

A Study on Brand Positioning with personalization of internet marketing on smartphones

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ABSTRACT

Every company has marketing campaigns to create tremendous new branding initiatives, slogans, and commercials to gain a competitive advantage over the modern trade market leaders and captivate the consumer's mindset. Sometimes these actions make the brand successful or mistakes and lead to the downfall of the entire brand.

The growth in Internet advertising is due to two different factors, more advertisers moving promotions online and the growing penetration of the Internet itself. Because the Internet is still a relatively new medium when compared to other long-established advertising mediums like newspapers and television, advertisers have not yet realized the full potential for gain.

The study of brand choice for mobile phones concerning management students is the main topic of the current paper. The main goal of the study is to determine which mobile phone brands Hyderabad City management students prefer. Additionally, it lists the key characteristics that students search for in a smartphone. The current research is descriptive in nature. By conducting a survey that asks management students about their preferences for several mobile phones, brand preference analysis is carried out.

I. INTRODUCTION:

The product abundance is seen inside the overcrowded shelves. There is a digital product explosion in numerous product categories. Only a few of the organizations win hearts and souls. Brands are new business warriors. When the position of the different traditional properties is getting marginalized in prevailing advertising warfare, entrepreneurs appear as much as manufacturers for making their backsides black. Thus modern-day advertising is all about the advent and management of brands. Brands are all-

pervasive. The cause of any enterprise is to create customers at earnings and the most valuable asset for an organization is loyalty. Brands explain the way humans stay in society. The price of an emblem comes from its capability to benefit a specific, positive and distinguished meaning within the minds of a massive wide variety of clients. Brands are treasured assets to corporations and are also essential to customers. American Marketing Association defined a logo as a call, period, signal, image, or design, or an aggregate of them, meant to pick out the goods and services of 1 dealer or group of sellers and to distinguish them from the ones of opposition.' Prof. Theodore Levitt quoted 'The new competition is not between what groups can produce in their factories but among what they upload to their manufacturing facility output within the form of packaging, carrier, advertising, customer support, financing transport preparations, warehousing, and the things human beings cost.' Thus, a logo is a good deal more than what the AMA definition describes. Brands stay in the mind and are a good deal greater than only a tag for their popularity and identification. They are the basis of customer relationships and produce customers and entrepreneurs nearer through growing a bond of religion and belief among them. The promise of the logo is regular with dependable first-class, service, and standard psychological pleasure.

Positioning is the most important stage in the asset management strategy of the trademark. Carefully considered positions provide development directions for new products, market expansion, communication, pricing, and selection of distribution channels.

Personalization Using the latest software it is possible to customize the entire website for every single user, without any additional costs. Mass customization allows the company to create web pages products and services that suit the

requirement of the user. A customized web page does not only include the preferred layout of the customer but also a pre-selection of goods for the customer.

Review of literature

DeIveccio, Henard, and Freling (2006) quoted that sales promotion has neither a positive nor a negative effect on brand preference beyond the promotion period. While the overall mean effect is not statistically significant this does not suggest that sales promotion does not affect brand preference. Consistent with the notion that multiple mechanisms may affect post-promotion preference. Sales promotion either undermines or augments brand preference depending on the promotion and the characteristics of the product being promoted.

Paulo, Duarte, and Mario (2010) quoted that several factors contribute to brand preference, especially those related to brand identity, personality, and image and their congruence with consumer self-image. The main direct effects on brand preference are self-image congruence and the identity/ personality and image of the brand. In addition to those, the level of involvement, social environment, risk perception, demographic profile, and product visibility also show a positive influence on brand preference.

Ayanwale, Alimi, and Ayanbimipe (2005) quoted that brand preference does exist in the food drink industry. Many consumers do not buy whatever is available or affordable if a product is a good value for its price, it will command brand loyalty. However, advertising helps to protect product quality and value before the customers.

Research Objectives

1. To study the brand preference for mobile phones among the management students of Hyderabad City.
2. To study the reasons for brand preference for a particular brand.
3. To identify the major features which a student looks for in a mobile phone.
4. To study the frequency of changing the mobile phone.

Questionnaires :

1. What is your Age?
2. What is your Gender?
3. What is occupation?
4. What is occupation?
5. What is your family income?
6. Nowadays smartphones are worth buying?
7. Smartphones are getting heat waves or radiation?
8. Mobile phone brand currently in use?
9. How long ago did you purchase it?
10. Reasons for using a particular mobile phone?
11. Phone accessories the mobile phone has?
12. Frequency of changing mobile phone?
13. Favourite brand in mobile phones?
14. Preference for mobile phones based on size?
15. Did Source information come to you?
16. Factors influencing a purchase decision?
17. Which of these factors influenced your purchasing?
18. Level of satisfaction regarding the purchase of the product?
19. For what reason you did choose the mobile brand?
20. Which factors influenced you in purchasing the mobile brand you are currently using?

Hypothesis:

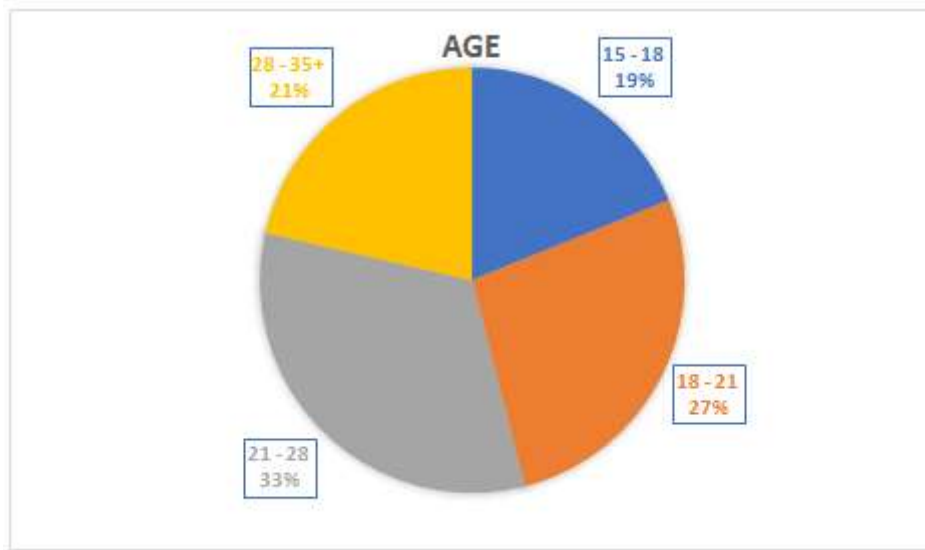
1. There is a significant correlation between family income and the willingness to pay for a mobile phone.
2. There is a relationship between family income and the frequency of changing mobile phones

Methodology of the study :

1. Secondary data have been used for the research paper.
2. Secondary data is collected from various published articles in journals, books, and internet websites.

