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“How mobile branding, affects the purchase decision of customers on Pafos’ market. An investigation of the power and influence that mobile branding has on customers’ choice.”

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Dissertation

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ABSTRACT

Every time a consumer decides to purchase a mobile phone takes into consideration various factors that are crucial for his/her choice. Nowadays, with evolution in technology and globalization is easy for consumers to be informed well before they decide to buy a mobile phone. The current study was carried out in the city of Pafos, in Cyprus. Pafos' market even if it is a small market, can indicate a lot about mobile commerce and citizens' purchase decisions of mobile phones. Internal and external factors can influence a purchase decision of a mobile phone.

The purpose of this survey was to find out if mobile branding is the only factor which influences customers' purchase decisions on mobile phones in Pafos market. Research for this survey included a literature review on the theoretical aspect of key words at first and then on use of qualitative research method. With qualitative research method, the impact and power of mobile branding on customers' decisions was examined. Participants' answers and comments were beneficial to make recommendations and suggestions regarding mobile branding and its impact on customers' purchase decisions.

Key words: mobile branding, brand loyalty, brand equity, brand awareness, customer satisfaction

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INTRODUCTION

Nowadays mobile phones have a crucial role in our lives and are necessary part of our daily routine. There are many factors and reasons, behind a purchase of a mobile phone, in a time where technological development influences every aspect of human's life. Consumers decide to buy a mobile phone to satisfy their personal or business needs and requirements. Some of them pay more attention to price of mobile phones, other in applications and features, other in connectivity and previous experiences, while another group cares more about the brand name of mobile phones.

The main goal of this survey is to indicate and analyze how mobile branding affects customers' purchase decisions in Pafos market and if mobile branding is the only factor which influences customers' decisions. The survey took place in Pafos which is a city of the island of Cyprus. The population of Pafos is about 66000 inhabitants (Pafos Chamber of Commerce, 2014). The survey will investigate the power and the influence that mobile branding has on a sample of citizens of the city.

Branding as a way of marketing communication has become an important element of businesses'' programs and plans in order to achieve more market shares. "Brands, rightly or wrongly, can have a deep impact on their audiences' lives" (Vaid, 2003, p.12). The impact of brand will be investigated in the mobile phone market.

The research for relevant articles for the impact of mobile branding on customers' decisions it was difficult. There are surveys regarding branding in different aspects, such as car branding and the general articles about the role of brand awareness on consumer decisions' and brand loyalty or brand equity. Unfortunately there are few surveys regarding mobile banding and its impact on customers' decisions. A similar study has been done in China and a study about the determinants of customer loyalty in mobile commerce contexts has been done in Taiwan. In Cyprus market, there is not a similar survey which had examined the influence and impact of mobile branding on customers' choices about mobile phones.

Current survey was based on qualitative research method. Research will refer first to the theoretical aspect of key words under consideration (mobile branding, brand loyalty, brand equity, brand awareness, customer satisfaction) and afterwards will examine questionnaire's variables with the results collected from questionnaires. Questionnaires were answered from participants of different age range and genders, with different incomes and educational background. The participation in the research was voluntary and anonymous for ethics reasons.

Present survey will investigate the influence of mobile branding at customers' purchase decisions. Based on data analysis results, the research will check the correctness of two hypotheses:

H0: Mobile phone branding is the only factor that affects customer's decision

H1: Mobile phone branding is not the only factor that affects customer's decision

At the end of the research, recommendation and suggestions will be referred in order to help for further investigation of the same topic. Current research's anticipation is to will help other researchers who want to investigate similar topics with its finding and conclusions.

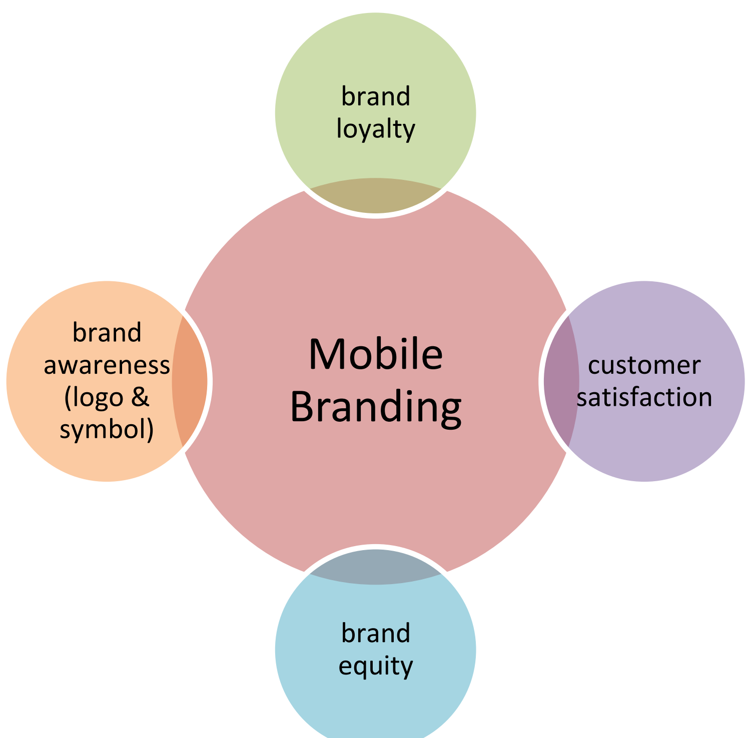
CHAPTER ONE: LITERATURE REVIEW

1.1. The theoretical aspect of the survey

For better understanding of the main objective of the research there is a need to investigate the importance of mobile phones in our life, the scope of marketing and the relation between branding and marketing. Also some terms, which are linked with mobile branding and are crucial for the survey, will be examined. Terms such as brand loyalty, brand equity, brand awareness (logo and symbol) and customer satisfaction.

Several articles have been written regarding key words of this survey. Previous researchers have investigated branding in relation with different fields, such as car manufacturing and cleaning products. Unfortunately only few of them have examined topics regarding mobile phones as current survey's topic. The following chart represents the relation between mobile branding and other terms of the research.

Graph 1: Basic terms of the survey related with mobile branding



The literature review below was a guideline for better understanding of key words and writing of the research. Understanding the theoretical background of key words was critical to identify the gaps in literature for further researches.

1.2. The role of mobile telephony in our life

GSM Association (2012) refers that "mobile phones have improved communication, social inclusion, economic activity and productivity in sectors such as agriculture, health, education and finance. Mobile telephony has transformed the way in which customers and businesses operate in developing markets". Mobile devices become a necessity in our lives and we cannot think our daily routine without them. Nowadays mobile phones are not used only for calls, as they used to, some time ago. With the evolution of technology mobile phones have now many features and applications and handle every task in our business and personal life. Customers can satisfy their needs by choosing from a wide variety of mobile phones, which are now available in a large range of prices and brands.

1.3. The scope of Marketing

Nowadays marketing is an integral part of our daily routine. Every act of our life is based on the concept of marketing, either this refers to goods, services, events, organizations, places, ideas or people. As Kotler and Keller states, marketing is about identifying and meeting human and social needs (2012, p.5). The American Marketing Association (2014) defines the term marketing as an "*activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.*"

Marketers must decide what features to design into a new product or service, what prices to set, where to sell products or offer services, and how much to spend on advertising, sales, the Internet, or mobile marketing. Also they must make those decisions in an Internet-fueled environment where consumers, competition, technology, and economic forces change rapidly, and the effects of the marketer's words and actions can quickly multiply (Kotler and Keller, 2012, p.4).

Marketing is very important for building strong brands especially on mobile phone where the competition is great. Kotler and Keller state that Marketers of successful 21st-century brands must excel at the strategic brand management process. They also add, that strategic brand management combines the design and implementation of marketing activities and programs to build, measure, and manage brands to maximize their value (2012, p.241).

1.4. Brand and Branding

When we hear the term brand even this refers to a product or a service, we can list specific brands which we know or we tend to buy. In our minds particular brands are related with particular features. For example McDonalds is related in consumers' minds with fast food and especially with Burgers.

The term brand, identified from the American Marketing Association (2014) as "Name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers." Kotler and Keller mention that "building a strong brand is both an art and a science" and this because careful planning, deep long-term commitment, creatively designed and executed marketing are required. Consumers may evaluate the identical product differently, depending on how it is branded. Customers learn from past experiences with the product and its marketing program and also finding out which brands satisfy their needs and which do not. Branding endows products and services with the power of a brand. There is a need for marketers to teach customers "who" the product is (by giving it a name and other brand elements to identify it), "what" the product does and "why" consumers should care. Additionally branding creates mental structures which allow consumers to organize their knowledge about products and services in a way that elucidates their decision making and adds value to the firm (Kotler and Keller, 2012, p. 241 -243).

As Vaid (2003, p.12) states, nowadays by branding a product name or an image, it became synonymous with a set of values, aspirations or states. Also Vaid (2003, p.8) mentions that according to marketers a brand is a distinct product, service or business and branding is the act of impressing a product, service or business on the mind of customers or set of customers.

Scholars argue that in a brand there are two types of issues; tangible and intangible. Tangible issues can be quality, function, features and efficacy. Intangible issues are reputation, other user's recommendation and corporate image (Li, 2001, p.19).

In current study the terms brand and branding are related with mobile phones. There are many brands in mobile phone market. Customers determinate their views regarding mobile phones by getting information from several sources such as media, family, friends and mobile phone companies. Mobile branding separates different mobile phones in consumers' minds and is related with specific applications and features.

1.5. Branding as marketing communication

Branding can be viewed as a category of marketing communication which is called brand management. Procter and Gamble, in 1930's, they first created the concept of brand management for Cincinnati soap and toiletries company. Through the years the idea of brand management "has moved beyond" its origin with the development of modern branding and marketing communication. There are three ways to look at marketing; production-oriented, consumer-oriented and brand oriented. The brand oriented marketing focuses on the communicative components of branding such as message development, message transmission and message reception. Message development refers to identification and utilization of culturally appropriate content.

Message transmission includes media to optimize the impact of message, and message reception consists of listener interpretation and attendant behavioural responses (Li, 2001 p.21-22).

1.6. Brand Awareness (Logos & Symbols)

Brand awareness refers to customers' ability to recognize or recall the brand within the category, in sufficient detail to make a purchase. "Brand recall is important outside the store; brand recognition is important inside the store. Brand awareness provides a foundation for brand equity" (Kotler & Keller, 2012, p.482). Customers can identify a mobile brand also by its logo. Logos and symbols generally show an identification of a company and its uniqueness. Symbols and logos were successfully became a linked in customers' memory to corresponding brand name and product to increase brand recall (Alamgir, et al., 2010, p.145).

Customers every day are facing with a lot of mobile brands' logos and symbols and they are in a position to identify a big percentage of them. By viewing logos and symbols which are familiar to them, consumers can direct their purchases at specific brands. Some logos and symbols of mobile brands are represented in the Figure 1.

Figure 1: Mobile brands' logos and symbols

1.7. Brand Equity

Brand equity has been defined as:

"The added value endowed on products and services. It may be reflected in the way consumers think, feel, and act with respect to the brand, as well as in the prices, market share, and profitability the brand commands" (Kotler & Keller, 2012, p. 243).

Another definition of brand equity, by Ailawadi et al. (2003, p.1) refer that brand equity is the marketing effects or outcomes that accrue to a product with its brand name compared with those that would accrue if the same product did not have the brand name.

Brand equity has been examined by marketers and researchers and as they state there are two perspectives of brand equity: financial and customers based. The financial asset value is created to the business franchise (Lassar, et al., 1995, p.11; Keller, 1993, p.1). The customer-based approach views brand equity from the perspective of the consumer (either an individual or an organization). This approach recognizes that "the power of a brand lies in what customers have seen, read, heard, learned, thought, and felt about the brand over time" (Kotler & Keller, 2012, p. 243).

In this research paper, customer based approach will be discussed. Customer based approach will be investigated regarding mobile phones. Specifically will be investigated what customers of Pafos' market thought and felt about mobile brands. Keller (1993, p. 2) states that Customer-based brand equity occurs when the consumer is familiar with a brand and at the same time embraces some favourable, strong, and unique brand associations in memory.

