

GLOBAL JOURNAL OF ENGINEERING SCIENCE AND RESEARCHES
Brand Preference of Mobile Phones among Amaravati region College
Students –A case study

Dr. A.Adishesha Reddy¹ & Dr.V.V.Narsi Reddy²

¹Professor Head, School of management Studies, Lakireddy Balireddy college of Engineering, Mylavaram, Krishna District, Andhra Pradesh, INDIA

²Associate Professor, School of management Studies, Lakkireddy Balireddy college of Engineering, Mylavaram, Krishna District, Andhra Pradesh, INDIA

ABSTRACT

Brand preferences are usually studied by attempting to profile and understand loyal consumers. It is the indicator of the strength of a brand in the hearts and minds of customers. Brand preference represents which brands are preferred under assumptions of equality in price, battery durability, camera resolution and so on. In recent times smart phone plays a significant role among the users to meet up their numerous objectives by operating their desired smart phone. This research is intended to describe and analyze student's level of brand preference mobile phones purchase. The study used to collect data through questionnaires based survey. 300 college students are selected to this survey. The collected data were analyzed through chi-square analysis. Results indicated that brand choice, value/ worth of the mobile phones, frequency of changing mobile phones, screen size have significantly effects on the satisfaction of the students. This will give a conclusion on how do students perceived brand among different criteria in order to take the decision in purchasing the branded mobile.

Keywords: Smartphone, Students, Mobile Phone, Brand Choice, Factors Influence, Satisfaction.

I. INTRODUCTION

Mobile phones are beneficial to the society and to the everyday life of an individual there are a number of disadvantages to the use of mobile phones. There are many parts of a mobile phone that are unnecessary and do not add to the usefulness. There are also certain specific health impacts, potential accident risks and an increased risk of crime associated with the use of the mobile phone. In addition to this, the behavior of young people deteriorates and becomes inappropriate when using a mobile phone. Majority of companies wants to retain existing students; marketer needs to know the behavior and specific needs of students. The study of buying behavior examines how individuals make decisions in spending their available resources, time, money, effort on various aspects such as whom to buy from, where to buy, how often they buy and how often they use it. The study of student behavior understands of how individuals behave in purchasing mobile phones.

New generation can be called as smart phone generation as they love to busy with their smart phone all the time. And it becomes a very necessary instrument in their life. So before choosing their instrument of passing time they spent considerable amount of time for selecting smart phone. There are many factors to consider and brand is one of them. Knapman (2012) found consumers of Smartphone are strongly influence by brand when it comes to choosing smart phone.

A smart phone is a mobile phone with an advanced mobile operating system which combines features of a personal computer operating system, with more advanced computing capability and connectivity with other features useful for mobile or handheld use by offering advanced technologies for information management, mobile calls, email sending, and internet access. While offering a standardized platform for application developers a smart phone performs everything a personal computer can do, and because of its mobility, much more. It combines a cell phone with very advanced features in smart phones internet, instant messenger e-mail, media player, video games, GPS navigation unit, digital camera, voice dictation for messaging and a voice search for asking questions about anything. It goes without saying that a single moment cannot be passed without having the existence of smart phone as it makes

human life easy and making them knowledgeable regarding the whole universe in order to adapt with the technological advancement.

Smartphone used as a device that enables the user to make telephone call and at the same time has some features that allow the user to do some activities that in the past was not possible unless using a computer or a personal digital assistant (PDA), such as sending and receiving e-mails, amending an office document. Operating system is what allows the Smartphone to run its applications there are different operating system, such as iPhone runs IOS, BlackBerry runs the BlackBerry OS, other kind of handsets runs Google's Android OS, HP's web OS, and some other runs Microsoft's Windows Phone. In 1999, the Japanese firm NTT DoCoMo released the first smart phones to achieve mass adaption within a country. Smart phones became widespread in the 21st century and most of those produced from 2012 onwards have high-speed mobile broadband 4G net, motion sensors, and mobile payment features. In the third quarter of 2017, more than one billion smart phones were in use worldwide.

Global smart phone sales surpassed the sales figures for regular cell phones in early 2018. (www.wikipedia.com) In the technological advancement age, no nation even just a single man cannot do anything's especially the modern activities in recent time. There has been also a great and very vast era of the evaluation of mobile phones from simple and bigger mobile phones, which were able to send and receive the text messages only. The smart phones are more likely to be the hand held computers for configuring the daily schedules, saving large documents, for watching videos, listening music, using internet, using world wide web, video conferencing and much more than a human mind can think. Knapman (2012) found consumers of Smartphone are strongly influence by brand when it comes to choosing Smartphone.

