



ISSN: 2395-7852



International Journal of Advanced Research in Arts, Science, Engineering & Management

Volume 10, Issue 3, May 2023



INTERNATIONAL
STANDARD
SERIAL
NUMBER
INDIA

Impact Factor: 6.551

+91 9940572462

+91 9940572462

ijarasem@gmail.com

www.ijarasem.com



A Study of Brand Switching in Case of Smart of Smartphone

Swapnil Vilas Bondre, DR. S. M. MISHRA

MBA Student, Department of Business Administration and Research, Shri Sant Gajanan Maharaj College of Engineering, Shegaon, India

Assistant Professor, Department of Business Administration and Research, Shri Sant Gajanan Maharaj College of Engineering Shegaon, India

ABSTRACT: Global smartphone adoption has surged in recent years. Manufacturers have been able to develop new services that have sparked competition thanks to the rise in choice and purchasing intentions. The phenomena of brand switching by customers in the smartphone market is examined theoretically in this research, with implications for how resistance might be developed from an identity theory standpoint. With the expectation of product function, significant attention has been given to the socio psychological qualities, personal, and social meanings of brands. Historically, much emphasis has been focused on the functional utility of products at the expense of social meanings. The study's conclusions include organisational responses to environments affecting strategic activities and interactions as well as behavioural switching. These include

Due to the smartphone industry's rapid expansion, the topic of smartphone brand flipping has received more and more attention in recent years. Consumers now have more options than ever thanks to the large variety of brands and models available on the market, which has intensified competition among smartphone brands to keep existing clients and win new ones.

The decision to switch smartphone brands can be influenced by a variety of factors, including cost and features, as well as design, brand reputation, customer service, and overall user experience. Customers might transfer brands if they had a bad experience with their existing product or if they wanted a new product with better performance or features.

Understanding why customers switch smartphone brands and what variables affect their selections is crucial for smartphone manufacturers. They can then adjust their product offers and marketing methods to fit the requirements and preferences of their target market, retaining their current clientele in a cutthroat industry.

This abstract emphasises the importance of smartphone brand switching and how smartphone brands can create successful strategies for customer acquisition and retention by understanding the elements that drive it.

I. INTRODUCTION

The act of moving the brand of one's current mobile device to a smartphone is referred to as brand switching. It may be influenced by a number of things, including a desire for greater technology or features, a shift in one's own tastes, or unhappiness with the existing product or brand.

Smartphone users frequently switch brands, which may be a big decision because it sometimes requires a big financial and time commitment to learn a new operating system and become used to new features and capabilities.

Brand loyalty, marketing, and advertising, as well as recommendations from friends and family, can all have an impact on a consumer's decision to transfer brands.

Users should thoroughly analyse their options and weigh their personal preferences before switching smartphone brands.

As people look for the ideal smartphone that suits their needs and tastes, brand switching among smartphones has grown more and more prevalent. The number of smartphone brands and models has increased, giving customers more



options than ever. In order to keep their current customers and draw in new ones, smartphone firms are now competing more fiercely.

A number of elements, including pricing, features, design, brand reputation, customer service, and overall user experience, might have an impact on the choice to switch smartphone brands. Because of a negative experience with their existing device or a desire for a new gadget with better features or performance, consumers may transfer brands.

In this scenario, it's critical for smartphone manufacturers to comprehend why customers switch brands and what influences those choices. By doing this, they may customise their marketing plans and product selections to their target market's wants and preferences while retaining their current clientele. This is particularly crucial in today's crowded and fiercely competitive smartphone market.

The occurrence of a consumer switching from utilising one brand of a product to another is referred to as brand switching. The smartphone market is extremely competitive, with a wide variety of firms selling smartphones with various features, aesthetics, and price points. Smartphones have become an essential part of our everyday lives due to the quick improvements in technology, and customers are continuously searching for the newest models.

Smartphones are being used by users for a variety of functions, making them indispensable tools for communication, entertainment, and productivity. Despite this, consumers may transfer brands due to a variety of factors, such as dissatisfaction with the features or performance of their existing phone, a desire for new features, or alluring promotional offers from rival companies. In this study work, we will investigate the phenomena of brand switching among smartphone users with an emphasis on the variables that affect brand switching behaviour.

