



VAASAN AMMATTIKORKEAKOULU  
UNIVERSITY OF APPLIED SCIENCES

Sirjana Shrestha

# Brand Preference of Mobile Phones among Students of VAMK in Vaasa City

International Business Management

2025

VAASAN AMMATTIKORKEAKOULU  
UNIVERSITY OF APPLIED SCIENCES  
International Business Management

## **ABSTRACT**

Author	Sirjana Shrestha
Title	Brand Preference of Mobile Phones among Students of VAMK in Vaasa City
Year	2025
Language	English
Pages	52+ 8 Appendices
Name of Supervisor	Teemu Myllylä

---

This study investigates the factors influencing mobile phone brand preference among students at Vaasa University of Applied Sciences, with a focus on different independent variables like brand popularity, price, product attribute, social influence, and marketing communication. Given the prominent role of smartphones in students' daily lives, the research examines how these factors affect their brand selection.

The theoretical framework is grounded in consumer behavior theories, incorporating previous case studies on brand preference and decision-making. A structured questionnaire was used to gather data from 145 students as part of a quantitative research method. IBM SPSS Statistics Version 30.0.0.0 was used for reliability and validity testing, in addition to Regression analysis, correlation, and descriptive statistics (Omo-Obas, 2016).

The findings reveal Apple as the most preferred brand, followed by Samsung. Product features, price, and brand popularity significantly influence brand preference, while social influence had no impact, and marketing communication demonstrated a weak negative influence.

---

Keywords Brand Preference, Product Attribute, Brand Popularity, Price, Social Influence, Marketing Communication, IBM SPSS, Quantitative Research, Descriptive Statistics,

# CONTENTS

## ABSTRACT

1. INTRODUCTION.....	1
1.1 Background of the Study .....	2
1.2 Research Objectives .....	3
1.3 Research Problems .....	3
1.4 Research Framework .....	4
1.5 Limitations of the Study .....	4
1.6 The Structure of the Thesis .....	5
2. THEORETICAL FRAMEWORK AND LITERATURE REVIEW .....	6
2.1 Introduction of Mobile Phone .....	6
2.2 Case Study Examples from Previous Research .....	13
2.3 Theoretical Framework .....	16
2.2.1 Dependent Variable .....	17
2.2.2 Independent Variable .....	17
2.3 Research Hypothesis .....	18
3. RESEARCH METHODOLOGY .....	20
3.1 Research Method .....	20
3.2 Population and Sample .....	20
3.3 Sampling Technique .....	21
3.4 Instrumentation .....	22
3.4 Data Collection .....	22
3.5 Validity and Reliability .....	22
3.6 Data Analysis Tools .....	23
4. DATA PRESENTATION AND ANALYSIS .....	25
4.1 Demographic Status of Respondents .....	25
4.1.1 Frequency Distribution by Gender .....	25
4.1.2 Frequency Distribution by Age .....	26
4.1.3 Frequency Distribution by Academic Qualification.....	27
4.1.4 Frequency Distribution by Field of Study .....	28

4.1.5	Frequency Distribution by Mobile Phone Change .....	29
4.1.6	Frequency Distribution by Preference .....	29
4.1.7	Frequency Distribution by Motivation .....	30
4.1.8	Frequency Distribution by Price Range .....	31
4.2	Descriptive Statistics .....	31
4.2.1	Descriptive Statistics for Brand Popularity .....	32
4.2.2	Descriptive Statistics of Price .....	33
4.2.3	Descriptive Statistics of Product Attributes .....	34
4.2.5	Descriptive Statistics of Marketing Communication .....	37
4.2.4	Descriptive Statistics of Social Influence .....	36
4.2.6	Descriptive Statistics of Brand Preference .....	38
4.3	Correlation Analysis .....	39
4.4	Regression Analysis .....	41
4.5	Hypothesis Result .....	44
4.6	Major Findings .....	45
5.	SUMMARY AND DISCUSSION .....	48
5.1	Thesis Topic Evaluation .....	48
5.2	Ethical Considerations .....	48
5.3	Summary .....	49
5.4	Conclusion .....	50
5.5	Recommendations .....	51
5.6	Personal Reflections on the Research .....	52
	REFERENCES .....	53
	APPENDIX .....	61
	Questionnaire Survey .....	61

## FIGURES

Figure 2. 1 Research Framework for Identifying Brand Preference of Students .....	16
Figure 4. 1 Frequency Distribution by Age .....	26

## TABLES

Table 4.1 Frequency Distribution by Gender.....	26
Table 4.2 Frequency Distribution by Age.....	26
Table 4.3 Frequency Distribution by Academic Qualification .....	28
Table 4.4 Frequency Distribution by Field of Study.....	28
Table 4.5 Frequency Distribution by Mobile Phone Change .....	29
Table 4.6 Frequency Distribution by Preference .....	29
Table 4.7 Frequency Distribution by Motivation .....	30
Table 4.8 Frequency Distribution by Price Range .....	31
Table 4.9 Descriptive Statistics for Brand Popularity.....	32
Table 4.10 Descriptive Statistics of Price .....	33
Table 4.11 Descriptive Statistics of Product Attributes .....	35
Table 4.12 Descriptive Statistics of Marketing Communication.....	37
Table 4.13 Descriptive Statistics of Social Influence .....	36
Table 4.14 Descriptive Statistics of Brand Preference .....	38
Table 4.15 Correlation with Different Independent Variables with Brand Preferences .....	39
Table 4.16 Model Summary .....	41
Table 4.17 ANOVAa .....	42
Table 4.18 Coefficients.....	43
Table 4.19 Hypothesis Results and Findings.....	45

## **ABBREVIATIONS**

BP	Brand Preference
Brnd	Brand Popularity
Mar	Marketing Communication
Pri	Price
Prodt	Product Attributes
Soc	Social Influence
Std	Standard
VAMK	Vaasa University of Applied Sciences

## **1. INTRODUCTION**

According to Nair & Karthika (2016) found that mobile phones are now essential for personal communication, embraced by people across age groups, incomes and regions. The global mobile phone industry faces intense competition and rapid shifts in consumer tastes and needs, driving companies to innovate and differentiate continually. Nevertheless, minimal studies into consumer behavior have been done to understand the main reasons and factors responsible for mobile phone purchases.

The new generation, often termed the smartphone generation relies heavily on their devices for daily activities. They invest significant time in choosing a smartphone, with brand being a key factor in their decision. A smartphone is a portable gadget with a cutting-edge operating system that blends computing capabilities with improved portability. It enables users to manage information, make calls, send emails, and browse the internet and more, all from a handheld device. Smartphones support application development and offer capabilities like instant messaging, media playback, GPS navigation, digital photography, voice dictation, and search. They have become indispensable in daily life, providing users with both connectivity and information access, making tasks once possible only on computers now manageable on the go (Afroz, 2017).

Smartphones, with their advanced systems, integrate key functions like calls, internet access, media, and data management, making them essential in today's world. As they continue to grow in popularity, smartphones are set to replace many traditional digital devices in the workplace. They play a crucial role across various professions whether in business, government or farming helping users meet specific needs. This study explores the factors that impact smartphone brand preference, focusing on how different features support professionals' work requirements (Sah, 2021).

Research is based on its relevance, feasibility, and alignment with my academic interests. Mobile phones are a significant part of the educational and personal life, daily routine, and work rate of students. Mobile phone choices are made depending on brand name, price, and quality, similar to overall student behavior. The data enables businesses to focus product development and make informed marketing decisions in order to lead a changing industry.

### **1.1 Background of the Study**

The study's objective was to find out which mobile phone brands students at VAMK preferred. This research enables presentation of factors influencing while selection of the mobile phone by the students of VAMK.

Çelik et al (2015) suggests that Young consumers are significant users of advanced technologies, with smartphones playing a central role. This study examines undergraduate students in Turkey, identifying factors like income, usage duration, price, design, and after-sales services influencing brand preference. Insights aim to guide marketing strategies in addressing young consumers' needs in developing markets

There are many researches being carried out based on mobile phone inside and outside the country. In this world of marketing, various researches are being carried out. Brand preference and mobile phone are the terms that people are aware of and know about it clearly. Yet research on how students prefer to have branded mobile phone still remains limited. This study addresses the gap by focusing on various brands of mobile phone used currently and their preference to new phones. This research will be helpful to marketers, producers as they can produce mobile phones with expected attributes and increase their sales.

## **1.2 Research Objectives**

Mobile phones are among the most usable tools for communication, education, and entertainment for every individual in the modern world, including students. Students at VAMK in Vaasa basically develop brand preference for mobile phones based on brand popularity, pricing, product attributes, and marketing communication. Understanding these choices provide valuable insight into their purchasing decisions and helps mobile phone brands tailor strategies to better meet the needs of students in this dynamic academic environment. Following are the key objectives identified to address these issue:

- To ascertain the recent state of VAMK students' mobile phone brand preferences.
- To examine the nexus between brand popularity, prices, product attributes, marketing communication and brand preference.
- To ascertain the influences of brand popularity, price, product attributes and marketing communication on brand preference of mobile phone.

The determination of study is to investigate the kinds of cell phones that VAMK students choose. It investigates the relationship between different variables with a selection of brands. It also analyzes how they impact the students' choice regarding their cell phone's brand.

## **1.3 Research Problems**

This research studies the main elements influencing the preferences of students for cellphones brands at VAMK in Vaasa by analyzing the results, improvement suggestions to the sales companies as well as manufacturing companies. Important inquiries that the study aims to address consist of:

- What is the present status of brand preference of mobile phones among students of VAMK?

- Is there really any nexus between brand popularity, prices, product attributes, marketing communications and brand preference?
- Which main factor mostly influences on brand preference?

#### **1.4 Research Framework**

The research investigates the determinants of brand preference among VAMK students using five significant independent variables. Brand prominence is a highly effective variable that affects student preferences because familiar brands are likely to generate trust and loyalty. Price determines the degree to which students perceive the product value and quality, while product attributes such as design, battery life, and usability are significant determinants of purchase behavior. Influence from society through recommendations by friends in addition relatives who have a strong determinant of brand choice. Additionally, marketing communication and advertising and promotion significantly contribute to making a brand more salient and shaping student beliefs and attitudes. This research aims to demonstrate how these variables are related to brand preference, offering valuable information on the mobile phone brand choices.

#### **1.5 Limitations of the Study**

The research contain different gaps,

- To represent the student population of VAMK in Vaasa, the learning utilized a data set size of only 145 participants.
- Research area was limited only within the VAMK Students of VAASA.
- The responses provided by mobile phone users may not accurately reflect their true opinions, as some participants might have selected options randomly without careful consideration.

- Graduated students were excluded from the research study despite their use of mobile phones.

## **1.6 The Structure of the Thesis**

The thesis introduction is contained in the first chapter, which also provides the study's history, goals, issues, framework, and constraints as well as the thesis's structure. The second section elaborates on the theoretical framework adopted in this paper. Theories in the chapter include smartphone brands, dependent and independent variables, research hypotheses, factors of preference in VAMK (factors influencing preference at VAMK. Previous study on the subject is explained by the theoretical framework, which also supports the research and its analysis. Chapter three discusses the research technique. It explains why this methods for research were chosen, when and how the data is collected and what kind of analysis methods are used. In chapter fourth Presentation and Analysis of Data shows survey result. This portion is subdivided into six subheadings, which are 1st presentation of the demographic results, 2nd presentation of the descriptive statistics, 3rd correlation analysis, 4th regression analysis of the results, 5th hypothesis results and Lastly, major findings of the research. The last chapter Summary and Discussion includes thesis topic evaluation, ethical considerations, summary, conclusion, recommendations and personal reflections about the research. The complete list of sources is given at the conclusion and the questionnaire is included in Appendix 1.

