# Young Rural Consumers' Insights: Effects of Demographics and Media on Brand Awareness and Brand Image

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*Abstract: The purpose of this paper is to identify the levels of brand awareness, sources of brand awareness, and brand image of smart phones among young and educated rural consumers. Data was collected from 800 young and educated rural consumers. The relevant responses were analysed using descriptive statistics, correlation, and Chi-square via the Statistical Package for Social Sciences (SPSS). The opening of new stores that ensure the availability of all brands and the opening of service centres, among other things, are recommended to create awareness and build preference as the educated rural youth changes phones quite frequently. Males were found to be more familiar regarding awareness and usage for all brands of mobile phones than females. Marketers must focus on the needs of female consumers for creating better awareness and preference in them. It is recommended that marketers must develop their websites and update all the new applications and attractive offers over there. This is because the internet is considered as the essential source for creating awareness among the young and educated rural consumers.The coverage area of the study is too small and needs to expand to generalise the findings. Respondents were selected from educational institutions of Delhi, the capital city of India. Consequently, there is a limitation to representing the entire population of India.The findings of the paper indicate the awareness level and brand image perception among young and educated rural consumers, which is not covered much in the existing literature. From this paper, marketers and practitioners can get help in formulating strategies to make their brands popular and improve their brand equity to make their business sustainable. Empirically, marketers and practitioners should focus on media to create brand awareness among young consumers and should put more effort in making efficient use of social networking media, such as Facebook, etc.*
*Keywords: India, Brand image, Brand awareness, Purchase Decision*

## I. INTRODUCTION

Brands highlight the uniqueness of products and differentiate them from other products, which creates trust and confidence among consumers (Kremer and Viot, 2012; Chung et al., 2013). Not just companies, consumers too take their purchase decisions after considering the brands. Moreover, brand awareness leads to brand equity which results in the growth of a consumer's confidence in a brand. With the awareness of a brand, consumers become loyal and are ready to pay more (Lassar et al., 1995). Companies with high brand awareness gain more popularity, recognition, and competitive advantage (Ling, 2013).

As e-commerce is growing at a tremendous rate in India and consumers are taking ample advantage of online shopping. Monahan et al. (2014) explained that online shopping has become popular among young consumers in India. Norazah and Norbayah (2013) and Peterson and Low (2011) also support this view by emphasising that these young consumers often look at websites, check their e-mails, and spend much of their time on social media, such as Facebook, Twitter, and LinkedIn. Also, they use their smartphones for checking these sites.

On the other hand, Rural India is emerging and developing very fast in all aspects of life (Verma, Giri, 2012). Rural literacy rate has grown from 59.40 per cent in 2001 to 68.90 per cent in 2011 (Census, 2011). Further, there is an increase in the number of rural youth commuting to nearby towns and cities for education or work, which has led to increased exposure. Now, they aspire to acquire the latest range of products and services used in urban areas - be it automobile, telecom, insurance, retail, or banking. Lifestyle products like cosmetics, beverages, smartphones, etc. have become integral for the rural youth. The smartphone is a new-age product that has touched almost every aspect of their life. It fulfils their every digital need - be it email, social networking, photography, messaging, gaming, or others (Nielson Report, 2010).

According to Prabhudesai (2010), 90 per cent of all users want to switch to a smartphone, which gives them status, power, and the freedom to connect, share, and exchange information across the globe for their personal and professional needs (Kuate, 2008). Realising the rural prosperity, potential, and growth, all international, national, and local brands of smartphones are making strategies to tap the rural markets, with each brand competing and trying to make its space in the consumer's mind so that they are considered and preferred while making a purchase. Olins (1989), Karjaluoto et al. (2005), and others conducted researches to show the effect of factors like price, properties, service, and warranty on rural young consumer's choice. A little attention has been given to brands that influence the purchase decision of a consumer, particularly the young rural consumers. Researchers have paid less attention to understand the change in the thought process of rural young consumers which affected their lifestyle and shopping pattern. The objective of this study is to examine the effects of brand awareness on purchase decision among the educated and young rural consumers. Young consumers are the primary users of social media. They form the largest group of smartphone buyers and are quite aware of the leading smartphone brands (Jacob and Isaac, 2008). The