II. LITERATURE REVIEW

- According to Ramakrishnan Venkatesakumar, D. Ramkumar, and P. Thillai Rajan (2008), brand loyalty and consumer brand switching behaviour are perennial research topics of strategic importance to academic researchers and marketers. Through multi-dimensional scaling, the current study attempts to address the significance of product attributes in brand switching behaviour. The findings indicate that a set of product features can cause consumers to consider switching from their current brand.

- Androulidakis and G. Kandus (2011) linked users' security practises to the brand of their mobile phone. Depending on the type of mobile phone they are using, users exhibit varying behaviour in a variety of areas. As a result, there is a classification of places, unique for each business, where users are obviously weak in security awareness, perhaps as a result of

- Tajzadeh Namin A. A.; Rahmani Vahid; Tajzadeh Namin Aidin (2012) analysed that the process of deciding over (choosing) a brand may be influenced by situation and content. The findings suggest a significant relationship between the variables "brand attitude", "corporate attitude", and "product (cell phone) choice". In addition, no significant relationship was found between individual decision making processes (independent or mediated) and product choice.

Price: Price is one of the primary factors that influence brand switching in the smartphone market. Consumers are often attracted to smartphones that offer better value for money. A study by Naeem et al. (2019) found that price is the most significant factor that affects brand switching behavior in the smartphone market. Consumers tend to switch to brands that offer better features at a lower price.

Product Quality: Product quality is another important factor that affects brand switching in the smartphone market. Consumers tend to switch to brands that offer better quality smartphones. A study by Wang and Yu (2019) found that product quality has a significant impact on brand switching behavior in the smartphone market. Consumers are willing to pay a premium price for smartphones that offer better quality.

Brand Image: Brand image is another crucial factor that influences brand switching in the smartphone market. Consumers tend to switch to brands that have a positive brand image. A study by Zhang and Sun (2018) found that brand image has a significant impact on brand switching behavior in the smartphone market. Consumers are more likely to switch to brands that are perceived as innovative, trustworthy, and reliable.



Features and Specifications: Features and specifications of smartphones also play a vital role in brand switching behavior. Consumers tend to switch to brands that offer better features and specifications. A study by Lee and Kim (2018) found that features and specifications have a significant impact on brand switching behaviour in the smartphone market. Consumers are more likely to switch to brands that offer better camera quality, battery life, and display.

Objectives:

1. To study factor influencing purchase.
2. To analyze reason behind cognitive dissonance.
3. To identify cons. Of new brand choice.
4. To study impact of opinion leaders and reference groups

III. RESEARCH METHODOLOGY

The research methodology for this study includes a quantitative survey of smartphone users. The survey questionnaire was designed to assess the factors that influence brand switching behaviour, including brand image, product features, customer satisfaction, and switching costs. The survey sample consists of 100 smartphone users who were selected using a random sampling technique.

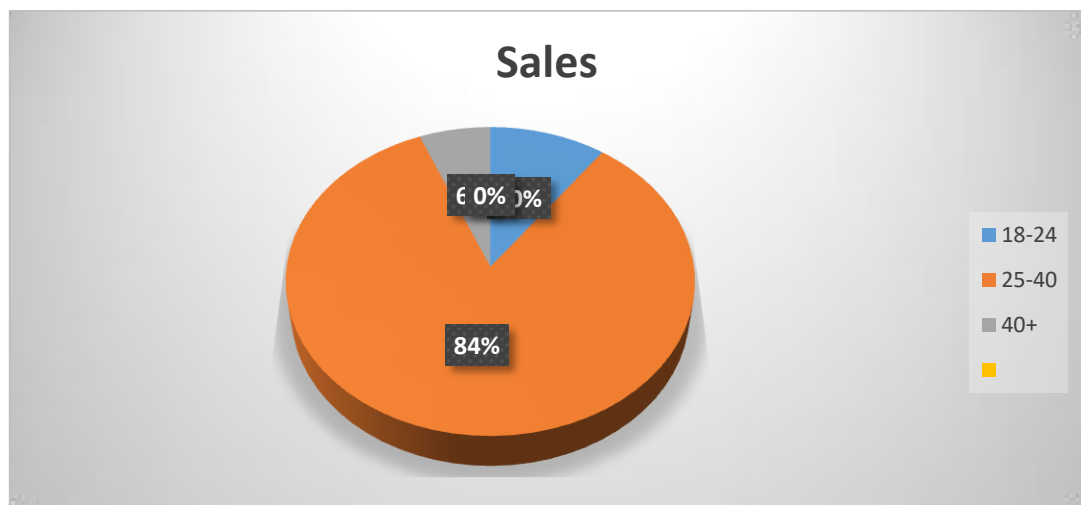
Research methodology deals specially with the manner in which data is collected, analyzed and interpreted. The methodology may include publication research, interviews, surveys and other research techniques, and could include both present and historical information.

