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A STUDY ON YOUNGSTER BRAND PREFERENCE TOWARDS TELECOM SERVICE PROVIDERS IN MADURAI CITY

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Abstract:-Branding permits customers to develop association with a brand and eases the purchase decision. According to Jabber, D. (2007,p.330.) Strong brands benefit consumers in that they provide quality certification, which can aid decision- making of purchasing. The study investigates youngster brand preference towards telecom service providers in Madurai city.

Keywords:Branding, purchase decision, Strong brands, quality certification, youngster brand preference.

INTRODUCTION:

In marketing, a brand is the symbolic embodiment of all the information connected with a product or service. A brand typically includes a name, logo, and other visual elements such as images, font's colour schemes, or symbols. It also encompasses the set of expectations associated with a product or service which typically arise in the minds of people. Such people include employees of the brand owner, people involved with distribution, sale, or supply of the product or service, and ultimately consumers. Today brand function as valuable marks of trust, superior quality, positive equity associations and differentiating values. Given their increasing importance in a mixed-up market place, it is not surprising that brands are strongly managed and controlled by firms. Brands have been building customer loyalty, competitive advantage and positive benefit perceptions for their corporate owners. Corporate owners brand strategy and tactics are typically based on an understanding of hoe consumer brand choice behaviour is influenced by marketing factors, such as quality, price, Innovation, creativity, Design, package and advertisement. This study reveals that advertisement has a strong influence on customer brand choice and the role of celebrities in the advertisement is high to influence the customers.

THEORETICAL BACKGROUND

Market may be effectively segmented through statistical analysis of brand preference and selection (Henderson et al.,1998).single brand preference can be regarded as a measure of loyalty, which also provides valuable information for customer management and market segmentation (Gralpois,1998).

Jitchaya (2005) stated that the brand acts as a credible guarantee for that product or service, allowing the consumer clearly to identify and specify products, which genuinely offer added value. Several perspectives uncover the values of brands to both customers and companies themselves.

Research of Batra &Homer(2004)reported that brand image belief will have a greater impact on brand preference when consumers preconceived associations fit the associations derived from the product category.

OBJECTIVE OF THE STUDY

- i. To find out the youngster brand preference towards the various telecom service providers.
- ii. To find out the factors that influence decision making in purchasing telecom service.

iii. To know which advertisement media puts more impact on the buying decision of customer.

METHODOLOGY

The validity of any research depends on the systematic method of collecting data and analyzing the same in a sequential order. In the study an extensive use of both primary and secondary data. For collecting primary data, field survey technique was used. Youngsters in the study area first hand information pertaining prevailing practices for brand preference in this area were collected from one hundred twenty five sample respondents. In order to fulfil the objectives set a sample study was undertaken by using a well framed questionnaire that was duly filled by the respondents. The respondents were selected from varying background based on the important aspects of their designation, age, sex, income. The tools used for analysis are F-test, and weighted average.

YOUNGSTER'S ANALYSIS

From the analysis, it is inferred that the majority 40% of male respondent & 60% of female respondent. 30% of respondents age is 15 and 24% of age is below 20, 19% of age is between 25 and 18% of age is between 25 & 30, & 9% of respondent age are above 30. 26% of the respondents are own business and 27% of the respondents are government employees, 30% of the respondents are students and 17% of the respondents are others. 24% of the respondents using Airtel, 20% of the respondents using Vodafone, 26% of the respondents using aircel, 8% of the respondents using Docomo, 10% of the respondents using Reliance and 12% of the respondents using BSNL.

Weighted average:

Expectation from the service provider:

Inference:

The researcher found that the 42 respondents give first weight age to SMS pack, 33 respondents give second weight age to voice clarity, 30 respondents give third weight age network, 20 respondents give fourth weight age to voice message..

TESTING OF HYPOTHESES

The age and internet facility:

Ho: There is no association between age and access the internet facility of youngster brand preference.
 H1: There is association between age and access the internet facility of youngster brand preference

	Sum of variance	Sum of square	Degrees of freedom	Mean square	Frequency
	Between the variables	41.19	3	41.19/3	13.73
	Within the variables	171.54	5	171.54/5	34.308
TOTAL					48.038

Inference

It is observed from the above the table that the calculated value (48.038) of F- tests is higher than the table value (5.41) so null hypothesis rejected. Alternative hypothesis is accepted and it can be concluded that there is no association between age and access the internet facility of youngster brand preference are encouraged to experiment

the new method and try out creative idea. encouraged to experiment the new method and try out creative idea.

SUGGESTION

1. The telecom service provider concentrates the price on the talk time offer and internet pack.
2. The service provider immediate attention to the customer problem in time to time.
3. The service provider increases the advertisement through radio and television.
4. The telecom service provider takes an immediate action for customer satisfaction.

CONCLUSION

A customer prefers a particular brand on what benefits that brand can offer to him/her. Because of Customer preferences, the brand can charge a higher price and command more loyalty. In this study, it was observed that in forming the tendency of customer to prefer a particular brand, the marketing variables like Advertisement, Quality of product and services, Brand name and image plays an essential role. So a marketer must understand how the customer made his purchase decision towards the brand. Hence, information provided from this study will assist those service providers already existing in or planning to enter the market, in selling and increasing their market share.

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