Chapter 3

Profile of the Respondents and Mobile Companies

3.1.Introduction

In this chapter, an attempt has been made by the researcher to examine the profile of the respondents and the sample mobile companies. Accordingly, the profile of the respondents is given in the Section-A and the profile of the mobile companies is given in the Section-B.

Section-A-

Profile of the respondents

This chapter provides data analysis and interpretation. It provides the back ground of selected respondents using mobile phones in Chennai. Pre purchase behaviour were analysed and the influence of demographic variables over Pre purchase beahaviour are also identified.   Purchase decision and the factors that influence the respondents to make purchase are enumerated. Post purchase behaviour of the respondents is analysed in detail by identifying their factors using exploratory factor analysis. Satisfaction level about the products is assessed and its predictor variables very identified using multiple regression analysis. This chapter proceeds as follows:

Section 3.1: Profile of the respondents

Section 3.2: Information pertaining to mobile users and mobile phones

Section 3.3: Pre purchase behavior

Section 3.4: Purchase decision

Section 3.5: Post purchase behaviour

3.1. Profile of the respondents

Respondents using Mobile phones in Chennai were selected for the study. Profile of the respondents has been studied in terms of age, gender, education, occupation, monthly income, family type and family size. Table 3.1 displays the personal details of the respondents.

Table - 3.1

Profile of the Respondents-[Consolidated]

Particulars	Classification	Number of Respondents	Percentage
Age	Up to 35 years	325	65.0
	Above 35 years	175	35.0
Gender	Male	284	56.8
	Female	216	43.2
Education	Schooling	89	17.8
	Graduates	199	39.8
	Post graduates	159	31.8
	Professionals	53	10.6
Marital status	Married	329	65.8
	Single	171	34.2
Occupation	Student	102	20.4
	Salaried	168	33.6
	Business	134	26.8
	Self -supported	54	10.8
	Home maker	42	8.4

Monthly income	Below Rs. 15,000	193	38.6
	Rs. 15,001 - Rs. 25,000	237	47.4
	Rs. 25,001 - Rs. 35,000	40	8.0
	Above Rs. 35,000	30	6.0
Family type	Joint	295	59.0
	Nuclear	205	41.0
Family size	Upto 3 members	92	18.4
	4 & 5 members	228	45.6
	Above 5 members	180	36.0

Source: Primary data

Table - 3.1.1.

Age wise distribution of respondents

Particulars	Classification	Number of Respondents	Percentage
Age	Up to 35 years	325	65.0
	Above 35 years	175	35.0
	Total	500	100

Out of 500 respondents, 65.00% of the respondents are in the age group of up to 35 years and the remaining 35.00% of the respondents belongs to the age group of above 35 years. It is observed that most of the respondents (65.00%) using Mobile phones are in the age group of up to 35 years.

Chart - 3.1.1.

Age wise distribution of respondents
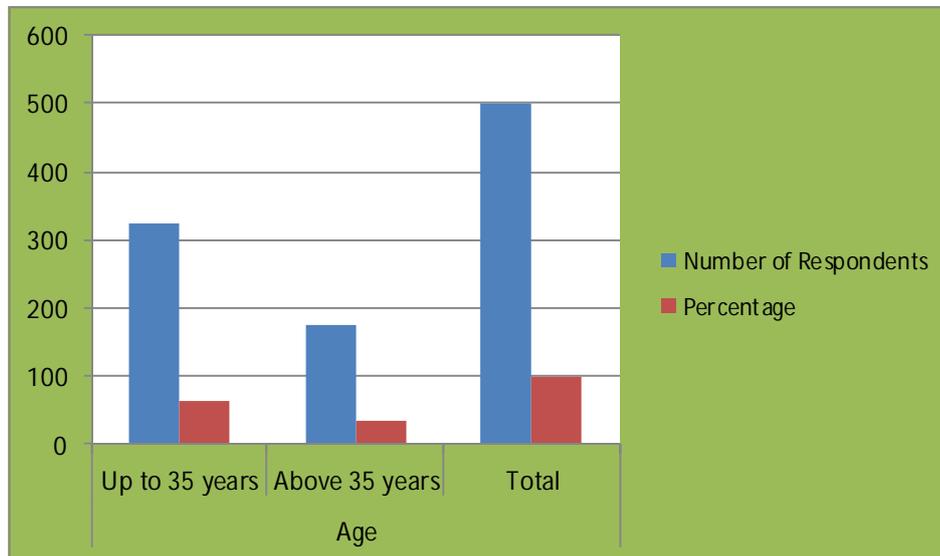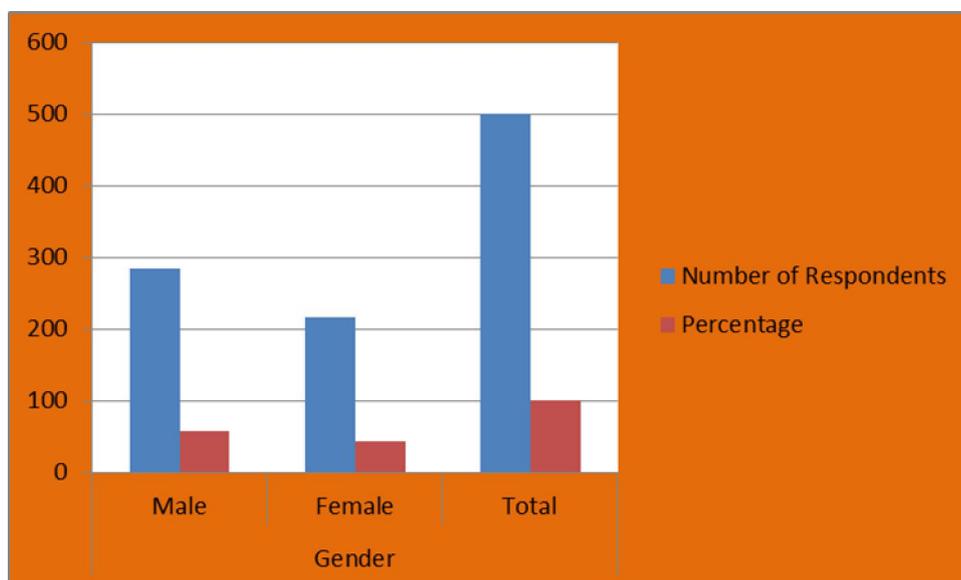

Table - 3.1.2.

Gender wise distribution of respondents

Particulars	Classification	Number of Respondents	Percentage
Gender	Male	284	56.8
	Female	216	43.2
	Total	500	100

It is observed that 56.80% of the respondents are men and the remaining 43.20% of the respondents are women. It is observed that most of the respondents (56.80%) using Mobile phones are men.

Chart - 3.1.2.

Gender wise distribution of respondents
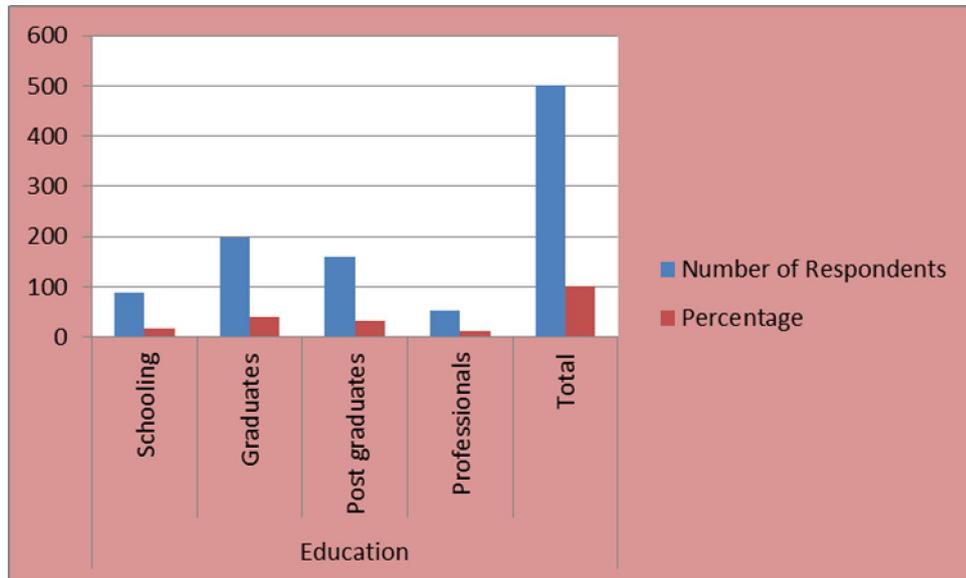

Table - 3.1.3.

Education of the respondents

Particulars	Classification	Number of Respondents	Percentage
Education	Schooling	89	17.8
	Graduates	199	39.8
	Post graduates	159	31.8
	Professionals	53	10.6
	Total	500	100

It is learnt that 39.8% of the respondents possess Graduates, 31.8% of the respondents are Post Graduate degree, 17.8% of the respondents are possessing school level education and 10.6% of the respondents are having professional level education. It is observed that most of the respondents (39.8%) are possessing graduate as their education qualification.

Chart - 3.1.3.

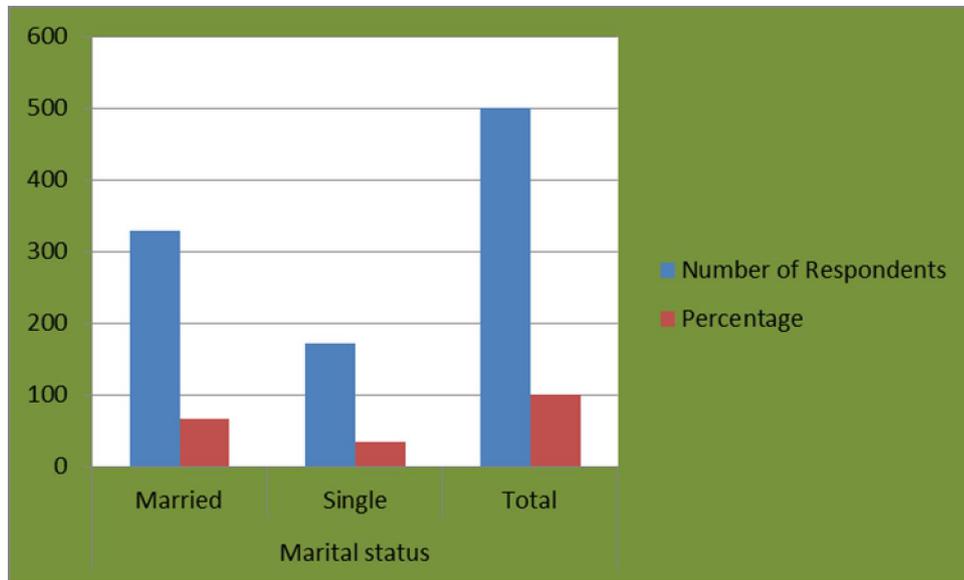**Education of the respondents**

Table – 3. 1.4.

Marital status of the respondents

Particulars	Classification	Number of Respondents	Percentage
Marital status	Married	329	65.8
	Single	171	34.2
	Total	500	100

It is evident that 65.8% of the respondents were married and 34.2% of the respondents are unmarried. It is observed that most of the respondents (65.8%) were married.

Chart – 3.1.4.

Marital status of the respondents

Table – 3.1.5.

Occupation of the respondents

Particulars	Classification	Number of Respondents	Percentage
	Student	102	20.4
	Salaried	168	33.6
Occupation	Business	134	26.8
	Self -supported	54	10.8
	Home maker	42	8.4
	Total	500	100

It is learnt that 33.6% of the respondents are salaried persons, 26.8% of the respondents are running own business, 20.4% of the respondents are student, 10.8% of the respondents are Self supported and 8.4% of the respondents are housewives. It is observed that most of the respondents (33.6%) are working in private sector.

Chart – 3.1.5.

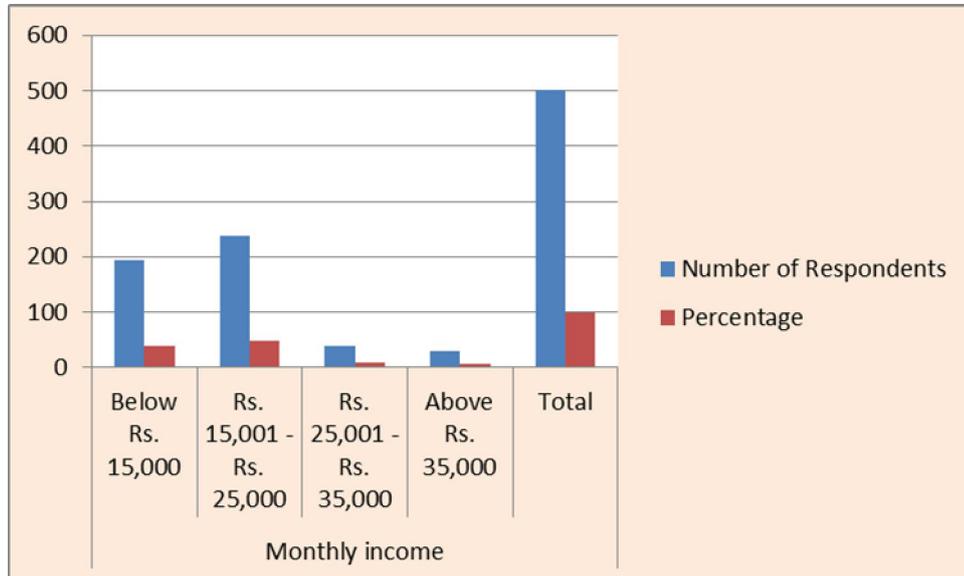**Occupation of the respondents**
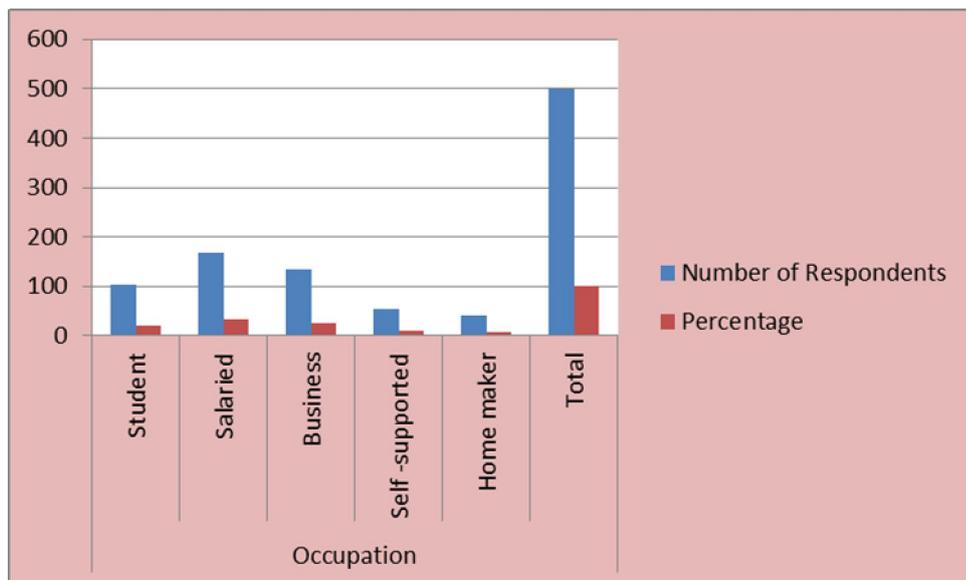
Table – 3.1.6

Income of the respondents

Particulars	Classification	Number of Respondents	Percentage
Monthly income	Below Rs. 15,000	193	38.6
	Rs. 15,001 - Rs. 25,000	237	47.4
	Rs. 25,001 - Rs. 35,000	40	8.0
	Above Rs. 35,000	30	6.0
	Total	500	100

It is learnt that 47.40% of the respondents are earning a monthly income of Rs. 15,001 - Rs. 25,000, 38.60% of the respondents are earning monthly income of Below Rs. 15,000, 8.00% of the respondents are earning monthly income of Rs. 25,001 - Rs. 35,000 and 6.00% of the respondents are earning monthly income of more than Rs. 35,000. It is observed that most of the respondents (47.40%) are earning monthly income of Rs. 15,001 - Rs. 25,000.