Knapman also signified many prospects for Smartphone makers to take on new means with the consumers of Smartphone and to present brand utility-by understanding the basis for student brand first choice and identify the critical roles that brand play in Smartphone preference. Cronin & Taylor (1992) found Students' Brand Preferences towards Smartphone that the satisfaction felt after the first trial of a brand directed customers to prefer the same brand in their decisions to repurchase it. (Oliver, 2003) investigated the relationship between customer satisfaction and brand loyalty, and found a positive relationship between these two variables.

The study found that the international brand were preferred over the local brands as the overall results suggest that the people liked most of the features of those brands which were the international brands say Nokia and Samsung. Other than this all four factors such as color choice preference, brand image preference, Smart Features and cultural effect are all significant Arif, et.al.,(2015). "Brand Preferences can be defined as the subjective, conscious and behavioral tendencies which influence consumer's predisposition toward a brand" Mohan Raj.,(2016).

The Smart phones are getting really popular in this advanced world. Everyone wants to carry his own personal data and information with him all the time which smart phone makes possible. It is being accepted that in the future smart phones will take over all the other digital devices in next year's such as laptops, personal desktop computers and notebooks. Acer, Amazon, Apple, BlackBerry, BLU, Cleon, Huawei, i-mate, I mobile, Lava, Lenovo, MI,vivo,Miramax, Microsoft, Nokia, One plus, Oppo, Samsung, Walton, Panasonic, Siemens, Sony, TMobile, Toshiba, Yota, ZTE etc. are some branded smart phones and each holds different qualities. One may prefer Oppo and other may prefer Vivo or, Samsung. A good knowledge of students brand preference in Smartphone would help in understanding how brand shape students buying decision and preferences.

AI. REVIEW LITERATURE

Dr. V. Maheswari (2015) is conducted the study on "Brand choice of mobile phone users in Chidambaram town". The objectives of this study is to highlight the key players in mobile phone market, to study the criterion on mobile phone users in Chidambaram town, and to study the level of satisfaction on usage of mobile phones users in the study area. The research conclusion from the study, the small local players like Micro max, Karbonn, Lava, Lemon, spice and a like will have to quickly rethink their product, marketing and service strategy fresh according to the small towns like Chidambaram to put their house in order.

Nabaz T. Khayyat and Almas Heshmati (2012) have conducted the research on “Determinates of mobile phone student’s satisfaction in the Kurdistan region”. The main objective of this research is to identify and to quantify the impacts of the factors that drive student’s satisfaction in the mobile telecommunications business, and to determine the relationship between the demographic variables and the degree of student’s satisfactions. The findings of this study can help mobile phone operators in their operation and their strategic plans of marketing. The studies have implications for competition in the market and the flows of investment resources to the targeted market segments for potential expansion.

Vasita and Rajpurohot (2011) refers outcome of resulting from the customer's pre-purchase comparison between of expected performance and actual performance with affordable cost is customer satisfaction. If the actual performance of service provider more than customers’ expected that means customers are satisfied. When situation is opposite as like actual performance is less than expected that means customers are dissatisfied.

Hafeez et al. (2010) conducted the study to investigate the determinants of customer satisfaction in telecommunications sector in Pakistan using 250 customers in Pakistan. The results of their study show that customer services and price fairness have a positive relationship with customer satisfaction. The results further show that independent variables not only influence dependent variable but complement each other in that if customer services are of good quality, then customers will be willing to pay more for the services provided.

Thokoa and Kalebe (2015) Customer satisfaction is important in that satisfied customers form the foundation of a successful service provider because it leads to repeat purchases, brand loyalty, as well as positive word of mouth that may further improve financial performance of the preferred service provider.

Harish and Rajkumar (2011) examined service quality and customers preference of cellular mobile service providers in India. The study found that consumers’ perception varied in accordance with the communication quality, call service, price, customer care and service provider’s quality. The study found that price has significant positive impact on consumers’ perception of a telecommunication service provider.

Hague et al. (2010) also suggest that price, service quality, product quality, and promotional offer play an important role when consumers choose telecommunication service provider.

Sharma M., (2012) consumer preferences define as the individual tastes, as measured by utility, of various types of goods. Notice that preferences are independent of income and prices. Ability to purchase goods does not determine a consumer's likes or dislikes. Brand preference are dependent on various variables which are customer used, that measured by utility.