Data analysis and interpretation :

A questionnaire was utilized to gather the necessary data.



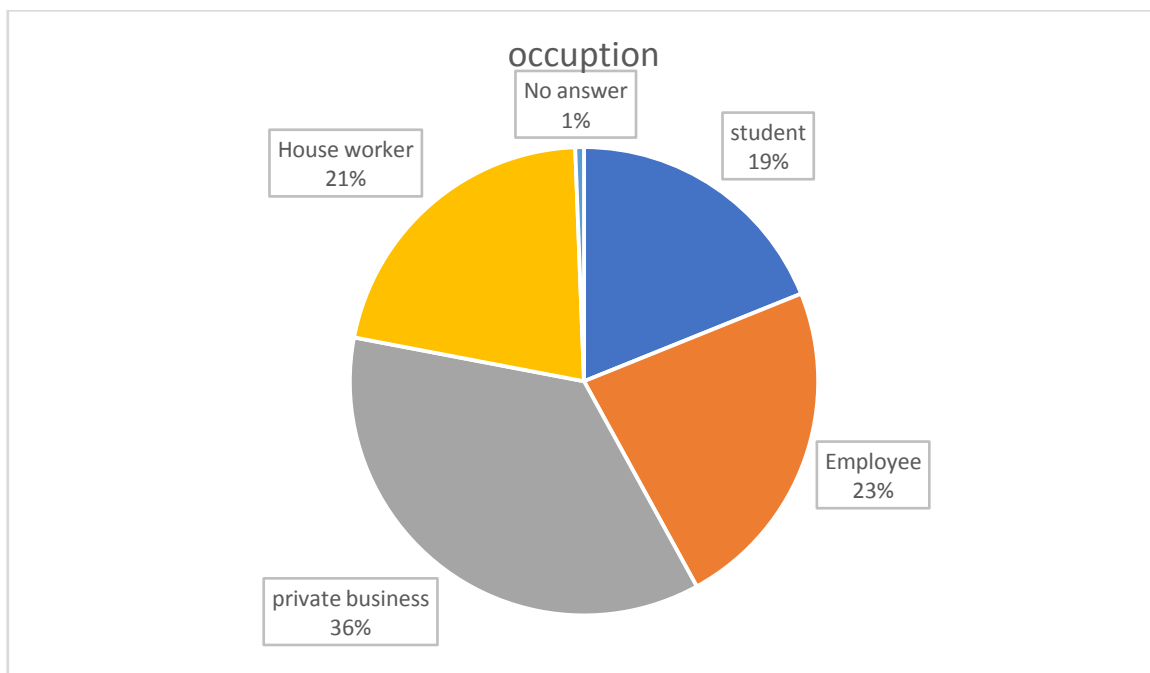
S.no	Age	percentage
1	15-18	18.86%
2	18-21	27.14%
3	21-28	32.57%
4	28-35+	21.14%

s.no	Gender	count
1	Male	75
2	Female	39

Interpretation :

The age of the respondents is depicted in the pie chart above. Where there is the highest

numbergender count the ages of 21 -28 of 32.57% and Male get 75 counts and females get 39 counts.

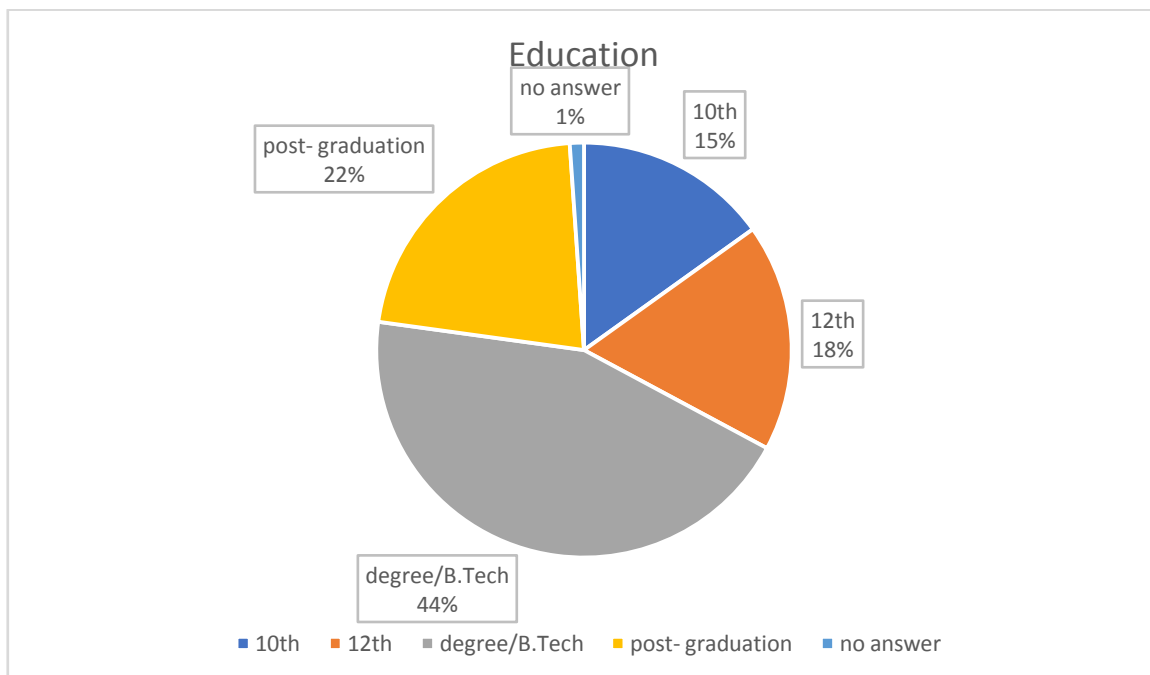


S.no	Occupation	percentage	s.no	Gender	count
1	Student	18.9%	1	Male	90
2	Employee	23.1%	2	Female	36
3	Private business	36%			
4	House worker	21.4%			
5	No answer	.6			

Interpretation :

The occupations of the respondents are depicted in the pie chart above. Where there is the

highest gender count in the Occupation table Private business of 36% and Male gets 90 counts and females get 36 counts.