## **2. THEORETICAL FRAMEWORK AND LITERATURE REVIEW**

Young consumers, especially with the rise in smartphone usage, are key users of advanced communication technologies. The factors influencing their brand preference for smartphones, focusing on undergraduate students in Turkey. Using survey data found that factors like monthly income, smartphone usage duration, household income, price, design, and weight and after-sales services impact brand choices. These findings offer insights that could guide future marketing strategies targeted at young consumers in developing countries (Çelik et al., 2015).

### **2.1 Introduction of Mobile Phone**

KOTLER & KELLER (2024) said that brand is the good or service that sets itself apart from competitors that are meant to fulfill the same needs. The distinction may be based on practical, logical, or material considerations. Further, a brand can also be defined in terms of symbolic, emotional, or intangible attributes that represent the brand's underlying meaning or representation.

As of December 2024, the top five mobile brands in Europe by market share are Apple (33.36%), Samsung (33.15%), Xiaomi (13.56%), unknown brands (3.52%), and Huawei (2.74%). Apple and Samsung dominate the market, appealing to a wide range of consumers with their premium features and diverse product portfolios (GlobalStats, 2025).

Xiaomi holds a significant share due to its affordability and innovative offerings, while Huawei remains a notable player despite market challenges. "The existence of unidentified brands emphasizes how niche businesses are starting to appear in the area" (GlobalStats, 2025). As per above data I considered apple, Samsung, Xiaomi, Huawei but Nokia is considered for its home products.

## Apple

Amati & Associates (2023) states that Apple's branding strategy is all about evoking emotions and creating a connection with the customer. The brand stands for a lifestyle of creativity, regained freedom, innovation, passion, and the realization of hopes, dreams, and aspirations. It empowers individuals through technology while advocating for simplicity and reducing complexity in people's lives. Apple emphasizes user-centered product design in its strategy and presents itself as a very humanistic company.

## Samsung

Pinardi et al. (2024) describe a Samsung is one of the top worldwide smartphone makers with a steady top-two manufacturer status among competitors like Apple, Xiaomi, Oppo, and Vivo. In 2022, Samsung held a market share of 20%, which is lower than Apple's 39%. Samsung's success is encouraged by its solid internal controls along with sufficient government support in South Korea that earns Samsung additional business and has a sufficient economic impact on the country. This study investigates Samsung's international marketing strategies and industry forces based on a literature review. The study shows that government assistance, raw material availability, efficient production, efficient distribution, proper marketing, and better customer service are the keys to Samsung's success in the global smartphone market. (Pinardi et al., 2024). Google Scholar and ProQuest search, using Key concepts describing its advertising strategies, yielded 85 articles between 2013 and 2023, of which 10 were shortlisted for detailed examination (Pinardi et al., 2024).

## Nokia

Neelu (2014) a Nokia has been a recognized global brand and leading player in the mobile market for many years. Its achievement as a leader in the handset market was through its capacity to predict the increasing demand for mobile phones ahead of its competitors. (B. V. & Jayanthila

Devi (2021) since the year 2008, Nokia has fallen behind its rivals in the rapidly expanding cellphone industry.

### Huawei

Dmitrijevs (2020) found that globalization of the economy and information is greatly aided by telecommunications equipment. In numerous European nations, Huawei has set up joint ventures, market branches, and research and development facilities. However, Huawei has both possibilities and challenges as global telecommunications industry competition heats up and demand from abroad increases. This study focuses on Huawei's current marketing strategies for mobile phones in Europe and provides suggestions for improving its competitiveness in international markets. This company has grown to be a significant trader in China, supplying networking services for telecom carriers and growing its global footprint(Dmitrijevs, 2020).

### Xiaomi

Xiaomi, as a growing technology-based company, continues to expand its international business. This study examines Xiaomi's international business model by analyzing the reasons behind its global expansion. It looks at Xiaomi's target market selection, market entry strategies, and marketing plans for the time frame of the internationalization process. The research concludes by summarizing Xiaomi's experience with international expansion and providing guidance for future development (Wei & Long, 2021).

In addition to playing an important part in customers' daily lives, brands are also important assets for their owner enterprises. Due to the imminent relationship among brands and consumers due to the effect that branded goods have on the lifestyle of consumers, the branded goods industry requires a keener insight into the factors governing brand preference. This is to increase brand equity in addition to retain good advantage (Duarte & Raposo, 2010).

This study targets the new mobile phone market of Nepal to examine buyer behavior and provide actionable strategies. The study, based on

Doukoure & Supinit (2016) conduct surveys of 140 buyers sampled through cluster sampling conducted over four months, looks at consumer choice and loyalty to new Chinese companies as well as well-known international brands (EGBs) like Nokia. The findings point to low brand loyalty but high preference for Nokia. The primary factors for choosing a brand are effectiveness and price, and purchasing choices are made based on new features and innovation. The study suggests focusing on advertisement, promotion of the brand, and tracking key performance indicators to improve brand success (Arhan Sthapit & Shakya, 2010).

The capacity of a consumer to identify a product by its logo, advertisement, or packaging is known as aided understanding, or recognition of the brand. Recalling a brand name whether triggered by a good or category is known as unaided awareness, or brand recall. Brand dominance is the most potent type of awareness, when a consumer remembers only one brand in a category, whereas awareness at the forefront refers to the initial brands that a customer think of in that category (Hildreth, 2012).

Soomro & Ghumro (2013) states that study examines young consumers' brand preference in Sindh and provides insight into their buying behavior in general. The findings are enlightening to administrators, practitioners, and researchers regarding the consumer preference for Sindhi cell brands and services. This article targets Sindh's university students, using descriptive statistics in examining the respondents' characteristics. The hypotheses are cross-checked with exploratory factor analysis through varimax rotation, and most of them are confirmed by the results. According to the study, students prefer mobile phones that are value added with features such as cameras, large screens, popular brands, and low costs. They prefer service providers that offer low-cost SIMs, free minutes, low call tariffs, and excellent call quality as well (Soomro & Ghumro, 2013).

According to Riyath & Musthafa (2014) to this research examines the Sri Lankan mobile phone market where marketers and producers are highly competitive. It is necessary to know what drives consumers' brand selection for effective design, price, and promotion of mobile phones. The research targets university students in Sri Lanka and employs an online survey instrument to gather data from randomly picked participants. The findings identify that price, trendy appearance, and perceived quality are a significant consideration in students' purchasing behavior of mobile phones. JASMINE (2014) states descriptive statistics identify the key elements influencing brand preference.

Many demographic and socioeconomic indicators may have an influence in consumers' smartphone buying intention. Several earlier studies pointed out the relevance of gender in relation to consumers' use of a smartphone (Van Deursen et al., 2015).

The study examines smartphone buying preferences of Delhi and NCR consumers, namely usage patterns, brand preference, and drivers of purchase decisions (Jeeramakorn, 2019). It investigates the consumer's perception of smartphones, their appearance, multimedia, operating system, and price categorization preference, and their favorable disposition towards smartphone brands. The study, conducted employing 100 working and student population respondents, employs SPSS software to utilize data against tests such as correlation and cross-tabulation. The results will help smartphone manufacturers create marketing plans that are tailored to the needs of their target audience (Ahmed & Nasreen, 2015).

Roseli et al. (2016) a study looked at the relationship between Malaysian university students' smartphone brand preferences and their shopping habits. With 327 students as the sample size, easy sampling as well as pilot-tested and Likert-scale surveys were used in the study's design. The findings suggest salient factors influencing the selection of smartphones in this population. Abuyog, Mikaela C. Acebes et al., (2020) the results of a Pearson correlation study showed that brand name,

price, social factors take positive influences on purchasing behavior between consumers

The research tested the connection between customers' own image and their preference for mobile brands using respondent data, correlation, and regression analysis. Pakistani consumers choose mobile brands that reflect their self-image, but they are also influenced by other aspects, according to the data, which showed a moderately good link. The results indicate that, in addition to the useful product features, marketers and brand managers should concentrate on developing brand images that represent consumers' self-images since these pictures play a big role in self-expression (Tahir et al., 2018).

In South Korea, home to Samsung, smartphone choices are shaped by brand loyalty and consumer interest. Using an asymmetric discrete choice model, it finds that brand is the main factor in smartphone selection. Apple has the highest brand loyalty, meaning its users are more likely to stick with Apple, especially if their innovative peers are satisfied with it. While Samsung has lower brand loyalty than Apple, it has the highest brand interest. "In general, approval of smartphone brands by innovative peers greatly influences consumer interest across all brands" (J. Kim et al., 2020).

Gusti Noorlitaria et al. (2020) said that in the context of a Samarinda City fast-food restaurant, this study investigated the relationship between brand loyalty and the perception of quality are mediated by awareness of the brand and purchasing intention. Based on a sample of 80 respondents, a Likert scale survey questionnaire was gathered and analyzed based on PLS, and Results indicate that awareness of brand has strong impacts on buying habit and brand loyalty. The intention to buy is significantly impacted by product loyalty, while real value is positively impacted by product alertness. Brand loyalty due to superior product quality, which further reinforces their propensity to repurchase (Dr. Hsin Kuang Chi et al., 2009).

The goal of the study is to ascertain the key elements impacting consumers' choices when buying smartphones. Samples were collected from Kathmandu Valley individuals who had a cell phone as part of a quantitative study. 270 participants who were all employed and had a smartphone were surveyed using convenience sampling. The study took into account the following factors: pricing satisfaction, product qualities, brand image, brand loyalty, and advertising. The results demonstrate that pricing has a considerable, if not statistically significant, beneficial influence on brand preference and advertising, brand image, and product reliability. The most important factor were pricing in smartphone choice among consumers in Kathmandu (Singh & Upadhyay, 2023).

One important marketing concept that influences consumers' attitudes and purchasing decisions is brand awareness. Based on inferences drawn from best quality scholarly works, various research perceptions of brand awareness have been modified to observe its importance as a component of consumers' behavior. Favorable brand presence increases brand recall, brand confidence, and preference, ultimately contributing to effects on purchasing decisions and marketing outcomes. Understanding the functionality of brand awareness generates insightful knowledge concerning its importance for establishing brand equity and strategy formulation (Kumaresan & Samydoos, 2024).

Using the social networks theory and Bilgin's model (2018), analyze how marketing initiatives affect the development of brand awareness, image, and loyalty in a public higher education institution's social networks (Sánchez Garza et al., 2024) . The quantitative approach employed examined data from 1,600 university students through structural equation modeling. The findings highlight four marketing dimensions entertainment, sharing, advertising, and personalization showing their positive influence on brand awareness and loyalty (Sánchez Garza et al., 2024).

Brand awareness takes a big influence on the purchasing and habits of consumers' intention (Muniapan, 2008). This paper reflects on some

findings of empirical research finding, corroborating the view that they have a significant link with product alertness and buying intention. Awareness of a brand is strong where consumers might have the intention to buy a firm's products or services. Product superiority, personal interest, and competence also act as intermediaries. Businesses need to incur spending on brand familiarity through meticulously planned promotion campaigns in order to reach customers and expand loyalty. Targeted marketing, mainly to a particular age group, can even increase its effectiveness on consumption (Chen, 2024).

## **2.2 Case Study Examples from Previous Research**

Case studies in previous research typically involve a detailed study of a particular example or case within a certain discipline. The next are descriptions of case study examples from different disciplines:

- Factors Affecting Customer's Preferences to Buy Cellular Phones for Local Versus International Brands: A Case Study in Pakistan (Arif et al., 2015).