BI. OBJECTIVES

The following are the broad objectives of the study.

- ❖ To identify the brand choice for mobile phones among college students.
- ❖ To examine the awareness and usage of mobile phone features.
- ❖ To ascertain the level of satisfaction on the attributes of brand preference.

IV. RESEARCH METHODOLOGY

Methodology of the Study Research Design: The research design for the study is descriptive and analytical in nature that is conducted among the 300 interested users especially students of Amaravati region. The required data have been collected during the year 2017-18, Data Collection Primary source of data was collected through structured questionnaire, which was distributed among the student of Amaravati region those who are using smart phones. Secondary data were also collected from journals and articles, websites and previous works on the preference of smart phone.

Sample Size: The researcher has taken 300 students of Amaravati region as a sample. determined by stratified random sampling.

Tools of Analysis for this study: The results were analyzed through the Statistical Package for Social Science (SPSS) .Statistical tool Chi – square test have been used to analyze the data and to measure the consumer brand preferences.

Hypotheses:

H0: There is no association among Brand preference and all variables

H1: There is association among Brand preference and all variables

Limitations of the survey: This survey has various limitations, like any other survey: Time was very limited.

- 1 As the study is on behavior aspect, information may be biased.
- 2 The study is limited at Amaravati region.
- 3 The study is conducted in a very small area and on a small sample size, the results of the study cannot be generalized for another area of country.

Weighted average score of brand choice

BRAND	RANK										WEIGHTED SCORE	RANK
	1	2	3	4	5	6	7	8	9	10		
Samsung	5	8	11	17	14	35	41	47	69	53	6.72	1
Vivo	6	22	33	16	18	37	37	55	49	27	6.45	2
Sony	2	14	21	27	26	72	47	43	26	22	6.30	3
Lenovo	5	24	24	13	14	20	20	21	30	129	5.45	4
MI	3	26	46	44	61	31	27	21	26	15	5.34	5
OPPO	15	32	40	54	45	21	27	31	19	16	5.11	6
HTC	14	46	37	43	44	26	26	19	25	20	5.08	7
Moto	7	8	23	34	20	44	56	49	48	11	5.06	8
Blackberry	15	94	53	40	47	12	16	11	7	5	3.81	9
Apple	228	26	12	12	11	2	3	3	1	2	1.68	10

It is observed from the above table to mention that choice of mobile brands; Samsung obtained first rank with weighted average score of 6.72. VIVO brand have obtained second rank with weighted average score 6.45. Sony mobiles obtained third rank with weighted average score of 6.30. Lenovo mobiles obtained four ranks with weighted average score of 5.45. MI mobiles obtained fifth rank with weighted average score of 5.34. OPPO mobiles obtained sixth rank with weighted average score of 5.11. HTC brands obtained seventh rank with weighted average score of 5.08. Moto brands obtained eighth rank with weighted average score of 5.06. Blackberry brands obtained ninth rank with weighted average score of 3.81. Apple brands obtained tenth rank with weighted average score of 1.68.

Level of Satisfaction on Mobile Phones Features

In this, an attempt has been made to find out the factors, which are influencing the level of satisfaction on usage of mobile phones. The Chi-Square test has been applied to find out the association between the variables selected and satisfaction level of the students. The level of satisfaction has been measured by giving score to questions relating to

students satisfaction. The overall mean student satisfaction score amount to 76.26 based on the level of students satisfaction, the students have also been classified into three categories as students with low, medium and high level of satisfaction. There are 47 students with low level of satisfaction, 207 students with medium level of satisfaction and 46 students are high level of satisfaction. The Chi-Square test has been applied to find out the association between the selected variables and the satisfaction level of the students. Satisfaction level is measured by the factors like price, offers & discounts, design, life time, battery durability, connectivity, brand name, display, version, speaker quality, water proof, RAM, ROM, processor, resale value, current market trend. These factors have been selected in order to test whether there really exists any association between each of the personal factors and level of satisfaction on mobile phones.