Chart – 3.1.6

Income of the respondents

Table - 3.1.7.

Nature of the family of the respondents

Particulars	Classification	Number of Respondents	Percentage
Family type	Joint	295	59.0
	Nuclear	205	41.0
	Total	500	100

It is observed that 59.00% of the respondents are living in joint family and the remaining 41.00% of the respondents are living in nuclear family.

Chart - 3.1.7.

Nature of the family of the respondents
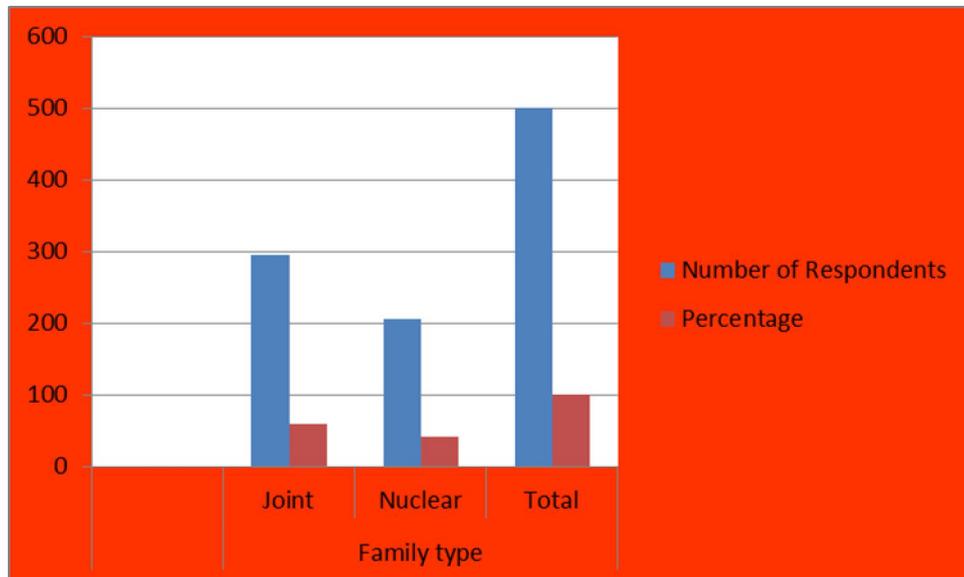
Table – 3.1.8.

Family size of the respondents

Particulars	Classification	Number of Respondents	Percentage
	Up to 3 members	92	18.4
Family size	4 & 5 members	228	45.6
	Above 5 members	180	36.0
	Total	500	100

It is observed that 45.60% of the respondents are living in the family of size 4 and 5 members, 36.00% of the respondents are living in the family of size more than 5 and 18.40% of the respondents are living in the family of size of 3 members. It is observed that most of the respondents (45.60%) are living in the family of size 4 and 5 members.

Chart – 3.1.8.

Family size of the respondents
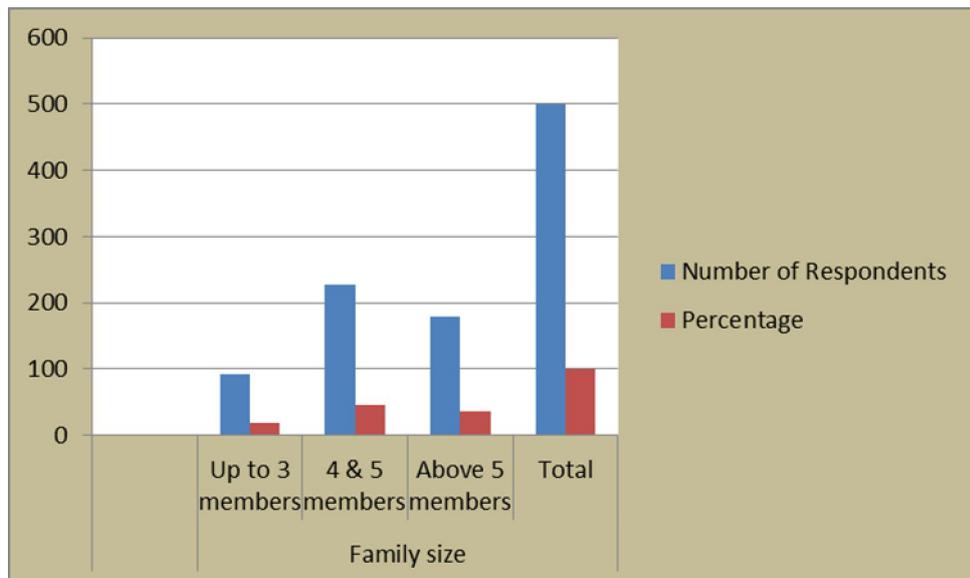
Chart 3.1.9.

Profile of the Respondents-Consolidated

Number of Respondents (%)

Category	Subcategory	Value
Age	Upto 35 years	65
	Above 35 years	35
Gender	Male	56.8
	Female	43.2
Education	Schooling	17.8
	Graduates	39.8
	Post graduates	31.8
	Professionals	10.6
Marital status	Married	65.8
	Single	34.2
Occupation	Student	20.4
	Salaried	33.6
	Business	26.8
	Self supported	10.8
	Home maker	8.4
Monthly income	Below Rs. 15,000	38.6
	Rs. 15,001 - Rs. 25,000	47.4
	Rs. 25,001 - Rs. 35,000	8
	Above Rs. 35,000	6
Family type	Joint	59
	Nuclear	41
Family size	Upto 3 members	18.4
	4 & 5 members	45.6
	Above 5 members	36

3.2 INFORMATION PERTAINING TO MOBILE USERS AND MOBILE PHONES

3.2.1 Type of Mobile

Respondents using Mobile phones in Chennai were selected for the study. Respondents have provided the information about the type of mobile phones used by them. Table 3.2 gives the detail about the type of mobile phones used by the respondents.

Table - 3.2
Type of mobile phones

	Number of Respondents	Percentage
Camera Phone	54	10.8
Music phone	36	7.2
Smart phone	237	47.4
3G phone	173	34.6
Total	**500**	**100**

Source: Primary data

Table 3.2 reveals the type of mobile phones used by the respondents. 47.40 percent of the respondents are using smart phone, 34.60 percent the respondents are using 3G phone, 10.80 percent of the respondents are using camera phone and the remaining 7.20 percent of the respondents are using music phone. It is observed that most of the respondents (47.40%) are using smart phone.

Chart - 3.2

Type of mobile phones
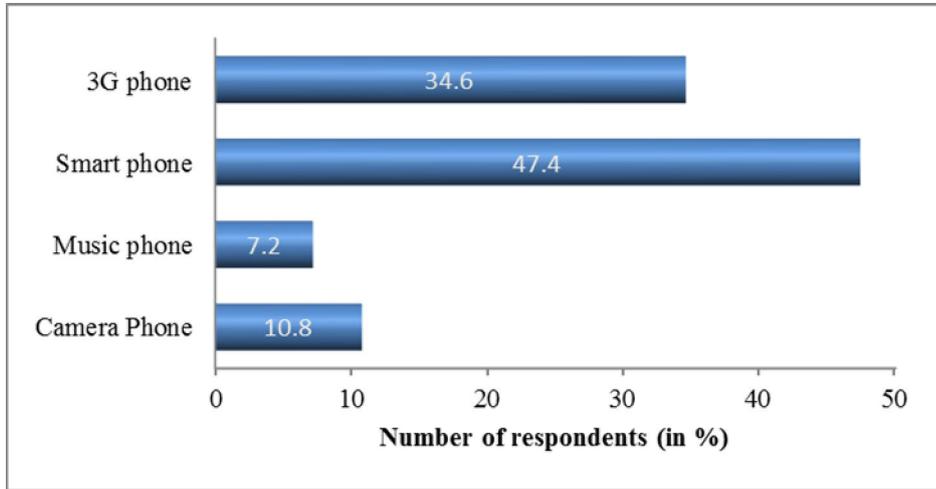
3.2.2 Mobile Brand

Respondents using Mobile phones in Chennai were selected for the study. Respondents have provided the information about the mobile brand used by them. Table 4.3 gives the detail about the mobile brand used by the respondents.
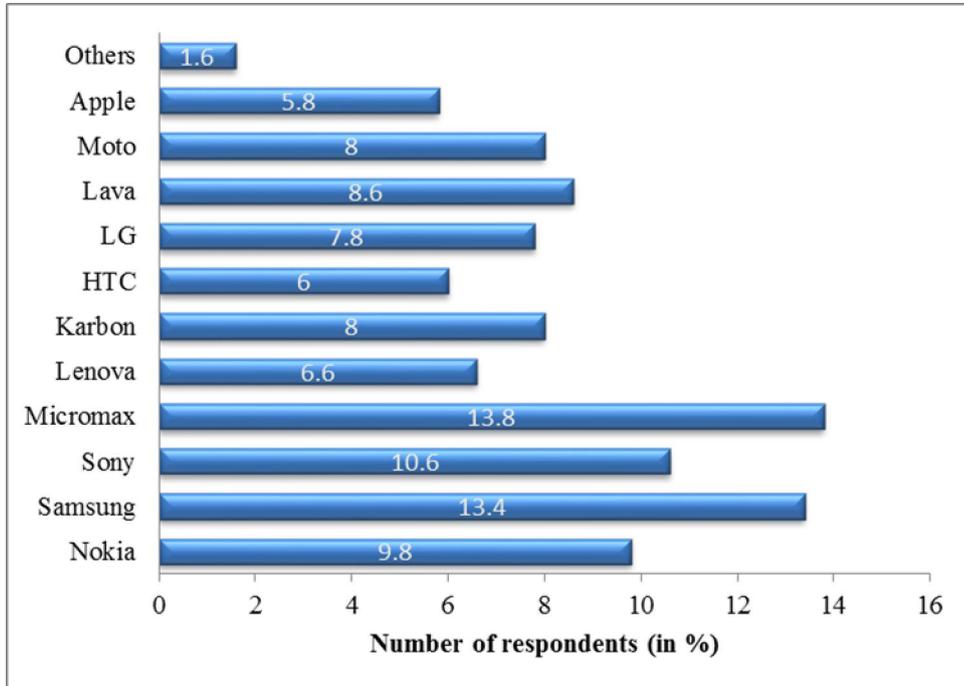
Table - 3.3
Mobile Brand

	Number of Respondents	Percentage
Nokia	49	9.8
Samsung	67	13.4
Sony	53	10.6
Micromax	69	13.8
Lenova	33	6.6
Karbon	40	8.0
HTC	30	6.0
LG	39	7.8
Lava	43	8.6
Moto	40	8.0
Apple	29	5.8
Others	8	1.6
Total	**500**	**100**

Source: Primary data

Table 3.3 depicts the brand of mobile used by the respondents. 13.80 percent of the respondents are using Micromax, 13.4 percent of the respondents are using Samsung brand, 10.6 percent of the respondents are using Sony, 9.8 percent of the respondents are possessing Nokia mobiles, 8.6 percent of the respondents are using handsets made by Lava, 8.0 percent of the respondents are using Karbon mobiles, 8.0 percent of the respondents are using Moto, 7.8 percent of the respondents are using LG handsets, 6.6 percent of the respondents are using Lenova, 6.0 percent of the respondents are using HTC, 5.8 percent of the respondents are using Apple mobiles and the remaining 1.6 percent of the respondents are using other brands mobile phones. It is observed that 13.80% of the respondents are using Micromax mobile.

Chart - 3.3

Mobile Brand

Chart showing Mobile Brand vs Number of respondents (in %):
- Others: 1.6
- Apple: 5.8
- Moto: 8
- Lava: 8.6
- LG: 7.8
- HTC: 6
- Karbon: 8
- Lenova: 6.6
- Micromax: 13.8
- Sony: 10.6
- Samsung: 13.4
- Nokia: 9.8

X-axis: Number of respondents (in %)

3.2.3 Period of using the mobile phone

Respondents using Mobile phones in Chennai were selected for the study. Respondents have given the details about the period of using the mobile phones. Table 3.4 shows the information about the period of using the mobile phone.

Table - 3.4

Period of using the mobile phone

	Number of Respondents	Percentage
Less than 3 years	135	27.0
3-5 years	192	38.4
5-7 years	125	25.0
Above 7 years	48	9.6
Total	**500**	**100**

Source: Primary data

Table 3.4 shows the period of using the mobile phones by the respondents. 38.4 percent of the respondents are using the mobile phones for a period of 3 to 5 years, 27.0 percent of the respondents are using the mobile phone for less than 3 years, 25.0 percent of the respondents are using the mobile phone for a period of 5 to 7 years and the remaining 9.6 percent of the respondents are using mobile phone for more than 7 years. It is observed that most of the respondents (38.4%) are using their mobile phones for a period of 3 to 5 years.

Chart - 3.4

Period of using the mobile phone
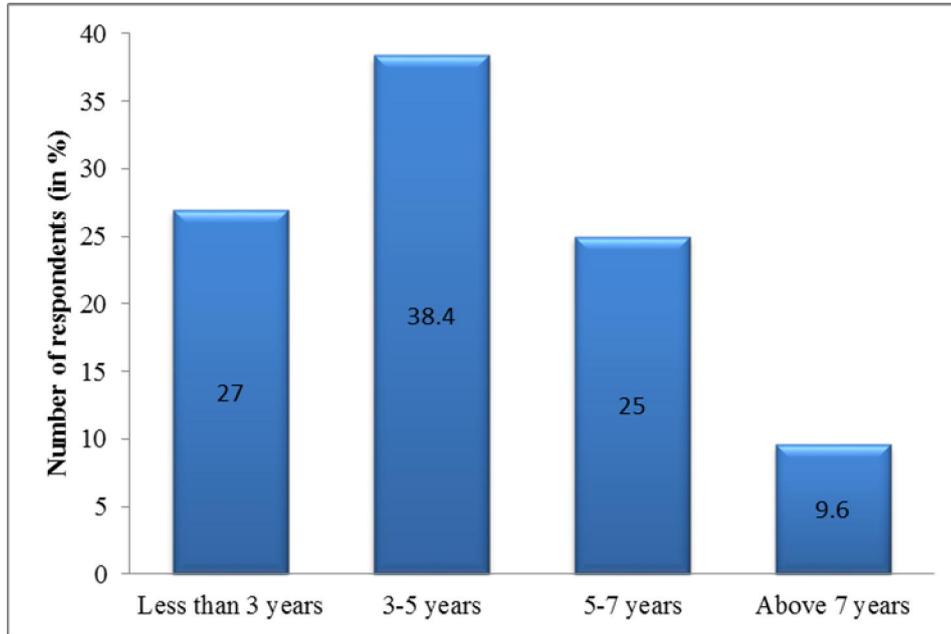
3.2.4 Place of purchasing the mobile

Respondents using Mobile phones in Chennai were selected for the study. Respondents have provided the information about the place of purchasing the mobile phones. Table 3.5 provides the details about the place of purchasing the mobile phones.

