CONSUMER PERCEPTION TOWARDS MOBILE PHONE BRANDS PERFORMANCE: A CASE OF NOKIA AND SAMSUNG IN NAIROBI CITY

A RESEARCH PROJECT SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE OF MASTER OF BUSINESS ADMINISTRATION (MBA) SCHOOL OF BUSINESS, UNIVERSITY OF NAIROBI

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DECLARATION

This is my original work and has not been presented for a study in any University or college.

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DEDICATION

I dedicate this work to my family for the sacrifice they made for me to complete this project. Their support, love, care and undying encouragement inspired me to achieve this goal.

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I take this opportunity to thank the Almighty God for his faithfulness in my life and throughout this project.

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CHAPTER ONE: INTRODUCTION

1.1 Background of the Study

Due to the dynamic business environment and stiff competition in the global market, both local and multinational companies review their marketing strategies to gain competitive edge and survive in the market (Aaker, 2012). Companies in the global business environment position their products and services from the psychological aspect of consumers to determine their performance in the competitive business environment (Ambler and Tim, 2010). Macro forces which include; political, economic, social and technological forces have influenced consumer behaviour toward various products and services produced in the market (Anand and Bharat, 2011).

Competitive strategies that have been developed by local and internal companies to gain competitive edge revolve around product strategies, pricing strategies, promotion strategies and distribution strategies (Anderson, et al, 2010). Due to intense competition in the mobile phone industry and changing consumer needs and wants toward their products and services in Kenya, mobile phone players in the industry have been necessitated to introduce innovative products and services, segment markets, and positions their products in the market from the psychological aspect of consumers which include; motivation, learning, attitude and perception in order to improve their performance (Bordley and Robert, 2011).

1.1.1 Concept of Perception

Consumers make decisions on a daily basis by means of the consumer decision-making process. It is documented in literature (Schiffman, Kanuk & Hansen, 2008) that the consumer decision-making process comprises a number of stages, namely need recognition, search for information, evaluation of alternative options that could meet the consumer's expressed need, purchase and post-purchase evaluation. The decision-making process as a whole, as well as each stage in the process, is influenced by a number of external influences (such as family, culture and reference group) as well as internal

influences (such as perception, motivation and personality) (Schiffman *et al.*, 2008).

Hawkins and Mothersbaugh (2010) explain that perception begins with consumers' exposure and attention to marketing stimuli and ends with their interpretation of the stimuli. Consumers' perception is not only determined by the characteristics of the stimuli, but also the characteristics of the consumer him- or herself. It is therefore essential that marketers obtain a thorough understanding of their target markets as well as how consumers will perceive various marketing-related stimuli. Four elements of the marketing mix, namely product, place, distribution (or location in the case of a store) and promotion, could influence consumers' perceptions of the business, and therefore their selection of a store. Customers perceive the product's value based on its benefits which, in turn, is influenced by the product's performance, features, quality, warranties, packaging and labeling (Schiffman, Kanuk & Hansen, 2008).

Brand perception is a term used to describe the way consumers view a particular brand of products. Consumer perception applies the concept of sensory perception to marketing and advertising. Sensory perception relates to how humans perceive and process sensory stimuli through their five senses, consumer perception pertains to how individuals form opinions about companies and the merchandise they offer through the purchases they make (Schiffman, Kanuk & Hansen, 2008).

Merchants apply consumer perception theory to determine how their customers perceive them against other competitors. Companies use consumer perception theory to develop marketing and advertising strategies intended to attract, retain and manage customer relations for long term survival in the competitive market (Balmer et al, 2011). Consumer perception theory is any attempt to understand how a consumer's perception of a product or service influences their behavior. Consumer perception is used by marketers when designing a campaign for a product or brand (Hawkins and Mothersbaugh, 2010).

A brand is associated with an image, a set of expectations or recognizable logo (Davis et al. 2010). The goal of a brand is to set a product or service apart from others of its kind,

and influence the consumers to choose the product over similar products simply because of its associations. Consumers can evaluate a product along several levels logo (Davis et al. 2010). Consumer perception involves augmented properties, which offer less tangible benefits, such as customer assistance, maintenance services, training, or appealing payment options. In terms of competition with other products and companies, consumers greatly value these added benefits when making a purchasing decision, making it important for manufacturers to understand the notion of a "total package" when marketing to their customers (Hawkins and Mothersbaugh, 2010).

1.1.2 The Concept of Brands

Aaker (1991) defines a brand as the "name, term, design, symbol, or any other feature that identifies one seller's product distinct from those of other sellers". A brand is often the most valuable asset of a corporation. Brand equity is a set of brand assets and liabilities linked to a brand, its name and symbol that add to or subtract from the value provided by a product or service to a firm/or to that firm's customers (Keller, 1998). Although the assets and liabilities on which brand equity is based will differ from context to context, they can be usefully grouped into five categories: brand loyalty, brand name awareness, perceived brand quality, brand associations, and other proprietary brand assets (Keller, 1998).

Brand owners manage their brands carefully to create shareholder value, and brand valuation is an important management technique that ascribes a money value to a brand, and allows marketing investment to be managed to maximize shareholder value. Although only acquired brands appear on a company's balance sheet, the notion of putting a value on a brand forces marketing leaders to be focused on long term stewardship of the brand and managing for value (Keller, Kevin Lane, 1998).

A brand is a product, service, or concept that is publicly distinguished from other products, services, or concepts so that it can be easily communicated and usually marketed (Keller, Kevin Lane, 1998). A brand name is the name of the distinctive product, service, or concept. Branding is the process of creating and disseminating the

brand name. Branding can be applied to the entire corporate identity as well as to individual product and service names.

Brands are usually protected from use by others by securing a trademark or service mark from an authorized agency, usually a government agency. Brands are often expressed in the form of logos, graphic representations of the brand (Aaker, 2012). A company's brands and the public's awareness of them are often used as a factor in evaluating a company. Corporations sometimes hire market research firms to study public recognition of brand names as well as attitudes toward the brands (Aaker, 2012).

1.1.3 Brand Performance

Brand Performance means the value the brand has to provide to the organization and customers (Keller & Kevin, 1998). Brand performance in the market can be measured through; top-of-mind brand associations, perceived brand delivery against the most important customer benefits, attitudinal loyalty toward the brand, brand differentiation, price sensitivity, vitality (a measure of brand marketplace momentum), quality perceptions, value perceptions, accessibility perceptions, emotional connection to the brand, values alignment with its customers, distribution, market share, brand sales and brand profitability (Keller & Kevin , 1998). Investments into a brand have to be designed for the long run. Marketing plans have to be laid out in a way that it is possible to determine the return-on-investment, market share, volume of sales and profits generated from the brand (Aaker, 2012). Brands should be taken out of the general business assets and moved to associate companies which deal exclusively with brand utilization. The business purpose of a brand utilization company is the achievement of brand performance (Keller, 1998).

1.1.4 Mobile Phone Industry in Kenya

Kenya's mobile market has grown significantly over the last few years. Competition has increased with the introduction of two additional Mobile Network Operators ("MNOs"), and this has contributed to a price drop of over 70% in the last four years. Mobile coverage has increased to 96% of the population, and there are now over 3,500 3G sites

in the country. As a result, in Kenya, consumers, businesses and government continue to benefit from the positive developments in the mobile sector. The mobile phones have become an integral part of everyday life in many countries all over the world. Mobile phone is accepted as one of the most widely spread technologies of today. According to statistics from Communications Commission of Kenya (CCK, 2013) there were 31.3 million mobile telephone subscribers in Kenya accordingly to quarterly statistics report for the period July to September 2013, as compared to 30.5 million in 2012.

Statistics show that mobile network coverage is predominantly urban indicating that cellular networks have a national coverage of about 84.5% of the population and only about 34% of geographic area coverage. Mobile telephones and related services have created new livelihoods through creation of professional and non-professional jobs. Statistics from the Kenya National Bureau of Statistics (2012) indicate that most Kenyans, about 67.7% live in rural and remote areas of the country while only 32.3% live in urban areas.

According to Communication Commission of Kenya March 2012, estimates of Smartphone usage was at about 4% of the population and an estimated population that had access to mobile phone services during the same period as 10.2%. But with high mobile phone networks penetration, Smartphone access could increase dramatically. CCK sector statistics indicate a penetration rate of mobile service as 51 per 100 inhabitants which compares favorably with the developing world's penetration of 49.5 per 100 inhabitants. Unlike its fixed-line telecommunications market, Kenya boasts a vibrant and competitive mobile phone market that is growing quickly. Mobile phone penetration is defined as the number of mobile phone added per 100 inhabitants (otherwise known as mobile phone ownership). Furthermore, one of the reasons for the remarkable success of mobile in Kenya has been the stagnation of the fixed line-market.

Mobile phones have proven a far more efficient technology in providing access to communications especially in the lower income population of Kenya (Cant and Machado, 2005). Profitability of the mobile network operators results from this growth in mobile phone penetration. Players in the mobile phone industry in Kenya include; Safaricom,

Airtel, Telecom and Yu. Telecommunication industry in Kenya is characterized by intense competition among the key players. Key players are competing on the market share comprising of an estimate of around 30 million subscribers to gain competitive edge in the market based on various products and services in the market. Companies position their products from the psychological aspect in order to improve their productivity.