a) Problem Identification:

- Quality of customer service
- Innovation.
- Affordability
- Provide value
- Status

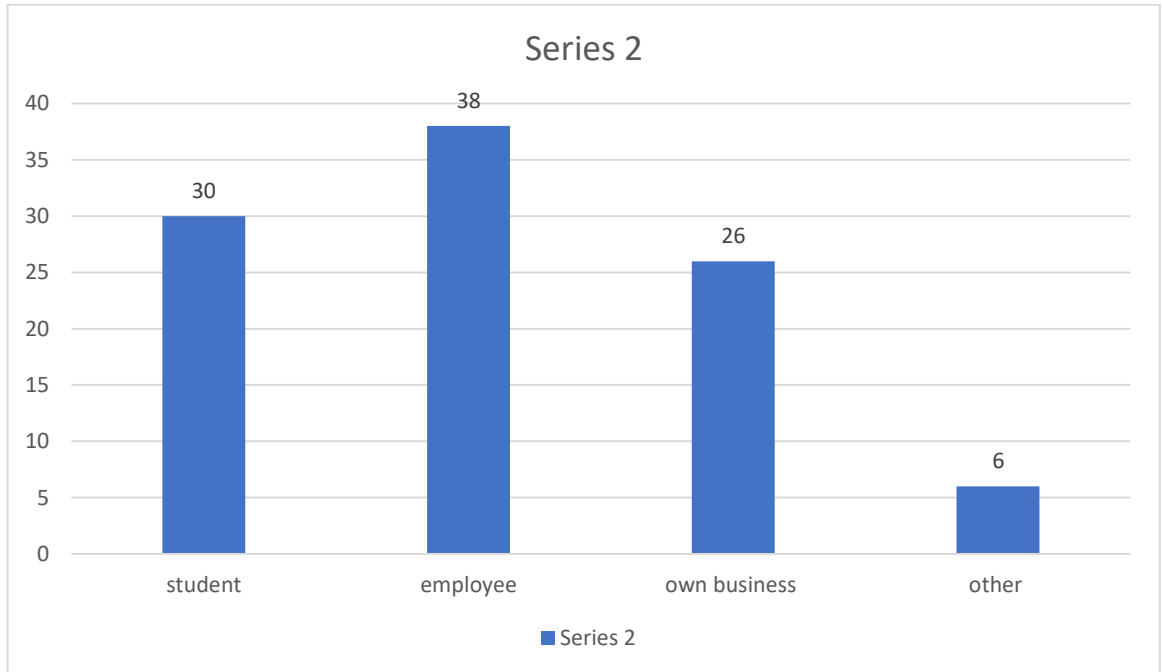
Data analysis:

1) Respondent of different age group?

