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A study to examine the brand preferences of students towards apple v/s samsung smartphone

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Abstract

Today's Smartphone is taking the role of computer, making it possible to do a lot with this small hand held device. It has a broad use such as sharing information, paying for products, browsing, and shopping. Further to Knapman (2012) consumers of Smartphone are strongly influence by brand when it comes to choosing Smartphone. According to Ahmed (1991, p.25) a strong and clear brand image can increase consumer confidence and convince consumers to purchase.

The findings of this research study would be significant to Smartphone producers, in understanding the bases for student's preferences between Apple and Samsung brands of Smartphone. An understanding of brand equity, personality and identity in Smartphone is crucial, it cannot be over emphasized. A profound knowledge or understanding would provide a clue as to student preferences of one brand over the other, the motive behind brand loyalty and how brand awareness is built. The benefit of brand knowledge is relevant for high tech companies such as, Apple and Samsung. If Smartphone producers could understand this, they would have edge over their competitors. It is also vital in comprehending the role that brand plays in consumer buying behavior, which would help Smartphone producers in building preference for their brand. The knowledge gained from this research would also provide Smartphone producers with the strategic ways they could build strong brand equity and identity that would lead to increasing their sales volume. Further to Knapman (2012), this study would signify many prospects for Smartphone makers to take on new means with the consumers of Smartphone and to present brand utility-by understanding the basis for student brand first choice and identify the critical roles that brand play in Smartphone preference. The benefit of this research extends beyond professional field to academic field. The reason why it was chosen to write about brand preference among students' is because most student purchases Smartphone, they are enthusiastic about technology.

Keywords: consumer, brand preference, brand equity, smartphone, preference.

1. Introduction

This research is intended to describe and analyze student's preference between Apple and Samsung brands of Smartphone. The prime objective of this research is to compare between Apple and Samsung Smartphone on the basis of their brand components and how different components of brand equity and identity influence students in choosing a particular brand of Smartphone. A good knowledge of students brand preference in Smartphone would help in understanding how brand shape students buying decision and preferences. The conclusions will deal with student preference between Apple and Samsung Smartphone, how student are influenced by brand name, the role different component of brand equity and brand identity plays in student brand preference.

2. Research Design

The population study was chosen to be Jamnagar College going students, and the sample size was 214 students from four SFI colleges in Jamnagar, affiliated to Saurashtra University, Rajkot. The structured questionnaire were admitted to all program students of Jamnagar. The following steps were taken to conduct this research study: First, was deciding on the topic and area of interest and since brands in the Smartphone industry was a common area of interest, it was chosen. Second was establishing the information research string. The research string was formulated to be "Building brand equity, personality, identity in Smartphone", which was used in searching and obtaining secondary data from different databases such Emerald, DIVA, E-bray, Google scholar, Google Books, Uppsatz.se and resources, such as, article and journals. The literature review concerning the string was conducted. The concepts were Chosen and Conceptual Framework, the concepts that were chosen are brand equity and identity.

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Later the questionnaire and the methodology were designed to reflect the concepts used in this research. After that, the primary data obtained from the questionnaire was gathered and analyzed using the empirical data. Finally the conclusion was drawn from the analysis and recommendation given.

2.1 Sample Size

The population study was chosen to be Jamnagar College going students who are affiliated to Saurashtra University, and the sample size was 214 students from four SFI colleges in Jamnagar affiliated to the university.

2.2 Sample Technique

The sample technique employed in this research is a nonprobability sample method given that questionnaire was distributed randomly, which gives a fair representation of the study population.

3. Data Collection

Both primary and secondary data were chosen to collect the data that were used in analyzing the research study. Given the nature of the research topic, it is most suitable to employ both primary and secondary data collection method. Primary data were obtained through questionnaires given to respondents while the secondary data were gathered through journals, articles, internet and other published materials

3.1 Primary Data

Structured questionnaires were distributed to Jamnagar area students through e-mails and the social media site; Face book. The choice of using pre-coded questionnaire is based on Fisher view on structured questionnaire. According to Fisher (2007, p.45) "If you want to quantify the research material, then it is best to use a pre-coded approach. He further note that if you want to compare the views and experiences of a great many people, then it is easiest if pre-coded approaches are used. Given that this research study is aimed to compare between Apple and Samsung Smartphone and as recommended by Fisher pre-coded questionnaire was adopted. A sample size of 214 students were chosen given that it is considered adequate and representative" for this research study.

