

***BRAND LOYALTY AND CUSTOMER SATISFACTION IN SMARTPHONE  
BRANDS AMONG YOUTHS IN LUNGLEI***



***A report submitted to Department of Commerce, Higher And Technical Institute,  
Mizoram (HATIM) for the academic year 2022-23***

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**CERTIFICATE**

This is to certify that the dissertation entitled “Brand Loyalty and Customer Satisfaction in Smartphone Brands Among Youths in Lunglei” submitted to the Mizoram University for the award of the degree of Bachelor of Commerce, is a record of research work carried out by Lydia Lalmuanawmi, Roll No. 2123BCOM032, IV Semester B.Com. She has fulfilled all the requirements laid down in the regulations of Mizoram University. This dissertation is the result of her investigation into the subject. Neither the dissertation as a whole nor any part of it was ever submitted any other University for any degree.

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## DECLARATION

I, *Lydia Lalmuanawmi*, hereby declare that the subject matter of this dissertation is the record of work done by me, that the contents of this dissertation did not form to anybody else, and that the dissertation has not been submitted by me for any research degree in any other university or institute. This is being submitted to the Mizoram University for the degree of Bachelor of Commerce.

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## **CHAPTER – I**

### **INTRODUCTION**

#### **1.1 Conceptual Framework**

##### **1.1.1 Meaning of branding**

Branding is the process of creating a strong, positive perception of a company, its products and services in the customer's mind by combining such elements as logo, design, mission statement, and a consistent theme throughout all marketing communications. Effective branding helps companies differentiate themselves from their competitors and build a loyal customer. A brand is a name, term, design, symbol or any other feature that distinguishes one seller's goods or services from those of other sellers. A brand name can create and stand for loyalty, trust or faith depending on how the brand is marketed, advertised and promoted. A brand is likely to survive longer than just an undifferentiated product. Existing studies show that consumers, particularly those who purchase smartphones, strongly prefer their preferred brand over all other important factors.

##### **1.1.2 Meaning of loyalty**

A person's dedication or emotion of attachment to a certain good or brand is referred to as loyalty. When it comes to marketing, it's natural to think of customer acquisition. When a customer is loyal to a specific brand, they are not easily influenced by availability or pricing. They are willing to pay more as long as they get the same quality product or service they are familiar with and love. All businesses should strive to improve customer loyalty to keep clients purchasing and make them promote their brand to new audiences. Marketing loyalty is developing a plan for getting, keeping, and rewarding existing clients as required. In spite of competitors offering the same goods or services, it occurs when buyers continue to purchase from the same brand. Customers continue to interact with and buy from the same brand while also connecting positive emotions with it, which is useful for word-of-mouth marketing.

### **1.1.3 Meaning of Brand Loyalty**

Brand loyalty can be defined as the extent of consumer faithfulness towards a specific brand and this faithfulness is expressed through repeat purchases and other positive behaviors such as word of mouth advocacy, irrespective of the marketing pressures generated by the other competing brands. In marketing, brand loyalty describes a consumer's positive feelings towards a brand, and their dedication to purchasing the brand's products or services repeatedly, regardless of deficiencies, a competitor's actions, or changes in the environment. As per Tucker (1964), brand loyalty has been “conceived to be simply biased choice behavior with respect to branded merchandise”. If a customer likes a product from a particular brand, he/she is likely to say a ‘few’ good things about the brand, and possibly stay loyal. But, if the brand does not deliver as per the customer’s expectations, he/she is likely to vent out his/her frustration in ‘various’ forms, ultimately painting a negative brand image.

### **1.1.4 Role of Branding in Marketing**

The objective of a branding strategy is to withstand uniquely, by reducing the creation of substitute products similar to the competitor brands. One of the most obvious reasons that businesses need branding is to help them get recognized more often. If have strong branding for your business, people will naturally take note of it much more than they would a business without it. Branding creates value for the product and develops the image of the company. Branding can change how people perceive a brand, it can drive new business, and increase brand value – but it can also do the opposite if done wrongly. Branding is purely a strategic form and it is a component of 4 marketing strategy/ marketing mix (i.e. Product, Price, Promotion and Place). According to Officite, 87% of consumers said that they would choose a company over a competitor based on the reputation of the company’s brand. This powerful statistic points to the significant influence that branding has on business success.

### **1.1.5 Meaning of Smartphones**

A smartphone is a cell phone that lets you do more than make phone calls and send text messages. Smartphones can browse the Internet and run software programs like a computer. Smartphones use a touch screen to allow users to interact with them. There are thousands of smartphone apps including games, personal-use, and business-use programs that all run on the

phone. Smartphones are loaded with features and capabilities that make them more than a phone. Below is a listing of the popular smartphone features.

- Make and receive phone calls text messages.
- Take, show, and store pictures and video.
- Browse the Internet, and send and receive e-mail.
- GPS capability for location and navigation.
- Record and play audio and music.
- Display time and date and other functions such as alarm clock, stopwatch, and timer.
- Display weather and temperature information.
- Voice dictation and take notes.

## **1.2 Review of Literature**

**Abdul Razak Munir et al (2020)** have based on study of the Effect of Brand Image, Brand Experience and Brand Loyalty towards Purchase Intention on Apple Smartphone in Makassar. The method used in this research is a quantitative method using multiple regressions. The population in this research was Apple Smartphone users in Makassar; the sample in this research was 100 people. Data collected using questionnaires. The results of this research showed that brand image has a positive and significant effect on purchase intention, brand experience has a positive and significant effect on purchase intention, and brand loyalty has a positive and significant effect on purchase intention. Brand image, brand experience, and brand loyalty simultaneously have a positive and significant effect on purchase intention.

**Bahadur Ali Soomro and Sadia Anwar (2020)** purpose of the research is to examine the factors that may be influencing brand loyalty for Samsung mobile users of Pakistan. Data was randomly collected under the process of cross-sectional study throughout Pakistan from Samsung mobile users. For this process a survey questionnaire is considered as the main tool for collection of data. Analysis of data is accomplished through SPSS version 25.0 for windows. The overall reliability of internal items used in instrument is identified as 0.883 while, a reliability of the individual's factors' were observed in satisfaction scores. Main findings of the study suggested that customer satisfaction, services provided by Samsung mobile, and trust have a positive and significant impact on brand loyalty among the Samsung mobile users of Pakistan.

This study may be beneficial to develop trust, customer satisfaction for the brand loyalty of Samsung mobile phones.

**Sikandar Ali Qalati et. al. (2019)** conducted research work to identify the mediating role of consumer buying behavior by studying the relationship between price and customer satisfaction. The data has been collected from 567 respondents and data have been analyzed with the help of Partial least SEM 3.2.7. Research finding states that there is a significantly positive impact of price on consumer purchase behavior, the positive mediating role of buying behavior between price and consumer satisfaction have been observed.

**Zedan Yehia S. M. and Massimo C. (2016)** in their research paper ‘An Experiment on Brand Loyalty among Mobile Phone Users in the Basque Region of Spain’ they attempt to examine brand loyalty among mobile phone users – the case of the main six mobile phone companies operating in the Basque region of Spain. An empirical study was conducted by collecting the primary data using a questionnaire. The findings proved that there is a low loyalty toward phone mobile companies according to users' attitudes. In addition, there is no loyalty among mobile phone users toward companies; they deal with according to users' behaviors.

**Arnold Ndesangia (2015)** emphasizes the factors influencing brand loyalty among mobile phone users in Tanzania. A questionnaire was used to collect primary data from 96 sampled respondents whereby only 75 usable questionnaires are there. Findings indicated sufficient statistical evidence, and there are two variables- dependent variable (brand loyalty) and the independent variables (customer satisfaction, trust, advertising and attitude towards brand) among mobile phone users in Tanzania. Results again revealed that, attitude towards brand have the highest impact on the dependent variable brand loyalty followed by trust. It is therefore concluded that, customer satisfaction, trust, advertising and attitude towards brand are important factors that influence brand loyalty among mobile phone users in Tanzania. It is therefore recommended that, these variables (customer satisfaction, trust, advertising and attitude towards brand) can be used by mobile phone manufactures and marketers to improve brand loyalty for their products.