Customer-based brand equity, is the differential effect brand knowledge has on consumer response to the marketing of that brand. Brand can has either positive or negative customer-based brand equity. A brand has positive customer-based brand equity when consumers respond more favourably to a product and the way it is marketed when the brand is identified, than when it is not identified. Customers with positive customer-based brand equity should be more willing to pay premium prices for the brand. On the other hand, a brand has negative customer-based brand equity if consumers respond less favourably to marketing activity for the brand under the same circumstances (Kotler & Keller, 2012, p. 244; Keller,1993, p.9).

Building of brand equity is a process which requires time and effort from marketers. Companies by adopting and supporting marketing programs can build brand equity among consumers. Brand equity is built over time through different media; television, radio, internet, print advertising, product placement or peer groups particularly in case of youth markets (Vaid, 2003, p.12).

1.8. Brand Loyalty

Loyalty and trust are the elements which obtained difficult be obtained especially when are related with products or services. However many times consumers trust particular brands because they have determined that those brands satisfy their needs and requirements. Customers' brand loyalty creates a strong, tight connection between companies and customers. Brand loyalty can be characterized as the dream of any marketer and is related with long-term marketing success (Kotler & Keller, 2012, p.141).

Brand loyalty is ''a deeply held commitment to re-buy or re-patronize a preferred product/service consistently in the future, thereby causing repetitive same-brand or same brand-set purchasing, despite situational influences and marketing efforts having the potential to cause switching behaviour'' (Lin & Wang, 2006, p.272). Alamgir et al. (2010, p.144) state that brand loyalty shows customer preferences to purchase a particular brand. Customers believe that a specific brand offers features, images or standard of quality at the right price. At first customers will purchase a brand for trial, and after being satisfied, they will keep on buying the product from the specific brand.

As Gommans et al. (2001, p.43) state, a brand with strong customer loyalty contains many advantages such as the ability of maintaining premium pricing, greater bargaining power with channels of distribution, reduced selling costs, a strong barrier to potential new entries into the product/service category, and synergistic advantages of brand extensions to related product/service categories.

1.9. Customer Satisfaction

Companies want consumers to be satisfied with their products or services and customers to meet their needs and requirements by purchasing specific products or services. Customers' decision making processes, includes many steps and when this processes finishes and consumers use a product or a service, it is important for both parties (consumers and businesses), customers to be satisfied. Customers' satisfaction is important for long term relationship between mobile phone companies and customers. Customer satisfaction is related with customer loyalty. A big number of studies find that higher levels of customer satisfaction lead greater customer loyalty (Anderson et al., 2001. P. 130).

Alamgir et al. (2010, p.146) mention that customers through decision making process, try to make an estimated brand universe on the basis of available information about the brands and at the same time they try to make an estimated utility function on the basis of their past purchase experience.

Satisfaction is a consumer's post-purchase evaluation of a product or a service and the affective response to the overall experience. Past research has indicated that satisfaction is a reliable predictor of re-purchase intentions. A satisfied customer repurchases a product or a service, tends to recommending it positively with the word-of-mouth and trust the product/service. "Consumer satisfaction mediate consumer learning due to prior experience and explain key post purchase behaviours, such as complaining, word of mouth, repurchase intention, and product usage. A dissatisfied customer is more likely to search for information on alternatives and more likely to yield to competitor overtures than a satisfied customer'' (Lin & Wang, 2006, p.273).

On the other hand, a satisfied customer does not always come back to the same provider because of internal, personal factors. Satisfaction is also driven from behavioural factors (Dovalienė et al., 2007, p.60). The decision of purchase a mobile phone usually depends on previous experiences. A satisfied customer tends to buy the same mobile brand again and an unsatisfied one probably, will not. At the same time if customers of Pafos' market are not affected from external, but from internal factors, then it is not sure if they will repeat the purchase of a specific mobile brand.

CHAPTER TWO: METHODOLOGY

To study how mobile branding affects the purchase decision of customers on Pafos' market, the survey was based on one of the two main research methods: the qualitative method. Qualitative research method is characterized by aims which are related to understanding some aspects of social life. Qualitative research is based on data analysis for measurements (Brikci et al., 2007, p.2-3). Data collection of current research was based on an anonymous questionnaire, where participants were called to answer questions regarding mobile branding. The results from data collection were analyzed with the Statistical Package for the Social Sciences (SPSS) and Excel. The theoretical aspect of the survey was analyzed above. Relevant literature survey examined the theoretical part of the variables under consideration and also investigated previous articles in mobile branding.

2.1. Limitations of the survey

1. The research carried out only in one city of Cyprus (Pafos) and findings may vary if the research refers to another city of the island. Findings may vary according factors such as location, income level, education, nationality.

2. The sample of the research could be greater in order to be more representative. There were given 70 questionnaires but 58 of the participants returned the questionnaires to the researcher. The number of the questionnaires given was small because of the limited time available for present study.

2.2. Data collection

All the variables under consideration for survey were measured with questionnaires, which were written in English. Data were obtained from citizens of Pafos in August 2014. There were given 70 questionnaires and the participation was entirely voluntary, anonymous and random. Responders had the opportunity to return the questionnaires after some days. Despite that only 58 of the questionnaires where answered and were returned to the researcher.

2.3. Ethical Consideration

In order to keep Personal data confidentiality responders’ names are not mentioned in the research project. For ethical reasons the responses kept confidential and participants are not required to identify themselves in any way. Respondents were called to indicate information regarding their education level and their monthly income which are personal and private information. This research does not want to harm any participant; it is part of a survey undertaken as a part of a dissertation at Neapolis University, Pafos and its purpose is to examine only the topic of the survey.

2.4. Questionnaire

The writing of the survey was based on qualitative research method where participants have to express their opinion in social life aspects. To get information about how mobile branding affects customers purchase decisions, researcher developed a closed type questionnaire. Questionnaire is descripted as “*a set of questions on the different dimensions of the topic under study that is given to the study subjects in order to provide answers”.* The questionnaire aims at collecting three types of information from the participants of the survey; Knowledge and information, values and preferences, positions on the issues examined and believe (Sivitanides, 2014).

Respondents were asked to choose their answer from a series of specifically articulated responses. Research questionnaire (see Appendix A) was divided into three sections, there was also a part which included general information about the participants. The section of General information, made the results of the survey more useful and beneficial. Responders gave information about their gender, their age, their marital status, their education and their monthly income. Also they mentioned the last time that they have purchased a mobile phone. The first section (Section A) was about the mobile brands that responders tend to buy, the information they have regarding those brands and also they mentioned if they mainly use mobile phones for personal or business issues.

Section B consisted from 14 questions about several factors that customers take into consideration when they decide to buy a mobile phone. Responders had to answer those questions based on a scale between 1 and 4. The choices they had were the following:

1: Not At All

2: To Some Degree

3: Fairly Much

4: A Great Deal.

At the last question of this section, participants have to give information about the mobile brand of the mobile phone they own, within a list of mobile brands. Participants at the last section (Section C), were free to add and mention their comments about mobile brands.

2.5. Data analysis

The information from the 58 anonymous questionnaires, have been saved in Excel and then the data have been transferred in the Statistical Package for the Social Sciences (SPSS). A data analysis was done by using SPSS and Excel programs and an evaluation of the relationship between mobile branding, brand loyalty, brand equity, brand awareness (logo and symbol) and customer satisfaction was occurred.

The analysis was conducted in two phases. In phase A, tables from descriptive statistics and crosstabulation statistical methods were analyzed to summarize and provide an indication of the interrelation between questions that might a positive or negative relationship. The results were examined by using tables and graphs made in Excel and some from the SPSS output results.

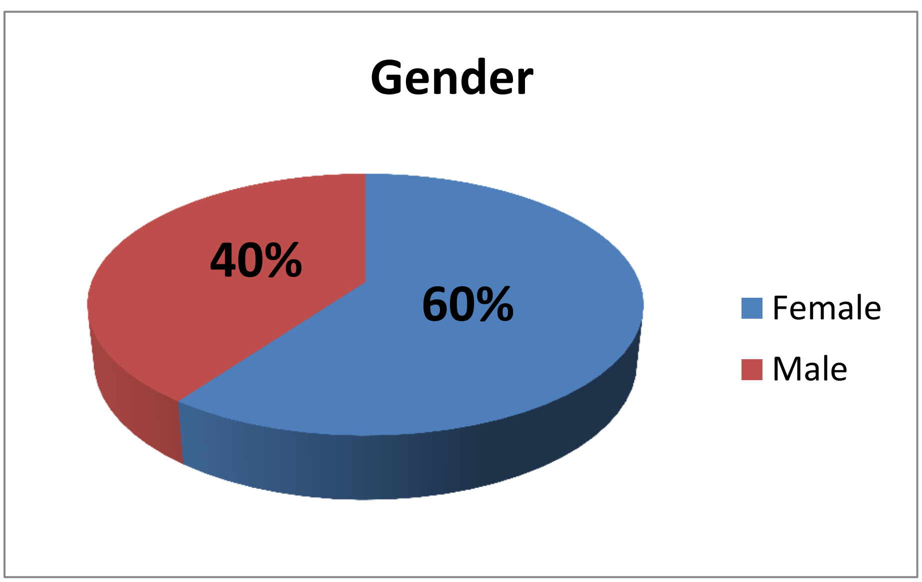
In phase B a correlation analysis was run to check if all the variables are statistically significant correlated with each other. After the correlation, a multiple regression analysis was conducted to find the factors that affect the dependent variable.

2.5.1. Descriptive Statistics

The first part of the questionnaire was consisted of a general information section. The section of General information, made the results of the survey more useful and beneficial. Responders gave information about their gender, their age and their marital status. The SPSS was used for analysing questionnaires' data. Descriptive Statistics output of SPSS gave the rates of responders' answers.

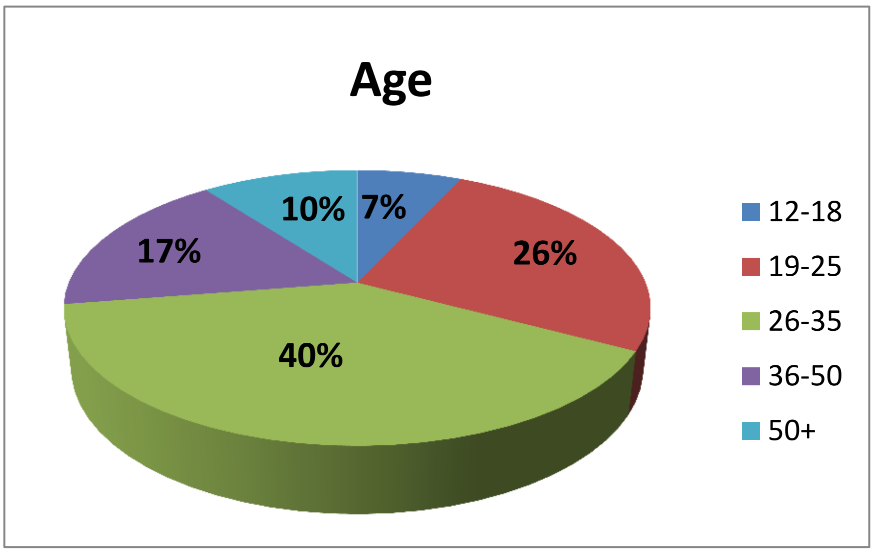
The 60% of the participants were women and the 40% were men. The majority of the responders, as it can be seen at the graph below (graph 2), were women.