1.1.5 Nokia and Samsung mobile phone Brands

Nokia is a public limited-liability company listed on the Helsinki Stock Exchange and New York Stock Exchange. It is the world's 274th-largest company measured by 2013 revenues (Fortune global 500). Nokia is the world largest manufacturer of mobile phones serving customers in 130 countries. Nokia is divided into four business groups; Mobile phones, multimedia, Enterprise solutions and networks. Originally a manufacturer of pulp and paper Nokia was founded as Nokia Company in 1865 in a small town of the same name in Finland. Over the course of the 1980's the firm acquired nearly 20 companies focusing especially on the three segments of the electronics industry; consumer, work stations and mobile communications.

Samsung Electric Industries was established as an industry Samsung Group in 1969 in Suwon South Korea. Its early products were electronic and electrical appliances including televisions, calculators, refrigerators, air conditioners and washing machines. Samsung Electronics launched its first mobile phone in 1988, in the South Korean market. Sales were initially poor and by the early 1990s Motorola held a market share of over 60 percent in the country's mobile phone market compared to just 10 percent for Samsung. Samsung's mobile phone division also struggled with poor quality and inferior products until the mid-1990s and exit from the sector was a frequent topic of discussion within the company. Samsung has emphasized innovation in its management strategy since the early 2000s and it again highlighted innovation as part of core strategies when it announced the Vision 2020 in which the company set an ambitious goal of reaching $400 billion in annual revenues within ten years. In the first quarter of 2012, the company became the highest-selling mobile phone company when it overtook Nokia, selling 93.5 million units compared to Nokia's 82.7 million units. Samsung also became the largest smart phone

vendor as a result of strong sales of its Galaxy S11 and Galaxy Note devices.

In May 2013, Samsung announced that it had finally managed to test speed-enhanced fifth generation (5G) technology successfully.

1.2 Research Problem

Brand has the essential importance for the success of enterprise, having in mind that, in contemporary business conditions, it is more difficult to realize wanted business results without the brand (Keller, Kevin Lane, 1998). Branding process has become more important and provocative than ever before and products without brand are fewer in market. The escalating cost of establishing brands in a competitive market as consumers become more immune to promotional activities creates greater pressure to leverage existing brands into new product categories (Aaker, 2012).

Telecommunication Companies in Kenya are experiencing difficulties in the market due to negative brand perception of their products in the market. Some of these contributing to negative brand perception include; consumer experience with a brand, consumer opinions with a brand, type of advertising a brand and shifts in the economy.

The mobile phone industry in Kenya is tremendously expanding at a high rate. Kenya, consumers, businesses and government continue to benefit from the positive developments in the mobile sector. The mobile phones have become an integral part of everyday life in Kenya. Stiff competition, decreased volume of sales, decreased profits and shrinking market share has become major challenges in the market.

A study carried out by Onyango (2008) on challenges of brand management on medium sized companies in Kenya clearly indicated that most brands in the market perform poorly in terms of revenue generation to the company due to negative brand perception by customers. Another study carried out by Anyim et al (2010) on the impact of brand rejuvenation on pharmaceuticals companies in Kenya clearly indicate that negative attitude towards brands by consumers generally affect the overall company performance.

A study carried out by Kariuki (2012) on determinants of adoption of mobile phone banking by the base of Pyramid customers of Commercial Bank of Kenya indicate features of mobile phone influenced the adoption. Another study by Walter (2012) on factors affecting the success of Private Label Bread Brands of Large Supermarkets in Nairobi, Kenya indicated that supermarkets with strong brands performed better measured in the sale of bread sales.

However the studies were too general and did not address the impact of consumer perception on brand performance taking mobile industry in Kenya as a case study. Arising from the above studies, it is clear that, there are many areas about consumer brand perception and performance that have not yet been fully addressed. It is for this reason that the study will seek to establish the influence of consumer perception on brand performance taking mobile phone industry in Kenya as a case study. The study will be guided by the following research question: What is the influence of consumer perception on brand performance in the mobile phone industry in Kenya?

1.3 Research Objective

The objectives of this study will be;
  i. To determine factors that influence brand perception in case of Nokia & Samsung mobile phones in Nairobi County.
  ii. To establish the relationship between brand perception and brand performance in case of Nokia and Samsung brands.

1.4 Value of the study

The top management of mobile phone players in Kenya will have an in-depth understanding of effective brand management thus formulate policies that promotes different brands in the local and foreign markets. Customers will benefit from the study since the management of mobile phone companies will improve the quality of products and services in order to attract and retain customers.

The local distributors of mobile phones will obtain valuable information on the factors that contribute to the penetration and use of their brands in the market thus they can

pursue in order to have competitive edge over their competitors. This study will be of academic value to those interested in mobile phone studies with an aim of establishing a business in the telecommunication industry since they will be able to understand what to do right to succeed and what if done wrong will bring the business down.

On the other hands, practitioners such as mobile phone manufacturers, application developers, and relevant stakeholders in the industry would greatly appreciated the information as they can be used to strategize their marketing strategies, and plan for the future directions. This study will benefit the government especially the Ministry of information for making policy decisions whose overall objectives are to accelerate the rate of growth in the telecommunication industry and take advantage of the growing world markets. This study is expected to increase body of knowledge to the scholars on market penetration strategies used by mobile phone companies and especially make them in touch with the internal and external factors influencing marketing by the mobile phone companies.

CHAPTER TWO:LITERATURE REVIEW

2.1 Introduction

This chapter outlines; the brand concept, brand asset management, and strategic brand management, elements of influencing brand perception and conceptual framework.

2.2 Theoretical Foundation

There are two schools of thought as to how individuals learn- behavioral theories and cognitive theories .Both contribute to an understanding of consumer behavior. Behavioral theorists view learning as observable responses to stimuli, whereas cognitive theorists believe that learning is a function of mental processing.

Three major behavioral learning theories are classical, conditioning instrumental conditioning, and observational learning. The principles of classical conditioning that provide theoretical underpinnings for many marketing applications include repetition, stimulus generalization and stimulus discrimination. Neo pavilion theories view traditional classical conditioning as cognitive associative learning rather than as reflective action. Instrument learning theorists believe that learning occurs through a trial and error process in which positive outcomes result in repeat behavior. Both positive and negative reinforcement can be used to encourage the desired behavior. Reinforcement schedules can be total (consistent) or partial. The timings of repetitions influence how long the learned material is retained.

Cognitive learning theory holds that the kind of learning most characteristic of humans is problem solving. Cognitive theorists are concerned with how information is processed by the human mind; how it is stored, retained and retrieved.

Involvement theory proposes that people engage in limited information processing in situations of low importance or relevance to them and in extensive information processing in situations of high relevance.

According to Grote (2002) the perceptual process is the sequence of psychological steps that a person uses to organize and interpret information from the outside world .The selection, organization and interpretation on perceptions can differ among different

people. Therefore when people react differently in a situation, part of their behavior can be explained by examining their perceptual process, and how their perceptions are leading to their responses.

2.3 Strategic Brand Management

Strategic brand management process is important for creating and sustaining brand equity. The brand strategy means permanent investment in research and development, publicity, and customer services (Bordley and Robert, 2011). The strategic brand management process starts with a clear understanding as to what the brand is to represent and how it should be positioned with respect to competitive brands (Keller, Kevin Lane, 1998).The aim is to identify and establish brand positioning which will reflect the benefits that an enterprise could maximize. This includes establishing the essence of brand as the set of imagined associations (attributes and benefits) that are characteristics of brand and choosing the way for its presentation. It is about defining "heart" and "soul" of the brand (Keller, Kevin Lane, 1998). Brands also have a symbolic value which helps the people to choose the best product according to their need and satisfaction (Bordley and Robert, 2011).

Usually people do not buy certain brands just for design and requirement, but also in an attempt to enhance their self esteem in the society (Baldauf et al, 2010). Brand names present many things about a product and give number of information about it to the customers and also tell the customer or potential buyer what the product means to them (Balmer et al, 2011). Furthermore it represents the customers' convenient summary like their feelings, knowledge and experiences with the brand. More over customer do not spend much time to do find out about the product (Bendixen et al. 2012).

When customers consider about the purchase they evaluate the product immediately by reconstructed product from memory and cued by the brand name (Davis and Scott, 2011). A brand has a value; this depends on the quality of its products in the market and the satisfaction or content of the customer in its products and services. This provides the trust of the customers in the brand (Keller, Kevin Lane, 1998). If customers trust a brand

quality it makes a positive connection to the brand and customers will have a reason to become a loyal to the brand.

Loyalty and trust of the customers is very important for a company because it reduces the chance of attack from competitors (Aaker, 2008). Brands play a very important role in the consumer decision making processes. It is really important for companies to find out customer's decision making process and identify the conditions, which customers apply while making decision (Keller, Kevin Lane, 1998). Marketers are highly concerned to know how brand names influence the customer purchase decision. Why customers purchase a particular brand also implies how customers decide what to buy.