This case study examines the domestic versus international mobile phone producers' consumer preferences have been explored with quantitative research where 150 interview participants were consulted. The five key drivers of shopping decisions, namely, smart features, company prestige, ruggedness or strength, value for money when resold, and cultural affiliation, were areas under study. The findings evidently indicated a foreign brand preferential choice due to their recognized superior quality and innovation. The study brings out the importance of strategic branding, innovation, and sound market positioning in local brands' competitiveness. The broader implications are that consumer decision-making models can be applied to infrastructure planning by incorporating aspects of accessibility, resilience, and affordability. In-depth understanding of consumer behavior in various industries can facilitate wise resource allocation and strategic advancement in the commercial as well as the public sector (Arif et al., 2015).

- Factors Affect Mobile Phone Brand Choices: Studying the Case of Jordan Universities Students (Alshurideh et al., 2015).

This paper examine reasons that affect mobile phone product preference using the Behavior Perspective Model (BPM). The study includes Jordanian consumers' pre and post behavior factors, such as their physical, social, temporal, and regulatory settings. Warranty terms, post-purchase service, salespeople's justifications, and word-of-mouth recommendations are all factors that greatly affect brand choice. Positive past experience induces repurchase and negative experience induces changing brands. Post-purchase thoughts like benefits obtained from product guide choices, and word of mouth can lead to switching brands. The study, based on a questionnaire completed at three universities in Jordan and tested by Multinomial Logistic Regression, extends BPM applications to actual consumer behavior and suggests that future research may be needed on informational influence (Alshurideh et al., 2015).

- Business Case Study: Antecedents of User Satisfaction with Huawei Mobile Phones (Du & Rojniruttikul, 2025).

This case study looks at the factors that affect customer satisfaction with Huawei smartphones, including cost, quality, service, privacy of data, and user experience. It finds two main factors manipulating satisfaction are the cost of manufactured items and the user experience, using multiple linear regression analysis on a sample of 385 Huawei users (Reddy & Reddy, 2020). However product quality and data privacy also had some influence, they were not statistically significant. After-sales service and support were also found to be a significant factor in satisfaction, with satisfactory customer service being essential. Data privacy was also critical but one which Huawei must remain abreast of evolving user concerns. The findings suggest that Huawei must address pricing strategies, product quality, after-sales service, and issues of privacy to increase user satisfaction. Future research can look into

longitudinal studies and cross-brand comparisons to further untangle user behavior in the smartphone market (Du & Rojniruttikul, 2025).

- The relationship between brand personality and customer personality, income and gender: A case study of the mobile phone market in Iran (Ekhlassi et al., 2012).

This study investigates the links among product and personality of consumer. It discovers that extroverts like active brands, conscientious consumers like responsible brands, and agreeable consumers like aggressive brands. Yet, no difference was discovered to be present between men and women regarding the selection of a preferred brand personality, nor was a moderate relationship discovered to be present between income level and brand select. The research suggests that marketers must segment their target group according to the personality types and align their brand image and marketing strategies to reach them better (Ekhlassi et al., 2012).

- Mobile phone customer loyalty in Thailand: A path analysis case study (Pumim et al., 2017).

According to Reddy and Narsi (2018), "Six aspects are the primary focus of this study, which looks at what influences client retention in Thailand, including the perception of worth, perceived expenses for switching, corporate image, client happiness, perceived caliber of service, and customer trust". Evidence from 515 Thai cellular customers was among that factors affect customer happiness, which in turn significantly affects loyalty. Perceived switching costs, especially non-monetary, also significantly impact loyalty. The research discovered that perceived value is main powerful reliability. The study shows that cellphone operators must improve their quality, satisfaction, and real value to retain customers and gain new ones. It also shows that while corporate image does not directly influence loyalty, it is still important for brand building (Pumim et al., 2017).

### 2.3 Theoretical Framework

Research model specifies the key drivers of students' brand choice. It identifies five key drivers and they linked together in influencing students' decisions, with price being the fundamental driver in decision-making. The model illustrates how extrinsic factors such as marketing intervention and social pressures, as well as product quality and brand recognition, result in the development of brand preference.

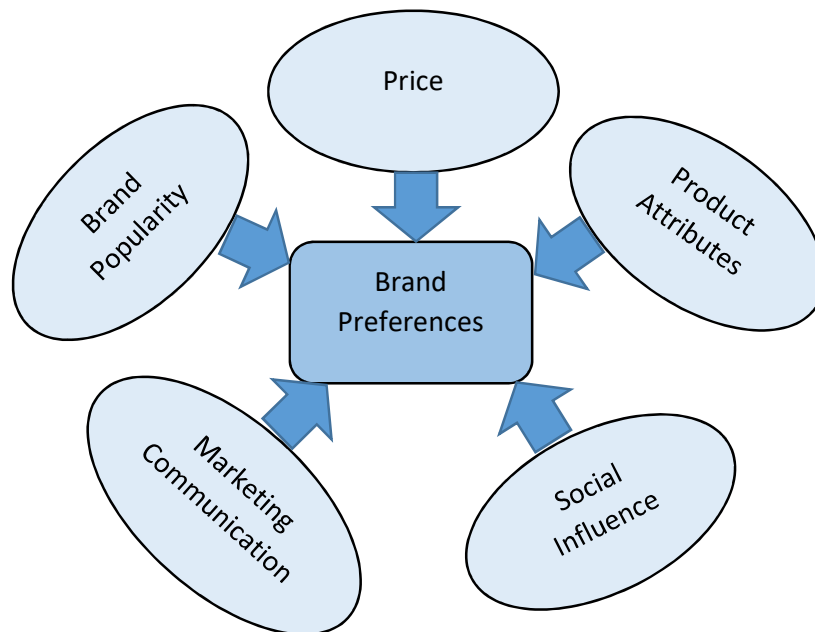


Figure 2. 1 Framework for Research on Brand Preference of Students (2025)

Although brand preference served as the dependent variable those are acted as the independent variables. Afroz (2017) found that consumers consider several aspects before buying a smartphone based on features of the product, amount, recommendations, brand perception and social guidance. According to Researchers Uddin et al., (2014) this investigation's results, a number of factors eventually influence a customer's decision to purchase a mobile phone. The physical attributes

of the phone, like by its camera, Bluetooth, color, weight, and other features, are among the most important considerations for buyers.

### **2.2.1 Dependent Variable**

Mandlik et al. (2025) state that a dependent variable is the one or more variables that gets influenced when the independent variable changes. Changes in the independent variable have a direct impact on the dependent variable. In this research, brand preference of mobile phones is the dependent variable, whose outcome depends upon the changes in the independent variables.

### **2.2.2 Independent Variable**

Mandlik et al. (2025) state that In a scientific experiment, an independent variable refers to anything that can be altered or regulated to see how it impacts the dependent variable. Variations in an independent variable are unrelated with each other, though they do affect the dependent variable. In this research study, factors such as time period, phone attributes, brand loyalty, brand image, usage, price, and advertisement have been considered as independent variables.

#### **Product Attributes**

Product attributes are critical determinants of consumer utility and significantly influence purchasing decisions in technology product markets. In the context of this study on digital cameras, product attributes play a crucial part in modeling brand performance, user preference, also market dynamics. A key managerial challenge is to assess the effects of product attributes on brand performance over time. Technology markets are characterized by rapid innovation, where the development and launch of models with improved attributes provide a competitive advantage. Brands focusing on upgrading features, such as higher image resolution or ergonomic designs, tend to enhance consumer satisfaction and loyalty, ultimately boosting sales performance (Sriram et al., 2006).

### Brand Popularity

As per Liu (2022), "In the tough smartphone industry, brand popularity is crucial in determining consumer preferences and guiding purchase decisions. Certain brands that have effectively captivated the consumer market through innovation, clever marketing, and adaptation have come to dominate the worldwide smartphone sector. Because the smartphone market is so competitive, companies must constantly innovate and use clever marketing approaches to increase their popularity". Brands that align product attributes with consumer expectations, such as improved battery life, high-resolution cameras, and competitive pricing, are more likely to sustain and grow their market share (Liu, 2022).

### Price

Buyer's brand preferences are greatly influenced by price, especially in the mobile phone industry. It is often the first factor considered by consumers when selecting a brand, as it provides an initial impression of quality and affordability (Yusuf et al., 2015). The rate of a product significantly influences consumer perceptions, with higher prices often associated with advanced technology and superior quality, while lower prices may lead to concerns about product reliability (AYGUN et al., 2007).

### Social Influence

Jamil & Wong (2010) a consumer's perception of social standards and different people's expectations affects their intention to buy a particular brand. According to Auter (2007) said that family members and relatives are social forces that create encouragement and nurture the increased dependence on smartphones.

## **2.3 Research Hypothesis**

The following are the study's hypotheses:

H1: Brand preference and brand popularity are significantly correlated.

H2: Brand preference and price are significantly correlated

H3: Brand preference and product attributes are significantly correlated.

H4: Brand preference and social influence are significantly correlated.

H5: Brand preference and marketing communication are significantly correlated

### **3. RESEARCH METHODOLOGY**

Chapter three of this thesis will discuss the research method, announcing the statistical techniques utilized to yield valid and reliable findings in accordance with the purposes and goals of the research. First, the study methodology will be explained, outlining the chosen analysis technique. The population and the sample, the process of sampling methodology, collecting data, validity and reliability, as well as the analysis tool will all be covered in this chapter.

#### **3.1 Research Method**

The purpose of this study is to find out the cell phone brand choice of VAMK students in Vaasa City. Descriptive study aims at the identification and description of situations or problems as they exist, without any manipulation of a variable by the researcher. It tries to develop an exhaustive understanding of a phenomenon, typically through data collection methods like surveys, case studies, and observational methods. While it encompasses multiple variables, a single variable suffices for the research. Descriptive research has mainly three functions to describe, explain, and confirm. It is being extensively used for the examination of the attributes and behavior of a sample population (Mugenda, 2017). A descriptive research design was applied, using an online structured questionnaire to target students who use mobile phones.

#### **3.2 Population and Sample**

Deliberate sampling, also known as purposive sampling, entails choosing particular units or individuals to act as representatives of a population. Convenience sampling might produce biased results since it involves selecting participants based on convenience, such as asking fuel customers at particular stations questions. Typically employed in qualitative research for idea generation rather than generalization, judgment sampling depends on the researcher's own judgment when choosing representative individuals (Vinet & Zhedanov, 2011).

The research survey of Vaasa VAMK student respondents was used to determine brand choice of mobile phones. Due to the fact that it was not feasible to determine the size of the entire population of brand users of mobile phones, a convenience sample of 145 students was used. The use of this sampling procedure was justified due to the fact that it was easy and readily accessible by which data were obtained within time and budgetary constraints. The subjects were recruited through networks of students and the internet for the purpose of gaining diversity in opinion. Convenience sampling might have restricted how broadly the results are potentially applied (Lian & You, 2017), but provided insightful early results on why factors influence the preference of VAMK students towards mobile brands, establishing a basis for additional investigation

### **3.3 Sampling Technique**

Etikan (2016) figures out Non-probability techniques like Convenience Sampling and Purposive Sampling are typically employed when random sampling is not feasible due to constraints like time, finance, or access to big populations. Although Convenience Sampling is convenient and quick to conduct, it is too restrictive and can potentially be unrepresentative of the entire population. Purposive Sampling, on the other hand, picks particular topics with particular features, providing intense information but inviting prejudice. These non-probability sampling methods are appropriate where generalizability is not an issue and the sampling technique is aligned via the intention of doing the study and setting (Etikan, 2016).

According to Khadka, (2020) Convenience sampling is the technique for collecting data from a research population that the researcher can easily contact. Since the target population differs, this sampling strategy allows the researcher to conduct interviews or acquire answers cost-effectively, yet it can be charged with selection bias (Rahi, 2017).

### **3.4 Instrumentation**

The study instrument used was a questionnaire (Vyver, 2017). The survey comprised 26 questions about demographics, student brand preferences and others independent variables mentioned above. Because of the research nature, the questionnaire will be more qualitative in the eyes of the respondents than quantitative. Numerous question types will be included in the questionnaire, including LIKERT scales, ranking scales, single and multiple response questions, and more. Similarly, an organized questionnaire design will be employed.