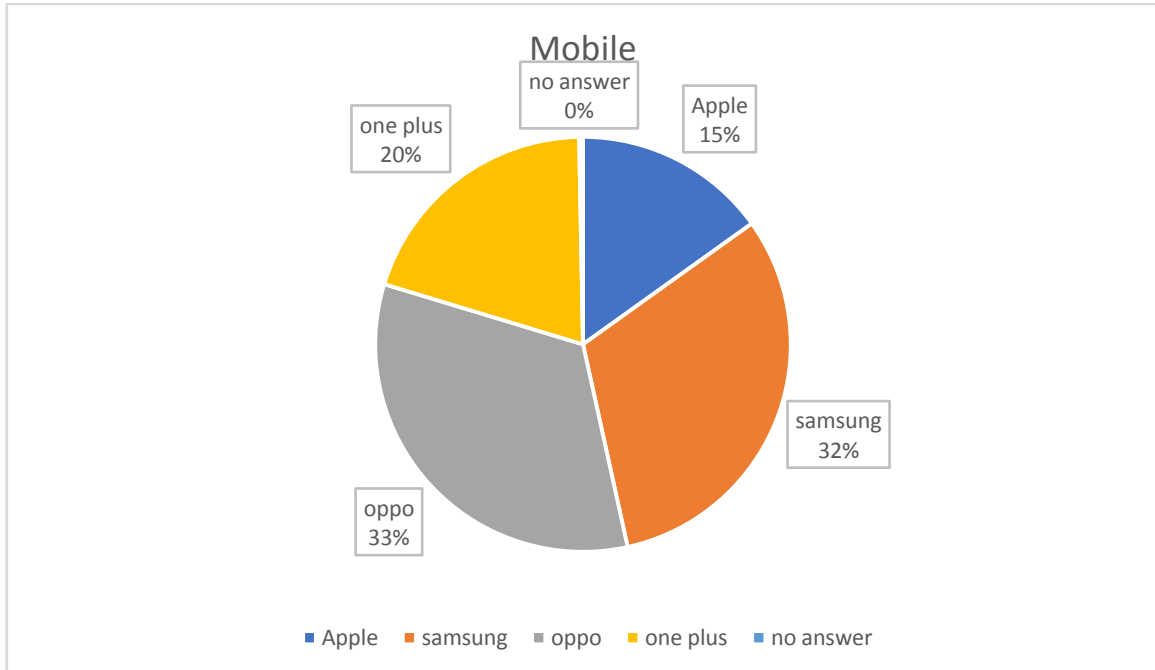


S.no	Education	percentage	s.no	Gender	count
1	10 th	15.1%	1	Male	99
2	12 th	17.7%	2	Female	56
3	Degree/ B.tech	44.3%			
4	Post – Graduation	21.7%			
5	No answer	1.1			

Interpretation :

The education of the respondents is depicted in the pie chart above. Where there is the highest gender

count in the education table Degree/B. Tech of 44.3% and Male gets 99 counts and females get 56 counts.

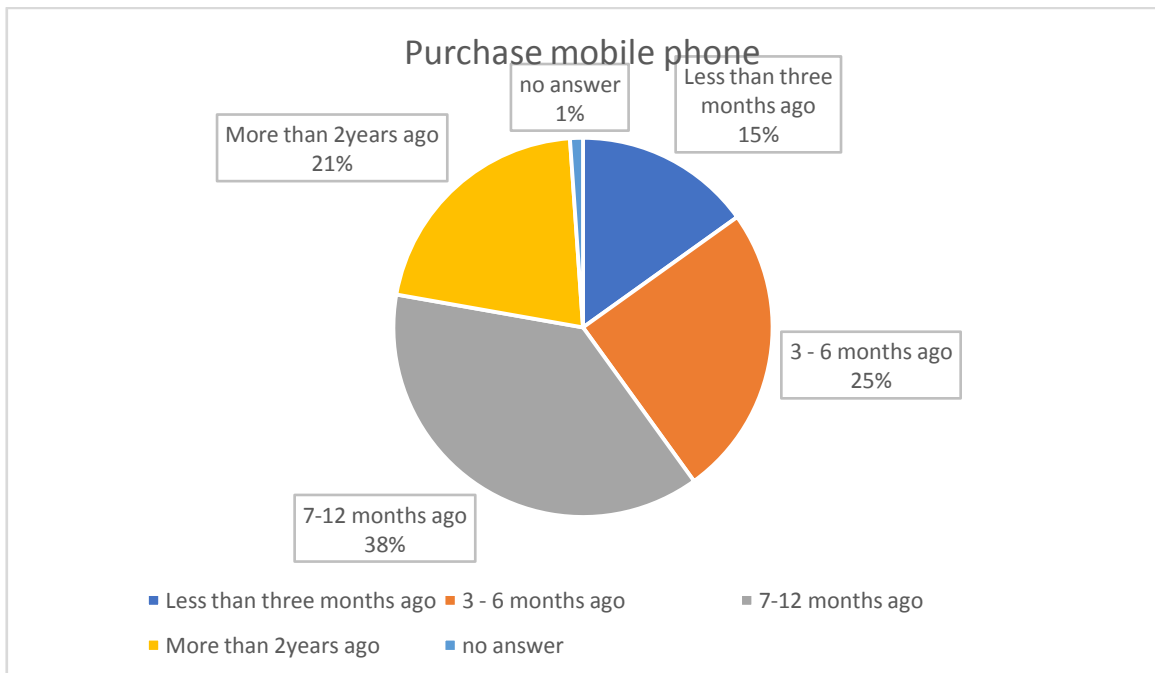


S.no	Mobile use	percentage	s.no	Gender	count
1	Apple	15.1%	1	Male	75
2	Samsung	31.4%	2	Female	41
3	Oppo	33.1%			
4	One plus	20.0%			
5	No answer	.3			

Interpretation :

The Mobile use of the respondents is depicted in the pie chart above. Where there is the highest

gender count in the Mobile use table Oppo of 33.1% and Male get 75 counts and females get 41 counts.

