

## Personality impact on brand preference of mobile phones: Physical attributes as a factor

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### Abstract

The use of Internet through the mobile have been increasing in today practice. This study is carried out with the objectives of finding out the relationship between demographic factors of consumers and physical attributes of a mobile phone and to find out the co-relation of physical attributes of mobile phones.

**Keywords:** Mobile Phones, Brnading, personality, brand preference, etc.

The use of mobile and Internet through the mobile have been increasing in today practices of human life, Application of mobile enables users to access information from any place at any time.

- ◆ People don't need to worry about where they are or what they have to use to effectively communicate.
- ◆ People efficiently exploit the widest range of ways to communicate (fixed mobile voice, email, instant messaging, SMS, audio video conferencing, collaboration).

Recently, the population of using mobile Internet has been growing due to the widespread use of mobile devices and high speed Internet services. Mobile technology, however, is still very much in its infancy regarding usability, display capabilities and computing performance. Thus, the main usage of mobile Internet is concentrated on ring/avatar downloads.

Measures of brand loyalty in which a consumer will choose a particular brand in presence of competing brands, but will accept substitutes if that brand is not available. Preference based on following categories. Several relevant dimensions for categorizing consumers in the mobile telephones business exist. Baffoy (2000) describes four general types of segmentation orientations:

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Ketola (2002) lists three approaches that are applied in clustering consumers:

1. Expertise-based categorization: novice, casual, and expert users
2. Product adoption behavior based categorization: early and late adopters
3. Categorization based on (marketing research) segmentation, especially lifestyle segmentation

Objectives of the study

- ◆ To find out the relationship between demographic factors and physical attributes.
- ◆ To find out the co-relation of physical attributes of mobile phones

## Literature Review

In mobile phone services industry, corporate branding and customer preferences are the forward-looking resources that help managers assess their companies' market potential and target desirable successfully. This study focuses on the components of corporate branding and the influential factors in decision making that make customers choose a mobile phone service provider.

### *Corporate Branding and Brand Management*

Corporate branding and brand management are the elements of the successes for a company. Most companies are putting more focuses on corporate branding and brand management. Corporate Branding Corporate branding is the product of the millions of experiences a company creates – with employees, vendors, investors, reporters, communities, and customers – and the emotional feelings these groups develop as a result (Gregory, 2003, p. 3).

### *Customer Preferences*

In telecommunication, most of the companies follow corporate branding strategies. A company must first acquire customers. From a corporate branding perspective, a brand is a collection of perceptions, is intangible and exists in the mind of the customer prior to every products and services offer to customers. Most of the customers choose mobile phone service connections just because of corporate brand. Companies usually heavily promote corporate brand more than products and services or packages. The growing importance of identity needs for customer's decisions leads discussions on the consequences for corporations (Czeller and Palazzo, 2004).

## Research Methodology

Research refers to the systematic investigation of the specified problem based on the data collected. Research design is the conceptual structure within which research is conducted. The previous concepts have indicated the conceptual backdrop and the research trends. This study explains the hypotheses of the research derived on the basis of the variables collected from the literature. The nature of the research, the sampling procedures, method of data collection, reliability and validity of the measuring tools, details of measuring tools used in the research and limitations encountered during the study are also included.

A pilot study was conducted to ascertain the reliability of the instruments for the present population. A representative sample of 30 was taken for this purpose and the following scales have been administered.

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And Cronbach's alpha analysis was carried out to determine the reliability of the tool. It was found that the tools have adequate reliability to be used. The following scales were used in the pilot study.

1. Physical attributes
2. Personality factors

The sampling method adopted in this study is Non probability – convenience sampling method. The sample size used in the study is 200 comprises from different colleges and university in Chennai. The instrument used for the data collection is questionnaire.

### **Hypotheses of the Study**

Based on the objectives set for the study, the following hypotheses have been formulated to test the selected variables. They are;

- Ho 1. There is no association between the Demographic factors and physical factors.
- Ho 2. There is no significance difference in the attributes of phone based on personality.
- Ho 3. There is no association between the personality of the respondents and perception of Impressing factors

### **Instruments Description**

#### ***Personal Demographic Factors***

Personal demographic factors like sex, age, education, number of family members, monthly income of the family, type of family

1. The Big Five Locators developed by Pierce J. Howard, Phyllis L. Medina, and Jane Mitchell Howard
2. Personality tool
3. Description

The big five locator; a quick assessment tool for consultants and trainers has been developed by Pierce J. Howard, Phyllis L. Medina, and Jane Mitchell Howard. The instrument is based on the traditional Five-Factor Model (FFM). The bipolar factors measured are The Big Five Factors measured are;