### **3.4 Data Collection**

Primary sources provided first-hand, direct information in the form of interview transcripts, statistical reports, and original artwork. Primary sources provided raw data that were directly applied to the research question. Secondary sources consist of second-hand data that analyzed or interpreted primary data. They comprised journal publications, reviews, and scholarly books that synthesized secondary literature and provided context (Streefkerk, 2023). Data were mostly gathered with the use of standard online questionnaires. Questions were cover various demographic and educational backgrounds. Both primary data (survey responses) and secondary data (literature, journals) were utilized.

### **3.5 Validity and Reliability**

These are essential in assessing investigation instruments (Gachigo, 2025). Validity speaks to what and to what degree an instrument is measuring, whereas reliability speaks to how stable and accurate the data are by minimizing random error. Such forms of research explore such concepts to a very extensive level, based on their relevance to research methodology (Mohajan, 2017). A measuring device's validity is determined by how well it captures the intended data. A threshold or cut-off for alpha as an appropriate, sufficient, or suitable level was also suggested in certain articles.

Usually, this was seen as  $\geq 0.70$  (five cases) or  $> 0.70$  (three cases), while one paper used the term "the permissible values of 0.7 or 0.6" somewhat loosely (Griethuijsen et al., 2014). Furthermore, the use of expert opinions and suggestions enhanced research reliability. Reliability and validity ensure the possibility of mistakes in the measurement and also that the data measurement method is dependable and consistent (Vinet & Zhedanov, 2011).

Table 3. 1 Cronbach's Alpha of Different Variables

Construct	No. of Cases	No. of Questions	Cronbach's Alpha
Brand Popularity	145	3	0.876
Price	145	3	0.870
Product Attribute	145	3	0.865
Social Influence	145	3	0.881
Marketing Communication	145	3	0.885
Brand Preference	145	3	0.842

Table 3.1 indicates a satisfactory degree of dependability with alpha values ranging from 0.842 to 0.885. It was employed to estimate the item's intrinsic coherence (Sah, 2021).

### 3.6 Data Analysis Tools

Pallant (2020), reported a standard statistical software tool for analyzing data, the Statistical Software Package for Social Science (SPSS) allows both basic and complex statistical operations. SPSS supports the overall research process, from research questions to presenting findings, as well as data analysis. SPSS offers clear guidelines for statistical computations

to ensure precision and dependability in the interpretation of data. Its simplicity, with the help of screen outputs and handy applications, made it perfect for experts and beginners. SPSS was also most suited when dealing with big data sets, multivariate analysis, and creating pre-formatted reports, thus becoming a quantitative research benchmark across discipline (Pallant, 2020).

The answers were calculated using IBM SPSS Statistics Version 30.0.0.0(172), statistical software that social scientists use the most worldwide (Rahman & Muktadir, 2021). Demographic and perceptual characteristics were measured using the questionnaire's Likert scale and single-response items. The popular Likert scale made it possible to measure attitudes and perceptions (Likert, 1932).

## **4. DATA PRESENTATION AND ANALYSIS**

This chapter outlines the findings from the analysis, interpretation, and evaluation of field survey responses through descriptive statistics, correlation analysis, and regression analysis. The Likert scale is the most commonly used summated scale in social opinion research (C.R. Kothari, 1985). For an overall evaluation, percentages and frequency values were used to analyze the respondent profiles, personal traits, and survey results.

### **4.1 Demographic Status of Respondents**

Respondents' profiles are important in every study. It would be deceptive to evaluate the study's results without knowing them. The respondents profiles contained in this research are gender, age, and academic qualification, field of study, mobile phone change, individual preference, motivation, and price range. In this research, Students include mobile phone users residing at Vaasa University of Applied Sciences, and 145 questionnaires were collected. The chart depicts the demographic parameters of the respondents in both numbers and percentages.

#### **4.1.1 Frequency Distribution by Gender**

As per researchers Chrisler & Lamer (2016) it is possible to use gender notions to categorize masculinity and femininity as fundamentally different but complimentary behavioral types. People tend to think of gendered qualities as inborn and rigid, even though the term gender is meant to reflect psychosocial and cultural influences. Understanding respondents' perceptions of brand choice by sex depends in large part on their gender. The table below displays the respondents' percentage categorization by gender:

Table 4.1 Frequency Distribution by Gender

<i>Gender</i>	Frequency	Percent
Male	74	51.0
Female	65	44.8
other	5	3.4
prefer not to say	1	0.7
Total	145	100.0

Source: Opinion Survey, 2025

The number of respondents using the gender categorization used in the investigations is shown in above table 4.1. It shows that majority of responses 51 percent are men, followed by women (44.8 percent), other respondents (3.4 percent), and respondents who would rather not be identified (0.7 percent).

#### **4.1.2 Frequency Distribution by Age**

The distribution of participant's age is a significant factor in any research project (YAYLA, 2019). The table below displays the respondents' age classification as a percentage.

Table 4.2 Frequency Distribution by Age

Age	Frequency	Percent
20 years or below	12	8.3
21-30	84	57.9
Above 30 years	49	33.8
Total	145	100.0

Source: Opinion Survey, 2025

The age breakdown of the participants, revealing that 57.9% fall within the 21–30 age range, 33.8% are older than 30, and 8.3% are 20 years old or younger. This population is rather youthful, as seen by the aggregate percentage, which discloses that 66.2% of the students are 30 years of age or younger.

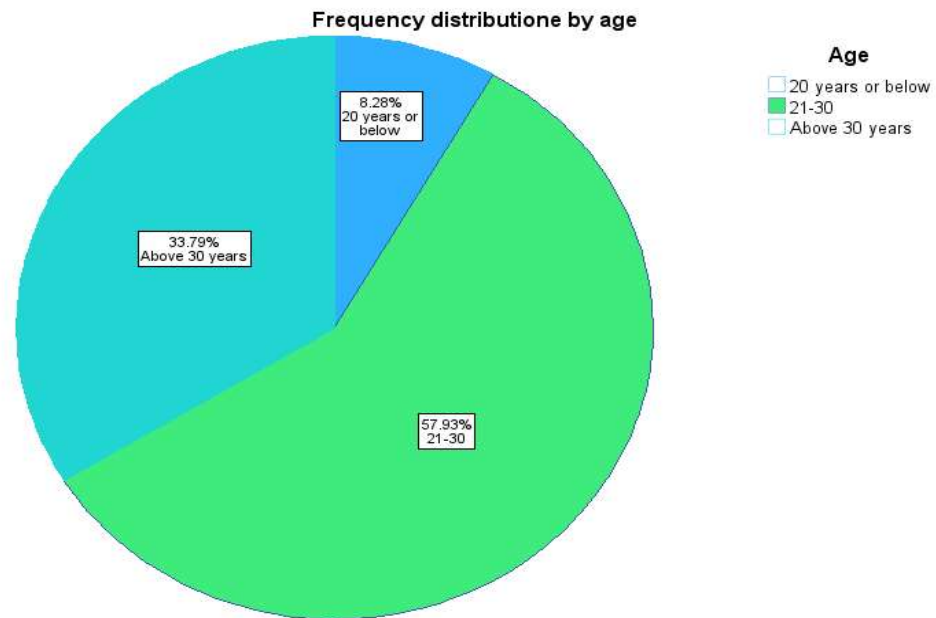


Figure 4. 1 Frequency Distribution by Age

(Source: Opinion Survey, 2025)

Figure 4.1 displays the participants' age distribution. The highest percentage, 57.93%, belongs to the category of 21–30 years, followed by 33.79% above 30 years, while only 8.28% are 20 years or below. According to this distribution, most responders are classified as young, with a sizable portion falling into the early adult stage.

#### **4.1.3 Frequency Distribution by Academic Qualification**

The percentage breakdown of the respondents based on their academic qualifications is illustrated in the table below. The table below displays the respondent's percentage categorization by academic background.

Table 4.3 Frequency Distribution by Academic Qualification

Qualification	Frequency	Cumulative Percent
Master's Degree (ongoing)	34	23.4
Bachelor's Degree (ongoing)	103	94.5
others	8	100.0
Total	145	

Source: Opinion Survey, 2025

The distribution of respondents by academic background, as determined by the investigations. The chart shows that 94.5 percent of those surveyed are pursuing a bachelor's degree, 23.4% a masters, and 8% other educational degrees.

#### 4.1.4 Frequency Distribution by Field of Study

The table below displays the respondents' percentage categorization by their replies.

Table 4.4 Frequency Distribution by Field of Study

Field of Study	Frequency	Percent
Business Administration	67	46.2
Engineering	58	40.0
Nursing	9	6.2
Social Services	11	7.6
Total	145	100.0

Source: Opinion Survey, 2025

In accordance with the table, 46.2 percent of respondents study business administration, 40.0 percent study engineering, 7.6 percent

study social services, and the remaining 6.2 percent of respondents study nursing.

#### **4.1.5 Frequency Distribution by Mobile Phone Change**

The categorization of all responders based on preferred mobile phone changes is presented below.

Table 4.5 Frequency Distribution by Mobile Phone Change

Time of Change	Frequency	Percent
Less than 1 year	12	8.3
1-2 years	25	17.2
2 years above	108	74.5
Total	145	100.0

Source: Opinion Survey, 2025

Percentage indicates the proportion of the total that each group represents, while amount of replies indicates the number of individuals in respective group. The figure indicates that 74.5 percent of respondents choose two years or more, 17.2 percent prefer one to two years, and 8.3 percent of them prefer less than one year.

#### **4.1.6 Frequency Distribution by Preference**

The dataset below displays the percentage classification by personal preference for mobile phone brands.

Table 4.6 Frequency Distribution by Preference

Preference	Frequency	Percent
Apple	66	45.5
Huawei	5	3.4
Nokia	2	1.4

Preference	Frequency	Percent
Samsung	42	29.0
Xiaomi	5	3.4
Others	25	17.2
Total	145	100.0

Source: Opinion Survey, 2025

Table 4.6 illustrates the number of respondents categorized by brand preference as indicated in the study's questionnaire survey. According to the table, the majority of people that is 45.5 percentage prefer Apple, 29 percentage of the respondents prefer Samsung, and 17.2 percentage prefer the respondents prefer other brand, 3.4 percentage of population prefer Huawei and Xiaomi and the remaining 1.4 percentage of the respondents prefer Nokia over other brand of mobile phones.

#### 4.1.7 Frequency Distribution by Motivation

This table shows the classification of the total respondents on the basis of motivating factors for buying mobile phones.

Table 4.7 Frequency Distribution by Motivation

Motivation	Frequency	Percent
Referrals	14	9.3
Advertisement	4	2.7
Own Choice	111	74.0
Others	16	10.7
Total	145	100.0

Source: Opinion Survey, 2025

The distribution of respondents according to the categorization of motivating elements found in the survey is listed above. Table indicates that 74 percent of respondents are motivated to purchase a phone, 10.7 percent are motivated by other motivating factors, 9.3 percent are motivated by referrals, and the left 2.7 percent are inspired by advertisements.

#### **4.1.8 Frequency Distribution by Price Range**

This table shows the classification of the total respondents on the basis of preferred price range of mobile phones.

Table 4.8 Frequency Distribution by Price Range

Price Range	Frequency	Percent
Below 500 euro	21	14.5
500 euro to 1000 euro	71	49.0
Above 1000 euro	53	36.6
Total	145	100.0

Source: Opinion Survey, 2025

Above table 4.8 shows the number of respondents with the classification on preferred price range the questionnaire survey for the study is shown in table 4.8 above. No. of responses represents the number of respondents of each category and percentage refers to the respondent's number in particular category out of total. According to the table, the majority of people that is 49.0 percentage prefer price range of 500 euro to 1000 euro, 36.6 percentage of the respondents prefer price range of above 1000 euro and the remaining 14.5 percentage of the respondents prefer price range of below 500 euro.

