

**SMARTPHONE BRAND PREFERENCE AMONG BUSINESS
STUDENTS IN DAVAO CITY**



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The University of Mindanao

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ACCEPTANCE AND APPROVAL SHEET

This research entitled **“SMARTPHONE BRAND PREFERENCE AMONG BUSINESS STUDENTS IN DAVAO CITY”** prepared and submitted by Edward Dutosme, Jeong Seunghyeon and Earl Jan A. Sugian for compilation of these requirements of Marketing Research (MKTG 222) with the code 06694 under the College of Business Administration Education of the University of Mindanao is hereby accepted.

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ABSTRACT

The purpose of this study is to determine the smartphone brand preference among business students in Davao City. The researchers used a self-constructed questionnaire that was validated by experts. The researcher conducted a survey to know if there were significant differences in level of smartphone brand preference among business students in Davao City. When grouped according to respondents' profile. The data were collected and treated statistically using mean frequency and ANOVA to give significant results. Results showed that the product quality got the highest overall mean of 4.74. Next is the price with the overall mean of 4.33. Next is the advertisement with the overall mean of 4.30. Lastly, in terms of brand name that got the lowest overall mean of 4.02. It is revealed in this study that there is no significant difference in the level of smartphone brand preference among business students in Davao City when grouped according to profile, and therefore the hypothesis is accepted. The following data speaks to the discoveries, conclusions, and recommendations of the study. Based on the results, the following are some of the researcher's recommendations. The researchers recommend that the smartphone companies have to strengthen their brand name by making it attractive to their target market. Also, establish their brand name competitive compared to other brands to cause customers to have a tough decision to select their brand. Lastly, in choosing the brand name they need to select those brands that have strong recognition to the market, well-known and well-established brand names, to make a wise purchase in choosing smartphone products.

Keywords: *Price, Brand Name, Product Feature, Advertisement.*

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TABLE OF CONTENTS

TITLE PAGE		i
ACCEPTANCE LETTER		ii
APPROVAL AND ENDORSEMENT SHEET		iii
ABSTRACT		iv
ACKNOWLEDGEMENT		v
TABLE OF CONTENTS		vi
LIST OF TABLES		ix
LIST OF FIGURES		x
Chapter		
1	INTRODUCTION	
	Background of the Study	1
	Statement of the Problem	3
	Hypothesis	3
	Review of Related Literature	4
	Theoretical and Conceptual Framework	16
	Significance of the Study	19
	Definition of Terms	19
2	METHOD	
	Research Design	20
	Research Subjects	20
	Research Instrument	21
	Research Procedures	22
	Statistical Treatment of Data	22

3 PRESENTATION AND ANALYSIS OF FINDINGS

Profile of the Respondents	24
Level of Smartphone Brand Preference among Business Students	27
Level of Impulse Buying among Millennial Business Students	27
Significant Difference in the Level of Smartphone Brand Preference among Business Students when grouped according to Age	32
Significant Difference in the Level of Smartphone Brand Preference among Business Students when grouped according to Sex	34
Significant Difference in the Level of Smartphone Brand Preference among Business Students when grouped according to type of Students	37
Significant Difference in the Level of Smartphone Brand Preference among Business Students when grouped according to Program	39

4 SUMMARY, CONCLUSION AND RECOMMENDATIONS

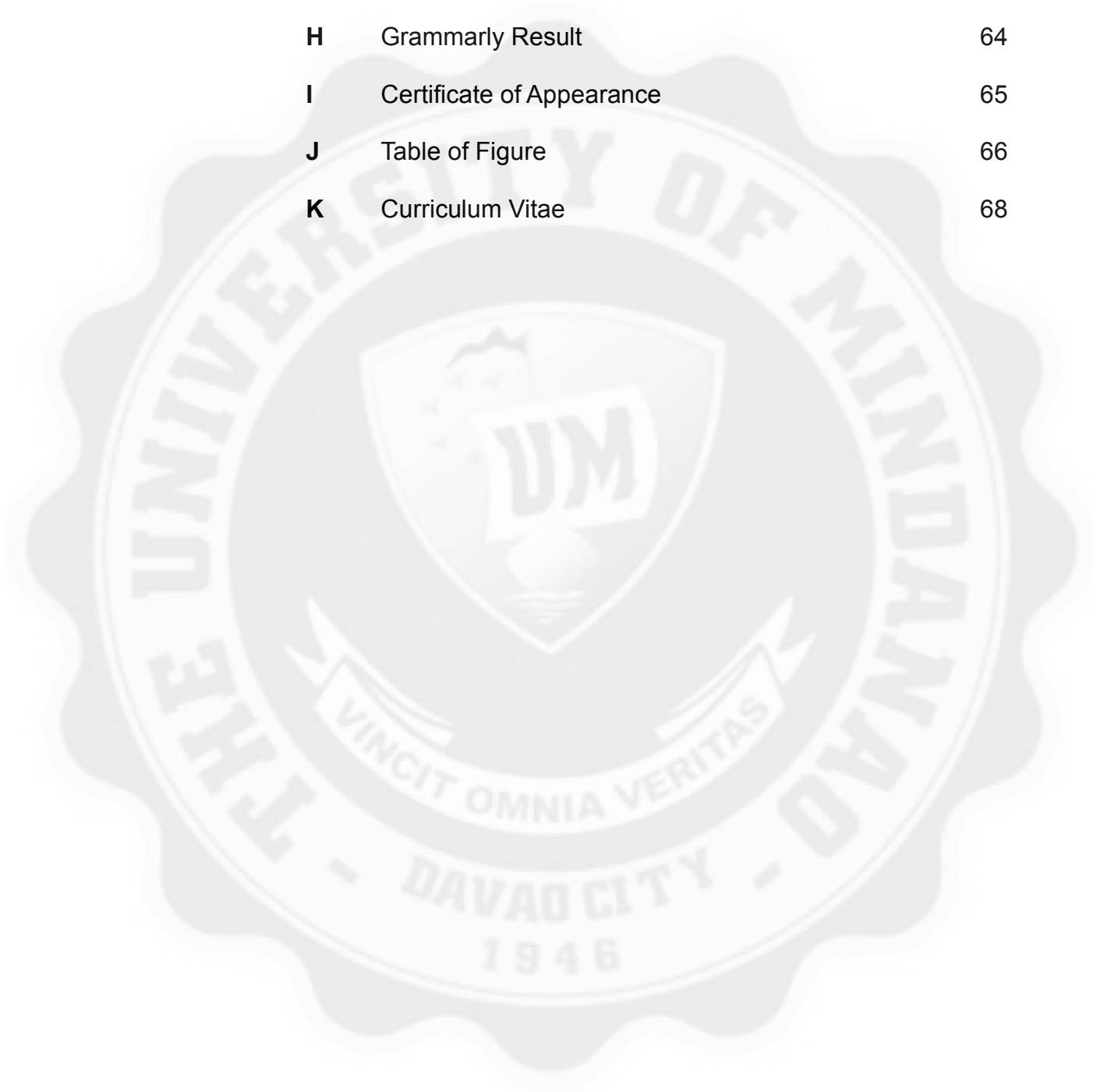
Summary of Findings	42
Conclusions	43
Recommendation	43

REFERENCES	45
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APPENDICES

A	Letter of Permission to Conduct Study	52
B	Research Questionnaire	53
C	Summary of Evaluation	56
D	Letter to the Adviser	60

E	Letter to the Statistician	61
F	Certification from the Statistician	62
G	Turnit in Result	63
H	Grammarly Result	64
I	Certificate of Appearance	65
J	Table of Figure	66
K	Curriculum Vitae	68



LIST OF TABLES

Tables	Title	Page
1	Profile of the Respondents	26
2	Level of Smartphone Brand Preference among Business Students	27
3	Level of Smartphone Brand Preference among Business Students in terms of Price	28
4	Level of Smartphone Brand Preference among Business Students in terms of Product Quality	29
5	Level of Smartphone Brand Preference among Business Students in terms of Brand name	30
6	Level of Smartphone Brand Preference among Business Students in terms of Advertisements	31
7	Significant Difference in the level of Smartphone Brand Preference among Business Students when grouped according to Age	32
8	Smartphone Brand Preferences among Business Students when grouped according to Sex	34
9	Smartphone Brand Preferences among Business Students when grouped according to Type of Students	36
10	Smartphone Brand Preferences among Business Students when grouped according to Type of Program	39

LIST OF FIGURES

Figure	Title	Page
1	Conceptual Framework of the Study	17



Chapter 1

INTRODUCTION

Background of the Study

The mobile phones dominate most of modern human in every movement of life. Which Nowadays is becoming a part of basic needs of a person as means of communication across the world during the last fifteen years. Every individual use mobile for not only communication purpose, but also it became a personal assistance to make an everyday life easier. The development of mobile communication technology e. g. wireless internet, mobile phone, MP3 player, GPS navigation system has been a long journey of innovation, which is constantly evolving and updating as a result of consumers changing needs and preferences (Mokhlis, S. & Yaakop, A.Y. [1]). There is a problem of hard competition among various brands of mobile phones in the market. Every day a new phone is launched with enhanced features and technology. Nevertheless, of the fact that this competition has provided the consumer a wide variety of mobile phones to choose from at the same time there is also confusion prevailing in the minds of consumer about which of particular mobile phone suits their requirements the most. This problem of choice is known as brand preference. Brand preference has negatively impacted the marketers as well as consumers. For marketers increase in competition leads to decrease in sales for mobile phones as market share is now divided among more sellers.

The South African retail environment for mobile phones is growing, with newer and cheaper versions being introduced to the market, leading to high levels of competition and innovation (Euromonitor International 2015:1). Due to the ease of communication and convenience brought about by mobile phones, they have become a necessity. The fact that this industry is rapidly growing leads to a high rate of competition amongst manufacturers and retailers of mobile phones. This study dwells mostly on university students, because they are young and are frequent users of mobile phones Verdict (2017). The study targeted students at DUT, which is an institution of higher education. As a university of technology, DUT is a technologically-driven institution, and this is shown by some of the programs they offer, such as Information Technology (IT) application development courses. In addition, students at 2 DUT are enthused by technology, which thus presented a platform from which the researcher could perform substantive and reliable research. Brand preferences occur when consumers choose one available brand over others, because they have developed a habit or favorable past with that brand Oularvirta et al. (2014).