**Dr. Shampa Nandi (2015)** focused on the brand switching tendencies of young Indians and effectively analyzed the impact of different demographic variables on brand loyalty. A total number of 600 young adults comprising both students and working professionals from various

reputed colleges and companies in Bangalore are surveyed and their responses are analyzed using SPSS 20. The study indicated that Apple has the most loyal base of customers, though Samsung is the most popular brand, and among the various demographic factors only age has impact on Brand loyalty. Technical incompatibility and new technical and value added features are the primary reasons for switching to a new and set.

**Elvira Tabaku and Mirela Zerellari (2015)** main objective is to examine the construct of brand, brand loyalty and loyalty programs. It uses secondary data from the existing literature to describe the significance of each of these constructs and their implementation on the business. It explains the benefits derived for the businesses and customers from having a strong brand and creating and developing brand loyalty. It also describes the use of loyalty programs and the benefits derived from these programs. The findings demonstrate that brand and brand loyalty are important means on the activities of today businesses. They should be studied thoroughly and empirically not only in developed but also on developing countries and in different sector of the economy. Loyalty programs should be applied properly in order to gain profitability.

**Manfred Bruhn Verena Schoenmueller Daniela B. Schäfer, (2012)** analyzed that brand loyalty is now created in the mind of the consumer through Social media. The Empirical data was collected by web based questionnaire filled by 236 respondents. The study revealed that brand awareness effects brand image which directly or indirectly influence the brand emotional attachment of the customers positive image of the brand encourage OSN users to be more loyal. The study further found out that there is no much difference of online and offline awareness on how brand loyalty is created.

**Ebru Tümer Kabadayı And İnci Aygün (2007)** aims to investigate the integrated relationships between brand satisfaction, brand trust and brand affect through the brand loyalty development process and price tolerance as an outcome of the brand loyalty process. Data are collected based on a survey of 1085 students from various universities in Istanbul, Turkey. The findings indicate that brand affects and brand trust are key constructs in the brand loyalty formation process. Brand satisfaction is effective on brand loyalty indirectly through strengthening these constructs. Additionally, brand loyalty is a strong antecedent of consumers' tolerance to price. The research findings will help provide clarification on how brand loyalty comes about and brings about price tolerance.



### **1.3 Rationale of the project**

It is easy for customers or users to switch to another brand if they feel not satisfied with current brand and choose the better Smartphone brand. So this study is to determine the factors that influencing brand loyalty among Smartphone users. Building brand loyalty is very important and very crucial to maintain it. Making brand loyalty is becoming an important element to gain long-term profitability and competitive advantage. So this research is conducted so that it will be useful for the smartphone sellers as they will know what phone brand is the most purchased and what factors contribute to brand loyalty.

### **1.4 Statement of the problem**

In this modern era, a smartphone has become a basic need for each and every one. The smartphone has changed the way of living among the individuals such as to communicate and connect with others all over the world. The study of brand loyalty among youth is important in order to know what satisfies the customer and the behavior of customers with a brand. It is a key to successful differentiation for manufacturers and can be critical in markets where products or services are similar.

### **1.5 Objectives:**

- 1) To find out the factors that influence smartphone buying decision
- 2) To find out the customer's brand satisfaction with their current brand
- 3) To find out the factors contributing to brand loyalty.
- 4) To find out the customer's brand awareness and knowledge with their current brand

### **1.6 Hypotheses**

Ho1-There is no association between gender and brand knowledge.

Ho2- There is no association between qualification and brand loyalty.

## **1.7 Research Methodology**

### **1.7.1 Sample size**

Sample size denoted the number of elements selected for the study. For this research 30 respondents were selected who were willing to participate, where half of the respondents are from different departments of our college and half of them are from outside the college. They shared their opinions about brand loyalty in smartphones.

### **1.7.2 Sources of data collected**

- The primary data was collected using a questionnaire that was organised which was distributed to participants in Lunglei town and at Hatim College in various departments.
- The secondary data was collected from many different kinds of sources. These materials, which have been very beneficial in understanding the concept and achieving the aims, include journals and published theses, existing research papers and numerous websites on the internet.

### **1.7.3 Methods of data collection**

Numbers of questions were prepared to suit the objectives of the study. This was followed by data collection and the responses of every item in the questionnaire were interpreted.

In order to analyze and interpret the data collected, various tools like graph, mean, and median are used. This is under through Microsoft xcel, Microsoft Word and IBM SPSS Statistics 21.

## **1.8 Limitations of the project:**

- It is possible that some respondents are negligent in giving honest answers to the questions due to their conservative nature.
- The survey has been conducted only on 30 respondents.
- The primary data collection and interpretation were found to be time consuming.
- The results of the research are only relevant to the decided on areas; they cannot be applied to other areas.

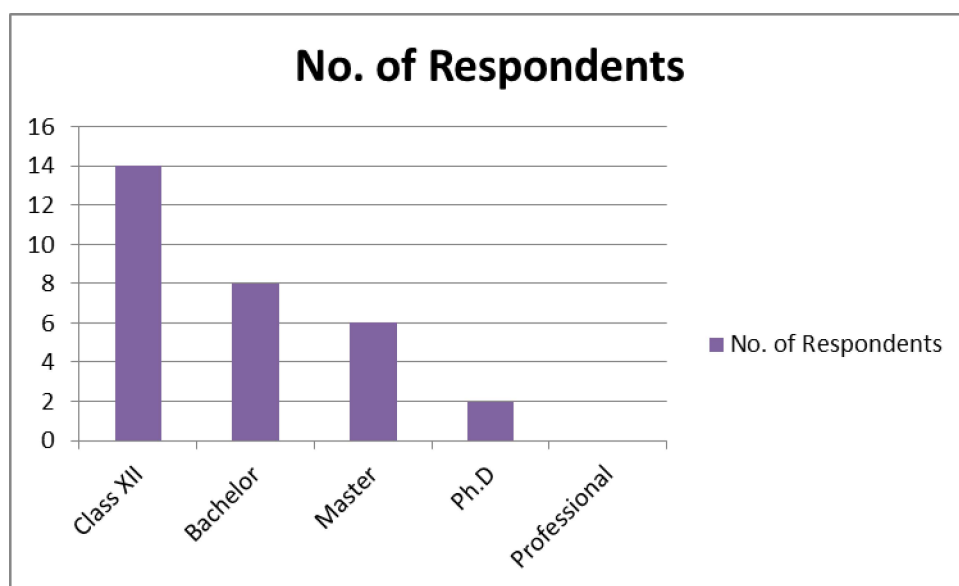
## CHAPTER II

### ANALYSIS AND INTERPRETATION OF DATA

**Table 2.1 Highest Qualification**

Highest Qualification	No. of Respondents
Class XII	14
Bachelor	8
Master	6
Ph.D.	2
Professional	0
<b>Total</b>	<b>30</b>

**Fig 2.1 Highest Qualification**



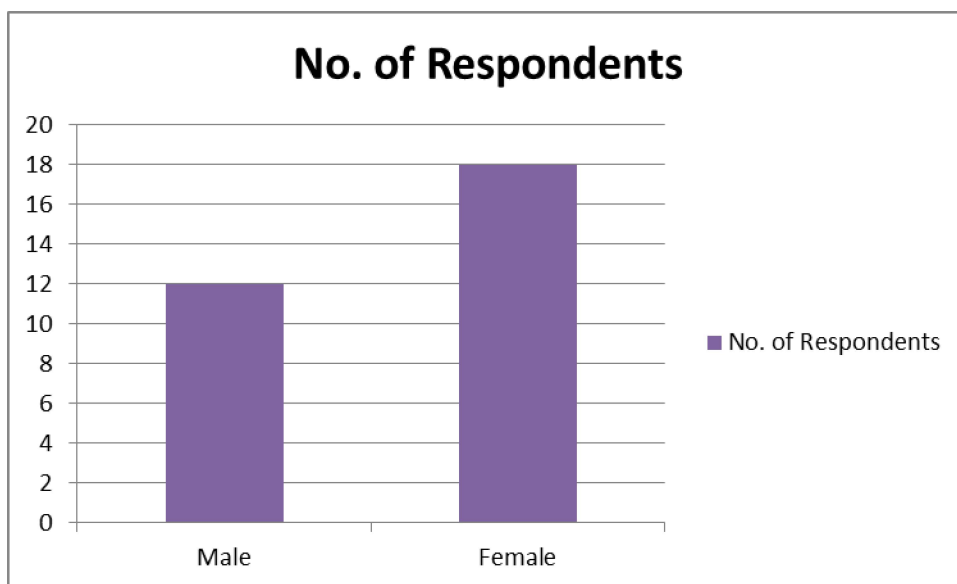
#### Interpretation

From the above figure and table, it could be found out that majority of the respondents are Class XII passed which is followed by Bachelor and few are Masters and Ph.D. and there are no professionals among the respondents.