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contribution of this research arises from understanding the level of brand awareness of smartphones and brand image of smartphones and integration of the results to narrow the research gap. The research makes significant contributions related to the involvement of rural young consumers in shopping and shift in their shopping patterns. This provides useful insights by establishing and testing the proposed theoretical framework on the educated young rural consumers of India. The paper is organised in different sections - review of the literature, methodology data analysis, discussions, findings, and implications of the study. It also sets the direction for future research.

## II. BACKGROUND

Generally, when products are alike and offer the same benefits, customer choices are many a time guided by several factors (Olins, 1989) like price, properties, service, warranty, and brand (Karjaluoto et al., 2005). Brand factor has become more prominent now in the market. A study conducted by Karjaluoto et al. (2005) in Finland found that when choosing between different mobile phone models, consumers value familiar brands.

However, now brands are more than mere identifiers; they serve eight functions for the benefit of consumers (Sebastian et al.,2017). These are: quick identification, saving of time and energy, the guarantee of same quality, surety of buying the best product, confirmation of self-image, a satisfaction of buying familiar, attractiveness, and ethical brand (Kapferer, 1997). For these benefits, brand promotion is necessary, which is the result of brand awareness.

Srinivas (2002) revealed the fact that the consumers' awareness of various products/brands play a significant role in promoting a particular brand. Kapferer (1992) also focused on this aspect by stating that the most important goal of advertising in the early months or years of a product's introduction is to create brand awareness as the extent to which a brand is recognised by potential customers is associated with a particular product.

Brand awareness is considered necessary for many other reasons too. Aaker (2000) regarded brand awareness as a remarkably durable and sustainable asset. Keller (2003) also pointed out that brand awareness is an essential first step in building brand equity, but usually not sufficient (Sebastian et al.,2017). The core of brand equity lies in the construct of brand awareness(Jumiati and Norazah,2015).

Brand equity occurs when consumers have a high level of awareness and familiarity with the brand, and it holds a strong, favourable, and unique association in their memory (Patro and Varshney 2008). Esch et al. (2005) emphasised that brand awareness has the significant advantage of cutting costs and the risk of accepting these costs on the part of consumer who already has a likely favourable image in his/her mind based on previous experience and the associations made with a particular brand. Brand awareness affects perception and taste (Jumiati and Norazah,2015).

People like the familiar brand and are prepared to attach positive attitudes to items that are familiar to them (Aaker and Joachimsthaler, 2000). Without awareness, consumers cannot form a clear image about a brand, which means that it is only taken into account at the moment of the purchasing

decision when it is well-known (Esch, 2007). However, endorsements do not contribute to providing the desired benefits in countries like India (Paul and Bhakar, 2018).

The growing importance of brand awareness and preference in various countries, especially India, is the result of the entry of international brands, the emergence of young professionals in urban areas, the developing luxury and leisure markets, the growing presence of mass media, and the influence of westernization (Narayanasamy et al., 2011; Sandra et al., 2017). As the Indian economy is in a stage of transformation and is showing a drastic change in its rural economy, marketers need to focus their attention primarily on the significant sources of information for its rural consumers (Srinivas, 2002).

## III. THEORETICAL FRAMEWORK

The primary objectives of the study are to identify and understand the profile of educated young rural consumers, to find out the level of brand awareness of smart phones among young and educated rural consumers, to identify the sources of brand awareness of smart phones among the educated young rural consumers, to study the level of perception of brand image among the educated rural youth in relation to various demographics.

The study addresses the role of brand awareness and perception in the final decision of educated young rural consumers. As young Indian consumers are influenced with media more (Monahan.M. et al.,2014), the study explores the involvement of media and demographic factors in creating brand awareness. Not only brand awareness contributes in decision making but brand perception also. Brand perception can be checked on different parameters like quality, price, availability and features. The outcome of the integration of brand awareness and perception encourages them to make a purchase decision(see figure 1.)