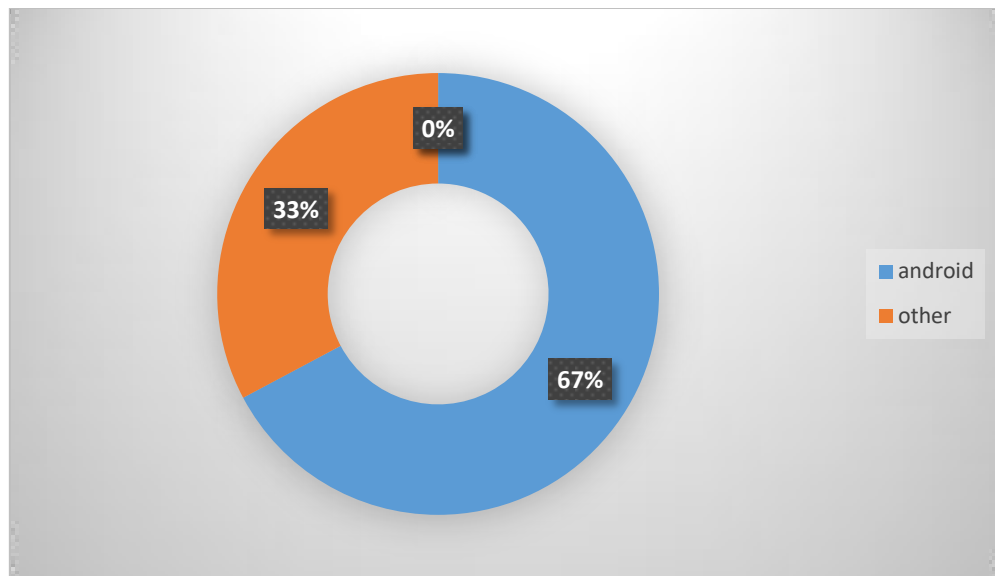




2) Respondent occupation?



3) Respondent of different operating system?

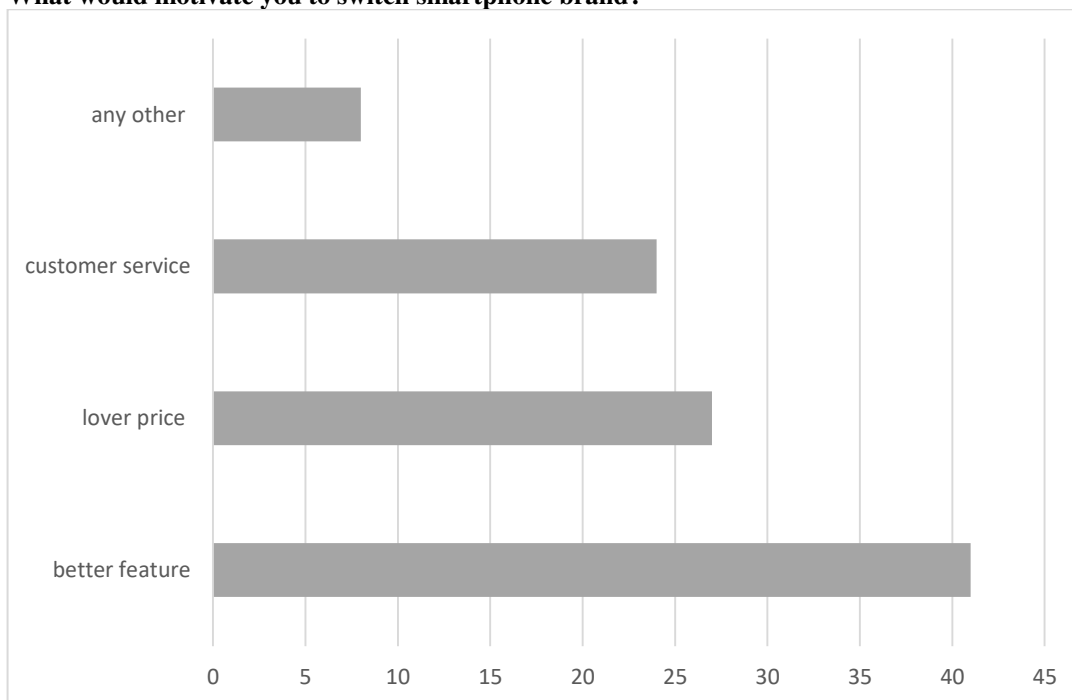




4) What are the factor that make you to switch to other smartphone brand?