Graph 2: Sample Gender



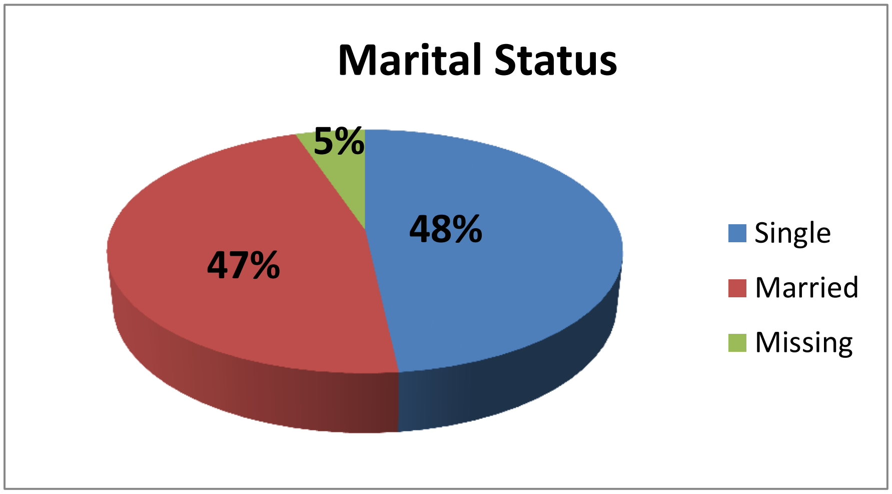
The following graph represents the different age's group of the participants in the research. Most of the responders were between 26 years old to 35 years old, with a percentage of 40%. The age group of 19 to 25 years old also has a great percentage in the whole group; a percentage of 26% belongs to this group. The minority of the responders in the research was students, (7%) were from 12 years old to 18 years old.

Graph 3: Sample Age



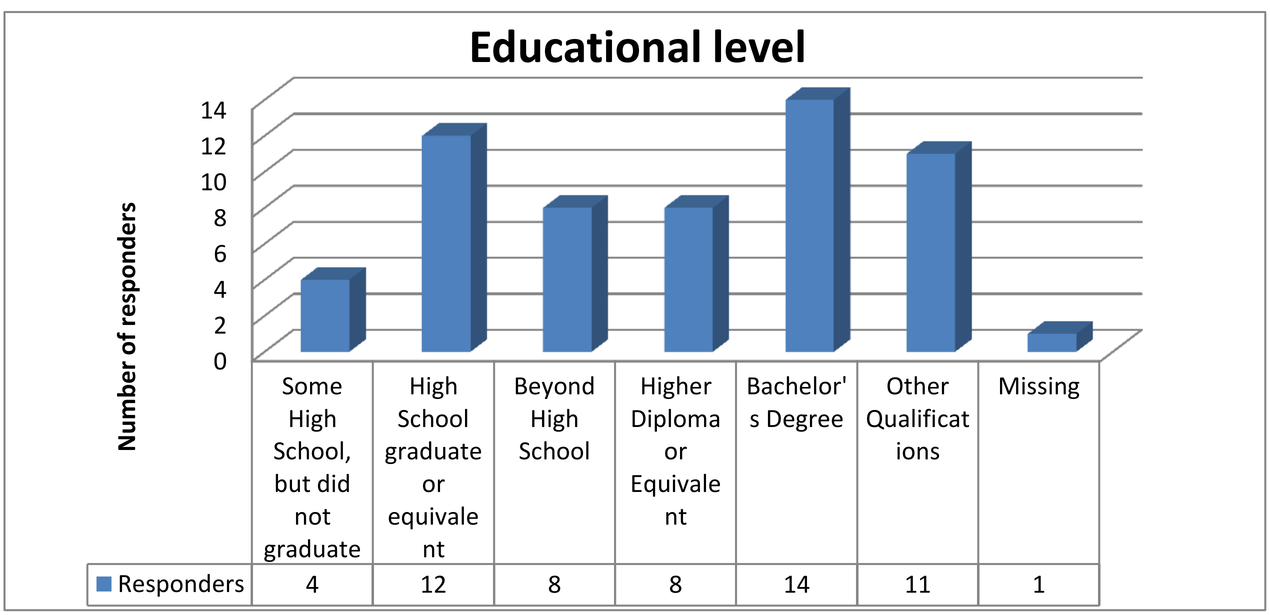
Regarding now the marital status of the participants in the range of 58 questionnaires, showed that the rates are almost the same, since they have only a small difference. A percentage of 48% of the responders are singel and 47% of them are married. There were some responders who did not want to indicate their marital status, so there is a 5% of missing information in this question. The marital status results are represented graphically at the Graph 4.

Graph 4: Sample Marital Status



It is crucial to notice some other information of the responders such as their education and their monthly income. Responders were asked to mention their educational level as well. They had to choose from 6 answers, which referred to 6 different levels of education. One of the participants, a female one, did not mention her educational level. The results of this question are shown in the column chart that follows (Graph 5). The table below the graph indicates the number of responders who belong in each educational level.

Graph 5: Sample educational level

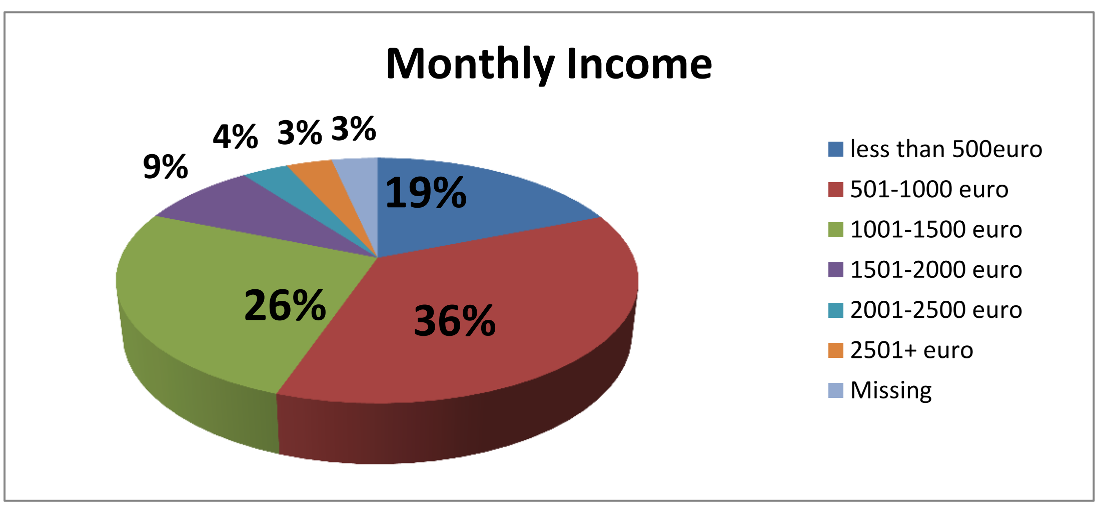


The majority of fourteen responders had a bachelor's Degree and eleven responders had Master Degree (Other Qualifications). Twelve of the participants had graduated from High School. Eight responders had continued their education beyond High School or had some technical, college, craft and technical training. The same amount of responders had a Higher Diploma or Equivalent. The smallest amount of this question is the amount of responders who did not graduated from High School; some of them may be students.

For better analysis of the results, participants were called to mention their monthly income. This information is useful for investigation of the relation of high pricing mobile phones with customers' income. Consumers who have high incomes are expected to buy expensive mobile phones.

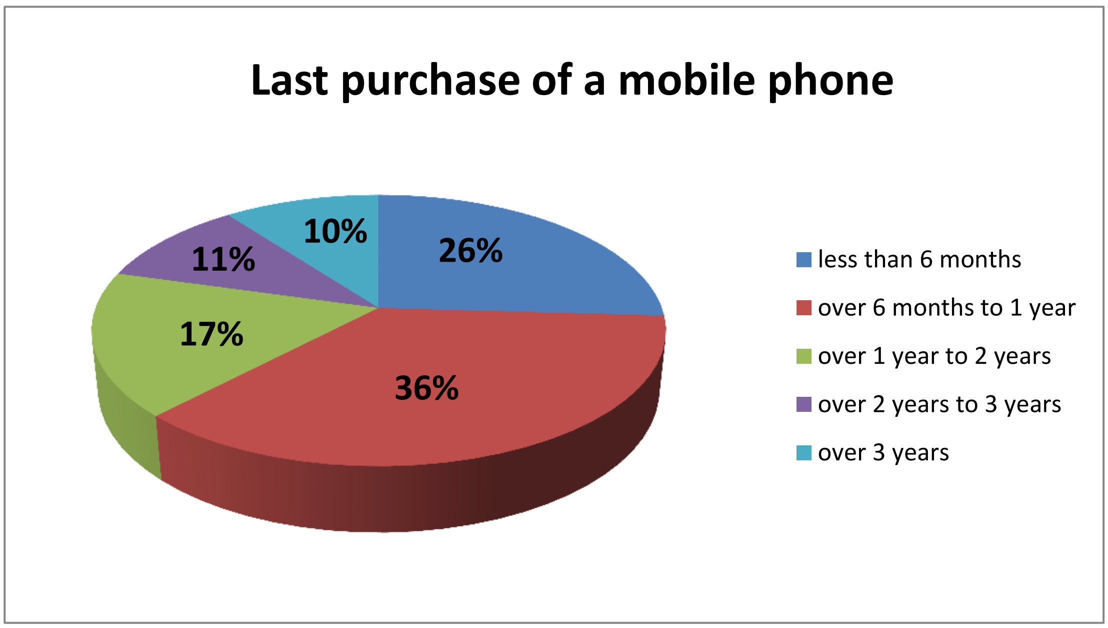
In Graph 6 are shown the monthly incomes of responders-consumers in percentages. A great percent of 36% gets from € 500 to € 1000 every month and 26% gets from € 1001 to € 1500 every month. In the 19% which represents low incomes are included also unemployed persons and students. Participants which their monthly salary starts from € 2001 and plus have high incomes. A percent of 4% gets from € 2001 to € 2500 and only a percentage of 3% of the participants in the research gets from € 2501 and above. In this question of general information section there was also again one participant who did not answer, so there was a missing answer.

Graph 6: Sample Monthly Incomes



An additional topic that participants had to indicate was their last purchase of a mobile phone. From the Graph 7 it is clear that the majority of the responders (62%) had purchased a mobile phone in the last year. Specifically the 26% of them had bought a mobile phone less than 6 months ago and 36% over 6 months to a year. A percentage of 17% purchased a mobile phone over 1 year to 2 years and 21% of the responders bought a mobile phone before 2 years and above.

Graph 7: Sample last purchase of a mobile phone



Section A of the questionnaire referred to mobile brands and information that customers used to collect about them. Also responders were called to indicate why they use their mobile phones. At first question of this section, participants were asked to mention the mobile brands which they tend to buy. The purpose of this question was to find out the main brands which customers in Pafos market tend to buy. Responders had to answer based on a list with some of the main mobile brands. They were also free to mention other brands which were not included at the list. Most of the participants don't buy only one brand. Therefore the results in majority consist for a combination of mobile brands. At the following table (Table 1) are shown the main mobile brands that consumers in Pafos tend to buy.

Table 1: Main mobile Brands Customers tend to buy

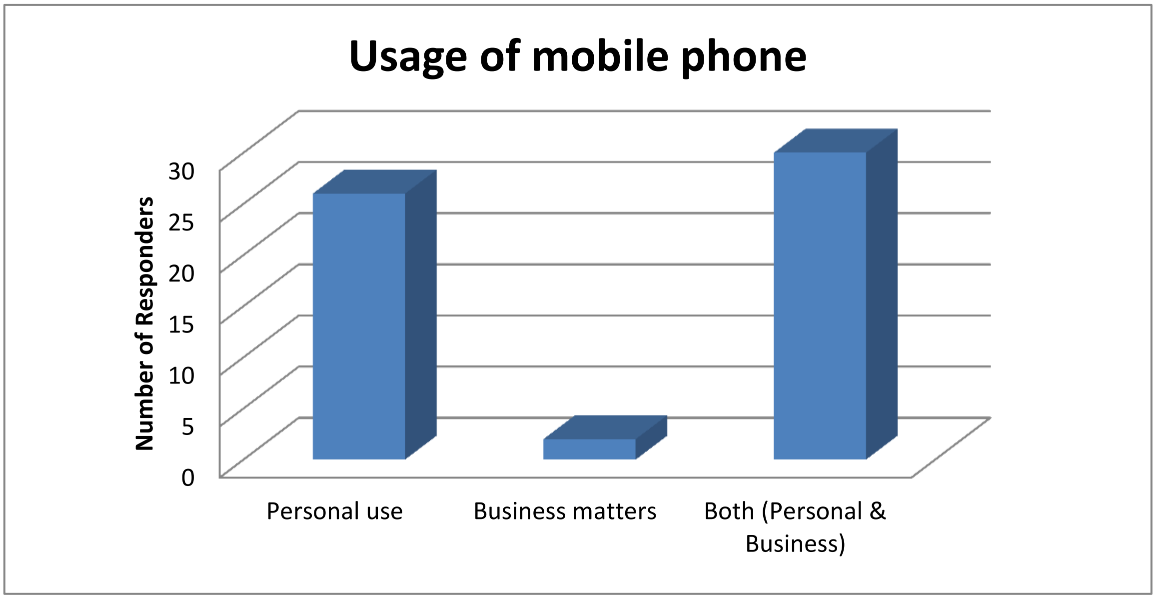
Mobile Brands	Responders	Percent
APPLE	5	8.60%
BLACKBERRY	1	1.70%
HTC	1	1.70%
NOKIA	6	10.30%
SAMSUNG	10	17.20%
SONY	2	3.40%
OTHER	1	1.70%
NOKIA/SAMSUNG	11	19%
APPLE/NOKIA	1	1.70%
HTC/NOKIA/SONY	1	1.70%
HTC/SAMSUNG	2	3.40%
APPLE/HTC/SAMSUNG	1	1.70%
HTC/LG/SAMSUNG	1	1.70%
NOKIA/PRESTIGIO/SAMSUNG	1	1.70%
LG/SAMSUNG/SONY	1	1.70%
NOKIA/SAMSUNG/SONY	1	1.70%
PRESTIGIO/SAMSUNG/SONY	1	1.70%
NOKIA/SAMSUNG/OTHER	1	1.70%
LG/SAMSUNG	1	1.70%
HTC/LG/NOKIA/SAMSUNG	1	1.70%
ALCATEL/HTC/NOKIA	1	1.70%
APPLE/SAMSUNG	3	5.20%
BLACKBERRY/LG	1	1.70%
APPLE/BLACKBERRY	1	1.70%
PRESTIGIO/SAMSUNG	1	1.70%
LG/NOKIA/SAMSUNG	1	1.70%
Total	58	100%