**Figure 1: Proposed Theoretical framework**
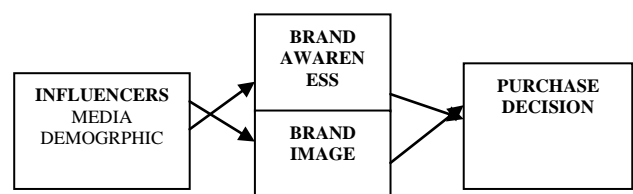


### A. Brand Awareness

According to Aaker and Joachimsthaler (2000), Brand Awareness refers to consumer knowledge of a brand's existence; at aggregate (brand) level, it refers to the proportion of consumers who know the brand. A brand recognised by consumers is likelier to be chosen by them during the purchasing process because it ensures trust and stands for the guarantee of quality promised by the provider (Aaker, 1992). According to Keller (2003), Brand Awareness is related to the strength of the brand node or trace in memory as reflected by the consumers' ability to recall or recognise the brand under different conditions.

H1: There is a significant awareness about smartphones among young and educated rural consumers.

H1a: There is a significant relation between media (Print, Electronic, Word of mouth) and brand awareness.

H1b: There is a relation between the familiarity level and gender.

### B. Brand Image

Lau and Phau (2007) describe in their study that Brand image is the use of brands by consumers to reflect their identity in self-expression. Consumers consider premium brands as brands containing high quality (Rubio et al., 2014). Brand's perceived value helps consumers to pick up the brands easily.

The perception about the brand image can be influenced in many ways, such as celebrity endorsements (Lau and Phau, 2007). Besides this, media and social groups too strongly influence brand image (Romaniuk and Sharp, 2003).

H2: There is a significant difference in the perception of Brand Image among young and educated rural consumers.

H2a: There is a significant difference in perception of Brand Image across the two age groups.

H2b: There is a significant difference in the perception of Brand Image across gender.

## IV. RESEARCH METHODOLOGY

The present study is aimed at achieving insights into a relatively unique phenomenon of understanding the brand awareness of smartphones among the educated rural youth in India. The sample size of the present study was 800 respondents (questionnaires were distributed to 900 college students) selected by using convenience sampling technique. The sample size was reasonable(Roscoe,1975). We targeted educated rural youth consumers, i.e., full-time college students as the sample of the study in the age group of 18 to 23 years who are aware and/or prefer and/or purchase smartphone brands from Delhi NCR, India. We have chosen two major cities of Delhi NCR region i.e Faridabad and Gurgaon.These cities have maximum number of colleges enrolling students from rural area. A survey method was used to collect the primary information with the help of a structured questionnaire. The questionnaire was having two sections: the first section included questions on demographic factors, (age, gender, the stream of education). Some open-ended and close-ended questions were designed to know the respondents' level of satisfaction with their existing phone and their plans and reasons to buy a new phone (mobile phone or smartphone).

The second section included some open-ended questions to check brand recall, some distorted images and fill-ups were used to check brand recognition, and some multiple choice questions were designed to know the various sources of information and factors affecting brand preference for a smartphone based on the study by Ling (2013). The questionnaire items were measured on a 5-point Likert scale, ranging from strongly disagree to strongly agree to measure brand trust, brand preference, purchase intention, level of satisfaction, and brand aspirations.

Data were analysed by using descriptive statistics, Chi-Square and Cross Tabulation, with key demographic variables through the Statistical Package for Social Sciences version 17 to examine the effects of brand awareness and brand image on purchase decision among educated young rural consumers.

## V. RESULTS

### A. Profile of the Young and Educated Rural consumers

The first part of the questionnaire consisted of certain demographic information, like the age of the consumer, gender, monthly household income, and the number of family members. A frequency distribution for the sample is presented Tables - I, II, &III (Annexure 1).