#### **4.2 Descriptive Statistics**

The evaluation of several choice question answers is displayed in this section. By examining every measure's mid, standard deviation, lowest

and highest values, data properties were investigated (Hafinaz, Hariharan R., 2025). These statistical measurements aided in evaluating the data's frequency and relationship to the study factors.

As per Kothari (1985), The Five-Point Likert Scale, with 1 denoting "Strongly Disagree" and 5 denoting "Strongly Agree," was employed to gather answers. A higher influence on investor satisfaction is indicated by an average score that is close to 5. There are 145 individuals which answered each question in this poll. The descriptive statistics for each determinant are shown on the next page.

#### 4.2.1 Descriptive Statistics for Brand Popularity

The degree to which the general public buys a product is known as its brand popularity (Kim & Chung, 1997). In this instance, brand popularity is a descriptive standard that internet merchants have used as a promotional tactic. According to this theory, students like well-known companies because they believe that their popularity indicates higher quality. The subsequent table illustrates results from the survey about the popularity of brands.

Table 4.9 Descriptive Statistics for Brand Popularity

Statements	N	Minimum	Maximum	Mean	Std. Deviation
I select the brand popularity when choosing a mobile phone	145	1	5	3.63	1.086
I choose brand popularity with mobile phone quality	145	1	5	3.45	1.000
I considered brand popularity with the choice I make	145	1	5	3.41	.982
Valid N ( list wise )	145	1.67	5.00	3.4943	.71697

Source: Opinion Survey, 2025

Table 4.9 presents individual items and total brand popularity descriptive statistics. This assessment relies on the perceptions and ratings given by respondents concerning the popularity of brands. The overall mean scores across all statements stand above 3, which leads to the generalized consensus that in selecting mobile phones, brand popularity matters. Among the three statements, the average score regarding the statement I select the brand based on its popularity when choosing a mobile phone was 3.63 Using 1.086 as the standard deviation. Conversely, the lowest was stated in I consider brand popularity in my purchasing decisions having a mid of 3.41 and a std. deviation of 0.982.

The average result falls between 3.41 and 3.63, indicating a reasonable consistency in participants' responses to the Likert scale. The overall average score for brand popularity is 3.49, with a standard deviation of 0.71697. This reflects that the importance of brand popularity is generally recognized when selecting mobile phones by the participants.

#### 4.2.2 Descriptive Statistics of Price

Price refers to the monetary amount that a student must pay to acquire a product. Since the price that people will pay for a product reflects its perceived value, price is also a measure of value.

The table below shows how students responded to questions regarding price and its impact on their brand preferences when purchasing mobile phones. It also includes the mid and std. deviation values for better understanding of the data.

Table 4.10 Descriptive Statistics of Price

Statements	N	Minimum	Maximum	Mean	Std. Deviation
Price is important when I choose mobile phone	145	1	5	3.55	1.073

Statements	N	Minimum	Maximum	Mean	Std. Deviation
The mobile phone is good value for the money paid	145	1	5	3.56	.957
I consider mobile phone price with quality of phone	145	1	5	3.48	1.048
Valid N (list wise)	145	1.33	5.00	3.5310	.72061

Source: Opinion Survey, 2025

The descriptive data for each item and the overall impression of price are shown in Table 4.10. It reflects how the respondents rated the importance of the price in their decisions to buy or not. All of those statements had an average rating higher than 3, indicating that price plays a significant role in influencing brand selection. At a mid-rating of 3.56 and a standard deviation of 0.957, the mobile phone is good value for the money paid was the most highly rated of the three statements. However, with a std. deviation of 1.048 and a mid-outcomes of 3.48, I consider mobile phone price in relation to its quality received the lowest score.

A high degree of agreement among respondents on their Likert scale judgments is demonstrated by average scores ranging from 3.48 to 3.56. Price has an average score of 3.531 and a standard deviation of 0.72061. This typically implies that the respondents' decisions to buy mobile phones are heavily influenced by the pricing problem.

#### 4.2.3 Descriptive Statistics of Product Attributes

Product characteristics include all the elements that go into a product's features, applications, and advantages. The qualities might be intangible, which means they are not physical, or tangible, which means they are physical. Product characteristics include all the elements that go into a product's features, applications, and advantages. The survey

results on product qualities and how they affect students' choices are compiled on the following table.

Table 4.11 Descriptive Statistics of Product Attributes

Statements	N	Minimum	Maximum	Mean	Std. Deviation
I select mobile phone appearance and battery life when selecting a brand	145	1	5	3.63	1.080
I consider quality when choosing a mobile phone brand	145	1	5	3.43	.970
I choose the user friendliness of mobile phone	145	1	5	3.51	1.068
Valid N (list wise)	145	1.67	5.00	3.5218	.77162

Source: Opinion Survey, 2025

Table 4.11 displays the respondents' evaluations of product features, with all statements receiving mean scores exceeding 3, indicating their significance in determining brand preference. I select mobile phone appearance and battery life when selecting a brand was the greatest of the three, with a mean of 3.63 and a standard deviation of 1.080., while I consider quality when choosing a brand for a mobile phone has provided a std. deviation of 0.97 and a minimum mid of 3.43.

The averages of the responses, which range from 3.43 to 3.63, demonstrate consistency. With a standard deviation of 0.771 and a score of 3.5218, the data suggests that product features are a major factor in mobile phone selection.

#### 4.2.4 Descriptive Statistics of Social Influence

Social influence is the process by which people change their behavior to conform to social expectations. This may be either in the form of social interaction, peer influence, compliance, leadership guidance, convincing others, or promotional activities like sales and marketing. The following table shows the survey result on social influence and its impact on brand preference.

Table 4.12 Descriptive Statistics of Social Influence

Statements	N	Minimum	Maximum	Mean	Std. Deviation
Social class influenced the brand prefer	145	1	5	3.75	1.004
My social status influenced the select of brand I prefer	145	1	5	3.43	.956
The role I play influence the brand of mobile phone I like	145	1	5	3.32	1.213
Valid N (list wise)	145	1.33	5.00	3.5011	.72129

Source: Opinion Survey, 2025

The social influence descriptive data are shown in Table 4.13, reflecting respondents' perceptions. The mean scores for all the statements are above 3, showing social influence impacts brand preference. Among the three statements, Social class influences brand preference has 3.75 as the greatest mid value and 1.004 as the std. deviation, while the role I play influences my mobile phone brand preference having the lowest std. deviation 1.213 and mid outcomes 3.32.

The mid outcomes range from 3.32 to 3.75, suggesting consistency in responses. The mid outcomes for the entire social influence is 3.50 with a std. deviation 0.721, indicating that social influence is a significant determinant in choosing a mobile phone brand.

#### 4.2.5 Descriptive Statistics of Marketing Communication

A vital and complex component of a company's marketing approach. It comprises advertising, direct marketing, branding, packaging, online, printed materials, public relations, sales presentations, sponsorships, and trade show appearances. The responses related to marketing communication are given in the table below.

Table 4.13 Descriptive Statistics of Marketing Communication

Statements	N	Minimum	Maximum	Mean	Std. Deviation
Branding and advertising influenced and brand I like	145	1	5	3.42	1.147
Promotions strategy had an impact on the mobile brand I prefer	145	1	5	3.35	1.024
Word of mouth had an impact on the mobile phone brand I like	145	1	5	3.62	1.087
Valid N (list wise)	145	1.33	5.00	3.4644	.78104

Source: Opinion Survey, 2025

The descriptive statistics for each item and for all marketing communications are shown in Table 4.12. According to this table, all the assertions are seen to have higher than a mean score of three, which shows how widely they are agreed to be important. Word of

mouth had an impact on the mobile phone brand I like consist of the highest mean of the three at 3.62 with a standard deviation of 1.087, while Promotional strategy had an impact on the mobile brand I prefer consist 3.62, the bottom mid, and 1.087, the std. deviation. The fact that the means range from 3.35 to 3.62 indicates that respondents' opinions are consistent. Brand choice is influenced by marketing and communication, as seen by the 3.46 mid outcomes and 0.78104 standard deviation for marketing communication.

#### 4.2.6 Descriptive Statistics of Brand Preference

Brand preference means the tendency of a students to select one brand over others who are offering equal price and availability. It reflects student loyalty, effective marketing strategy, and brand strength. The table below illustrates the brand preference responses from students at VAMK.

Table 4.14 Descriptive Statistics of Brand Preference

Statements	N	Minimum	Maximum	Mean	Std. Deviation
Students select one brand over others	145	2	5	3.51	.756
Brand preference is closely linked to brand choices	145	2	5	3.50	.800
brand preference influences students buying decisions	145	1	5	3.54	.799
Valid N (list wise)	145	1.67	5.00	3.5149	.63462

Source: Opinion Survey, 2025

Table 4.14: Summary statistics for brand preference. According to the descriptive statistics regarding the perceived ratings by participants, it

is evident that the mean values indicate overall trends 3, reflecting a positive disposition. The assertion (Brand preference impacts students' purchasing choices) received the highest average score of 3.54, accompanied by 0.799 as the std. deviation. The mean that is lowest was recorded by the statement (Students select one brand over others) at 3.51, with a standard deviation of 0.756.

The average outcomes vary from 3.51 to 3.54, showing a high level of consistency regarding response ratings. The average score for brand preference is 3.5149, with a std. deviation 0.63462, pointing out the students place significant emphasis on brand preference.

### 4.3 Correlation Analysis

To investigate the link between the independent and dependent variables, a Pearson's correlation analysis was performed (DJAMOLOVICH, 2011). The following table displays them. The substantial correlation value indicates the independent variables' high explanatory power. A rise in one variable is caused by an increase in the other when there is a positive connection. When a negative correlation is found, it means that the other variable tends to fall when the first one rises. The study of brand choice has revealed a favorable correlation with the dependent and independent variables of marketing communication, brand popularity, price, social impact, and product characteristics.

Table 4.15 Correlation with Different Independent Variables with Brand Preferences

	BP	Bran	Pri	Prodt	Soc	Mar
BP	1					
Bran	.788**	1				
	.000					
Pri	.829**	.552**	1			

	BP	Bran	Pri	Prodt	Soc	Mar
	.000	.000				
Prodt	.828**	.518**	.587**	1		
	.000	.000	.000			
Soc	.580**	.492**	.470**	.511**	1	
	.000	.000	.000	.000		
Mar	.539**	.424**	.470**	.562**	.576**	1
	.000	.000	.000	.000	.000	

Source: Opinion Survey, 2025

Following is the table showing the Pearson's correlation analysis results of Brand Preference and independent variables. From the Pearson's correlation, it is clear that all independent variables are positively and significantly related to brand preference at 1% level significance.

It can be established that Price most strongly and positively correlates to Brand Preference with the value 0.829, hence implying that with a rise in the level of price, the level of Brand Preference is growing concurrently with it, which in other words suggests that higher levels of price of brand make more students prefer a certain brand.

The second is Product Attribute, with a correlation coefficient of 0.828, which means that the more reasonable the Product Attribute of a brand, the more it is preferred by students.

Brand popularity is related to 0.788 correlation, which infers that the more popular a brand is, the more it will be preferred by students.

Social influence is 0.580, which means that the greater the social influence, the more the preference towards a brand.

The relationship between marketing communication and Brand Preference is measured at 0.539, highlighting that a boost in marketing efforts allied with a greater preference for the brand.

Therefore, Price and product attribution have the highest level of positive relation at 0.829, followed by product attribution at 0.828, Brand Popularity at 0.788, Social Influence at 0.580, and Marketing Communications at 0.539. The fact that all these different factors relate positively and significantly with Brand Preference provides evidence for the case in VAMK.

