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A STUDY ON MEASUREMENT OF BRAND AWARENESS AND BRAND PERCEPTION OF SMART-PHONE COMPANIES IN BANGALORE

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Abstract—*The objective of this paper to study about the measurement of Brand awareness and Brand perception of smart phone companies in Bangalore. By this concept we can know about the Brand is a recognizing image, mark, logo, name, word, as well as sentence that organizations use to recognize their item from others. Brand awareness is related to the functions of brand identities in consumers' memory and can be reflected by how well the consumers can identify the brand under various conditions that is in the smart phones while purchasing by the consumer that they are measured and analyzed and another one that it is Brand Perception towards the smart phone companies by the customers that is through their experience about the product usage that they are shared with their friends and relatives about the product satisfaction by this we can say word of mouth without advertising that they only create a brand and also sharing their product information in the social media channels also . And, competition of smart phone companies in the market that they are analyzed and lastly about the consumers preference towards the features of the smart phones companies that they are measured. The data collected in the form of primary and secondary data. The questionnaires are prepared collected data from the 100 respondents through the sampling method of convenience sampling are used after this data analysis and interpretation are done on the basis of the percentage analysis are done through this we find out the more number of respondents are male. We can conclude consumer needs, wants and desires are never ending process but also apple smart phones has created brand image in the mindsets of the customers to buy their products and suggestions that are obtained by the customers regarding the smart phones.*

Keywords—*Brand, Brand awareness, Brand perception, Data analysis, Smart phone companies*.

I. INTRODUCTION

India's Smartphone advertise delivered 152.5 million units in 2019, with an unobtrusive 8.0% year-over-year (YoY) development. India likewise turned into the second biggest Smartphone advertises in 2019 after China however was still in front of the USA. The general cell phone showcase, with yearly shipments of 282.9 million units, declined by (- 12.3%) YoY in 2019 because of less 4G highlight telephones.

Brand

A brand is a recognizing image, mark, logo, name, word, as well as sentence that organizations use to recognize their item from others. A blend of at least one of those components can be used to make a brand character. Legitimate insurance given to a brand name is known as a trademark.

Brand awareness

Brand awareness is the extent to which a brand is recognized by potential customers and is correctly associated with a product. Expressed usually as a percentage of the target market, brand awareness is the primary goal of advertising in the early months or years of a product's introduction.

Channels of Brand Awareness

By imparting and communicating with clients, promoting advances a brand. TV, radio, web-based life, and papers are a couple of the assortment of channels that sponsors use to convey their messages.

- **Magazine**

Magazines are the most specific of all print promoting media and range from a wide assortment of types to fulfill distinctive objective markets.

- **Paper**

The world press patterns 2010 report expresses that 1.7 billion individuals read the paper ordinary, which speaks to more than 25 percent of the world's grown-up populace.

- **Radio**

Radio is a wellspring of electronic media that can contact numerous individuals. Brand mindfulness will profit by channels, for example, radio inclusion as there are various radio broadcasts to consider various socioeconomics and markets, for example, age, music type, talk news and area.

- **TV**

Nearly everybody approaches a TV, regardless of whether it is at home, at a bar and even in vehicles. Having a commercial on TV will permit your ad to relate to numerous with high recurrence levels.

- **Web based life**

A significant touch point in publicizing to make brand mindfulness would be internet-based life stages, for example, Instagram and Face book. In the improvement of making a procedure for internet-based life showcasing, the brand must concentrate on key components to build brand mindfulness in online life publicizing.

Brand Perception

Business is based on client connections, and brand discernment establishes the pace. The present buyers share their feelings and encounters generally, and their friends trust them when it comes time to purchase or pass.

The essentials of brand Perception

Clients make careful decisions about your image when they read an online survey, make a buy, converse with workers, read a report, or find out about a companion's understanding. Every one of these connections, joined with the informing you control, make up a client's image observation.

Why is brand Perception significant?

As such, brand observation influences your primary concern—a great deal. Organizations regularly expect they know how their clients feel about them. All things considered, they converse with them and assist them with taking care of issues day by day. In view of these co-operations alone, organizations will in general swell brand discernment, trusting it to be more positive than it truly is.