Customers follow the sequence of steps in decision process to purchase a specific product. They start realizing a requirement of product, get information, identify & evaluate alternative products and finally decide to purchase a product from a specific brand. When customers purchase particular brand frequently, he or she uses his or her past experience about that brand product regarding performance, quality and aesthetic appeal (Keller, 2008).

Brands do have life cycle which may consist of a number of phases from inception to launch, growth, maturing, decline, revitalization, and retirement (Davis et al. 2010). Brand Rejuvenation is a process wherein a brand which is on the verge of retirement, is brought back to life to regain markets. Revitalizing a once-popular dormant brand can be a highly profitable strategy under the right circumstances (De Chernatony and Leslie 2011).

Brand is essentially the sum of all experiences related to the product, service, and companies that make and deliver the product. Brand perceptions are shaped by functional experiences (i.e. speed, quality, reliability, ease of use) as well as emotional experiences (i.e. make me feel better, improve my performance, make my life/job more gratifying or easier) the customer associates with the product and company (Greene and William, 2012). Brand experiences and perceptions are developed over time through a variety of

sources, including; previous experience with the brand, interactions with sales people, customer service, and other employees, recommendations from friends and colleagues, reviews by reputable sources and advertising (Keller, Kevin Lane, 1998).

Branding and the role of brands, as traditionally understood, were subject to constant review and redefinition. A traditional definition of a brand was: "the name, associated with one or more items in the product line, which is used to identify the source of character of the item(s)" (Gruca et al. 2010). Kotler (2008) mentions branding as "a major issue in product strategy". As the brand was only part of the product, the communication strategy worked towards exposing the brand and creating brand image.

Aaker and Joachimsthaler (2008) mention that within the traditional branding model the goal was to build brand image; a tactical element that drives short-term results. Anand and Bharat (2010) mentioned that "the brand is a sign -therefore external- whose function is to disclose the hidden qualities of the product which are inaccessible to contact". The brand served to identify a product and to distinguish it from the competition. "The challenge today is to create a strong and distinctive image"

Four factors combine in the mind of the consumer to determine the perceived value of the brand: brand awareness; the level of perceived quality compared to competitors; the level of confidence, of significance, of empathy, of liking; and the richness and attractiveness of the images conjured up by the brand (Anand and Bharat, 2010). He defines the internal process as that used primarily to describe the relationship between the organization and the brand, with the internal objective being for the organization to live its brands (Keller, Kevin Lane, 1998). Conversely, the external process is that concerned with relations between the brand and the customer, with the external objective of creating value and forming relationships with the customer.

Products and consumer perceptions are variable, so changes in strategy may be required to better address customer needs, technological developments, new laws and regulations, and the overall product life-cycle (Anderson, et al, 2011). The major factors that can

necessitate a change in product strategy include: Customer Preferences, Technological Advances, Laws and Regulations and Product Life-Cycles (Anand and Bharat, 2010).

2.4 Brand Asset Management

Hatch (2011) also argues about a new way of managing brands. He argues that brands, along with people, are a company's most valuable asset. "There is growing support for viewing and managing the brand as an asset and thus having the brand drive every strategic and investment decision" This becomes relevant given that the top three strategic goals for brand strategy nowadays are increasing customer loyalty, differentiating from the competition, and establishing market leadership (Gobé, Marc 2011). It is important for a company to change its state of mind in order to adopt this perspective because "brand management has to report all the way to the top of the organization and has to involve every functional area" (Greene and William, 2012) defines Brand Asset Management as "a balanced investment approach for building the meaning of the brand, communicating it internally and externally, and leveraging it to increase brand profitability, brand asset value, and brand returns over time"

2.5 Brand Perception

Depending on the circumstances, the perception of a given brand and the products marketed under that brand can be anywhere along a spectrum, ranging from very positive to highly negative (Keller &Kevin Lane, 1998). There are several factors that can influence brand perception, including consumer experience with a brand, the opinions of other consumers, the type of advertising used to promote the brand, and even shifts in the economy (Anand and Bharat, 2010). People emerge with different perceptions of the same product because of three perceptual processes; selective distortion, selective attention and selective retention (Kotler Keller, 2009).

2.5.1 Elements influencing Brand Perception

One of the key elements with an impact on brand perception is the experience of the consumer who chooses to buy a product made under a certain brand. Assuming that the

product works properly and meets consumer expectations, there is a good chance that the product will be purchased again in the future. At the same time, that positive experience will motivate that consumer to try other products marketed under the brand name, expecting to enjoy the same level of enjoyment and satisfaction obtained from the previous product (De Chernatony and Leslie 2011).

Word of mouth can also play a significant role in brand perception. When consumers share positive or negative experiences regarding use of products marketed under a given brand, this will often have some impact on how others perceive not only those products but also the brands themselves (Anand and Bharat, 2010). For example, if enough consumers find that the ketchup and mustard marketed under a certain brand are substandard in quality, there is a good chance that those hearing the complaints will assume that the pickle relish marketed under that same brand will also be substandard. Consumers often judge the quality of a product on the basis of a variety of information cues, which they associate with the product. Some of these cues are either intrinsic to (inherent in) the product while others are extrinsic to (external to) the product e.g. price.
A number of studies show that consumers rely on price as an indicator of product quality. Marketers can take advantage of the assumed price- quality relationships to position their products.

 Consumers have a vast number of attitudes towards products and brands. There is a general agreement that attitudes are learned. This means that they are formed as a result of direct experience with the product, information acquired from others, and exposure to mass media (e.g. advertising)

 As a predisposition, attitudes have a motivation quality- that is they might propel a consumer to a particular behaviour e.g. purchase As consumers come into contact with others, especially family, close friends and admired individuals (e.g. respected teacher) they form opinions that influence their lives. The family is an extremely important source of formation of attitude and opinions – for it is the family that provides many values and a wide range of central beliefs towards a particular behaviour or repels the consumers away from a particular behavior.

2.6 Brand Performance

Given that the power of a brand resides in the minds of consumers and the way it changes their response to marketing. There two basic approaches to measuring brand equity; direct and indirect approach. Indirect approach assesses potential sources of brand equity by identifying and tracking consumer brand knowledge structures. A direct approach assesses the actual impact of brand knowledge on consumer response to different aspects of marketing. Brand tracking studies collect quantitative data from consumers on a routine basis overtime to provide marketers with consistent baseline information about how their brands and marketing programs are performing on key dimensions. Tracking studies are a means of understanding where, how much and in what ways brand value is being created to facilitate day to day decision making (Keller &Kevin Lane, 1998).

Sales of a brand are determined by measures such as how many customers buy the brand, how often, and how much they buy other brands. The associated marketing activity affects the consumer mindset –what a customer know and feel about the brand. The mindset across a group of customers produces the brand performance in the market place–how much and when customers purchase the price they pay. The customer mindset includes everything that exists in the mind of customers with respect to a brand; thoughts, feelings, experiences, image perceptions, beliefs and attitudes. Five dimensions have emerged as particularly important measures of the customer mindset; brand awareness, brand associations, brand attachment and brand activity. Some brands commend high level of brand loyalty (Anderson, et al, 2011).

The value created in the minds of customers will translate to favorable performance when competitors fail to provide a significant threat, when channel members and other intermediaries provide strong support and when a sizeable number of profitable customers are attracted to the brand (Keller &Kevin Lane, 1998).
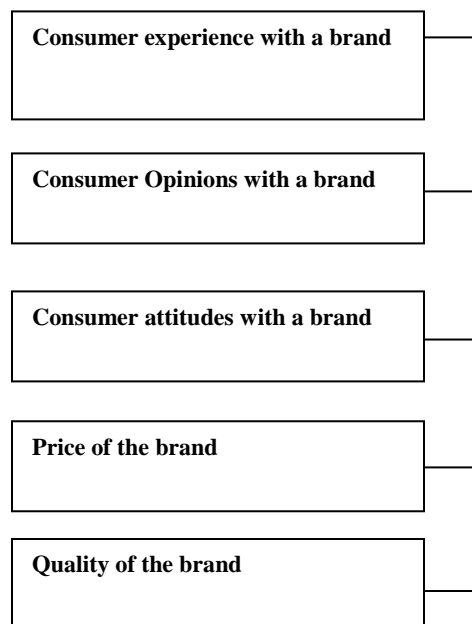
Brand value is created with higher market shares, greater price premiums and more elastic responses to price decreases and inelastic responses to price increases. Loyalty and

trust of the customers is very important for a company because it reduces the chance of attack from competitors (Aaker, 2008).

The value of brand created in the market place is most likely fully reflected in shareholder value when the firm is operating in a healthy industry without serious environmental hindrances or barriers and when brand contributes a significant portion of the firm's revenues and appears to have bright prospects.(Kotler Keller, 2012)

Figure: 1 Conceptual framework.