In the Philippines, Statista (2018) stated that the number of smartphone users from 2014 to 2020 turns out to be quickly developing. In 2018, the number of smartphone users was relied to achieve 72.6 million; this would imply that around 32 percent of the population would use a smartphone. This number expected to rise to 40 percent for the year 2020.

In Davao City, Lumawag stated that in mid 2000s, Nokia was among the top brand in the world known for its reliability and durability. However, when smartphones entered the market, the brand somehow got lost in the

competition. Among the features mentioned are high quality, built-in camera lenses, music player and web connection, these are the absolute most development features offered by the smartphone's producers during those times.

Statement of the Problem

The primary purpose of this study is to investigate the smartphone brand preference among business students. Specifically, it sought to answer the questions:

1. What is the profile of the respondents in terms of:

- 1.1 Age
- 1.2 Sex
- 1.3 Type of Student; (Working or Non-working)
- 1.4 Program
- 1.5 Year Level

2. What is the level of smartphone brand preference of students in terms of:

- 2.1 Price;
- 2.2 Brand Name
- 2.3 Product Features; and
- 2.3 Advertisement?

3. Is there a significant difference in the level of smartphone brand preference of students in terms when grouped according to profile?

Hypothesis

Ho: There is no significant difference in the level of smartphone brand preference of students when grouped according to profile

Review of Related Literature

Presented in this chapter is the literature gathered from books, magazines, journals, newspapers, and the internet. The prices of information are collected to support the factors that influence the level of smartphone brand preference of students

Brand Preference

The youth were influenced due to many attributes and features of products that affect their preference in buying. Most of the companies are trying to convince young consumers but are unable to maintain their high growth and market share. Brand cues among youth that influenced them classified as intrinsic and extrinsic cues (Kulshreshtha, 2017).

The results show that different brands and types of cellphones with smartphones record the highest ownership among students. Mostly used devices are Android Operating System, which primarily used for edutainment. Unstable connections, power supply, and high consumption of data are problems for students in using these digital devices (Barton, 2018).

Retail management greatly implies, among others, based on the results of data analysis. Smartphone marketers should develop a new marketing mix strategy, a good pricing strategy, and exciting features that attract young adults (Ayodele, 2018).

According to Zahi (2016) the most dominant factor among the four is social influence. Findings supply principles for smartphone brands in developing its quality and its promotion of smartphones.

Most users, does not see the value of cell phones in terms of education and its usefulness in communication. A lot of educators see that cell phone

and computers are unrelated, sees it as an accessory, especially to teenagers (Librero, 2007). It is no wonder that shortly, all students will have cellphones due to high demand. It will serve as a vital role for educators to accept that cellphone will be a tool for an educational system to be developed and to progressing countries. The main focus of this is the study of major projects of the potential use of cellphone and short message service techniques for non-formal and formal education in Mongolia and the Philippines. The results of the study were outstanding form trainees and students and suggested for logistical principles and design for educational cellphone implementation.

They can recognize the specific product or brand in comparison to competing products or brands and know how it looks and its characteristics from the social media. (Sasmita, 2015), indicated that these young consumers get input and awareness of the particular product or brand from social media. Mobile phone owners with different countries of the source attribute crucial importance to the various product features, including technical parameters, price, design, brand name, operating system, and memory size.

Nagy (2017) stated that country of origin plays a significant role in many respects related to young adults' mobile phone choice. The country of origin has a moderating effect on the price sensitivity of consumers with verified net income levels and also found that frequent buyers of mobile phones, especially US brand products, spend the most significant amount of money on their consumption in this aspect.

An examination of the historical development of brands shows that brands appeared on products a long time ago and evolved through a

number of stages based on the economic and social environment. The literature reveals that no single model can explain the brand switching behavior of consumers or businesses across different industries and products. Each study uses a specific set of factors to explain brand switching. However, brand attractiveness counted as the most common factor behind brand switching (Al-Kwafi, 2015).

Today, it is crucial to think about the characteristics of the current generation – Millennial. They are key social media audience that is not easily influenced by social media as 48 percent guarantee that social media has never influenced their purchase decisions (William, 2014). Millennials tend to consume content on various platforms through different devices and are typically highly influenced by what their peers think. It is important to understand how this statistic devours information, and second, how to convey the right marketing message that appeals to them. Consumer buying behavior refers to the selection, purchase and consumption of goods and services for the satisfaction of their wants.

Price

Price is the most vital factor of the marketing mix, and it is the main income generator, and it is the value attached to a product. However, (Kotler and Armstrong, 2014) guaranteed that price considered one of the major concepts in modern marketing. It defined the marketing mix as a 4Ps (price, product, promotion, and place), which is the set of tactical marketing strategies that the firm creates a strategy for its target market. Besides, the price is the expense of money charged to a product or service.

Furthermore, the consumers who are influenced by price are also

concerned about product features, suggesting their preference towards buying a smartphone brand with a high-quality product at a fair price rather than searching for cheaper products (Stax, 2016). According to (Haire, 2018) prices are responsible when it comes to the business market either partly or fully for the choices that producers and consumers build.

The effect of price on customer buying behaviour in regards to the lower price. Smartphone companies set the price for a product or service that has an exceptionally affects how the consumer decides. If consumers believe that the price is lower than competitors, it could cause a major spike in sales. But if the price is significantly higher than expected, the consumer reaction can be disappointing. In either case, a change in price could produce unexpected results when it comes to consumer buying behaviour (Balle, 2017).

Based on the study of Schoof (2017) the price has a significant influence on the consumer buying decision, but it is not the unequivocal main factor. Additionally, pricing is one of the main areas where marketing and economic theory collide (Smith, 2014). The core concept of marketing strategy is to get customers' attention and at the same time obtaining customers' trust, confidence, and loyalty by providing a suitable quality product but a very affordable price.

The majority of the smartphone companies use the skimming price strategy, which is a high initial price for a product or service at first, then lowers the price over time. According to Maguire (2015), there are six different types of price, and those are the pricing at a premium, pricing for market penetration, economy pricing, price skimming, psychology pricing, and bundle

pricing. (Bhagat, 2014) and Woodruff, 2018) explained the uses of different types of price. Premium pricing is most effective at the beginning of a product's life cycle. Penetration pricing uses to gain market share, while price skimming strategy use as setting prices high by introducing new products when the market has few competitors and the bundle pricing strategy used to sell multiple products at a lower price.

The Samsung Company used a premium pricing strategy to be competitive among its rivals and to be headfirst in the competitive edge. Samsung pursued and developed a marketing strategy that enables it to become an industry leader in the technology part (Bungla, (2015).

Furthermore, Apple Inc. used the price skimming strategy. This strategy used when a product is just launched in the market and sold at a relatively high cost because of its unique features, benefits to consumers, or new product design.

Slowly, the prices are dropped as the product lifecycle comes to an end, and the product brought at a premium pricing strategy. This strategy generally used for technological products that are new to the market, as consumers willing to pay a premium price (Sankaraan (2016).

The discounting price is filling in as the backbone. Nevertheless, recent studies revealed that that price is the most influential driver towards purchase. In reality, customers will often choose convenience and the reassurance of positive surveys over low prices Schoof (2017).

The price is a significant factor in smartphone purchase intention Chew (2014). Additionally, Hanif et al.(2014) found that price plays an important role in consumer satisfaction, but the price of the device creates more impact than

other factors.

Brand Name

Brand name plays a very important role in the consumer making processes. Companies need to discover the customer's decision-making process and recognize the conditions, which customers apply while making a decision. Also, the brand name is important in differentiation strategies based on assortment and positioning perceived an image of the assortment and loyalty to the brands (Rubio et al. 2017). According to Kotler and Armstrong (2014), that brand is a combination of name, symbol, and design. Brands represent the customers' perceptions and opinions about the product and services. The powerful brand is which resides in the brain of the consumer.

However, brand name helps to motivate customers' loyalty. This way helps to receive positive feedback from the consumer, consumers search for brand qualities that fit their needs and wants (Essay, 2017).

Whereas, it explained that a brand symbolizes as a "name, term, sign, symbol, or design, or a combination of them," intended to perceive the products or services of one seller or group of sellers and to differentiate them from those of contenders (Kotler and Keller, 2016).

On the other hand, the brand name helps consumers with the identification, which implies buyers can perceive and re-purchase the products. Moreover, branded products enable direct feedback to the company, which is particularly vital if customers are dissatisfied (Kotler and Keller, 2016). Branded products are also known as related to high quality and consequently facilitate decision making for consumers.

It was figured out that the attitude of the consumer towards a brand

after brand assessment will determine the decision made by the consumer to buy the product; he/she feels fulfilled the product. It helps with the decision-making process, making it easier to differentiate between various brands (Friesener, 2014).

Moreover, the brand name is a very significant choice because it catches the focal theme or key relation of a product in a very dense and reasonable. Brand names can be amazingly effective methods for communication (Akkucuk and Nooshabadi, 2016). Some companies assign their product with a brand name that, as a general rule, has nothing to do with the passionate experience. However, it is appealing and a name that individuals can easily memorize the symbol. The center base of naming a brand is that it ought to be remarkable, can be effectively separated from other brand names, easy to recall, and attractive to customers (Rubio et al. (2017).

Furthermore, the brand name is an advantage for the organization because consumers emotionally attach themselves to the brands through their brand name pursued by the experience. Without quality products or services, it makes consumers visit again. The strong and connectible brand name gives them an edge over their rivals in the market, making to choose them over another brand to contend (Kanada, 2016).

Brands are valuable to consumers for two reasons; first, brands decrease the risks for the consumers (Aghdaie and Honari (2014). Second, it prompts sparing the expenses in decision-making. Likewise, (Karmokar (2014), contend that for the consumer, brands can rearrange decision, promise a specific quality level, or potentially cause trust. They believe that

brands fill in as reminders of a customer's generally experience with a product.

Researchers figured out that even when the economy crashes down, now and then the brand loyalty remains unblemished and here falsehoods the fruitful brand foundation of the company. The idea of buying a space in the minds of consumers is only branding. Consumers might interface with the product, but they do establish connections with the brands (Kanada, 2016).

The propelled society, brands speak to the item or organization as well as have a solid relationship with the seen quality, consumers' lifestyle, social class, and taste. The brand history reveals how the consumer utilized the brand as a mark of identification. In the prior occasions, the brand mark was used to differentiate the goods of one producer to another (Smith, 2015). Now and then, the brand is not only used for differentiation but also used to justify the purchase decision.