A majority of the sample (83%) consisted of respondents belonging to the age group 18 years to 20 years. Close to 17% of the sample belonged to the age group 21 years to 30 years. 38% of the total sample is constituted of males, and 62% constitutes the females. A majority of the sample - 48% consisted of Humanities students. Commerce students constituted the next category with close to 24% of the sample size. Around 14% belonged to Science students, 9% belonged to the students of Management Courses, and 1% belonged to Computer students.

### B. Brand Awareness among Young and Educated Rural Consumers

### B.1 Familiarity with various names of brands of smartphones(H1)

Consumers were given several brand names and asked to indicate their familiarity on a 5-point rating scale. Samsung leads the pack on the familiarity of brand names (close to 64% have a high familiarity level with this brand), which was followed by Blackberry (60%), Micromax (58%), and Spice (58%).

Very few (11%) were unfamiliar with some brands, like Karbonn. Otherwise, the majority of the sample was aware of the brands available in the market (Table IV).

### B.2 Familiarity of Logos (H1)

Consumers were shown logos and asked to indicate their familiarity on a 5-point rating scale. Micromax leads on the familiarity of the logo (close to 93% have a high familiarity level) followed by Spice (53%), Blackberry (52%), and Apple (51%).

A majority of the sample (20%) is unaware of the logo of the brand Lava in comparison to other brands. It is further inferred that the familiarity of brand name and brand logo is different. They are more familiar with the brand name Samsung while they identify the logo of Micromax more (Table V).

### B.3 Awareness Levels of Brand(H1)

Consumers were asked questions to know their awareness level about various brands. Samsung (32%) leads in the awareness level created among them by using this brand in the last 12 months. Nokia (31%) and Micromax (24%) follow in this category. Nokia has been used by the majority of consumers (25%), but not in the last 12 months. Micromax (23%), Samsung

(19%), and Spice (19%) are in the second and third place respectively in the list (Table VI ).

Apple, with 46% of the sample, leads the category of awareness level, which indicates that consumers know something about the brand but have never used it. Spice (42%) and Karbonn (39%) come after the Apple brand. 24% of the sample (leads in the awareness level) knows the name of the brand Blackberry, but they know nothing about the brand.

15% of the sample has never heard about the brand Apple, 11% has never heard about Lava, 10% are unaware of Blackberry and Karbonn, 8% has never heard about Micromax and Spice, 7% is unaware of Samsung, while 6% of the sample has never heard about Nokia.

From above interpretations, it is inferred that Samsung tops the list in case of awareness level with 64% of the sample being extremely familiar with its name. 45% are extremely familiar with its logo, 32% have used it in the last 12 months, 19% have used it but not in the last 12 months, while only 7% of the sample has never heard of this brand.

### B.4    Sources of awareness (H1a)

The Internet is considered the essential source of creating awareness among educated and young rural consumers. Audiovisual media like TV and friends/relatives come in at second and third places in the list of factors that create awareness among these consumers ( Table VII ).

### B.5    Familiarity level and gender(H1b)

From the Chi-square p-value which is less than 0.05, we can reject the null hypothesis and accept the alternative (H3) that there is a relationship between familiarity level and gender. Further, from the table, we can infer that males are more aware and have used the brand more as compared to females. This trend was observed across all brands for the gender. Males were more familiar in terms of awareness and usage for all brands of mobile phones than females. No significant difference was observed in terms of gender and cities ( Table VIII ).

### C.    Perception of Brand Image (H2)

for p-value less than 0.05, we can reject the null hypothesis. The perception of Apple, Micromax, Spice, Karbonn, and Lava is different in these two cities. The perception of a brand image is higher in Gurugram than in Faridabad (Table IX)

### C.1    Perception of Brand Image and age groups(H2a)

For p-value less than 0.05, we can reject the null hypothesis. The perception of Apple is different in the two age groups. The perception of a brand image is higher in the older age group ( Table X ).

### C.2    Perception of Brand Image across gender(H2b)

For p-value less than 0.05, we can reject the null hypothesis. Except for Nokia, the perception of brand image for all brands is higher among females. However, regarding familiarity level, females had lower awareness and usage for most brands. In other words, while females give a higher rating to brand image, they are not necessarily the user of these phones (Table XI).