Table - 3.5

Place of purchasing the mobile phones

	Number of Respondents	Percentage
Particular shop	106	21.2
Authorized dealer	106	21.2
Wherever it is available	201	40.2
Online	87	17.4
Total	**500**	**100**

Source: Primary data

Table 3.5 explores the details of places for purchasing the mobile phone. 40.2 percent of the respondents have bought the mobile phone wherever it is available, 21.2 percent of the respondents accepted that they purchase only in a particular shop, 21.2 percent of the respondents agreed that they are purchasing from an authorized dealer and the remaining 17.4 percent of the respondents bought the mobile phone through online. It is observed that most of the respondents (40.2%) have purchased the mobile wherever it is available.

Chart - 3.5

Place of purchasing the mobile phones
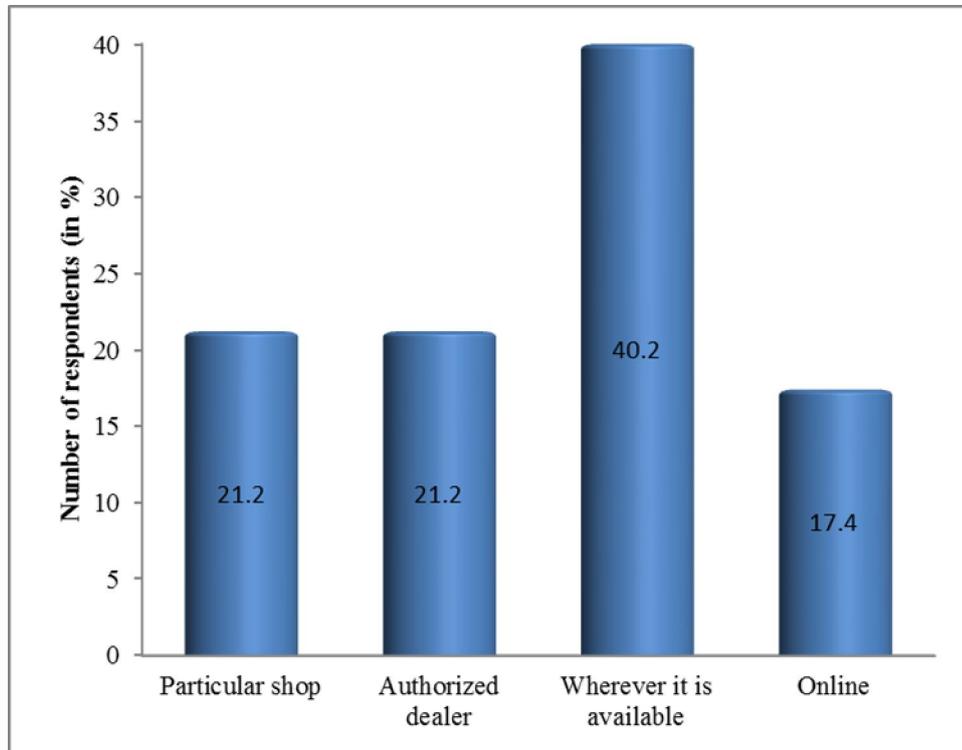
3.3 PRE PURCHASE BEHAVIOR

3.3.1 Pre Purchase behaviour

Pre Purchase behaviour of the respondents was measured through thirteen variables.   One sample t-test is applied to test the significant difference between the mean responses given by the respondents using mobile phones for the variables measured under Pre Purchase behaviour against the test average response of 3 (mean score).

The following null hypothesis is framed:

H$_0$1 (a): Pre Purchase behaviour does not differ significantly

Table 3.6 shows the result of one sample t-test for the mean responses provided by the respondents using mobile phones for Pre Purchase behaviour.

Table - 3.6

One sample t-test for Pre Purchase behaviour

Statements	Mean	SD	t-value	p-value
Knowledge to select the product	4.20	0.51	53.016**	<.001
Consider others opinion while buying new products	4.10	0.51	48.006**	<.001
Prefer domestic products than imported ones	3.98	0.63	34.766**	<.001
I feel branded products are more reliable	3.61	0.66	20.592**	<.001
My household products are sleek and utility based	3.53	0.71	16.792**	<.001
I consider branded products for the benefit of guarantee	3.59	0.67	19.403**	<.001
My household products are mostly purchased on auspicious days	3.70	0.61	25.606**	<.001
Advertisements present a true picture of the products	3.74	0.61	26.873**	<.001
Buying products during off season is cheaper	3.70	0.70	22.503**	<.001

I don't mind spending for products for more comfort	3.71	0.72	22.039**	<.001
Highly priced products are of better quality	3.58	0.73	17.572**	<.001
I am attracted by exchange schemes for products	3.71	0.73	21.700**	<.001
I am on transferable job and hence change my products at least once in 5 years	3.84	0.61	30.598**	<.001

** Significant at 1% level

From table 3.6, it is evident that t-values of Pre Purchase behavior of respondents using mobile phones   53.016, 48.006, 34.766, 20.592, 16.792, 19.403, 25.606, 26.873, 22.503, 22.039, 17.572, 21.700 and 30.598 are significant at 1% level.   This shows that there is significant difference between the mean responses given by the respondents towards Pre Purchase behaviour and the test average score (=3). Further, the mean values of the variables; Knowledge to select the product (4.2), Consider others opinion while buying new products (4.1), Prefer domestic products than imported ones (3.98), I feel branded products are more reliable (3.61), My household products are sleek and utility based (3.53), I consider branded products for the benefit of guarantee (3.59), My household products are mostly purchased on auspicious days (3.7), Advertisements present a true picture of the products (3.74), Buying products during off season is cheaper (3.7), I don't mind spending for products for more comfort (3.71), Highly priced products are of

better quality (3.58), I am attracted by exchange schemes for products (3.71) and I am on transferable job and hence change my products at least once in 5 years (3.84) are above the average level. It is observed that the respondents are having high knowledge to select the products followed by giving importance to others opinion before buying the product, preferring domestic products than imported ones and intention to change the products once in five years are the key aspects of pre purchase behaviour.

3.3.2 Source of information

Source of information regarding the mobile phones was measured through nine variables. One sample t-test is applied to test the significant difference between the mean responses given by the respondents using mobile phones for the variables measured under source of information against the test average response of 3 (mean score).

The following null hypothesis is framed:

H_01 (b): Source of information does not differ significantly

Table 3.7 shows the result of one sample t-test for the mean responses provided by the respondents using mobile phones for source of information.

Table - 3.7

One sample t-test for source of information

Statements	Mean	SD	t-value	p-value
Family	4.13	0.71	35.263**	<.001
Friend	4.06	0.77	30.661**	<.001
Relative	3.95	0.76	27.680**	<.001
Sales person	3.71	0.74	20.053**	<.001
Traders	3.81	0.65	27.945**	<.001
Advertisement	3.74	0.71	23.480**	<.001
Internet	3.75	0.66	25.062**	<.001
Print media	3.62	0.74	18.649**	<.001
TV/Radio	3.52	0.69	16.874**	<.001

** Significant at 1% level

From table 3.7, it is evident that t-values of source of information for the respondents using mobile phone 35.263, 30.661, 27.680, 20.053, 27.945, 23.480, 25.062, 18.649 and 16.874 are significant at 1% level. This shows that there is significant difference between the mean responses given by the respondents towards the source of information and the test average score (=3).

Further the mean values of the sources; Family (4.13), Friend (4.06), Relative (3.95), Sales person (3.71), Traders (3.81), Advertisement (3.74), Internet (3.75), Print media (3.62) and TV/Radio (3.52) are above the average level. It is observed that the family members and friends are the personal sources that give more information towards mobile phones, Traders and advertisements are the Commercial sources that provide more information to the respondents towards mobiles and Internet and print media are the public sources providing more information for the respondents towards mobile phones.

3.3.3 Influence of demographic variables on Pre purchase behaviour

To test the significant influence of demographic variables (age, gender, education, marital status, occupation, monthly income, family type and family size) on Pre purchase behaviour, independent samples t-test is applied to identify the significant influence of age, gender, marital status and family type on Pre purchase behaviour. One way ANOVA is applied to identify the significant influence of education, occupation, monthly income and family type on Pre purchase behaviour.

The following null hypotheses were framed:

H_0 2: There is no significant influence of respondents' (a) age (b) gender (c) education (d) marital status (e) occupation (f) monthly income (g) family type (h) family size on pre purchase behavior.

Table 3.8 shows the results of significant influence of demographic variables on Pre purchase behavior.

Table - 3.8

Influence of demographic variables on Pre purchase behaviour

Variable	Category	N	Mean	S D	t/F-value
Age	Upto 35 years	325	49.01	4.77	**t=0.170**
	Above 35 years	175	48.94	3.51	**(p=.865)**
Gender	Male	284	49.14	4.53	**t=0.882**
	Female	216	48.79	4.14	**(p=.378)**
Education	Schooling	89	49.61	6.29	
	Graduates	199	49.13	3.81	**F=1.239**
	Post graduates	159	48.58	3.26	**(p=.295)**
	Professionals	53	48.66	5.19	
Marital status	Married	329	48.61	3.53	**t=2.692****
	Single	171	49.71	5.58	**(p=.007)**
Occupation	Student	102	49.89	6.01	
	Salaried	168	50.47	3.71	**F=3.528****
	Business	134	48.86	3.35	**(p=.007)**
	Self- supported	54	48.59	3.87	

	Home maker	42	48.30	4.94	
Monthly income	Below Rs. 15,000	193	49.24	5.08	**F=0.583**
	Rs. 15,001 - Rs. 25,000	237	48.72	3.96	
	Rs. 25,001 - Rs. 35,000	40	49.25	2.96	**(p=.626)**
	Above Rs. 35,000	30	49.21	4.03	
Family type	Joint	295	49.25	4.74	**t=1.621**
	Nuclear	205	48.61	3.73	**(p=.106)**
Family size	Upto 3 members	92	48.40	3.81	**F=5.961****
	4 & 5 members	228	49.72	3.84	
	Above 5 members	180	48.37	5.08	**(p=.003)**

** Significant at 1% level

Age

The obtained 't' value is 0.170 and it is not significant at 5% level. The value indicates that there is no significant influence of age on Pre purchase behaviour.

Therefore, the formulated hypothesis H_0 2(a) that "there is no significant influence of age on Pre purchase behaviour" is accepted.

Gender

The obtained 't' value is 0.882 and it is not significant at 5% level. The value indicates that there is no significant influence of gender on Pre purchase behaviour.

Therefore, the formulated hypothesis $H_0 2$ (b) that "there is no significant influence of gender on Pre purchase behaviour" is accepted.

Education

The obtained 'F' value is 1.239 and it is not significant at 5% level. The value indicates that there is no significant influence of education on Pre purchase behaviour.

Therefore, the formulated hypothesis $H_0 2(c)$ that "there is no significant influence of education on Pre purchase behaviour" is accepted.

Marital status

The obtained 't' value is 2.692 and it is significant at 1% level. The value indicates that there is significant influence of marital status on Pre purchase behaviour.

Further, the mean table 3.8 indicates that the respondents living as single have scored higher mean value of 49.71 and the lowest mean value was scored by the married respondents (48.61). This shows that the respondents

living as single are having better Pre purchase behaviour than the married respondents.

Therefore, the formulated hypothesis H_0 2(d) that "there is no significant influence of marital status on Pre purchase behaviour" is rejected.

Occupation

The obtained 'F' value is 3.528 and it is significant at 1% level. The value indicates that there is significant influence of occupation on Pre purchase behaviour.

Further, the mean table 3.8 indicates that the salaried respondents have scored higher mean value of 50.47 and the lowest mean value was scored by the home makers (48.30). This shows that salaried persons are having better Pre purchase behaviour and the home makers are lacking in Pre purchase behaviour.

Therefore, the formulated hypothesis H_0 2(e) that "there is no significant influence of occupation on Pre purchase behaviour" is rejected.

Monthly income

The obtained 'F' value is 0.583 and it is not significant at 5% level. The value indicates that there is no significant influence of monthly income on Pre purchase behaviour.

Therefore, the formulated hypothesis H_0 2(f) that "there is no significant influence of monthly income on Pre purchase behaviour" is accepted.

Family type

The obtained 't' value is 1.621 and it is not significant at 5% level. The value indicates that there is no significant influence of family type on Pre purchase behaviour.

Therefore, the formulated hypothesis H_0 2(g) that "there is no significant influence of family type on Pre purchase behaviour" is accepted.

Family size

The obtained "F" value is 5.961 and it is significant at 1% level. The value indicates that there is significant influence of family size on Pre purchase behaviour.

Further, the mean table 3.8 indicates that the respondents living in family of size 4 and 5 members have scored higher mean value of 49.72 and the lowest mean value was scored by the respondents living in family of size more than 5 members (48.37). This shows that the respondents living in family of size 4 and 5 members are having better Pre purchase behaviour and the respondents living in family size of more than 5 members are lacking in Pre purchase behaviour.

Therefore, the formulated hypothesis H_0 2(h) that "there is no significant influence of family size on Pre purchase behaviour" is rejected.

3.4 PURCHASE DECISION

3.4.1 Influence for making Purchase decision

Influence for making Purchase decision was measured through five variables. One sample t-test is applied to test the significant difference between the mean responses given by the respondents using mobile phones for the variables measured under influence for making Purchase decision against the test average response of 3 (mean score).

The following null hypothesis is framed:

$H_0$3 (a): Influence for making Purchase decision does not differ significantly.

Table 3.9 shows the result of one sample t-test for the mean responses provided by the respondents using mobile phones for influence for making Purchase decision.

Table - 3.9

One sample t-test for influence for making Purchase decision

Statements	Mean	SD	t-value	p-value
Family members	3.84	0.64	29.149**	<.001
Friends	3.79	0.71	24.896**	<.001
Relations	3.70	0.71	22.256**	<.001
Celebrities	3.56	0.81	15.666**	<.001
Colleagues	3.63	0.72	19.418**	<.001

** Significant at 1% level

From table 3.9, it is evident that t-values of influence for making purchase decisions 29.149, 24.896, 22.256, 15.666 and 19.418 are significant at 1% level. This shows that there is significant difference between the mean responses given by the respondents towards the influence for making Purchase decision and the test average score (=3). Further, the mean values of the variables; Family members (3.84), Friends (3.79), Relations (3.7), Celebrities (3.56) and Colleagues (3.63) are above the average level. **This shows that family members followed by friends and relations influence the purchase decision more.**

3.4.2 Purpose of buying

Purpose of buying was measured through three variables. One sample t-test is applied to test the significant difference between the mean responses given by the respondents using mobile phones for the variables measured under purpose of buying against the test average response of 3 (mean score).

The following null hypothesis is framed:

$H_0 3$ (b): Purpose of buying does not differ significantly

Table 3.10 shows the result of one sample t-test for the mean responses provided by the respondents using mobile phones for purpose of buying.

Table - 3.10

One sample t-test for purpose of buying

Statements	Mean	SD	t-value	p-value
Utility	3.60	0.73	18.307**	<.001
Comfort	4.02	0.46	49.533**	<.001
Status	3.94	0.49	42.580**	<.001

** Significant at 1% level

From table 3.10, it is evident that t-values of purpose of buying 18.307, 49.533 and 42.580 are significant at 1% level. This shows that there is significant difference between the mean responses given by the respondents

towards Purpose of buying and the test average score (=3). Further the mean values of the purpose; Utility (3.6), Comfort (4.02) and Status (3.94) are above the average level. **This shows that the respondents are purchasing the mobile phones for utility followed by comfort and status.**

3.4.3 Factors that influence purchase decision

Factors that influence purchase decision of the respondents were measured through twenty two variables. One sample t-test is applied to test the significant difference between the mean responses given by the respondents using mobile phones in Chennai for the variables measured under factors that influence purchase decision against the test average response of 3 (mean score).