The two experiments that perceptually progressively familiar to the brand names lead to a higher brand review. For perceptually, less familiar brand names, high applied familiarity prompts higher brand reviews. In instances of low consumer contribution, high perceptual familiarity prompts a higher eagerness to buy (Lee and Baack, 2014).

Based on the Consumer Intelligence Research Partners (CIRP), the study was based on four quarterly CIRP surveys of smartphone buyers from July 2012 to June 2014. The survey composed of 500 subjects who had purchased a smartphone in the previous 90 days. The survey resulted that Apple users switched to Samsung by 32 percent. The previous brand, buyers, switched another brand (Seltzer, 2014). According to Luca (2008) it explains

the role of brand in shifting preferences in consumer buying behaviour. The study highlights the underlined importance of brands and the dualism between marketing and technology of the technological products.

However, the organizations will always seek ways to differentiate them from others, particularly in the smartphone industry that keeps ever continually changing the innovation. The organizations need to discover the innovation that not accessible in the market and meet customer demands. Most organizations emphasize a brand name that can be a precious asset to their products and services and can be a competitive advantage to the organization (Cornelis, 2014).

Likewise, in the article of the top six consumer brands in the Philippines, Guerrero (2018) says Samsung topped the smartphone brand as it provides a wide scope of handsets models from fundamental to complex models. In short, there is a smartphone that suits consumers' lifestyles. The market share of the following top smartphone brands is Cherry Mobile; Vivo; Oppo; Huawei & Others.

Product Feature

The product features can be attributes of a product that can fulfill consumers' preferences by having the product, utilizing and applying the product (Kotler and Armstrong, 2014). Likewise, Kauffman (2017) stated that product features are the characteristics of a product that depicts as appearance, components, and capabilities. Also, product features are a product's qualities or attributes that deliver value to the end-users and differentiate a product in the market.

There are four kinds of product features those are the style, function, experience, and quality. In style, the masterful components of form, shape, line, colour, tone, space, and texture (Spacey, 2017). In functions are things that a product or service achieves. Each function helps a customer to perform a task well. Experience the intangible elements of products and services that define end-to-end customer experience. And last in quality, the value of a product or service, including both intangible and tangible items.

Now a day smartphone are being featured with wireless connectivity, a built-in web browser, application installation, full programmability, a file management system, multimedia presentation and capture, high-resolution displays, several gigabytes of storage and location as well as movement sensors. In light of past research, there are five design characteristics of the smartphone favoured by consumers, such as camera, colour screen, voice-activated dialling, wireless connectivity, and internet browsing (Oulasvirta et al., 2014). Additionally, based on the study done by similar researcher indicates that the respondents are most college students prefer to buy smartphone due to its physical appearance, size and menu organization (Ling et al., 2014),.

The hardware is the surface of the gadget that can be contacted physically, such as the body of the smartphone, size, weight, colour as well as design. Meanwhile, the software includes other device programs, procedures, and documentation. Also, operating platforms, storage, or application can be categorized as software (Lay-Yee et al., 2014). There are several types of operating software, such as iOS, Android, Windows, RIM Blackberry, Symbian, Bada, and Maemo. Hardware and software can be categorized as

product features.

Based on previous research conducted, consumers in Malaysia mostly prefer Android comprises of 41 percent, followed by IOS with 18 percent, RIM Blackberry, and Windows recorded the same with 6 percent. The users in different nations, such as Singapore, Australia, New Zealand, Thailand, and Vietnam, mostly use the Android operating system. Thirty-one percent of users prefer software compare to hardware, only 17.6 percent. Therefore, it demonstrates consumers will look more on software rather than hardware to purchase the smartphone (Russell, 2014).

Smartphone is not just communication devices but can also take photos, play music and games provide location-based services, maps, internet, and applications. The fundamental use is through oral communication and short message service (SMS) to beat the separations and the poor fixed-line networks. Smartphone diminishes the population's vulnerability, particularly those in rustic zones (Chudgar, 2014).

The important highlight features in choosing a smartphone to the consumers' and those are the design aesthetics, data connection and capacity, size of the handset, display resolution, ruggedness, edge, or curved sides, and physical or built-in home button. The smartphone, as mentioned above features, is a must to ensure to have a high-performing handset that is worth it to invest (Gomez, 2018).

Advertisement

Advertising is the endeavour to influence the buying behavior of customers or clients with a powerful, moving message about products and services. The goal of advertising is to attract new customers by characterizing

the target market and connecting with them with an effective ad campaign Ward (2018).

Furthermore, Kotler (2002) the advertisement is extremely expressive - it enables a company to exhibit its product clearly and effectively via text, sound, and colour. On the one hand, advertising helps to form a long-term sustainable image of the product. On the other hand, it stimulates sales. It also expressed that advertising plays a fundamental role in consumer preference, particularly for non-durable goods such as food or magazines. Advertising informs consumers of available goods and services and shapes their impressions of these products (Rebekah, 2017).

Businesses use advertising to achieve differed goals, and companies put those ads in various media. Other than advertising products in traditional venues such as newspapers and magazines, businesses advertise in media that achieve explicit markets (Greene, 2018).

The different kind of advertising, the online advertising composed of Facebook ads, Instagram ads, Twitter ads, YouTube ads, and other social media platforms. The other kind of advertising is print advertising, broadcast advertising, outdoor advertising, public service advertising, and product placement advertising. It has evolved into a vastly complex form of communication (Suggett, 2019).

Social media advertising is a crucial element for success and a more effective way to nurture leads and transform prospective customers into loyal. Social media marketing presents a huge opportunity to reach more consumers at a lower cost. Not exclusively will you achieve more consumers, but it will able to target the right ones. By moving your advertising away from

traditional methods to social media, you can generate a better return on investment. Traditional advertising is not effective, but social media advertising can lead to more customers, more sales, and more profit (Pizzinato, 2019).

Parikh (2015) expressed the pros of advertising, and it helps the company in making awareness about the product or service, it helps the company in creating a brand image, it helps the company in growing to global markets and not limiting to the local market. It is also advantageous to the customer because it gives the customer plenty of choice and alternative to choose from different products because advertising makes customers educated about the products.

The iPhone advertising focuses on form and function throughout the ads. The perfect and simple style of ads easily recognized the brand, and it is the product and its design that creates the brand desire and this is at the core of promoting the brand. Blackberry advertising concentrated on building lifestyle affiliations and exhibiting the unique functionality of BBM. It includes touchscreen functionality as well (Brice 2014).

Theoretical and Conceptual Framework

This study is anchored on the theory of Akhtar, N., Saleem (2000) stated that brand preference among young and adults fully understand their brand preferences allowing for a simple but accurate comparison between the four indicators, price, brand image, product quality, and advertisement. Along these lines, the brand preference among youth and adults depends on the problem to generate refutable about their demands from this social propose. Matsatsinis & Samaras (2014) added that the four mentioned factors

influenced the brand preference of youth and adults and their behaviors. Some indicator comes from product features of the brand itself like price and advertisement, while others are attributes of consumers themselves like attitudes & goals (Venkatraman et al., 2014).

Figure 1 showed the conceptual framework of the study in which the differences between the variables of the study were plotted. The independent variable is the rating of business students in smartphone brand preference. On the other hand, the moderator variable is the respondents' profile. The researchers desire to explain whether there would be significant difference between the ratings in terms of their sex, age, program and also year level.

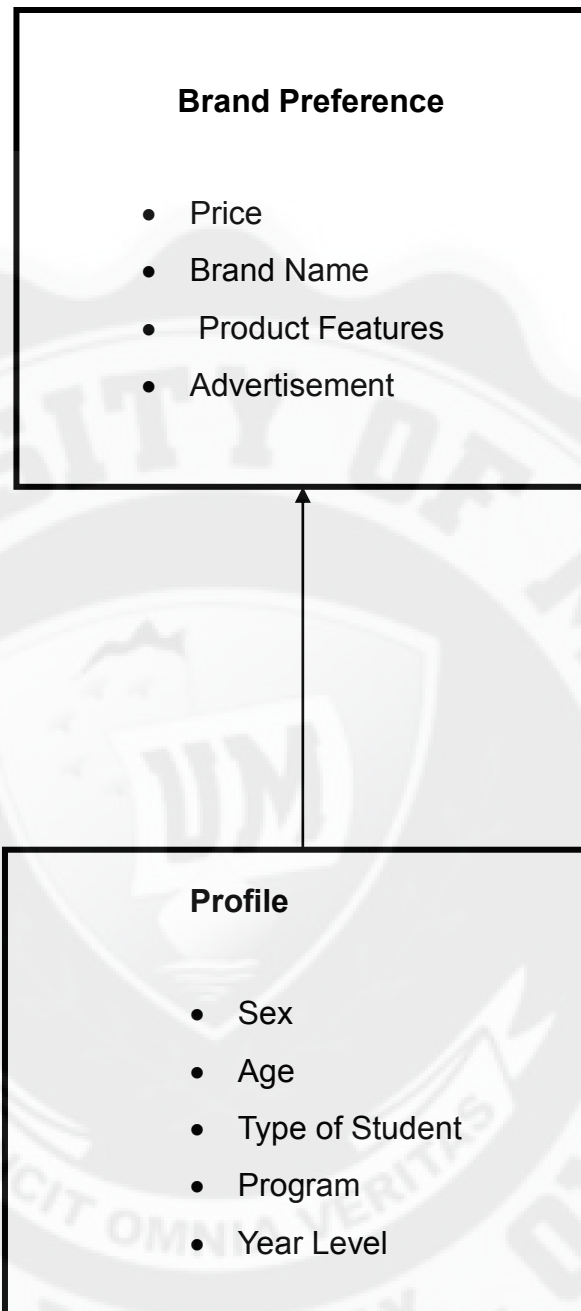


Figure 1: Conceptual Framework of the Study

Significance of the Study

The result of the study may be beneficial to the following:

Students - This will help the students in order to have an awareness regarding the smartphone brand preferences.

Smartphone Companies — they may refer as a distributor and manufacturer of smartphones to serve/provide the customers' needs and wants.

Future Researchers — they may refer to the study and use this as a source of data and information technology to satisfy the people who want to try and purchase the product.

Definition of Terms

The following terms were defined operationally:

Brand – Unique design, sign, symbol, words or a combination of these, employed in creating image that identifies a product and differentiates it from competitors.

Brand Preference – One of the indicators of the strength of a brand in the hearts and minds of customers, brand preference represents which brands are preferred under assumptions of equality in price and availability.

