [9]. Mack and Sharples [10] demonstrated that ease of use in the most essential determinant of mobile choice different traits especially elements, style and cost are different components that have a suggestion on the choice of mobile phone brand. Brand unwaveringness and, thusly brand value, grows from consumers' brand recognizable proof, trust in the predominance of the brand and their impression of the social regard that utilization of the brand signals [11]. When progression in innovation expands the Consumer needs and needs are likewise evolving. Kimilog, Nasir and Nasir [12] clarified that for forming consumers way of life mobile progressively turns into a pervasive power. In the profoundly aggressive business scene of the 21st-century brand value get to be imperative for the association's long-haul achievement [13,14].

The value, brand, interface, and properties have a tendency to have the most compelling variables influencing the real choice amongst mobile phone brands. Ling, Hwang and Salvendy [15] studied undergrads to recognize the inclination of their present mobile phone. The results of their review demonstrated that the physical appearance, size and menu association of the mobile phones are the most determinant elements influencing the choice of mobile phones. Analyst additionally specified that there is a distinction of mobile phone determination between the male and female understudies of Jordan [16].

Brand mindfulness, as one of the basic measurements of brand value, is frequently thought to be an essential of consumers' purchasing choice, as it speaks to the principal element for incorporating a brand in the thought set. Brand's social picture is liable to impact brand trust and quality. So the present study was an endeavor to investigate the influence of brand name on consumer power of making the decision to purchasing Mobile.

Objectives

1. To gain knowledge about consumer decision making process especially with high involvement products like Mobile phones.

- 2. To identify the impact of a brand name on the purchase decision.
- 3. To assess how a brand name can influence consumer decision making.

Hypotheses

- H1. Brand name influence on consumer making a decision in mobile choice.
- H2: A well-known branded mobile ensure better quality than a lesser known brand.

2. METHODOLOGY

The study was descriptive in nature. The Survey Method had been chosen to carry out the current research. The study was delimited to urban areas of the city Rawalpindi.

Sample

The sample consisted of 200 respondents (100 males and 100 females). The age range was 18-29. The data was collected by using non-probability convenient sampling technique. Care was taken to include an only educated sample.

Instrument

In order to study "influence of brand name on consumer making a decision" the questionnaire was developed by the researcher in consultation with the relevant literature and the review of the indicators (mentioned in the literature) by the researcher. Low scores showed less influence of brand name on consumer making a decision and vice versa. The questionnaire consisted of 11 items and there were two

categories. In the first category "Influence of Brand Name on consumer decision making" the subjects were required to indicate their responses by making yes I did, yes I did sometimes, and no I did not. Whereas in the second category "A well-known Branded Mobile ensures better quality than a lesser known brand" the subject was required to indicate their responses yes I agree, yes I do but not always, no I don't agree. English was used as a language of the instrument. A pilot study was conducted for ensuring the psychometric properties of the instrument after which the main study was conducted.

Procedure

The questionnaire was administered to 100 males and 100 females. The purpose of the research was made clear to them. The questionnaire was completely explained to respondents. After that, they were asked to fill in the measure with no interruption and complete honesty. Each of the respondents took 10 minutes to fill the questionnaire. Respondents were assured that their responses will be kept confidential.

3. RESULTS

This section deals with analysis and interpretation of data as relating to the topic of the study, collected and scored. To analyze the results SPSS (Statistical Package for Social Sciences: Version 16.0) was used. Only the descriptive statistics i.e. percentage and frequency were used to analyses the data. The result of the study is tabulated below.

Table1: 1st Category about "Brand name has a positive influence on consumer decision making"

Subcategories	Frequency			Percentage		
	Yes I did	Yes I did sometimes	No I did not	Yes I did	Yes I did sometimes	No I did not
Information search for buying	111	63	26	55.5	31.5	13.5
Well-known brand name is important attribute for considering buying	126	56	18	63.0	28.0	9.0
Number of mobile brands considered for buying	106	56	38	53.0	28.0	19.0
Opinion seeking from others for buying mobile	92	61	47	46.0	30.5	23.5
Search of Attribute information about mobile brands.	84	65	51	42.0	32.5	25.5
Importance of brand name related to the desired attribute	101	49	50	50.5	24.5	25.5
Enhancement of self-esteem through brand name	89	69	42	44.5	34.5	21.0
Total	709	419	272	354.5	209.5	137

In above table the category 1: **Brand name have a positive influence on consumer decision making**, the subcategories reflect that maximum 354.5 % of the sample is in agreement with that brand name positively influence on consumer decision making in mobile choice.

In above table the category 1 **A well-known branded mobile ensure better quality than a lesser known brand**, the subcategories reflect that maximum 227 % of the sample is in agreement with that well known branded ensures better quality as compared to lesser known brand.