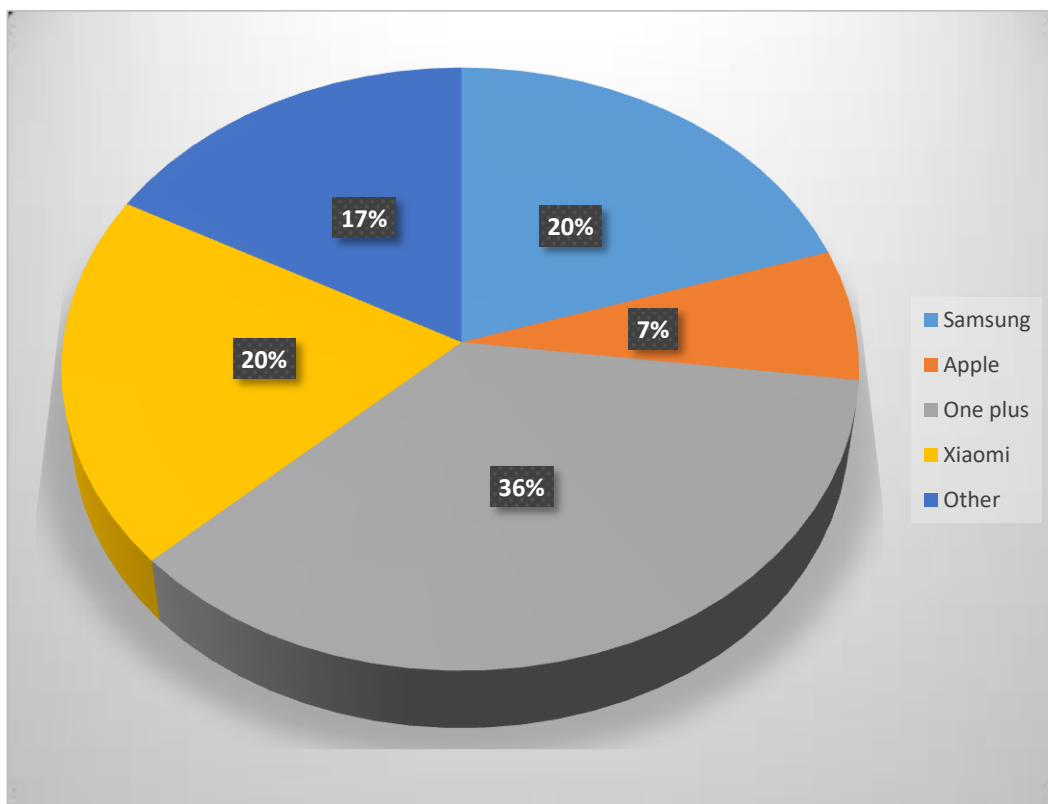


5) What would motivate you to switch smartphone brand?