Independent Variables   **Dependent Variable**

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┌──────────────────────────────────┐
│ Consumer experience with a brand │
│                                  │
└──────────────────────────────────┘

┌──────────────────────────────────┐              ┌─────────────────────────────────┐
│ Consumer Opinions with a brand   │              │       Brand Performance         │
│                                  │              │  ▪ High consumer awareness      │
└──────────────────────────────────┘              │  ▪ Increased volume of sales    │
                                                  │  ▪ Increased profits            │
┌──────────────────────────────────┐              │  ▪ Customer loyalty             │
│ Consumer attitudes with a brand  │ ──────────▶  │  ▪ Larger market share          │
│                                  │              │                                 │
└──────────────────────────────────┘              └─────────────────────────────────┘

┌──────────────────────────────────┐
│ Price of the brand               │
│                                  │
└──────────────────────────────────┘

┌──────────────────────────────────┐
│ Quality of the brand             │
│                                  │
└──────────────────────────────────┘
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Source: (Author, 2013)

CHAPTER THREE: RESEARCH METHODOLOGY

3.1 Introduction

This section will discuss the research methodology that will include; research design, target population, sampling size, data collection methods and data analysis method.

3.2 Research design

This study adopted descriptive research design that took on a cross-sectional survey design aimed at establishing the impact of consumer perception towards brand performance in case of Nokia and Samsung mobile phones in Nairobi County. The descriptive research design was concerned with finding out the what, where and how of a phenomenon. A cross-sectional survey design was chosen since in cross-sectional surveys, data was collected at one point in time from sample selected to represent a larger population (Mugenda, 2003).

3.3 Study Population

The target population in statistics is the specific population about which information is desired. The target populations for this study were customers of Nokia & Samsung mobile phone companies within Nairobi County. These were individual Kenyan customers of Nokia and Samsung mobile phone users both male and females in equal proportions who are over 18 years.

3.4 Sample Design

The study used convenient sampling; a sampling technique which is a type of non probability sampling. The sample was drawn from the part of population that was readily available. (Mugenda & Mugenda, 2003).

The study selected 40 respondents from Nairobi County region to be the representative of the study, which comprised of 20 males and 20 females within Nairobi Central Business District. The respondents (customers) were selected from the outlets (shops) of Nokia

and Samsung mobile phone companies within CBD.The respondents were Samsung and Nokia mobile users who walked in the outlets for purchase and other services.

3.5 Data collection

Primary data was collected using semi-structured questionnaires with both close-ended and open-ended questions. 40 respondents in equal proportions from the two mobile phone companies were interviewed. Questionnaires were administered during the working hours by the researcher at the mobile phone company premises. The questionnaires were administered for respondents to fill in immediately within the premises.

3.6 Data Analysis

The data collected in the research was edited, coded, classified on the basis of similarity and then tabulated. To permit quantitative analysis, data was converted into numerical codes representing attributes or measurement of variables. Descriptive statistics such as frequency distributions, percentages and frequency tables were used to summarize and relate variables which were attained from the study. The study also used regression and correlation analysis. Specifically the regression model was of the form:

$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \varepsilon$

Where Y= Brand Performance

β_0 =Correlation coefficient

X_1= Consumer experience with a brand

X_2= Consumer opinions with a brand

X_3= Consumers attitudes with a brand

X_4= Price of the brand

X_5= Quality of the brand

ε= Error term

Correlation analysis was used to check on the overall strength of the established regression model (coefficient of determination-r^2) and also the individual significance of the independent variables (P-Values or t-test).

CHAPTER FOUR: DATA ANLYSIS AND PRESENTATION

4.1. Response Rate

The response rate for the study was 82.5%. There was a higher response rate from Samsung users at 60.6% of the total response compared to Nokia users,

4.2   Respondents Profile

The Table 4.1 illustrates the respondents' profile. As shown below, gender representation was dominated by men at 54.5% while female respondents were 45.5%. The data also reveals that the highest category of respondents based on profession were employees while business people were 27.3%. Only 3.0% were unemployed. A look at the respondents' age groups reveals that respondents between 25 and 31 years were more with 48.5% representation. Only 6.1% of the respondents were above 38 years of age.

Table 4.1: Respondents profile

| Gender			Gross Income (KES)		
	Frequency	Percentage		Frequency	Percentage
Female	15	45.5%	5000 - 10000	3	9.1%
Male	18	54.5%	10000 - 15000	6	18.2%
			15000 - 20000	3	9.1%
Profession			20000 - 25000	5	15.2%
	Frequency	Percentage	25000 - 30000	7	21.2%
Student	3	9.1%	Above 30000	7	21.2%
Employee	20	60.6%	Not indicated	2	6.1%
Businessman/lady	9	27.3%			
Unemployed	1	3.0%	Education Level		
Age Bracket			Masters	2	6.1%
			Undergraduate	19	57.6%
18 - 24 yrs	12	36.4%	Tertiary college	10	30.3%
25 - 31 yrs	16	48.5%	Secondary	2	6.1%
32 - 38 yrs	3	9.1%			
Over 38 yrs	2	6.1%			

The respondents were also requested to indicate they monthly income. It was found out that majority of the respondents were earning above KES 20,000 per month. 9.1% were earning between KES 5, 000 and 10,000 while 18.2% were earning between KES 10,000

and 15,000 per month. A look at the level of education, majority of the respondents had acquired the first degree at 57.6%. Those who had reached masters and secondary level had a representation of 6.1% each. Tertiary college had 30.3%.

4.3   Brand Popularity

The Figure 4.1 shows the mobile phone brands that the respondents were using at the time of the survey. The target respondents were Nokia and Samsung users only. It was found out that majority (60.6%) of the respondents had Samsung handsets while 39.4% indicated they were using Nokia handsets.

Figure 4.1: Brand popularity
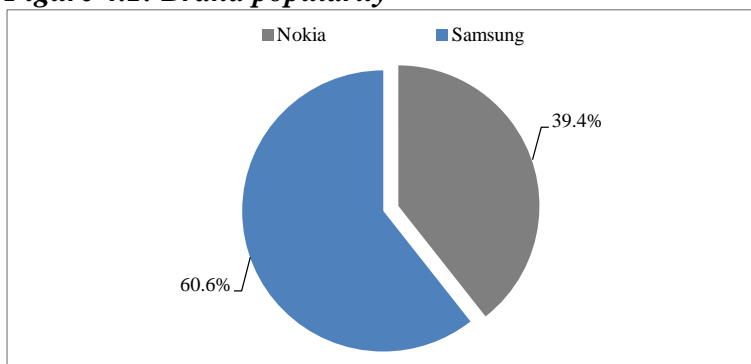
The researcher sought to find out how long the respondents had owned the mobile phone brand. As shown in Figure 4.2, those respondents who had owned the brand for less than two years were highest with a representation of 42.4%. This was followed by 39.4% who had owned the brand for between two and five years. 12.1% had owned their mobile brand for between six and ten years while only 6.1% had owned the brand for over ten years. This reveals that brand loyalty between the two mobile phone brands has been relatively low.

Figure 4.2: Time with mobile service provider
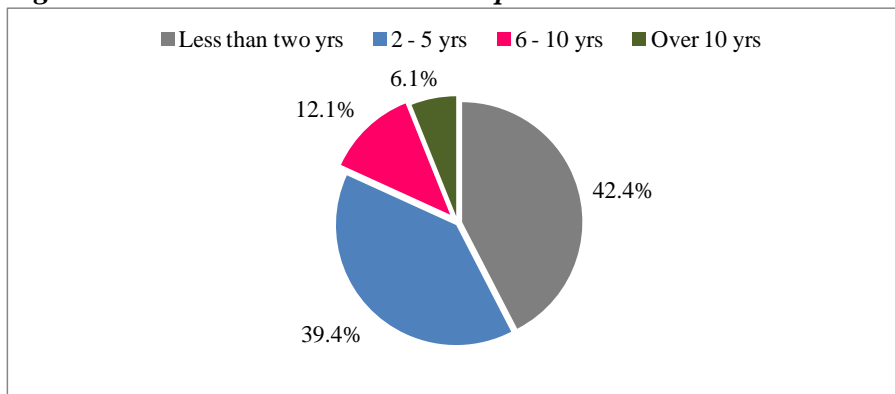
4.4   Mobile service provider

Looking at the respondents' mobile service provider, majority of the respondents indicated that they were using Safaricom sim cards at the time of the survey. Airtel and Orange had only 3% of the respondents each. There was a similar response for the most frequent mobile service provider with 93.9% indicating the most frequent mobile service provider was safaricom as shown in Table 4.2.

Table 4.2: Mobile service provider

Current mobile service provider			Most frequent mobile service provider		
	Frequency	Percent		Frequency	Percent
Safaricom	31	93.9%	Safaricom	31	93.9%
Airtel	1	3.0%	Airtel	1	3.0%
Orange	1	3.0%	Orange	1	3.0%

## 4.5   Brand specifications that influence purchase decision

This section focuses on the brand specifications that influence purchase decision. A look at the mobile phone design, majority of respondents agreed that it was a factor to consider when purchasing a phone. It is notable that 54.5% strongly agreed that internet access was a factor to consider against 6.1% who strongly disagreed. When asked about price, 33.3% of the respondents indicated that they strongly agree while less 12.2% disagreed. The influence of the screen size on the purchase decision was comparatively low with less than half of the respondents indicating they agreed. Entertainment was affirmed to by 54.5% of the respondents while 24.2% indicating they were indifferent.