**Table 2.2 Gender**

<b>Gender</b>	<b>No. of Respondents</b>
Male	12
Female	18
<b>Total</b>	<b>30</b>

**Fig 2.2 Gender**



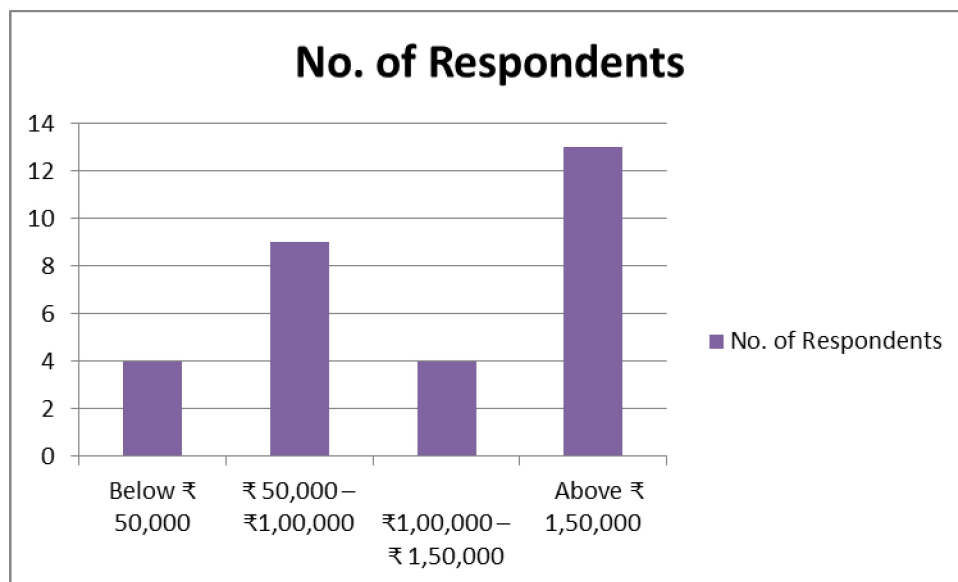
#### Interpretation

From the above figure and table, it can be seen that 60% of the respondents are female and that 40% respondents are male.

**Table 2.3 Total Family Income**

<b>Total Family Income</b>	<b>No. of Respondents</b>
Below ₹ 50,000	4
₹ 50,000 – ₹1,00,000	9
₹1,00,000 – ₹ 1,50,000	4
Above ₹ 1,50,000	13
<b>Total</b>	<b>30</b>

**Fig 2.3 Total Family Income**



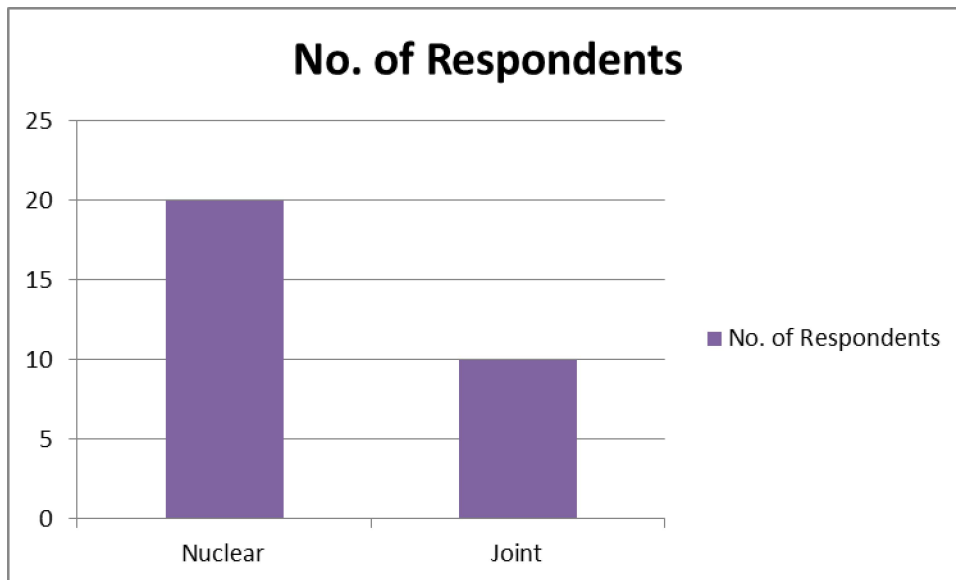
#### Interpretation

From the above figure and table, it shows that most of their family income is above ₹ 1,50,000 and minimum respondents are below ₹ 50,000 and between ₹1,00,000 – ₹ 1,50,000.

**Table 2.4 Type of Family**

Type of Family	No. of Respondents
Nuclear	20
Joint	10
<b>Total</b>	<b>30</b>

**Fig 2.4 Type of family**



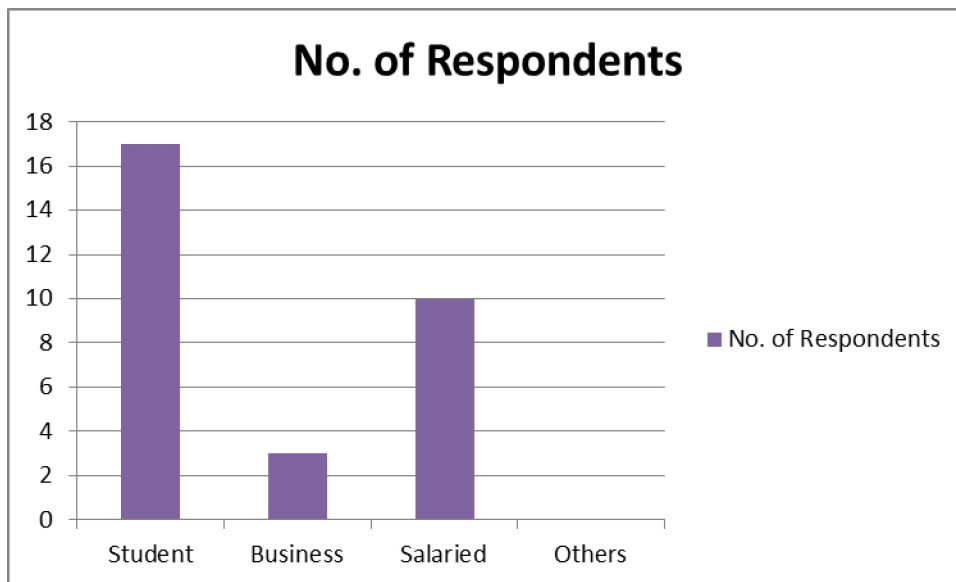
#### Interpretation

From the above figure and table, it could be found out that among the respondents 66.67% are nuclear family and 33.33% are joint family.