### D.    Purchase Decision

When respondents are making purchase decision, majority of them (72%) are inclined to buy a smart phone because they are more aware about brands of smartphones and their image as well , only 6% are more inclined to buy a simple mobile phone, while 14% respondents are undecided between smart phone and simple mobile phone(Table XII,figure2)

## VI.    DISCUSSION

The opening of new stores that ensure the availability of all brands and the opening of service centres, among other things, are recommended to create awareness and build preference as the educated rural youth changes phones quite frequently. Males were found to be more familiar in terms of awareness and usage for all brands of mobile phones than females. Marketers must focus on the needs of female consumers for creating better awareness and preference in them. It is recommended that marketers must develop their websites and update all the new applications and attractive offers over there. This is because the internet is considered as the most crucial source for creating awareness among the young and educated rural consumers. TV advertisements and friends/relatives stand second and even third in the list of media that creates awareness among consumers in both these districts.

The study reveals that a majority of respondents are keen on trying out the latest phones. They are inclined to buying smartphones. Simple mobile phones are used mostly when users have limited mobile needs. It is recommended that marketers create awareness of their brand by highlighting the smart features of the phones.

The study also reveals that Samsung tops the list in case of awareness level. 64% of respondents were extremely familiar with its name, 45% were extremely familiar with its logo, and 32% have used it in the last 12 months. This means that consumers' level of brand awareness leads to a positive perception of the brand image that turns into brand preference.

There is a massive potential for the market of smartphones as the educated, and young rural consumers are inclined to buy smartphones only. If they are satisfied with their phones, they will be keen on recommending them to others as well.

## VII.    MANAGERIAL IMPLICATIONS

The findings of the paper indicate the awareness level and brand image perception among young and educated rural consumers, which is not covered in detail in the existing literature. Existing literature focused on young consumers, but a little attention is given to educated young rural consumers. This makes the existing literature more exhaustive and effective since rural areas form more than 70% of India. From these findings, marketers and practitioners can get much help in formulating strategies to make their brands popular and improve their brand equity to make their business sustainable especially in the young consumer market. The results of chi-square

and multiple regressions discovered the different sources of media that have the most substantial effect on brand awareness among young consumers, followed by the perception of the brand image.

Empirically, marketers and practitioners should focus on those media to create brand awareness among young consumers and should put more effort in making efficient use of social networking media, such as Facebook, etc. The results can be used for making effective market segmentation and for promoting brands. Hence, media, age, education, quality of product, features and price of products are important factors for consideration by marketers in gaining young customers' attention towards the brand. Further, the empirical findings contribute in academics by adding to the existing body of knowledge of branding and consumer behaviour. First, the analysis will allow future researchers to understand the importance of brand image, media and perceived value among educated young rural consumers in India. Second, the model and findings of the study serve as a foundation and take the results of existing studies forward on the association of brand awareness, brand loyalty and brand image among educated rural young consumers in India. Finally, researchers can take further research by using additional variables.

However, this empirical study has some limitations. The coverage area of the study is too small and needs to expand to generalise the findings. Consequently, there is a limitation of representing the entire population of India. However, the findings of this study are based on honest responses, and so they serve as a strong base for future studies.

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## ANNEXURE-1

**Table-I Age Group of Rural Educated Young Consumers**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | 18-20 | 664 | 82.8 | 83.0 | 83.0 |

|  |  | Frequency | Percent | Valid | Cumulative |
|---|---|---|---|---|---|
|  | 21-30 | 136 | 17.0 | 17.0 | 100.0 |
|  | Total | 800 | 99.8 | 100.0 |  |
| Missing | System | 2 | .2 |  |  |
| Total |  | 802 | 100.0 |  |  |

**Table-II Gender of Rural Educated Young Consumers**

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Male | 302 | 37.7 | 37.8 | 37.8 |
|  | Female | 498 | 62.1 | 62.3 | 100.0 |
|  | Total | 800 | 99.8 | 100.0 |  |
| Missing | System | 2 | .2 |  |  |
| Total |  | 802 | 100.0 |  |  |