Correlation analysis shows that all independent variables price, brand, and product features exhibit a positive and significant relationship with consumer purchasing behavior regarding smartphones (Manandhar, 2022).

#### 4.4 Regression Analysis

Regression analysis was used to examine how a number of factors affected brand preference and the relative importance of the components in the study. Marketing communication, brand popularity, pricing, societal influence, and product attributes are the independent factors that were included in the analysis. The dependent factor is brand preference. The analysis's findings, which look at the nexus between the dependent and independent variables, are shown in the table. The results are derived from a linear regression model using 145 responses:

$$BP = \beta_0 + \beta_1 \text{Mar} + \beta_2 \text{Brnd} + \beta_3 \text{Pri} + \beta_4 \text{soc} + \beta_5 \text{Prodt}$$

BP represents Brand Preference, Mar is marketing Communication, Brnd is brand popularity, Pri is price, Soc is social influence and Prodt is product attributes,  $\beta_0$  is Constant Term.

Table 4.16 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.974 <sup>a</sup>	.949	.947	.14566

a. Predictors: (Constant), All dependent variable

The R Square value of the model is 0.949, is also displayed in the table. This indicates that five factors account for 94.9% of the variability in brand preference.

There are six fundamental factors which are reported to influence how people wish to purchase cell phone. They include the amount of the phone, support or care provided after buying the phone, the popularity of the brand name, the influence of other people in society, the phone's durability (its lifespan), and the product features or characteristics. To guarantee the validity of the findings, it is essential to look for multicollinearity among these independent variables before performing a multiple regression analysis (Sata, 2013).

Table 4.17 ANOVAa

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	55.046	5	11.009	518.865	<.001 <sup>b</sup>
	Residual	2.949	139	.021		
	Total	57.995	144			

a. Dependent Variable: Brand Preference

b. Predictors: (Constant), All dependent variable

Table 4.17 indicates that the model's fit is confirmed to be significant with an F-value of 518.865. The important F-statistic value indicates the most suitable fit for the model. The findings indicate a strong association between consumer purchasing behavior and the independent variables. Regression analysis reveals that consumer behavior is substantially affected by brand image, product characteristics, and social influences (Rai et al., 2022).

Table 4.18 Coefficients

*Coefficients<sup>a</sup>*

Model	Unstandardized		Standardi	t	Sig.
	Coefficients		zed		
	B	Std. Error	Coefficien ts Beta		
(Constant)	.008	.075		.108	.914
Brand popularity	.318	.022	.359	14.522	<.001
Price	.344	.023	.390	15.159	<.001
Product Attribute	.351	.022	.427	15.994	<.001
Social Influence	.031	.022	.035	1.373	.172
Marketing communication	-.046	.021	-.057	-2.231	.027

a. Dependent Variable: Brand Preference

The table can be used to create an equation that shows the relative contributions of each component to the final outcome. Brand popularity, pricing, product attribution, and marketing and communication all had P values below alpha at the 5% significance level, according to the regression analysis's findings. As a result, brand preference is strongly and favorably correlated with the attributes. Social impact, however, is more significant than 5%. It is therefore seen as unimportant. An equation that evaluates each independent variable's statistical significance with respect to the dependent variable may be developed by examining the table. Research among UITM Kedah students shows that social factors, brand identification, and product characteristics have

a big influence on their choices when it comes to purchasing a cell phone (Rahim et al., 2016).

### **Equation**

$$\text{Brand Preference} = 0.008 + 0.318 * \text{Brand popularity} + 0.344 * \text{Price} + 0.351 * \text{Product Attributes} + 0.031 * \text{Social influence} - 0.046 * \text{Marketing Communication}$$

According to the liner equation of this study, product attributes has the highest impact on brand preference. Controlling for other independent variables, an increase of one unit in product attributes will lead to a rise of 0.351 units in brand preference. This is followed closely by price ( $\beta = 0.344$ ) and brand popularity ( $\beta = 0.318$ ), while marketing communication with a negative effect shows a value of ( $\beta = - 0.046$ ).

### **4.5 Hypothesis Result**

To determine the elements influencing brand preference, the study looked at the hypotheses on five different levels (Kumar, 2017). As per faster capital (2025) Analysis of the results was done using P-values and the significance level (0.05). The rejection of the null hypothesis indicated a positive association between the variables if the P-value was less than the significance level (FasterCapital, 2025). The coefficient's sign indicates whether the relationship is positive or negative. The outcomes are displayed in the table below:

Table 4.19 Hypothesis Results and Findings

Hypothesis	Results	Findings
H1: Brand popularity and brand preference	Accepted	Brand popularity positively influences brand preference. P value < 0.05, regression analysis confirms that higher brand popularity increases brand preference. Null hypothesis rejected.
H2: Price and brand preference	Accepted	Price and brand choice are positively correlated. A lesser price increases brand preference. P value < 0.05, regression analysis confirms this. Null hypothesis rejected.
H3: Product attributes and brand preference	Accepted	Positively impact brand preference. P-value < 0.05, regression analysis confirms this. Null hypothesis rejected.
H4: Social influence and brand preference	Rejected	Although a positive relationship exists, its impact is low. P-value > 0.05. The estimated link has very little support, but the null hypothesis is rejected.
H5: Marketing communication and brand preference	Accepted	Marketing communication positively impacts brand preference. P-value < 0.05. Contained in bad connection.

#### 4.6 Major Findings

As a result, mobile phone market is now provided with evidence to set up a, dynamic and efficient marketing strategy.

- 57.9% of the respondents fall within the age bracket of 21-30, followed by 33.8% who are aged 20 and below. Additionally, 8.3% fall within the 31-50 years category, while the remaining 6% are above 50 years.
- In terms of gender, 51% of participants identified as male, while 44.8% identified as female.
- The majority of the participants 71.1% are studying Bachelor level and which is followed by master's level of 23.4%. The remaining 4.5% belong to other educational categories.
- When it comes to mobile brand preferences, 45.5% favor Apple, 29.0% prefer Samsung, and 17.2% are inclined towards other brands.
- A study shows that 74% of students purchase a phone based on their personal preferences, while 10.7% rely on other factors, 9.3% make their decisions based on referrals, and 2.7% are influenced by advertisements.
- The most favorable price range for mobile phones differs, with 49% purchasing between €500–€1000, 36.6% preferring over €1000, and 14.5% purchasing under €500.
- The average value for price stands at 3.5310, Std. deviation 0.72129, highlighting its importance.
- The mean score for brand popularity is 3.4943, accompanied by a std. deviation 0.71697. Since the value is greater than three, brand popularity is deliberated significant.
- The mean average value for product attributes is 3.4644. Its std. deviation is 0.78104, which recommends that product attributes is regarded as important.
- The average value for marketing communication stands at 3.5011, with a standard deviation of 0.72129, highlighting its importance.
- The Middle of the numbers for brand preference is 3.5149, and the standard deviation is 0.63462, proposing that brand preference is considered vital.

- The R Square of the model is 0.949, explains that 94.9% of variation in brand preference is revealed by five independent elements.
- Product attribute has the greatest impact on brand preference. An increase of one unit in product attributes leads to a rise of 0.351 units in brand preference, followed by price ( $\beta = 0.344$ ), brand popularity ( $\beta = 0.318$ ), and marketing communication that impacts negatively ( $\beta = -0.046$ ).
- Price is most highly positively related to "brand preference" ( $r = 0.829$ ), then to "product attribute" ( $r = 0.828$ ) and "brand popularity" ( $r = 0.788$ ). Social influence ( $r = 0.580$ ) and marketing communication ( $r = 0.539$ ) are also positively related to brand preference among VAMK respondents.
- The first hypothesis (H1) holds because brand popularity is positively correlated with brand preference. P-value is lesser than the alpha level ( $0.00 < 0.05$ ).
- The second hypothesis (H2) holds, confirming a positive correlation between price and brand preference. P-value is lesser than the significance level.
- Hypothesis 3 (H3), accepted, as product attribute positively impacts brand preference. P-value is lesser than the alpha level.
- Hypothesis 4 (H4), not supported, as social influence exhibits positive correlation with brand preference. The p-value exceeds the significance threshold ( $0.172 > 0.05$ ).
- H H5 is accepted and supports that marketing communication are negatively related to brand preference. The significance limit ( $0.027 < 0.05$ ) is exceeded by the p-value.

## **5. SUMMARY AND DISCUSSION**

This chapter emphasizes summarizing conclusions that outline the connection between the theoretical framework and variables like product features, pricing, social influence, brand popularity, and marketing communications. It also includes an assessment of the thesis topic, morals, a summary, and a conclusion. With the aim of strengthening existing research arguments, the debate will include suggestions for future research based on the primary findings of this study.

### **5.1 Thesis Topic Evaluation**

The selected thesis title, *Brand Preference of Mobile Phones among Students of VAMK in Vaasa City*, is very relevant to student behavior. Manggabarani & Wikantari (2024) Preference for an item is among the key influences that influence student's choice in purchasing products and hence a critical investigation topic for companies that want toward solidify their market share. The research is able to determine the determinants such as popularity of the brand, price, product features, communication about marketing, and social influence, providing an ordered type of explanation of student's choice. The use of regression analysis as the key tool of analysis guarantees data are utilized to offer these connections also thus the research is additional reliable. The study issue is appropriately justified, reflecting actual business challenges and theoretical research. Still, in the following studies, the model may utilize extra variables or special characteristics of certain industries in order to strengthen it.

### **5.2 Ethical Considerations**

A few actions were taken to guarantee the ethical integrity of the research. In the first place, Consent was taken from the Vaasa University of Applied Sciences to conduct the questionnaire survey. All those activities that entailed data gathering were conducted with practicality and carefulness. The privacy and anonymity of the respondents were

ensured by refraining from seeking private or sensitive facts. Students were told of what the research was about before involving them. Appropriate measures were implemented to guarantee the privacy and anonymity of the participants. At no time throughout the research process was falsification of data or altering done. Additionally, every effort was made to be objective and minimize bias. No outside influence or intervention occurred during the independent execution of the study.

Practicing ethically involves being careful about maintaining the confidentiality of respondents, ensuring participation is voluntary, and avoiding any falsification or fabrication of data. All suitable data collection methods were utilized, and no requests were made for confidential or personal information. Respondents were highly responsive of the intentions and drive of the research, and unbiased and independent research was undertaken (Singh & Upadhyay, 2023).

### **5.3 Summary**

The loyalty of VAMK students is strongly inclined towards Apple (45.5%) and Samsung (29.0%), with product attributes being the most significant factor ( $\beta = 0.351$ ). Most respondents are of the 21-30-year old (57.9%) and male (51%) group. Most students are pursuing a bachelor's degree (71.1%). Price, popularity of the brand, and product attributes are major drivers in selecting a brand, with many students opting for phones priced between €500– €1000. Preferred choice of brand matters among students with an average mark of 3.5149.

The study concludes that price, popularity of the brand, product attribute, and marketing communication are significant predictors of brand preference among VAMK students. The average scores for all these factors exceed three, with product characteristics serving as the strongest indicator of brand preference ( $\beta = 0.351$ ), with price coming in second ( $\beta = 0.344$ ).

This study utilizes regression analysis to observe the factors that impact brand selection. The study would like to establish the effects of variables

like brand popularity, price, and attributes of the product, marketing communication, and social influence on choice by students. A quantitative approach was utilized, incorporating multiple regression analysis to evaluate the relationships among these variables and brand preferences. Model fit was excellent ( $R^2 = 0.949$ ), which means that the chosen variables account for 94.9% of the variance in brand preference. According to the findings, brand popularity, price, and product features all positively influence brand preference in the sense that students like popular, low-cost, and good-featured brands. The preference for a brand is negatively impacted by marketing communication, an implication that over promoting decreases brand preference. Social influence was found to be insignificant, suggesting that the opinions of friends do not significantly impact brand selection in this study. These findings emphasize the need for businesses to focus on enhancing brand awareness, maintaining competitive pricing, and ensuring product quality instead of relying heavily on advertising. This research adds to marketing practice by giving new insight into student's choice and decision-making processes.