Table 2: satisfaction on mobile phone features

Particulars	Low	Medium	High	Total	CALCULATED CHI – SQUARE value
Age	46	207	47	300	d.f=2 $x^2=1.560$
15 to 20 Years	22(13.92%)	114(72.16%)	22(13.92%)	158(100.00%)	
21 to 25 Years	24(16.90%)	93(65.49%)	25(15.61%)	142(100.00%)	
Gender	46	207	47	300	d.f=2 $x^2=52.979$
Male	25(12.02%)	144(69.23%)	39(15.2.7%)	208(100.00%)	
Female	21(22.83%)	63(65.48%)	08(5.70%)	92(100.00%)	
Place of residence	46	207	47	300	d.f=4 $x^2=2.672$
Rural	16(16.16%)	63(63.63%)	20(20.21%)	99(100.00%)	
Semi – urban	05(14.70%)	24(70.59%)	05(14.71%)	34(100.00%)	
Urban	25(14.97%)	120(71.86%)	22(13.17%)	167(100.00%)	
Educational Qualification	46	207	47	300	d.f=4 $x^2=74.094$
UG Degree	42(26.58%)	76(45.10%)	40(25.32%)	158(100.00%)	
PG Degree	01(0.79%)	121(95.28%)	05(3.94%)	127(100.00%)	
M.Phil,	03(20%)	10(66.67%)	02(13.33%)	15(100.00%)	
Family type	46	207	47	300	d.f=2 $x^2=2.345$
Joint	13(16.67%)	57(73.08%)	08(10.25%)	78(100.00%)	
Nuclear	33(14.86%)	150(65.57%)	39(15.57%)	222(100.00%)	
Occupation of the father	46	207	47	300	d.f=6 $x^2=6.231$
Private Employee	12(13.48%)	60(65.42%)	17(19.10%)	89(100.00%)	
Public Employee	08(25%)	18(56.25%)	06(15.75%)	32(100.00%)	
Agriculture	22(16.42%)	95(70.89%)	17(12.69%)	134(100.00%)	
Business	04(5.88%)	34(75.56%)	07(15.56%)	45(100.00%)	

Total income of the family	46	207	47	300	
Up to – Rs.30,000	29(22.31%)	59(45.38%)	42(32.31%)	130(100.00%)	d.f=4 $x^2=76.451$
Rs.30,001 – Rs.60,000	14(5.49%)	146(85.48%)	05(3.03%)	165(100.00%)	
Above – Rs.60,000	03(60%)	02(40%)	0(0%)	05(100.00%)	
Freedom of family members	46	207	47	300	
Father	24(14.37%)	113(65.67%)	30(15.96%)	167(100.00%)	d.f=6 $x^2=13.973$
Mother	19(22.35%)	54(63.53%)	12(14.12%)	85(100.00%)	
Brother	03(11.54%)	23(85.46%)	0(0%)	26(100.00%)	
Sister	0(0%)	17(75.27%)	05(22.73%)	22(100.00%)	
Pocket Money	46	207	47	300	
Below- Rs.500	20(15.02%)	58(52.25%)	33(29.73%)	111(100.00%)	d.f=8 $x^2=65.296$
Rs.501-Rs.1000	12(5.69%)	135(86.54%)	09(5.77%)	156(100.00%)	
Rs.1001-Rs.1500	08(34.78%)	10(43.48%)	05(21.74%)	23(100.00%)	
Rs.1501-Rs.2000	05(55.56%)	04(44.44%)	0(0%)	09(100.00%)	
Above Rs.2000	01(100%)	0(0%)	(0%)	01(100.00%)	
Value/ Worth of the Mobile Phone	46	207	47	300	
Up to – Rs.10,000	39(22.41%)	92(52.87%)	43(24.72%)	174(100.00%)	d.f=4 $x^2=66.448$
Rs.10,001 Rs. 20,000	04(3.28%)	114(93.44%)	04(3.28%)	122(100.00%)	
Above – Rs.20,000	03(75%)	01(25%)	0(0%)	04(100.00%)	
Frequency ofchanging mobile phones	46	207	47	300	
Within 1 year	25(26.60%)	45(45.87%)	24(25.53%)	94(100.00%)	d.f=6 $x^2=31.852$
1 to 3 years	15(9.32%)	125(75.64%)	21(13.04%)	161(100.00%)	
3 to 5 years	04(16%)	19(76%)	02(8%)	25(100.00%)	
Above 5 years	02(10%)	18(90%)	0(0%)	20(100.00%)	
Screen Size	46	207	47	300	
Small(4.0 to 5.0 inches)	20(25.40%)	36(49.32%)	17(23.28%)	73(100.00%)	d.f=4 $x^2=19.845$
Medium(5.0 to 6.0 inches)	04(10%)	28(70%)	08(20%)	40(100.00%)	
Large(6.0 to 7.0 inches)	22(11.76%)	143(76.47%)	22(11.77%)	187(100.00%)	