The following null hypothesis is framed:

$H_0 3$ (c): Factors that influence purchase decision does not differ significantly.

Table 3.11 shows the result of one sample t-test for the mean responses provided by the respondents using mobile phones for factors that influence purchase decision.

Table - 3.11

One sample t-test for factors that influence purchase decision

Statements	Mean	SD	t-value	p-value
Appearing and design	3.88	0.57	33.930**	<.001
Price	3.57	0.68	18.449**	<.001
Quality of performance	3.48	0.66	16.004**	<.001
Easy handling / operation	3.39	0.66	13.047**	<.001
Colour	4.14	0.48	52.755**	<.001
Technology	3.95	0.52	40.728**	<.001
Durability	3.91	0.61	33.640**	<.001
After-sales service	3.56	0.65	19.068**	<.001
Easy maintenance	3.54	0.63	19.213**	<.001
Guarantee/ Warrantee	3.60	0.65	20.238**	<.001
Locking facility	4.09	0.49	48.779**	<.001
Storage facility	3.96	0.54	39.523**	<.001
Time saving	3.86	0.61	31.651**	<.001
Minimum repairs	3.62	0.66	20.638**	<.001
Privacy / Secrecy	3.59	0.71	18.669**	<.001
Advertisement	3.62	0.70	19.607**	<.001
Gifts, offers and discount	3.59	0.70	18.538**	<.001
Resale value	3.62	0.63	21.968**	<.001
Packaging	3.69	0.67	22.849**	<.001
Social status	3.69	0.69	22.112**	<.001
Availability of the products	4.14	0.46	55.599**	<.001
Prompt delivery	4.02	0.53	42.546**	<.001

** Significant at 1% level

From table 3.11, it is evident that t-values of factors that influence Purchase decision of the respondents using mobile phones 33.930, 18.449, 16.004, 13.047, 52.755, 40.728, 33.640, 19.068, 19.213, 20.238, 48.779, 39.523, 31.651, 20.638, 18.669, 19.607, 18.538, 21.968, 22.849, 22.112, 55.599 and 42.546 are significant at 1% level. This shows that there is significant difference between the mean responses given by the respondents towards the factors that influence purchase decision and the test average score (=3). Further the mean values of the variables; Appearing and design (3.88), Price (3.57), Quality of performance (3.48), Easy handling / operation (3.39), Colour (4.14), Technology (3.95), Durability (3.91), After-sales service (3.56), Easy maintenance   (3.54), Guarantee/ Warrantee (3.6), Locking facility (4.09), Storage facility (3.96), Time saving (3.86), Minimum repairs (3.62), Privacy / Secrecy (3.59), Advertisement (3.62), Gifts, offers and discount(3.59), Resale value (3.62), Packaging (3.69), Social status (3.69), availability of the products (4.14) and Prompt delivery (4.02) are above the average level. It is observed that availability of the product followed by, colour, locking facility, prompt delivery, storage facility, technology and durability are the key factors for purchase decision.

3.4.4 Promotion and marketing mix

Promotion and marketing mix of the respondents was measured through seven variables.   One sample t-test is applied to test the significant difference between the mean responses given by the respondents using mobile phones

for the variables measured under Promotion and marketing mix against the test average response of 3 (mean score).

The following null hypothesis is framed:

H$_0$3 (d): Promotion and marketing mix does not differ significantly.

Table 3.12 shows the result of one sample t-test for the mean responses provided by the respondents using mobile phones for Promotion and marketing mix.

Table - 3.12

One sample t-test for Promotion and marketing mix

Statements	Mean	SD	t-value	p-value
Advertisements of the mobile handsets made me remember the brand ever	3.68	0.68	22.261**	<.001
Door selling is convenient for me to maintain proximity with the brand	3.70	0.66	23.432**	<.001
Free offers are timely useful for satisfaction	3.67	0.71	21.220**	<.001
Dealers display of the brand makes me recall the brand	4.05	0.41	56.172**	<.001

Advertisements are application oriented and useful to know about the brand	3.90	0.53	37.709**	<.001
In the brand I use, there is no disparity between advertisement and actual experience	3.82	0.62	29.511**	<.001
Manufacturers are showing enthusiasm to attract new consumers	3.57	0.71	17.987**	<.001

** Significant at 1% level

From table 3.12, it is evident that t-values for Promotion and marketing mix 22.261, 23.432, 21.220, 56.172, 37.709, 29.511 and 17.987 are significant at 1% level. This shows that there is significant difference between the mean responses given by the respondents towards the Promotion and marketing mix and the test average score (=3). Further the mean values of the variables; Advertisements of the mobile handsets made me remember the brand ever (3.68), Door selling is convenient for me to maintain proximity with the brand (3.7), Free offers are timely useful for satisfaction (3.67), Dealers display of the brand makes me recall the brand (4.05), Advertisements are application oriented and useful to know about the brand (3.9), In the brand I use, there is no disparity between advertisement and actual experience (3.82) and Manufacturers are showing enthusiasm to attract new consumers (3.57) are above the average level. Dealers display of the brand makes me recall the

brand followed by Advertisements are application oriented and useful to know about the brand and no disparity between advertisement and actual experience are considered as important aspects in promotion and marketing mix.

3.4.5 Influence of demographic variables on Promotion and Marketing mix

To test the significant influence of demographic variables (age, gender, education, marital status, occupation, monthly income, family type and family size) on Promotion and Marketing mix, independent samples t-test is applied to identify the significant influence of age, gender, marital status and family type on Promotion and Marketing mix. One way ANOVA is applied to identify the significant influence of education, occupation, monthly income and family type on Promotion and Marketing mix.

The following null hypotheses were framed:

H_0 4: There is no significant influence of respondents' (a) age (b) gender (c) education (d)marital status (e) occupation (f) monthly income (g) family type (h) family size on Promotion and Marketing mix

Table 3.13 shows the results of significant influence of demographic variables on Promotion and Marketing mix.

Table - 3.13

Influence of demographic variables on Promotion and Marketing mix

Variable	Category	N	Mean	S D	t/F-value
Age	Upto 35 years	325	26.28	2.89	**t=1.302 (p=.194)**
	Above 35 years	175	26.61	2.33	
Gender	Male	284	26.53	2.81	**t=1.315 (p=.189)**
	Female	216	26.21	2.57	
Education	Schooling	89	26.55	3.35	**F=0.558 (p=.643)**
	Graduates	199	26.26	2.31	
	Post graduates	159	26.55	2.56	
	Professionals	53	26.16	3.38	
Marital status	Married	329	26.43	2.31	**t=0.406 (p=.685)**
	Single	171	26.32	3.36	
Occupation	Student	102	26.54	3.48	**F=0.977 (p=.420)**
	Salaried	168	26.51	2.58	
	Business	134	26.26	2.28	
	Self supported	54	26.62	2.73	
	Home maker	42	25.71	2.35	
Monthly income	Below Rs. 15,000	193	26.11	2.36	**F=4.984** (p=.002)
	Rs. 15,001 - Rs. 25,000	237	26.31	2.93	

	Rs. 25,001 - Rs. 35,000	40	27.75	2.43	
	Above Rs. 35,000	30	27.13	2.87	
Family type	Joint	295	26.34	2.61	**t=0.529 (p=.597)**
	Nuclear	205	26.47	2.87	
Family size	Up to 3 members	92	26.06	3.07	**F=1.432 (p=.240)**
	4 & 5 members	228	26.61	2.93	
	Above 5 members	180	26.30	2.17	

** Significant at 1% level

Age

The obtained 't' value is 1.302 and it is not significant at 5% level. The value indicates that there is no significant influence of age on Promotion and Marketing mix.

Therefore, the formulated hypothesis $H_{0\ 4}$(a) that "there is no significant influence of age on Promotion and Marketing mix" is accepted.

Gender

The obtained 't' value is 1.315 and it is not significant at 5% level. The value indicates that there is no significant influence of gender on Promotion and Marketing mix.

Therefore, the formulated hypothesis H_0 4(b) that "there is no significant influence of gender on Promotion and Marketing mix" is accepted.

Education

The obtained 'F' value is 0.558 and it is not significant at 5% level. The value indicates that there is no significant influence of education on Promotion and Marketing mix.

Therefore, the formulated hypothesis H_0 4(c) that "there is no significant influence of education on Promotion and Marketing mix" is accepted.

Marital status

The obtained 't' value is 0.406 and it is not significant at 5% level. The value indicates that there is no significant influence of marital status on Promotion and Marketing mix.

Therefore, the formulated hypothesis H_0 4(d) that "there is no significant influence of marital status on Promotion and Marketing mix" is accepted.

Occupation

The obtained 'F' value is 0.977 and it is not significant at 5% level. The value indicates that there is no significant influence of occupation on Promotion and Marketing mix.

Therefore, the formulated hypothesis H_0 4(e) that "there is no significant influence of occupation on Promotion and Marketing mix" is accepted.

Monthly income

The obtained 'F' value is 4.984 and it is significant at 1% level. The value indicates that there is significant influence of monthly income on Promotion and Marketing mix.

Further, the mean table 3.13 indicates that the respondents earning Rs.25,001 - Rs.35,000 as their monthly income have scored higher mean value of 27.75 and the lowest mean value was scored by the respondents earning below Rs.15,000 (26.11). This shows that the respondents earning Rs.25,001 - Rs.35,000 as their monthly income are more pleased with Promotion and Marketing mix and the respondents earning below Rs.15,000 are less pleased with Promotion and Marketing mix.

Therefore, the formulated hypothesis H_0 4(f) that "there is no significant influence of monthly income on Promotion and Marketing mix" is rejected.

Family type

The obtained 't' value is 0.529 and it is not significant at 5% level. The value indicates that there is no significant influence of family type on Promotion and Marketing mix.

Therefore, the formulated hypothesis H_0 4(g) that "there is no significant influence of family type on Promotion and Marketing mix" is accepted.

Family size

The obtained 'F' value is 1.432 and it is not significant at 5% level. The value indicates that there is no significant influence of family size on Promotion and Marketing mix.

Therefore, the formulated hypothesis H_0 4(h) that "there is no significant influence of family size on Promotion and Marketing mix" is rejected.

3.4.6 Purchase decision of the brand

Purchase decision of the brand of the respondents was measured through seven variables. One sample t-test is applied to test the significant difference between the mean responses given by the respondents using mobile phones for the variables measured under Purchase decision of the brand against the test average response of 3 (mean score).

The following null hypothesis is framed:

$H_0$5 (a): Purchase decision of the brand does not differ significantly

Table 3.14 shows the result of one sample t-test for the mean responses provided by the respondents using mobile phones for Purchase decision of the brand.

Table - 3.14

One sample t-test for purchase decision of the brand

Statements	Mean	SD	t-value	p-value
I estimate the quality of the product before the decision of purchases	3.78	0.66	26.381**	<.001
Price must be proportion to the quality	4.10	0.42	57.937**	<.001
Particular brands should serve the purpose	4.01	0.47	47.668**	<.001
Manufacturers name and reputation are important to me	3.92	0.57	35.797**	<.001
I need innovation in every product of selected brands	3.50	0.62	17.652**	<.001
Service of the brand is an important factor for purchase decision	3.60	0.64	20.961**	<.001
Availability is very important	3.73	0.57	28.481**	<.001

** Significant at 1% level

From table 3.14, it is evident that t-values of Purchase decision of the respondents using mobile phones 26.381, 57.937, 47.668, 35.797, 17.652, 20.961 and 28.481 are significant at 1% level. This shows that there is significant difference between the mean responses given by the respondents towards Purchase decision of the brand and the test average score (=3). Further the mean values of the variables; I estimate the quality of the product before the decision of purchases (3.78), Price must be proportion to the quality (4.1), Particular brands should serve the purpose (4.01),

Manufacturers name and reputation are important to me (3.92), I need innovation in every product of selected brands (3.5), Service of the brand is an important factor for purchase decision (3.6) and Availability is very important (3.73) are above the average level. It is observed that price must be proportion to the quality is the vital aspect in making purchase decision, particular brands should serve the purpose and Manufacturers name and reputation are important to me are the important aspects for making purchase decision.

3.4.7 Influence of demographic variables on Purchase decision of the Brand

To test the significant influence of demographic variables (age, gender, education, marital status, occupation, monthly income, family type and family size) on Purchase decision of the Brand, independent samples t-test is applied to identify the significant influence of age, gender, marital status and family type on Purchase decision of the Brand. One way ANOVA is applied to identify the significant influence of education, occupation, monthly income and family type on Purchase decision of the Brand.

The following null hypotheses were framed:

H_0 6: There is no significant influence of respondents' (a) age (b) gender (c) education (d)marital status (e) occupation (f) monthly income (g) family type (h) family size on Purchase decision of the brand.

Table 3.15 shows the results of significant influence of demographic variables on Purchase decision of the Brand.

Table - 3.15

Influence of demographic variables on Purchase decision of the Brand

Variable	Category	N	Mean	S D	t/F-value
Age	Upto 35 years	325	27.41	2.56	t=2.665* (p=.019)
	Above 35 years	175	26.77	2.13	
Gender	Male	284	26.77	2.59	t=1.360 (p=.175)
	Female	216	26.47	2.18	
Education	Schooling	89	26.44	2.91	F=0.846 (p=.469)
	Graduates	199	26.65	2.24	
	Post graduates	159	26.84	2.42	
	Professionals	53	26.33	2.21	
Marital status	Married	329	26.41	2.09	t=3.155** (p=.002)
	Single	171	27.11	2.92	
Occupation	Student	102	26.65	2.91	F=3.163* (p=.022)
	Salaried	168	27.21	2.48	
	Business	134	26.64	1.92	
	Self supported	54	26.41	2.01	
	Home maker	42	26.31	2.71	

Monthly income	Below Rs. 15,000	193	26.48	2.35	**F=1.049 (p=.370)**
	Rs. 15,001 - Rs. 25,000	237	26.71	2.58	
	Rs. 25,001 - Rs. 35,000	40	27.21	2.06	
	Above Rs. 35,000	30	26.53	1.92	
Family type	Joint	295	26.61	2.37	**t=0.321 (p=.749)**
	Nuclear	205	26.68	2.51	
Family size	Upto 3 members	92	26.52	2.17	**F=9.271** (p<.001)
	4 & 5 members	228	27.12	2.61	
	Above 5 members	180	26.10	2.19	

* Significant at 5% level   ** Significant at 1% level

Age

The obtained 't' value is 2.665 and it is significant at 5% level. The value indicates that there is significant influence of age on purchase decision of the brand.

Further, the mean table 3.15 indicates that the respondents in the age group of 35 years have scored higher mean value of 27.41 and the lowest mean value was scored by the respondents with more than 35 years (26.77). This shows that the respondents with age upto 35 years are making better

purchase decision and the respondents in the age group of more than 35 years are lacking in purchase decision.

Therefore, the formulated hypothesis H_0 6(a) that "there is no significant influence of age on purchase decision of the brand" is rejected.

Gender

The obtained 't' value is 1.360 and it is not significant at 5% level. The value indicates that there is no significant influence of gender on purchase decision of the brand.