#### **5.4 Conclusion**

This study examines students' brand preference in mobile phone buying within the VAMK. Understanding how individuals select and enjoy particular brands is the main goal of this research. It focuses on determining a direct association between brand liking and numerous important variables. Those variables include marketing communication, i.e., advertising and promotion, popularity of the brand, the product's price, peer or societal social influence, and the product's characteristics or features. This research aims at establishing what VAMK students would prefer in mobile phones and how determinants impact their purchases.

Characteristics of cell phone products have a significant impact on the brand selection of VAMK students. Product attributes play a role in brand

selection. Students anticipate that their preferred brands will provide competitive product features, as they are knowledgeable about the latest technological developments. Better product features are still emphasized when new mobile phones are released to satisfy customer demands. This discovery challenges earlier studies (Karjaluoto et al., 2005), (Riyath & Musthafa, 2014).

Price, the popularity of the brand, and social factors affects the choice. This observation aligns with prior research on (Soomro & Ghumro, 2013), (Saif & Amad, 2012), (Ndadziyira & Govender, 2019). Marketing communication, promotions, and advertisements do not assist in developing brand preference and instead have a negative effect on mobile phone choices at VAMK (Ndadziyira & Govender, 2019), (Singh & Upadhyay, 2023).

### **5.5 Recommendations**

Future research will include participants from various universities in Vaasa, which will generate a more varied and sample set, thereby increasing the research reliability and inclusivity. A deeper understanding of brand influences could also be achieved by exploring a broader spectrum of factors such as the environment, customer service, data protection, and artificial intelligence capabilities. The accuracy and realism of the results would be further enhanced by capturing changing consumption patterns and extending the study's duration and sample size. Furthermore, examining how mobile operators attract customers via social media, promotions, and referrals can shed light on the factors that influence customer choices. Last but not least, research into the role played by sophisticated smartphone apps such as smartphone payment capability, sophisticated security features, and machine learning-powered purchasing capability will define how they influence people's decisions. The mobile phone industry better understand the key drivers of consumer choice. Businesses can strengthen and increase the consumer attraction of their brands by improving these aspects. They

remain competitive in the quickly changing mobile phone market because of this (Ndadziyira & Govender, 2019).

### **5.6 Personal Reflections on the Research**

This research examines the most significant determinants of brand preference and considers product attributes, price, and brand popularity. It examines the effect of these factors on student choice and provides strategic implications to firms.

- The study identifies significant variables affecting brand preference, with product attribute, price, and brand popularity being at the top. Product attributes take precedence, followed by considerations of price and brand popularity, while marketing communications negatively affect consumer preferences, and social influence shows no statistically significant impact.
- Students place importance on product attributes, quality, and price, particularly focusing on importance and innovation. Preference is heavily impacted by brand awareness, yet poor marketing can undermine trust. Social influence is low, and it points to the fact that personal taste is more prevalent than social trend.
- The research points out that effective pricing strategies, distinct product offerings, and genuine brand initiatives take precedence over forceful marketing tactics. Further exploration could investigate innovative marketing approaches aimed at better addressing the needs of students. These findings are essential for enhancing company's presence in the market and fostering engagement with students.

## REFERENCES

- Abuyog, Mikaela C. Acebes, K. M., Egalla, C. A. C. C., Frenila, I. R., Pestaño, M. A. J., & Uy, B. I. S. (2020). *CORRELATION OF CONSUMER PREFERENCE TO AESTHETIC PACKAGING AND INTRODUCTION OF A WIDE VARIETY OF SHADES OF LIPSTICKS*. UNIVERSITY OF SANTO TOMAS SENIOR HIGH SCHOOL.
- Afroz, N. N. (2017). Students' Brand Preferences towards Smartphone. *IOSR Journal of Business and Management*, 19(2), 37–44. <https://doi.org/10.9790/487x-1902023744>
- Ahmed, F., & Nasreen, R. (2015). Study of factors Involved in Smartphone Brand Preference by Young Consumers in Delhi. *Print) International Research Journal of Management Sociology & Humanity ( IRJMSH )*, 6(11), 60–70.
- Alshurideh, M., Bataineh, A., Alkurdi, B., & Alasmr, N. (2015). Factors Affect Mobile Phone Brand Choices – Studying the Case of Jordan Universities Students. *International Business Research*, 8(3), 141–155. <https://doi.org/10.5539/ibr.v8n3p141>
- Amati & Associates. (2023). *Apple's brand positioning – how apple became the most valuable company in the world*. Amati & Associates. <https://www.amati-associates.com/digital-products/brand-positioning/apple/#:~:text=Apple's Brand Positioning – How Apple,a strong sense of identity>.
- Arhan Sthapit, & Shakya, D. B. (2010). Brand Response of Cell-phone Users in Nepal: A Strategic Perspective. *PYC Nepal Journal of Management*, 3(3), 133–152.
- Arif, H., Ahmed, S., & Farrukh, M. (2015). Factors affecting customer's preferences to buy cellular phone for local versus international brands: (a case study in Pakistan ). *Journal of Marketing and Consumer Research*, 10, 111–120.
- Auter, P. J. (2007). Portable social groups: Willingness to communicate, interpersonal communication gratifications, and cell phone use among young adults. *International Journal of Mobile*

- Communications*, 5(2), 139–156.  
<https://doi.org/10.1504/IJMC.2007.011813>
- AYGUN, I., CIPLI, C., & KABADAYI, E. T. (2007). the Effects of Marketing Mix Strategies on Brand Equity: Mobile Phone Sector. *Journal of Global Strategic Management*, 2(1), 74–74.  
<https://doi.org/10.20460/jgsm.2007118700>
- B. V., V. raj, & Jayanthila Devi, A. (2021). Analysis of Business Decisions that caused Nokia to drop its Legacy and its Rebirth in 2017 using Nostalgic Marketing Approach: A Case Study. *International Journal of Case Studies in Business, IT, and Education*, 5(2), 268–283.  
<https://doi.org/10.47992/ijcsbe.2581.6942.0133>
- C.R. Kothari. (1985). *Research Methodology Methods and Technique (SECOND REVISED EDITION)*. NEW AGE INTERNATIONAL (P) LIMITED, PUBLISHERS.
- Çelik, A. K., Eygü, H., & Oktay, E. (2015). A study on factors influencing young consumers' smartphone brand preference in Erzurum, Turkey. *European Journal of Business and Economics*, 10(2).  
<https://doi.org/10.12955/ejbe.v10i2.687>
- Chen, S. (2024). The Impact of Brand Awareness on Purchase Intention. *Highlights in Business, Economics and Management*, 30, 239–246.  
<https://doi.org/10.54097/88gfk880>
- Chrisler, J. C., & Lamer, S. A. (2016). Gender, Definitions of. *The Wiley Blackwell Encyclopedia of Gender and Sexuality Studies*, March, 1–3. <https://doi.org/10.1002/9781118663219.wbegss171>
- DJAMOLOVICH, K. D. (2011). *STUDENTS' SATISFACTION TOWARDS ONLINE LEARNING: A STUDY AMONG CIIGIJ SCHOOL STUDENTS IN IJZBEKISr'AN*.
- Dmitrijevs, R. (2020). Research on Marketing Strategy of Huawei Mobile Phone in European Market. *Open Journal of Business and Management*, 08(03), 1138–1150.  
<https://doi.org/10.4236/ojbm.2020.83073>
- Doukoure, Y., & Supinit, V. (2016). Measuring Customers Perceptions of Service Quality (SERVQUAL) Towards TOM N TOM Coffee Shop, In

Phaya Thai Bangkok, Thailand. *International Journal of Management and Commerce Innovations*, 4(1), 49–57.

- Dr. Hsin Kuang Chi, Dr. Huery Ren Yeh, & Ya Ting Yang. (2009). The Impact of Brand Awareness on Consumer Purchase Intention: The Mediating Effect of Perceived Quality and Brand Loyalty. *The Journal of International Management Studies*, 41(1), 135–144.
- Du, M., & Rojniruttikul, N. (2025). Business Case Study: Antecedents of User Satisfaction with Huawei Mobile Phones. *Review of Integrative Business and Economics Research*, 14(1), 519–530.
- Duarte, P. A. O., & Raposo, M. L. B. (2010). Handbook of Partial Least Squares. In *Handbook of Partial Least Squares*. <https://doi.org/10.1007/978-3-540-32827-8>
- Ekhlassi, A., Nezhad, M. H., Far, S. A., & Rahmani, K. (2012). The relationship between brand personality and customer personality, gender and income: A case study of the cell phone market in Iran. *Journal of Targeting, Measurement and Analysis for Marketing*, 20(3–4), 158–171. <https://doi.org/10.1057/jt.2012.12>
- Etikan, I. (2016). Comparison of Convenience Sampling and Purposive Sampling. *American Journal of Theoretical and Applied Statistics*, 5(1), 1. <https://doi.org/10.11648/j.ajtas.20160501.11>
- FasterCapital. (2025). *Nonparametric statistics - FasterCapital*. FasterCapital. <https://fastercapital.com/keyword/nonparametric-statistics.html>
- Gachigo, J. I. (2025). METHODOLOGY. *African Journal of Emerging Issues*.
- GlobalStats, S. (2025). *Browser Market Share Worldwide*. GlobalStats, Statcounter. <https://gs.statcounter.com/>
- Griethuijzen, R. A. L. F. va., Michiel W. van Eijck, Helen Haste, Perry J. den Brok, Nigel C. Skinner, Nasser Mansour, & Ayse Savran Gencer Saouma BouJaoude. (2014). Global Patterns in Students' Views of Science and Interest in Science. *Research in Science Education*, 45, 581–603.
- Gusti Noorlitaria, A., Pangestu, F. R., Fitriansyah, Surapati, U., &

- Mahsyar, S. (2020). How does brand awareness affect purchase intention in mediation by perceived quality and brand loyalty? *Journal of Critical Reviews*, 7(2), 103–109. <https://doi.org/10.31838/jcr.07.02.20>
- Hafinaz, Hariharan R., R. S. K. (2025). *Recent Research in Management, Accounting and Economics (RRMAE)* (1st ed.). <https://doi.org/https://doi.org/10.4324/9781003606642>
- Hildreth, J. (2012). Brand awareness. *Twist*, 42, 22–23. <https://doi.org/10.4337/9781800377486.brand.awareness>
- JASMINE, K. (2014). INTERNAL AUDIT AND PERFORMANCE OF INTERNATIONAL NON GOVERNMENTAL HUMANITARIAN ORGANIZATIONS IN NAIROBI, KENYA. *Penambahan Natrium Benzoat Dan Kalium Sorbat (Antiinversi) Dan Kecepatan Pengadukan Sebagai Upaya Penghambatan Reaksi Inversi Pada Nira Tebu, June*.
- Jeeramakorn, P. (2019). *The Study of Factors that Influence Patient's Choice Decision Receiving Cosmetic Surgery: A Case Study of Bumrungrad International Hospital and Siam Laser Clinic ...*
- Karjaluoto, H., Karvonen, J., Kesti, M., Koivumäki, T., Manninen, M., Pakola, J., Ristola, A., & Salo, J. (2005). Factors affecting consumer choice of mobile phones: Two studies from Finland. *Journal of Euromarketing*, 14(3), 59–82. [https://doi.org/10.1300/J037v14n03\\_04](https://doi.org/10.1300/J037v14n03_04)
- Khadka, S. (2020). consumer behavior with respect to decision-making process of motorbike purchasing in Kathmandu City. *Tucl*.
- Kim, C. K., & Chung, J. Y. (1997). Brand Popularity, Country Image and Market Share: An Empirical Study. *Springer Nature*, 28, 361–386.
- Kim, J., Lee, H., & Lee, J. (2020). Smartphone preferences and brand loyalty: A discrete choice model reflecting the reference point and peer effect. *Journal of Retailing and Consumer Services*, 52(C).
- KOTLER, P., & KELLER, K. L. (2024). Management & Marketing. In *Journal of Clinical Orthodontics* (Vol. 58, Issue 1).
- Kumar, S. (2017). Influence of Product Placements in Films and