In the questionnaire were mention brands such as APPLE, ALCATEL, BLACKBERRY, HTC, LG, MOTOROLA, NOKIA, PRESTIGIO, SAMSUNG and SONY. From responders' answers, which are shown at the table above, it is indicated that the five main brands that customers in Pafos market tend to buy are: SAMSUNG, NOKIA, APPLE, SONY and HTC. A percentage of 67.1% prefer to buy these five brands. Eleven responders, who represent a percent of 19%, tend to buy mobile phones of SAMSUNG and NOKIA, while the 17.20% prefer to purchase only SAMSUNG mobile phones. Customers, who prefer to buy only NOKIA and APPLE mobile phones, constitute the 10.30% and 8.60% respectively. Another combination of mobile brands that consumers used to buy is the one of APPLE and SAMSUNG mobile phones (5.20%). Two of the responders prefer to purchase SONY mobile phones (percentage of 3.40%) and the same number of customers (3.40%), choose to buy HTC and SAMSUNG mobile phones.

A mobile brand that customers in Pafos market don't tend to buy is Motorola. That brand is not included in responders' choices, as from the results we have. Also it is important to refer that only two of the responders tend to buy mobile brands, which are not included in questionnaire's list. Two of the responders referred to their answers that they choose to buy brands such as CAT and CUBOT. Based on this we can conclude that few customers do not buy famous mobile brands, in Pafos market.

Responders were asked to indicate approximately, if they used their mobile phones for personal use or for business matters. There were also responders who used their phones for both reasons. As from questionnaires' analysis, it was found that more than the half of responders is using mobile phones for both personal and business issues. There is also a great number of responders who are using mobile phones for personal matters. The minority of responders use their mobile phones only for business matters. Responds regarding the three choices are represented graphically in the following chart (chart 8).

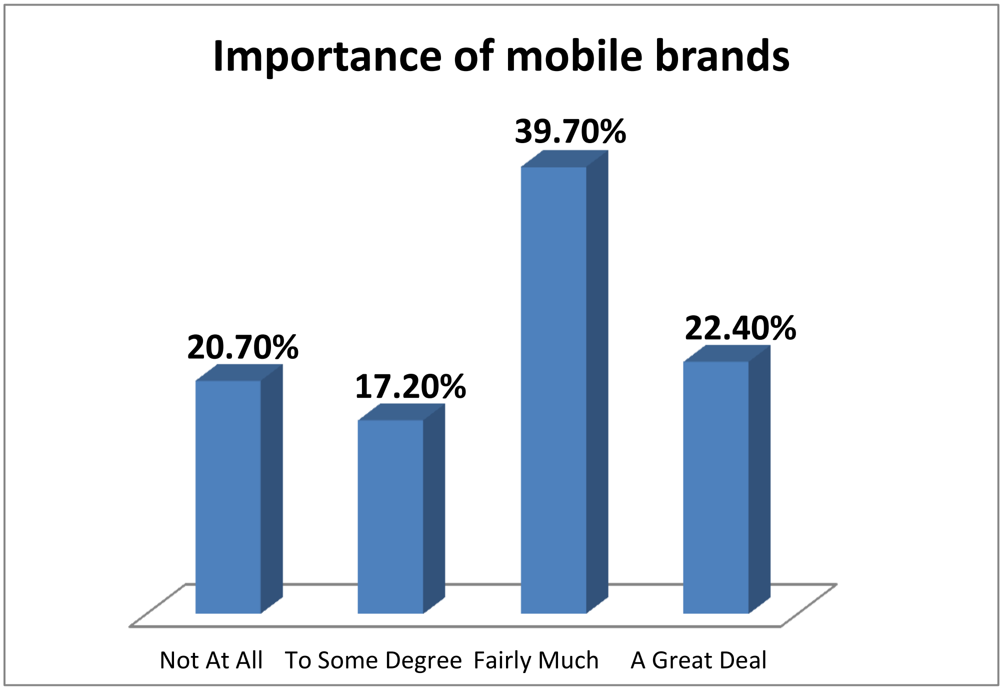
Graph 8: Sample usage of mobile phone



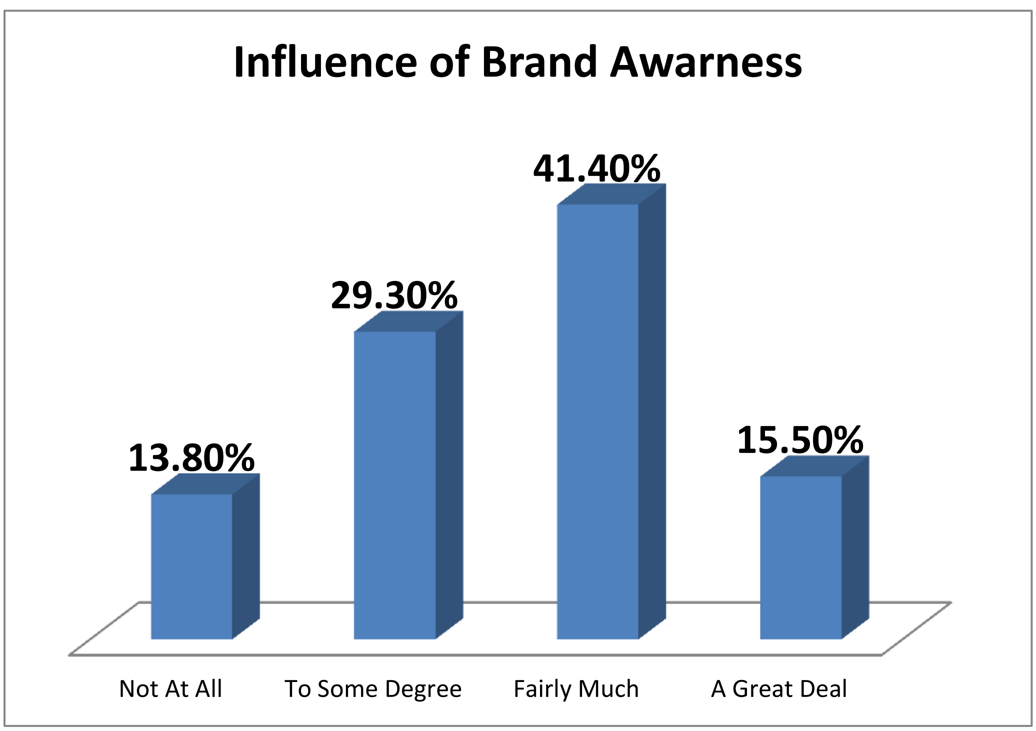
At the third part of the questionnaire participants were asked to answer 13 questions. The purpose of these questions was to find out how mobile branding affects customers' decisions and at the same time if there were other factors that customers took into consideration, which were more important for consumers than brand name. Also at the last question of this section, participants had to give information about the mobile brand of the mobile phone they currently own.

At the questionnaire there were 3 questions which refer to mobile branding in relation with brand awareness, trust and customer loyalty. In the question "Is it important for you to buy a brand name mobile phone?", the 39.70% reported that is "Fairy Much" important, the 22.40% of the responders answered that is important at "A Great Deal" and 17.20% reported that is important "To Some Degree". There are also respondents who believe that is not important to buy a brand name mobile. The 20.70% argued that is "Not At All" important to purchase a brand name mobile phone. The importance of mobile branding for the sample of the survey is represented at the following column chart (Graph 9).

Graph 9: Importance of mobile branding for Participants



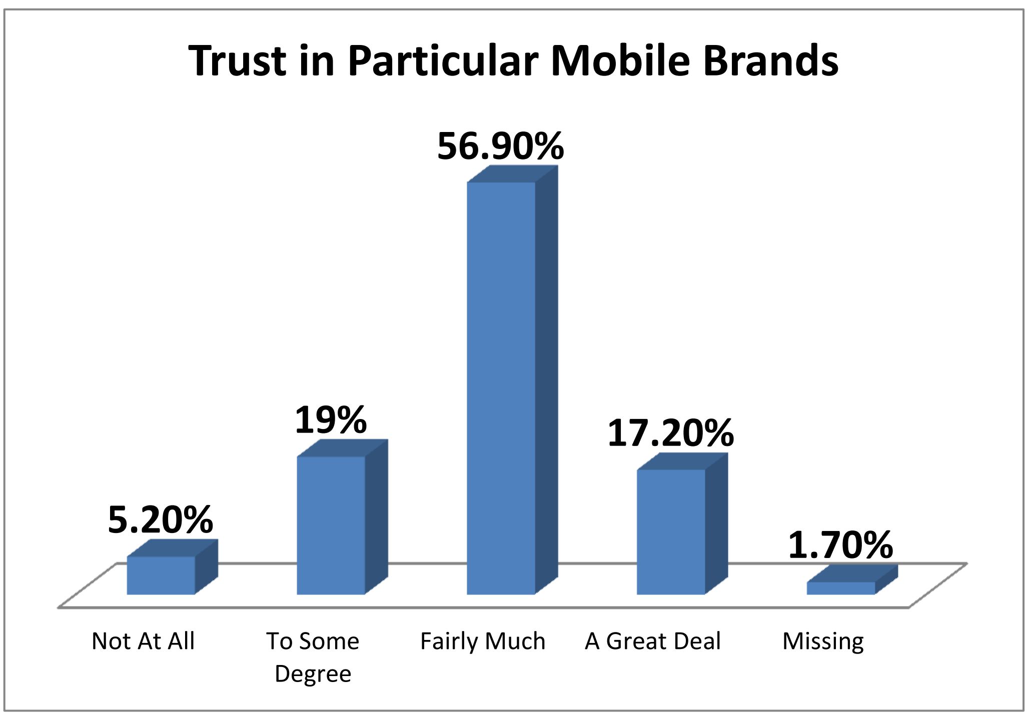
Graph 10: How brand awareness influence sample's decisions