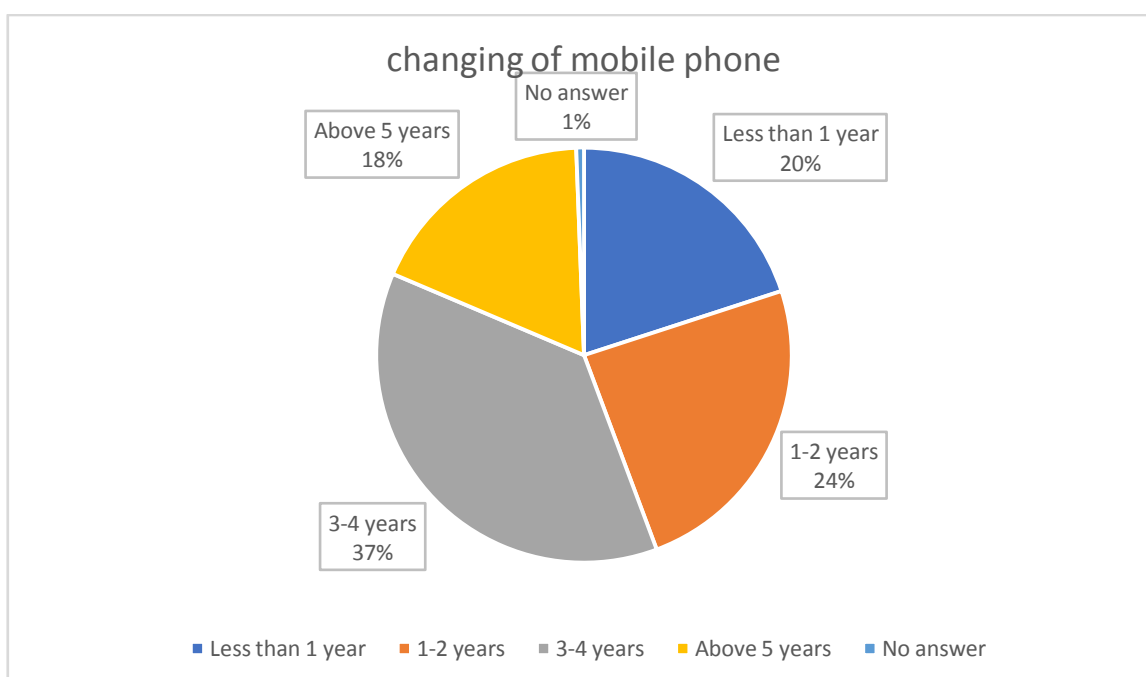


S.no	Purchase Mobile phone	percentage	s.no	Gender	count
1	Less than three months ago	15.1%	1	Male	84
2	3 – 6 months ago	24.9%	2	Female	47
3	7-12 months ago	37.7%			
4	More than 2years ago	21.1%			
5	No answer	1.1			

Interpretation:

The Purchase of Mobile phone use of the respondents is depicted in the pie chart above. Where there is the highest gender count in the

Purchase Mobile phone use table 7-12 months ago of 37.7% and Male gets 84 counts and females get 47 counts.

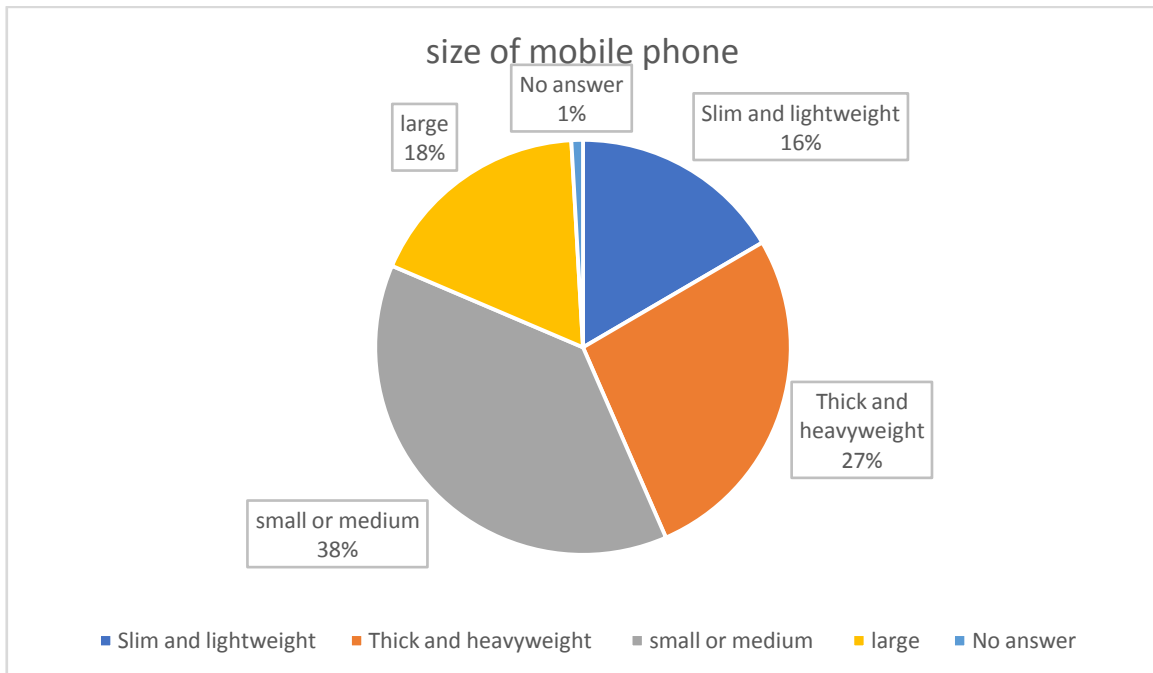


S.no	Changing of Mobile phone	percentage	s.no	Gender	count
1	Less than 1 year	20.0%	1	Male	86
2	1-2 years	24.3%	2	Female	44
3	3-4 years	37.1%			
4	Above 5 years	18.0%			
5	No answer	.6			

Interpretation :

The change in Mobile phone use of the respondents is depicted in the pie chart above. Where there is

the highest gender count in the changing of Mobile phone use table 3-4 years of 37.1% and Male get 86 counts and females get 44 counts.