- Television on consumers Brand Awareness. *Archives of Business Research*, 5(2). <https://doi.org/10.14738/abr.52.2747>
- Kumaresan, C., & Samydos, C. (2024). Brand Awareness: Understanding its Role in Sales, Consumer Intentions, and Decision Making. *International Journal of Scientific Research and Engineering Development*, 7(2), 579–585. <https://doi.org/10.5281/zenodo.12247092>
- Lian, L., & You, X. (2017). Specific Virtues as Predictors of Smartphone Addiction among Chinese Undergraduates. *Springer Nature Link*, 36(2017), 376–384. <https://doi.org/https://doi.org/10.1007/s12144-017-9612-x>
- Likert, R. (1932). A technique for the measurement of attitudes. *Archives of Psychology*, 140(140), 44–53.
- Liu, Y. (2022). Consumer preference and Marketing of Smart Phone for college students. *BCP Business & Management*, 28, 319–326. <https://doi.org/10.54691/bcpbm.v28i.2394>
- Manandhar, R. B. (2022). Factors Affecting Buying Decision of Smart Phones – (In Reference to The College Student of Kathmandu). *Nepal Journal of Multidisciplinary Research*, 5(1), 60–70. <https://doi.org/10.3126/njmr.v5i1.44616>
- Manggabarani, A. S., & Wikantari, M. A. (2024). Smartphone Repurchase Decisions Mediated by Customer Satisfaction. *Quantitative Economics and Management Studies (QEMS)*, 5(6), 4–10.
- Mohajan, H. K. (2017). Two Criteria for Good Measurements in Research: Validity and Reliability. *Annals of Spiru Haret University. Economic Series*, 17(4), 59–82. <https://doi.org/10.26458/1746>
- Mugenda, M. (2017). *Descriptive\_Research.pdf*.
- Muniapan, B. (2008). Asian Social Science. *Asian Social Science*, 4(11).
- Nair, N. N. N. S., & Karthika, R. (2016). Consumer preference towards mobile phones: An empirical analysis. *International Journal of Applied Research*, 2(12), 343–347.
- Ndadziyira, T., & Govender, J. P. (2019). Brand preference and brand

- rhetoric for mobile phones among students at a higher education institution. *African Journal of Rhetoric*, 11.
- Neelu. (2014). A Study on NOKIA. *International Research Journal of Commerce Arts and Science*, 5(6), 47–57.
- Omo-Obas, P. (2016). *The influence of political party branding on voting brand preference among the youth in South Africa*. i–144.
- Pallant, J. (2020). *SPSS Survival Manual A step by step guide to data analysis using IBM SPSS* (7th Editio). <https://doi.org/https://doi.org/10.4324/9781003117452>
- Pinardi, R. R., Simamora, G. M., & Putra, A. (2024). *Samsung Smartphone Global Marketing Strategy and Dynamics: Literature Review*. 11(August), 527–536.
- Pumim, A., Srinuan, C., & Panjakajornsak, V. (2017). Mobile phone customer loyalty in Thailand: A path analysis case study. *Asia-Pacific Social Science Review*, 16(3), 65–82. <https://doi.org/10.59588/2350-8329.1096>
- Rahi, S. (2017). Research Design and Methods: A Systematic Review of Research Paradigms, Sampling Issues and Instruments Development. *International Journal of Economics & Management Sciences*, 06(02). <https://doi.org/10.4172/2162-6359.1000403>
- Rahim, A., Safin, S. Z., Kheng, L. K., Abas, N., & Ali, S. M. (2016). Factors Influencing Purchasing Intention of Smartphone among University Students. *Procedia Economics and Finance*, 37(16), 245–253. [https://doi.org/10.1016/s2212-5671\(16\)30121-6](https://doi.org/10.1016/s2212-5671(16)30121-6)
- Rahman, A., & Muktadir, M. G. (2021). SPSS: An Imperative Quantitative Data Analysis Tool for Social Science Research. *International Journal of Research and Innovation in Social Science*, 05(10), 300–302. <https://doi.org/10.47772/ijriss.2021.51012>
- Rai, B., Dahal, R. K., & Ghimire, B. (2022). Factors Affecting Smartphone Purchase Decisions of Consumers. *Management Dynamics*, 25(2), 13–22. <https://doi.org/10.3126/md.v25i2.57423>
- Reddy, A. A., & Reddy, V. V. N. (2020). *Brand Preference of Mobile Phones among Amaravati region College Students-A case study*

*GLOBAL JOURNAL OF ENGINEERING SCIENCE AND RESEARCHES*  
*Brand Preference of Mobile Phones among Amaravati region College*  
*Students-A case study. April.*

- Riyath, M. I. M., & Musthafa, S. L. (2014). Factors affecting mobile phone brand preference: Empirical study on Sri Lanakn University students. *4th International Symposiyum ,SEUSL, 6, 378–389.*
- Sah, G. K. (2021). Brand Preference of Professionals towards Choosing Smartphone in Nepal. *Tribhuvan University Journal, 36(01), 106–121.* <https://doi.org/10.3126/tuj.v36i01.43584>
- Saif, N., & Amad, M. (2012). *Factors Affecting Consumers ' Choice of Mobile Phone Selection in Pakistan. 4(12), 16–27.*
- Sánchez Garza, M. N., Sánchez Limón, M. L., Sánchez Tovar, Y., & Qalati, S. A. (2024). Marketing activities effects on brand awareness generation, image and loyalty in the social networks of a public higher education institution. *Cogent Business and Management, 11(1).* <https://doi.org/10.1080/23311975.2024.2318809>
- Sata, M. (2013). Factors affecting consumer buying behavior of mobile phone devices. *Mediterranean Journal of Social Sciences, 4(12), 103–112.* <https://doi.org/10.5901/mjss.2013.v4n12p103>
- Singh, S. K., & Upadhyay, J. P. (2023). Brand Preference of Smartphone. *Indonesian Business Review, 6(2), 71.* <https://doi.org/10.21632/ibr.6.2.71-77>
- Soomro, H. J., & Ghumro, A. (2013). an Analysis of Consumer Behavior in Mobile Phone Market in Sindh. *European Scientific Journal, 9(31), 1857–7881.*
- Sriram, S., Chintagunta, P. K., & Neelamegham, R. (2006). Effects of brand preference, product attributes, and marketing mix variables in technology product markets. *Marketing Science, 25(5), 440–456.* <https://doi.org/10.1287/mksc.1050.0188>
- Streefkerk, R. (2023). *Primary vs. Secondary Sources | Difference & Examples.* Scribbr. Retrieved February 21, 2025. <https://www.scribbr.com/working-with-sources/primary-and-secondary-sources/>

- Tahir, I., Shujaat, S., & Zaman, H. (2018). Brand-Self Congruence and Brand Preference: A Study on Mobile Phone Users. *The Business and Management Review*, 10(1).
- Van Deursen, A. J. A. M., Bolle, C. L., Hegner, S. M., & Kommers, P. A. M. (2015). Modeling habitual and addictive smartphone behavior: The role of smartphone usage types, emotional intelligence, social stress, self-regulation, age, and gender. *Computers in Human Behavior*, 45(October 2017), 411–420. <https://doi.org/10.1016/j.chb.2014.12.039>
- Vinet, L., & Zhedanov, A. (2011). A “missing” family of classical orthogonal polynomials. In *Journal of Physics A: Mathematical and Theoretical* (2nd ed., Vol. 44, Issue 8). NEW AGE INTERNATIONAL (P) LIMITED, PUBLISHERS. <https://doi.org/10.1088/1751-8113/44/8/085201>
- Vyver, I. van der. (2017). *A PERCEPTION STUDY OF THE BIOKINETIC PROFESSION ON THE KNOWLEDGE AND INTER-PROFESSIONAL RELATIONSHIP TOWARDS THE CHIROPRACTIC PROFESSION*. 11(1), 92–105.
- Wei, R., & Long, Q. (2021). Research on Xiaomi’s Internationalized Business Model. *Open Journal of Business and Management*, 09(03), 1050–1063. <https://doi.org/10.4236/ojbm.2021.93056>
- YAYLA, N. (2019). *A STUDY OF THE RELATIONSHIP BETWEEN CUSTOMER ORIENTATION, INNOVATIVENESS, COMPANY PERFORMANCE, INTRINSIC MOTIVATION AND COMPANY TRAINING*. YEDİTEPE UNIVERSITY.
- Yusuf, B. N. M., Hock, L. L., Rashid, I. M. A., Saaban, S., & Abdullah, M. F. S. (2015). Exploring the Factors That Influence Consumer’s Purchase of Mobile Phones. *Journal of Advance Research in Business Management and Accounting (ISSN: 2456-3544)*, 1(7), 01–14. <https://doi.org/10.53555/nnbma.v1i7.123>

## **APPENDIX**

### **Questionnaire Survey**

#### **Brand Preference of Mobile Phones among Students of VAMK in Vaasa City**

I am Sirjana Shrestha student of VAMK. Currently, I am pursuing Master of Business Administration in International Business Management. I am interested in finding out Brand Preference of Mobile Phones among Students of VAMK in Vaasa City. For this purpose, I request you to fill up this questionnaire giving valuable time. Your response to this questionnaire would help me to carry out my research effectively. All the information provided by you will be kept confidential.

Please tick on for each criterion:

#### **Part A**

1. Kindly choose your gender.
  - a) Female
  - b) Male
  - c) Others
  - d) Prefer not to say
  
2. Kindly choose your age.
  - a) 20 years or below
  - b) 21-30 years
  - c) Above 30 years
  - d)
  
3. Kindly indicate your academic qualification.
  - a) Master's Degree (Ongoing)
  - b) Bachelor's Degree (Ongoing)
  - c) Others
  
4. Kindly indicate your major field of study.

- a) Business Administration
- b) Engineering
- c) Nursing
- d) Social Services

5. Time for mobile phone change.

- a) Less than 1 years
- b) 1-2 years
- c) 2 years above

6. The following mobile phone brands in terms of preference.

- a. Apple
- b. Huawei
- c. Nokia
- d. Samsung
- e. Xiaomi
- f. Others

(These mobile phones are taken on the base of European mobile phone use [Mobile Vendor Market Share Europe | Statcounter Global Stats](#) )

7. What motivated you to prefer the above mobile phone brand?

- a. Referrals
- b. Advertisement
- c. Own choice
- d. Others

8. Price range of mobile to purchase.

- a) Below 500 euro
- b) 500 euro to 1000 euro
- c) Above 1000 euro



	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>
I select mobile phone appearance and battery life when selecting a brand.					
I consider quality when choosing a mobile phone brand.					
I chose the user friendliness of the mobile phone.					
<b>Social Influence</b>					
Social class influenced the brand prefer					
My social status influenced the select of brand I prefer.					
The role I play influenced the brand of mobile phone I like.					
<b>Marketing Communication</b>					
Branding and advertising influenced and brand I like					
Promotions strategy had an impact on the					

	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>
mobile brand I prefer.					
Word of mouth had an impact on the mobile phone brand I like.					
<b>Brand Preference</b>					
Students select one brand over others.					
Brand preference is closely linked to brand choices.					
Brand preference influences students buying decisions.					

Thank you for your valuable time and participation.