II. REVIEW OF LITERATURE

Osman concluded that the selling price is not the most important factor that affects smart phone purchasing decision, whereas the consumers perceive other factors such as design, connectivity, and performance to be more important than the price. **Kaushal and Kumar** inferred that the consumers are using or want to purchase Smartphone because their social circle is using it and hence, they are also motivated and inspired to use Smart phone. **Raj (1985)** in his paper 'Finding Some kind of harmony between Brand 'Fame' also, Brand Loyalty' researched the connection between a brand's offer of clients and its steadfast establishment. Utilizing Target Global Index (TGI) information on purchaser buy propensities covering 1,000 brands in 86 item classes, it is discovered that brands with a bigger portion of clients have proportionately bigger portions of faithful purchasers. These outcomes are valuable in the designation of assets between the expansion of a brand's base of clients and the advancement of clients' dedication. **Krishnamurthi and Raj (1988)** in their examination paper 'A model of brand decision and buy amount value sensitivities', presents a technique from the restricted ward variable writing to show the reliance between the decision and amount choices. The emphasis is on the job of cost in the decision and amount choices. While picking among choices, it is contended that buyers consider costs of all the serious brands. **Dwane Hal (1999)** in investigate article 'Brand Endorsement, Popularity, furthermore, Event Sponsorship as Advertising Cues Affecting Consumer Pre Purchase Attitudes' has examined the capacity of three publicizing signs: outsider item underwriting, brand notoriety, and occasion sponsorship and its effect on purchaser observations with respect to item quality, uniqueness, producer regard, and corporate citizenship. Results recommend critical principle impacts for both underwriting furthermore, sponsorship signs, with support influencing apparent quality, uniqueness, and regard, and sponsorship influencing just citizenship.

Another examination on brand commonality was led by **Kent and Allen (1994)** in the paper 'Serious Interference Effects in Consumer Memory for Advertising: The Role of Brand Familiarity'. The examination centred on brand commonality's job in expanding promotion memorability and directing serious obstruction. Their discoveries propose that set up brands have significant favourable circumstances in promoting: Consumers would be more prone to review promotion data, and their memory ought to be less influenced by introduction to contenders' advertisements. **Ned Anschuetz (1997)** in explore paper 'Point of View: Building Brand Notoriety: The Myth of Segmenting to Brand Success' investigates on the notoriety of brand name items and the fantasies related with brand victory. The creator finishes up by saying that the best way to build the quantity of incessant purchasers of a brand is to expand the brands prominence. **Gregory, Rashiand Ken (1994)** in their exploration article 'Important Brands From Meaningless Differentiation: The Dependence on Irrelevant Qualities' thinks that ordinary item separation techniques endorse recognizing an item or brand from contenders' on the premise of a characteristic that is pertinent, significant, and important to buyers. The creators look at how good for nothing separation can deliver a definitively separated brand.

III. IMPORTANCE OF THE STUDY

Moreover, the significance of brand mindfulness in the correspondences condition apparently is changing from conventional "straight" models of one-to-numerous correspondence, to arranged purchasers who connect in two-way, non-direct exchanges with brands, items and one another, elevating individuals to develop increasingly important, intelligent correspondence through online web based life . This empowers individuals to interface with each other through the sharing of client surveys and the rehashed capacity to communicate with others about specific brands. This can be seen through Word of Mouth (WOM) and Peer to Peer (P2P) correspondences and recommends that correspondence impacts brand mindfulness essentially and is constrained by a progressively perplexing condition than previously. For instance, the commitment with the vehicle brand MINI on a Facebook fan-page advanced "beneficial outcomes on shoppers' image mindfulness, through WOM exercises and the buy expectation was accomplished". In this manner, proof proposes that through new techniques for non-direct, two-path correspondence, in especially via web-based networking media, show that brand mindfulness is significant and can be of gainful to an association.

IV. STATEMENT OF THE PROBLEM

In recent years smart phone markets having tremendous completion among smart phone makers. There are 100s of new models comes every month to attract new customers. It is very much essential to phone maker, seller to identify what is customer choice, preference to offer exact smart phone customer wants. This study is mainly focussing on the leading brand preference for smart phone and the attitude of consumers belongs to low, middle and high income groups are taken. As the study has got wide relevance is formulating valid information about the prefer smart phone brand, it helps in getting a critical look in to the branding or promotional practices of the company and its product in relation. This study gives an idea about the company branding and promotional practices and brand awareness of the products to the future decision- making how to perform successfully and tactfully.