Smartphone – a mobile phone that performs many of the functions of a computer, typically is having a touchscreen interface, Internet access, and an operating system capable of running downloaded applications, a mobile phone that performs many of the functions of a computer, typically having a touchscreen interface, Internet.

Chapter 2

METHOD

Presented in this chapter were the discussions of the research design, the procedure of conducting and identifying the respondent's instruments used, data gathering procedures, and lastly, the statistical tools were employed.

Research Design

A descriptive statistics researched method technique used in this study. According to Ali and Bhaskar (2016) that descriptive statistics is the method of collecting data for descriptive research that can be employed in various combinations depending on the research questions at hand. Descriptive statistics provides a summary of data in the form of mean, median, and mode. Therefore, it can quickly ascertain the price, brand name, product features, and durability. The study can also identify the significant difference in the level of consumer decisions according to the profile of the respondent. This method also ascertains the profile among groups of respondents. Their similarities and differences were ascertained and evaluated.

Research Subjects

The populations of this study were the students of the College of Business Administration Education of the University of Mindanao located in Davao City. Further, purposive sampling was used in this study. The researchers themselves were administering 100 questionnaires, and there were 100 questionnaires to be retrieved.

Research Instruments

The instrument used in this study was adopted from (Reham 2013:108), The questionnaire used would be divided into two (2) parts. The first part is about the profile of the respondents, which includes the name, age, gender, type of student (if working or non-working), program, and year level. The questionnaires would be subjected to validation by experts.

The second part is about the attributes in purchasing that can may affect the consumers' decision, which includes the price, brand name, product features, and durability.

This study made use of a researcher-made questionnaire as an instrument design to draw out the pertinent information that is needed to attain the research objectives. After the researchers were able to formulate the questionnaire, it would be presented to the adviser for comments and suggestions to be improved and refined. The questionnaire was brought back to the adviser for approval after the grammarians' suggestions were applied.

Scale of Instrument

Scale	Range	Description	Interpretation
5	4.21-5.00	Very High	This means the self-Concept/competency skilled are manifesting at all times.
4	3.21-4.20	High	This means the self-Concept/competency skilled are manifesting times.
3	2.61-3.20	Moderate	This means the self-Concept/competency skilled are manifesting
2	1.81-2.60	Low	This means the self-Concept/competency skilled are manifesting rarely.

1	1.00-1.80	Very Low	This means the self-Concept/competency skilled are manifesting time
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Research Procedures

In the gathering of data, the researchers observed the following steps:

1. Permission to Conduct Study. The researchers provided a letter of permission for the approval to conduct the study.

2. Construction and Validation of the Test Instrument. The researchers constructed a questionnaire and presented it to the adviser for evaluation and validated by the research panel.

3. Distribution of Questionnaire. The researchers distributed the survey questionnaires to the possible respondents and instructed them to fill-up the necessary questions provided.

4. Scoring and Collation of Data. The data were generated from the survey and had been collated, tallied, and subjected to statistical interpretation and analysis.

5. Analysis and Interpretation of Data. The raw scores, together with the data submitted to the statistician for analyzation and interpretation.

Statistical Treatment of Data

The data were analyzed using a scale system and appropriate statistical tools as follows.

Frequency of Percentage - This was used to analyze the profile of the respondents.

Mean. This was used to determine the level of smartphone brand preference among business students.

Analysis of Variance (ANOVA). This was used to determine the significant difference in the level of smartphone brand preference of business students when grouped according to profile.



Chapter 3

PRESENTATION AND ANALYSIS OF FINDINGS

This chapter introduces the presentation, analysis, and interpretation of findings. Discussions of topics were arranged as follows: profile of the respondents; the level of smartphone brand preference of CBAE students.

Significant difference on the level of smartphone brand preference of CBAE students was analyzed according to sex; Significant difference on the level of smartphone brand preference of CBAE students was analyzed according to age, Significant difference on the level of smartphone brand preference of CBAE students was analyzed according to type of student; (Working or Non-working); Significant difference on the level of smartphone brand preference of CBAE students was analyzed according to program; Significant difference on the level of smartphone brand preference of CBAE students was analyzed according to year level;

Profile of the Respondents

As shown in table 1, there were 26 percent (26 students) whose ages are 20 years old & below and ages between 21–30 represents (28 students) or 28 percent while ages 36 years old & above represents (6 students) or 6 percent. Concerning sex, 41 students or 41 percent are male, while 59 students or 59 percent are female, moreover in terms of the type of students, 49 students or 49 percent that are working while 59 students or 59 percent that are non-working. In terms of their program 20 students or 20 percent that is marketing management and also 20 students or 20 percent that are human

resource management. Furthermore, 18 students or 18 percent are Real Estate, 11 students or 11 percent are Entrepreneurship while six students or 6 percent are Financial Management, and lastly, five students or 5 percent that are Legal Management. In terms of their year level 3 students or 3 percent that are 1st year, while 22 students or 2 percent that are 2nd year, and 66 students or 66 percent that are 3rd-year ad lastly nine students or 9 percent that are 4th year.

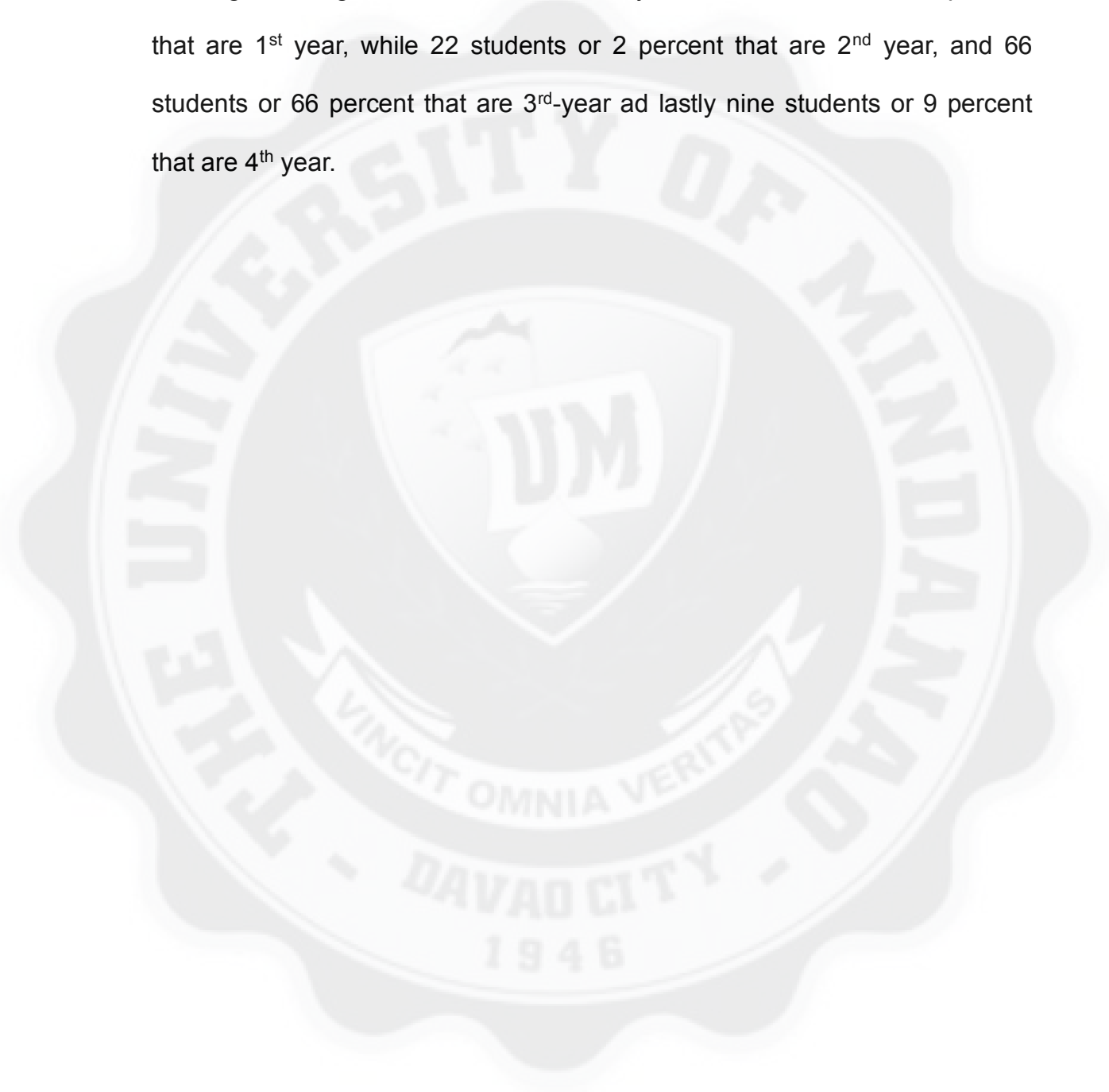


Table 1
Profile of the Respondents

Profile Variable	Frequency	Percent
Age		
20 years old & below	26	26%
21–30 years old	68	68%
36 years old & above	6	6%
Sex		
Male	41	41%
Female	59	59%
Type of Student		
Working	41	41%
Non-working	59	59%
Program		
Marketing Management	20	20%
Human Resources	20	20%
Real Estate	18	18%
Entrepreneurship	11	11%
Financial Management	6	6%
Legal Management	5	5%
Year Level		
1 st year	3	3%
2 nd year	22	22%
3 rd year	66	66%
4 th year	9	9%

Level of Smartphone Brand Preference among Business Students

Table 2 shows the overall mean of all indicators is 4.34 or very high, which means that the respondents highly agree to all the indicators related to their smartphone brand preference. The indicator price has an overall mean of 4.33 or very high, which means that the respondents highly agree that Company uses premium pricing strategy, price suits for its features, and also because they offer to buy one get one or freebies to the customers. In terms of brand name has an overall mean of 4.02 or high which means that the respondents agree that they prefer smartphone by its brand names like Samsung brand, cherry mobile brand, and Vivo brand.

Furthermore in terms of product quality has an overall mean of 4.74 or very high, which means that the respondents prefer smartphones because of its quality, specifically in battery life span, good quality headset and if the phone has good speaker quality. Lastly, in terms of the advertisement has an overall mean of 4.30 or very high, which means that ads of the smartphone in newspaper, television, and social media increase the preference of students about the smartphone.