**Table: III Rural Educated Consumers associated with Courses**

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | BA | 381 | 47.5 | 47.6 | 47.6 |
|  | BSC | 114 | 14.2 | 14.3 | 61.9 |
|  | BCom | 195 | 24.3 | 24.4 | 86.3 |
|  | BCA | 14 | 1.7 | 1.8 | 88.0 |
|  | BBA | 76 | 9.5 | 9.5 | 97.5 |
|  | 6 | 20 | 2.5 | 2.5 | 100.0 |
|  | Total | 800 | 99.8 | 100.0 |  |
| Missing | System | 2 | .2 |  |  |
| Total |  | 802 | 100.0 |  |  |

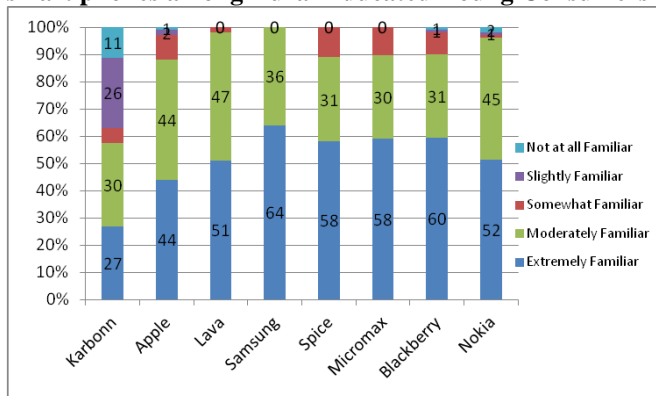**Table IV: Familiarity of various names of brands of smart phones among Rural Educated Young Consumers**



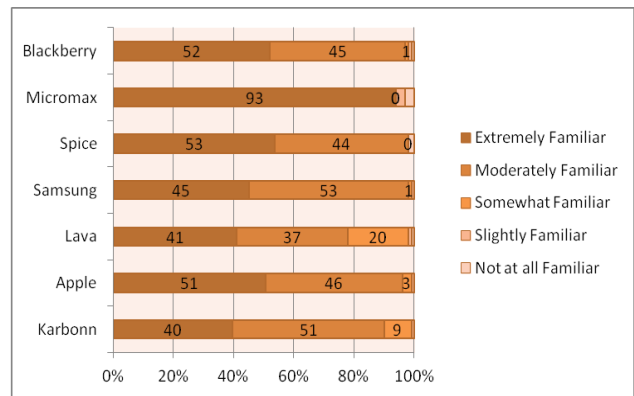**Table V: Familiarity of Logos of different Brands among Rural Educated Young Consumers**



**Table VI: Awareness Levels of Brand of smart phones among Rural Educated Young Consumers**
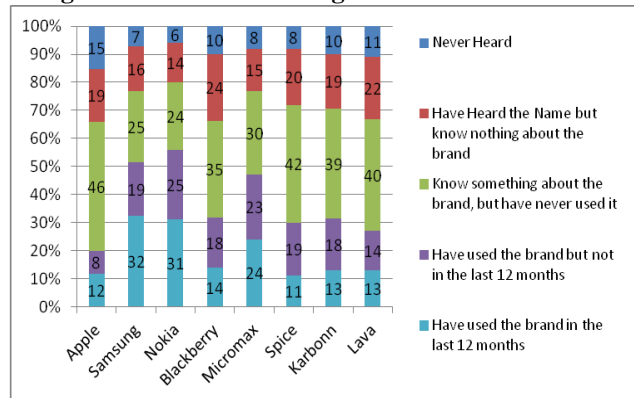


