Factors Affecting Customer's Preferences to Buy Cellular Phone for Local versus International Brands: (A Case Study in Pakistan)

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Abstract
Purpose
This study was aimed to find out Factors Affecting Customer's Preferences to buy cellular phone for Local versus International Brands. The increasing use of mobile phones and existence of several cell phone brands with number of features enhances the researcher to study the factors which affect the buying behavior of the consumers.
Methodology/ Sample
The data was collected through an online questionnaire containing 19 questions including demographic factors. The questionnaire was shared through social networking website and 150 responses were received. The respondents belonged to different age groups, income brackets, education level etc. The data was analyzed using descriptive statistics and graphical analysis. Chi-square testing was done to test the hypothesis.
Findings
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. They are the factors that people bring in their consideration while they decide to purchase the mobile.
Practical Implications
The mobile phone manufacturers may take the customers perception in consideration while they are developing their products and they may introduce different attractive colors, they should work on their brand image, they should include smart features in their mobile phones and they should map their brand as the social and cultural image in the consumers' minds.
Keywords: Mobile phone, international brands, local brands, Chi-square testing.

1. BACKGROUND OF THE STUDY

Progresses in correspondences and data frameworks engineering have contracted separations, accordingly connecting markets through streams of data crosswise over business sectors. These patterns upgrade the administration of worldwide operations and drives up the need to arrangement adequately with worldwide competition. As firms enter global markets, branding assumes an imperative part in its advertising system. Numerous customers use brands as hints to show item exhibitions, as opposed to captivating themselves in quest for data when choosing contending brands. Shoppers use brands as prompts to settle on choices to buy or attempt items. Throughout the late years, there has been an incredible movement from local brands to worldwide brands because of the market of comparative needs and inclination by the buyers.

As the world is contracting into a worldwide commercial center, it is progressively noteworthy to comprehend the consumers' observation of worldwide brands to local brands. Contemplating purchaser recognitions towards worldwide vs. local brands have considerable suggestions in marketing and will likewise serve as a reference for future examination. There might likewise be a few explanations behind customers' observations and demeanor towards the brand. Along these lines there is additionally a need to reveal the explanations behind consumers' inclination for international brands over locally made brands.

This comes with the question local or international is a debatable issue. Both have priorities but there are many factors that influence the customer for impulse buying behavior of mobile phones. I have chosen the mobile companies as my inside of examination as We are such a great amount of dependent on our mobile phones and it is currently more than a necessities for us which has given these versatile organizations an apparatus to control us or encourage us with their different reaches of value, characteristics, model, frill.

The increasing use of mobile phones and existence of several cell phone brands with number of

features enhances the researcher to study the factors which affect the buying behavior of the consumers. This study was aimed to find out Factors Affecting Customer's Preferences to buy cellular phone for Local versus International Brands.

Considering the factual approach of worldwide consumer perception people now a day's considering international mobile phones because previously they are assembled in their own factory and they take into account quality fitness. In contrast in today's era new mobile phones are assembled in china which is popular among the youth because they are cheap and can fit comfortably into their pocket size.

1.1 Objectives of the study
The research aims to
➢ Explore the main factors affecting buying decision of mobile phone consumers.
➢ Understand whether there is any preference for color choice, brand image, smart features and cultural effects for buying mobile phone.
➢ Find out the difference between the factors affecting the buying decision of consumer between local and international brands.

1.2 Research Questions
The present study will try to answer the following research questions.
1. What are the main factors affecting the customers' buying decision while purchasing a particular mobile brand?
2. Do people consider color choice, brand image, smart features, and cultural effects while they purchase a particular mobile brand?
3. Is there any difference in the factors affecting the buying decision of consumer for buying local vs. international brands?

1.3 Significance of the study
This study is significant due to the area it is researching the buying behavior of consumers. In the field of marketing research the most difficult task is market sensing once you have understood the buying pattern of consumers you can easily develop a successful marketing strategy. The present study is purposed to explore the main factors affecting buying decision of mobile phone consumers. To understand whether there is any preference for color choice, brand image, smart features and cultural effects for buying mobile phone and to find out the difference between the factors affecting the buying decision of consumer between local and international brands. Which will help marketers related to mobile phone manufacturing and distributions say the brand managers and other related responsible people in making a successful market strategy to increase their market share and bring highly acceptable brands and models in the market that can be really preferred by the consumers.