Table 2

Level of Impulse Buying among Millennial Business Students

Indicators	SD	Mean	Description
Price	25.036	4.33	Very High
Brand Name	33.621	4.02	High
Product Quality	13.102	4.74	Very High
Advertisement	19.958	4.30	Very High
Overall Mean	25.036	4.34	Very High

Level of Smartphone Brand Preference among business Students in terms of Price

Table 2a shows the level of smartphone brand preference of business students in terms of price. The overall mean is 4.33 or very high, which means that the indicator in terms of price has a strong impact on the business students' brand preference. It followed by the mean of 4.58 in the area of Phone price suits for its features, and the Cellphone store offers discounts while in terms of Phone store offers installment got the mean of 4.42 or very high. In the area of Company use, premium pricing strategy got a mean of 4.35 or very high. In terms of Company use, penetration pricing strategy got a mean of 4.22 or very high. In terms of Company use pricing skimming strategy got the mean of 4.16 or very high, lastly in terms of Phone store offers to buy one get one or freebies got the mean of 4.42 or very high.

Tables 2A

Level of Smartphone Brand Preference among Business Students in Terms of Price

Price	Mean	Description
Phone store that offers installment.	4.42	Very High
A phone store that offers buys one gets one or freebies.	4.04	Very High
Phone wherein the price suits for its features	4.58	Very High
Cellphone store that offers discounts	4.58	Very High
The company uses a premium pricing strategy.	4.35	Very High
The company use penetration pricing strategy	4.22	Very High
The company use pricing skimming strategy	4.16	Very High
Overall Mean	4.33	Very High

Level of Smartphone Brand Preference among Business Students in terms of Product Quality

Table 2b shows the level of smartphone brand preference of business students in terms of Product Quality. The overall mean is 4.74 or very high, which means that the indicator in terms of product quality has a strong impact on the business students' brand preference. The mean of 4.82 followed this or very high in terms of battery has a long life span, and the phone is user-friendly

While in terms of camera, which is of high quality, got a mean of 4.84. In the area of Phone that has huge amount of storage got the mean of 4.81 or very high moreover in terms of Phone has good speaker quality and the headset has good quality got the mean of 4.74 or very high, in the area of Phone has a big screen display got the mean of 4.43 or very high.

Table 2B

Level of Smartphone Brand Preference among Business Students in Terms of Product Quality

Product Quality	Mean	Description
A phone that has a big screen display	4.43	Very High
Long battery life span	4.82	Very High
Good quality headset	4.74	Very High
User-friendly phone	4.82	Very High
High camera quality	4.84	Very High
A phone that has good speaker quality	4.74	Very High
A phone that has a huge amount of storage	4.81	Very High
Overall Mean	4.74	Very High

Level of Smartphone Brand Preference among Business Students in terms of Brand Name

Table 2c shows the level of smartphone brand preference of business students in terms of Brand Name. The overall mean is 4.02 or very high, which means that the indicator in terms of brand name has a strong impact on the business students' brand preference. And this was then followed by a mean of 4.55 or very high, which means that they have a high-level choice of iPhone brand. While the mean of 4.39 or very high said that they have a high preference of Samsung Brand, in the mean of 4.06 r very high said that they have a high preference of Nokia brand while the mean of 3.98 or high which means that they have a high preference of OPPO brand. While the mean of 3.97 or high means that they have a high preference for the Vivo brand. Furthermore, the mean of 3.95 or high, which means that they have a high preference of LG brand, lastly, the mean of 3.926 or high, which means that they have a high preference of Cherry Mobile brand.

Table 2C

Level of Smartphone Brand Preference among Business Students in Terms of Brand Name

Brand Name	Mean	Description
iPhone brand.	4.55	Very High
Samsung Brand.	4.39	Very High
Cherry Mobile brand.	3.26	High
Vivo brand.	3.97	High
OPPO brand.	3.98	High
Nokia brand.	4.06	Very High
LG brand.	3.95	High

Overall Mean	4.02	High
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Level of Smartphone Brand Preference among business Students in terms of Advertisement

Table 2d shows the level of smartphone brand preference of business students in terms of price. The overall mean is 4.30 or very high, which means that the indicator in terms of the advertisement has a strong impact on the business students' brand preference. The mean of 4.98 followed this or very high which means that the students has high smartphone brand preference because of advertisement in Radio, while the mean of 4.74 or very high which means that the students has high smartphone brand preference because of advertisement in Television, the mean of 4.71 or very high which means that the students have high smartphone brand preference because of advertisement in Social Media, the mean of 4.49 or very high which means that the students have high smartphone brand preference because of advertisement in Billboards, the mean of 4.14 or very high which means that the students have high smartphone brand preference because of advertisement in Outdoor, the mean of 4.05 or very high which means that the students have high smartphone brand preference because of advertisement in Leaflets lastly the mean of 3.99 or high which means that the students have high smartphone brand preference because of advertisement in Newspaper.

Advertising is a form of impersonal paid communication, and is one of the ways in which well-known companies inform consumers about their products, since it can be used to communicate such messages to large numbers of people (McDaniel et al. 2012:479). Similarly, Perreault et al. (2010:322) agree that advertising is a paid, nonpersonal form of communication used to pass product information to consumers. Advertising is

included in media such as television, radio, newspapers, signs and magazines. Pride and Ferrell (2010:469) add that advertising has a number of benefits and reaches a large number of people, which makes it cost efficient. Advertisements are also often repeated, which encourages the popularity and remembrance of brands or products.

Tables 2D

Level of Smartphone Brand Preference among Business Students in Terms of Advertisement

Advertisement	Mean	Description
Newspaper	3.99	High
Television	4.74	Very High
Outdoor	4.14	Very High
Social Media	4.71	Very High
Leaflets	4.05	Very High
Billboards	4.49	Very High
Radio	4.98	Very High
Overall Mean	4.30	Very High

Significant Difference in the Level of Smartphone Brand Preference among business students When Grouped according To Age

As presented in Table 3, the Analysis of variance was used to determine if there was a significant difference in the level of smartphone brand preference among business students when grouped according to their age.

The indicators of the level of smartphone brand preference among business students measured if there was a significant difference in the area of price. The p-value of 0.531, which is greater than $p < 0.05$ shows that there no significant difference exists. This indicates that the differences of the mean scores of the respondents are not far enough, thus concluding the ratings on

price is not varying in terms of age. In the area of the brand name, the p-value of 0.368 which is greater than $p < 0.05$. Thus, null hypothesis was found to be true, thus accepting null hypothesis. This indicates that the difference of the mean scores of the respondents are not far enough, thus concluding the ratings on brand name is not varying in terms of age. Furthermore, in the area of product features, the p-value of 0.421, which is greater than $p < 0.05$. Thus, null hypothesis was found to be true, thus accepting null hypothesis. This indicates that the difference of the mean scores of the respondents are not far enough, thus concluding the ratings on product features to work contract is not varying in terms of age. Lastly, in the area of advertisement, the p-value of 0.242, which is greater than $p < 0.05$. Thus, null hypothesis was found to be true, thus accepting null hypothesis. This indicates that the difference of the mean scores of the respondents are not far enough, thus concluding the ratings on advertisements to work contract is not varying in terms of age.

Furthermore, young consumers get input and awareness of the particular product or brand from social media. They can recognize the particular product or brand in comparison to competing products or brands and know how it looks and its characteristics from the social media Sasmita (2015),

Today is a crucial time to think about the characteristics of the current generation – Millennials. They are key social media audience that is not easily influenced by social media as 48 percent guarantee that social media has never influenced their purchase decisions. Millennials tend to consume content on various platforms through different devices and are typically highly influenced by what their peers think. It is important to understand how this

statistic devours information and second, how to convey the right marketing message that appeals to them (William, 2014).

Table 3

Significant Difference in the Level of Smartphone Brand Preference among business Students When Grouped according To Age

Indicators		SD		Mean	F- test	P- value	Decision on Ho
rice	Between	0.325	2	0.162	0.637	0.531	Accept
	Group						
	Within	24.711	97	0.255			
	Group						
	Total	25.036	99				
Brand Name	Between	0.686	2	0.343	1.011	0.368	Accept
	Group						
	Within	32.935	97	0.34			
	Group						
	Total	33.621	99				
Product Features	Between	0.231	2	0.116	0.87	0.421	Accept
	Group						
	Within	12.871	97	0.113			
	Group						
	Total	13.102	99				
Advertisement	Between	0.593	2	0.296	1.44	0.242	Accept
	Group						
	Within	19.958	97	0.206			
	Group						
	Total	20.551	99				

Significant Difference in the Level of Smartphone Brand Preference among business Students When Grouped According to Sex

As presented in Table 4, the Analysis of variance was used to determine if there was a significant difference in the level of smartphone brand

preference among business students when grouped according to their sex.

The indicators of the level of smartphone brand preference among business students measured if there was a significant difference in the area of price. The p-value of 0.746, which is greater than $p < 0.05$. Thus, null hypothesis was found to be true, thus accepting null hypothesis. This indicates that the difference of the mean scores of the respondents are not far enough, thus concluding the ratings on price is not varying in terms of sex. In the field of brand name, the p-value of 0.288, which is greater than $p < 0.05$. Thus, null hypothesis was found to be true, thus accepting null hypothesis. This indicates that the difference of the mean scores of the respondents are not far enough, thus concluding the ratings on brand name is not varying in terms of. Furthermore, in the area of product features, the p-value of 0.987, which is greater than $p < 0.05$. Thus, null hypothesis was found to be true, thus accepting null hypothesis. This indicates that the difference of the mean scores of the respondents are not far enough, thus concluding the ratings on product features is not varying in terms of sex. Lastly, in the field of advertisement, the p-value of 0.955, which is greater than $p < 0.05$. Thus, null hypothesis was found to be true, thus accepting null hypothesis. This indicates that the difference of the mean scores of the respondents are not far enough, thus concluding the ratings on advertisement is not varying in terms of sex.

Therefore, the decision of the hypothesis was accepted.

Based on the study done by the similar researcher, indicates that the respondents are most college students prefer to buy smartphone due to its physical appearance, size, and menu organization (Ling et al., 2014).