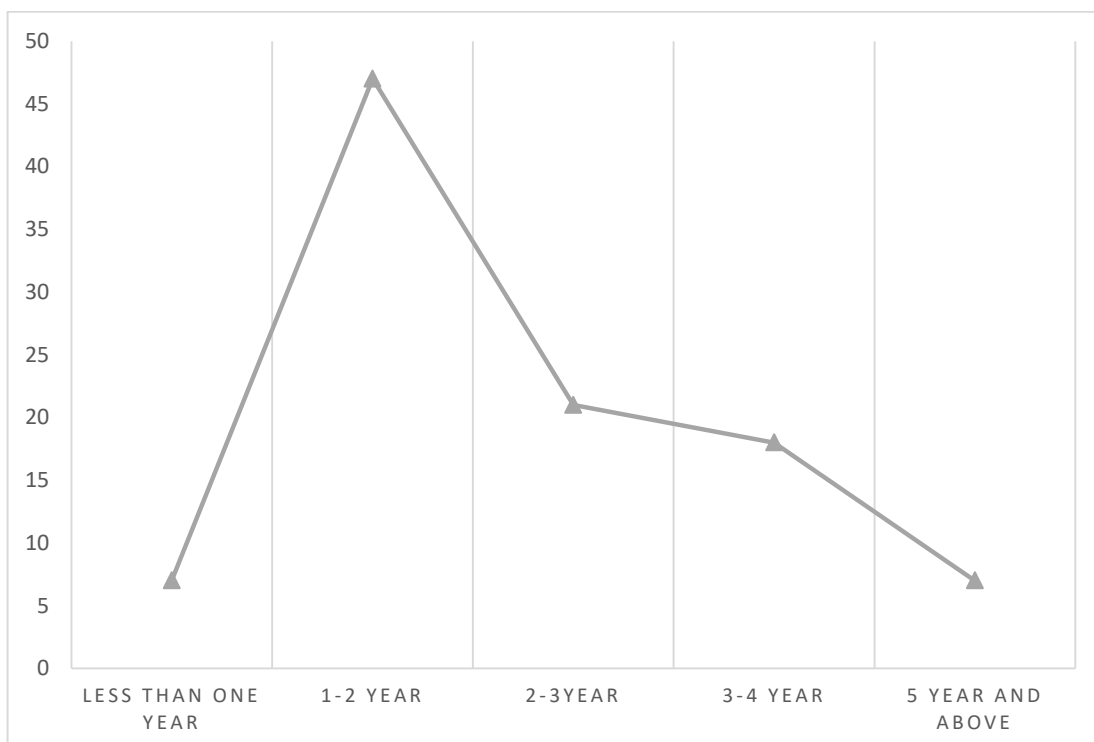




6) Which smartphone brand are you currently using?