**Table 2.5 Nature of Job**

<b>Nature of Job</b>	<b>No. of Respondents</b>
Student	17
Business	3
Salaried	10
Others	0
<b>Total</b>	<b>30</b>

**Fig 2.5 Nature of Job**



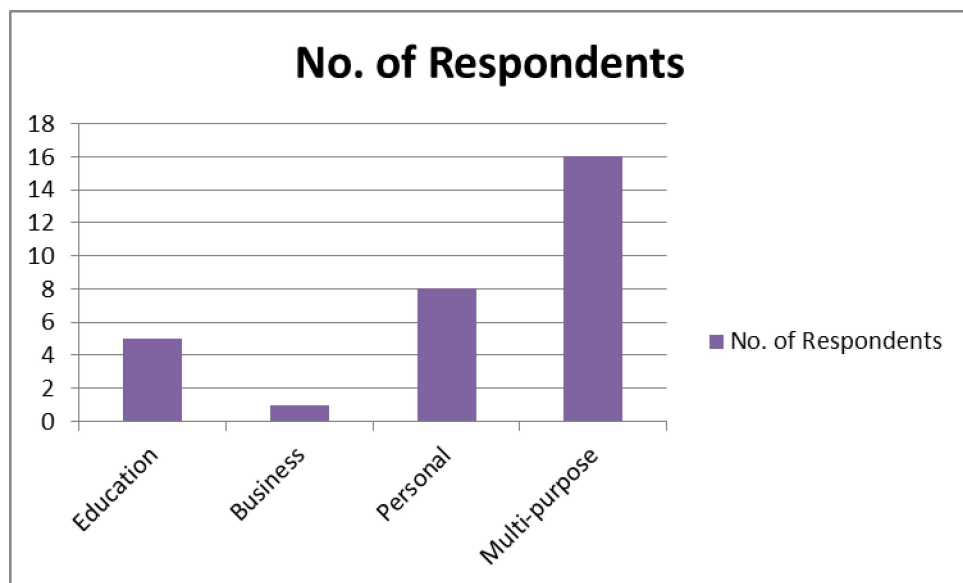
#### Interpretation

From the above figure and table, it can be clearly seen that most of the respondents are student, which is followed by salaried and three of them engaged in business.

**Table 2.6 Purpose of owning a phone**

<b>Purpose of owning a phone</b>	<b>No. of Respondents</b>
Education	5
Business	1
Personal	8
Multi-purpose	16
<b>Total</b>	<b>30</b>

**Fig 2.6 Purpose of owning phone**



#### Interpretation

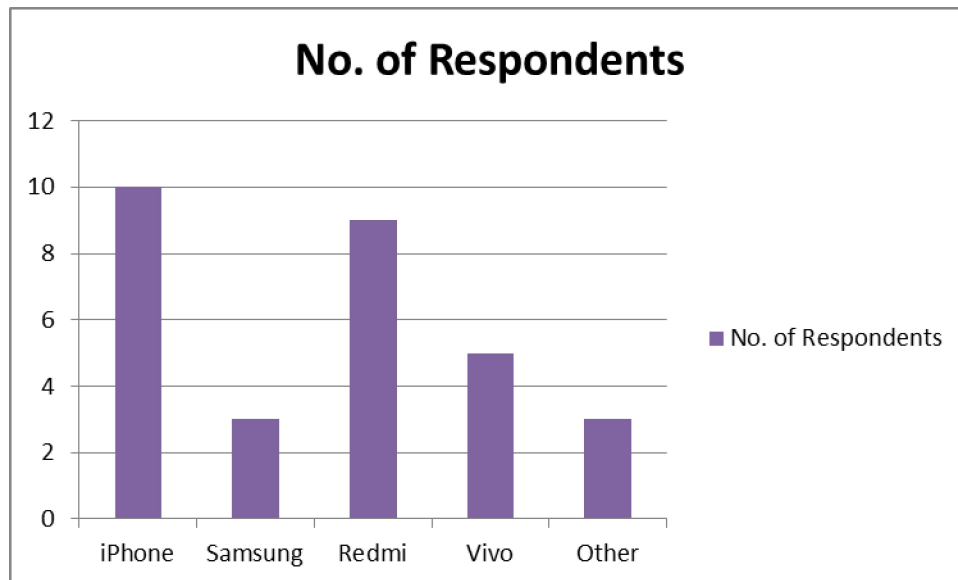
From the above figure and table, it could be found out that most use their phone for multi-purpose and some use it for personal and education purpose and only one person use it for business purpose.



**Table 2.7 Kind of Cellphone**

Kind of cellphone	No. of Respondents
iPhone	10
Samsung	3
Redmi	9
Vivo	5
Other	3
<b>Total</b>	<b>30</b>

**Fig 2.7 Kind of Cellphone**



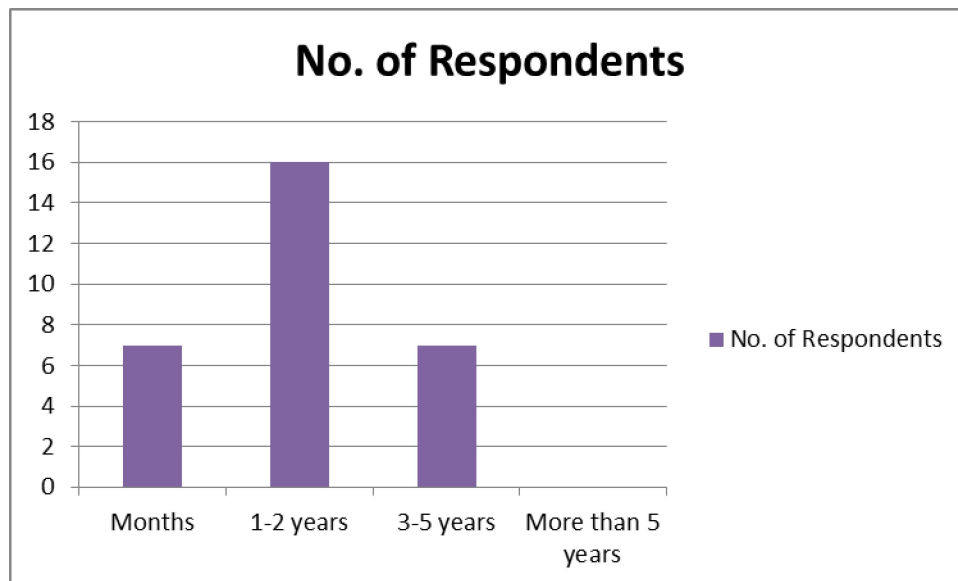
#### Interpretation

From the above figure and table, most of the respondents (33.33%) are using iPhone, and next brand is Redmi (30%) and some uses Vivo (16.6%) and Samsung(10%). Three respondents use other phone like Realme, Poco and Oppo.

**Table 2.8 Current Phone Usage**

Phone usage	No. of Respondents
Months	7
1-2 years	16
3-5 years	7
More than 5 years	0
<b>Total</b>	<b>30</b>

**Fig 2.8 Current Phone Usage**



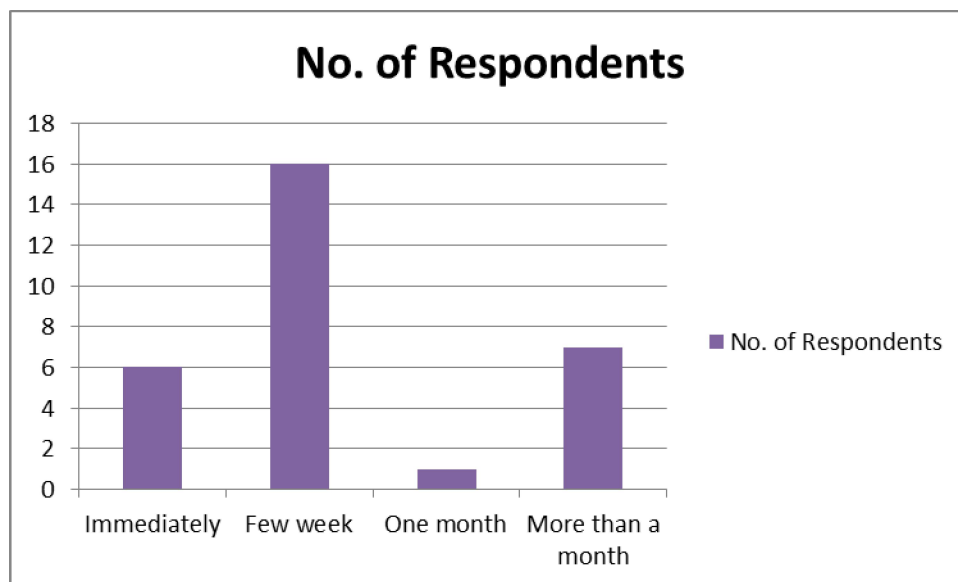
#### Interpretation

From the above figure and table, it shows that majority use their phone for 1-2 years, which is followed by months and 3-5 years and it also shows that no one has used for more than 5 years.