3.2 Secondary Data

Secondary data consist of data retrieved from databases, such as articles, journals, literatures in addition to books borrowed from Saurashtra University library or retrieve from Google Books and Google Scholar. These materials would facilitate this research study. In addition they would be critically interpreted with caution in order to avoid creating a false impression with the originators' observation or view.

4. Data Collection Methods

4.1. Data Preparation

Raw data were collected, sorted and matched to lay the ground for analysis. Questionnaires were distributed with the sole purpose of obtaining data about consumer brand equity, brand identity. Data retrieve were sort and subsequently match in order to create platform for data analysis. Answers in the qualitative section help in providing information about brand preference through equity, and identity.

4.2. Data analysis

This research study is based on comparison between two big brands in Smartphones which are Samsung and Apple from student preference and perspective. The answers obtained from the survey disclosed the preference that consumers have for Apple or Samsung Smartphone over the other, the relationship between brand equity, and brand identity to student brand preference in Smartphone. The data obtained was analyzed by comparing Samsung and Apple Smartphone on all the brand equity dimension and brand identity.

4.3. Validity

This section provides the readers with the measurement of the data collection process implemented regarding the quality of research. It outlines the evaluation of the quality of both the primary and secondary data use in this research study. To ensure the validity of this study, each question in the questionnaire was designed to represent one of the concepts which were used in the conceptual framework of this research study, as seen in table 1, below: The matrix is incorporated in the report as a way to show the validity of the work.

Table 1: Matrix

No	Concept	Questions	The purpose of the question used.
	Filter Question	Have you ever owned an Apple or Samsung Smartphone?	This question is used to determine if the respondent should go through the survey or not.
	1. Brand users	Which of the following brands do you own today (or the latest you own)? Apple or Samsung	This question is used to know which kind of Smartphone brand the respondent is using or have used.
2. Do you agree with the following statements, please consider: on a scale from 1 to 5 (where 1 is the strongly disagree and 5 is strongly agree the)			
Brand Equity			
		"Apple is a strong brand" "Samsung is a strong brand"	This question is used to measure the strength of the brand equity, as pointed out by Aaker (1996) strong brands are brands that have strong brand equity, where customers associate this brand to be strong.
	Brand Loyalty	"I would choose my current Smartphone brand even if the other brands has the same functionality as my current Smartphone" "I will switch to another brand when purchasing a new Smartphone"	These questions were design to measure the respondents towards the Smartphone brand that they are using, According to Keller (1998, p.54) brand loyalty is usually used to describe the often repeated purchase behavior of a customer towards certain brand. The loyalty is measured when customer purchases the product of a certain brand despite that other competitors brands have the same product with the same function.

	“I consider myself to be loyal to my Smartphone brand”	
Brand Association	“Other people judge me by the kind of Smartphone I use”	This question is designed to ascertain how Smartphone are associated with brand, hence many people associate brand with certain kind of class or social group.
Perceived Quality	The quality of my Smartphone is good” “My Smartphone brand is more than just a product for me”	This question is used to measure the level of student perceived quality of Smartphone brand, since customers are contented with a product when the product quality is good.
Price	“My Smartphone is a good value for the money I paid”	This question is designed to measure the Smartphone value for money, if the customer thinks that the product is worth the money or price they paid for.
Brand Awareness	Which of these images are familiar to you (Apple)	This questions measure brand recognition, while strong brands have high awareness, and customers easily recognize the brand logo and symbols.
	Which of these images are familiar to you (Samsung)	
Satisfaction	“I would recommend my Smartphone brand to my friends”	Satisfaction is measured when customers are satisfied with the product to the extent that they recommended to their friends.
Brand Identity		
Culture	“I associate Apple Smartphone’s with US culture”	These question are designed to ascertain the extent that student associate brand with it country of origin.
	“I associate Samsung Smartphone’s with Korean culture”	
Self-Image	“My Smartphone brand is more than just a product for me”	This question is incorporated in the to ascertain the perceived image that students has of their Smartphone.
3. Brand Personality	Sincerity	Further to Aaker’s (1991, p. 24), The Big Five Model, each one of these personality traits were incorporated in the matrix to measure the brand personality.
	Excitement	
	Ruggedness	
	Competence	
	Sophisticated	

The research is done to ensure validity by staying objective while interpreting the questionnaires. It is acknowledged that it is impossible to ensure a total objectivity. According to Fisher (2007, P295) Construct validity refers particularly to research that uses questionnaires or inventories to assess whether a person or an organization exhibits a particular characteristic. Given that questionnaire were used in this research study, construct validity were taken into account to make sure that the questionnaire measures what it is intended to do. As suggested by Fisher (2007, p. 294) to achieve construct validity the concepts and terms use to analyze and describe this research fairly represents the research material. Each of the questions in the questionnaire represents the concepts used in this research study.