Therefore, the formulated hypothesis H_0 6(b) that "there is no significant influence of gender on purchase decision of the brand" is accepted.

Education

The obtained 'F' value is 0.846 and it is not significant at 5% level. The value indicates that there is no significant influence of education on purchase decision of the brand.

Therefore, the formulated hypothesis H_0 6(c) that "there is no significant influence of education on purchase decision of the brand" is accepted.

Marital status

The obtained 't' value is 3.155 and it is significant at 1% level. The value indicates that there is significant influence of marital status on purchase decision of the brand.

Further, the mean table 3.15 indicates that the respondents living as single have scored higher mean value of 27.11 and the lowest mean value was scored by the married respondents (26.41). This shows that the respondents living as single are making better purchase decision than the respondents living as single.

Therefore, the formulated hypothesis H_0 6(d) that "there is no significant influence of marital status on purchase decision of the brand" is rejected.

Occupation

The obtained 'F' value is 3.163 and it is significant at 5% level. The value indicates that there is significant influence of occupation on purchase decision of the brand.

Further, the mean table 3.15 indicates that the salaried persons have scored higher mean value of 27.21 and the lowest mean value was scored by the home makers (26.31). This shows that the salaried persons are able to make better purchase decision and the home makers are lacking in making purchase decision.

Therefore, the formulated hypothesis $H_0$6(e) that "there is no significant influence of occupation on purchase decision of the brand" is rejected.

Monthly income

The obtained 'F' value is 1.049 and it is not significant at 5% level. The value indicates that there is no significant influence of monthly income on purchase decision of the brand.

Therefore, the formulated hypothesis H_0 6(f) that "there is no significant influence of monthly income on purchase decision of the brand" is accepted.

Family type

The obtained 't' value is 0.321 and it is not significant at 5% level. The value indicates that there is no significant influence of family type on purchase decision of the brand.

Therefore, the formulated hypothesis H_0 6(g) that "there is no significant influence of family type on purchase decision of the brand" is accepted.

Family size

The obtained 'F' value is 9.271 and it is significant at 1% level. The value indicates that there is significant influence of family size on purchase decision of the brand.

Further, the mean table 3.15 indicates that the respondents living in family of size 4 and 5 members have scored higher mean value of 27.12 and the lowest mean value was scored by the respondents living in family of size more than 5 members (26.10). This shows that the respondents living in family of size 4

and 5 members are making better purchase decision of the brand and the respondents living in family of more than 5 members are lacking in purchase decision.

Therefore, the formulated hypothesis H_0 6(h) that "there is no significant influence of family size on purchase decision of the brand" is rejected.

3.5 POST PURCHASE BEHAVIOUR

3.5.1 Level of Post purchase behavior

Post purchase behaviour of the respondents was measured through seventeen variables. One sample t-test is applied to test the significant difference between the mean responses given by the respondents using mobile phones for the variables measured under Post purchase behaviour against the test average response of 3 (mean score).

The following null hypothesis is framed:

$H_0$7 (a): Post purchase behaviour does not differ significantly

Table 3.16 shows the result of one sample t-test for the mean responses provided by the respondents using mobile phones for Post purchase behaviour.

Table - 3.16

One sample t-test for Post purchase behaviour

Statements	Mean	SD	t-value	p-value
I am always in favour of buying the brand	3.80	0.58	30.212**	<.001
In my view the brand I buy, tops among all the consumer durable products	3.71	0.63	25.339**	<.001
I like to use the brand often and so I buy frequently	3.66	0.64	22.871**	<.001
I don't want to switch over to some other brand if the particular brand I use is not available	3.67	0.69	21.410**	<.001
I have profound bond of affection for the brand I use	4.13	0.41	55.011**	<.001
I won't miss this brand at any cost	4.01	0.49	45.969**	<.001
I love this brand for various reasons	3.89	0.61	32.622**	<.001
I love this brand for possessing the special features which I expect	3.64	0.68	20.690**	<.001
I have deep attachment for the brand and the manufacturers	3.54	0.62	19.356**	<.001
I am delighted with the people who generally use my favourite brand	3.59	0.66	19.676**	<.001

I believe this brand has no alternative	3.79	0.54	32.699**	<.001
I like to have discussion on the brand I use	3.65	0.79	20.614**	<.001
I want others to realize the name of the brand	3.72	0.67	23.791**	<.001
I feel satisfied to use this brand	3.67	0.72	20.504**	<.001
I always have a close observation on the performance of the brand	3.62	0.71	19.607**	<.001
I remember that on several occasion I have enjoyed using the selected brands	3.69	0.71	21.924**	<.001
I always trust the brand	3.62	0.67	20.519**	<.001

** Significant at 1% level

From table 3.16, it is evident that t-values of Post Purchase behavior of respondents using mobile phones 30.212, 25.339, 22.871, 21.410, 55.011, 45.969, 32.622, 20.690, 19.356, 19.676, 32.699, 20.614, 23.791, 20.504, 19.607, 21.924 and 20.519 are significant at 1% level. This shows that there is significant difference between the mean responses given by the respondents towards the Post purchase behaviour and the test average score (=3). Further the mean values of the variables; I am always in favour of buying the brand (3.8), In my view the brand I buy, tops among all the consumer durable products (3.71), I like to use the brand often and so I buy frequently (3.66), I

don't want to switch over to some other brand if the particular brand I use is not available (3.67), I have profound bond of affection for the brand I use (4.13), I won't miss this brand at any cost (4.01), I love this brand for various reasons (3.89), I love this brand for possessing the special features which I expect (3.64), I have deep attachment for the brand and the manufacturers (3.54), I am delighted with the people who generally use my favourite brand (3.59), I believe this brand has no alternative (3.79), I like to have discussion on the brand I use (3.65), I want others to realize the name of the brand (3.72), I feel satisfied to use this brand (3.67), I always have a close observation on the performance of the brand (3.62), I remember that on several occasion I have enjoyed using the selected brands (3.69) and I always trust the brand (3.62). It is observed that I have profound bond of affection for the brand I use and I won't miss this brand at any cost are the vital aspects of respondents post purchase behaviour. I believe this brand has no alternative and I want others to realize the name of the brand, I love this brand for various reasons and I am always in favour of buying the brand is the important aspects of the respondents towards Post Purchase behaviour.

3.5.2 Factors of Post purchase behaviour

The data reduction process is indispensable to establish a concise research consistently comprising all the characteristic features of variables involved in this study. The data reduction process is an ingenious method to represent the

variable in the form of predominant factors with proper mathematical support. In social science research the research gap generates numerous variables to be examined in the research and they emerge in the form of well framed interview schedule. In particular, the perceptional studies depend upon the responses of the respondents in Likert five point scales. The assignment of numerical values in Likert five point scales for each variable creates co-variances and the variables in the same domain. These co-variances and co-efficient of correlation are useful statistical parameters to group likely variables to form an innovative factor. This is achieved through Factor analysis by Principal component method. It reduces the numerous variables into major factors; each factor comprises likely variables with nearest co-variance and correlation value. In this study, factors of post -purchase behaviour of respondents using mobiles in has been identified. Post Purchase behaviour was measured by seventeen variables. Based on the agreement given by the selected respondents in, Factor analysis with principal component method using vari-max rotation was applied to group the variables in to factors.

Table - 3.17

Initial Eigen values of Post purchase behaviour

Factors	Initial Eigen values		
	Eigen Value	Percentage of Variance	Cumulative Percentage
1	4.702	27.658	27.658
2	2.047	12.042	39.700
3	1.504	8.845	48.545
4	1.369	8.056	56.601
5	1.133	6.668	63.268

It is evident from the above table 3.17, that seventeen variables were reduced into fewer factors by analyzing correlation between variables (Post purchase behaviour). In this case, seventeen variables are reduced in to five factors which explore the much of the original data. From the cumulative percentage column, the five factors extracted together accounts for 63.268% of the total variance (information contained in seventeen variables). The five factors extracted with their components are represented in the table 3.18.

Table - 3.18

Factor scores of Post purchase behaviour

Factor	Components	Factor Scores
Factor1: Brand attraction	I love this brand for various reasons	**0.785**
	I have profound bond of affection for the brand I use	**0.681**
	I won't miss this brand at any cost	**0.601**
	I love this brand for possessing the special features which I expect	**0.521**
Factor 2: Brand Trust	I always have a close observation on the performance of the brand	**0.742**
	I remember that on several occasion I have enjoyed using the selected brands	**0.711**
	I feel satisfied to use this brand	**0.628**
	I always trust the brand	**0.595**
Factor 3: Brand Image	I like to use the brand often and so I buy frequently	**0.756**
	I don't want to switch over to some other brand if the particular brand I use is not available	**0.602**
	In my view the brand I buy, tops among all the consumer durable products	**0.521**
Factor 4: Brand equity	I like to have discussion on the brand I use	**0.701**
	I believe this brand has no alternative	**0.625**
	I want others to realize the name of the brand	**0.574**

Factor 6: Brand preference	I have deep attachment for the brand and the manufacturers	**0.703**
	I am delighted with the people who generally use my favourite brand	**0.665**
	I am always in favour of buying the brand	**0.529**

From the table 3.18, it is evident that factor 1 is a combination of three variables such as "I love this brand for various reasons", "I have profound bond of affection for the brand I use", "I won't miss this brand at any cost" and "I love this brand for possessing the special features which I expect" which is named as ******* factor.

From the table 3.18 it is inferred that factor 2 is a combination of *** variables such as "I always have a close observation on the performance of the brand", "I remember that on several occasion I have enjoyed using the selected brands", "I feel satisfied to use this brand" and "I always trust the brand" which is named as ******* factor.

From the table 3.18 it is inferred that factor 3 is a combination of *** variables such as "I like to use the brand often and so I buy frequently", "I don't want to switch over to some other brand if the particular brand I use is not available" and "In my view the brand I buy, tops among all the consumer durable products" which is named as ******* factor.

From the table 3.18 it is inferred that factor 4 is a combination of ***
variables such as "I like to have discussion on the brand I use", "I believe this
brand has no alternative" and "I want others to realize the name of the brand"
which is named as ***** factor.

From the table 3.18, it is learnt that factor 4 is a combination of *** variables
such as "I have deep attachment for the brand and the manufacturers", "I am
delighted with the people who generally use my favorite brand" and "I am
always in favour of buying the brand" which is named as ***** factor.

Affection towards brand, performance of the brand, using the brand
frequently, like to discuss about the brand and deep attachment for the brand
and the manufacturers are considered as the major aspects of Post Purchase
behaviour of the respondents using mobiles in Chennai.

3.5.3 Influence of demographic variables on Post Purchase behaviour

To test the significant influence of demographic variables (age, gender,
education, marital status, occupation, monthly income, family type and family
size) on Post Purchase behaviour, independent samples t-test is applied to
identify the significant influence of age, gender, marital status and family type
on Post Purchase behaviour. One way ANOVA is applied to identify the
significant influence of education, occupation, monthly income and family
type on Post Purchase behaviour.

The following null hypotheses were framed:

H_0 8: There is no significant influence of respondents' (a) age (b) gender (c) education (d)marital status (e) occupation (f) monthly income (g) family type (h) family size on Post purchase behaviour

Table 3.19 shows the results of significant influence of demographic variables on Post Purchase behaviour.

Table - 3.19

Influence of demographic variables on Post Purchase behaviour

Variable	Category	N	Mean	S D	t/F-value
Age	Up to 35 years	325	63.38	5.91	**t=2.057*** **(p=.029)**
	Above 35 years	175	64.41	5.08	
Gender	Male	284	63.98	5.97	**t=2.740**** **(p=.006)**
	Female	216	62.61	5.04	
Education	Schooling	89	63.23	6.95	**F=0.247** **(p=.863)**
	Graduates	199	63.61	4.94	
	Post graduates	159	63.37	5.56	
	Professionals	53	62.91	5.87	
Marital status	Married	329	63.31	4.73	**t=0.451** **(p=.652)**
	Single	171	63.54	7.05	
Occupation	Student	102	64.39	6.64	**F=1.950** **(p=.101)**
	Salaried	168	63.19	5.42	
	Business	134	62.75	4.96	

	Self -supported	54	64.37	5.87	
	Home maker	42	62.54	5.11	
Monthly income	Below Rs. 15,000	193	63.11	5.36	**F=1.055 (p=.368)**
	Rs. 15,001 - Rs. 25,000	237	63.32	6.13	
	Rs. 25,001 - Rs. 35,000	40	64.81	4.27	
	Above Rs. 35,000	30	63.81	4.44	
Family type	Joint	295	63.75	5.41	**t=1.738 (p=.083)**
	Nuclear	205	62.86	5.91	
Family size	Up to 3 members	92	63.23	5.81	**F=10.028** (p<.001)
	4 & 5 members	228	64.51	5.94	
	Above 5 members	180	62.05	4.77	

*Significant at 5% level   ** Significant at 1% level

Age

The obtained 't' value is 2.057 and it is significant at 5% level. The value indicates that there is significant influence of age on post purchase behaviour.

Further, the mean table 3.19 indicates that the respondents with the age of above 35 years have scored higher mean value of 64.41 and the lowest mean value was scored by the respondents in the age group of upto 35 years (63.38). This shows that the respondents in the age group of more than 35 years are having better post purchase behaviour and the respondents in the age group of upto 35 years are lacking in post purchase behaviour.

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Therefore, the formulated hypothesis H_0 8(a) that "there is no significant influence of age on post purchase behaviour" is rejected.

Gender

The obtained 't' value is 2.740 and it is significant at 1% level. The value indicates that there is significant influence of gender on post purchase behaviour.

Further, the mean table 3.19 indicates that the male respondents have scored higher mean value of 63.98 and the lowest mean value was scored by the female respondents (62.61). This shows that the men are having better post purchase behaviour than women.

Therefore, the formulated hypothesis H_0 8(b) that "there is no significant influence of gender on post purchase behaviour" is rejected.

Education

The obtained 'F' value is 0.247 and it is not significant at 5% level. The value indicates that there is no significant influence of education on post purchase behaviour.

Therefore, the formulated hypothesis H_0 8(c) that "there is no significant influence of education on post purchase behaviour" is accepted.

Marital status

The obtained 't' value is 0.451 and it is not significant at 5% level. The value indicates that there is no significant influence of marital status on post purchase behaviour.

Therefore, the formulated hypothesis $H_0 8$ (d) that "there is no significant influence of marital status on post purchase behaviour" is accepted.

Occupation

The obtained 'F' value is 1.950 and it is not significant at 5% level. The value indicates that there is no significant influence of occupation on post purchase behaviour.

Therefore, the formulated hypothesis $H_0 8(e)$ that "there is no significant influence of occupation on post purchase behaviour" is accepted.

Monthly income

The obtained 'F' value is 1.055 and it is not significant at 5% level. The value indicates that there is no significant influence of monthly income on post purchase behaviour.

Therefore, the formulated hypothesis $H_0 8(f)$ that "there is no significant influence of monthly income on post purchase behaviour" is accepted.

Family type

The obtained 't' value is 1.738 and it is not significant at 5% level. The value indicates that there is no significant influence of family type on post purchase behaviour.

Therefore, the formulated hypothesis H_0 8(g) that "there is no significant influence of family type on post purchase behaviour" is accepted.

Family size

The obtained 'F' value is 10.028 and it is significant at 1% level. The value indicates that there is significant influence of family size on post purchase behaviour.