V. OBJECTIVES OF THE STUDY

1. To conduct retail outlets audit.
2. To analyse the brand awareness of various smart phones.
3. To analyse the brand perception of various smart phones.
4. To analyse the competition of smart phones in Bangalore.
5. To examine the most preferred consumer criteria's or features of smart phones.

VI. SCOPE OF THE STUDY

The scope of this study is to measure brand awareness and consumer perception towards smart phone brands in Bangalore city. An attempt is made will be to analyze the brand preference of smart phones.

VII. LIMITATIONS OF THE STUDY

- The study will be restricted to Bangalore city.
- The time period available is very limited.
- Personal opinion of respondents.
- Some of the smart phone retail outlets may not reveal the accurate information about the products.

VIII. RESEARCH METHODOLOGY

SAMPLING

Non-probability sampling is any sampling method where some elements of the population don't have any chance of selection (these are sometimes noted as 'out of coverage'/'under covered'), or where the probability of selection cannot be accurately determined.

Population: Customer of various retails

Sample Size. 100 Respondents (customers)

Sampling Methodology: Data would be collected by using convenience sampling.

SOURCES OF DATA COLLECTION

Primary Data

The primary data will be composed through a questionnaire. Open-ended, closed ended and Yes or No questions will be used in drafting the questionnaire. There will be also various other factors such as personal feeling about the products, their satisfaction levels, etc., will be also included. Interview administered closed end questions will be given to the department heads of the company to collect the information about product and marketing strategies implemented and an observation of the information will be carried on.

Secondary Data

Major sources of secondary data will be extracted from various journals, magazines, websites, etc.

TOOLS FOR DATA COLLECTION

Questionnaires, observations, focus groups and interviews are among some of the most used techniques.

IX. DATA ANALYSIS AND INTERPRETATIONS

TABLE 1: SMART PHONE USERS AGE BREAK-UP

Age	*No. of Respondents*	*Percentage*
15-20 Years	22	22%
20-30 Years	32	32%
30-40 Years	19	19%
40-50 Years	14	14%
50-60 Years	8	8%
60 Years Above	5	5%
Total	100	100%

Interpretation: when 100 respondents opinion collected regarding about their age the majority of them said that they are 20-30 years is 32%.minimum number of respondents said that they are above 60 years is only 5% and remaining respondents that they said they are between the ages of 15-20 years is 22%.30-40 years is 19%, 40-50 years is 14% and 50-60 years is 8%.

TABLE 2: SMART PHONE USERS GENDER

Gender	*No. of Respondents*	*Percentage*
Male	55	55%
Female	45	45%
Total	100	100%

Interpretation: Being 100 customers and respondents of the survey, out of which 55% were male and 45% of the remaining respondents being female.

TABLE 3: SMART PHONE USERS MARITAL STATUS

Marital status	*No. of Respondents*	*Percentage*
Married	37	37%
Unmarried	63	63%
Total	100	100%

Interpretation: When being 100 customers and respondents of the survey, out of which 37% of the respondents were married and 63% of the remaining respondents were unmarried.

TABLE 4: SMART PHONE USERS EDUCATIONAL QUALIFICATIONS

Educational Qualification	*No. of Respondents*	*Percentage*
PUC	15	15%
Under Graduation	33	33%
Post-Graduation	21	21%
PHD	19	19%
Others	12	12%
Total	100	100%

Interpretation: When being 100 customers and respondents of the survey, conducted in that majority of them said that they are under graduation is 33%. Minimum number respondents that they said others is 12%, remaining respondents they said that they are PUC is 15%, post-graduation is 21% and PhD is 19%.

TABLE 5: SMART PHONE USERS OCCUPATION

Criteria	*No. of Respondents*	*Percentage*
Employed	38	38%
Housewife	21	21%
Business	27	27%
Others	14	14%
Total	100	100%

Interpretation: When being 100 customers and respondents of the survey, out of which 38% of the respondents were employed, 21% were housewives, 27% had their own business and 14% were other professions.