1. Negative Emotionality,
2. Extraversion,
3. Openness,
4. Agreeableness,
5. Conscientiousness

### **Data Analysis and Discussion**

The big five personality factors are co-related with physical attributes of mobile phones and its significance in mobile phone buying decisions have been analyzed based on the collected primary data: As follows

I-analysis of relationship between personality factors with the Dimensions of physical attributes of mobile phones

- a) The first dimension of physical attributes of mobile phone that is appearance is co-related with the big five personality factors

Ho: There is no association between the personality of the respondents and perception of appearance

Ho is rejected hence the Ha is accepted To test that personality factor of respondents and perception of appearance in buying. Negative emotionality 48.4% of respondents perceive advertisement as very important 58.5% of respondents perceive advertisement as very important 54.8% perceive advertisement as very important Respondents with agreeableness 100% of the respondents perceive advertisement as very important. Respondents with conscientiousness 40% of respondents perceive advertisement as very important

- b) The second dimension of physical attributes of mobile phone that is price is co-related with personality

Ho: There is no association between the personality of the respondents and perception of price.

Ho is rejected hence the Ha is accepted. Negative emotionality 40.9% of respondents perceive price as very important Extravert 43.9% of respondents perceive price as very important Respondents with openness 38.7% perceive price as very important .80% of the respondents perceive price as very important. Respondents with conscientiousness 63.3% perceive price as very important.

- c) The third dimension of physical attributes of mobile phone that is price is co-related with personality

Ho: There is no association between the personality of the respondents and perception of function.

Ho is rejected and the Ha is accepted, hence that the negative emotionality 43.0% of respondents perceive function important. Extravert 34.1% of respondents perceives function as very important. Respondents with openness 58.1% perceive function as very important. Respondents with agreeableness 60% of perceive function as very important. Respondents with conscientiousness 56.7% perceive function as very important.

- d) The fourth dimension of physical attributes of mobile phone that is quality is co-related with personality

Ho there is a association between the personality of the respondents and perception of quality.

Ho is rejected and the Ha is accepted hence that respondents with negative emotionality 44.1% the respondents with extravert 31.7% of respondents perceive quality as very important the respondents with openness 45.2% feels quality is important. Respondents with agreeableness 60% respondents with conscientiousness

- e) The fifth dimension of physical attributes of mobile phone that brand image is co-related with personality

Ho there is no association between the personality of the respondents and perception of brand image.

Ho is rejected and the Ha is accepted hence that the respondents with negative emotionality 44.4% the respondents with extravert 34.1% of respondents perceive brand image as very important that the respondents with openness 38.7% of respondents perceive brand image the respondents with agreeableness 60% that the respondents with conscientiousness 40% of respondents perceive brand image as very important.

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- f) The sixth dimension of physical attributes of mobile phone that recommended by friends is co-related with personality  
Ho there is no association between the personality of the respondents and perception of recommended by friends  
Ho is rejected and the Ha is accepted hence the personality of the respondents and perception of recommended by friends. that the respondents with negative emotionality 25.8% of respondents perceive recommended by friends that the respondents with extravert 36.6% of respondents perceive recommended by friends as very important the respondents with openness 41.9% of respondents perceive recommended by friends that the respondents with agreeableness 40% that the respondents with conscientiousness 30% of respondents perceive recommended by friends
- g) The seventh dimension of physical attributes of mobile phone that picture is co-related with personality  
Ho there is no association between the personality of the respondents and perception of picture  
Ho is rejected and the Ha is accepted hence the respondents with negative emotionality 39.8% of respondents perceive picture as very important the respondents with extravert 56.1% of respondents perceive picture as very important that the respondents with openness 58.1% of respondents perceive picture as very important that the respondents with agreeableness 40% that the respondents with conscientiousness 50% of respondents perceive picture as very important 26.7%.

### Suggestion

It is observed that only picture, music, quality and price of the mobile phones are associated with the personality factors of the respondents. So it is revealed that among other, these attributes of phone can be updated continuously to suit the need of demand of the customer.

Age, Gender, Income, Education significantly influences the perception of physical attributes of mobile phones by respondents. It is suggested that mobile phones to be made available in varied range to suit customers in different age groups and income level can be introduced in the market.

### Conclusion

To sum up the study, for identifying the customer preference towards mobile phones, variables such as demographic factors, personality factors, are very vital factors in mobile buying. The factors influencing the buying of mobile phones are physical attributes of mobile phones such as like appearance, quality and Price of the mobile phones are found to have association with the personality factors of the respondents. The mobile marketers can tap the potential of this market.

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