Figure 4.3: Purchasing Influencing Factors
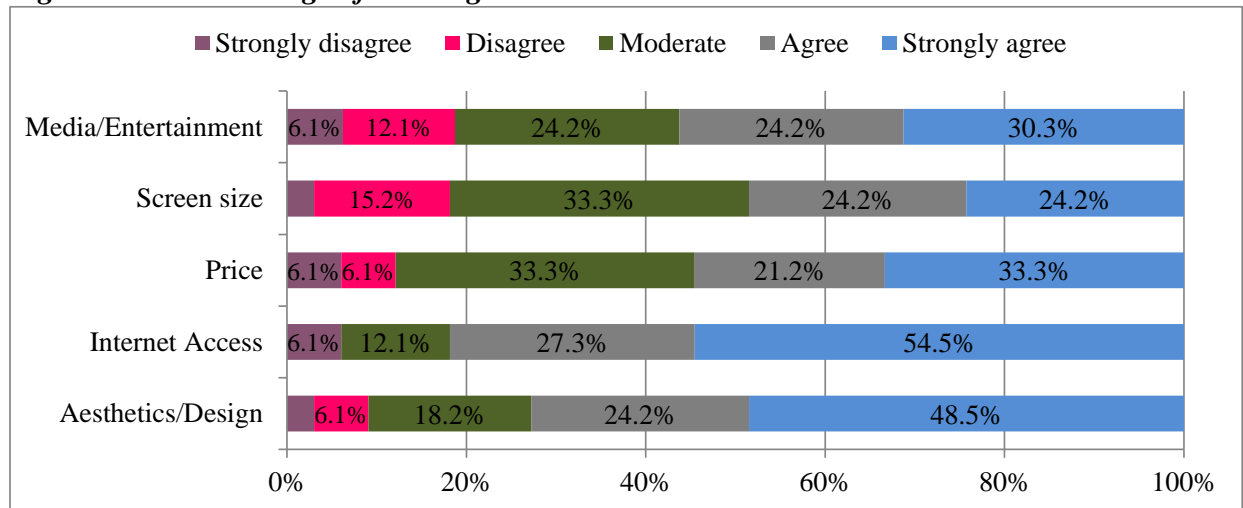
When asked about memory capacity, only 41% indicated that they strongly agreed while 21% agreed. Those that disagreed were 17%. Brand and battery life were considered important factors to consider with more than 60% of the respondents affirming to this. User friendliness was also considered an important factor to consider since 39.4% strongly affirmed to this. Business support was not a major factor to consider when compared to other factors more than 30% disagreed to this.

*Figure 4.4: Purchasing Influencing Factors*
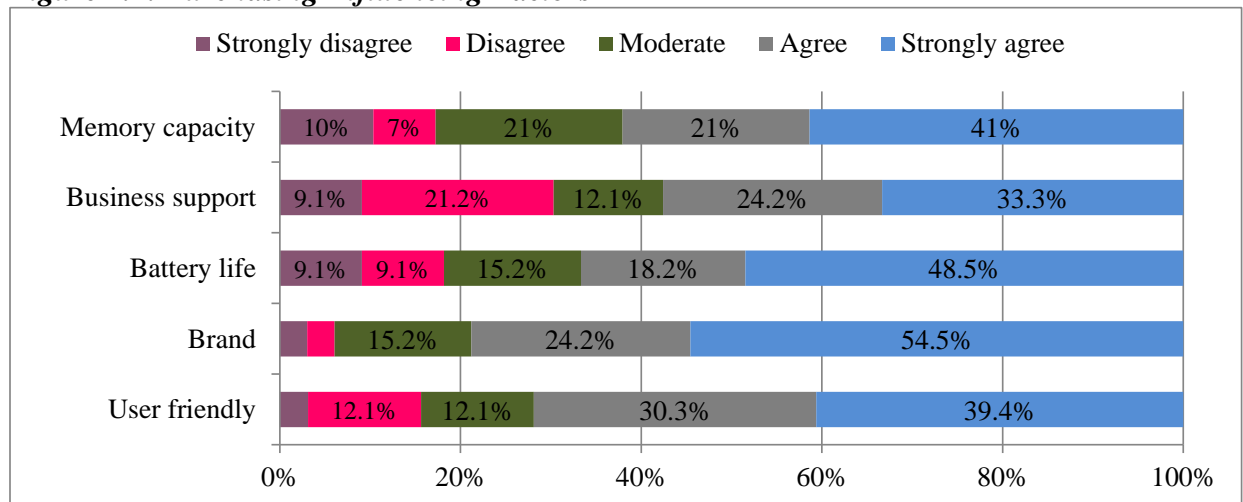
4.6   Qualities Influencing Phone Usage

The researcher requested the respondents to indicate their view on qualities that influence phone usage. As shown below, downloadable application, access to social networks, different options to internet access and support of multiple E-mails were affirmed to by

more than 50% each. Video conferencing and teleconferencing attracted responses that were contrary. This reveals that internet support is a critical quality that influences a mobile phone user choice of phone. This could be attributed to the high cost of internet bundles for internet connection. This is shown in the figure 4.5;

Figure 4.5: Qualities Influencing Phone Usage
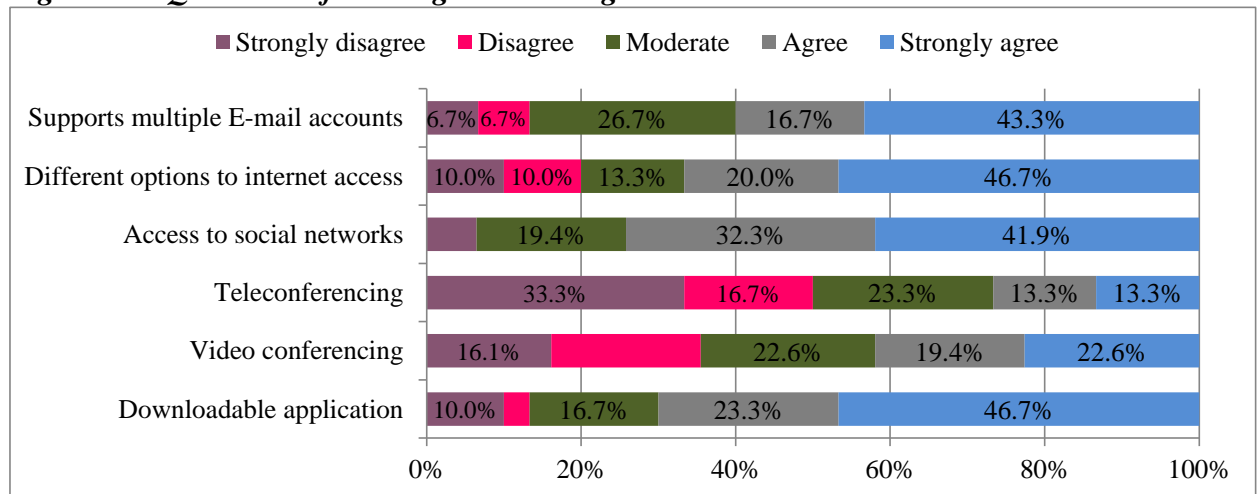
From the table below, it is notable that playing games was considered as a quality that influences mobile phone usage by a comparatively low percentage. However, taking photos was indicated as an important quality with more 58.1% indicated that they strongly affirmed to it. There were comparatively similar responses for instant messaging and receiving and reviewing documents. 45.2% indicated they strongly affirmed to managing personal time and schedules as a quality that influenced the respondent's phone usage while 22.6% were indifferent.

Figure 4.6: Qualities Influencing Phone Usage
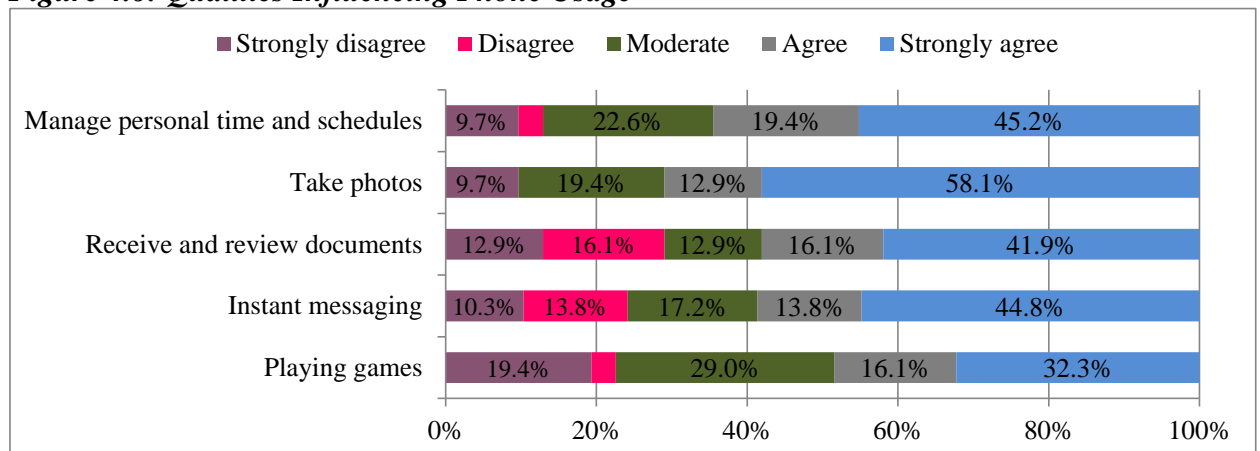
Sending and receiving texts was considered an important factor with 71% indicating they strongly agreed against 6.5% who strongly disagreed. Handling multiple applications at the same time was considered an influential factor with more than 65% affirming to this. Only 13% indicated to the contrary. Managing work life and information sharing were factors that attracted comparative affirmation. This could be attributed to the fact that few respondents are provided with the phone by their employers. Security features were affirmed to by 61. 3% while 22.5% indicated the contrary.

