1.1 Abstract

India is one of the most densely populated country in the world and it has extreme scope for brands to exploit the untapped market for cellular phones in India. According to the recent statistics it is known that the markets in the developed countries like US, UK etc. have already been exhausted and have been exploited to their full capacity. Thus it is very clear that the developing countries like India with large populations will play a major role in the expansion of the cellular industry if products are priced and marketed in accordance with the customer requirements. A huge population, less telephony penetration levels, and increase in consumer income and spending power have contributed to make India one of the fastest-growing telecom industry in the globe. India is the country with 246 millions phones where as the china with 408 millions

Thus it is important to know the various demographic factors that determine the brand choice of a particular handset in the largely competitive oligopolistic market of India with several brands engaged in the war of marketing in the Indian market. It is only when the relation of important demographics such as Age, Income, Occupation, Education and Gender with brand choice and brand switching tendencies are determined that a firm can develop the marketing mix and strategies of their product line to reach their target market and position themselves in the Indian oligopolistic market.

A research proposal outlining the rationale, theoretical framework and the difficulties in the research is followed by an introduction providing the required background of the mobile phone industry (industry profile), background of the major handset manufacturers in India (company profile) and details about the products the manufactured (Product profile) in relevance with the research question.

Thus researcher had made an attempt to focus on “The study of relationship of demographic factors such as Age, Income, Gender, Education and Occupation with Brand choice and Brand switching of mobile phone handset users in Mumbai.” The present study seeks to provide this support by investigating the factors which responsible in changing behavior of the customer of Mumbai towards different brands of cellular phones where people live from all strata. The
The current study proposes to understand what stimulates people to purchase a specific brand of cellular handset and switch from one brand of cell phone to another brand of cell phone with respect to the demographic factors of the customers.

The analysis is based on the results from an extensive customer audit which was drawn up using primary research in the form of surveys distributed through random sampling and secondary research by way of utilizing standard reference books from the library, research journals business articles trade magazines etc. The results from the customer’s feedback were interpreted and analyzed in the form of tables and graphs which were then used for the calculation of the final results through Chi Square test of independence, t test and ANOVA using SPSS 14.0.