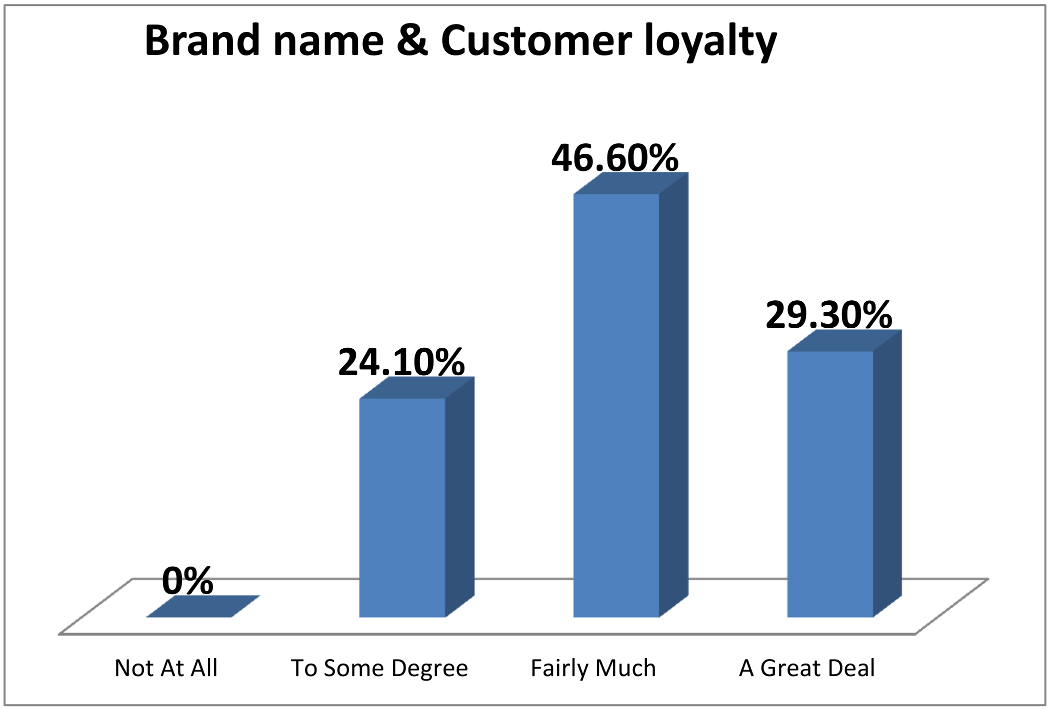
Participants were asked to mention also if brand awareness influence their mobile decision making process. The results of this question are represented in Graph 10. The rate of 41.40% answered that their decision is "Fairly Much" affected from brand awareness while the 29.30% is affected from brand awareness "To Some Degree". A present of 15.50% follows which is affected to "A Great Deal" and the 13.80% of participants argued that is unaffected from brand awareness regarding mobile phones decisions.

Brand equity and customer loyalty in particular mobile brands and were also examined at the questionnaire. Respondents were requested to mention if they trust particular brand to satisfy their needs. A percent of 56.90% answered that they "Fairly Much" trust particular mobile brands and the 19% answered "To Some Degree" followed by "A Great Deal" (17.20%). Only 5.20% of sample stated "Not At All". There is a rate of 1.70% which refers to missing answer; one of the participants did not answer this question. Results are shown graphically at the Graph 11.

Graph 11: Sample's trust in particular brands



Graph 12: Sample's opinion about brand name & customer loyalty

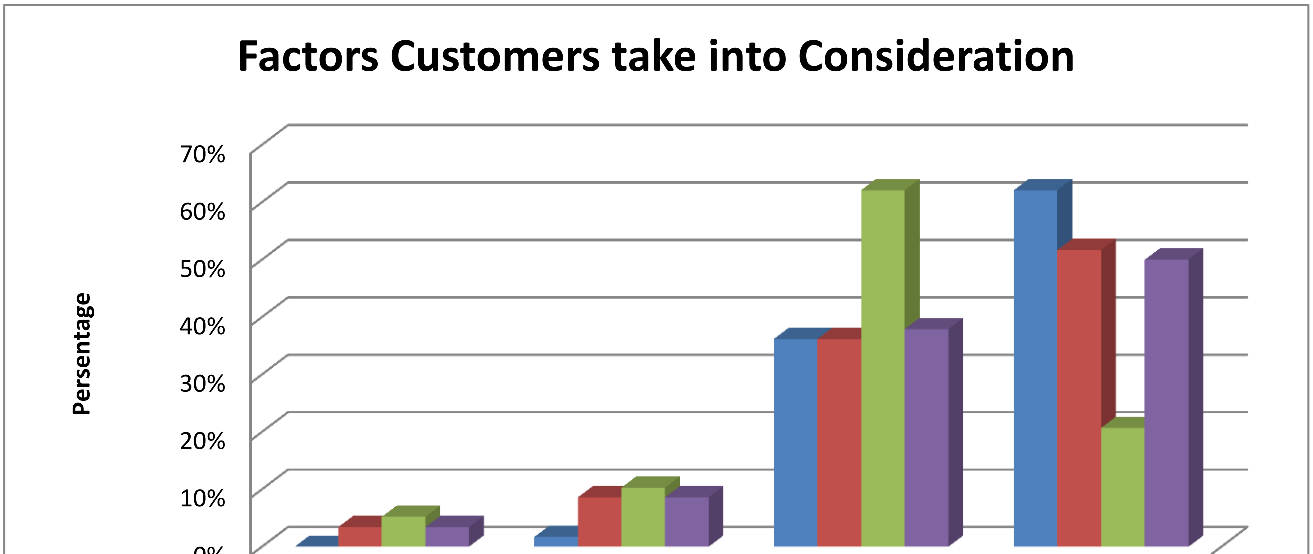


Customers of Pafos market were asked (based on their opinion) if there is relationship between brand name and customer loyalty. Graph 12 represents their responses in percentages. The 46.60% supported "Fairly Much" and the 29.30% "A Great Deal". The 24.10% answered "To Some Degree".

Graph 13 represents other factors that participants of the sample consider before they decide to buy a mobile phone. Additional factors are features, applications, price and connectivity of mobile phones. These four elements were examined at question no. 1, no. 2, no. 3 and no. 4 respectively at the second part of the questionnaire. The four factors have been accumulated in one graph for better comparison.

The majority of responders considered features, applications, price and connectivity of mobile phones as important factors and for this reason they mentioned that are "Fairy Much" and "A Great Deal" important. As is shown at the graph above, the sample of the research indicated as most important factor, features of mobile phones with a rate of 62.10%. At the question "is it important for you to buy a mobile phone with applications which satisfy your needs?" the 50.1% of customers considered application as "A Great Deal" important factor. Price[1] was "Fairy Much" important for sample's respondents with a rate of 62.10% and connectivity was mentioned by half of the respondents, with a percentage of 50%, as "A Great Deal" important factor.

<u>Graph 13: Other factors that Customers take into consideration</u>

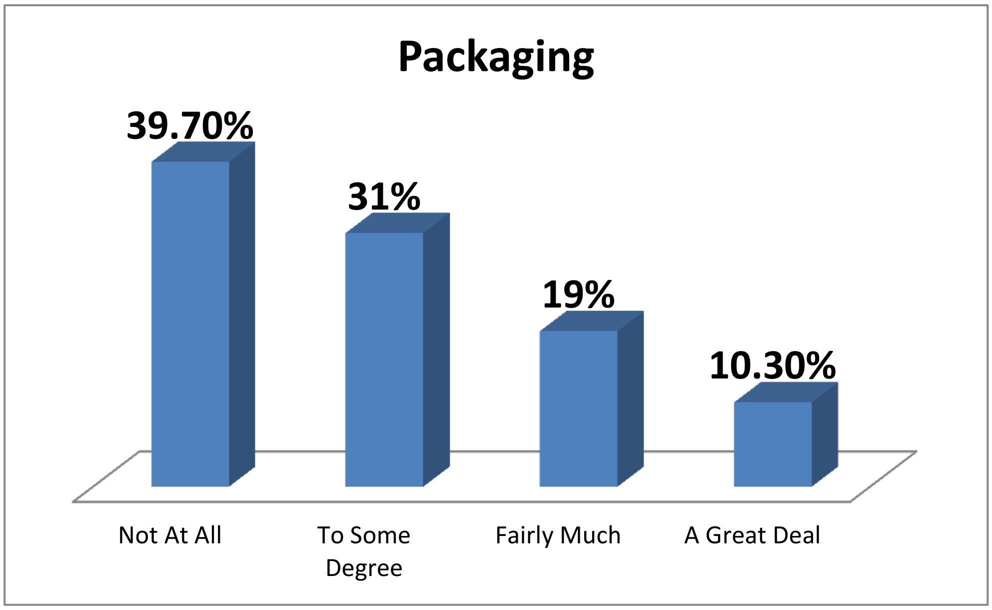


	Not At All	To Some Degree	Fairly Much	A Great Deal
Features	0%	1.70%	36.20%	62.10%
Applications	3.40%	8.60%	36.20%	51.70%
Price	5.20%	10.30%	62.10%	20.70%
Connectivity	3.40%	8.60%	37.90%	50%

Additionally participants indicated if packaging of mobile phones affects their purchase decisions. The 39.70% of the sample considers that packaging is "Not At All" important and the 31% argues that packaging is important "To Some Degree", 19% "Fairly Much" and only 10.30% "To A Great Deal". Results are represented at *Graph 14* below.

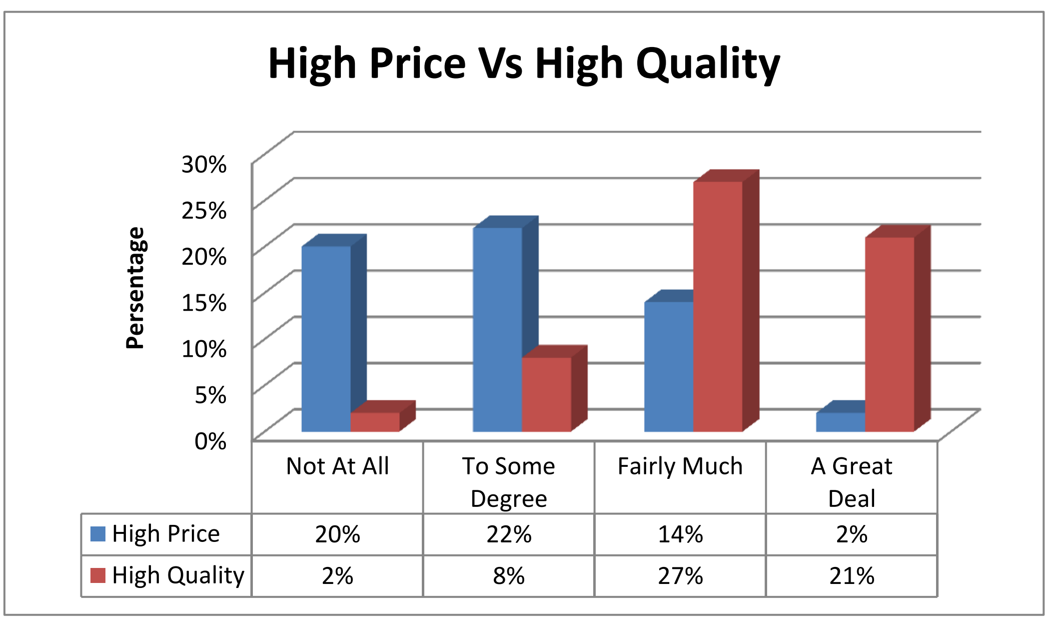
[1] There was one missing answer (1.7%) regarding question no.3 of Section B.

Graph 14: Packaging affection on Sample's decisions for mobile phones



Respondents were asked also to mention if they prefer mobile phones of high price or of high quality. The purpose of these two questions was to find out if customers in Pafos market consider more in high price or high quality. Quality and price are two elements for which customers are puzzled most of the times. The following graph represents the percentages of participants' responses regarding those elements.