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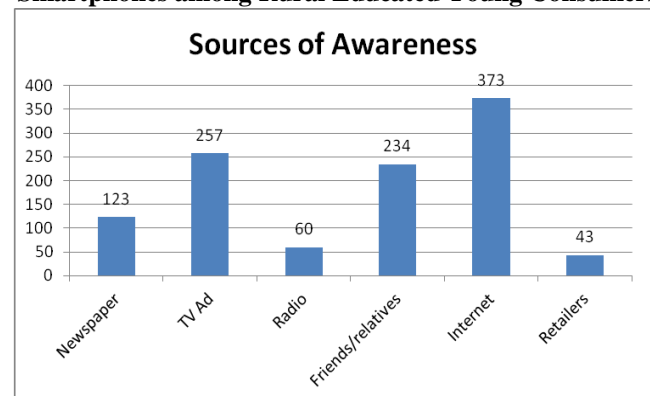**Table VII: Sources of Awareness of Brands of Smartphones among Rural Educated Young Consumers**



**Table VIII: Familiarity of Apple Brand within Gender of Rural Educated Young Consumers**

|  |  | Gender | | Total |
|---|---|---|---|---|
|  |  | male | female |  |
| Familiarity of Apple Brand | Never Heard | 14.3% | 15.7% | 15.2% |
|  | Have Heard the Name but know nothing about the brand | 16.3% | 20.5% | 18.9% |
|  | Know something about the brand, but have never used it | 40.2% | 49.7% | 46.1% |
|  | Have used the brand but not in the last 12 months | 12.6% | 5.2% | 8.0% |

| | | | | |
|---|---|---|---|---|
| | Have used the brand in the last 12 months | 16.6% | 8.9% | 11.8% |
| Total | | 100.0% | 100.0% | 100.0% |

**Chi-Square Tests**

| | Value | df | Asymp. Sig. (2-sided) |
|---|---|---|---|
| Pearson Chi-Square | 28.053(a) | 4 | .000 |
| Likelihood Ratio | 27.311 | 4 | .000 |
| Linear-by-Linear Association | 12.780 | 1 | .000 |
| N of Valid Cases | 798 | | |

**Table VIII: Perception of Brand Image( Group Statistics)**

| | City | N | Mean | Std. Deviation | Sig diff |
|---|---|---|---|---|---|
| Brand image of Apple | Faridabad | 350 | 1.41 | .716 | 0.016 |
| | Gurgaon | 450 | 1.29 | .682 | |
| Brand image of Samsung Brand | Faridabad | 350 | 1.63 | .787 | 0.764 |
| | Gurgaon | 449 | 1.64 | .872 | |
| Brand image of Nokia Brand | Faridabad | 350 | 1.82 | .780 | 0.940 |
| | Gurgaon | 449 | 1.82 | .928 | |
| Brand image of Blackberry Brand | Faridabad | 350 | 1.75 | .876 | 0.598 |
| | Gurgaon | 449 | 1.78 | .885 | |
| Brand image of Micromax Brand | Faridabad | 350 | 2.29 | .945 | 0.001 |
| | Gurgaon | 450 | 2.06 | .996 | |
| Brand image of Spice Brand | Faridabad | 350 | 2.73 | 1.083 | 0.004 |
| | Gurgaon | 450 | 2.50 | 1.131 | |
| Brand image of Karbonn Brand | Faridabad | 350 | 2.61 | 1.104 | 0.004 |
| | Gurgaon | 449 | 2.38 | 1.139 | |
| Brand image of Lava Brand | Faridabad | 350 | 2.64 | 1.290 | 0.004 |
| | Gurgaon | 450 | 2.50 | 1.200 | |

**Table X : Brand Image and age groups(Group Statistics)**

| | Age Between | N | Mean | Std. Deviation | Sig diff |
|---|---|---|---|---|---|
| Brand image of Apple | 18-20 | 664 | 1.37 | .727 | .04 |
| | 21-30 | 136 | 1.24 | .534 | |