Further, the mean table 3.19 indicates that the respondents living in family of size 4 and 5 members have scored higher mean value of 64.51 and the lowest mean value was scored by the respondents living in family of size more than 5 members (62.05). This shows that the respondents living in family of size 4 and 5 members are having better post purchase behaviour and respondents living in family of size more than 5 members are lacking in post purchase behavior.

Therefore, the formulated hypothesis $H_0$8 (h) that "there is no significant influence of family size on post purchase behaviour" is rejected.

3.5.4 Level of 'after sales service'.

After sales service were measured through seven variables. One sample t-test is applied to test the significant difference between the mean responses given by the respondents using mobile phones in Chennai for the variables measured under After sales service against the test average response of 3 (mean score).

The following null hypothesis is framed:

$H_0 9$ (a): After sales service does not differ significantly

Table 3.20 shows the result of one sample t-test for the mean responses provided by the respondents using mobile phones for after sales service.

Table - 3.20
One sample t-test for after sales service

Statements	Mean	SD	t-value	p-value
Prompt and immediate attention	3.91	0.59	33.864**	<.001
Service personnel must be sincere, honest, knowledgeable and trained	3.54	0.67	18.154**	<.001
Spare parts must be available at reasonable prices	3.61	0.68	19.901**	<.001
Service during guarantee period must be good	3.62	0.63	21.804**	<.001
Repairs should not be recruiting	3.54	0.73	16.412**	<.001
Cost of service must be reasonable	4.11	0.49	50.275**	<.001
Service beyond the guarantee period should also be good	4.01	0.49	45.498**	<.001

** Significant at 1% level

From table 3.20, it is evident that t-values of after sales services 33.864, 18.154, 19.901, 21.804, 16.412, 50.275 and 45.498 are significant at 1% level. This shows that there is significant difference between the mean responses given by the respondents towards the after sales service and the test average score (=3). Further the mean values of the variables; Prompt and immediate attention (3.91), Service personnel must be sincere, honest, knowledgeable and trained (3.54), Spare parts must be available at reasonable prices (3.61), Service during guarantee period must be good (3.62), Repairs should not be recruiting (3.54), Cost of service must be reasonable (4.11) and Service beyond the guarantee period should also be good (4.01) are above the average level. It is observed that Cost of service must be reasonable followed by Service beyond the guarantee period should also be good and Prompt and immediate attention are considered as important aspects of after sales service by the respondents.

3.5.5 Influence of demographic variables on after sales service

To test the significant influence of demographic variables (age, gender, education, marital status, occupation, monthly income, family type and family size) on after sales service, independent samples t-test is applied to identify the significant influence of age, gender, marital status and family type on after sales service. One way ANOVA is applied to identify the significant influence

of education, occupation, monthly income and family type on after sales service.

The following null hypotheses were framed:

H_0 10: There is no significant influence of respondents' (a) age (b) gender (c) education (d)marital status (e) occupation (f) monthly income (g) family type (h) family size on after sales service

Table 3.21 shows the results of significant influence of demographic variables on after sales service.

Table - 3.21

Influence of demographic variables on after sales service

Variable	Category	N	Mean	S D	t/F-value
Age	Upto 35 years	325	27.41	2.68	t=2.471* (p=.028)
	Above 35 years	175	26.20	2.66	
Gender	Male	284	26.26	2.89	t=0.713 (p=.476)
	Female	216	26.43	2.36	
Education	Schooling	89	25.82	3.12	F=1.484 (p=.218)
	Graduates	199	26.38	2.54	
	Post graduates	159	26.54	2.69	
	Professionals	53	26.43	2.18	
Marital status	Married	329	26.28	2.52	t=0.617 (p=.538)
	Single	171	26.44	2.95	
Occupation	Student	102	26.37	3.26	F=0.203 (p=.937)
	Salaried	168	26.44	2.69	
	Business	134	26.17	2.28	
	Self supported	54	26.40	2.46	
	Home maker	42	26.33	2.48	

Monthly income	Below Rs. 15,000	193	26.32	2.63	**F=3.260*** **(p=.028)**
	Rs. 15,001 - Rs. 25,000	237	26.20	2.73	
	Rs. 25,001 - Rs. 35,000	40	26.65	2.05	
	Above Rs. 35,000	30	27.13	3.12	
Family type	Joint	295	26.24	2.48	**t=0.948** **(p=.344)**
	Nuclear	205	26.47	2.93	
Family size	Upto 3 members	92	26.14	2.78	**F=9.119**** **(p<.001)**
	4 & 5 members	228	26.87	2.58	
	Above 5 members	180	25.77	2.61	

* Significant at 5% level ** Significant at 1% level

Age

The obtained 't' value is 2.471 and it is significant at 5% level. The value indicates that there is significant influence of age on after sales service.

Further, the mean table 3.21 indicates that the respondents in the age group of less than 35 years have scored higher mean value of 27.41 and the lowest mean value was scored by the respondents with the age more than 35 years (26.20). This shows that the respondents with age less than 35 years are more satisfied with after sales service and the respondents in the age group of more than 35 years are less satisfied with after sales service.

Therefore, the formulated hypothesis H_0 10(a) that "there is no significant influence of age on After sales service" is rejected.

Gender

The obtained 't' value is 0.713 and it is not significant at 5% level. The value indicates that there is no significant influence of gender on after sales service.

Therefore, the formulated hypothesis H_0 10(b) that "there is no significant influence of gender on after sales service" is accepted.

Education

The obtained 'F' value is 1.484 and it is not significant at 5% level. The value indicates that there is no significant influence of education on after sales service.

Therefore, the formulated hypothesis H_0 10(c) that "there is no significant influence of education on after sales service" is accepted.

Marital status

The obtained 't' value is 0.617 and it is not significant at 5% level. The value indicates that there is no significant influence of marital status on after sales service.

Therefore, the formulated hypothesis H_0 10(d) that "there is no significant influence of marital status on after sales service" is accepted.

Occupation

The obtained 'F' value is 0.203 and it is not significant at 5% level. The value indicates that there is no significant influence of occupation on after sales service.

Therefore, the formulated hypothesis H_0 10(e) that "there is no significant influence of occupation on after sales service" is accepted.

Monthly income

The obtained 'F' value is 3.260 and it is significant at 5% level. The value indicates that there is significant influence of monthly income on after sales service.

Further, the mean table 3.21 indicates that the respondents earning more than Rs.35,000 as their monthly income have scored higher mean value of 27.13 and the lowest mean value was scored by the respondents earning Rs.15,001 - Rs.25,000 (26.20). This shows that the respondents earning more than Rs.35,000 as their monthly income are more satisfied with after sales service and the respondents earning Rs. 15,001 - Rs. 25,000 are having less satisfaction towards after sales service.

Therefore, the formulated hypothesis H_0 10(f) that "there is no significant influence of monthly income on after sales service" is rejected.

Family type

The obtained 't' value is 0.948 and it is not significant at 5% level. The value indicates that there is no significant influence of family type on after sales service.

Therefore, the formulated hypothesis $H_0 10$ (g) that "there is no significant influence of family type on after sales service" is accepted.

Family size

The obtained 'F' value is 9.119 and it is significant at 1% level. The value indicates that there is significant influence of family size on after sales service.

Further, the mean table 3.21 indicates that the respondents living in the family of size 4 and 5 members have scored higher mean value of 26.87 and the lowest mean value was scored by the family of size more than 5 members (25.77). This shows that the respondents living in family of size 4 and 5 members are having more satisfaction towards after sales service and the respondents in the family of size more than 5 members are less satisfied with after sales service.

Therefore, the formulated hypothesis H_0 10(h) that "there is no significant influence of family size on after sales service" is rejected.

3.5.6 Brand Association

Brand association was measured through five variables. One sample t-test is applied to test the significant difference between the mean responses given by the respondents using mobile phones for the variables measured under Brand association against the test average response of 3 (mean score).

The following null hypothesis is framed:

$H_0$11 (a): Brand association does not differ significantly

Table 3.22 shows the result of one sample t-test for the mean responses provided by the respondents using mobile phones for Brand association.

Table - 3.22

One sample t-test for Brand association

Statements	Mean	SD	t-value	p-value
I am very much impressed by the advertisement of brands of mobile handsets	3.59	0.71	18.819**	<.001
I associate a lot of personal memories with brands of mobile handsets	3.67	0.67	22.137**	<.001
I find the consistency in the information about the brand of mobile handsets	3.77	0.63	26.998**	<.001
The personal relevance and usage made me possess an association with the brands	3.69	0.67	22.808**	<.001
The utility of the brand exhibits more brand association	3.65	0.66	21.787**	<.001

** Significant at 1% level

From table 3.22, it is evident that t-values of Brand association 18.819, 22.137, 26.998, 22.808 and 21.787 are significant at 1% level. This shows that there is significant difference between the mean responses given by the respondents towards Brand association and the test average score (=3). Further the mean values of the variables; I am very much impressed by the advertisement of brands of mobile handsets (3.59), I associate a lot of personal memories with brands of mobile handsets (3.67), I find the consistency in the information about the brand of mobile handsets (3.77), The personal relevance and usage made me possess an association with the brands (3.69) and The utility of the brand exhibits more brand association (3.65) are above the average level. This shows that the respondents are having good association with their brands. Consistency in the information about the brand of mobile handsets followed by personal relevance and usage made me possess an association with the brands and personal memories with brands of mobile handsets are the important aspects of Brand association.

3.5.7 Influence of demographic variables on Brand Association

To test the significant influence of demographic variables (age, gender, education, marital status, occupation, monthly income, family type and family size) on Brand Association, independent samples t-test is applied to identify the significant influence of age, gender, marital status and family type on Brand Association. One way ANOVA is applied to identify the significant

influence of education, occupation, monthly income and family type on Brand Association.

The following null hypotheses were framed:

H$_0$ 12: There is no significant influence of respondents' (a) age (b) gender (c) education (d)marital status (e) occupation (f) monthly income (g) family type (h) family size on Brand association

Table 3.23 shows the results of significant influence of demographic variables on Brand Association.

Table - 3.23

Influence of demographic variables on Brand Association

Variable	Category	N	Mean	S D	t/F-value
Age	Up to 35 years	325	18.25	2.41	**t=2.621*** **(p=.012)**
	Above 35 years	175	19.58	2.13	
Gender	Male	284	18.23	2.43	**t=1.569** **(p=.117)**
	Female	216	18.56	2.15	
Education	Schooling	89	18.49	3.01	**F=1.660** **(p=.175)**
	Graduates	199	18.11	1.77	
	Post graduates	159	18.48	2.41	
	Professionals	53	18.81	2.44	

Marital status	Married	329	18.34	2.06	**t=0.368** **(p=.713)**
	Single	171	18.42	2.74	
Occupation	Student	102	18.28	2.79	**F=0.496** **(p=.739)**
	Salaried	168	18.47	2.32	
	Business	134	18.21	1.98	
	Self -supported	54	18.66	2.19	
	Home maker	42	18.31	2.19	
Monthly income	Below Rs. 15,000	193	18.43	2.14	**F=3.023*** **(p=.018)**
	Rs. 15,001 - Rs. 25,000	237	18.09	2.42	
	Rs. 25,001 - Rs. 35,000	40	18.65	2.79	
	Above Rs. 35,000	30	19.56	1.63	
Family type	Joint	295	18.25	2.38	**t=1.387** **(p=.166)**
	Nuclear	205	18.54	2.20	
Family size	Up to 3 members	92	18.46	2.24	**F=4.115*** **(p=.017)**
	4 & 5 members	228	18.64	2.48	
	Above 5 members	180	17.98	2.09	

*Significant at 5% level

Age

The obtained 't' value is 2.621 and it is significant at 5% level. The value indicates that there is significant influence of age on Brand association.

Further, the mean table 3.23 indicates that the respondents in the age group of above 35 years have scored higher mean value of 19.58 and the lowest mean value was scored by the respondents with the age up to 35 years (18.25). This shows that the respondents in the age group of more than 35 years are having more band association and the respondents in the age group up to 35 years are having less brand association.

Therefore, the formulated hypothesis H_0 12(a) that "there is no significant influence of age on Brand association" is rejected.

Gender

The obtained 't' value is 1.569 and it is not significant at 5% level. The value indicates that there is no significant influence of gender on Brand association.

Therefore, the formulated hypothesis $H_0$12 (b) that "there is no significant influence of gender on Brand association" is accepted.

Education

The obtained 'F' value is 1.660 and it is not significant at 5% level. The value indicates that there is no significant influence of education on Brand association.

Therefore, the formulated hypothesis H_0 12(c) that "there is no significant influence of education on Brand association" is accepted.

Marital status

The obtained 't' value is 0.368 and it is not significant at 5% level. The value indicates that there is no significant influence of marital status on Brand association.

Therefore, the formulated hypothesis H_0 12(d) that "there is no significant influence of marital status on Brand association" is accepted.

Occupation

The obtained 'F' value is 0.496 and it is not significant at 5% level. The value indicates that there is no significant influence of occupation on Brand association.

Therefore, the formulated hypothesis H_0 12(e) that "there is no significant influence of occupation on Brand association" is accepted.

Monthly income

The obtained 'F' value is 3.023 and it is significant at 5% level. The value indicates that there is significant influence of monthly income on Brand association.

Further, the mean table 3.23 indicates that the respondents earning more than Rs.35,000 as their monthly income have scored higher mean value of 19.56 and the lowest mean value was scored by the respondents earning Rs.15,001 - Rs.25,000 (18.09). This shows that the respondents earning more than Rs.35,000 as their monthly income are having more Brand association and the respondents earning Rs.15,001 - Rs.25,000 are having less Brand association.

Therefore, the formulated hypothesis H_0 12(f) that "there is no significant influence of monthly income on Brand association" is rejected.

Family type

The obtained 't' value is 1.387 and it is not significant at 5% level. The value indicates that there is no significant influence of family type on Brand association.

Therefore, the formulated hypothesis H_0 12(g) that "there is no significant influence of family type on Brand association" is accepted.

Family size

The obtained 'F' value is 4.115 and it is significant at 5% level. The value indicates that there is significant influence of family size on Brand association.

Further, the mean table 3.23 indicates that the respondents living in family of size 4 and 5 members have scored higher mean value of 18.64 and the lowest mean value was scored by the family of size more than 5 members (17.98). This shows that the respondents living in family of size 4 and 5 members are having more Brand association and the respondents in the family of size more than 5 members are having less Brand association. Therefore, the formulated hypothesis H_0 12(h) that "there is no significant influence of family size on Brand association" is rejected.

3.5.8 Brand knowledge

Brand knowledge was measured through nine variables. One sample t-test is applied to test the significant difference between the mean responses given by the respondents for the variables measured under Brand knowledge against the test average response of 3 (mean score).

The following null hypothesis is framed:

$H_0$13 (a): Brand knowledge does not differ significantly

Table 3.24 shows the result of one sample t-test for the mean responses provided by the respondents using mobile phones for Brand knowledge.