2. REVIEW OF LITERATURE
Considering the fact of today's market survey, in most areas of Pakistan people are buying cheap smart phones rather than expensive smart phones. However, people who are very much brand conscious, they buy Samsung galaxy series and Apple iPhone.

Presently, buyers have more terrific disposable wages and use their cash more on items past essential necessities. Uniquely, purchasers in developing markets keep on advertising a solid inclination for non-local brands from created nations because of their apparent brilliant and typical picture there (Banks, K. and Burge, R. 2004). None the less, the execution of these brands has been blended. By and large, the relative business sector position of international brands is declining, and the development of those brands in protected markets has ended, if not transformed. Customers have diverse observations to outside and local brands, even inside the same item class (Dadzie, A. 2011). Local firms regularly utilize the bid of universality to market their items (Zhou & Hui, 2007) and HTC is a sample of such attempt. Not with standing this, the world is contracting into a worldwide commercial center, so it is truly important to research purchaser's discernment to worldwide brands and elements impacting customer buying behavior.

At the point when examining consumer references to worldwide brands, numerous specialists have underlined the essentialism of brand quality and brand notoriety figures through which saw brand comprehensiveness in a roundabout way influence shopper (Pikturnienė, I. 2013). In so doing, this study points at developing a general system of applicable variables acquired from the given literature. Particularly, the exploration utilized perceived brand quality and perceived brand reputation as two intermediating variables to inspect the impacts of perceived brand comprehensiveness on customer buy probability. This study led an overview on school learners comprising of four colleges in the focal a piece of Taiwan to comprehend their observations of worldwide brand versus local brand. The hypothesis of Baron and Kenny together with structural comparison demonstrating (SEM) methodology was utilized as the strategy within this study to finish the

examined task.

The motivation behind this area is to survey basic variables that influence shopper inclination for worldwide brands. At that point, the essential ideas of those basic variables are discussed. In light of that, we propose six speculations for managing the examination issue. In the end, the theoretical structure of this study is proposed. Perceived Brand Quality is discovered to be the most imperative indicator for the pathway between saw brand comprehensiveness and the shopper buy chance in correlation with saw brand distinction (Rahmat & Nasution, 2012). Accordingly, it is proposed that brand quality should to be essential central technique key for worldwide brand supervisors.

Brand is the most valuable asset for a company, where it represents a product or service means to consumers. Brands are more than just names and symbols. It is also the element of relationship between company and customers (Kotler and Armstrong, 2010). The brand name has directly influenced customer's perception toward the quality of the offering. When customers are satisfied, they generate word of mouth and it will lead to others to be interested and choose the brand. To enhance consumer response, marketers strive to build brand equity to capture consumer preference and loyalty. A study on the effect of brand name toward cars shows that people trust the well know brand for its quality, performance and believe that brand shows a person lifestyle and societal status. According to research, brand has a moderate impact on consumer behavior. In terms of gender, it's impact female more than male. Also, lower-income group consumers have a greater impact on brand toward their behavior due to after sales service and limited purchasing capacity (Domie 2013). 53.3% of people strongly agree that they choose a brand due to perceived good brand quality (Husso 2011). It shows that brand could influence purchase decisions, and it should be further look into the effect of factors such as brand awareness, brand equity and brand association has on purchase decision.

Smartphone is a 4 inch device which performs as powerful like a heavy and big size laptop. It able to do everything like a laptop, keeping everything such as documents, photos, games and apps in one's pocket, (Gin & Suan 2012). In Malaysia, Wi-Fi is everywhere especially in the city and restaurants, making surfing internet become convenience. Internet access is also provided by major telecommunication providers in Malaysia such as Maxis, Digi, Celcom, and Umobile. By having Smartphone that equipped with Wi-Fi and internet access ability, online doesn't restrict on desktop or laptop surfing. A study shows there is a high usage of Smartphone for medical apps such as disease diagnosis management and drug reference among medical students and junior doctors for education and clinical practice purposes (Khan, 2012). Instead of flipping books, medical knowledge can be very fast and convenient through Smartphone apps. A study also used convenient as one of the determinants to test the significant relationship with demand of Smartphone since found the significant relationship between convenience and university students' dependency on Smartphone with purchase behavior.

Not only marital issues arise, social and communication skills of people also becoming poor and texting become a way of communication instead of talking. A very strong relationship is also exists between students' dependency on Smartphone and their purchase behavior in the study by (Ismail, Masood & Tawab 2012).