Table 4

**Significant Difference in the Level of Smartphone Brand Preference
among Business Students When Grouped According Sex**

Indicator		SD		Mean	F- test	P- Value	Decision on Ho
Price	Between	0.027	1	0.027	0.106	0.746	Accept
	Group						
	Within	25.009	98	0.255			
	Group						
	Total	25.036	99				
Brand Name	Between	0.388	1	0.388	1.144	0.288	Accept
	Group						
	Within	32.233	98	0.339			
	Group						
	Total	33.621	99				
Product Features	Between	0	1	0	0	0.987	Accept
	Group						
	Within	13.102	98	0.134			
	Group						
	Total	13.102	99				
Advertisement	Between	0.001	1	0.001	0.003	0.955	Accept
	n Group						
	Within	20.55	98	0.21			
	Group						
	Total	20.551	99				

**Significant Difference in the Level of Smartphone Brand Preference
among Business Students When Grouped According to Type of
Students**

As presented in Table 5, the Analysis of variance was used to determine if there was a significant difference in the level of smartphone brand preference among business students when grouped according to their type of students.

The indicators of the level of smartphone brand preference among students measured if there was a significant difference in the area of price. The p-value of 0.746, which is greater than $p < 0.05$. Thus, null hypothesis was found to be true, thus accepting null hypothesis. This indicates that the difference of the mean scores of the respondents are not far enough, thus concluding the ratings on price is not varying in terms of type of students. In the area of brand name, the p-value of 0.302 shows that there no significant difference exists. Furthermore, in the area of product features, the p-value of 0.492 shows that there no significant difference exists. Lastly, in the area of advertisement, the p-value of 0.288, which is greater than $p < 0.05$. Thus, null hypothesis was found to be true, thus accepting null hypothesis. This indicates that the difference of the mean scores of the respondents are not far enough, thus concluding the ratings on brand name is not varying in terms of type of students. In the area of product features, the p-value of 0.987, which is greater than $p < 0.05$. Thus, null hypothesis was found to be true, thus accepting null hypothesis. This indicates that the difference of the mean scores of the respondents are not far enough, thus concluding the ratings on product features is not varying in terms of type of students. In terms of advertising, the P-value of 0.955, which is greater than $p < 0.05$. Thus, null hypothesis was found to be true, thus accepting null hypothesis. This indicates that the difference of the mean scores of the respondents are not far

enough, thus concluding the ratings on advertising is not varying in terms of type of students.

Business use advertising to achieve differed goals, and companies put those ads in various media. Other than advertising products in traditional venues such as newspapers and magazines, businesses advertise in media that achieve explicit markets Greene (2018).

Furthermore, Suggett (2019), enumerate the different kind of advertising, the online advertising composed of Facebook ads, Instagram ads, Twitter ads, YouTube ads, and other social media platforms. The other kind of advertising is print advertising, broadcast advertising, outdoor advertising, public service advertising, and product placement advertising. It has evolved into a vastly complex form of communication.

Societies are made up of different social classes, which are determined by the incomes, occupations and residential locations of their members. All social classes have their own standards, which dictate the behaviours of the individuals belonging to them

In conclusion, social classes indicate the social statuses of consumers, and are important factors in affecting their interests. Consumers usually prefer brands matching their social statuses and classes, which demonstrate differences in product and brand preferences, including lifestyles. Consumers differ in their lifestyles due to their social statuses, for example when an individual is a professional post-graduate, their preferences will be different from those of undergraduates (Schiffman and Kanuk 2010:285).

Table 5

Significant Difference in the Level of Smartphone Brand Preference among Business Students When Grouped According to Type of Student

Indicator		SD		Mea n	F-test	P- Value	Decisio n on Ho
Price	Between	0.027	1	0.02	0.106	0.746	Accept Ho
	Group			7			
	Within	25.009	98	0.25			
	Group			5			
	Total	25.036	99				
Brand Name	Between	0.388	1	0.38	1.144	0.288	Accept Ho
	Group			8			
	Within	32.233	98	0.33			
	Group			9			
	Total	33.621	99				
Product Features	Between	0	1	0	0	0.987	Accept Ho
	Group						
	Within	13.102	98	0.13			
	Group			4			
	Total	13.102	99				
Advertisement	Between	0.001	1	0.00		0.955	Accept Ho
	Group			1	0.003		
	Within	20.55	98	0.21			
	Group						
	Total	20.551	99				

Significant Difference in the Level of Smartphone Brand Preference among Business Students When Grouped According to Program

As presented in Table 6, the Analysis of variance was used to determine if there was a significant difference in the level of smartphone brand preference among business students when grouped according to their program. The indicators of the level of smartphone brand preference among business students measured if there was a significant difference in the area of

price. The p-value of 0.36, which is greater than $p < 0.05$. Thus, null hypothesis was found to be true, thus accepting null hypothesis. This indicates that the difference of the mean scores of the respondents are not far enough, thus concluding the ratings on price is not varying in terms of program. In the area of brand name, the p-value of 0.86, which is greater than $p < 0.05$. Thus, null hypothesis was found to be true, thus accepting null hypothesis. This indicates that the difference of the mean scores of the respondents are not far enough, thus concluding the ratings on brand name is not varying in terms of type of program. Furthermore, in the area of product features, the p-value of 0.147, which is greater than $p < 0.05$. Thus, null hypothesis was found to be true, thus accepting null hypothesis. This indicates that the difference of the mean scores of the respondents are not far enough, thus concluding the ratings on product features is not varying in terms of type of program. Lastly, in the area of advertisement, the p-value of 0.443, which is greater than $p < 0.05$. Thus, null hypothesis was found to be true, thus accepting null hypothesis. This indicates that the difference of the mean scores of the respondents are not far enough, thus concluding the ratings on advertisement is not varying in terms of type of students. Therefore the decision of the hypothesis was accepted.

Pizzinato (2019), social media advertising is a crucial element for success and a more effective way to nurture leads and transform prospective customers into loyal.

Table 6

Significant Difference in the Level of Smartphone Brand Preference among business Students When Grouped According to Program

Indicator		SD		Mea n	F-test	P-Value	Decision on Ho
Price	Between	1.676	6	0.27	1.112	0.361	Accept Ho
	Group			9			
	Within	23.359	93	0.25			
	Group			1			
	Total	25.036	9				
Brand Name	Between	0.09	1	0.15	0.426	0.86	Accept Ho
	Group						
	Within	32.77	6	0.35			
	Group			2			
	Total	33.621	93				
Product Features	Between	1.248	99	0.20	1.632	0.147	Accept Ho
	Group			8			
	Within	11.854	6	0.12			
	Group			7			
	Total	13.102	93				
Advertisement	Between	1.223	99	0.20	0.981	0.443	Accept Ho
	Group			4			
	Within	19.328	6	0.20			
	Group			8			
	Total	20.551	93				

Chapter 4

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

In this chapter, the researchers present the summary, conclusions, and recommendations of the study conducted entitled smartphone brand preference among the University of Mindanao college of business administration education (CBAE) students.

Summary

This study was conducted to determine the smartphone brand preference of CBAE students. The descriptive statistic method of research utilized in this study; the F-test to accept or not to accept the hypothesis and to determine the significant differences.

1. In the profiles of the respondents in terms of age, most of the respondent's ages range between 21 to 30 represent 68 total number of respondents or 68 percent. On the other hand, most of the respondents are female, which represents 59 of the total number of respondents or 59 percent. While 59 of the total number of respondents that are non-working or 59 percent, and the majority of them are Marketing Management and Human Resources, have the same total number of respondents, which is 20 or 20 percent. Lastly, with regards to their year level, most of the respondents are 3rd year, with 66 number of respondents or 66 percent.

2. The level of smartphone brand preference of CBAE students in terms of price is 4.33 or very high. In terms of Brand Name has an overall mean of 4.02 or very high, in terms of product quality has an overall mean of 4.74 or very high lastly in terms of the advertisement has an overall mean of

4.30 or very high

3. There no significant difference in the level of smartphone brand preference of CBAE students when grouped according to profile, and therefore the hypothesis is accepted.

Conclusions

The conclusions of the study were as follows:

1. Base on the result, the respondents, has the highest level of smartphone brand preference in terms of product quality, which means that they prefer to buy a smartphone because of product quality.

2. There no significant difference in the level of smartphone brand preference of CBAE students when grouped according to profile, and therefore the hypothesis is accepted. According to (William, 2014), Today is a crucial time to think about the characteristics of the current generation – Millennials. They are key social media audience that is not easily influenced by social media as 48 percent guarantee that social media has never influenced their purchase decisions. Millennials tend to consume content on various platforms through different devices and are typically highly influenced by what their peers think. It is important to understand how this statistic devours information and second, how to convey the right marketing message that appeals to the.

Recommendations

Based on the findings and conclusions, the following recommendations were given:

Smartphone Companies – Researcher recommend to strengthen their brand name by making it attractive to their target market. Also, establish

their brand name competitive compared to other brands to cause customers to have a tough decision to select their brand. Moreover, proper training and seminars and education have to be intensified to their employees on how to promote their strong brand name. Also, management practice should be level-up, and appropriate feedback mechanisms should establish.

Business Students – Researchers recommend in the area of choosing the brand name that they need to select those brand that has strong recognition to the market, well known and well-established brand name to make a wise purchase decision in choosing smartphone products.

Future Researcher – Researcher should do similar studies to conduct. However, a larger scale and or scope be considered. Moreover, additional parameters or variables should add. Quantitative analysis of the significant relationships of the different indicators with that of the profile of the respondents will be explored comprehensively.

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APPENDIX A

PERMISSION TO CONDUCT THE STUDY

PERMISSION TO CONDUCT STUDY

February 26, 2019

MR. VICENTE SALVADOR E. MONTAÑO, DBA
Dean, College of Business Administration Education
University of Mindanao
Bolton St., Davao City

Dear Sir:

Greetings!

I am a Marketing Management student of the University of Mindanao conducting a research on "Smartphone Brand Preference among CBAE Student in University of Mindanao". This is in line with my requirements of the subject of Marketing Research (MR 222).

In this regard, I would like to ask a permission from you to allow me to conduct a survey in the campus among CBAE student. I assure you the confidentiality of the survey results and data. Their answer will serve as the primary data of my study.

Respectfully yours,

Jeong Saunghyeon
Jeong Saunghyeon

Edward Dutosme Melgo
Edward Dutosme Melgo

Earl Jan Sugian
Earl Jan Sugian

Noted by:

Maria Teresa S. Bulao
MARIA TERESA S. BULAO, MBA
Research Adviser

Glenn Domingo Sobrejuanite
GLENNDOMINGO SOBREJUANITE, MBA
Research Coordinator

Conformed:

Vicente Salvador E. Montaño
VICENTE SALVADOR E. MONTAÑO, DBA
Dean, College of Business Administration Education

APPENDIX B
SURVEY QUESTIONNAIRE

To whom it may concern:

Good day!