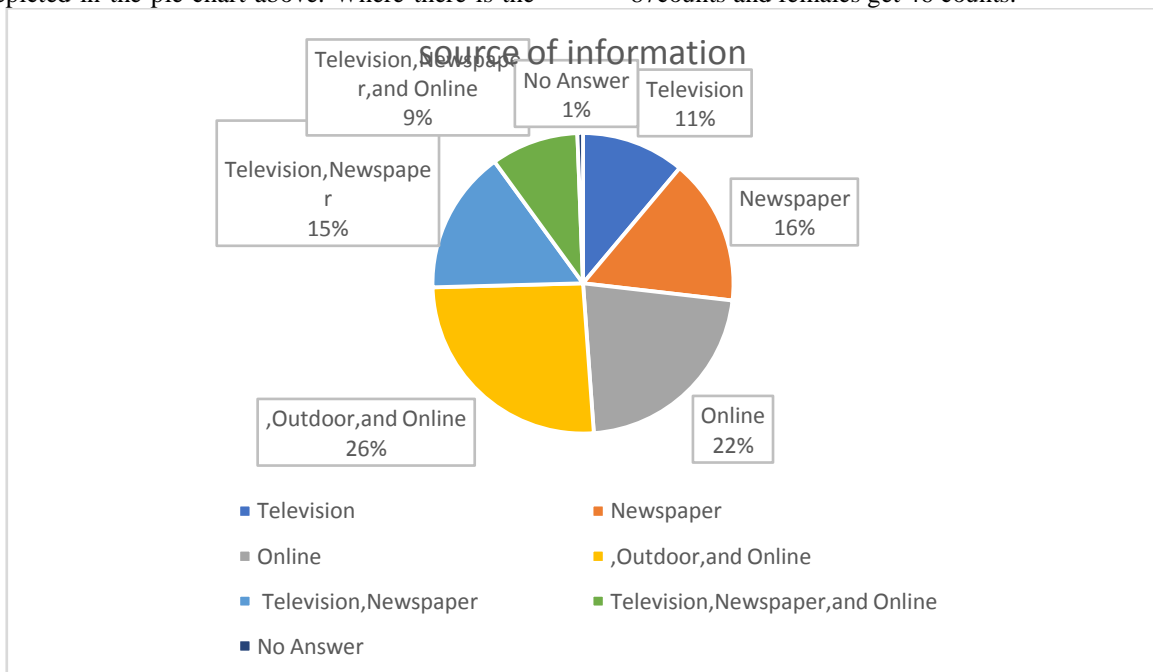


S.no	Size of Mobile phone	percentage	s.no	Gender	count
1	Slim and lightweight	16.6%	1	Male	87
2	Thick and heavyweight	26.9%	2	Female	46
3	Small or Medium	38%			
4	Large	17.7%			
5	No answer	.6			

Interpretation :

The size of Mobile phone use of the respondents is depicted in the pie chart above. Where there is the

highest gender count in the size of Mobile phone use table Small or medium of 38% and Male get 87 counts and females get 46 counts.

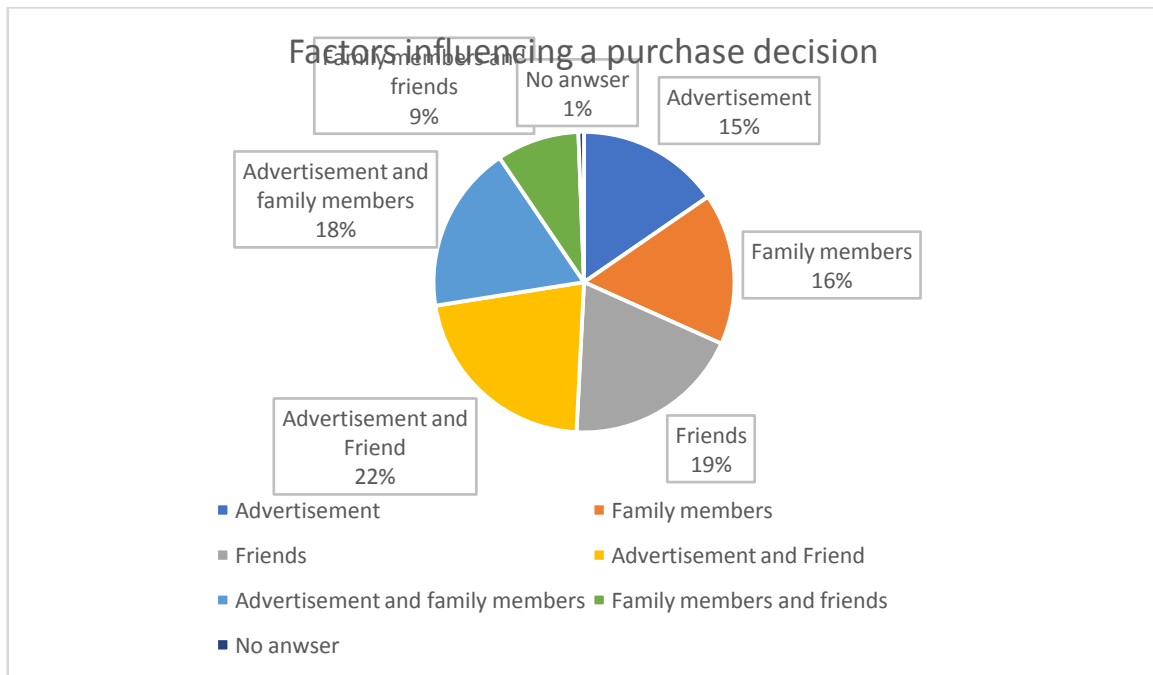


S.no	Source of information	percentage	s.no	Gender	count
1	Television	11.1%			
2	Newspaper	15.7%			
3	Online	22%			
4	Television, Outdoor, and Online	25.7%	1	Male	62
5	Television and Newspaper	15.4%	2	Female	46
6	Television, Newspaper, and Online	9.4%			
7	No answer	.6%			

Interpretation :

The source of information of the respondents is depicted in the pie chart above. Where there is the highest gender count in the

source of information tableTelevision, Outdoor, and Online of 25.7% and Male gets62 counts and females get 46 counts.