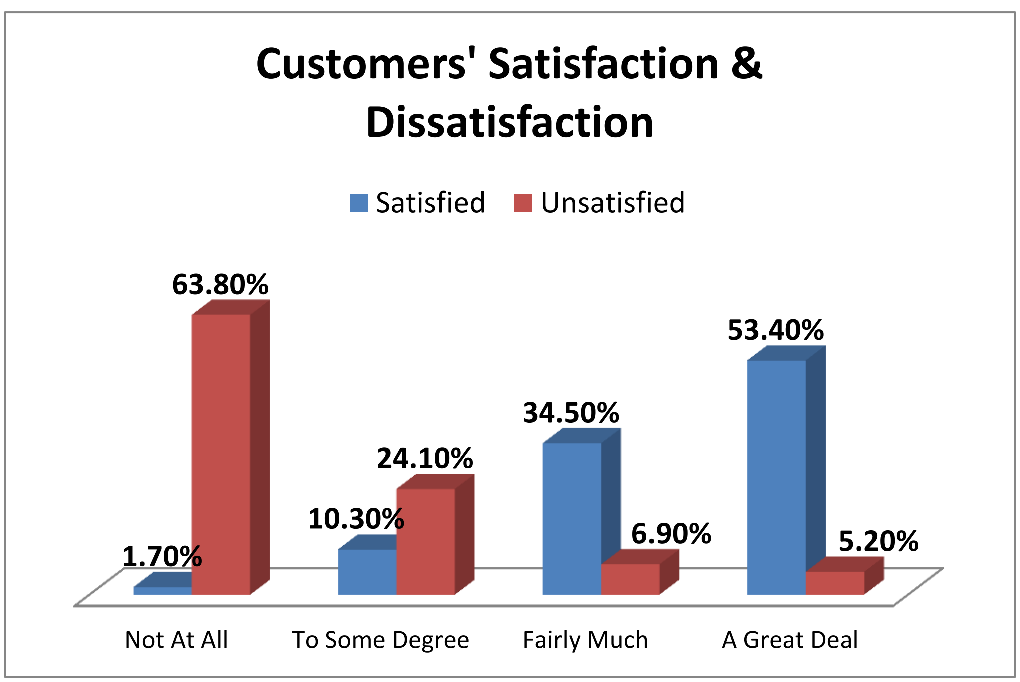
Graph 15: High Price Vs High Quality on mobile phones



The 20% of responders do not prefer to buy mobile phones of high prices and they mention the answer “Not At All” while a rate of 22% prefers “To Some Degree” high price mobile phones. The value “Fairly Much” indicated by 14% of the responders and only 2% stated “A Great Deal”. Regarding mobile phone quality, the 27% of participants answered “Fairly Much” and the 21% “A Great Deal”. Answers of “To Some Degree” represent the 8% of sample responses in this question and 2% of responder don’t care about Quality (“Not At All”).

Participants must also refer to their satisfaction and dissatisfaction from particular mobile brands. The Question they have to answer was: “If you are satisfied with your previous purchase, would you buy again the same mobile brand?” and “If you are not satisfied with your previous purchase of a particular mobile brand mobile, you would buy this brand again?” The majority of respondents (63.80%) answered that they don’t purchase a brand again if they are unsatisfied from it, while the 53.40% responded that if they are satisfied with a particular mobile brand they would buy the same brand again. Rates are shown graphically below on Graph 16.

<u>**Graph 16: Customers’ Satisfaction & Dissatisfaction from particular mobile brands**</u>



At Section C the majority of the participants did not add or mention anything about mobile brands. Only 7 responders left their comments. Three responders indicated that they consider connectivity and internet access when they purchase mobile phones because nowadays internet is a crucial part of our lives. Also there were participants who mentioned particular mobile brand as the best. Blackberry was referred as a great brand because Blackberry mobile phones are connected easier with the internet. Also brands such as Samsung, Nokia and HTC were mentioned as the most famous brands. Responders' comments included quotes such as *"mobile phones prices are high and companies must decrease their prices*", "*despite that Samsung is a great brand, my mobile phone needs to be updated so many times*" and "my purchase decisions are based on my pervious experiences"

2.5.2. Crosstabulation

A Crosstabulation is a statistical process that helps researchers to summarize questionnaire's data and to create contingency tables.

A Crosstabulation was conducted between the "Gender" and the "Age" questions from the general information section. The largest participant's percentage was women. It was obtained that the age of most participants of the entire sample was a variety between 26 to 35 years old (23 out 58 participants) and 19 to 25 years old (15 participants). Both groups were 50% women and 50% men.

Table 2: Crosstabulation of Age and Gender showing percentages with each gender

Crosstabulation of Age and Gender showing percentages with each gender			
Age	**Gender**		**Total**
	Male	**Female**	
12-18	3 (8.6%)	1 (4.3%)	4
19-25	9 (25.7%)	6 (26.1%)	15
26-35	14 (40%)	9 (39.1%)	23
36-50	6 (17.1%)	4 (17.4%)	10
50+	3 (8.6%)	3 (13.0%)	6

Another Crosstabulation was done between the "Monthly Income" from the general information section and research's main question "What Mobile phone do you have at the moment?".

In Table 3, it can be seen that 11 people out of our participants have a monthly income less than € 500. A rate of 45% tends to buy "SAMSUNG" and almost the 30% tend to buy "APPLE" mobile phones. These two brands are mainly of high price and it doesn't make any reasonable sense.

From the group with monthly income of € 501 – € 1000, the 30% has "NOKIA" and the 30% "SAMSUNG". From the next group with monthly income of € 1001 – € 1500, it doesn't look that they tend to buy a specific brand name mobile phone.

At the next two last monthly income groups (€ 1501 – € 2500+) we have only two participants in each group, so it is not possible to make any conclusion.

Table 3: Crosstabulation of current phones brand name and monthly income

Crosstabulation of current phones brand name and monthly income											
Brand Name	**APPLE**	**ALCATEL**	**BLACKBERRY**	**HTC**	**LG**	**MOTOROLLA**	**NOKIA**	**PRESTIGIO**	**SAMSUNG**	**SONY**	**OTHER**
Monthly Income											
less than 500	3 (27.3%)	0	0	2 (18.2%)	0	0	1 (9.1%)	0	5 (45.5%)	0	0
501-1000	3 (14.3%)	0	1 (4.8%)	1 (4.8%)	0	1 (4.8%)	7 (33.3%)	1 (4.8%)	6 (28.6%)	1 (4.8%)	0
1001-1500	3 (20.0%)	0	1 (6.7%)	1 (6.7%)	1 (6.7%)	1 (6.7%)	2 (13.3%)	2 (13.3%)	1 (6.7%)	2 (13.3%)	1 (6.7%)
1501-2000	1 (20.0%)	1 (20.0%)	1 (20.0%)	0	0	0	2 (40.0%)	0	0	0	0
2001-2500	0	0	0	0	0	0	2 (100%)	0	0	0	0
2501+	1 (50.0%)	0	0	0	0	0	0	0	1 (50.0%)	0	0

Most of the respondents replied that it is “Fairly Much” and “A Great deal” important for them to buy a mobile phone with applications and features that satisfy their needs (60% and 50%).

Table 4: Applications (Q2) and Features (Q1) Crosstabulation

Q2 * Q1 Crosstabulation				
		Q1		
		To Some Degree	**Fairly Much**	**A Great Deal**
Q2	**Not At All**	0	2	0
		0.0%	100.0%	0.0%
	To Some Degree	1	3	1
		20.0%	60.0%	20.0%
	Fairly Much	0	11	10
		0.0%	52.4%	47.6%
	A Great Deal	0	5	25
		0.0%	16.7%	83.3%

At the question “Do you prefer to buy mobile phones of high price?” the respondents’ answers vary from “Some Degree” to “Fairly Much”. On the other hand at the question “Do you prefer to buy mobile phones of high quality?” the answers vary.

From those who responded as “Fairly Much” to the high price question 70% they replied as “Fairly Much” on the quality question as well. On the other hand the ones who answered to “Some Degree” on price question, answered “Fairly Much” in quality.

Table 5: High Price (Q7) and High Quality (Q8) Corosstabulation

Q7 * Q8 Crosstabulation					
		Q8			
		Not At All	To Some Degree	Fairly Much	A Great Deal
Q7	Not At All	2	3	6	9
		10.0%	15.0%	30.0%	45.0%
	To Some Degree	0	5	10	7
		0.0%	22.7%	45.5%	31.8%
	Fairly Much	0	0	10	4
		0.0%	0.0%	71.4%	28.6%
	A Great Deal	0	0	1	1
		0.0%	0.0%	50.0%	50.0%

2.5.3. Correlation Analysis

In order to check the correlation between the variables, checking them one by one, we run a correlation in SPSS statistical programming. Correlations are a measure of the linear relationship between two variables. Firstly, a Bivariate correlation was conducted, Pearson’s Correlation to check the relationship within the categorical variables. From the correlation, the variables moderate correlate to each other.

In order to check the relationship between the rank-scale questions we run a Kendall’s teu_b and Spearman correlation. Kendall’s rank correlation is a distribution free test of independence and a statistical tool to measure the strength of dependence between two variables. Spearman’s rank order correlation is a non-parametric measure of the strength and direction of association that exists between two variables.

At the correlation test we also choose a two_tailed hypothesis testing, since the main aim of the survey is to check if there exist any positive or negative relationship between these two variables and that it’s not due to chance.

By the correlation, is concluded that the variables moderate correlate to each other and the value representing the participants’ decision on what mobile phone they already have is dependent by all the rest variables in the questionnaire. From these conclusions, a final multiple regression analysis must be analyzed in order to find the factors affecting the dependent variable.

2.5.4. Multiple regression Analysis

In order to investigate the relationship between the dependent variables between the independent variables a multiple regression analysis was contacted. The regression line expresses the best prediction of the dependent variable (*Y*), given the independent variables (*Xi*). In this model the dependent variable is Q14: "*What mobile phone do you have at the moment?*" and all the rest variables represent the independent variables.

In order to run the multiple regression test, the following assumptions should be checked if our data values apply them.

Assumption 1: Dependent variable (Y) should be continuous

Assumption 2: There exist two or more independent variables (continuous or categorical). Continuous variables could be interval or ratio and categorical ordinal or normal.

Assumption 3: Observations must be independent and this can be checked on SPSS by using the Durbin Watson test.

Assumption 4: It has to exist a linear relationship between the dependent variable and each individual independent, and between the dependent variable and the independents variable as a group.

Assumption 5: A homoscedasticity must exist (variances along the best fit line must be looked similar as moving along the line).

Assumption 6: A multicollinearity (meaning that two or more independent variables are highly correlated with each other) must not exist.

Assumption 7: No significant outliers.

Assumption 8: Normal distribution of the residuals (errors).

A multiple regression analysis was contacted on SPSS Statistical Programming in order to check the relationship between the brand name of a mobile phone (dependent variable) and the rest variables coming out from the questionnaire (independent variables). The following data was collected from the SPSS output results.

2.5.4.1. Multiple regression's Data Analysis

It is assumed that the relationship between the variables is linear and that the residuals are distributed normally. By the correlation test done in the previous test results came out with high and moderate correlations between values that are not supposed to have any correlation. Then, in order to do the multiple regression analysis a limitation was taken into consideration. The limitation was that the researcher can only have ascertained relationships.

Table 6: Data from Model Summary Table

Data from Model Summary Table	
R	.807
R Square	0.651
Adj. R Square	0.367
Std. Error of the Estimate	2.46525
Durbin-Watson	2.232

The R Value represents the multiple correlation coefficient. By this value the quality of the prediction of the dependent variable can be measured. A Value of 0.807 shows a good level of prediction. The following value, R-square (coefficient of determination) and the standard error of the estimate are used to test the model fit. R-squared= Explained variation / Total variation = 0.651 meaning that the model explain 65% of the variability of the response data around its mean. By the Durbin-Watson tests all the assumptions of multiple regression analysis and check if they are applied. In this sample test the Durbin-Watson is equal to 2.232 meaning that all the assumptions are applied and then the regression could be conducted and the number of 2 means that there is no autocorrelation in the sample.

Table 7: ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Regression	306.488	22	13.931	2.292	.021
Residual	164.092	27	6.077	-	-
Total	470.58	49	-	-	-

The ANOVA table examines if the overall regression model is a good fit model for the given data. From the above table it can be seen that the prediction of independent variables are statistically significant for the dependent variable. $F(22,27) = 2.292$ and the p-value = $0.021 < 0.05$. Hence the regression model is a good fit of the data.

Table 8: Multiple Regression's Coefficient Table

Independent Variable	P-Value	B
G2	0.012	1.07
G4	0.37	-0.973
G5	0.25	0.516
Q7	0.020	-0.308
Q8	0.039	0.721

By running the Multiple Regression Analysis a coefficient table was studied in order to identify the independent variable that influences the customers' decisions on what brand name mobile phone will purchase. The main assumptions of the research were: the null hypothesis which says that the customer's decision is affecting only by the mobile phone's brand name, and the alternative hypothesis saying that the customer's decision is not affected only by the mobile phone's brand name but by other factors as well. By the table's presented p-values (Sig. column < 0.05), 5 of the 22 independent variables, showing in the above table, were statistically significant with the dependent variable.

