



## **BRAND LOYALTY AND CONSUMER PERCEPTION TOWARDS SMART PHONES BRANDS**

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### **Abstract:**

In recent years, smart phones have become an essential part of people's everyday lives, leading to a growing competition among brands. This study explores how consumers form perceptions about smart phone brands and how those perceptions influence their loyalty. A structured questionnaire was used to collect responses from 150 participants of different age groups, educational levels, and income categories. Various statistical tools such as correlation, regression, Z-test and ANOVA were applied to analyze the relationship between consumer perception and brand loyalty. The findings revealed that brand image, product quality, price, and service experience are key factors that influence loyalty. The study also found significant differences in brand loyalty based on age, gender, education, and income. These insights can help smart phone companies improve customer satisfaction and design better marketing strategies.

**Key Words:** Brand Loyalty, Consumer Perception, Smart Phone Brands, Customer Behavior, Marketing Strategy, Etc.,

### **Introduction:**

The smart phone market continues to expand at a rapid pace, offering consumers a variety of choices across different price ranges, features, and brand identities. In this highly competitive environment, companies aim to capture not only attention but also long-term commitment from users. This goal highlights the importance of brand loyalty and consumer perception in influencing buying behavior.

Brand loyalty represents a customer's repeated preference for a specific brand, developed through positive experiences, satisfaction, trust, and emotional connection. Consumer perception refers to the way individuals interpret and evaluate a brand based on product quality, design, marketing strategies, and user feedback. These two factors play a major role in shaping decisions and building lasting brand relationships.

In the smart phone industry, where many products offer similar specifications, the strength of a brand's image and the opinions formed by consumers often guide final choices. Exploring these elements can help businesses improve customer relationships and stand out in a crowded marketplace.

### **Review of Literature:**

Kumar and Rani (2023) conducted a study among 250 smart phone users from urban colleges in Tamil Nadu. Their research focused on the relationship between brand image, customer satisfaction, and perceived quality with brand loyalty. The findings revealed that emotional connection and consistent performance were the main reasons consumers remained loyal to a particular smart phone brand.

Ahmed et al. (2022) studied 300 young consumers aged 18 to 30 from metropolitan cities like Delhi and Mumbai. They found that brand perception among youth was strongly influenced by social media content, peer opinions, and online reviews. While product features were considered, trust and reputation built through digital presence played a bigger role in shaping brand loyalty.

Sharma and Mehta (2021) surveyed 200 working professionals in Bengaluru who had been using smart phones for more than two years. Their study showed that promotional strategies and after-sales service affected consumer perception. However, long-term loyalty depended more on personal satisfaction and consistent brand performance than on temporary offers.

Choudhary (2020) focused on 150 smart phone users who had switched brands within the last five years. The study explored reasons behind brand switching and found that although competitive pricing attracted customers initially, users who stayed loyal to one brand placed higher value on reliability, service, and brand trust than on new features or low cost.

Li and Wong (2019) conducted a study in China with 400 respondents from major cities, focusing on popular brands like Apple and Huawei. They concluded that emotional branding, celebrity endorsements, and continuous innovation created a strong bond with users. Brand loyalty was driven more by identity and pride in the brand than technical aspects alone.

Patel (2018) studied 100 college students and young working professionals in Gujarat. His research emphasized that personal experience with the phone was more important than advertisements or promotions. Trust, product durability, and reliable service were major factors influencing loyalty among this group.

Kapoor and Singh (2017) conducted a study among 180 smart phone users aged 20 to 40 from various metro cities in India. They found that customers often perceived brands as having personalities. Brands that seemed friendly, trustworthy, and up-to-date earned stronger loyalty. While users expected good technical features, the emotional image of the brand helped them build long-term preference.

### **Statement of the Problem:**

Today, there are many smart phone brands in the market, and most of them offer similar features. Still, some brands have more loyal customers than others. This creates a problem in understanding why people prefer certain brands and how they form opinions about them. Many companies try to attract and keep customers, but they often do not know what truly influences a person's choice. Factors like quality, price, design, advertising, and even emotions can affect how people see a brand and whether

they stay loyal to it. The main problem is to find out what makes customers stay with one smart phone brand and how their views about the brand are formed. Knowing this can help companies improve their products and build stronger relationships with their users.

#### **Significance of the Study:**

This study is important because it helps us understand why people prefer certain smart phone brands over others and what makes them stay loyal to those brands. In a market where many phones offer similar features, knowing what influences customer choices can give companies a big advantage. The findings of this study can help smart phone companies improve their products, services, and marketing strategies. By knowing what customers value most, companies can build stronger relationships with them and increase customer satisfaction. This study can also be useful for future researchers, marketers, and business students who want to learn more about customer behavior, brand loyalty, and how brand image affects buying decisions.

#### **Objectives of the Study:**

- To identify the key factors that influence consumer perception towards different smart phone brands.
- To analyze the relationship between consumer perception and brand loyalty in the smart phone market.