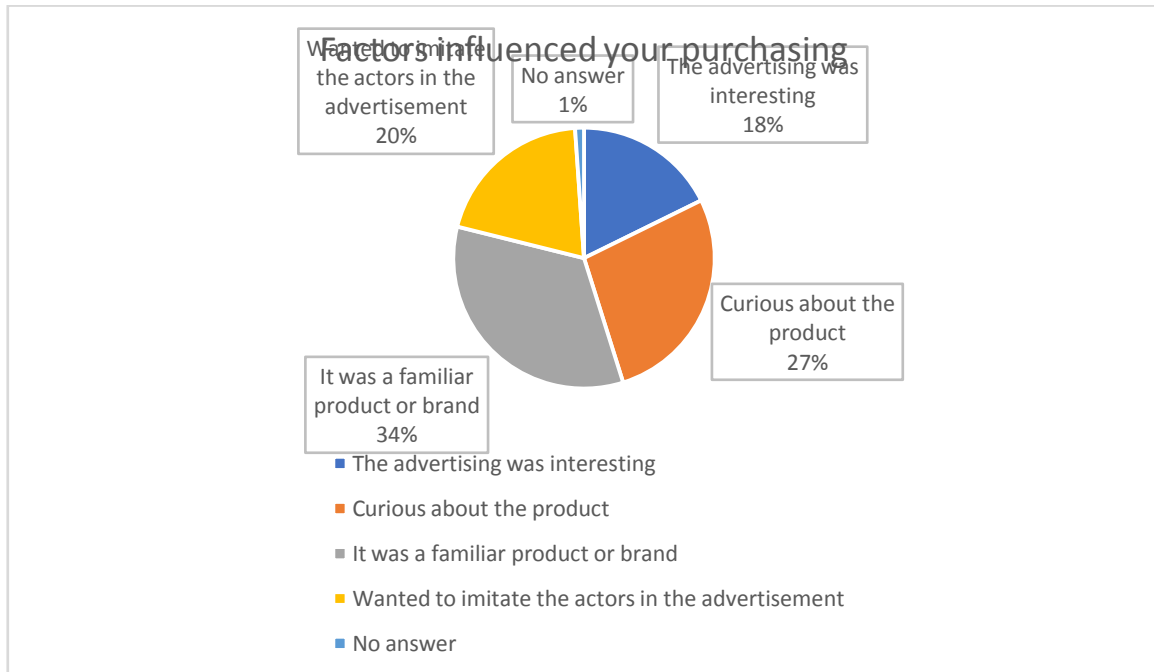


S.no	Factors influencing a purchase decision	percentage	s.no	Gender	count
1	Advertisement	15.4%			
2	Family members	16.3%			
3	Friends	19.1%			
4	Advertisement and Friend	21.7%	1	Male	53
5	Advertisement and family members	18.0%	2	Female	23
6	Family members and friends	8.9%			
7	No answer	.6%			

Interpretation :

The Factors influencing the purchase decision of the respondents are depicted in the pie chart above. Where there is the highest gender

count in the Factors influencing a purchase decision tableAdvertisement and Friend of 21.7% and Male gets 53 counts and females get 23 counts.

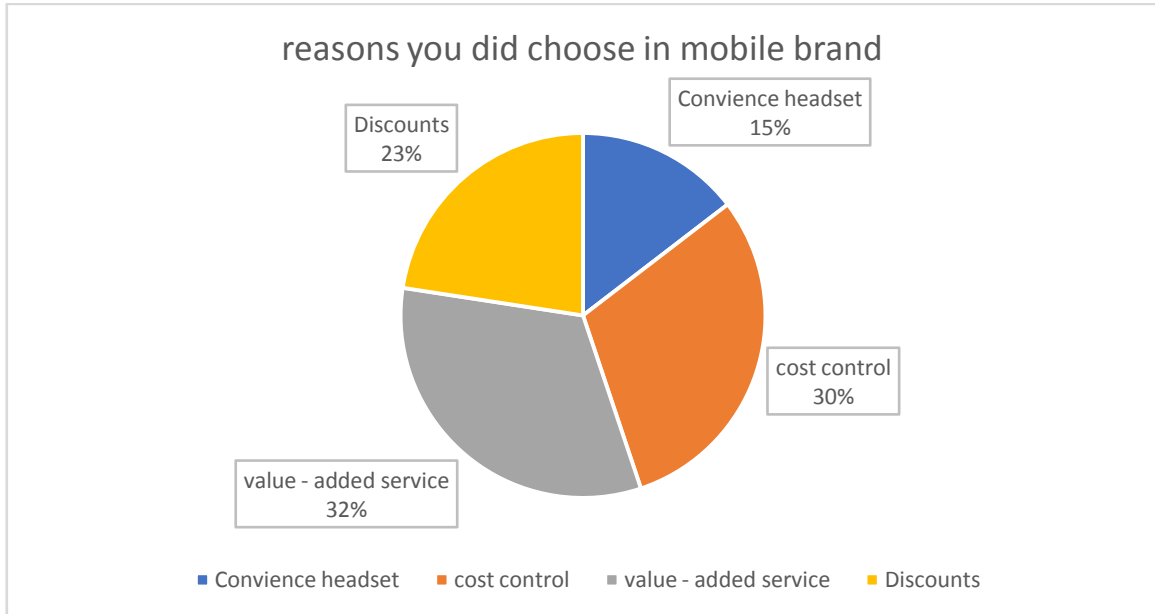


S.no	Factors that influenced your purchasing	percentage	s.no	Gender	count
1	The advertising was interesting	17.7%			
2	Curious about the product	27.4%			
3	It was a familiar product or brand	33.7%			
4	Wanted to imitate the actors in the advertisement	20.0%	1	Male	80
5	No answer	1.1	2	Female	37

Interpretation :

The Factors influencing your purchasing of the respondents are depicted in the pie chart above. Where there is the highest gender count in

the Factors influencing your purchasing table It was a familiar product or brand of 33.7% and Male gets 80 counts and females get 37 counts.