**Table 2.9 Time needed for deciding**

<b>Time needed for deciding</b>	<b>No. of Respondents</b>
Immediately	6
Few week	16
One month	1
More than a month	7
<b>Total</b>	<b>30</b>

**Fig 2.9 Time needed for deciding**



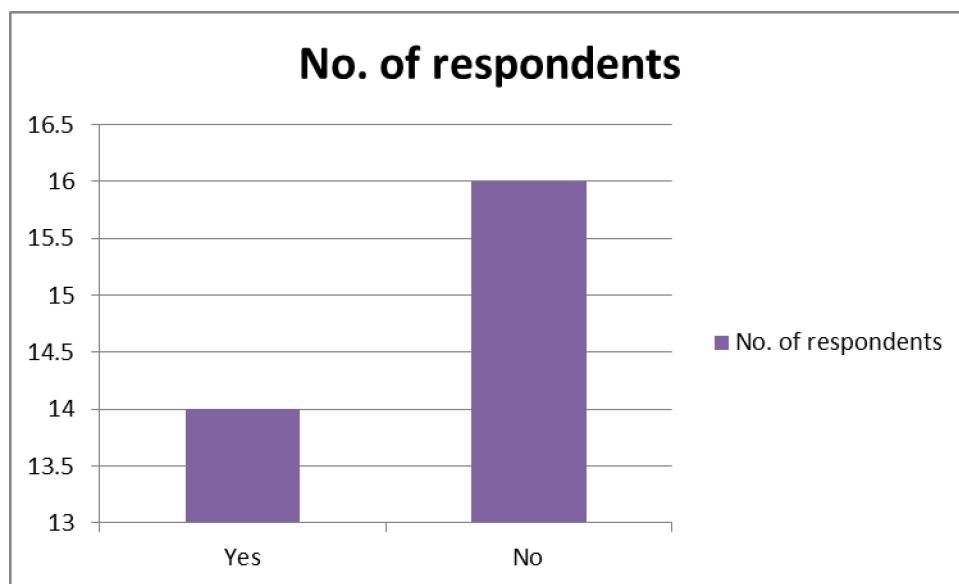
#### Interpretation

From the above figure and table , it could be found that majority of them needs a few week to decide a phone brand to buy and some immediately whereas some respondent needs one month or more than a month to decide the phone brand.

**Table 2.10 Brand Switching Decision**

Brand Switching Decision	No. of respondents
Yes	14
No	16
<b>Total</b>	<b>30</b>

**Fig 2.10 Brand Switching Decision**



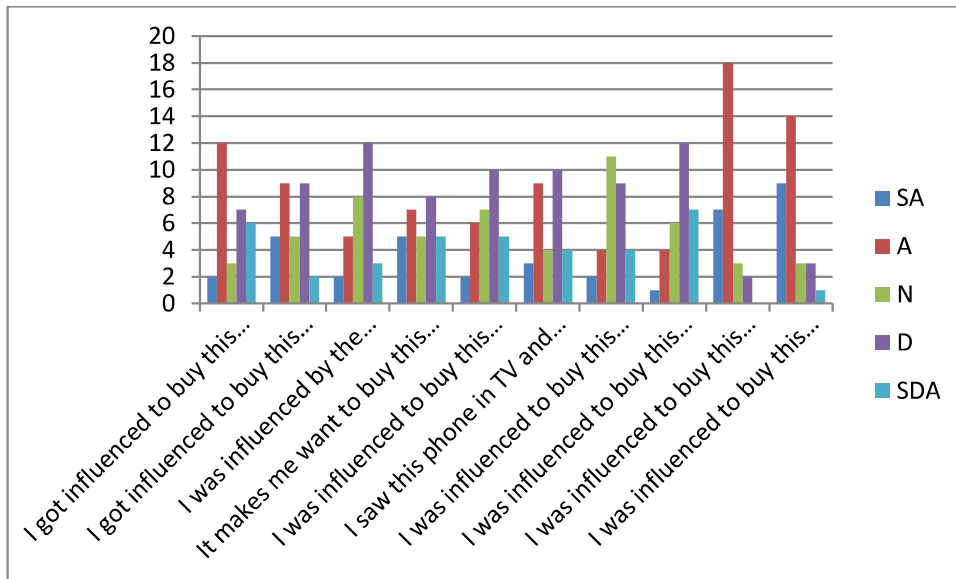
#### Interpretation

From the above figure and table, it shows that more than half of the respondents (i.e. 53.33) are sticking to their current phone brand and 46.67% of them are planning to stick to their current phone brand.

**Table 2.11 Sources and Influence**

Statement	No. of respondents					Percentage				
	SA	A	N	D	SDA	SA	A	N	D	SDA
I got influenced to buy this phone from my friends.	2	12	3	7	6	6.6	40	10	23.4	20
I got influenced to buy this phone from family or relatives.	5	9	5	9	2	16.7	30	16.7	30	6.6
I was influenced by the salesman and shop owners.	2	5	8	12	3	6.6	16.7	26.7	40	10
It makes me want to buy this phone brand after seeing advertisements.	5	7	5	8	5	16.7	23.3	16.6	26.7	16.7
I was influenced to buy this phone through celebrity endorsers.	2	6	7	10	5	6.6	20	23.4	33.3	16.7
I saw this phone in TV and medias, which influence me to buy as well.	3	9	4	10	4	10	30	13.4	33.3	13.3
I was influenced to buy this phone from an influencer.	2	4	11	9	4	6.6	13.4	36.6	30	13.4
I was influenced to buy this phone from movies or dramas.	1	4	6	12	7	3.3	13.4	20	40	23
I was influenced to buy this particular phone because of its special features.	7	18	3	2	0	23.3	60	10	6.7	0
I was influenced to buy this particular phone because of its advance technology.	9	14	3	3	1	30	46.7	10	10	3.3

**Fig 2.11 Sources and Influences**



### Interpretation

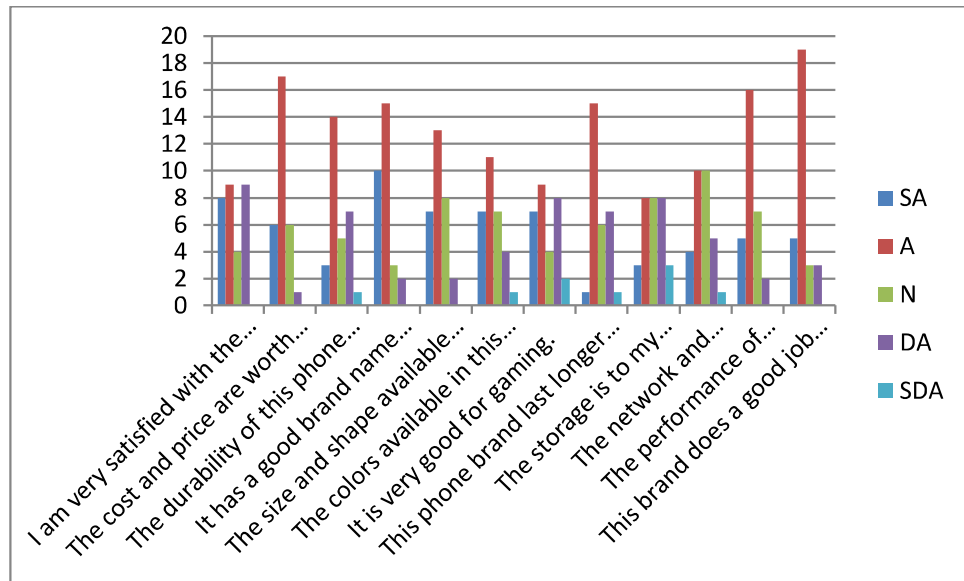
The above figure and table shows that:

1. 40% of the respondents (12 respondents) got influenced to buy their phone from their friends.
2. 9 respondents agreed that they got influenced to buy their phone from their family or relatives and another 9 respondents claimed that they are not influenced from such.
3. Most of the respondents i.e. 12 respondents (40%) disagreed that they are not influenced by the salesman and shop owners.
4. 8 respondents (26.7%) are not carried away with advertisements.
5. 10 respondents (33.3%) are not influenced to buy their phone through celebrity endorsers and TV, media, etc.
6. 11 respondents are not aware if they are influenced by an influencer.
7. 12 respondents disagreed that they are influenced to buy this phone from movies or dramas.
8. Majority of the respondents i.e. 18 respondents buy phones because of its special features.
9. Most of the respondents i.e. 14 respondents agreed that they are influenced to buy their phone because of the special features.
10. 14 respondents (46.6%) agreed that they are influenced to buy their phone because of its advance technology.