TABLE 6: SMART PHONE MONTHLY INCOMES

Monthly Income	*No. of Respondents*	*Percentage*
Rs20000	45	45%
Rs30000	37	37%
>Rs50000	18	18%
Total	100	100%

Interpretation: when being 100 customers and respondents of the survey, out of which 45% of the respondents were employed and earned a monthly salary of Rs.20,000/-, 37% earned Rs.30,000/- per month and the remaining 18% earned more than Rs.50,000/- per month.

TABLE 7: SMART PHONE PURCHASE DECISIONS

Purchase Decisions	*No. of Respondents*	*Percentage*
Personal use	11	11%
Business	21	21%
Tech Update	40	40%
Fancy	13	13%
Others	15	15%
Total	100	100%

Interpretation: Being 100 customers and respondents of the survey, out of which 11% of the respondents used smart phones for personal use, 21% for business purposes, 40% used for technology updates, 13% were fancy about the same and the remaining of them used for various other reasons is 15%.

TABL3 8: SMART PHONE BRANDS SWITCHING REASONS

Criteria	*No. of Respondents*	*Percentage*
New version	24	24%
Boring	25	25%
Ruined	34	34%
Theft	10	10%
Other Reasons	7	7%
Total	100	100%

Interpretation: When being 100 customers and respondents of the survey, out of which 24% of the respondents switched to new smart phones for their new versions, 25% when they got bored with their existing Smartphone's usage, 34% switched when the existing phones were ruined, 10% when there was theft of the same and the remaining 7% of the respondents switches for other reasons.

TABLE 9: SMART PHONE BRANDS PRICING

Criteria	*No. of Respondents*	*Percentage*
Rs.12000	28	28%
Rs.15000	34	34%
Rs.20000	21	21%
Rs.30000	11	11%
Above Rs.50000	6	6%
Total	100	100%

Interpretation: when 100 respondents opinion collected regarding the pricing of the smart brands through this majority of them said that they are using the value of the phone is Rs.15000 and their percentage is 34%. The minimum number of users of the smart phone that they said above Rs.50000 and their percentage is 6%.and remaining members of respondents said that the rs.12000 is 28%.for the rs.20000 is 21% and for rs.30000 is 11%.

TABLE 10: SMART PHONE BRANDS QUALITY RATINGS

Brand	*Excellent*	*Very Good*	*Good*	*Poor*	*Total*
Samsung	28%	24%	30%	18%	100%
Xiaomi	20%	19%	24%	37%	100%
One plus	42%	23%	21%	14%	100%
Apple	48%	17%	27%	8%	100%

Interpretation: When 100 respondents opinion collected regarding the quality ratings of the smart phones in that majority of them said Excellent that apple and their percentage is 48% minimum number of respondents that they said poor is apple and their percentage is 8%.the one plus in that majority of them said 42% and remaining minimum members said that they are poor only 14%.through the quality rating of the Samsung in that majority of them said that they are Excellent and their percentage is 28% and remaining minimum respondents said that they are poor and their percentage is 18%.and lastly that they are ranked that is Xiaomi and majority of them excellent is 20% and remaining respondents that they said poor is 37%.when analyzing the 4 brands of the above mentioned companies the apple as high percentage of opinion in the customers mind.

TABLE 11: SMART PHONE BRANDS IMAGE

Brand	*Excellent*	*Very Good*	*Good*	*Poor*	*Total*
Samsung	43%	23%	24%	10%	100%
Xiaomi	32%	21%	30%	17%	100%
One Plus	49%	20%	22%	9%	100%
Apple	58%	25%	11%	6%	100%

Interpretation: when 100 respondents opinion collected regarding the smart phone brands image through this majority of them said excellent when comparing to the all the above brands the apple as maximum number of a percentage that is 58% and only few respondents that they said poor is 6%. And secondly number of respondents said that the brand is One Plus is excellent is 49%. Thirdly maximum number of respondents said that they are excellent to Samsung is 43% and lastly the maximum number of respondents that they said excellent is 32%. When analyzing the above four brands of smart phone companies that brand image is created by apple in the mindsets of the customers in the market.