"Price is the amount of money charged for a product or service, or the sum of the values that customers exchange for the benefits of having or using the product or service". Price is basically the amount of money a consumer willing to pay for in exchange with products and services that they think are valuable. The value of money varies from different people. Some might think it is valuable for a high price but others might think it does not worth for the value of money. If the discount rate is low, it should be presented in its value; whereas if the discount rate is high, it should be presented in percentage, so that customers will have higher purchase intention (Kiong, Gharleghi, & Fah, 2013). DMD Mobile SdnBhd Malaysia has launched a full-featured Smartphone operating on the Android platform. This Smartphone cost RM500 or below, aiming those who find spending RM1000 to RM2000 for Smartphone is a barrier. It shows an encouragement from the local company in adopting Smartphone to the Malaysian, by adjusting the price of Smartphone. Also, in year 2013, Malaysian youth who aged 21 to 30, with monthly earning less than RM300 is eligible to get a RM200 government rebate on a Smartphone.

Product features including hardware and software. Hardware is the description for a device that can be touched physically. The hardware of a Smartphone is the body of the phone itself, size and weight. Color and design are also considered as hardware as it is the physical appearance of the Smartphone. Software whereas is the general term for computer programs, procedure and documentation. The software of a Smartphone is the operating platform, storage memory, or apps that run the phone. The software for a phone in the market is such as iOS, Android, Windows, RIM Blackberry, Symbian, Bada and maemo. Among the Smartphone user segment, Android users are the largest consist of 43%, IOS users come second with 28%, RIM Blackberry is 18% and the rest is others. Overall, Android is still the most popular Smartphone operating system in the United State (Merino, Gonzalez, 2008). Another study on operating system Malaysians used shows Android consist of 42%, Symbian 18%, whereas iOS, RIM Blackberry and Windows are the same at 6%. According to a research, factor affecting ones to acquire a Smartphone due to software consists of 33 % whereas hardware has only 17.6%. It

shows that software is much more important than hardware in making Smartphone purchase decision. However, in the same research, Smartphone's design gain the most importance of the device specification, it consists of 56%, exceed the importance of Wi-Fi (38.5%), computing power (34.2%), price (30.2%) and others (Moslehpour, 2014).

"A consumer behavior is influenced by social factors, such as the consumer's small groups, family, and social roles and status" (Rahmat & Nasution 2012). Taking into account the data acquired from the study towards components influencing Smartphone buy conduct around Generation Y, some managerial suggestions and proposal of analyst are given, where it could be convenient for the organizations for their future systems anticipating enhancing Smartphone deals. With the huge open doors in the Smartphone showcase within a brief span of time, Smartphone supplier ought to seize the open doors to satisfy what influences Purchase Decision of clients.

The study shows majority of the Smartphone users will consider product feature at first. Smartphone provider should study on what features the users demand for, for example higher image resolution of the camera, better and faster operating system, smarter and lighter design, and any other new innovative of product features for both software and hardware.

The third consideration of Smartphone purchase decision is a Brand. It is important for the Smartphone provider to build their strong brand name, particularly by innovating something new and be the pioneer in the market, or by its unique selling proposition. Perhaps, not only the Smartphone product itself only could help to build the brand, Smartphone provider can consider other method such as good customer service, social responsibility and many more. With international recognized and strong brand, users are more confident in that brand and it is perceived to be more trustworthy.

3. METHODOLOGY OF THE STUDY

The study will be quantitative research. It will use primary data which will be collected through the most common tool of primary research i.e. survey questionnaire. The questionnaire will be consisting of 19 questions including demographic information. Questionnaire will be prepared in electronic version using Google docs and will be circulated on different forums such as Face book, LinkedIn and Twitter etc.

Surveys of approximately 150 individuals from different age brackets will provide variety of responses which will cover all type of mobile users. Apart from that the Focus Group will let me to find out about what people see before purchasing a cell phone? What features they look in a particular price range? How much sound, camera and MP3 satisfy in entry level cell phone.

Convenience Sampling: As because of constrained time, restricted assets and a restricted plan I was just equipped to cater those youths who are utilizing social networking destinations often.

The data was collected through structured questionnaire using online resources such as Face book, Linked in, Twitter etc.

Data was coded and transformed in quantitative form and analyzed using Excel and SPSS. The use of Frequencies, Chi-Square testing, one sample T-test and overall average analysis based on the overall tabulation will be done. In addition to the said analysis, graphical analysis of the data will also be done so as to make the thesis more interesting and understandable for the readers who are not much more interested in the numerical data.