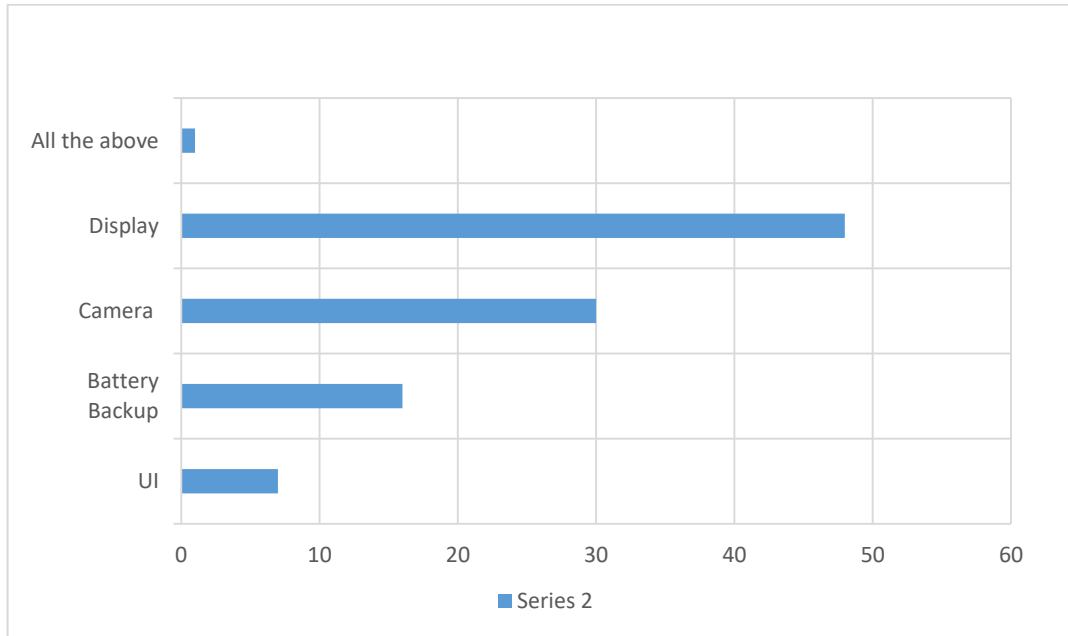


7) Since how long are you using your present mobile

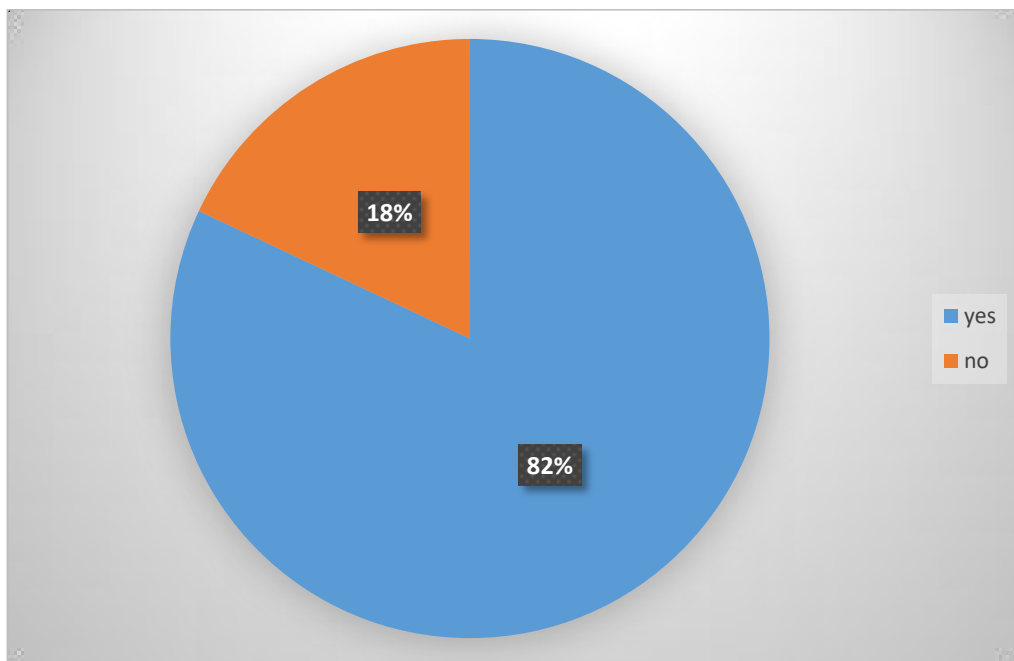




8) What factor influence your decision to upgrade?



9) Do you exchange your old smartphone with the new one on the official website of it?



IV. CONCLUSION

The smartphone market is highly competitive, and brand switching is common among consumers. Understanding the factors that influence brand switching can help smartphone companies develop effective strategies to retain their existing customers and attract new ones. This research paper will provide valuable insights into the consumer behaviour and decision-making process that lead to brand switching in the smartphone industry. The findings of this research can



be used by smartphone companies to improve their products and marketing strategies and gain a competitive edge in the market.

Our study has important implications for smartphone manufacturers and marketers. To retain their customers and prevent brand switching, companies should focus on delivering innovative products that provide high value to consumers. They should also prioritize enhancing the customer experience through user-friendly interfaces, efficient customer service, and personalized marketing.

Furthermore, our research suggests that companies can use pricing strategies and brand image building to attract customers from their competitors. However, they should ensure that their products are competitive in terms of features and quality, and not solely rely on pricing or branding tactics.

Overall, the findings of this study can help smartphone companies to better understand the behavior of their customers and develop effective strategies to retain their existing customers and attract new ones. Future research can explore the impact of other factors, such as social influence and cultural values, on brand switching behavior in the smartphone market.

REFERENCES

- In 2019, Naeem, B., Khurram, S., and Butt, M. M. investigating the influences on switching smartphone brands. 18(3), 275-292, Journal of Internet Commerce.
- In 2019, Wang, D., and Yu, C. What causes consumers to switch brands when buying smartphones? 157–167 in Journal of Business Research, vol. 96.
- (2018) Zhang, J., and Sun, Y. A review of the literature on how brand image affects customer behaviour. 486-499 in Open Journal of Business and Management, 6(4).
- Kim, J., Lee, H. (2018). a study on the variables influencing the intention to switch smartphone brands. 6(2), 33–44, Journal of Information Technology and Industrialization.
- Lee, J.; Kim, Y. (2019). Customer satisfaction plays a moderating influence in the relationship between customer service and client loyalty in the smartphone market. 10(3), 323-337; Journal of Hospitality and Tourism Technology.
- Why We Buy What We Buy: A Theory of Consumption Values, Journal of Business Research, 22(2), 159-70, Sheth, J. N., Newman, B. I., & Gross, B. L. (1991).
- "Self-Concept in Consumer Behaviour: A Critical Review," in Sirgy, M. J. (1982), Journal of Consumer Research, 9(3), 287–300.
- Global mobile phone forecast and analysis, 2003–2007, Slawsby, A., Leibovitch, A. M., & Giusto, 2003. Report 29586 by IDC.
- M. R. Solomon (1983). "The Role of Products as Social Stimuli: A Symbolic Interactionism Perspective," Journal of Consumer Research, vol. 10 no. 10, pp. 319–29.
- Arnould, Thompson, and Stern, B. B.



INTERNATIONAL
STANDARD
SERIAL
NUMBER
INDIA



International Journal of Advanced Research in Arts, Science, Engineering & Management (IJARASEM)

| Mobile No: +91-9940572462 | Whatsapp: +91-9940572462 | ijarasem@gmail.com |

www.ijarasem.com