Table 2: 2nd Category about “A well-known branded mobile ensure better quality than a lesser known brand”

Subcategories	Frequency			Percentage		
	Yes I agree	Yes I do but not always	No I don't agree	Yes I agree	Yes I do but not always	No I don't agree
Branded mobile have better quality	126	52	22	63.0	26.0	11.0
Branded products have better quality	131	56	13	65.5	28.0	6.5
Lesser known brand does not mean inferior quality	85	86	29	42.5	43.0	14.5
Branded mobile signifies status symbols	112	49	39	56.0	24.5	19.5
Total	454	243	103	227	121.5	51.5

4. DISCUSSION

The study looked to decide the impact of a brand name on consumer buying behavior towards choosing a mobile phone. The craze for buying most recent mobile in China is expanding generously. In China, it turned into very genuine in 2011 when a young person sold one of his kidneys to purchase an iPhone and an iPad. The results of the study uncovered that brand name has a positive impact on consumer decision making in mobile choice and surely understood branded mobile guarantee better quality. Shehzad *et al.*, [17] study demonstrate that brand name has a critical positive association with consumer purchasing conduct. A study conducted by Rudolph *et al.*, [18] demonstrates that brand name and picture has a noteworthy positive impact on the advancement of brand faithfulness. Alamgir *et al.*, [19] study demonstrate that branded items have an extraordinary spot in consumer mind when clients go for buying an item, they want to buy an understood branded item, for example, cars.

Customers usually prefer not to attempt new or obscure branded autos in light of the fact that they have very little data about the lesser known brand. Malasi [20] shows that item characteristics and brands altogether impact the choice of college understudies when they are settling on the choice of mobile phone. Keller [21] ponders demonstrate that brand name is essential in drawing in the consumer consideration. Jalilvand *et al.*, [22] examined likewise the impact of item quality on buy aim and observed that item quality has a critical and constructive outcome on buy goal.

Past studies have demonstrated that brand administration helps ventures to ensure their picture and that a solid brand has a high piece of the pie. The real or forthcoming buyer of items or administrations client is a critical class in brand administration [23]. A brand can be effective if the brand administration framework is able and as an aftereffect of pertinent promoting exercises can be seen faithful and fulfilled client/consumer. Consumer conduct is affected by an assortment of components communicating in complex ways.

A study directed by Kumar [24] value, quality and style capacities as the most powerful variables influencing the choice of mobile phones. With better comprehension of client's recognitions organizations can decide the activities required to address the client's issue [25]. Because of the

current worldwide conditions, the commercial center is turning into a position of a super-immersion of items bringing about brand steadfastness vanishing. These conditions can stay away from when organizations make dependability associations with their clients. Thusly it is essential that the worth suggestion of the offered brands meet consumers' qualities and longings.

5. CONCLUSION

The purpose of this research was to make a more profound thought about the impact of a brand name on consumer decision making in, particular mobile choice. To consent, this questionnaire regulated study has been led by 200 respondents and information uncovered that brand name has a positive impact on consumer choice. The study uncovered that surely understood branded mobile are extremely acclaimed among the people because consumers believe the brand name and they trust that branded mobile is better in quality. Moreover, individuals are highly joined to the branded items, since the greater part of the general population buy the branded items with the conviction that brands demonstrate their status and way of life in the general public.

6. PRACTICAL IMPLICATIONS

This Research study gives profound comprehension to business and companies that how they can improve their promotional and marketing tools to get the clients and increase their profits. The study exposed that buyer has turned out to be more sensible and mindful of the mobile phone. The brand name turns into a major ordeal while buying the mobile phones and product design and quality play an important role in the success of the brand. Individuals pulled in towards more up to date innovation and used to move starting with one mobile phone then onto the next because of the better innovation. So the promoting Managers can comprehend that individuals in this data age are moving toward branded and quality items. Mobile phone companies ought to do an intermittent review to identify the new technological features and to choose which ones must add to its coming product. In addition, by figuring out which mix of these components coordinate the present patterns and buyer

needs would be cost effective to the mobile phone enterprises.

7. SUGGESTIONS FOR FUTURE RESEARCH

This study was constrained to one industry, mobile phone, and one city Rawalpindi. This subject can be reached out to other industry like consumer durables and different urban communities of the nation. Further research is needed to be conducted to identify in buying branded cell phone will power is more dominant or buying power. Future research can likewise be directed on a vast scale with huge sample size considering others commercial enterprises, for example, laptop and so on. It is also suggested that organizations focus more on creating quality and moderate mobile phones and invest more energy in improving their items to offer it at lower costs which should be possible by utilizing cost diminishment measure.

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