The validity and reliability of this research is incorporated in the questionnaire check list mention in the previous section of the research report. The multiple choices question used overcome many of the disadvantages of open-ended questions, because interview bias is reduced and these questions are administered quickly. Respondent’s cooperation is improved if the majority of the questions are structured.

The questionnaire was validated, the content of each respective question is thoroughly scrutinized and matched with the concepts used in the research study to ensure that the questions actually reflect the concept. Also the

relationships of each concept employed were studied to ascertain their suitability. The validity of the primary data was ascertained by using a validated questionnaire. According to Euro journal (2012). a validated questionnaire is one which has undergone a validation procedure to show that it accurately measures what it aims to do, regardless of who responds, when they respond, and to whom they respond or when self-administered.

5. Conceptual Framework

The Conceptual framework is based on the theoretical framework of this research study. It defines how the models in this research study are related to each other and gives a bird-eye view of the frame work which the conceptual model is based on. The comprehensive literature research and the research methods lead to a conceptual framework that includes aspects from Keller’s (1998, p.16) research about brand knowledge. The various concepts used in this research like brand equity measures loyalty, awareness, association, perceived quality are all used in the questionnaire. While the Brand identity measures personality, physique, relationship, culture. The measurement of the various aspects of brand identity and brand equity asses how each contributes to brand building. The brand identity and brand equity models are link together by brand building model.

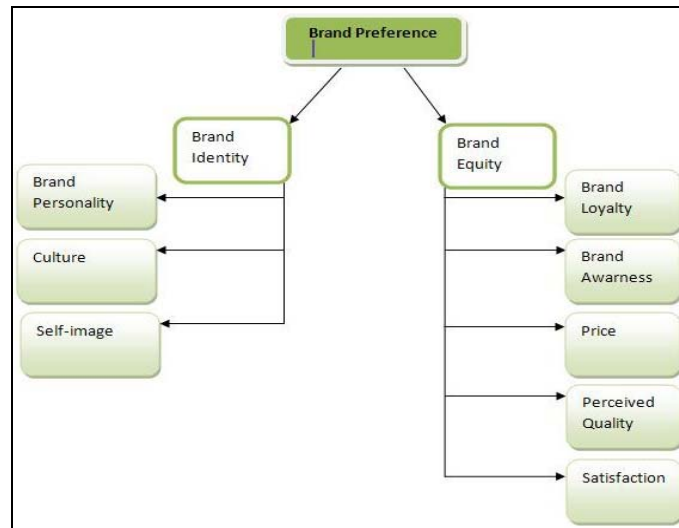


Fig1: A conceptual model for brands preference (Own source)

6. Data Analysis

According to table 2 and 3, the empirical data obtained from research study reveals that the comparisons between the two leading brand in Smartphone (Samsung and Apple) indicate Apple is a strong brand while 13% strongly agreed. The number of Samsung users who disagreed that Apple is a

that Apple has 58.6% respondents while Samsung has 45.3% respondents, implying that Apple has more brand users than Samsung. An interesting observation made in this report is that a large number of Samsung users 42.6% agreed that strong brand was only 14%. Below is the copy of the compiled empirical data of Apple and Samsung respondents.

Table 2: Apple users’ respondents (own resources)

Student Preference Between Apple and Samsung in Smartphone

Do you agree with the following statements? On a scale from 1 to 5 (where 1 is strongly disagree and 5 is strongly agree) click the suitable option.