Figure 4.7: Qualities Influencing Phone Usage
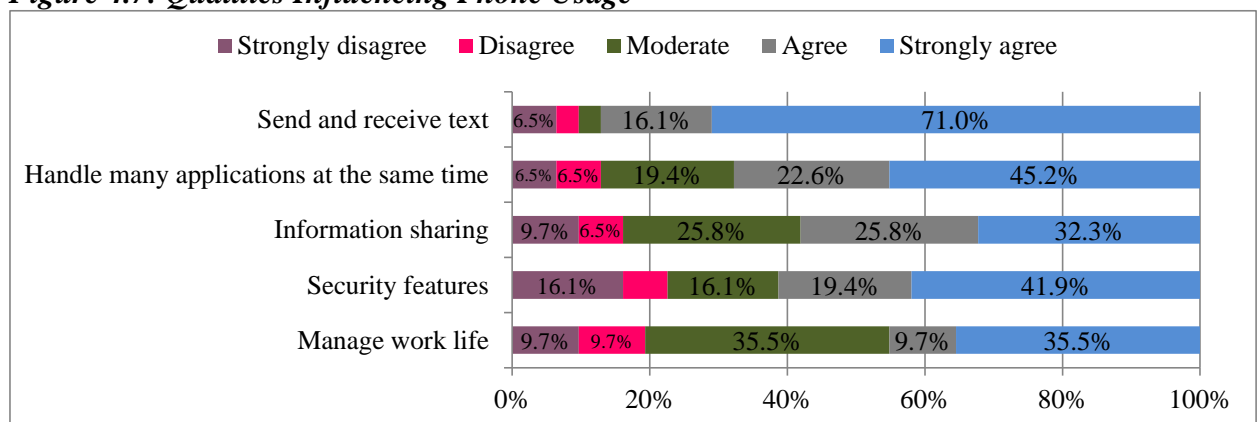
As shown in Figure 4.7, multimedia messaging had a low level of affirmation with a considerable percentage indicated they were indifferent. However, other factors had a comparatively high level of affirmation. Recording videos and posting photos and videos had high levels of affirmation with more than 50% of the respondents agreeing strongly. More than 70% affirmed that watching videos/movies was a quality that influenced phone usage while less than 15% indicated the contrary.

Figure 4.8: Qualities Influencing Phone Usage
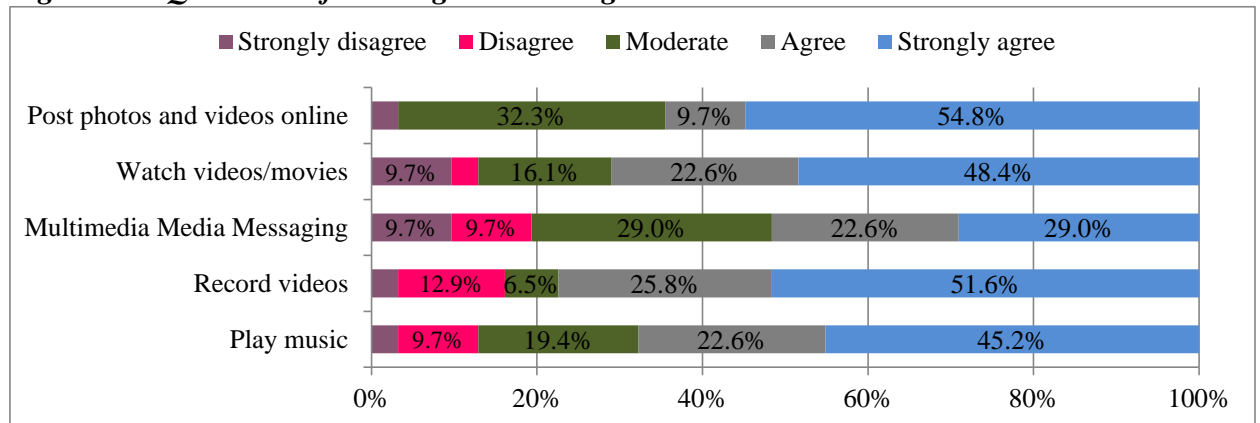
Focusing on making and receiving calls, more than 85% of the respondents affirmed that it was a quality that influenced phone usage. It is notable that respondents who agreed that smart phones were hot area for business for mobile software development were more than 70%. Doing online banking and the ability to search and monitor all sorts of information were affirmed to by more than 60% of the respondents each. The quality with least influence was online shopping. This could be attributed to the slow pace at which online shopping has been embraced locally.

Figure 4.9: Qualities Influencing Phone Usage
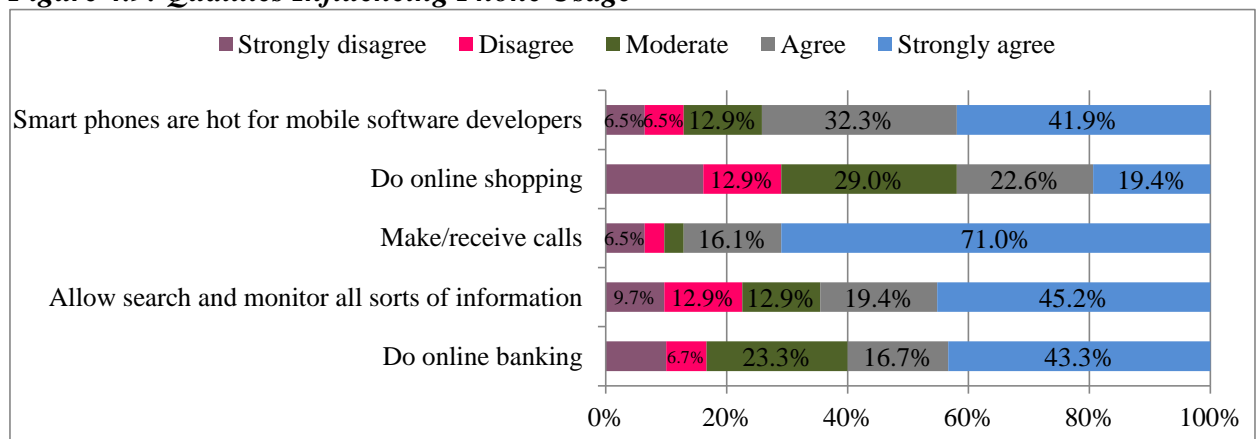
4.7: Social needs that influence the perception and usage of phone

A look at the Table 4.3 shows that majority of the respondents agreed to most of the aspects regarding social needs that influence perception and usage of phones. Ability to communicate and stay connected with others was agreed to by majority of the respondents. Less than 8% disagreed to this. There was a comparatively similar response to the ability to network with others through social and professional sites with only 9.4%

disagreeing to this. It is notable that 50% indicated that they agreed that to be perceived as trendy was a social need that influenced the use of their phone while. However, it is important to note that 37.5% indicated to the contrary. There was a similar response for those who used their phone to fit in social circles.

The research revealed that the social need to influence non users was supported by only 37.5% while those that disagreed were 34.4%. While 34.4% were indifferent to no need to work overtime, 40.6% supported the social need while 25% disagreed. There was a comparatively high support to the aspect that consumers are getting addicted to smart phones and smart phones are encouraging voice calls with each being affirmed by 59.4% and 56.7% respectively.