4. ANALYSIS

Table 4.1 shows that the most important factor focused while purchasing sale phones is the smart features. If the phone is having smart phone features then they prefer to buy that brand. The second most important factor is brand name and the third most important factor is the durability. It means that if the mobile phone is having smart features and it is of the most important and familiar and famous brand with durability people would prefer to buy the mobile. We found that which cell phone brand is considered as the most durable mobile phones the analysis revealed that 78 of our respondent believe that Nokia is the most durable cell phone. On the second rank people prefer Samsung. Qmobile and Gfive are the least preferred brands it means that low brands and china brands are not very much preferred by the consumers.

As far as the most user friendly mobile phone brand is considered Samsung is preferred by 57 people as it is considered most user friendly mobile by them. In this category nokia stands at the second place while again other brands are not that much preferred by the consumer as far as the user friendly characteristic is considered. Analysis shows that Nokia brand mobile phones are having the best resale value while other than Nokia the second rank is of Samsung and then the other brands. If we look at the table above we can easily notice that most of the people say that Samsung mobile is having the best sound quality and Nokia is at second place while some people also said that Apple is having good sound quality.

As far as affordability is concerned people respond that the Qmobile brand cell phone are the most affordable mobile phone sets while Samsung is ranked second and the Nokia brand is ranked third as far as it

was preferred by the consumers. Analysis shows that the Nokia mobile is generally the most preferred mobile by the people and Samsung is on the second rank while Qmobile is on third and Apple, Gfive and Voice are not as much preferred as others.

We can also note that the highest total frequency for color choice preference while buying mobile phone is 54 for agree and 36 for strongly agree it means that customer give the preference to color choice during purchasing mobile phone. 20 respondents agree and 108 respondents strongly agree that the brand image is preferred and considered while making decision for purchasing a particular brand of mobile phone.

Further more the smart phones preference over the window phone has the 25 responses agreeing and 77 strongly agreeing the idea that nowadays smart phones are more preferred over the window phone. Our analysis shows the having a particular brand of mobile shows the cultural effect here we have 63 respondents for agree and 57 for strongly agree showing that people have cultural effect while they purchase a particular mobile brand.

Table 4.1 One-Sample Test

	Test Value = 3					
	t	df	Sig.	Mean difference	95% Confidence Interval of the Difference	
					Lower	Upper
Color choice preference	5.495	149	.000	.547	.35	.74
Brand image preference	16.00	149	.000	1.440	1.26	1.62
Smartphone's preference	8.251	149	.000	.913	.69	1.13
Cultural effect	11.39	149	.000	1.020	.84	1.20

Table 4.2 Factors and their Decision

Factors	Mode	Decision
Color Choice Preference	*Strongly Agree*	*Significant impact over customer buying behavior*
Brand Image Preference	*Strongly Agree*	*Significant impact over customer buying behavior*
Smartphone's Preference	*Strongly Agree*	*Significant impact over customer buying behavior*
Cultural Effect	*Strongly Agree*	*Significant impact over customer buying behavior*

The above table shows the results on the likert scale and we have checked the one sample hypothesis on the variables using one sample T-test. All four factors such as colour choice preference, brand image preference, smartphones preference over window phone and cultural effect are all significant. They are the factors that people bring in their consideration while they decide to purchase the mobile.

Table 4.3 Chi Square Test

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
1	The categories of most user friendly occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
2	The categories of resale value occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
3	The categories of best sound quality occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
4	The categories of affordable brand occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
5	The categories of brand preference occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
6	The categories of most durable occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

Hypothesis # 1: There is no difference between brands regarding user friendly
Interpretation: The p-value < 0.05, therefore the defined hypothesis should be rejected with reference to our

conducted research. This statistical evidence strongly recommend that the buying behavior of the cellular phone being user friendly of the certain brand. It is common observation in the contemporary market for cellular brand and being user friendly.

Hypothesis # 2: There is no difference between brands regarding resale value

Interpretation: The p-value < 0.05, therefore the defined hypothesis should be rejected with reference to our conducted research. This statistical evidence strongly recommends that the buying behavior of the cellular phone at resale value of the certain brand. It is common observation in the contemporary market for cellular brand and resale value.

Hypothesis # 3: There is no difference between brands regarding best sound quality

Interpretation: The p-value < 0.05, therefore the defined hypothesis should be rejected with reference to our conducted research. This statistical evidence strongly recommend that the buying behavior of the cellular phone at sound quality of the certain brand. It is common observation in the contemporary market for cellular brand and best sound quality.