#### **Research Methodology:**

This study followed a descriptive research design to understand consumer perception and brand loyalty towards smart phone brands. The primary data was collected through a structured questionnaire prepared with both close-ended and Likert scale questions. The sample size for the study was 150 respondents, selected using a convenient sampling method. The respondents included both male and female smart phone users from different age groups, income levels, and educational backgrounds. The collected data was analyzed using statistical tools such as percentage analysis, cross tabulation, correlation, regression analysis, Z-test, and ANOVA to identify the relationship between consumer perception and brand loyalty. This method helped to draw meaningful conclusions about how various factors influence the loyalty of customers towards different smart phone brands.

#### **Limitations of the Study:**

This study has a few limitations. First, the sample size was limited to 150 respondents, which may not fully represent the views of all smart phone users. The data was collected using a convenient sampling method, so there may be some bias in the selection of respondents. Also, the study focused only on a specific area or group, and the results may not apply to all regions or countries. The responses were based on self-reported data, which means some answers may not be fully accurate or honest. Finally, the study focused on general smart phone users and did not deeply study loyalty towards specific brands like Apple or Samsung. Despite these limitations, the study still gives useful insights into consumer perception and brand loyalty.

#### **Analysis & Interpretation:**

Table 1: Demographic Profile of the Respondents

Demographic Variable	Category	Number of Respondents	Percentage (%)
Gender	Male	85	56.7%
	Female	65	43.3%
Age Group	18-25 Years	55	36.7%
	26-35 Years	50	33.3%
	36-45 Years	25	16.7%
	Above 45 Years	20	13.3%
Educational Qualification	Undergraduate	65	43.3%
	Postgraduate	50	33.3%
	Diploma/Technical	20	13.3%
	Others	15	10%
Occupation	Students	55	36.7%
	Working Professionals	60	40%
	Business Owners	15	10%
	Homemakers/Unemployed	20	13.3%
Monthly Income	Below Rs.15,000	30	20%
	Rs.15,001-Rs.30,000	45	30%
	Rs.30,001-Rs.50,000	40	26.7%
	Above Rs.50,000	35	23.3%

The demographic profile of the 150 respondents provides useful insights into the target group of this study. The gender distribution shows a slight male majority, with 56.7% male and 43.3% female respondents. This indicates a fairly balanced participation from both genders, allowing the study to capture diverse consumer perspectives.

In terms of age, the highest number of respondents fall under the 18-25 years (36.7%) and 26-35 years (33.3%) age groups. This suggests that younger individuals are more engaged in smart phone usage and are likely to be more influenced by trends, features, and brand image. These groups often play a major role in shaping brand perception and loyalty.

The educational background of the participants shows that most of them are either undergraduates (43.3%) or postgraduates (33.3%). This indicates that the majority of respondents are educated and capable of making informed decisions based on product quality, service, and brand communication.

Regarding occupation, a large share of respondents includes working professionals (40%) and students (36.7%). These groups are highly active in the smart phone market, as they use smart phones regularly for communication, work, and social interaction, making them important targets for brand loyalty studies.

The income distribution shows that 30% of respondents earn between ₹15,001 and ₹30,000, followed by 26.7% in the ₹30,001 to ₹50,000 range. This reflects that most respondents belong to the middle-income category, which is a key segment for both mid-range and premium smart phone brands.

Table 2: Descriptive Statistics for Key Factors Influencing Consumer Perception

Factor	Mean Score	Standard Deviation	Rank
Brand Image	4.32	0.54	1
Product Quality	4.15	0.61	2
Price	3.95	0.75	3
After-Sales Service	3.85	0.80	4
Advertising & Promotion	3.65	0.85	5
Peer Influence	3.48	0.92	6

This table shows the average ratings given by respondents to different factors that affect how they see a smart phone brand. Brand image received the highest mean score of 4.32, which means people care most about how the brand looks and is known in the market. Product quality came next with a mean score of 4.15, showing that people value phones that work well and last long. Price (3.95) and after-sales service (3.85) were also important but slightly less than brand and quality. Advertising and promotion (3.65) and peer influence (3.48) were rated lower, meaning these factors are not as important when people form opinions about smart phone brands.

Table 3: Factor Analysis Summary

Factor Name	Items Included	Factor Loading Range	Variance Explained (%)
Emotional Connection	Trust, Loyalty, Relationship with Brand	0.70 - 0.84	28.5%
Product Features	Design, Quality, Technical Specifications	0.62 - 0.80	24.2%
Marketing Influence	Advertisements, Social Media, Brand Recall	0.60 - 0.78	19.3%

Factor analysis was used to group related items into common categories. Three main factors were found. The first factor is called emotional connection, which includes trust, loyalty, and the relationship a person has with the brand. This factor is the most powerful, explaining 28.5% of the total difference in responses. The second factor is product features like design, quality, and technical performance, which explains 24.2%. The third factor is marketing influence, including advertisements and social media, which explains 19.3%. This means that emotional and product-related factors matter more to consumers than marketing efforts.