You are chosen as one of our respondents for our research entitled **“Smartphone Brand Preference among University of Mindanao College of Business Administration Education (CBAE) Students”**. Your honest opinion is highly appreciated. We assure you the confidentiality and anonymity of the information you will be provided. Thank you!

Sincerely yours,

Jeong Seunghyeon

Part I – Student(s) Profile

Directions: Please provide the following information on the questions below by checking (✓) the appropriate box.

Name: _____

(Optional)

1. Age: 20 years old & below 21–30 years old 36 years old & above
2. Gender: Male Female
3. Types of Student: Working Non-working
4. Program: Marketing Management Financial Management
 Human Resources Management Legal Management
 Real Estate Management Business Economics
 Entrepreneurship
5. Year Level: 1st year 2nd year 3rd year 4th year

Part II – *Smartphone Brand Preference among Students*

Directions: Please provide the following information on the questions below by checking (✓) the appropriate box.

Note: The next set of questions will determine the preference of students in Smartphone brand in an actual scenario;

Ratings:

5
4
3
2
1

Description:

Extremely important
Very important
Somewhat important
Slightly important
Not important at all

Price	5	4	3	2	1
1. I prefer smartphone with affordable price.					
2. I prefer the smartphone with offering a huge discount					
3. I prefer a smartphone that is expensive.					
4. I prefer a smartphone wherein its price is appropriate for its features.					
5. I prefer a smartphone that offers a onetime swipe.					
6. I prefer to spend less than Php10,000					
7. I prefer to spend more than Php10,000					
Brand Name	5	4	3	2	1
1. I prefer the iPhone brand.					
2. I prefer the Samsung brand.					
3. I prefer the Cherry Mobile brand.					
4. I prefer the Vivo brand.					
5. I prefer the OPPO brand.					
6. I prefer the Nokia brand.					
7. I prefer the LG brand					
Product Quality	5	4	3	2	1

1. I prefer a smartphone with a large screen					
2. I prefer a smartphone with a long battery life span.					
3. I prefer a smartphone with a good quality headset.					
4. I prefer a user friendly smartphone.					
5. I prefer a smartphone with camera quality.					
6. I prefer a smartphone with a loud speaker.					
7. I prefer a smartphone with high GB memory.					
Advertisement	5	4	3	2	1
1. I prefer in the newspaper advertisement.					
2. I prefer in the TV advertisement.					
3. I prefer in the outdoor advertisement.					
4. I prefer in the online platforms advertisement.					
5. I prefer in the leaflets advertisement.					
6. I prefer in the billboards advertisement.					
7. I prefer in the radio advertisement.					

Comments and Suggestions:

I sincerely thank you for your time and cooperation

APPENDIX C

SUMMARY OF EVALUATOR'S RATING

Validator	Rating	Description
Glendon C. Sobrejuanite, MBA	4	Very Good
Vicente Salvador E. Montaño, DBA	4	Very Good
Jestita F. Gurrea, DBM	4	Very Good
Overall Mean	4	Very Good

Points of Evaluation:

- 5 – Strongly Agree
- 4 - Agree
- 3 – Moderately Agree
- 2 – Disagree
- 1 – Strongly Disagree



RESEARCH AND PUBLICATION CENTER

[] Main [] Branch

QUESTIONNAIRE VALIDATION SHEET

Title of Research: Secreted Brand Preference among ^{Business Students} University of Mindanao CBME Students
 Proponents: Jeany Seunghtan, Earl Jan Sujan, EDUARDO D. MELGO

To the Evaluator: Please check the appropriate box for your ratings.

Point Equivalent: 5 - Excellent 2 - Fair
 4 - Very Good 1 - Poor
 3 - Good

	5	4	3	2	1
1. CLARITY OF DIRECTION AND ITEMS The vocabulary level, language structure and conceptual level of the questions suit the level of respondents. The test directions and items are written in clear and understandable manner.		/			
2. PRESENTATION/ORGANIZATION OF ITEMS The items are presented and organized in logical manner.		/			
3. SUITABILITY OF ITEMS The items appropriately represent the substance of the research. The questions are designed to determine the conditions, knowledge, perceptions and attitude that are supposed to be measured.		/			
4. ADEQUATENESS OF ITEMS PER CATEGORY The items represent the coverage of the research adequately. The number of questions per area category is representative enough of all the questions needed for the research.		/			
5. ATTAINMENT OF PURPOSE The instrument as a whole fulfills the objectives for which it was constructed.		/			
6. OBJECTIVITY Each item questions require only one specific answer or measures only one behavior and no aspect of the questionnaire suggest bias on the part of the researcher.		/			
7. SCALE AND EVALUATION RATINGS SYSTEM The scale adopted is appropriate for the items.		/			

Signature: [Signature] Above Printed Name



RESEARCH AND PUBLICATION CENTER

[] Main [] Branch _____

QUESTIONNAIRE VALIDATION SHEET

Title of Research: Smartphone Brand Preference among ^{Among Business Students} (University of Mindanao CMC Students)
 Proponents : Jeongseung Hyeon, Carl Jan Sugan, EDUARDO D. MELSO

To the Evaluator: Please check the appropriate box for your ratings.

Point Equivalent: 5 – Excellent 2 – Fair
 4 – Very Good 1 – Poor
 3 – Good

	5	4	3	2	1
1. CLARITY OF DIRECTION AND ITEMS The vocabulary level, language structure and conceptual level of the questions suit the level of respondents. The test directions and items are written in clear and understandable manner.		/			
2. PRESENTATION/ORGANIZATION OF ITEMS The items are presented and organized in logical manner.		/			
3. SUITABILITY OF ITEMS The items appropriately represent the substance of the research. The questions are designed to determine the conditions, knowledge, perceptions and attitude that are supposed to be measured.		/			
4. ADEQUATENESS OF ITEMS PER CATEGORY The items represent the coverage of the research adequately. The number of questions per area category is representative enough of all the questions needed for the research.		/			
5. ATTAINMENT OF PURPOSE The instrument as a whole fulfills the objectives for which it was constructed.			/		
6. OBJECTIVITY Each item questions require only one specific answer or measures only one behavior and no aspect of the questionnaire suggest bias on the part of the researcher.		/			
7. SCALE AND EVALUATION RATINGS SYSTEM The scale adapted is appropriate for the items.		/			

[Handwritten Signature]
 Signature Above Printed Name



RESEARCH AND PUBLICATION CENTER

[] Main [] Branch

QUESTIONNAIRE VALIDATION SHEET

Title of Research: SAMPTHANAL DATING PREFERENCE AMONG BUSINESS STUDENTS
 Proponents: Jenny Conception, Carl Jan Suayan, Edward D. Melgo

To the Evaluator: Please check the appropriate box for your ratings

Point Equivalent: 5 - Excellent 2 - Fair
 4 - Very Good 1 - Poor
 3 - Good

	5	4	3	2	1
1. CLARITY OF DIRECTION AND ITEMS The vocabulary level, language structure and conceptual level of the questions suit the level of respondents. The test directions and items are written in clear and understandable manner.		/			
2. PRESENTATION/ORGANIZATION OF ITEMS The items are presented and organized in logical manner.		/			
3. SUITABILITY OF ITEMS The items appropriately represent the substance of the research. The questions are designed to determine the conditions, knowledge, perceptions and attitude that are supposed to be measured.		/			
4. ADEQUATENESS OF ITEMS PER CATEGORY The items represent the coverage of the research adequately. The number of questions per area category is representative enough of all the questions needed for the research.		/			
5. ATTAINMENT OF PURPOSE The instrument as a whole fulfills the objectives for which it was constructed.		/			
6. OBJECTIVITY Each item questions require only one specific answer or measures only one behavior and no aspect of the questionnaire suggest bias on the part of the researcher.		/			
7. SCALE AND EVALUATION RATINGS SYSTEM The scale adapted is appropriate for the items.		/			

Follows concept

Jessita Gurra
 Signature Above Printed Name

APPENDIX D
LETTER TO THE ADVISER

October 29, 2019

Maria Teresa S. Bulao, MBA

Dear Maam Bulao:

You are chosen to be our Grammarian for our research study entitled:
**"Smartphone Brand Preference Among University of Mindanao College
of Business Administration Education (CBAE) Students"**.


We humbly request for your available time to be consulted for our research
study.

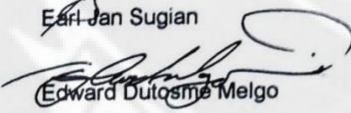
Knowing fully well of your expertise along this line, the researchers will
appreciate your assistance for the enhancement of our work.

Thank you and more power!

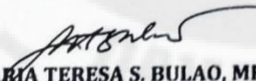
Respectfully yours,


Jennie Sedngheon


Earl Jan Sugian


Edward Dutosme Melgo

Noted by:


MARIA TERESA S. BULAO, MBA
Research Adviser

APPENDIX E

LETTER TO STATISTICIAN

February 26, 2019

DR. VICENTE SALVADOR E. MONTAÑO

Research Statistician

University of Mindanao, Davao City

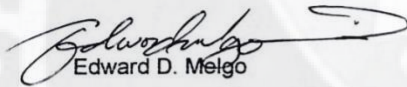
Dear Sir,
Greetings!

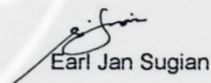
You are chosen to be our Research Statistician for our research entitled "**Smartphone Brand Preference among Business Students**". We humbly request for your valuable time and knowledge on working to our research study.

Knowing fully of your expertise along this line, your positive response will be highly appreciated.

Thank you.

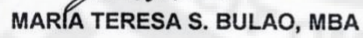
Respectfully yours,


Edward D. Melgo


Earl Jan Sugian

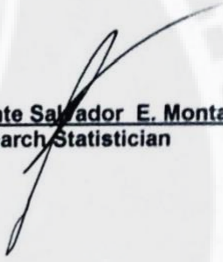

Jeong Seunghyeon

Noted by:


MARIA TERESA S. BULAO, MBA
Research Adviser

APPENDIX F**Certification from the Statistician**

This certifies that research entitled: **"SMARTPHONE BRAND PREFERENCE AMONG UNIVERSITY OF MINDANAO COLLEGE OF BUSINESS ADMINISTRATION EDUCATION (CBAE) STUDENTS"**. by Earl Jan A. Sugian, Jeong Seunghyeon and Edward Dutosme Melgo Was statistically analysed and interpreted. This certification is issued upon request for whatever purpose it may serve.