TABLE 12: SMART PHONE BRAND'S PRICING

Brand	*Expensive*	*Reasonable*	*Economical*	*Cheap*	*Total*
Samsung	46%	28%	19%	7%	100%
Xiaomi	17%	36%	24%	23%	100%
One plus	40%	30%	21%	9%	100%
Apple	74%	16%	8%	2%	100%

Interpretation: when 100 respondents opinion collected about the smart phone brands pricing through this majority of them said that is expensive that is apple and their percentage is 74%.minimum number of respondents that they said cheap that is apple is only 2%. Secondly the more respondents that they said expensive to the company of Samsung and their percentage is 46%.and thirdly more expensive brand is one plus is 40%. And lastly ranked that is Xiamoi is 17%.

TABLE 13: SMART PHONE BRAND'S OUTLET SALESMEN BEHAVIOR

Brand	*Highly satisfied*	*Satisfied*	*Average*	*Poor*	*Total*
Samsung	37%	31%	20%	12%	100%
Xiaomi	54%	23%	21%	2%	100%
One plus	39%	29%	23%	9%	100%
Apple	41%	30%	27%	2%	100%

Interpretation: When 100 respondents opinion collected about the smart phones retail outlet salesmen behaviour through this the majority of them said that the company retail outlet is Xiamoi is highly satisfied and their percentage is 54% and remaining minimum number of respondents that they said is poor to apple and Xiamoi is 2%.secondaly the more number respondents that they said is apple that their percentage is highly satisfied is 41%. Thirdly number respondents that they said is highly satisfied to the One Plus are 39% and lastly fourth ranked that is highly satisfied is Samsung is 37%.

TABLE 14: CUSTOMER OPINION ABOUT DESIGN / COLOUR OF SMART PHONES

Design/colour	*No. of Respondents*	*Percentage*
Good	80	80%
Bad	12	12%
Improvement necessary	8	8%
Total	100	100%

Interpretation: When 100 respondents opinion collected about the design and colour of smart phones in that majority of them said good is 80% and minimum number of respondents are bad that they said is 12% and remaining number of respondents that they are improvement necessary said is 8%.

TABLE 15: CAMERA RESOLUTION RANGE YOU PREFER IN A SMART PHONE

Mega Pixels	*No. of Respondents*	*Percentage*
16 Mega pixels	24	24%
24 Mega pixels	28	28%
48 Mega pixels	39	39%
No idea	9	9%
Total	100	100%

Interpretation: When being 100 customers and respondents of the survey conducted about the camera resolution range that they prefer while buying a smart phone in that majority of them said 48 mega pixels an their percentage is 39% and minimum number of respondents that they said 24 mega pixels and their percentage is 28% and remaining respondents that they said 16 mega pixels is 24% and lastly no idea said by respondents is 9%.

TABLE 16: ATTRIBUTES INFLUENCING BUYING DECISIONS OF SMART PHONES

Advertisement - A Buying Motive	*No. of Respondents*	*Percentage*
Product Quality	35	35%
Packaging	15	15%
Popularity	40	40%
Pricing	10	10%
Total	100	100%

Interpretation: When being 100 customers and respondents of the survey, when interviewed them about regarding the attributes influencing buying decisions of new smart phones, the significant attribute being popularity and 40%respondents accepted this attribute, 35% respondents preferred the product quality is an important attribute to buy smart Phones, followed by packaging by 15% respondents and finally 10% respondents only opted for pricing.

TABLE 17: RETAIL OUTLET PREFERRED FOR BUYING SMART PHONES.

Retail Outlets	*No. of Respondents*	*Percentage*
Mobile shop	32	32%
Hypermarkets and Malls	22	22%
Places that offer payment instalments	20	20%
Does not matter (Any place)	9	9%
Nearest store to your home or work	10	10%
Others	7	7%
Total	100	100%

Interpretation: When being 100 customers and respondents of the survey, conducted regarding the retail outlet preferred for purchasing of their smart phones through this the majority of they said purchasing through the mobile shops 32% and minimum number of respondents said that others is 7%.and remaining members of the respondents said that they purchasing through the follows are Hypermarkets and malls their percentage is 22%, Places that offer payment instalments that they said is 20%, Doesn't matter (any place) that they said their percentage is 9% and nearest store to your home or work and their percentage of respondents is 10%.