Multiple Regressions Equation:

Dependent variable:	Y	Q14:	"What mobile phone do you have at the moment?"	
Independent Variables:		X1	G2:	"Age"
		X2	G4:	"Educational level"
		X3	G5:	"Monthly income"
		X4	Q7:	"High price"
		X5	Q8:	"High quality"

0.632*Y= 1.07*X1 – 0.973*X2 + 0.516*X3 – 0.308*X4 + 0.721*X5

CHAPTER THREE: CONCLUSIONS

Customers in Pafos' market, take into consideration a combination of factors before they proceed with a purchase of a mobile phone. Mobile brand is one of them but is not the only factor affecting customers' decisions. Based on the findings and results of the survey, researcher finds out crucial conclusions.

The largest participant's percentage of research's sample was women. It was obtained that the age of most participants of the entire sample was a variety between 26 to 35 years old (23 out 58 participants) and 19 to 25 years old (15 participants). Both groups were 50% women and 50% men.

Customers of Pafos' market, mentioned that they tend to buy mobile phone of three brands: APPLE, SAMSUNG and NOKIA. Those brands are considered from the majority of participants in the research. Also respondents don't prefer to purchase MOTOROLA mobile phones, as no-one of them was referred in this brand. More than the half of responders is using mobile phones for both personal and business matters.

The results of the research indicate a lot about mobile branding, brand awareness and brand loyalty and trust. Customers at Pafos' market believe that is important to buy a brand name mobile phone. The 39.70% reported that is "Fairy Much" important for them to buy a brand name mobile phone, the 22.40% of the responders answered that is important at "A Great Deal" and 17.20% reported that is important "To Some Degree". At the same time customers considered brand awareness also important. A rate of 41.40%, from participants' sample, answered that their decision is "Fairly Much" affected from brand awareness while the 29.30% is affected from brand awareness "To Some Degree". More than the half of respondents (56.90%) has answered that they "Fairly Much" trust particular mobile brands. Finding of the survey shows that there is a relationship between brand name and customer loyalty. The majority of respondents underlined that the relationship exists "Fairly Much" (46.60%) and at "A Great Deal" (29.30%).

Another important finding of the research is that customers consider features, applications, price and connectivity of mobile phones as important factors and for this reason they mentioned that are “Fairy Much” and “A Great Deal” important. On the other hand clients believe that packaging is not important for mobile phones and it does not affect their purchase decisions. With the term packaging the researcher’s aim was to find out the impact of mobile stores’ packaging offers and discounts on customers. The 39.70% of the sample considers that packaging is “Not At All” important and the 31% argues that packaging is important “To Some Degree”, 19% “Fairly Much” and only 10.30% “To A Great Deal”.

Moreover, based on the results of current research, customers’ satisfaction and dissatisfaction form particular mobile brand influence their further purchase decisions. The majority of respondents (63.80%) answered that they don’t purchase a brand again if they are unsatisfied from it, while the 53.40% responded that if they are satisfied with a particular mobile brand they would buy the same brand again. An additional finding of the survey is that consumers consider price and quality as very important factors in purchasing of a mobile phone.

Last but not least, the alternative Hypothesis (H1) saying that the customer’s decision is not affected only by the mobile phone’s brand name, but by other factors as well is applied for survey’s sample. Current survey rejected the null hypothesis and from multiple regressions final equation, it is obvious that the mobile phone purchase is affected by the following factors:
“Age”, “Educational level”, “Monthly income” of the customers and “High price” and “High quality” of mobile phones. Mobile branding is an important element taken into consideration from customers of Pafos’ market but is not the only factor that affects their decisions.

Based on the following recommendations and suggestions our final conclusions are not 100% correct, even though they are realistic. By doing the appropriative correction according the following recommendations, better analysis might be occurred.

CHAPTER FOUR: RECOMMENDATIONS

Based on the findings and results of present study in a relation also with survey's conclusions, some recommendations can be provided. Recommendations hope to be used and help for further researches on the same topic and improve knowledge of mobile branding. Necessary arrangement must take place for better analysis of the impact which mobile brands have on customers' choices. Recommendations are the following:

- Questionnaire must be improved. Current study indicated that to examine the impact of mobile branding more elements must be taken into consideration, so current questionnaire must be enriched. More questions must be added in further researches for better results analysis.

- Sample size must be greater than 58. A sample of 100 may be ideal for similar surveys for more representative results and findings. Most authors recommend that a research should have at least 10 to 20 times as many observations (cases, respondents) as it has variables.

- Before the distribution of questionnaires, researchers must consider factors such as age and monthly income. In present study the majority of respondents belonged to the age group of 26-35 and represented a percent of 40% of the sample. The same occurs for monthly income, where only two of survey's participants (3%) belong to the highest income level of € 2500 +.

- It would be better not to have given questionnaires to people under 18 years old. Participants of this age group have influenced the overall results with their answers and that's why the decision to buy a mobile phone based on the monthly incomes of their parents.

- As From Question 9 of Section B, the 39.70% of the participants replied that packaging of mobile phones did not affect their purchase decisions. Mobile phones Companies must invest more in marketing programmes in order to achieve the interest of customers in Pafos. Mobile phones Companies must try to attract customers and gain competitive advantage by introducing innovative packages which will include offers and lower prices. Gain of market share can be also based on strategic plans. For example mobile phones companies must increase their advertisements on TV and radio because only 8% of respondents were informed from mass media regarding mobile phone brands. Additionally there is a need of increase and the information given by leaflets. Most of the customers prefer to get information by themselves instead of mobile stores. The Table 8 shows the sources from where customers generally get information about the mobile phones they tend to buy.

Table 9: Sources of information about mobile phones

Sources of information about mobile phones		
	Quantity	**Frequency (%)**
TV/Radio advertisement	7	8%
Mobile stores' leaflets	19	23%
Internet	25	29%
Family	9	10%
Friends	23	24%
Other	5	6%
Total	88	100%

- More time must be spent for researches on mobile branding and that's because there are not enough studies and articles regarding this field. Mobile phone companies can help by giving questionnaires at their stores where every day there are customers from different, genders, ages, educational levels and with different monthly incomes. Further surveys on mobile branding will be useful for successful marketing plans on mobile phone commerce.

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APPENDIX

Appendix A – Questionnaire

Neapolis University Pafos

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Cyprus
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School of Business
MBA Programme

This questionnaire is part of a survey undertaken by Rafaella Papandreou, as part of her dissertation. The purpose of this survey is to find out and analyse how mobile branding affects the customers' purchase decision and which are the factors affecting their choice. This questionnaire is brief and you will need few minutes to answer it. Filling this questionnaire is entirely voluntary. Your responses will be kept confidential and you are not required to identify yourself in any way. When you have completed this questionnaire, could you please return it to Rafaella Papandreou, student of the MBA Programme @ Neapolis University, Pafos - Cyprus.

If you have any questions regarding this research could you please email at r.papandreou@nup.ac.cy

THANK YOU FOR YOUR TIME AND CAREFUL CONSIDERATION!

QUESTIONNAIRE

GENERAL INFORMATION

The following is requested so that meaningful analysis and comparisons of group results could be made. Your cooperation in completing this information will make the results of the survey more beneficial.

Please tick [X].

1. Gender: Female [ ] Male [ ]

2. Age:
12-18 [ ]
19-25 [ ]
26-35 [ ]
36-50 [ ]
50 + [ ]

3. Marital status:

Single [ ] Married [ ]

4. What is the highest level of education you have completed? (Mark one answer only)

- Some High School, but did not graduate .... [ ]
- High School graduate or equivalent .... [ ]
- Beyond High School
(Includes some technical/ college/ craft/ technical training)................ [ ]
- Higher Diploma or equivalent .... [ ]
- Bachelor's Degree.. [ ]
- Other Qualifications.. [ ]

5. What is your monthly income (€)?

Less than 500	[ ]
501-1000	[ ]
1001-1500	[ ]
1501-2000	[ ]
2001-2500	[ ]
2501 +	[ ]

6. When was your last purchase of a mobile phone?

Less than 6 months	[ ]
Over 6 months to 1 year	[ ]
Over 1 year to 2 years	[ ]
Over 2 years to 3 years	[ ]
Over 3 years	[ ]

<u>SECTION A:</u>

The following questions are about the mobile brands you tend to buy and the information you have regarding those brands. Read each question carefully and please tick [X] at the appropriate response.

1. Which are the main mobile brands you tend to buy?

APPLE		**NOKIA**	
ALCATEL		**PRESTIGIO**	
BLACKBERRY		**SAMSUNG**	
HTC		**SONY**	
LG		**OTHER** (please write)	
MOTOROLA			

2. From where you have been informed about the brand you tend to buy?

TV/radio advertisement	
Mobile stores' leaflets	
Internet	
Family	
Friends	
Other (please write)	

3. You mainly use your mobile phone for (approximately):

Personal use	
Business matters	
Both (personal use and business matters)	

SECTION B:

Please answer each of the following questions which are about factors you take into consideration when you decide to buy a mobile phone. Read each question carefully and circle the appropriate response.

Please Circle Your Response		About factors you take into consideration for buying a mobile phone			
		Not At All	To Some Degree	Fairly Much	A Great Deal
1	Is it important for you to buy a mobile phone with features which satisfy your needs?	1	2	3	4
2	Is it important for you to buy a mobile phone with applications which satisfy your needs?	1	2	3	4
3	Do you consider pricing important when you choosing a mobile phone?	1	2	3	4
4	Do you consider connectivity important when you choosing a mobile phone?	1	2	3	4
5	Is it important for you to buy a brand name mobile phone?	1	2	3	4
6	Does brand awareness influence your mobile decision making process?	1	2	3	4

Please Circle Your Response		About factors you take into consideration for buying a mobile phone			
		Not At All	To Some Degree	Fairly Much	A Great Deal
7	Do you prefer to buy mobile phones of high price?	1	2	3	4
8	Do you prefer to buy mobile phones of high quality?	1	2	3	4
9	Does packaging design affect your decision?	1	2	3	4
10	Do you trust particular mobile brands to satisfy your needs?	1	2	3	4
11	If you are satisfied with your previous purchase, would you buy again the same mobile brand?	1	2	3	4
12	If you are not satisfied with your previous purchase of a particular mobile brand mobile, you would buy this brand again?	1	2	3	4
13	In your opinion, there is a relationship between brand name and customer loyalty?	1	2	3	4

14. What mobile phone do you have at the moment?

APPLE		NOKIA	
ALCATEL		PRESTIGIO	
BLACKBERRY		SAMSUNG	
HTC		SONY	
LG		OTHER (please write)	

SECTION C:

Do you want to mention / add anything else about mobile brands?

....

....

....

....

....

....