- 1 It can be seen from the table the percentage of students with high level of satisfaction is high with those whose age range 15 to 20 years. Hence it can be said that students whose age range 15 to 20 years are more satisfied.
- 2 It can be seen from the table the percentage of students with high level of satisfaction is high with those male.
- 3 It can be seen from the table the percentage of students with high level of satisfaction is high with those who live in urban. Hence it can be said that students living in urban area are more satisfied as compared to students living in rural and semi-urban.
- 4 It can be seen from the table the percentage of students with high level of satisfaction is high with those who are having UG degree. Hence it can be said that students who are having UG degree are more satisfied as compared to who are educated PG degree.
- 5 It can be seen from the table the percentage of students with high level of satisfaction is high with those who from nuclear family. Hence it can be said that students who from nuclear family are more satisfied as compared to who are from joint family.
- 6 It can be seen from the table the percentage of students with high level of satisfaction is high with those fathers are agriculture. Hence it can be said that student's fathers are agriculture are more satisfied as compared private employee, public employee and business.
- 7 It can be seen from the table the percentage of students with high level of satisfaction is high with those mothers are Home Maker. Hence it can be said that student's mothers are Home Maker are more satisfied as compared private employee, public employee, business and agriculture.
- 8 It can be seen from the table the percentage of students with high level of satisfaction is high with those family members have an total income range Up to Rs.30,000. Hence it can be said that student's family members have income range Up toRs.30,000 are more satisfied as compared to who earn Rs.30,001 to Rs.60,000 and above Rs.60,000 .
- 9 It can be seen from the table the percentage of students with high level of satisfaction is high with those who are freedom with their fathers. Hence it can be said that students who are freedom with their fathers more satisfied as compared to who are freedom with their mother, brother and sister.
- 10 It can be seen from the table the percentage of students with high level of satisfaction is high with those who have a pocket money below Rs.500. Hence it can be said that students who have a pocket money below Rs.500 are more satisfied as compared to who those pocket money Rs.501- Rs.1,000, Rs.1,001 – Rs.1,500, Rs.1,501 to Rs.2,000 and aboveRs.2,000
- 11 It can be seen from the table the percentage of students with high level of satisfaction is high with whose value/worth is below Rs.10,000. Hence it can be said that students whose value/worth is below Rs.10,000 are more satisfied as compared to who those value/worth are Rs.10,001 to Rs.20,000 and above Rs.20,000.
- 12 It can be seen from the table the percentage of students with high level of satisfaction is high with those who changing within 1 year. Hence it can be said that students who changing within 1 year are more satisfied as compared to whom changing 1 to 3 years, 3 to 5 years and above 5 years
- 13 It can be seen from the table the percentage of students with high level of satisfaction is high with those who screen size is large (6.0 to 7.0 inches). Hence it can be said that students whose screen size is large (6.0 to 7.0 inches) are more satisfied as compared to who screen size is small (4.0 to 5.0 inches) and medium (5.0 to 6.0 inches).

Findings

- ✓ Most of the respondents (69%) are male.
- ✓ Most of the respondents (53%) are between 15 to 20.
- ✓ Majority (53%) of the respondents are under graduate.
- ✓ Most of the respondents (55%) are 30000 TO 60.000.
- ✓ Most of the respondents (56%) are from urban area.
- ✓ Most of the respondents are using advanced mobiles.
- ✓ Majority (65%) respondents are using smart phone.
- ✓ Most of the respondents (47%) are aware about the mobile phone through friends.

- ✓ Most of the respondents (51%) purchase mobile phone from retail shop.
- ✓ Most of the respondents (34%) are using Rs.5000-10000 mobile phone.
- ✓ Most of the respondents (46%) are using mobile phone for less than 1 year.
- ✓ Most of the respondents (32%) are using airtel.
- ✓ 100% of respondents using prepaid connection.
- ✓ Majority (82%) of respondents are using internet in mobile phone.
- ✓ Most of the respondents (45%) are using what's app regularly.
- ✓ Most of the respondents (42%) are using mobile phone for call & message.
- ✓ Majority (63%) of respondents are spending below Rs. 250 monthly for recharge.
- ✓ Most of the respondents (35%) are using mobile for 1-3 hours.

Chi Square Analysis

- ✚ There is no significant association between age and brand of mobile phone.
- ✚ There is no significant association between monthly Family Income and brand.
- ✚ There is significant association between gender and selection of service provider.
- ✚ There is no significant association between Family Income and monthly spending money.
- ✚ There is no significant association between area of resident and service provider.
- ✚ There is no significant association between educational qualification and using purpose.