Hypothesis # 4: There is no difference between brands regarding affordable brand preference

Interpretation: The p-value < 0.05, therefore the defined hypothesis should be rejected with reference to our conducted research. This statistical evidence strongly recommend that the buying behavior of the cellular phone at affordable price of the certain brand. It is common observation in the contemporary market for cellular brand and affordable price.

Hypothesis # 5: There is no difference between brands regarding brand preference

Interpretation: The p-value < 0.05, therefore the defined hypothesis should be rejected with reference to our conducted research. This statistical evidence strongly recommend that the buying behavior of the cellular phone at over all preference of the certain brand. It is common observation in the contemporary market for cellular brand and over all preference.

Hypothesis # 6: There is no difference between brands regarding most durable brand

Interpretation: The p-value < 0.05, therefore the defined hypothesis should be rejected with reference to our conducted research. This statistical evidence strongly recommend that the buying behavior of the cellular phone at durability of the certain brand. It is common observation in the contemporary market for cellular brand and durability.

Table 4.4 Cochran's Q Test

Attribute	Brand	N	Df	Cochran's Q	Sig.
Durability	Nokia	150	7	274.356	.000
Interface	Samsung	150	7	206.800	.000
Resale Value	Nokia	150	7	240.613	.000
Sound Quality	Samsung	150	7	122.960	.000
Affordability	Qmobile	150	7	187.813	.000
Most Preferred	Nokia	150	7	172.987	.000

With the help of Cochran's Q test, Researcher can say that Nokia is the most durable mobile in the Market. Samsung is the most user friendly mobile in the market. Nokia has the resale value mobile in the market. Samsung is the best sound quality mobile in the market. QMobile is the affordable mobile in the market. Nokia is the brand preference mobile in the market.

Table 4.5 Raking of Attributes

	Durability	User friendly	Resale value	Sound Quality	Affordability	Overall Preference	Total
Nokia	1	2	1	2	3	1	10
Samsung	2	1	2	1	2	2	10
Qmobile	5	4	5	5	1	3	23
Apple	3	3	3	4	6	5	24
Gfive	4	6	6	6	5	6	33
Other	6	5	4	3	4	4	26

If we look at the above overall table we can find out that the two top brands with the highest position are Nokia and Samsung because they both have the total least score. Both of the brands are international brands and hence after the overall analysis we can conclude that consumer perceive the international brands better than the local brands. In most of the features such as durability, user friendly, resale value, sound quality, affordability and overall preference Nokia and Samsung were the most preferred brands and both are international brands.

5. FINDINGS AND CONCLUSION

If you look at the analysis it shows that 63% of our respondents are the males and around 37 % are female. Our

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total number of respondents was 150 out of them 95 were male respondents while 55 were male. In our questionnaire we had we had four different age categories of the respondents out of our total 150 respondents 14 respondents were under 20, 85 were from 21-30, 30 were from 31-40 and the remaining 21 were above 40. The most of our respondents were from 21 to 30 and they were 85 in number if we look at percentage it is around 57% that is why we can say that most of our respondents were mature people only 14 were under 20 and the rest of all were the mature people it means there opinion is worth important. If we look at the table 4.3 we took the data of education of the respondent using five different categories i.e. matric, intermediate, undergraduate, master's and Ph.D. Most of our respondents were masters qualified as they were more than 80 and more than 50% of the overall respondents.

Look at table 4.4 we can see that 90 out of 150 of our respondents were single it means that the opinion and perception of the respondents we are trying to capture in this study will be about most of the respondents who have not married yet and living their single life. Look at the table 4.5 we find that 63 were under drawing 25000, salary it means that most of the respondents were from the lower middle class. If we look at the last category with is above 80000 we find that they were around 32 which means around 20 % of the respondents. Table 4.6 shows that most of our respondents were employed and they earn their expenses while only around 20% were professional students who were living on their parents or guardians expenses. Most of the respondents are free to take their decision independent specially related to buying decision.

Most of our respondents were having cell phones. They were around 140 respondents who were having cell phones. Only 10 out of the total respondents were not having cell phones. If we look at the table 4.8 we can find that there not any special price range of mobile which our sample respondents are having from 3000 to 50000 and even around 15 were having the cell phone have price more than 50000 it means that we have covered the respondents using the cheapest and also the expensive mobiles. Now we are able to capture the data from every type of customers using different types of mobile in different price range.