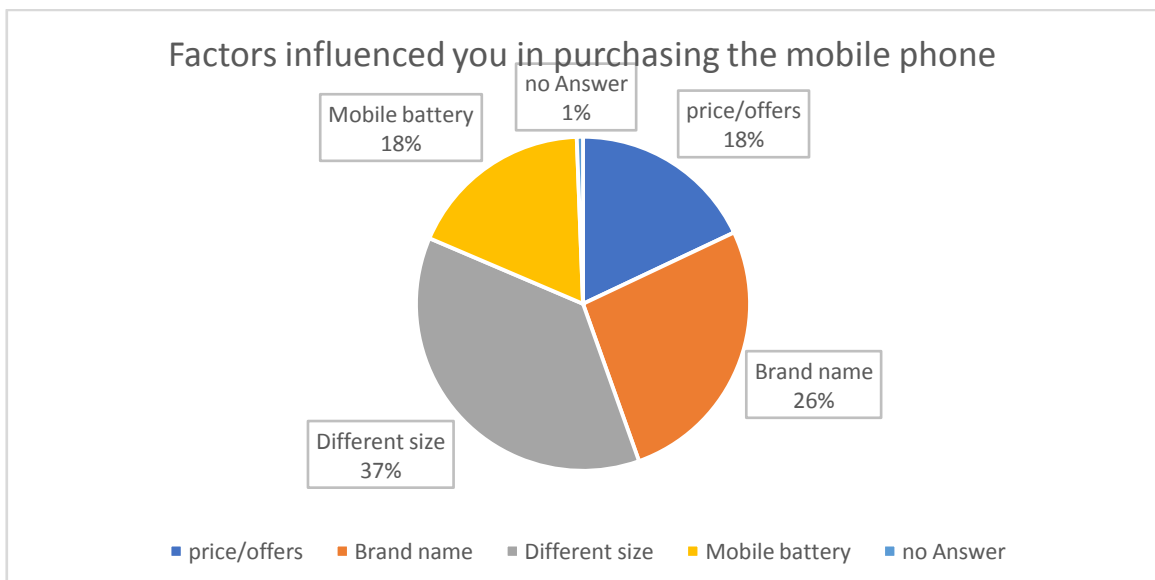


S.no	The reason you did choose in mobile brand	percentage	s.no	Gender	count
1	Convenience headset	14.6%	1	Male	75
2	Cost control	30.3%	2	Female	38
3	Value-added service	32.6%			
4	Discounts	22.6%			

Interpretation :

The reason you did choose the mobile brand of the respondents is depicted in the pie chart above. Where there is the highest gender count in

the reason you did choose in mobile brand table It was a value-added service of 32.6% and Male gets 75 counts and females get 38 counts.

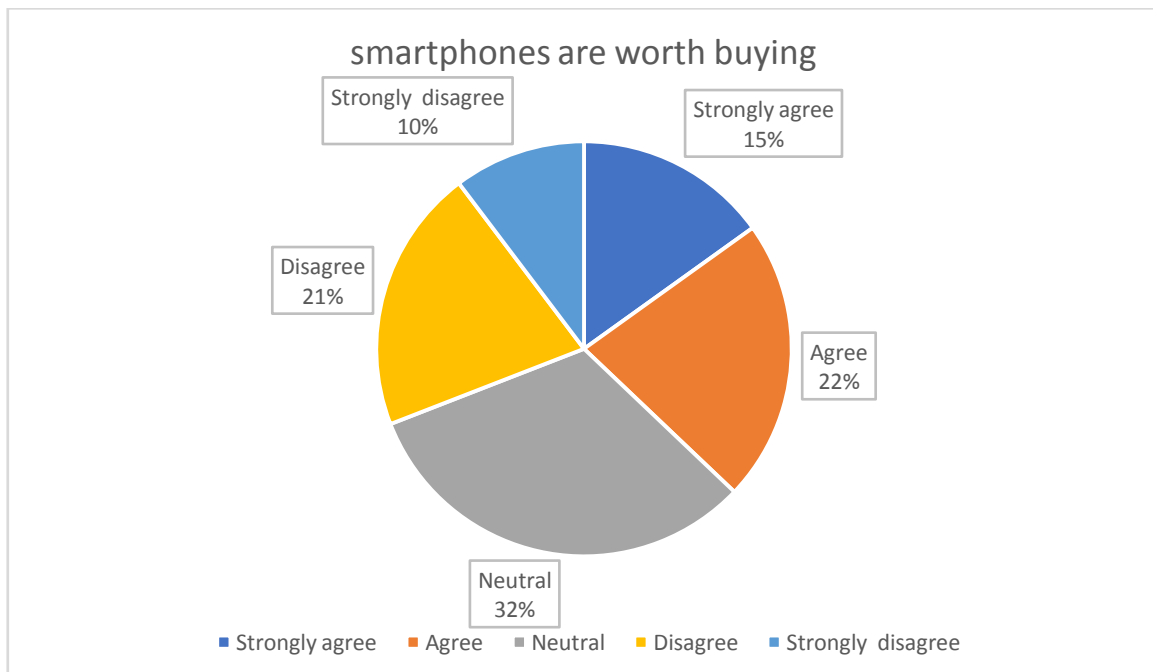


S.no	Factors that influenced you in purchasing the mobile phone	percentage	s.no	Gender	count
1	Price/offers	18.0%	1	Male	85
2	Brand name	26.6%	2	Female	43
3	Different size	36.9%			
4	Mobile battery	18.0%			
5	No answer	.6			

Interpretation :

The Factors that influenced you in purchasing the mobile phone of the respondents are depicted in the pie chart above. Where there is the

highest gender count in the Factors that influenced you in purchasing the mobile phone table It was a Different size of 36.9% and Male gets 85 counts and females get 43 counts.