Dr. Vicente Salvador E. Montaña
Research Statistician

APPENDIX G

TURNIT IN RESULT

SMARTPHONE BRAND PREFERENCE AMONG BUSINESS STUDENTS BY MELGO

ORIGINALITY REPORT

17%

SIMILARITY INDEX

15%

INTERNET SOURCES

5%

PUBLICATIONS

11%

STUDENT PAPERS

MATCH ALL SOURCES (ONLY SELECTED SOURCE PRINTED)

4%

★ Submitted to International School of Management and Technology

Student Paper

Exclude quotes

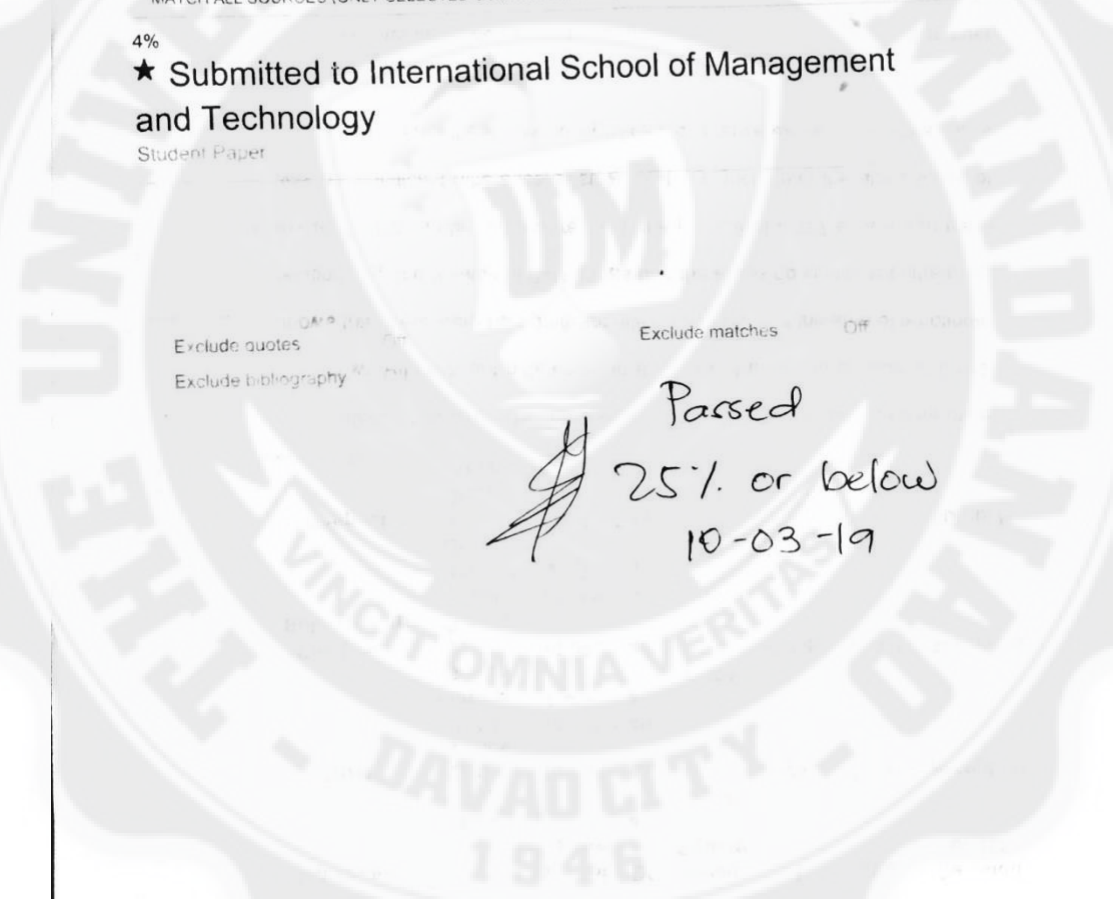
Exclude bibliography

Exclude matches

Passed

25% or below

10-03-19



APPENDIX H

GRAMMARLY RESULT

2/17/2020 <https://mail-attachment.googleusercontent.com/attachment/u/0/?ui=2&ik=4a26a2be744a0b6-0.14&emmgst=msg.F.1050130675302208610&h...>

Performance

This text scores better than 99% of all text checked by Grammarly where comparable goals were set.

Word count

Characters
67,293
Words
9,720
Sentences
1,038
Reading time
38 min 52 sec
Speaking time
1 hr 14 min

Readability

Metrics compared to other Grammarly users

Word length
5
Sentence length
9.4
Readability score
51
Above average
Above average
Your text is likely to be understood by a reader who has at least a 9th-grade education (age 15). Aim for the score of at least 60-70 to ensure your text is easily readable by 80% of English speakers.

Vocabulary

Metrics compared to other Grammarly users

Unique words
17%
Rare words
36%
Below average
Below average

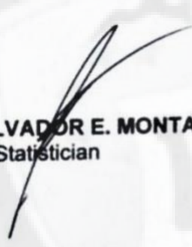
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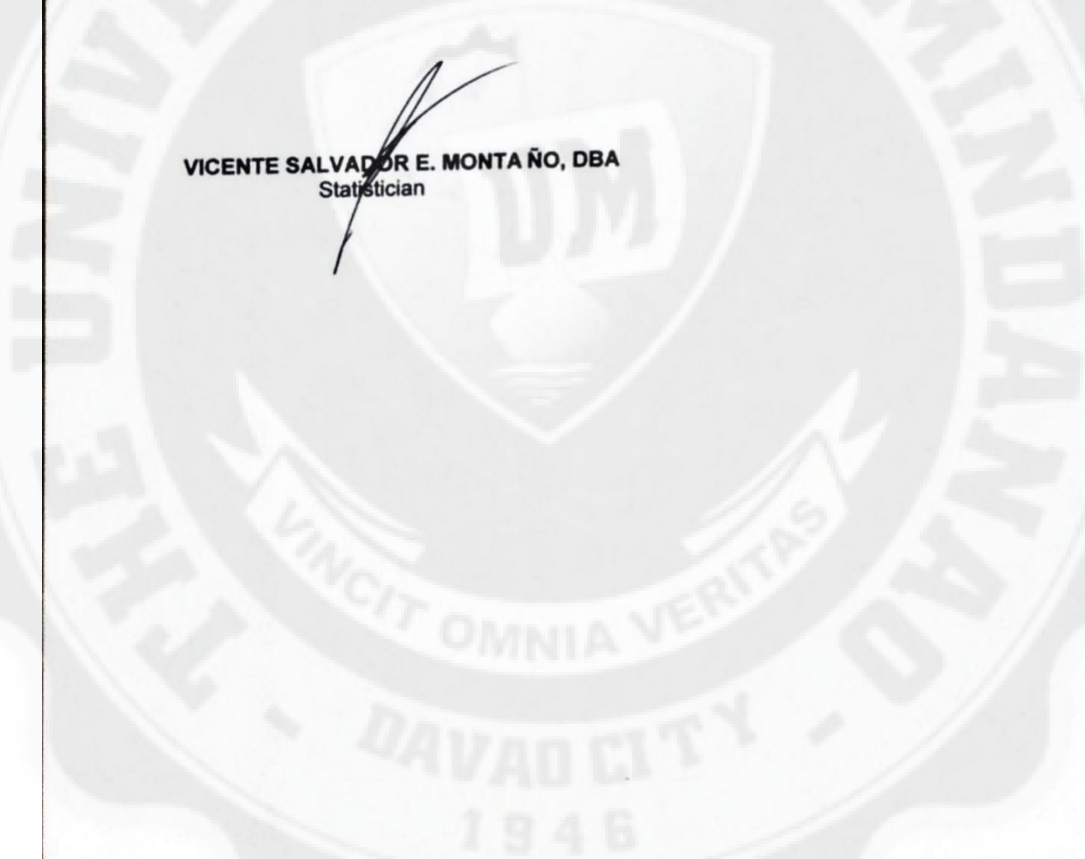
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VINCIT OMNIA VERITAS
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<https://mail-attachment.googleusercontent.com/attachment/u/0/?ui=2&ik=4a26a2be744a0b6-0.14&emmgst=msg.F.1050130675302208610&h...> 1/50

APPENDIX I**CERTIFICATE OF APPEARANCE****TO WHOM IT MAY CONCERN**

This is to certify that Jeong Seunghyeon, Earl Jan Sugian, and Edward Dutosme Melgo Marketing Management students to this University has appeared to Bolton Campus to conduct a survey on September 5, 2019.


VICENTE SALVADOR E. MONTAÑO, DBA
Statistician



APPENDIX J

TABLES

Level of Smartphone Brand Preference among Business Students in Terms of Price

Price	Mean	Description
Phone store that offers installment.	4.42	Very High
A phone store that offers buys one gets one or freebies.	4.04	Very High
Phone wherein the price suits for its features	4.58	Very High
Cellphone store that offers discounts	4.58	Very High
The company uses a premium pricing strategy.	4.35	Very High
The company use penetration pricing strategy	4.22	Very High
The company use pricing skimming strategy	4.16	Very High
Overall Mean	4.33	Very High

Tables 2C

Level of Smartphone Brand Preference among Business Students in Terms of Brand Name

Brand Name	Mean	Description
IPhone brand.	4.55	Very High
Samsung Brand.	4.39	Very High
Cherry Mobile brand.	3.26	High
Vivo brand.	3.97	High
OPPO brand.	3.98	High
Nokia brand.	4.06	Very High
LG brand.	3.95	High
Overall Mean	4.02	High

Tables 2B

**Level of Smartphone Brand Preference among Business Students in
Terms of Product Quality**

Product Quality	Mean	Description
A phone that has a big screen display	4.43	Very High
Long battery life span	4.82	Very High
Good quality headset	4.74	Very High
User-friendly phone	4.82	Very High
High camera quality	4.84	Very High
A phone that has good speaker quality	4.74	Very High
A phone that has a huge amount of storage	4.81	Very High
Overall Mean	4.74	Very High

Tables 2D

**Level of Smartphone Brand Preference among Business Students in
Terms of Advertisement**

Advertisement	Mean	Description
Newspaper	3.99	High
Television	4.74	Very High
Outdoor	4.14	Very High
Social Media	4.71	Very High
Leaflets	4.05	Very High
Billboards	4.49	Very High
Radio	4.98	Very High
Overall Mean	4.30	Very High

APPENDIX K
CURRICULUM VVITAE



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