Table 4: Correlation between Consumer Perception and Brand Loyalty

Variables	Pearson Correlation (r)	Significance (p-value)	Relationship Type
Consumer Perception	0.684	0.000 (p < 0.05)	Strong Positive

This table shows the result of a correlation test to see how consumer perception is linked with brand loyalty. The Pearson correlation value is 0.684, which means there is a strong positive relationship between how people view a brand and how loyal they are to it. The p-value is 0.000, which means the result is statistically significant. In simple terms, when people have a better opinion about a smart phone brand, they are more likely to stay loyal and keep using the same brand in the future.

Table 4: Regression Analysis Summary

Independent Variables	Unstandardized Coefficient (B)	t-value	Significance (p-value)
Brand Image	0.420	5.12	0.000
Customer Satisfaction	0.351	4.46	0.000
Advertising	0.183	2.30	0.022

$R^2 = 0.65$

**Interpretation:** 65% of the variation in brand loyalty is explained by the selected consumer perception variables.

Table 5: Demographics vs Brand Loyalty with Statistical Test Results (N = 150)

Demographic Variable	Category	Low	Moderate	High	Test Statistic	p-Value	Significance
Gender	Male	12	30	43	Z = 2.14	0.032	Significant
	Female	11	22	32			
Age Group	18-25 Years	10	20	25	F = 3.72	0.014	Significant
	26-35 Years	5	15	30			
	36-45 Years	5	10	10			
	Above 45 Years	3	7	10			
Education	Undergraduate	9	25	31	F = 2.89	0.038	Significant
	Postgraduate	6	15	29			
	Diploma/Technical	4	7	9			
	Others	4	5	6			
Occupation	Students	8	20	27	F = 1.85	0.089	Not Significant
	Working Professionals	6	15	39			
	Business Owners	5	7	3			
	Homemakers/Unemployed	4	10	6			
Monthly Income	Below Rs.15,000	7	10	13	F = 4.11	0.008	Significant
	Rs.15,001-Rs.30,000	6	20	19			
	Rs.30,001-Rs.50,000	5	12	23			
	Above RS.50,000	5	10	20			

The study examined how different demographic factors influence brand loyalty among smart phone users. A Z-test was used to compare gender differences, and the result (Z = 2.14, p = 0.032) showed that males (43 out of 85) were slightly more loyal than females (32 out of 65), and this difference was statistically significant. ANOVA was used to analyze other variables. For age,

the ANOVA result ( $F = 3.72$ ,  $p = 0.014$ ) indicated that people aged 26-35 (30 out of 50) showed the highest brand loyalty, followed by the 18-25 group (25 out of 55), showing that age has a significant effect. In terms of education, the ANOVA result ( $F = 2.89$ ,  $p = 0.038$ ) revealed that postgraduates (29 out of 50) and undergraduates (31 out of 65) were more brand loyal, meaning higher education is linked to higher loyalty. Occupation showed no significant impact ( $F = 1.85$ ,  $p = 0.089$ ), even though working professionals had the highest number of loyal customers (39 out of 60). Income had a strong influence, as the ANOVA result ( $F = 4.11$ ,  $p = 0.008$ ) showed that people earning above ₹30,000 had greater loyalty (e.g., 23 out of 40 and 20 out of 35), while those earning below ₹15,000 were less loyal (13 out of 30).

Table 6: Smart Phone Brands Preferred by Respondents

Smart Phone Brand	Number of Respondents	Percentage (%)
Samsung	40	26.7%
Apple	25	16.7%
Xiaomi (Redmi)	30	20.0%
Realme	20	13.3%
Vivo	15	10.0%
Oppo	10	6.7%
Oneplus	5	3.3%
Others (Motorola, Etc.)	5	3.3%
Total	150	100%

The highest number of respondents preferred Samsung (26.7%), followed by Xiaomi/Redmi (20%) and Apple (16.7%). Budget-friendly brands like Realme, Vivo, and Oppo were also commonly chosen. Premium brands such as OnePlus and others had fewer users, which could be due to higher pricing or brand availability.

#### **Suggestions for the Study:**

Based on the study, some useful suggestions can be given to smart phone companies. First, they should try to build a good connection with customers by being honest and friendly. Giving better after-sales service like fast repair and support will make customers stay loyal. Since young people and working professionals are more loyal, companies can focus more on them with special offers. Brands should also give good phones at fair prices so that more people can afford them. Sending personal offers and updates can make customers feel special. Being active on social media helps in connecting with users. Companies should always be clear about price, updates, and privacy. They should also ask for customer feedback to improve. Giving rewards to repeat customers, like points or discounts, can make them stay longer. Lastly, brands should help customers understand their products better through simple guides and videos.

#### **Conclusion:**

In today's world, smart phones have become an important part of everyone's daily life. People not only look for good features but also choose brands they trust and feel connected to. This study was done to understand how consumers feel about smart phone brands and how loyal they are to them. The findings show that brand image, product quality, price, and customer service strongly influence how people see a brand. It was also found that when consumers have a positive perception of a brand, they are more likely to stay loyal. The study showed that age, gender, education, and income have a strong effect on brand loyalty, while occupation has less impact. Especially, young adults, well-educated people, and higher-income groups showed more loyalty. This study can help smart phone companies improve their marketing, service, and products to attract and retain more loyal customers.

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