

1.1 INTRODUCTION

In globalization, thousands of brands are trying to gain new customers and tend to retain them. In this competitive environment where customers have wide range and varieties of choices and availability of huge amount of information related to product which make them excessive aware of the goods and services and their functionalities and its uses so it is difficult for the managers to stop them switching to other brands and to make them loyal it also difficult to take decision that what factors should be focused to get their attention and to make them loyal.

Brand image is one of the important steps to reach brand loyalty, based on branding theory it stated that brand image must be congruent and parallel with the consumers' image and it's a process and attempt to meet psychological and social needs. Furthermore, brand image drives some important element for the recognition that is wealth, class, success, and style.

Brand Loyalty is a scenario where the consumer fears purchasing and consuming product from another brand which he does not trust. It is measured through methods like word of mouth publicity, repetitive buying, price sensitivity, commitment, brand trust, customer satisfaction, etc. Brand loyalty is the extent to which a consumer constantly buys the same brand within a product category. The consumers remain loyal to a specific brand as long as it is available. They do not buy from other suppliers within the product category. Brand loyalty exists when the consumer feels that the brand consists of right product characteristics and quality at right price. Even if the other brands are available at cheaper price or superior quality, the brand loyal consumer will stick to his brand. Brand loyal consumers are the foundation of an organization. Greater loyalty levels lead to less marketing expenditure because the brand loyal customers promote the brand positively. Also, it acts as a means of launching and introducing more products that are targeted at same customers at less expenditure. It also restrains new competitors in the market. Brand loyalty is a key component of brand equity.

1.2 SIGNIFICANCE OF THE STUDY

This study is mainly focuses on the leading brand preference for mobile phone and the attitude of consumers belongs to low, middle and high income groups are taken in Kannur Area . Everyone has got a mobile phone today because it has many advantages: you are flexible and available everywhere and every time but if you don't want to be available once, no problem, you may turn it off. There are many reasons to possess a mobile phone and if you are searching for a new mobile phone one of any kind, please enter. As an offerer, please, describe your offer exactly. It is also important to give the exact appellation of the phone, since little differences in appellation may make up great differences in product.

Mobile operating system milestones mirror the development of mobile phones and smartphones:

1.3 STATEMENT OF THE PROBLEM

Recently, we have seen strong smartphone brands are associated repeatedly with exceptional sales, such as buyers queuing at Apple Stores on the first day of product release while some others are not. The general objective of this study is to determine and evaluate the key factors which influence customers' loyalty toward the brand and to find the contribu-tion of different factors that to what extent they impact the brand loyalty and af-fects customers' decision making while choosing the brand.

MOBILE BRANDS : Samsung Galaxy S10/S10 Plus,Huawei P30 Pro,iPhone 11 Pro/11 Pro Max,Samsung Galaxy Note 10 Plus,iPhone 11,Huawei P30,OnePlus 7T Pro,Oppo Reno 10x Zoom,Samsung Galaxy Note 10,OnePlus 7T,Samsung Galaxy S10e,Google Pixel 4 XL,Honor View 20,Asus Zenfone 6,OnePlus 7 Pro

1.4 OBJECTIVES OF THE STUDY

- To determine and evaluate the key factors which influence customers' loyalty toward the brand
- To study the switching behaviour of other brands among Smartphone users.
- To identify the factors that influence decision-making in purchasing a mobile phone.
- To study the satisfaction level of Smartphone user

1.5 SCOPE OF THE STUDY

The scope of the study is confined to understanding the most preferred brand of mobile phone in the industry and the various subjective factors influencing the Brand loyalty of smart phones.

1.6 METHODOLOGY OF THE STUDY

The main purpose of study is to find out the smart phone brand loyalty of respondents inside Kannur district from various gender, age, income level. An exploratory research was carried out to achieve this purpose. The research is quantitative in nature. The data collected is analyzed statistically to interpret findings and results. This research was conducted in order to determine whether brand loyalty questionnaire play a significant role in using a smartphone among people. The advantages and disadvantages as well as the reliability of this instrument were also part of the objectives. In order to answer these research goals, I opted to obtain the view of people with this topic.

1.6.1 Area of the study

The area of the study is the Kannur area

1.6.2 Source Of Data

Both primary and secondary data were collected for the purpose of study.

Primary Data

Primary data was collected from the sample of respondents using a structured questionnaire and direct interview method was chosen to fill the questionnaires.

Secondary Data

Secondary data sources such as journals, websites, magazines and company records were used to augment the study.

1.6.3 Sampling method

For this study, non-probability sampling is used. It is because determining the population size of people preferring various mobile phone brands is difficult. Therefore, sampling method used is the convenience quota sampling.

1.6.4 Sample size

The sample size is 25

1.6.4 Tools for Analysis

Tools for analysis: Along with the usual statistical tools such as tables, percentages, bar charts,

1.7 LIMITATIONS OF THE STUDY

- The research is based on the sample size of 25 and mainly quantitative measure was taken to measure the consumer preference of smart phones among customers.
- The main limitations are expressed as follows, the first limitation concerns the factor of brand loyalty among people who use the smartphone in Kannur city.
- To put it in another way, there might be some relevant factors, which result in significant influence on the smartphone users in Kannur city.

1.8 CHAPTER SCHEME

The study has been divided in to 5 chapters

- The first chapter deals with Introduction of the study.
- The second chapter deals with Review of literature
- The third chapter deals with Theoretical frame work of the study.
- The fourth chapter deals with Data analysis and interpretations of the study.
- The final chapter furnishes the findings, suggestions and conclusion for the study.