Table 4.9 shows that the most important factor focused while purchasing sale phones is the smart features it the phone is having smart phone features than they prefer to buy that brand. The second most important factor is brand name and the third most important factor is the durability. It means that if the mobile phone is having smart features and it is of the most important and familiar and famous brand with durability people would prefer to buy the mobile. If we look and table 4.10 we can find that which cell phone brand is considered as the most durable mobile phones if we look the table carefully we can see that 78 of our respondent believe that Nokia is the most durable cell phone. On the second rank people prefer Samsung. Qmobile and Gfive are the least preferred brands it means that low brands and china brands are not very much preferred by the consumers. As far as the most user friendly mobile phone brand is considered table 4.11 shows that Samsung is preferred by 57 people as it is considered most user friendly mobile by them. In this category nokia stands at the second place while again other brands are not that much preferred by the consumer as far as the user friendly characteristic is considered.

Table 4.12 shows that Nokia brand mobile phones are having the best resale value while other than Nokia the second rank is of Samsung and then the other brands. If we look at the table above we can easily notice that most of the people say that Samsung mobile is having the best sound quality and Nokia is at second place while some people also said that Apple is having good sound quality. As far as affordability is concerned people respond that the Qmobile brand cell phone are the most affordable mobile phone sets while Samsung is ranked second and the Nokia brand is ranked third as far as it was preferred by the consumers. Table 4.15 shows that the Nokia mobile is generally the most preferred mobile by the people and Samsung is on the second rank while Qmobile is on third and Apple, Gfive and Voice are not as much preferred as others.

If you look at the tables 4.16 to 4.19 we can easily understand the preference of the people that what features do the preferred while they purchase the cell phone. The above table shows the results on the likert scale and we have checked the one sample hypothesis on the variables using Chi-Square testing. All four factors such as color choice preference, brand image preference, smart phones preference over window phone and cultural effect are all significant. They are the factors that people bring in their consideration while they decide to purchase the mobile.

If we look at the above overall table we can find out that the two top brands with the highest position are Nokia and Samsung because they both have the total least score. Both of the brands are international brands and hence after the overall analysis we can conclude that consumer perceive the international brands better than the local brands. In most of the features such as durability, user friendly, resale value, sound quality, affordability and overall preference Nokia and Samsung were the most preferred brands and both are international brands.

5.1 Future Research

Our study was limited at Pakistan level we can expand this research to other countries. We included only 150 respondents and they were all from Pakistan. We can improve our sample size and get better responses. We

studied variable at the descriptive level and more in depth study can be done by applying inferential statistical tools. There are further areas of research such as use of different service providers etc.

5.2 Recommendations

Notice the above overall table we can find out that the two top brands with the highest position are Nokia and Samsung because they both have the total least score. Both of the brands are international brands and hence after the overall analysis we can conclude that consumer perceive the international brands better than the local brands. In most of the features such as durability, user friendly, resale value, sound quality, affordability and overall preference Nokia and Samsung were the most preferred brands and both are international brands. In local brands only Qmobile was preferred by the consumers as far as the affordability is concerned but this only one feature is not enough for selling in the market. Both of the brands are international brands and hence after the overall analysis we can conclude that consumer perceive the international brands better than the local brands. In most of the features such as durability, user friendly, resale value, sound quality, affordability and overall preference Nokia and Samsung were the most preferred brands and both are international brands. The customers evaluate the brand from different perspective and the manufacturers should consider all of them very carefully. By looking at the results and finding of the study it is recommended to the local mobile phone companies to work out over the smart features, durability, sound quality, user friendly software and affordability of the cell phones they are manufacturing. It can be the best marketing strategy for them to increase their sale and the perception of customers can be changed about the local brands.

If you look at the tables 4.16 to 4.19 we can easily understand the preference of the people that what features do they preferred while they purchase the cell phone. The above table shows the results on the likert scale and we have checked the one sample hypothesis on the variables using Chi-Square testing. All four factors such as color choice preference, brand image preference, Smartphone's preference over window phone and cultural effect are all significant. They are the factors that people bring in their consideration while they decide to purchase the mobile. That is why it is also recommended to the mobile phone manufacturers that they should also take the customers perception in consideration while they are developing their products. Say they should introduce different attractive colors, they should work on their brand image, they should include smart features in their mobile phones and they should map their brand as the social and cultural image in the consumers' minds.

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