Table - 3.24

One sample t-test for Brand knowledge

Statements	Mean	SD	t-value	p-value
It fulfills the purpose of purchase	3.71	0.65	24.078**	<.001
It helps to recall the attributes of the product	3.73	0.72	22.595**	<.001
It stimulates to use the same brand	3.62	0.68	20.178**	<.001
It enables to understand the image of the brand	3.70	0.65	24.049**	<.001
It evokes attractive appearance	3.75	0.67	24.840**	<.001
It provides a cue to hear about the brand	3.73	0.67	24.195**	<.001
It derives satisfaction of a product after its usage	3.70	0.64	24.609**	<.001
It invokes the realization of after effects of using the brand	3.76	0.67	24.887**	<.001
It is a source of identifying the product	3.72	0.67	23.687**	<.001

** Significant at 1% level

From table 3.24, it is evident that t-values of Brand knowledge 24.078, 22.595, 20.178, 24.049, 24.840, 24.195, 24.609, 24.887 and 23.687 are significant at 1% level. This shows that there is significant difference between the mean responses given by the respondents towards Brand knowledge and the test average score (=3). Further, the mean values of the variables; It fulfills the purpose of purchase (3.71), It helps to recall the attributes of the product (3.73), It stimulates to use the same brand (3.62), It enables to understand the image of the brand (3.7), It evokes attractive appearance (3.75), It provides a cue to hear about the brand (3.73), It derives satisfaction of a product after its usage (3.7), It invokes the realization of after effects of using the brand (3.76) and It is a source of identifying the product (3.72) are above the average level. It is observed that realization of after effects of using the brand followed by evokes attractive appearance, helps to recall the attributes of the product and provides a cue to hear about the brand are the key aspects of Brand knowledge.

3.5.9 Influence of demographic variables on Brand Knowledge

Table 3.25

Influence of demographic variables on Brand Knowledge

Variable	Category	N	Mean	S D	t/F-value
Age	Upto 35 years	325	33.71	3.69	**t=2.432*** **(p=.015)**
	Above 35 years	175	32.88	3.51	
Gender	Male	284	33.82	3.82	**t=2.901**** **(p=.004)**
	Female	216	32.87	3.33	
Education	Schooling	89	33.42	4.43	**F=0.717** **(p=.542)**
	Graduates	199	33.42	3.13	
	Post graduates	159	33.62	3.74	
	Professionals	53	32.77	3.71	
Marital status	Married	329	33.22	3.27	**t=1.645** **(p=.101)**
	Single	171	33.78	4.26	
Occupation	Student	102	33.84	3.92	**F=5.590**** **(p<.001)**
	Salaried	168	34.05	3.88	
	Business	134	33.46	3.31	
	Self -supported	54	32.01	2.36	
	Home maker	42	31.83	3.58	
Monthly income	Below Rs. 15,000	193	33.42	3.56	**F=1.298** **(p=.275)**
	Rs. 15,001 - Rs. 25,000	237	33.41	3.86	
	Rs. 25,001 - Rs. 35,000	40	34.21	2.51	
	Above Rs. 35,000	30	32.46	3.63	

Family type	Joint	295	33.63	3.41	t=1.590 (p=.112)
	Nuclear	205	33.11	3.94	
Family size	Up to 3 members	92	32.97	3.83	F=9.675** (p<.001)
	4 & 5 members	228	34.17	3.81	
	Above 5 members	180	32.67	3.12	

*Significant at 5% level   ** Significant at 1% level

Age

The obtained 't' value is 2.432 and it is significant at 5% level. The value indicates that there is significant influence of age on brand knowledge.

Further, the mean table 3.25 indicates that the respondents in the age group of up to 35 years have scored higher mean value of 33.71 and the lowest mean value was scored by the respondents with age more than 35 years (32.88). This shows that the respondents in the age group of upto 35 years are having more brand knowledge and the respondents in the age group of more than 35 years.

Therefore, the formulated hypothesis H_0 14(a) that "there is no significant influence of age on brand knowledge" is rejected.

Gender

The obtained 't' value is 2.901 and it is significant at 1% level. The value indicates that there is significant influence of gender on brand knowledge.

Further, the mean table 4.25 indicates that the male respondents have scored higher mean value of 33.82 and the lowest mean value was scored by the female respondents (32.87). This shows that the men are having more brand knowledge than women.

Therefore, the formulated hypothesis H_0 14(b) that "there is no significant influence of gender on brand knowledge" is rejected.

Education

The obtained 'F' value is 0.717 and it is not significant at 5% level. The value indicates that there is no significant influence of education on brand knowledge.

Therefore, the formulated hypothesis H_0 14(c) that "there is no significant influence of education on brand knowledge" is accepted.

Marital status

The obtained 't' value is 1.645 and it is not significant at 5% level. The value indicates that there is no significant influence of marital status on brand knowledge.

Therefore, the formulated hypothesis H_0 14(d) that "there is no significant influence of marital status on brand knowledge" is accepted.

Occupation

The obtained 'F' value is 5.590 and it is significant at 5% level. The value indicates that there is significant influence of occupation on brand knowledge.

Further, the mean table 3.25 indicates that the salaried persons have scored higher mean value of 34.05 and the lowest mean value was scored by the home makers (31.83). This shows that the salaried persons are having more knowledge about brand and the home makers are having less brand knowledge.

Therefore, the formulated hypothesis H_0 14(e) that "there is no significant influence of occupation on brand knowledge" is rejected.

Monthly income

The obtained 'F' value is 1.298 and it is not significant at 5% level. The value indicates that there is no significant influence of monthly income on brand knowledge.

Therefore, the formulated hypothesis H_0 14(f) that "there is no significant influence of monthly income on brand knowledge" is accepted.

Family type

The obtained 't' value is 1.590 and it is not significant at 5% level. The value indicates that there is no significant influence of family type on brand knowledge.

Therefore, the formulated hypothesis H_0 14(g) that "there is no significant influence of family type on brand knowledge" is accepted.

Family size

The obtained 'F' value is 9.675 and it is significant at 1% level. The value indicates that there is significant influence of family size on brand knowledge.

Further, the mean table 3.25 indicates that the respondents living in family of size 4 and 5 members have scored higher mean value of 34.17 and the lowest mean value was scored by the respondents living in family of more than 5 members (32.67). This shows that the respondents in family of size 4 and 5 members are having more brand knowledge and the respondents in family of size more than 5 members are having less knowledge about brand.

Therefore, the formulated hypothesis H_0 14(h) that "there is no significant influence of family size on brand knowledge" is rejected.

3.5.10 Brand Performance

Brand Performance was measured through eleven variables. One sample t-test is applied to test the significant difference between the mean responses given by the respondents using mobile phones for the variables measured under Brand Performance against the test average response of 3 (mean score).

The following null hypothesis is framed:

$H_0$15 (a): Brand Performance does not differ significantly

Table 3.26 shows the result of one sample t-test for the mean responses provided by the respondents using mobile phones for Brand Performance.

Table - 3.26

One sample t-test for Brand Performance

Statements	Mean	SD	t-value	p-value
The products serve their purpose perfectly	3.82	0.65	28.055**	<.001
They have special features in their performance	4.10	0.48	50.963**	<.001
Reliability is more	3.88	0.63	31.020**	<.001
It is easily distinguished from other brand in terms of performance	3.86	0.58	32.880**	<.001
The effectiveness of usage is highly significant	3.52	0.65	17.722**	<.001
Effect is speedy and gives satisfaction	3.66	0.66	22.151**	<.001

The manufacturers/providers responds very well to the complaint	3.61	0.83	16.476**	<.001
The status is raised due to the performance of the brand	3.71	0.68	23.150**	<.001
The brand gives a feeling of good satisfaction	3.64	0.65	21.628**	<.001
The performance ignores fluctuation in the price of the product	3.61	0.71	19.163**	<.001
Fluctuation of price is considered to be an important factor for the image of the brand	3.58	0.71	18.469**	<.001

** Significant at 1% level

From table 3.26, it is evident that t-values of Brand performance 28.055, 50.963, 31.020, 32.880, 17.722, 22.151, 16.476, 23.150, 21.628, 19.163 and 18.469 are significant at 1% level. This shows that there is significant difference between the mean responses given by the respondents towards the Brand Performance and the test average score (=3). Further the mean values of the variables; The products serve their purpose perfectly (3.82), They have special features in their performance (4.10), Reliability is more (3.88), It is easily distinguished from other brand in terms of performance (3.86), The effectiveness of usage is highly significant (3.52), Effect is speedy and gives satisfaction (3.66), The manufacturers/providers responds very well to the complaint (3.61), The status is raised due to the performance of the brand (3.71), The brand gives a feeling of good satisfaction (3.64), The performance ignores fluctuation in the price of the product (3.61) and Fluctuation of price

is considered to be an important factor for the image of the brand (3.58) are above the average level. This shows that the respondents are satisfied with the performance of their Brand. Special features in their performance are the most important aspect of Brand performance. More reliability, followed by easily distinguished from other brand in terms of performance, products serve their purpose and the status is raised due to the performance of the brand are considered as important aspects of Brand performance.

3.5.11 Influence of demographic variables on Brand Performance

To test the significant influence of demographic variables (age, gender, education, marital status, occupation, monthly income, family type and family size) on Brand Performance, independent samples t-test is applied to identify the significant influence of age, gender, marital status and family type on Brand Performance. One way ANOVA is applied to identify the significant influence of education, occupation, monthly income and family type on Brand Performance.

The following null hypotheses were framed:

H_0 16: There is no significant influence of respondents' (a) age (b) gender (c) education (d)marital status (e) occupation (f) monthly income (g) family type (h) family size on Brand performance

Table 3.27 shows the results of significant influence of demographic variables on Brand Performance.

Table 3.27

Influence of demographic variables on Brand Performance

Variable	Category	N	Mean	S D	t/F-value
Age	Up to 35 years	325	40.07	4.66	**t=3.079** **(p=.009)**
	Above 35 years	175	41.48	3.94	
Gender	Male	284	41.06	4.39	**t=0.483** **(p=.630)**
	Female	216	40.87	4.47	
Education	Schooling	89	40.87	4.85	**F=2.711*** **(p=.041)**
	Graduates	199	40.63	4.26	
	Post graduates	159	41.84	4.11	
	Professionals	53	40.16	4.94	
Marital status	Married	329	40.75	3.81	**t=1.609** **(p=.108)**
	Single	171	41.42	5.41	
Occupation	Student	102	41.29	5.44	**F=3.203*** **(p=.013)**
	Salaried	168	41.02	4.27	
	Business	134	40.34	3.75	
	Self -supported	54	41.71	3.32	
	Home maker	42	42.14	5.34	

Monthly income	Below Rs. 15,000	193	40.71	4.64	**F=1.249 (p=.291)**
	Rs. 15,001 - Rs. 25,000	237	40.97	4.58	
	Rs. 25,001 - Rs. 35,000	40	42.21	3.41	
	Above Rs. 35,000	30	41.06	2.21	
Family type	Joint	295	41.13	4.23	**t=0.963 (p=.336)**
	Nuclear	205	40.75	4.69	
Family size	Up to 3 members	92	40.55	5.01	**F=4.398* (p=.013)**
	4 & 5 members	228	41.61	4.79	
	Above 5 members	180	40.39	3.43	

*Significant at 5% level   ** Significant at 1% level

Age

The obtained 't' value is 3.079 and it is significant at 1% level. The value indicates that there is significant influence of age on brand performance.

Further, the mean table 3.27 indicates that the respondents in the age group of more than 35 years have scored higher mean value of 41.48 and the lowest mean value was scored by the respondents in the age group of upto 35 years (40.07). This shows that the respondents in the age group of more than 35 years are more satisfied with brand performance and the respondents in the age group of upto 35 years are less satisfied with brand performance.

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Therefore, the formulated hypothesis H_0 16(a) that "there is no significant influence of age on brand performance" is rejected.

Gender

The obtained 't' value is 0.483 and it is not significant at 5% level. The value indicates that there is no significant influence of gender on brand performance.

Therefore, the formulated hypothesis H_0 16(b) that "there is no significant influence of gender on brand performance" is accepted.

Education

The obtained 'F' value is 2.711 and it is significant at 5% level. The value indicates that there is significant influence of education on brand performance.

Further, the mean table 3.27 indicates that the post graduates have scored higher mean value of 41.84 and the lowest mean value was scored by the respondents with professional education (40.16). This shows that the post graduates are more satisfied with brand performance and the respondents with professional education are less satisfied with brand performance.

Therefore, the formulated hypothesis H_0 16(c) that "there is no significant influence of education on brand performance" is rejected.

Marital status

The obtained 't' value is 1.609 and it is not significant at 5% level. The value indicates that there is no significant influence of marital status on brand performance.

Therefore, the formulated hypothesis H_0 16(d) that "there is no significant influence of marital status on brand performance" is accepted.

Occupation

The obtained 'F' value is 3.203 and it is significant at 5% level. The value indicates that there is significant influence of occupation on brand performance.

Further, the mean table 3.27 indicates that the home makers have scored higher mean value of 42.14 and the lowest mean value was scored by the respondents running business (40.34). This shows that the home makers are having more satisfaction towards brand performance and the respondents running business are less satisfied with the performance of brand.

Therefore, the formulated hypothesis H_0 16(e) that "there is no significant influence of occupation on brand performance" is rejected.

Monthly income

The obtained 'F' value is 1.249 and it is not significant at 5% level. The value indicates that there is no significant influence of monthly income on brand performance.

Therefore, the formulated hypothesis H_0 16(f) that "there is no significant influence of monthly income on brand performance" is accepted.

Family type

The obtained 't' value is 0.963 and it is not significant at 5% level. The value indicates that there is no significant influence of family type on brand performance.

Therefore, the formulated hypothesis H_0 16(g) that "there is no significant influence of family type on brand performance" is accepted.

Family size

The obtained 'F' value is 4.398 and it is significant at 5% level. The value indicates that there is significant influence of family size on brand performance.

Further, the mean table 3.27 indicates that the respondents living in family of size 4 and 5 members have scored higher mean value of 41.61 and the lowest mean value was scored by the respondents living with family of more than 5 members (40.39). This shows that the respondents living in family of size 4

and 5 members are having more satisfaction towards brand performance and the respondents having above 5 members in their family are having less satisfaction towards brand performance.

Therefore, the formulated hypothesis H_0 16(h) that "there is no significant influence of family size on brand performance" is rejected.

3.5.12 Satisfaction about products

Satisfaction about products was measured through seven variables. One sample t-test is applied to test the significant difference between the mean responses given by the respondents using mobile phones in Chennai for the variables measured under Satisfaction about products against the test average response of 3 (mean score).

The following null hypothesis is framed:

$H_0$17 (a): Satisfaction about products does not differ significantly

Table 3.28 shows the result of one sample t-test for the mean responses provided by the respondents using mobile phones for Satisfaction about products.

Table 3.28

One sample t-test for satisfaction about products

Statements	Mean	SD	t-value	p-value
Quality	3.84	0.66	28.451**	<.001
Price	3.77	0.64	26.016**	<.001
Brand	3.75	0.64	22.040**	<.001
Operations	3.75	0.62	26.745**	<.001
Colour & Design	3.64	0.69	24.809**	<.001
Durable	3.71	0.66	23.769**	<.001
Less maintenance & repairs	3.64	0.66	21.333**	<.001

** Significant at 1% level

From table 3.28, it is evident that t-values of Satisfaction about products 28.451, 26.016, 22.040, 26.745, 24.809, 23.769 and 21.333 are significant at 1% level. This shows that there is significant difference between the mean responses given by the respondents towards Satisfaction about products and the test average score (=3). Further the mean values of the variables; Quality (3.84), Price (3.75), Brand (3.75), Operations (3.75), Colour & Design (3.64), Durable (3.71) and less maintenance & repairs (3.64) are more than average level. This shows that the respondents are having good satisfaction level towards the brands of mobiles which they are using. Quality is the vital aspects of satisfaction towards products and Price, Brand, Operations and

durability are considered as important aspects for satisfaction towards products.