**Table 2.12 Brand Satisfaction**

Statement	No. of respondents					Percentage				
	SA	A	N	DA	SDA	SA	A	N	DA	SDA
I am very satisfied with the phone camera.	8	9	4	9	0	26.7	30	13.3	30	0
The cost and price are worth it.	6	17	6	1	0	20	56.7	20	3.3	0
The durability of this phone is excellent.	3	14	5	7	1	10	46.7	16.7	23.3	3.3
It has a good brand name and image.	10	15	3	2	0	33.4	50	10	6.6	0
The size and shape available in this phone has varied options.	7	13	8	2	0	23.3	43.3	26.7	26.7	0
The colors available in this phone are excellent.	7	11	7	4	1	23.3	36.7	23.3	13.4	3.3
It is very good for gaming.	7	9	4	8	2	23.3	30	13.4	26.7	6.6
This phone brand last longer than other brands.	1	15	6	7	1	3.3	50	20	23.3	3.4
The storage is to my satisfaction.	3	8	8	8	3	10	26.7	26.7	26.6	10
The network and connectivity is up to my expectation.	4	10	10	5	1	13.3	33.4	33.3	16.7	3.3
The performance of operating system (speed/RAM) is satisfying.	5	16	7	2	0	16.7	53.4	23.3	6.6	0
This brand does a good job of satisfying my smart phone needs.	5	19	3	3	0	16.6	63.4	10	10	0

**Fig 2.12 Brand Satisfaction**



The above table and figure shows that:

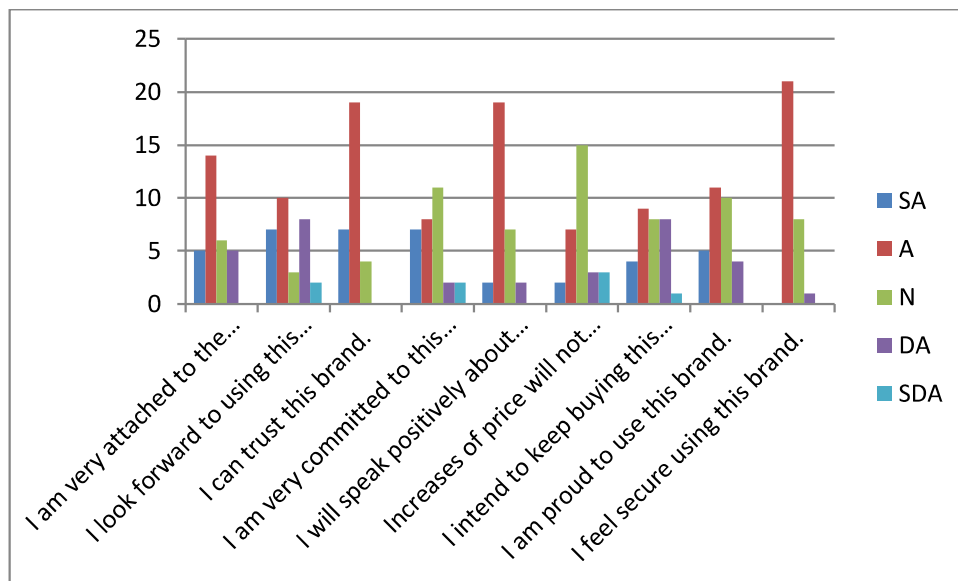
1. 9 respondents agreed and another 9 respondents disagreed with the satisfaction of their phone camera.
2. Majority of the respondents i.e. 17 respondents agreed that the cost and price are worth it.
3. Most of the respondents i.e. 14 respondents (46.7%) agreed that the durability of their phone is excellent.
4. 15 respondents agreed that their phone has a good brand name and image.
5. 43.3% of the respondents are satisfied with the size and shape available in their phone.
6. Most of the respondents are happy with the colors available in their phone.
7. 9 respondents (30%) of them agreed that their phone is good for gaming.
8. Half of the respondents agreed that their phone brand last longer than other brands.
9. 8 respondents agreed and 8 respondents disagreed and another 8 respondents are neutral regarding the satisfaction of their phone storage.
10. 10 respondents agreed and another 10 are neutral regarding the expectation of the good network and connectivity of their current phone.
11. More than half of the respondents i.e. 53.4% are satisfied with their phone performances of operating system.
12. 63.4% agreed that their phone brand does a good job is satisfying their smart phone needs.



**Table 2.13 Brand Loyalty**

Statement	No. of Respondents					Percentage				
	SA	A	N	DA	SDA	SA	A	N	DA	SDA
I am very attached to the phone I am currently using.	5	14	6	5	0	16.7	46.6	20	16.7	0
I look forward to using this brand.	7	10	3	8	2	23.3	33.4	10	26.6	6.7
I can trust this brand.	7	19	4	0	0	23.3	63.4	13.3	0	0
I am very committed to this brand.	7	8	11	2	2	23.3	26.7	36.6	6.7	6.7
I will speak positively about this brand.	2	19	7	2	0	6.6	63.4	23.4	6.6	0
Increases of price will not hinder me to purchase.	2	7	15	3	3	6.7	23.3	50	10	10
I intend to keep buying this brand.	4	9	8	8	1	13.4	30	26.6	26.7	3.3
I am proud to use this brand.	5	11	10	4	0	16.7	36.6	33.3	13.4	0
I feel secure using this brand.	0	21	8	1	0	0	70	26.7	3.3	0

**Fig 2.13 Brand Loyalty**



#### Interpretation

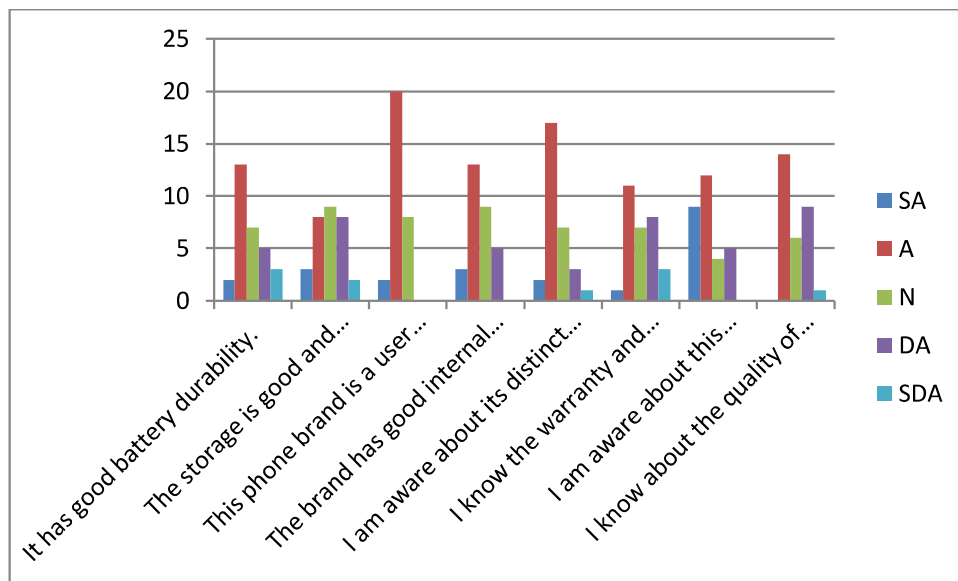
From the above table and figure it shows that:

1. Almost half of the respondents i.e. 14 respondents agreed that they are attached to the phone they are currently using.
2. 10 respondents i.e. 33.4% are looking forward to continue using their current phone brand.
3. A huge number of respondents i.e. 19 respondents agreed that they can trust the brand they are currently using.
4. 11 respondents are neutral to committing to their phone brand.
5. Majority of the respondents (63.4%) agreed that they will speak positively about their current phone brand.
6. Most of the respondents i.e. 15 respondents are not sure if increases of price will hinder them to purchase their current phone brand.
7. 9 respondents agreed that they will keep on purchasing the same brand.
8. 11 respondents are proud to use this phone brand.
9. Majority of the respondents i.e. 21 respondents feel secured using their current phone brand.