**Table XI: Brand Image and Gender(Group Statistics)**

| | Gender | N | Mean | Std. Deviation | Sig difference |
|---|---|---|---|---|---|
| Brand image of Apple | male | 302 | 1.41 | .792 | 0.045 |
| | female | 498 | 1.31 | .634 | |
| Brand image of Samsung Brand | male | 301 | 1.73 | .922 | 0.012 |
| | female | 498 | 1.58 | .774 | |
| Brand image of Nokia Brand | male | 301 | 1.80 | .871 | 0.689 |
| | female | 498 | 1.83 | .863 | |
| Brand image of Blackberry Brand | male | 301 | 1.81 | .938 | 0.279 |
| | female | 498 | 1.74 | .843 | |
| Brand image of Micromax Brand | male | 302 | 2.24 | 1.087 | 0.075 |
| | female | 498 | 2.11 | .907 | |
| Brand image of Spice Brand | male | 302 | 2.74 | 1.237 | 0.008 |
| | female | 498 | 2.52 | 1.027 | |
| Brand image of Karbonn Brand | male | 301 | 2.73 | 1.174 | 0.000 |
| | female | 498 | 2.33 | 1.075 | |
| Brand image of Lava Brand | male | 302 | 2.81 | 1.342 | 0.00 |
| | female | 498 | 2.41 | 1.151 | |

**Table XII: Type of mobile phone purchase n future**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Most inclined to buy a smart phone | 581 | 72.4 | 78.5 | 78.5 |
| | Undecided between smart phone and simple mobile phone | 109 | 13.6 | 14.7 | 93.2 |
| | More inclined to buy a simple mobile phone | 50 | 6.2 | 6.8 | 100.0 |
| | Total | 740 | 92.3 | 100.0 | |
| Missing | System | 62 | 7.7 | | |
| Total | | 802 | 100.0 | | |

**Figure 2: Type of mobile phone purchase in future**
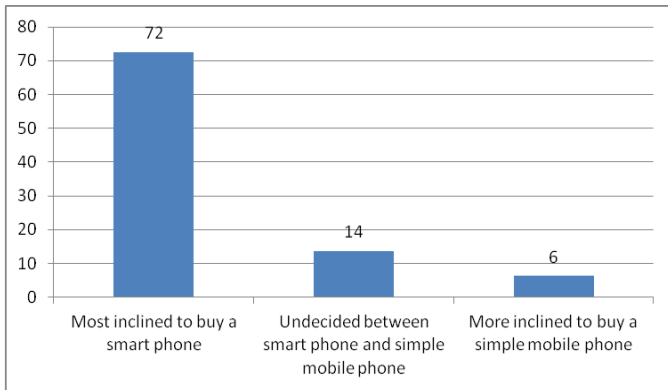
## AUTHORS PROFILE

Dr. Jyoti Rana is the Founder Chairperson of a not-forprofit organization, Foundation for Management Research and Training (FMRT). She is an Associate Professor and Head of Post Graduate Department of Commerce and Head of Department of Marketing in Faridabad. She is an alumna of IIM-Ahmedabad, IIM-Kozhikode and Kellogg School of Management, USA. She completed a Shortterm Course on Consumer Behaviour from University of California, Los Angeles, USA, and one program on Women Leadership from Cornell University, USA. She is recipient of Excellence in Social Service Award, Academic Leadership Award, Shiksha Gaurav Puruskar, Excellence in Teaching Marketing Award, Excellence in Research in Marketing Award and Most Inspiring Woman Award. Dr. Rana has more than 23 years of experience in teaching, training and research. She is an expert in Research Methodology, Consumer Behaviour and Women Leadership. Also, She is a Consultant and a Corporate Trainer and has trained more than 1000 Officers of organizations like BHEL, CWC, ICAI and ICSI. Dr. Rana is the Chief and Managing Editor of DAVCC's AMRIJ, a refereed International Journal and is a reviewer of "A" grade Journals in the field of Management & Marketing. She has more than 50 research papers in her credit which include publications in refereed international "A" grade journals and national reputed journals. She has done Research Projects with UGC and Central Government of India. She has chaired many technical sessions at National and International Conferences in India & abroad and has delivered more than 100 talks in more than 50 Academic Institutions including Central and State Universities, Business Schools and Colleges.