3.5.13 Influence of demographic variables on Satisfaction about products

To test the significant influence of demographic variables (age, gender, education, marital status, occupation, monthly income, family type and family size) on Satisfaction about products, independent samples t-test is applied to identify the significant influence of age, gender, marital status and family type on Satisfaction about products. One way ANOVA is applied to identify the significant influence of education, occupation, monthly income and family type on Satisfaction about products.

The following null hypotheses were framed:

H_0 18: There is no significant influence of respondents' (a) age (b) gender (c) education (d)marital status (e) occupation (f) monthly income (g) family type (h) family size on satisfaction about products

Table 3.29 shows the results of significant influence of demographic variables on Satisfaction about products.

Table 3.29

Influence of demographic variables on Satisfaction about products

Variable	Category	N	Mean	S D	t/F-value
Age	Upto 35 years	325	26.06	2.71	**t=2.289*** **(p=.027)**
	Above 35 years	175	27.13	2.61	
Gender	Male	284	26.15	2.93	**t=0.655** **(p=.513)**
	Female	216	26.01	2.31	
Education	Schooling	89	25.97	3.06	**F=3.356*** **(p=.021)**
	Graduates	199	26.76	2.67	
	Post graduates	159	26.15	2.39	
	Professionals	53	25.79	2.85	
Marital status	Married	329	25.99	2.38	**t=1.113** **(p=.266)**
	Single	171	26.27	3.16	
Occupation	Student	102	26.18	3.11	**F=0. 885** **(p=.473)**
	Salaried	168	26.33	2.82	
	Business	134	25.94	2.27	
	Self supported	54	25.88	2.51	
	Home maker	42	25.61	2.35	
Monthly income	Below Rs. 15,000	193	26.13	2.55	**F=1.516** **(p=.210)**
	Rs. 15,001 - Rs. 25,000	237	25.89	2.81	

	Rs. 25,001 - Rs. 35,000	40	26.81	2.32	
	Above Rs. 35,000	30	26.41	2.64	
Family type	Joint	295	26.02	2.49	**t=0.630**
	Nuclear	205	26.18	2.91	**(p=.529)**
Family size	Upto 3 members	92	26.77	2.92	**F=12.342****
	4 & 5 members	228	25.64	2.57	**(p<.001)**
	Above 5 members	180	25.51	2.51	

* Significant at 5% level   ** Significant at 1% level

Age

The obtained 't' value is 2.289 and it is significant at 5% level. The value indicates that there is significant influence of age on satisfaction about products.

Further, the mean table 3.29 indicates that the respondents in the age group of more than 35 years have scored higher mean value of 27.13 and the lowest mean value was scored by the respondents in the age group of below 35 years (26.06). This shows that the respondents in the age group of above 35 years are having more satisfaction towards products and the respondents in the age group of less than 35 years are having less satisfaction about products.

Therefore, the formulated hypothesis H_0 18(a) that "there is no significant influence of age on Satisfaction about products" is rejected.

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Gender

The obtained 't' value is 0.655 and it is not significant at 5% level. The value indicates that there is no significant influence of gender on satisfaction about products.

Therefore, the formulated hypothesis H_0 18(b) that "there is no significant influence of gender on satisfaction about products" is accepted.

Education

The obtained 'F' value is 3.356 and it is significant at 5% level. The value indicates that there is significant influence of education on satisfaction about products.

Further, the mean table 3.29 indicates that the respondents with education qualification of graduation have scored higher mean value of 26.76 and the lowest mean value was scored by the respondents possessing professional education (25.79). This shows that the graduates are having more satisfaction about products and the respondents possessing professional education are having less satisfaction towards products.

Therefore, the formulated hypothesis H_0 18(c) that "there is no significant influence of education on satisfaction about products" is rejected.

Marital status

The obtained 't' value is 1.113 and it is not significant at 5% level. The value indicates that there is no significant influence of marital status on satisfaction about products.

Therefore, the formulated hypothesis H_0 18(d) that "there is no significant influence of marital status on satisfaction about products" is accepted.

Occupation

The obtained 'F' value is 0.885 and it is not significant at 5% level. The value indicates that there is no significant influence of occupation on satisfaction about products.

Therefore, the formulated hypothesis H_0 18(e) that "there is no significant influence of occupation on satisfaction about products" is accepted.

Monthly income

The obtained 'F' value is 1.516 and it is not significant at 5% level. The value indicates that there is no significant influence of monthly income on satisfaction about products.

Therefore, the formulated hypothesis H_0 18(f) that "there is no significant influence of monthly income on satisfaction about products" is accepted.

Family type

The obtained 't' value is 0.630 and it is not significant at 5% level. The value indicates that there is no significant influence of family type on satisfaction about products.

Therefore, the formulated hypothesis H_0 18(g) that "there is no significant influence of family type on satisfaction about products" is accepted.

Family size

The obtained 'F' value is 12.342 and it is significant at 1% level. The value indicates that there is significant influence of family size on satisfaction about products.

Further, the mean table 3.29 indicates that the respondents living in family of up to 3 members have scored higher mean value of 26.77 and the lowest mean value was scored by the respondents living in family of size more than 5 members (25.51). This shows that the respondents having 3 members are more satisfied about products and the respondents living in family of size more than 5 members are less satisfied about products.

Therefore, the formulated hypothesis H_0 18(h) that "there is no significant influence of family size on satisfaction about products" is rejected.

3.5.14 Relationship between Purchase decision and Satisfaction about product

To test the significant relationship between Purchase decision and Satisfaction about product, bi-variate correlation is applied to ascertain the relationships.

The following null hypotheses were framed:

H_0 19(a): There is no significant relationship between Purchase decision and satisfaction about product

Table 3.30

Relationship between Purchase decision and Satisfaction about product

	Satisfaction about product
Purchase decision	r = 0.435[**]
	p<.001

** Significant at 1% level

Positive significant correlation is observed between Purchase decision and Satisfaction about product (r = 0.435). Hence the null hypothesis "There is no significant relationship between Purchase decision and Satisfaction about product" is rejected at 1% level. This shows that purchase decision determines satisfaction about product by 43.5%.

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3.5.15 Correlation analysis for Satisfaction about product

To test the significant relationship between Post Purchase behaviour, Brand Association, Brand Knowledge, Brand Performance, after sales service and Satisfaction about product, bi-variate correlation is applied to ascertain the relationship.

The following null hypotheses were framed:

H_0 20 (a): There is no significant relationship Post Purchase behaviour between and Satisfaction about product.

H_0 20(b): There is no significant relationship between Brand Association and Satisfaction about product.

H_0 20 (c): There is no significant relationship between Brand Knowledge and Satisfaction about product.

H_0 20 (d): There is no significant relationship between Brand Performance and Satisfaction about product.

H_0 20 (e): There is no significant relationship between After sales service and Satisfaction about product.

Table - 3.31

Correlation analysis for Satisfaction about products

	Satisfaction about products
Post Purchase behaviour	$r = 0.601^{**}$
	$p<.001$
Brand Association	$r = 0.469^{**}$
	$p<.001$
Brand Knowledge	$r = 0.204^{**}$
	$p<.001$
Brand Performance	$r = 0.741^{**}$
	$p<.001$
After sales service	$r = 0.442^{**}$
	$p<.001$

** Significant at 1% level

Positive significant correlation is observed between Post Purchase behaviour and Satisfaction about product ($r = 0.601$). Hence, the null hypothesis "There is no significant relationship between Post Purchase behaviour and Satisfaction about product" is rejected at 1% level. This shows that between Post purchase behavior improves Satisfaction about product by 60.1%.

Positive significant correlation is observed between Brand Association and Satisfaction about product (r = 0.469). Hence the null hypothesis "There is no significant relationship between Brand Association and Satisfaction about product" is rejected at 1% level. This shows that Brand association improves Satisfaction about product by 46.9%.

Positive significant correlation is observed between Brand Knowledge and Satisfaction about product (r = 0.204). Hence, the null hypothesis "There is no significant relationship between Brand Knowledge and Satisfaction about product" is rejected at 1% level. This shows that Brand knowledge brings Satisfaction about product by 20.4%.

Positive significant correlation is observed between Brand Performance and Satisfaction about product (r = 0.741). Hence, the null hypothesis "There is no significant relationship between Brand Performance and Satisfaction about product" is rejected at 1% level. This shows that Brand Performance improves Satisfaction about product by 74.1%.

Positive significant correlation is observed between After sales service and Satisfaction about product (r = 0.442). Hence the null hypothesis "There is no significant relationship between after sales service and Satisfaction about product" is rejected at 1% level. This shows that after sales service improves Satisfaction about product by 44.2%.

3.5.16 Assessing the predictor variables for Satisfaction about products

Multiple regression analysis was conducted by taking Satisfaction about products as dependent variable and Post purchase behavior, Brand Association, Brand Knowledge, Brand Performance, After sales service are taken as independent variables (shown in the table 3.32)

Null hypothesis H_0 20 (f): There is no significant predictor for satisfaction about product

Table - 3.32

Regression analysis for Satisfaction about products

Variable	R^2	Beta	F- statistics	t- value
Post purchase behaviour	0.545	1.076		7.301**
	Adjusted R^2	0.323		4.751**
Brand Association		0.066	24.326**	1.784
Brand Knowledge		1.016		6.831**
Brand Performance	0.536	0.249		3.352**
After Sales service				

** Significant at 1% level

It is observed from the table 3.32, that the regression model's F value is 24.326 and it is significant at 1% level. The regression model's coefficient of determination (R^2) is 0.545 (54.5% of variability) and its adjusted R^2 is 0.536,

which is a healthy coefficient. Post purchase behavior, Brand Association, Brand Performance and After sales service serves as predictors (positive impact) on satisfaction about products at 1% level of significance. One unit increase in Post purchase behavior leads to an increase of 1.076 units in satisfaction about products. This shows that Post purchase behavior is one of the main reasons for satisfaction about mobiles. One unit increase in Brand association increases 0.323 units of satisfaction about mobiles. Brand Performance and after sales service serves as significant predictors and improves satisfaction about mobiles by 1.016 and 0.249 units respectively. Brand knowledge is not serving as significant predictor for satisfaction about mobile. **The regression equation for satisfaction about product (mobile) in Chennai city is:**

Satisfaction about product = 12.369 + 1.076 (Post purchase behaviour) + 0.323 (Brand Association) + 1.016 (Brand Performance) + 0.249 (After Sales service)

Hence, Post purchase behavior, Brand Association, Brand Performance and after sales service serves as significant predictors for satisfaction about product (mobile) in Chennai city. Post purchase behavior followed by Brand performance predicts satisfaction about mobiles more.

Section B

Profile of Mobile Companies

3.6. Mobile Industry in India Current Scenario[41]

Anirban Banerjee, the Associate Vice President of the Research and Advisory Services division of CyberMedia Research, feels that with the gradual growth of the Indian market for mobile handsets buyers are focusing primarily on feature based phones that are content enabled, and smartphones that offer high speed and power. According to him, most of the companies are strong in only one of the two areas with Samsung being the only exception.

CyberMedia statistics also reveal that companies such as Sony and Motorola have opted to focus only on the highly priced smartphones market which makes up 5.3 percent of the total shipments. Naveen Mishra, the lead analyst at the Telecoms Practice division of CyberMedia Research, states that at present top global companies such RIM and Nokia and the new organizations like Micromax, Lava, Karbonn, and Spice are facing the challenge of improving their products, services, models, and staying profitable as well as in tune with times for a longer period.

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[41] **http://business.mapsofindia.com/top-brands-india/**

Top 10 mobile companies in India[42]:

These are the best companies in mobile manufacturing of smart phone, qwerty, tablet and other telecommunication devices. Ranking process of these top 10 mobile companies in India is frequently being updated by our expert team.

1.Samsung

Corporate office – Suwon, South Korea **Establishment** – 1977 **Business** – Electronics Products **Website** – www.samsung.com A South Korean company Samsung telecommunications was established in the year 1977 with its headquarters at Suwon, South Korea. It is one of the best telecommunications companies which manufactures mobiles and other mobile devices such as laptop computers, MP3 players, telecommunication network infrastructure etc. Samsung holds 30% market share in Mobile business and it ranked among the top mobile companies in India.

2.Nokia

Corporate office – Espoo, Finland **Establishment** – 1865 **Business** – Mobile **Website** – www.nokia.com World's largest manufacturer of mobile phones Nokia is headquartered in Espoo, Finland. It is one among the top mobile companies in india, which has been a dominating the Indian market

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[42] **http://top10companiesinindia.co.in/**

for past 10 years. It has software collabration with giant microsoft and microsoft may take over Nokia's global business very soon.

3.Micromax

Corporate office – Gurgaon, Haryana **Establishment** – 1999 **Business** – Mobile, Television and electronics products **Website** – www.micromaxinfo.com

Micromax one of the top 10 mobile companies in India is ranked twelfth largets handset manufacturer in the world. An Indian brand recognized globally for its innovative products at affordable prices. Company's product range includes QWERTY to dual-SIM phones, touch-enabled smart phones and 3G Android Smartphone's.

4.Karbon

Corporate office – Bangalore, Noida **Establishment** – 2009 **Business** – Mobile and electronics products **Website** – www.karbonnmobiles.com Karbonn among the top 0 mobile compaies in India is one of the leading mobile brands in the country. Established in the year 2009 it's a joint venture between Bangalore-based UTL Group and Jaina Group.

5.Sony

Corporate office – Tokyo, Japan **Establishment** – 2001 **Business** – Electronics products **Website** – www.sonymobile.com Subsidiary of Tokyo-based Sony Corporation Sony Mobile is a leading mobile manufacturing company established in the year 2001. Its innovative

product range consistes of game, communications, audio, smartphone and tablet etc

6.Blackberry

Corporate office – Waterloo, ON, Canada **Establishment** – 1984 **Business** – Telecommunications **Website** – in.blackberry.com | A Canadian telecommunication company released their first device in 1999 and is the sixth most popular mobile device maker in the world. A Blackberry can perform many complex functions such as video shooting, photos, music as well as web browsing and emailing and also supports variety of instant messaging features.

7.HTC

Corporate office – New Taipei City, Taiwan **Establishment** – 1997 **Business** – Telecommunications **Website** – www.htc.com/in A leading telecommunications company manufacturing electronic devices such as touchscreen phones, mobiles, PDAs having based on Windows Mobile OS and Android. It is a Taiwanese company founded in the year 1997 and leading mobile company in India in smart phone category

8.LG

Corporate office – Yeouido-dong, Seoul, South Korea **Establishment** – 1958 **Business** – Telecommunications **Website** – www.lg.com/in A Korean company having expertise in five sectors Home Entertainment, Air Conditioning, Home Appliances, Energy Solutions and Mobiles. It is among

the best mobile company in India and world's fifth largest mobile phone manufacture. It was established in 1958 at Seoul, South korea.

9.Apple

Corporate office – Cupertino, CA, United States of America **Establishment** –1976 **Business** – Telecommunications **Website** – www.apple.com/in   Apple is a US company which was founded in the year 1976 with its headquarters at Cupertino, California. It is one of the top 10 mobile companies in India and world's second largest electronics company. Company achieved recognition after their innovative iPad, iPhone products. They develop and design computer s/w, personal computers and consumer electronics.

10.Spice

Corporate office – Mohali, India **Establishment** – 1997 **Business** – Telecommunication **Website** – www.spiceglobal.com   Spice is a leading Indian mobile brand which was established in year 1997. It is premier brand in semi smart phone category and hold around 2 percent market share in overall mobile business in India.

3.7. Conclusion

In this chapter, an attempt has been made by the researcher to examine the profile of the respondents and the mobile companies. The brand loyalty and the brand switching have been discussed in the next chapter