Table 4.3: Social needs that influence usage and perception

Social needs that influence the perception and usage of your phone			
	Disagree	Moderate	Agree
	Percent	Percent	Percent
Communicate/stay connected with others	6.5%	6.5%	87.1%
Networking through social/professional sites	9.4%	12.5%	78.1%
Keep abreast on current affairs	16.1%	22.6%	61.3%
To be perceived as trendy	37.5%	12.5%	50.0%
To fit in social circles	38.7%	12.9%	48.4%
Influence non users to acquire smart phones	34.4%	28.1%	37.5%
No need to work overtime or during weekends	25.0%	34.4%	40.6%
Consumers are getting addicted to smart phones	15.6%	25.0%	59.4%
Smart phones are encouraging voice calls	13.3%	30.0%	56.7%

4.8   Factors influencing brand perception

The respondents were requested to indicate how much they agreed to factors that influenced brand perception. Generally, most aspects attracted positive responses. Aesthetics and battery life attracted comparatively similar responses. This was similar for the affordability and battery life. A look at the after sales support, 31% indicated they strongly agreed while 27.6% indicated they agreed. 17.2% were indifferent, 10.3% disagreed while 13.8% strongly disagreed. This is shown in the table 4.10;

Figure 4.10: Factor influencing brand perception
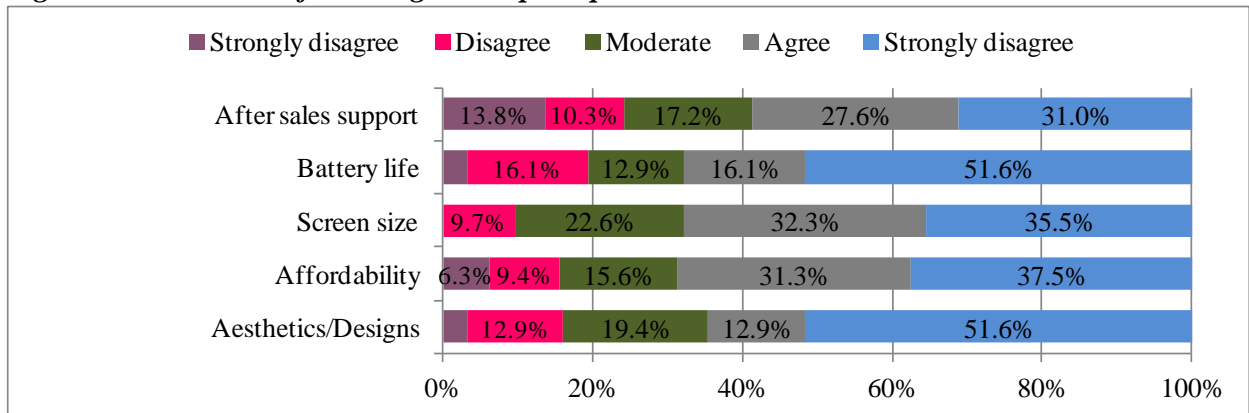
There were a high percentage of respondents who affirmed that the phones memory size was a factor that affected brand perception. Brands with phones that have a low memory capacity are likely to be rejected by majority of the respondents.   However, 16.1% indicated that they disagreed with this. Those that agreed to the influence of the brands reputation were above 75% while 21.9% were indifferent. The rest disagreed. Brand recommendation by family/friends and seller indicated that it had comparatively low effect on respondents' perception. This was similar to the brand complementing the respondents' lifestyle with affirmation from 53.2% affirmation.

Figure 4.11: Factor influencing brand perception
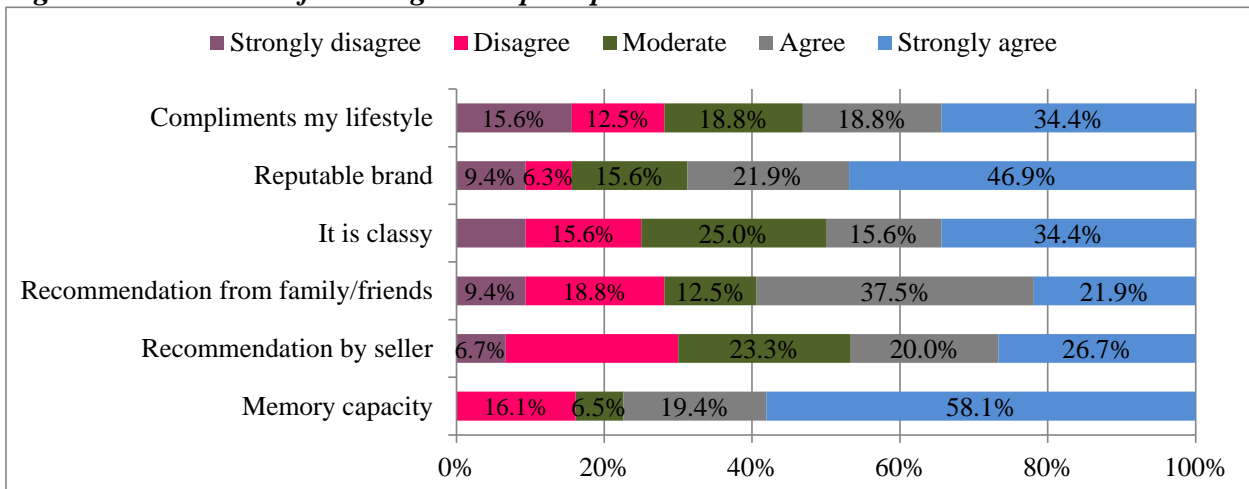
From the figure 4.12, durability and variety of applications play an important in influencing the brand perception with more than 70% of the respondents having affirmed to this. Closed source operating system attracted a low level of affirmation with 51.5% affirming to this while 25.5% disagreed to this. There was similar response for the size of

phone and minimal counterfeits each being affirmed by 62.6%. 25% percent disagreed to these aspects. Open source operating system was affirmed to by 59.4% against 18.8% indicated the contrary. 21.9% were indifferent.

Figure 4.12: Factor influencing brand perception
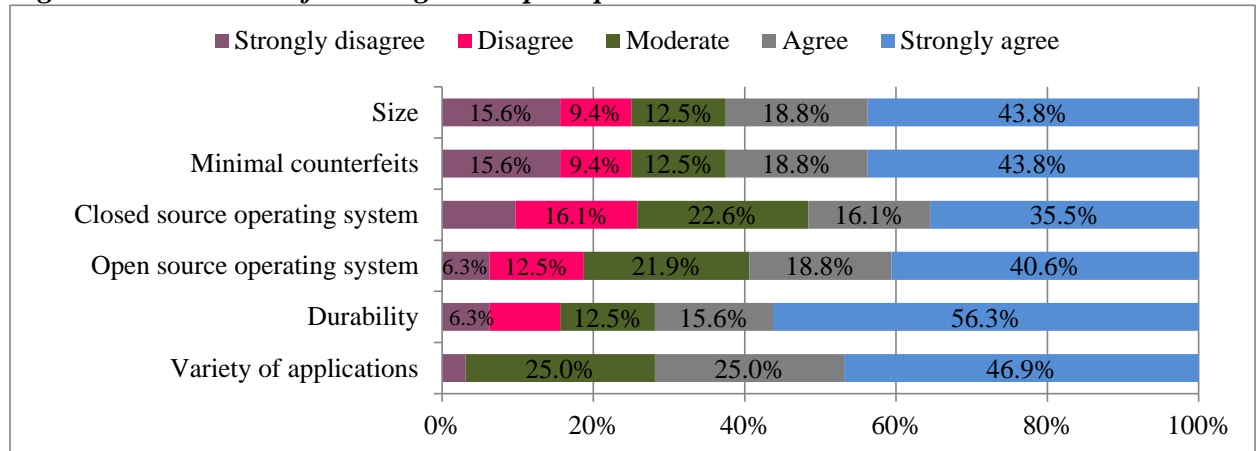
4.9   Regression Analysis

The Table 4.12 represents the regression analysis. From the data table, it can be depicted that the data points used were adequate for iteration. From the multiple R, it can be established that there was a fair fit between the variables and the overall rating. However, only 41.7% of the changes in the overall rating could be explained by the variables used.

Table 4.4: Regression Analysis

SUMMARY OUTPUT						
Regression Statistics						
Multiple R	0.645925					
R Square	0.417219					
Adjusted R Square	0.309297					
Standard Error	1.127618					
Observations	33					
ANOVA						
	Df	*SS*	*MS*	*F*	*Significance F*	
Regression	5.000000	24.5780135	4.91560269	3.86592215	0.00902084	
Residual	27.000000	34.3310775	1.27152139			
Total	32.000000	58.9090909				
	Coefficients	*Standard Error*	*t Stat*	*P-value*	*Lower 95%*	*Upper 95%*
Intercept	0.596611	1.200094	0.497136	0.623117	-1.865780	3.059001
Custmer Experience	0.567396	0.671776	0.844621	0.405745	-0.810974	1.945765
Customer Opinion	0.054573	0.383215	0.142407	0.887816	-0.731720	0.840865
Customers Attitude	0.191497	0.136484	1.403067	0.171993	-0.088546	0.471539
Price	-0.256662	0.218073	-1.176955	0.249485	-0.704110	0.190787
Quality	0.311275	0.600422	0.518427	0.608383	-0.920689	1.543239

A look at the dependability of the resulting model for decision making, the F statistic revealed that the resulting model was significant. The F statistic was 3.87. The T statistic is used in looking at the significance of individual models. It is a ratio of the coefficient against the standard error. A shown above, the respondents attitude towards the phone was most significant while the opinion was lowest. In order of importance, attitude was most important variable. This was followed by price, experience and quality respectively. Opinion was least important variable.

The resulting model will be:

$Y = 0.596 + 0.567X_i + 0.055X_{ii} + 0.191X_{iii} - 0.257X_{iv} + 0.311X_v + 1.128$

Where; X_i – Experience
X_{ii} – Opinion
X_{iii} – Attitude
X_{iv} – Price
X_v – Quality

4.10   Correlation Analysis

The Table 4.5 shows the correlation analysis of the five variables. As shown, there was a strong relationship between quality and experience. The results were similar for relationship between experience and opinion. Attitude and experience, and attitude and quality had a moderate relationship. There was a weak relationship between price and experience. A similar response for price was noted in the relationship between quality and attitude and price.