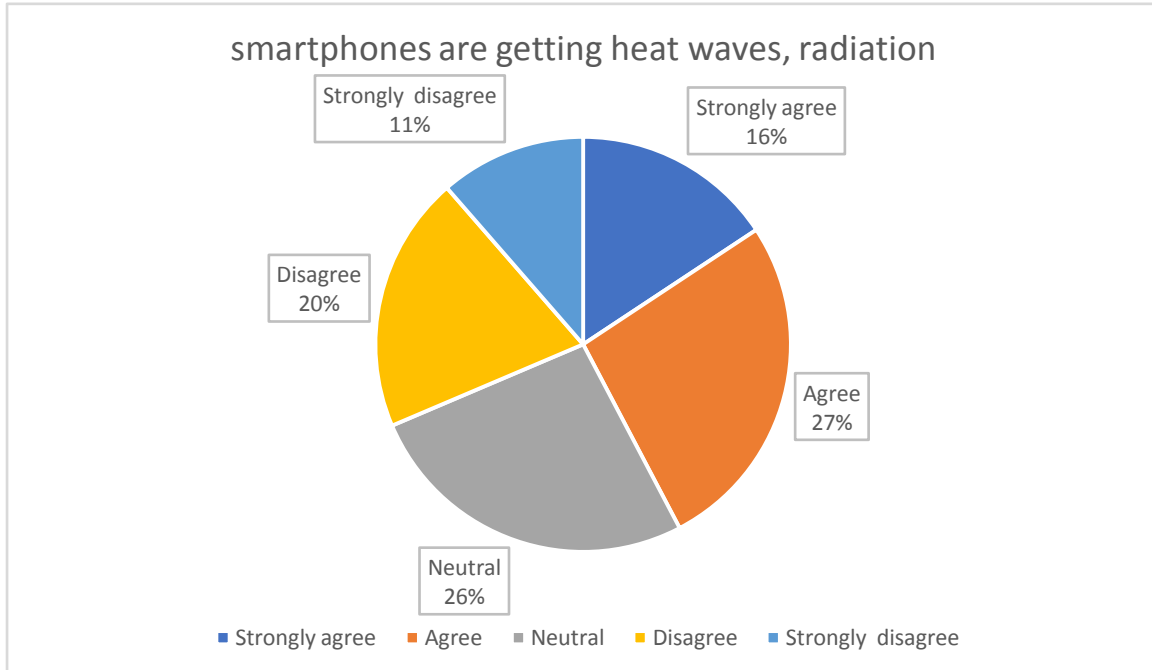


S.no	Smartphones are worth buying	percentage	s.no	Gender	count
1	Strongly agree	15.1%	1	Male	71
2	Agree	22.0%	2	Female	42
3	Neutral	32%			
4	Disagree	20.6%			
5	Strongly disagree	10.3			

Interpretation :

The Smartphones worth buying by the respondents are depicted in the pie chart above. Where there is the highest gender count in the

Smartphones are worth buying table Neutral of 32% and Male get 71 counts and females get 42 counts.

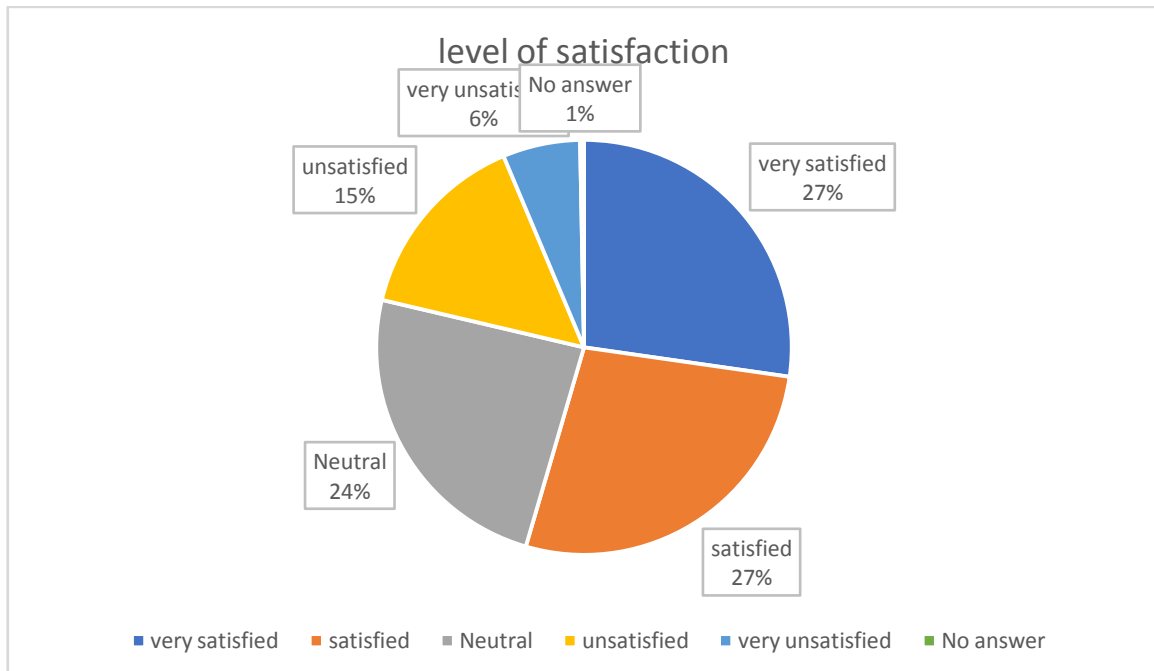


S.no	Smartphones are getting heat waves, radiation	percentage	s.no	Gender	count
1	Strongly agree	15.7%	1	Male	128
2	Agree	26.6%	2	Female	58
3	Neutral	26.3%			
4	Disagree	20.0%			
5	Strongly disagree	11.4%			

Interpretation :

The Smartphones are getting heat waves, the radiation of the respondents is depicted in the pie chart above. Where there is the highest gender count in the Smartphones are getting heat waves,

radiation table Agree of 26.6% and Neutral of 26.3% and Male get 128 counts and females get 58 counts.



S.no	Level of satisfaction	percentage	s.no	Gender	count
1	Very satisfied	27.1%	1	Male	126
2	Satisfied	27.7%	2	Female	68
3	Neutral	24.0%			
4	Unsatisfied	14.9%			
5	Very Unsatisfied	6.0%			

Interpretation :

The Level of satisfaction of the respondents is depicted in the pie chart above. Where there is the highest gender count in the Level of satisfaction table very satisfied of 27.1% and satisfied of 27.1% and Male get 126 counts and females get 68 counts.

II. FINDINGS :

1. Knowing about market personalization and getting more number of feedback for smartphones.
2. There is a lot of smartphones user in the city to get an update on new smartphones.

III. CONCLUSION :

Analysis, Planning, implementation, and control Each brand has its role in the consumer's thoughts and grants a set of values perceived as higher than those of different competing manufacturers. A logo serves as a warranty to the

customers about the product's overall performance brand guarantees the consumer to supply the stated blessings. Customers decide on those manufacturers which fulfill or outperform their necessities. From the study, it may be concluded that the control college students opt for the Nokia logo of the mobile phones as it supports the higher fee than the competing manufacturers. Most scholars get records regarding cell phones from tv, newspaper, and, the internet. Management students opt for the cellular smartphone which provides the centers like GPRS, SMS and E-mail facility, and downloading facilities. They use the one-of-a-kind smartphone add-ons such as Bluetooth, camera, memory card, twin SIM card, USB statistics cable, and head smartphone. The cell phones which provide those centers together with the sturdiness are normally favored, by manufacturers. The control students alternate their handsets for 1 to three years due to the new mobile phone coming with the up-tu-dateation and innovations.