**Table 2.14 Brand Knowledge**

Statement	No. of Respondents					Percentage				
	SA	A	N	DA	SDA	SA	A	N	DA	SDA
It has good battery durability.	2	13	7	5	3	6.7	43.3	23.4	16.6	10
The storage is good and large enough.	3	8	9	8	2	10	26.7	30	26.6	6.7
This phone brand is a user friendly.	2	20	8	0	0	6.6	66.7	26.7	0	0
The brand has good internal storage.	3	13	9	5	0	10	43.3	30	16.7	0
I am aware about its distinct features.	2	17	7	3	1	6.6	56.7	23.4	10	3.3
I know the warranty and replacement and exchange policy of this phone brand.	1	11	7	8	3	3.3	36.7	23.4	26.6	10
I am aware about this phone's brand name and image in the society.	9	12	4	5	0	30	40	13.4	16.6	0
I know about the quality of this phone's biometrics and security.	0	14	6	9	1	0	46.6	20	30	3.3

**Fig 2.14 Brand Knowledge**



#### Interpretation

The above table and figure shows that:

1. Most of the respondents (13 respondents) agreed that their phone has a good battery durability.
2. 8 respondents agreed and 8 respondents disagreed on the awareness of the phone storage.
3. 20 respondents i.e. 66.6% agreed that their phone brand is a user friendly.
4. Almost half of the respondents (13 respondents) agreed that their phone has a good internal storage.
5. 11 respondents are aware about the warranty and replacement and exchange policy of their phone brand.
6. Most of the respondents (11 respondents) are aware about the phone brand name and image in the society.
7. Majority of the respondents i.e. 46.6% agreed that they know about the quality of this phone's biometrics and security.

## Hypotheses

Ho1-There is no association between gender and brand knowledge.

Ho2- There is no association between qualification and brand loyalty.

**Table 2.15**

Test Statistics	
	Brand Knowledge
Mann-Whitney U	94
Z	0.624
Asymp. Sig. (2-tailed)	0.532
r	0.113986

Ho1-There is no association between gender and brand knowledge.

## Interpretation

The Mann-Whitney table shows that significance shows value of 0.532 which is greater than .05. Hence the null hypothesis is failed to reject value.

Therefore, there is no significant difference between brand knowledge and gender. Also, since the r value is only 0.113986, there is only small effect. Hence, it does not deviate too far from the calculated

**Table 2.16**

Test Statistics	
	Qualification
Mann-Whitney U	15.5
Z	0.891
Asymp. Sig. (2-tailed)	0.373
R	0.162624

Ho2- There is no association between qualification and brand loyalty.

#### Interpretation

The Mann-Whitney table shows that significance shows value of 0.373 which is greater than .05. Hence the null hypothesis is failed to reject. Therefore, there is no significant difference between qualification and brand loyalty. Also, since the r value is only 0.162624, there is only small effect. Hence, it does not deviate too far from the calculated value.

## CHAPTER III

### RESULTS AND DISCUSSIONS

The present study was aimed at finding out the brand sources and influence, customer satisfaction, brand knowledge and loyalty towards smartphones among youth in Lunglei town. The findings are as followed:

#### **Personal Details:**

Personal detail gives information about the respondents. Majority of the respondent's highest qualification is Class XII (46.7%) which is followed by Bachelor (26.7%) and few are Masters and Ph.D. and there are no professionals among the respondents. Occupational status detail shows that majority of the respondents are student (17 respondents), which is followed by salaried (10 respondents) and only three respondents engaged in business. It also shows that from the respondents there are more female 60% and 40% are male. Types of family detail shows that majority of the respondents (66.67%) are nuclear family and 33.33% are joint family. It is found out that some respondents below 50000 total family incomes also use iPhone which is one of the most expensive phone brands.

#### **About Phone:**

It is found that iPhone is the most used brand among the respondents and next brand is Redmi (30%) and few uses Vivo (16.6%) and Samsung (10%) also three respondents use other phone like Realme, Poco and Oppo. It is found out that respondents usually need around one week to decide what phone they will buy. Maximum respondents use their phone for multi-purpose and some use it for personal and education purpose and only one person use it for business purpose. Majority use their phone for 1-2 years, and it also shows that no one has used their phone for more than 5 years. It also shows that more than half of the respondents are sticking to their current phone brand and 46.67% of them are planning to stick to their current phone brand.

#### **Sources and Influence**

Through the study, it is found out that most of the customers are influenced to buy their phone from their family, relatives and friends. Also because of the phone's special features and advance technology. It is also found out that customers are not that influenced from advertisements,

celebrity endorsers, an influencer, movies and dramas. From this it can be known that the respondents are not easily carried away with all these advertisements and such social influence.

### **Brand Satisfaction**

It is found out that majority of the respondents will prefer their own smartphone brands due to its mainly advanced features, color, size and shape available, battery durability, performance of operating system and most important the brand's name and image since these factors are up to their satisfactory. On the other hand, some respondents are not that satisfied with their phone camera, the storage of their phone and network and connectivity. But overall, majority of the respondents (78%) feel that the cost and price of their phones are worth it. Pricing affects the perception of a product or service and plays a role in determining whether a product or service is worth as much as it is priced.

### **Brand Loyalty**

It is found out that most of the respondents feel secured, committed, attached and proud with the current phone they are using. 50% of respondents are not really sure if increases of price will hinder them to purchase the current brand they are using. It is believed that pricing has a significant effect on the buying behavior of consumers because the higher a product is priced, there will be less demand. It is found out that iPhone topped the list with the highest brand loyalty and do not tends to switch to other brands. Even though, quite a number of respondents do not intend to keep buying and plan to stop using the current phone in their next purchase we can conclude that majority of the respondents are loyal to their current phone brand and ready to speak positively and spread positively about it to others.

### **Brand Knowledge about Phone**

Through the study, it is found out that majority of the respondents are aware with the distinct features, battery durability, internal storage, brand's name and image of that particular phone brand they are using. More than half of the respondents agreed that the phone brand is user friendly. There are quite a number of respondents who are not aware with the warranty, replacement and exchange policy of phone brand so more return and refund policy should be given to customers so that it will encourage customers to buy from the same store and to place trust in the brand.



## CHAPTER IV

### CONCLUSIONS AND SUGGESTIONS

#### 4.1 Conclusions

From this research, it is found out that-

- It is easy for customers or users to switch to another brand if they are not satisfied with current brand and choose the better Smartphone brand.
- Majority of the respondents are not planning to switch with their current brand and plan to stick with the same phone brand which shows their loyalty regarding the brand.
- Majority of respondents, according to the study, use smartphones for the multi-purpose.
- It can be concluded from the study that sample user's first choice is iPhone and users of iPhones are very loyal towards the brand which is followed by Redmi.
- Users have accepted that they do have knowledge of other brands but they will prefer their own smartphone brands due to its mainly advanced features, color, size and shape available, and battery durability, performance of operating system and most important the brand's name and image
- Respondents are ready to spread positive reviews and recommend to their brands to others this is because they are very satisfied with their brands.
- It also shows that price is irrelevant factor for 33% of loyal customers. That means, loyal customers are ready to pay a little more for their Smartphone brand. But 50% of respondents are unsure if price will hinder them to continue purchasing it. So we can conclude that pricing definitely plays an important role in deciding what to purchase.
- It is found out that majority of the respondents are aware with the distinct features, battery durability, internal storage, brand's name and image of that particular phone brand they are using.
- There is a stiff competition with available smart phone brands; therefore companies should understand the value of loyalty and the factors contributing to brand loyalty in order to stand out from a competition.