Appendix B – Descriptive Statistics SPSS

GENERAL 1 – Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	35	60.3	60.3	60.3
	Male	23	39.7	39.7	100.0
	Total	58	100.0	100.0	

GENERAL 2 - Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Age 12-18	4	6.9	6.9	6.9
	Age 19-25	15	25.9	25.9	32.8
	Age 26-35	23	39.7	39.7	72.4
	Age 36-50	10	17.2	17.2	89.7
	Age 50+	6	10.3	10.3	100.0
	Total	58	100.0	100.0	

GENERAL 3 – Marital Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	28	48.3	50.9	50.9
	Male	27	46.6	49.1	100.0
	Total	55	94.8	100.0	
Missing	System	3	5.2		
Total		58	100.0		

GENERAL 4 – Educational level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Some High School, but did not graduate	4	6.9	7.0	7.0
	High School graduate or equivalent	12	20.7	21.1	28.1
	Beyond High School	8	13.8	14.0	42.1
	Higher Diploma or Equivalent	8	13.8	14.0	56.1
	Bachelor's Degree	14	24.1	24.6	80.7
	Other Qualifications	11	19.0	19.3	100.0
	Total	57	98.3	100.0	
Missing	System	1	1.7		
Total		58	100.0		

GENERAL 5 – Monthly Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than 500euro	11	19.0	19.6	19.6
	501-1000 euro	21	36.2	37.5	57.1
	1001-1500 euro	15	25.9	26.8	83.9
	1501-2000 euro	5	8.6	8.9	92.9
	2001-2500 euro	2	3.4	3.6	96.4
	2501+ euro	2	3.4	3.6	100.0
	Total	56	96.6	100.0	
Missing	System	2	3.4		
Total		58	100.0		

GENERAL 6 – Last purchase of a mobile phone

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than 6 months	15	25.9	25.9	25.9
	over 6 months to 1 yr	21	36.2	36.2	62.1
	over 1yr to 2yrs	10	17.2	17.2	79.3
	over 2yrs to 3yrs	6	10.3	10.3	89.7
	over 3yrs	6	10.3	10.3	100.0
	Total	58	100.0	100.0	

SECTION A - 1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	APPLE	5	8.6	8.6	8.6
	BLACKBERRY	1	1.7	1.7	10.3
	HTC	1	1.7	1.7	12.1
	NOKIA	6	10.3	10.3	22.4
	SAMSUNG	10	17.2	17.2	39.7
	SONY	2	3.4	3.4	43.1
	OTHER	1	1.7	1.7	44.8
	NOKIA/SAMSUNG	11	19.0	19.0	63.8
	APPLE/NOKIA	1	1.7	1.7	65.5
	HTC/NOKIA/SONY	1	1.7	1.7	67.2
	HTC/SAMSUNG	2	3.4	3.4	70.7
	APPLE/HTC/SAMSUNG	1	1.7	1.7	72.4
	HTC/LG/SAMSUNG	1	1.7	1.7	74.1
	NOKIA/PRESTIGIO/SAMSUNG	1	1.7	1.7	75.9
	LG/SAMSUNG/SONY	1	1.7	1.7	77.6
	NOKIA/SAMSUNG/SONY	1	1.7	1.7	79.3
	PRESTIGIO/SAMSUNG/SONY	1	1.7	1.7	81.0
	NOKIA/SAMSUNG/OTHER	1	1.7	1.7	82.8
	LG/SAMSUNG	1	1.7	1.7	84.5
	HTC/LG/OKIA/SAMSUNG	1	1.7	1.7	86.2
	ALCATEL/HTC/NOKIA	1	1.7	1.7	87.9
	APPLE/SAMSUNG	3	5.2	5.2	93.1
	BLACKBERRY/LG	1	1.7	1.7	94.8
	APPLE/BLACKBERRY	1	1.7	1.7	96.6

	PRESTIGIO/SAMSUNG	1	1.7	1.7	98.3
	LG/NOKIA/SAMSUNG	1	1.7	1.7	100.0
	Total	58	100.0	100.0	

SECTION A – 2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TV/Radio advertisement	2	3.4	3.4	3.4
	Mobile stores' leaflets	7	12.1	12.1	15.5
	Internet	10	17.2	17.2	32.8
	Family	7	12.1	12.1	44.8
	Friends	5	8.6	8.6	53.4
	Other	5	8.6	8.6	62.1
	Internet/Friends	5	8.6	8.6	70.7
	Family/Friends	4	6.9	6.9	77.6
	Leaflets/Internet/Friends	1	1.7	1.7	79.3
	Internet/Family/Friends	2	3.4	3.4	82.8
	Leaflets/Internet/Family/Friends	2	3.4	3.4	86.2
	Leaflets/Internet	2	3.4	3.4	89.7
	TV/Leaflets/Internet/Family/Friends	3	5.2	5.2	94.8
	TV/Leaflets/Friends	1	1.7	1.7	96.6
	\leaflets/Friends	1	1.7	1.7	98.3
	TV/Leaflets/Interent	1	1.7	1.7	100.0
	Total	58	100.0	100.0	

SECTION A – 3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Personal use	26	44.8	44.8	44.8
	Business matters	2	3.4	3.4	48.3
	Both	30	51.7	51.7	100.0
	Total	58	100.0	100.0	

SECTION B - Q1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	To Some Degree	1	1.7	1.7	1.7
	Fairly Much	21	36.2	36.2	37.9
	A Great Deal	36	62.1	62.1	100.0
	Total	58	100.0	100.0	

SECTION B - Q2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not At All	2	3.4	3.4	3.4
	To Some Degree	5	8.6	8.6	12.1
	Fairly Much	21	36.2	36.2	48.3
	A Great Deal	30	51.7	51.7	100.0
	Total	58	100.0	100.0	

SECTION B - Q3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not At All	3	5.2	5.3	5.3
	To Some Degree	6	10.3	10.5	15.8
	Fairly Much	36	62.1	63.2	78.9
	A Great Deal	12	20.7	21.1	100.0
	Total	57	98.3	100.0	
Missing	System	1	1.7		
Total		58	100.0		

SECTION B - Q4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not At All	2	3.4	3.4	3.4
	To Some Degree	5	8.6	8.6	12.1
	Fairly Much	22	37.9	37.9	50.0
	A Great Deal	29	50.0	50.0	100.0
	Total	58	100.0	100.0	

SECTION B - Q5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not At All	12	20.7	20.7	20.7
	To Some Degree	10	17.2	17.2	37.9
	Fairly Much	23	39.7	39.7	77.6
	A Great Deal	13	22.4	22.4	100.0
	Total	58	100.0	100.0	

SECTION B - Q6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not At All	8	13.8	13.8	13.8
	To Some Degree	17	29.3	29.3	43.1
	Fairly Much	24	41.4	41.4	84.5
	A Great Deal	9	15.5	15.5	100.0
	Total	58	100.0	100.0	

SECTION B - Q7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not At All	20	34.5	34.5	34.5
	To Some Degree	22	37.9	37.9	72.4
	Fairly Much	14	24.1	24.1	96.6
	A Great Deal	2	3.4	3.4	100.0
	Total	58	100.0	100.0	

SECTION B - Q8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not At All	2	3.4	3.4	3.4
	To Some Degree	8	13.8	13.8	17.2
	Fairly Much	27	46.6	46.6	63.8
	A Great Deal	21	36.2	36.2	100.0
	Total	58	100.0	100.0	

SECTION B - Q9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not At All	23	39.7	39.7	39.7
	To Some Degree	18	31.0	31.0	70.7
	Fairly Much	11	19.0	19.0	89.7
	A Great Deal	6	10.3	10.3	100.0
	Total	58	100.0	100.0	

SECTION B - Q10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not At All	3	5.2	5.3	5.3
	To Some Degree	11	19.0	19.3	24.6
	Fairly Much	33	56.9	57.9	82.5
	A Great Deal	10	17.2	17.5	100.0
	Total	57	98.3	100.0	
Missing	System	1	1.7		
Total		58	100.0		

SECTION B - Q11

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not At All	1	1.7	1.7	1.7
	To Some Degree	6	10.3	10.3	12.1
	Fairly Much	20	34.5	34.5	46.6
	A Great Deal	31	53.4	53.4	100.0
	Total	58	100.0	100.0	

SECTION B - Q12

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not At All	37	63.8	63.8	63.8
	To Some Degree	14	24.1	24.1	87.9
	Fairly Much	4	6.9	6.9	94.8
	A Great Deal	3	5.2	5.2	100.0
	Total	58	100.0	100.0	

SECTION B - Q13

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	To Some Degree	14	24.1	24.1	24.1
	Fairly Much	27	46.6	46.6	70.7
	A Great Deal	17	29.3	29.3	100.0
	Total	58	100.0	100.0	

SECTION B - Q14

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	APPLE	13	22.4	22.4	22.4
	ALCATEL	1	1.7	1.7	24.1
	BLACKBERRY	3	5.2	5.2	29.3
	HTC	4	6.9	6.9	36.2
	LG	1	1.7	1.7	37.9
	NOKIA	14	24.1	24.1	62.1
	PRESTIGIO	3	5.2	5.2	67.2
	SAMSUNGQ	15	25.9	25.9	93.1
	SONY	3	5.2	5.2	98.3
	OTHER	1	1.7	1.7	100.0
	Total	58	100.0	100.0	

Appendix C - Crosstabulation Tables

G5 * Q14 Crosstabulation

			Q14											Total
			APPLE	ALCATEL	BLACKBERRY	HTC	LG	MOTOROLLA	NOKIA	PRESTIGIO	SAMSUNG	SONY	OTHER	
G5	less than 500euro	Count	3	0	0	2	0	0	1	0	5	0	0	11
		% within G5	27.3%	0.0%	0.0%	18.2%	0.0%	0.0%	9.1%	0.0%	45.5%	0.0%	0.0%	100.0%
	500-1000 euro	Count	3	0	1	1	0	1	7	1	6	1	0	21
		% within G5	14.3%	0.0%	4.8%	4.8%	0.0%	4.8%	33.3%	4.8%	28.6%	4.8%	0.0%	100.0%
	1001-1500 euro	Count	3	0	1	1	1	1	2	2	1	2	1	15
		% within G5	20.0%	0.0%	6.7%	6.7%	6.7%	6.7%	13.3%	13.3%	6.7%	13.3%	6.7%	100.0%
	1501-2000 euro	Count	1	1	1	0	0	0	2	0	0	0	0	5
		% within G5	20.0%	20.0%	20.0%	0.0%	0.0%	0.0%	40.0%	0.0%	0.0%	0.0%	0.0%	100.0%
	2001-2500 euro	Count	0	0	0	0	0	0	2	0	0	0	0	2
		% within G5	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%
	2501+ euro	Count	1	0	0	0	0	0	0	0	1	0	0	2
		% within G5	50.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	50.0%	0.0%	0.0%	100.0%
Total		Count	11	1	3	4	1	2	14	3	13	3	1	56
		% within G5	19.6%	1.8%	5.4%	7.1%	1.8%	3.6%	25.0%	5.4%	23.2%	5.4%	1.8%	100.0%

Q2 * Q1 Crosstabulation

			Q1			Total
			To Some Degree	Fairly Much	A Great Deal	
Q2	Not At All	Count	0	2	0	2
		% within Q2	0.0%	100.0%	0.0%	100.0%
	To Some Degree	Count	1	3	1	5
		% within Q2	20.0%	60.0%	20.0%	100.0%
	Fairly Much	Count	0	11	10	21
		% within Q2	0.0%	52.4%	47.6%	100.0%
	A Great Deal	Count	0	5	25	30
		% within Q2	0.0%	16.7%	83.3%	100.0%
Total		Count	1	21	36	58
		% within Q2	1.7%	36.2%	62.1%	100.0%

Q7 * Q8 Crosstabulation

			Q8				Total
			Not At All	To Some Degree	Fairly Much	A Great Deal	
Q7	Not At All	Count	2	3	6	9	20
		% within Q7	10.0%	15.0%	30.0%	45.0%	100.0%
	To Some Degree	Count	0	5	10	7	22
		% within Q7	0.0%	22.7%	45.5%	31.8%	100.0%
	Fairly Much	Count	0	0	10	4	14
		% within Q7	0.0%	0.0%	71.4%	28.6%	100.0%
	A Great Deal	Count	0	0	1	1	2
		% within Q7	0.0%	0.0%	50.0%	50.0%	100.0%
Total		Count	2	8	27	21	58
		% within Q7	3.4%	13.8%	46.6%	36.2%	100.0%

Appendix D - Multiple regression analysis tables

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.807[a]	.651	.367	2.46525

a. Predictors: (Constant), Q13, Q11, G1, Q7, Q9, G6, Q1, G5, Q10, Q12, Q6, Q4, A3, G3, A2, Q2, Q3, A1, Q8, G4, Q5, G2

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.807[a]	.651	.367	2.46525	2.232

a. Predictors: (Constant), Q13, Q11, G1, Q7, Q9, G6, Q1, G5, Q10, Q12, Q6, Q4, A3, G3, A2, Q2, Q3, A1, Q8, G4, Q5, G2

b. Dependent Variable: Q14

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	306.488	22	13.931	2.292	.021[b]
	Residual	164.092	27	6.077		
	Total	470.580	49			

a. Dependent Variable: Q14

b. Predictors: (Constant), Q13, Q11, G1, Q7, Q9, G6, Q1, G5, Q10, Q12, Q6, Q4, A3, G3, A2, Q2, Q3, A1, Q8, G4, Q5, G2