V. CONCLUSION

This research is intended to describe and analyze student's brand choice of mobile phones. The purpose of this research report is to analysis on choice of branded mobile among the students of Amaravati region. The results of the report clearly states that how students perceive brand among different criteria in order to take the decision for purchasing the branded mobile. This research is a unique examination of a modern day phenomenon, young people's pre-occupation with their cell phones. This study facilitated the investigation of an emerging pattern of cell phone usage. Cell phone usage is so strongly integrated into young people's behavior that symptoms of behavioral addiction, such as cell phone usage interrupting their day –to-day activities. Despite of the positive benefits like using cell phone to connect/call family, friends, etc, This study also identifies the characteristics of those teens and young adult at risk of developing an over involvement with their cell phones.

REFERENCES

- [1] Arif, H., Ahmed, S., and Farrukh, M., (2015) *Factors affecting customer's preferences to buy Cellular Phone for local versus international brands: (A Case Study in Pakistan)*, *Journal of Marketing and Consumer Research*, *www.iiste.org ISSN 2422-8451, An International Peer-reviewed Journal Vol: 10, 2015.*
- [2] Cronin, J., & Taylor, S. (1992) *Measuring service quality*, *Journal of Marketing*, 56(3), 55-68.
- [3] Hafeez, S., Riaz, A., & Hanif, M., (2010) *Factors affecting customer satisfaction*. *International Research Journal of Finance and Economics*, 60, 11-49.
- [4] Harish, R., & Rajkumar, P., (2011) *Service quality and customers preference of cellular mobile service providers*, *Journal of Technology Management and Innovation*, 6(1), 13-41
- [5] MattiHaverila (2011) *has conducted the research on "Mobile phone features choice, students' satisfaction and repurchase intent among male users"*. *Australasian Marketing Journal* 19 (2011) 238 – 246.
- [6] Mohan Raj, P., (2016) *Brand preferences of Newspapers-factor analysis approach*, *Research Journal of Economics and Business Studies*, 5(11).
- [7] Mokhlis, S., (2012) *Consumer choice criteria in mobile phone selection: an investigation of Malaysian university students*, *International Review of Social Sciences and Humanities*, Vol. 2, No. 2 (2012), 203-212.
- [8] Nabaz T. Khayyat and Almas Heshmati(2012) *has contacted the research on "Determinates of mobile phone students satisfaction in the Kurdistan region"*. *Journal of knowledge management, economics and information technology – Issue 3 June 2012.*

- [9] Neema Negi and Navven Kumar Pandey (2013) have conducted the research study on “The factors influencing brand choice for mobile phones: with reference to Dehradun youth”. *International Journal of management research and business strategy*. ISSN 2319 – 345X. Vol.2, No.3, July 2013.
- [10] Shahzad Khan (2013) has conducted the study on “Investigating the factors affecting youth brand choice for mobile phone purchase – A study of private universities students of Peshawar”. *Management & Marketing challenges for the knowledge society* (2013). Vol. 8, No. 2, pp. 369-384.
- [11] Sharma, M., (2012) “Brand awareness and customer preference for FMCG products in rural market: An empirical study on the rural market of Garhwal region”, *VSRD International Journal of Business & Management Research*, 2 (8), 2012.
- [12] Thokoa, K. E., and Kalebe, K.M., (2015) Students’ satisfaction with mobile phone services at National University of Lesotho, *Research Journal of Finance and Accounting*, ISSN 2222-1697 (Paper) ISSN 2222-2847 (Online), 6(10), 2015, www.iiste.org
- [13] Knapman S. *PR Week*. Retrieved 06 20, 2012, from www.prweek.com: http://www.prweek.com/uk/research/1127888 /risesmartphones-means-brands/. 2012.
- [14] Vasita, M. L. and Rajpurohit, R.C.S., (2011) Consumer preferences and satisfaction towards various mobile phone service providers, *An exploratory study in Jodhpur city, Rajasthan*, *Gurukul Business Review (GBR)*, 7, 1-11. [11]. Oliver, R., (2003). Cognitive, affective and attribute bases of the satisfaction response. *Journal of Consumer Research*, 418-430.
- [15] Dr. V. Maheswari (2015) is conducted the study on “Brand choice of mobile phone users in Chidambaram town”. *International Journal of Information Research and Review*, February 2015. Vol,2, issue, 02, pp.341-345
- [16] www.wikipedia.com, retrieved from, <http://en.wikipedia.org/wiki/smartphone> on 12th November, 2016..