X. FINDINGS OF THE STUDY

- Through the 100 samples were collected about the age of smart phone users in that maximum number of respondents age is between 20-30 years is 32%.
- When 100 respondent's opinion collected about the smart phone users' gender in that the majority of them are male respondents and their percentage is 55%.
- Through the 100 respondents' samples were collected about the marital status of the smart phone users in the maximum number of respondents are unmarried and their percentage is 63%.
- Out of 100 samples of respondents are collected about the smart phone user's educational qualification for this majority of respondents said that they are under graduation and their percentage is 33%.
- When 100 respondents' samples were collected about the smart phone users occupation in that more number of respondents are employed and their percentage is 38%.

- Out of 100 samples of respondents' opinion collected about the monthly income of smart phone users in that majority of them are income is 20000 and their percentage is 45%.
- Out of 100 samples were conducted about the smart phone purchase decisions for this maximum number of respondents said that is for technology update and their percentage is 40%.
- Out of 100 respondents' samples were collected about the smart phone brands switching reasons for this more numbers of respondents that they said is ruined and their percentage is 34%.
- When 100 samples of respondents are collected about the pricing of the smart phone brands that they are using for these maximum respondents said is rs15000 and their percentage is 34%.
- When 100 samples were collected about the smart phone brands quality ratings that analyzed through four brands of smart phone in that more number respondents said is apple and their percentage is 48%.
- Through the 100 samples were collected about the smart phone brands image for this majority of them said is apple and their percentage are 58%
- When 100 samples were collected about the smart phone brands pricing that are compared with the four branded phones are Samsung, Xiaomi, one plus and apple smart phones and their percentage is 74%.
- Out of 100 samples were collected about the smart phone brands retail outlets salesmen behaviour for this maximum number of respondents said that is Xiaomi and their percentage is 54%.
- Through the 100 samples were collected about the camera resolution that are preferred by a smart phone user for this majority of them said us 48 mega pixel and their percentage is 39%.
- When 100 samples were collected about the attributes that influence for buying decisions for smart phone users for this maximum number of respondents said that is popularity and their percentage is 40%.
- Through 100 samples were collected about the retail outlet preferred for purchasing the smart phone by the users for this majority of them said that is through the mobile shop and their percentage is 32%.

XI. SUGGESTIONS

- This examination was explicitly focused on the smart phone industry, though extra studies could concentrate on different businesses that likewise face elevated levels of rivalry.
- This investigation focused on just five factors that impact cell phone brand inclinations, and studies concentrating because of individual and mental factors on these inclinations ought to likewise be led, since these would help cell phone organizations in better understanding their business sectors.
- Prices to be reasonable.
- There is a wide degree for additional improvement of advanced smart phones.
- The universe of versatile field is not static; it is consistently liable to change as indicated by innovation. To keep preoccupied of the mechanical improvement the advanced smart phones need refinement.
- They ought to get the criticism report from the client to satisfy the client needs and wants.
- They ought to give better of new models to beat their rivals.
- Smart phone companies should give discounts to the customers.
- Effective promotions must be done by the smart phone companies for better attraction of consumers towards their products.
- Each smart phone brands must update with the latest technology available in the market

XII. CONCLUSION

Through the study of measurement of brand awareness and brand perception of smart phones that we have consider the smart phone companies brand are Samsung, Xiaomi, Oneplus, apple by this survey was conducted in that looking forward to the brands of smart phones through the survey we came to know about the apple as created good image in the mindsets of the customers and other parameters that we are also considered regarding their colour, design, product quality, features, durability, camera resolution, battery durability, RAM, and also we asked to respondents about the behaviour of salesmen in retail outlets and through the sources of purchase of smart phones and through which media you come to know about the launching of smart phones above all this are considered for survey respondents are given good response and opinion, suggestion for the improvement of the smart phones. By this study the concept of brand awareness should be done by every company because to know about the marketing strategies and marketing mix elements in that 7P's should also be adopted that is product, price, place, people, promotion, process, physical evidence through this brand awareness plays an vital role in bringing awareness about their companies brand products to end-users. Brand perception in that is a consumer experience with a brand when the consumer that he had aware about the product when he makes the use of the particular product he will be knowing the usage and durability of product and that product quality through this any person we can give suggestion for the improvement of that particular product. Lastly we can say consumer's needs, wants and desires are never ending process because when new things comes into the market other products also they should innovative something new in their products because to give a competition and survival in the market leader he should clearly understand the consumer mindsets for which time that the products should be launched and also should long term relationship with their customers through this they become a loyal customers for the particular brand.

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