Table 4.5: Correlation Analysis

	Experience	*Opinion*	*Attitude*	*Price*	*Quality*
Experience	1				
Opinion	0.8280719	1			
Attitude	0.5016056	0.40914825	1		
Price	0.2343252	0.28018571	0.26072407	1	
Quality	0.8900849	0.75273095	0.51488912	0.28641936	1

CHAPTER FIVE: SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

From the data analysis, the following summary findings, conclusions and recommendations were made. The findings and conclusions are based on the objectives of the study as outlined in chapter one of this study which are to determine factors that influence brand perception in case of Nokia & Samsung mobile phones in Nairobi County and to establish the relationship between brand perception and brand performance in case of Nokia and Samsung brands.

5.2 Summary

One of the research objectives of the study was to determine factors that influence brand perception in case of Nokia & Samsung mobile phones in Nairobi County. The factors that had were found to have greatest influence on brand perception were memory capacity, brand reputation, variety of applications and durability of the brand. It was also noted that among the needs that influenced brand usage and perception, communicating and staying connected with others, and networking with others through social and professional sites were most influential.

Objective number two was to establish the relationship between brand perception and brand performance in case of Nokia and Samsung brands. The study revealed that there was a fair relationship between brand perception and performance. There was a strong relationship between quality and experience.

5.3 Conclusion

From the findings, it can be concluded that most of the aspects on focus had influence on respondents' perception on brand. However, among other factors, complementing respondents' lifestyle and recommendation by seller had comparatively low affirmation. This implies that the recommendation by seller has little impact in influencing customers' perception on brand. A look at the needs that influence usage and perception, it was found out that respondents' agreed to most aspects. However, the following needs attracted low level of affirmation: to fit in social circles, to influence non users to acquire smart phones and no need to work overtime and during weekends. This reveals that any change to the above aspects will have limited impact on the brand perception on brand.

A look at the relationship between brand perception and brand performance revealed that there was a moderate relationship. A look at correlation between variables revealed that the relationship between experience, opinion and quality was a good one. It is important to note that price had a weak relationship between price and other variables. This reveals that any change on price will have limited influence on brand performance.

5.4 Recommendations
Based on the findings of the case study, a number of recommendations were drawn:

1. The brands need to shift focus from price in influencing customer perception and improve on quality in influencing customers opinion and enhance experience

2. Features that enhance communication and network connectivity need to be improved to boost customer experience

3. Mobile phone companies need to collaborate with mobile phone service providers to educate customers on online shopping, online banking and multimedia messaging.

4. Aspects on capturing photos and videos were affirmed to by majority of respondents. This implies that improvement of camera resolution and clarity will boost customers' perception.

5.5 Limitations of the Study
During the study, there were constraints that I faced. First was getting attention from qualified respondents who were to be drawn from Samsung and Nokia shops in the CBD. The shop owners and managers took long to approve distribution of questionnaires to customers in their shops. The customers were also resistant some insisting they were busy.

Cost was also a constraint in undertaking this research. Transportation, printing and photocopying costs were incurred. Trips to Nokia and Samsung shops were made in search for response. I also had to make several trips to school while seeking guidance from the supervisor on the project. Printing and photocopying costs were high as the scholar worked tirelessly to capture inputs from the supervisor and moderator hence coming up with new and/ or additional copies.

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APPENDICES

Appendix I: Introductory Letter

C/O University of Nairobi,
P.O Box 30197-00100,
Nairobi.
Kenya.

TO WHOM IT MAY CONCERN

Dear Respondent,

<u>**REF: MBA RESEARCH STUDY**</u>

I am a student pursuing a Masters degree in Business Administration at the University of Nairobi. In partial fulfillment of the requirements to the award of the Masters degree, I am required to carry out a study on "The influence of consumer perception towards brand performance: A case study of Nokia and Samsung mobile phone industry in Nairobi County Kenya"

I kindly request your assistance by availing time to respond to the questionnaire. A copy of the final report will be made available to you at your request. The information given will be treated with utmost confidentiality for the purpose of this study only. Your assistance will be highly appreciated.

Thank you in advance.

Appendix II: (Questionnaire for individual mobile phone consumers in Nairobi County; Kenya)

Section A: Demographic Background (Tick as appropriate)

1. Respondents Name   (Optional)
   ………………………………………………………………….…

2. Gender
   a) Female   ( )
   b) Male   ( )

3. What is your Profession?
   a) Student   ( )
   b) Employee   ( )
   c) Businessman/lady   ( )
   d) Unemployed   ( )

4. What is your gross income?
   a) Between 5,000-10,000   ( )
   b) Between 10,000-15,000   ( )
   c) Between 15,000-20,000   ( )
   d) Between 20,000-25,000   ( )
   e) Between 25,000-30,000   ( )
   f) Above 30,000   ( )

5. What is your age bracket?

   a) 18 – 24 years   ( )
   b) 25 – 31 years   ( )
   c) 32 – 38 years   ( )
   d) Over 38years   ( )

6. What is your highest level of education qualification
   a) Post graduate level (Masters)   ( )
   b) Post graduate level (doctorate)   ( )
   c) Undergraduate   ( )
   d) Tertiary College   ( )
   e) Secondary   ( )

SECTION B:

7. Which mobile phone brand are you currently using?
   Nokia   ( )

Samsung ( )
Others ( ) ……………………………………. (Kindly specify)

8. Who is the provider for the SIM card you MAINLY USE By 'mainly' I mean which one do you use most often? (One answer only)

	Qn. 7	Qn 8
	Currently Using	Mainly Use

a) Safaricom................... [ ] [ ]
b) Zain/airtel.................. [ ] [ ]
c) Orange/ TelKom......... [ ] [ ]
d) YU........................... [ ] [ ]

9. How long have you owned the mobile phone brand? (Tick as applicable)

a) Less than two years ( )
b) 2-5 years ( )
c) 6-10 years ( )
d) Over 10 years ( )

10. Specifically, to what extent do you agree with the following functional and emotional features about mobile phone brands?

Use 1- Strongly Disagree, 2- Disagree, 3- Moderate, 4- Agree and 5-strongly agree.

	1	2	3	4	5
Brand specifications that influence purchase decision					
• Aesthetics / Design (touch screen, QWERTY keyboard, etc)					
• Internet access / (Built-in Wi-Fi Adapter)					
• Price					
• Screen Size					
• Media /Entertainment (Music Player and Formats)					
• User friendly (Simplicity)					
• Brand					
• Battery Life					
• Business Supports					
• Memory Capacity					
☐					
Qualities influencing phone usage					

• Downloadable Application					
• Video (skype, conferencing)					
• Teleconference					
• Access to social network sites (blogs, facebook, Tweeter,etc)					
• Different options to internet access (wi-fi, LAN)					
• Supports multiple E-mail accounts					
• Playing games					
• Instant messaging (push mail / e-mail alerts)					
• Receive and review documents (edit Microsoft Word, Excel and PowerPoint files					
• Take pictures (High resolution camera)					
• Managing personal time and schedules (smartphone handsets can function as personal organisers, with electronic diaries, contact lists, and automatic reminders)					
• Manage work life (enable effective communication with work teams through corporate e-mails, access to company computer network, etc)					
• Security features					
• Information sharing (data can be received and transmitted via a Smartphone, such as large e-mail attachments or data files from websites)					
• Handling of many applications at the same time					
• Send or receive text					
• Play music					
• Record a video					
• Multimedia Messaging Services (MMS) - includes animation, graphics and music in a message					
• Watch a video / movie					
• Post a photo or video online					
• Do online banking					
• Allow you to enter, monitor, track, and search for all sorts of information (news coverage, weather reports, traffic information, GPS, MAPS, etc)					
• Make / receive calls					
• Do online shopping					
• Smart phones are the hot area for mobile business software developers					
Social needs that influence the perception and usage of your phone					

• Communicate / Stay connected with others / stay in touch					
• Networking through social and professional networking sites					
• Keep abreast on current affairs (news, sports, politics, etc)					
• To be perceived as being trendy ……. "with it"					
• To fit in with the social circles					
• Assimilate / influence non users to acquire smart phones					
• No need to work late or work over the weekends, thus more time with family and friends.					
• Consumers are getting addicted to their smart phones					
• Smart phones are encouraging voice calls / data					
Factors influencing brand perception					
• Aesthetics / Design (color, touch screen, QWERTY keyboard, etc)					
• Affordability					
• Screen Size					
• Battery Life					
• After sales Supports					
• Memory Capacity					
• Recommendation by mobile phone store					
• Recommendation by friends/family					
• It is classy					
• Reputable brand					
• Compliments my lifestyle; makes me feel complete					
• Variety of applications					
• Durability					
• Open source operating system					
• Closed source operating system					
• Lack of / minimal counterfeits					
• Size					

Others………………………………………………………………………

11. Specifically, in a scale of 1 to 5 where 1 is poor and 5 is excellent, how would you rate you phones brand in terms of?

	1	2	3	4	5
Experience					
Opinion					
Attitude					
Price					
Quality					

12. Overall, in a scale of 1 to 5 where 1 is poor and 5 is excellent, how would you rate you phones brand in terms of performance?

……………………………………………………………………………………………

Thank you for your participation.