## 4.2 Suggestion

- It is suggested that the focus of the producers are to be improved in areas like their brands, producing high-quality goods, and guaranteeing customer satisfaction.
- It is suggested that before purchasing a product the customers can look into the brand's features, capability or service that it offers to its users.
- There are some who are not well aware with the warranty and replacement and exchange policy of phone brand so more return and refund policy is suggested to give to customers so that it will encourage customers to buy from the same store and to place trust in the brand.
- Since pricing plays an important role in deciding what to purchase, the product will be appreciable if the price match its worth.
- If a customer has not earned an income, it is suggested not to have a brand loyalty and go for an affordable price or durable ones.
- The study shows that most of iPhone users are not satisfied with the battery durability so it will be appreciable to look and check upon this factor.
- iPhone users are very satisfied with their phone camera and that can be one of the reasons the users are loyal, so other phone brands are suggested to work on for a better camera as camera plays an important role in deciding a phone brand.
- Loyalty programs are suggested to apply properly in order to gain profitability. Since brand awareness effects brand image which directly or indirectly influence the brand emotional attachment of the customers.

### **4.3 Research Gap**

- This study can be extended with youths of other districts or states. Future research can be conducted with more samples covering more regions.
- This study concentrated only on four factors- sources and influence, customer satisfaction, brand loyalty and brand knowledge. The study can be carried out on factors such as personal and psychological factors on brand preference, customer satisfaction and loyalty which help in understanding the market opportunities for smartphone industry.
- It is suggested to determine the differences in choice, satisfaction, and loyalty between Android smartphones and Apple iPhones, a comparative study can be conducted.
- Further research could be conducted among the middle aged people to investigate their preference and satisfaction between keypad phones and smartphones.
- The questionnaire should have an extensive number of open-ended questions. This would show the level of interest individuals have in smartphones.

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## QUESTIONNAIRE

Hello... My name is Lydia Lalmuanawmi of B. Com 4<sup>th</sup> semester studying in HATIM. I am doing a research titled, “**Brand Loyalty and Customer Satisfaction in Smartphone Brands among youth**” and the purpose of my study is to find out if the image of brand can influence the decision in purchasing and factors contributing to brand loyalty. I will be very grateful if you could spare your precious time for answering this questionnaire. Thank you ☺

### PERSONAL DATA

#### Part – I

1. What is your highest Qualification?
  - a) Class XII
  - b) Bachelor
  - c) Master
  - d) Ph.D
  - e) Professional
  
2. Gender
  - a) Male
  - b) Female
  
3. Total Family Income monthly (optional)
  - a) Below Rs.50,000
  - b) ₹ 50,000 – ₹1,00,000
  - c) ₹1,00,000 – 1,50,000
  - d) Above 1,50,000
  
4. Type of Family
  - a) Nuclear
  - b) Joint
  
5. Nature of Job
  - a) Student
  - b) Business/Professional
  - c) Salaried
  - d) Others

6. Purpose of Owning a phone

- a) Education
- b) Business
- c) Personal
- d) Multi-Purpose

**Part – II**

1. What kind of cell phone do you have?

- a) iPhone
- b) Samsung
- c) Redmi
- d) Vivo
- e) Others (please specify .....)

2. How long have you been using the phone you're currently using?

- a) Months
- b) 1-2 Years
- c) 3-5 Years
- d) More than 5 Years

3. How long do you take to decide on buying a mobile phone?

- a) Immediately
- b) Few week
- c) One month
- d) More than a month

4. Will you switch the brand of your phone in your next purchase?

- a) Yes
- b) No

Please indicate your level of agreement by ticking in the appropriate box.

- (1) SA= Strongly Agree
- (2) A= Agree
- (3) N= Neutral
- (4) DA= Disagree
- (5) SDA= Strongly Disagree

	<b>SOURCES AND INFLUENCE</b>	<b>SA (1)</b>	<b>A (2)</b>	<b>N (3)</b>	<b>DA (4)</b>	<b>SDA (5)</b>
<b>1.</b>	I got influenced to buy this phone from my friends.					
<b>2.</b>	I got influenced to buy this phone from family or relatives.					
<b>3.</b>	I was influenced by the salesman and shop owners.					
<b>4.</b>	It makes me want to buy this phone brand after seeing advertisements.					
<b>5.</b>	I was influenced to buy this phone through celebrity endorsers.					
<b>6.</b>	I saw this phone in TV and medias, which influence me to buy as well.					
<b>7.</b>	I was influenced to buy this phone from an influencer.					
<b>8.</b>	I was influenced to buy this phone from movies or dramas.					
<b>9.</b>	I was influenced to buy this particular phone because of its special features.					
<b>10</b>	I was influenced to buy this particular phone because of its advance technology.					



Please indicate your level of agreement by ticking in the appropriate box.

- (1) SA= Strongly Agree
- (2) A= Agree
- (3) N= Neutral
- (4) DA= Disagree
- (5) SDA= Strongly Disagree

	<b>BRAND SATISFACTION</b>	<b>SA (1)</b>	<b>A (2)</b>	<b>N (3)</b>	<b>DA (4)</b>	<b>SDA (5)</b>
1.	I am very satisfied with the phone camera.					
2.	The cost and price are worth it.					
3.	The durability of this phone is excellent.					
4.	It has a good brand name and image.					
5.	The size and shape available in this phone has varied options.					
6.	The colors available in this phone are excellent.					
7.	It is very good for gaming.					
8.	This phone brand last longer than other brands.					
9.	The storage is to my satisfaction.					
10.	The network and connectivity is up to my expectation.					
11.	The performance of operating system (speed/RAM) is satisfying.					
12.	This brand does a good job of satisfying my smart phone needs.					

Please indicate your level of agreement by ticking in the appropriate box.

- (1) SA= Strongly Agree
- (2) A= Agree
- (3) N= Neutral
- (4) DA= Disagree
- (5) SDA= Strongly Disagree

	<b>BRAND LOYALTY</b>	<b>SA (1)</b>	<b>A (2)</b>	<b>N (3)</b>	<b>DA (4)</b>	<b>SDA (5)</b>
1.	I am very attached to the phone I am currently using.					
2.	I look forward to using this brand.					
3.	I can trust this brand.					
4.	I am very committed to this brand.					
5.	I will speak positively about this brand.					
6.	Increases of price will not hinder me to purchase.					
7.	I intend to keep buying this brand.					
8.	I am proud to use this brand.					
9.	I feel secure using this brand.					

Please indicate your level of agreement by ticking in the appropriate box.

- (1) SA= Strongly Agree
- (2) A= Agree
- (3) N= Neutral
- (4) DA= Disagree
- (5) SDA= Strongly Disagree

	<b>BRAND KNOWLEDGE ABOUT PHONE</b>	<b>SA (1)</b>	<b>A (2)</b>	<b>N (3)</b>	<b>DA (4)</b>	<b>SDA (5)</b>
<b>1.</b>	It has good battery durability.					
<b>2.</b>	The storage is good and large enough.					
<b>3.</b>	This phone brand is a user friendly.					
<b>4.</b>	The brand has good internal storage.					
<b>5.</b>	I am aware about its distinct features.					
<b>6.</b>	I know the warranty and replacement and exchange policy of this phone brand.					
<b>7.</b>	I am aware about this phone's brand name and image in the society.					
<b>8.</b>	I know about the quality of this phone's biometrics and security.					