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	Rating Average	Response Count
"I would choose my current Smartphone brand even if the other brands has the same functionality as my current Smartphone"	2.5% (3)	8.4% (10)	17.6% (21)	38.7% (46)	32.8% (39)	3.91	119
"Apple is a strong brand"	0.8% (1)	2.5% (3)	2.5% (3)	31.7% (38)	62.5% (75)	4.53	120
"Samsung is a strong brand"	3.5% (4)	13.9% (16)	27.0% (31)	42.6% (49)	13.0% (15)	3.48	115
"Other people judge me by the kind of your Smartphone I use"	24.1% (28)	25.9% (30)	27.6% (32)	19.8% (23)	2.6% (3)	2.51	116
"The quality of my Smartphone is good"	1.7% (2)	3.4% (4)	10.1% (12)	36.1% (43)	48.7% (58)	4.27	119
"My Smartphone is a good value for the money I paid"	0.8% (1)	5.1% (6)	18.6% (22)	35.6% (42)	39.8% (47)	4.08	118
"I will switch to another brand when purchasing a new Smartphone"	29.4% (35)	26.9% (32)	31.9% (38)	3.4% (4)	8.4% (10)	2.34	119
"I associate Apple Smartphone's with US culture"	19.3% (23)	28.6% (34)	27.7% (33)	19.3% (23)	5.0% (6)	2.62	119
"I associate Samsung Smartphone's with Korean culture"	27.7% (33)	37.0% (44)	28.6% (34)	6.7% (8)	0.0% (0)	2.14	119
" I would recommend my Smartphone brand to my friends"	0.8% (1)	2.5% (3)	10.1% (12)	37.8% (45)	48.7% (58)	4.31	119
"I consider myself to be loyal to my Smartphone brand"	5.9% (7)	13.4% (16)	31.9% (38)	21.0% (25)	27.7% (33)	3.51	119
"My Smartphone brand is more than just a product for me"	8.3% (10)	21.7% (26)	30.0% (36)	20.8% (25)	19.2% (23)	3.21	120
answered question							120

Table 3: Samsung user’s respondents (own resource)

Student Preference Between Apple and Samsung in Smartphone		SurveyMonkey					
Do you agree with the following statements? On a scale from 1 to 5 (where 1 is strongly disagree and 5 is strongly agree) click the suitable option.							
	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	Rating Average	Response Count
"I would choose my current Smartphone brand even if the other brands has the same functionality as my current Smartphone"	8.5% (8)	17.0% (18)	22.3% (21)	24.5% (23)	27.7% (26)	3.46	94
"Apple is a strong brand"	5.4% (5)	10.9% (10)	12.0% (11)	38.0% (35)	33.7% (31)	3.84	92
"Samsung is a strong brand"	1.1% (1)	2.2% (2)	12.1% (11)	48.4% (44)	36.3% (33)	4.16	91
"Other people judge me by the kind of your Smartphone I use"	21.7% (20)	28.3% (26)	27.2% (25)	16.3% (15)	6.6% (6)	2.58	92
"The quality of my Smartphone is good"	1.1% (1)	6.5% (6)	12.0% (11)	35.9% (33)	44.6% (41)	4.16	92
"My Smartphone is a good value for the money I paid"	1.1% (1)	4.3% (4)	12.9% (12)	34.4% (32)	47.3% (44)	4.23	93
"I will switch to another brand when purchasing a new Smartphone"	19.4% (18)	20.4% (19)	43.0% (40)	8.6% (8)	8.6% (8)	2.67	93
"I associate Apple Smartphone's with US culture"	21.3% (20)	19.1% (18)	25.5% (24)	23.4% (22)	10.6% (10)	2.83	94
"I associate Samsung Smartphone's with Korean culture"	38.7% (36)	30.1% (28)	22.6% (21)	8.6% (8)	0.0% (0)	2.01	93
"I would recommend my Smartphone brand to my friends"	4.3% (4)	3.2% (3)	7.4% (7)	41.5% (39)	43.6% (41)	4.17	94
"I consider myself to be loyal to my Smartphone brand"	17.0% (16)	16.0% (15)	27.7% (26)	23.4% (22)	16.0% (15)	3.05	94
"My Smartphone brand is more than just a product for me"	20.2% (19)	21.3% (20)	36.2% (34)	9.6% (9)	12.8% (12)	2.73	94
answered question							94

7. Findings

7.1 Brand Equity Measures

Brand Loyalty: As shown in table 1, Apple commands a high brand loyalty. 38.7 % of the respondent agreed and 32.8% strongly agreed that they would stick to Apple despite the fact that Samsung might have the same functionality as Apple. According to Aaker (1991, p. 87) these consumers are categorized on the fourth level of brand loyalty because the preference for the brand is based on the symbol, previous experience, or the logo of the company. They are not vulnerable to the competitors. As illustrated in table 2, 24.5% and 27.7% of Samsung users agreed and strongly agreed that they would not change Smartphone brand even if the other brands has the same functionality as my current Smartphone. While the percentage of those who disagree and strongly disagree are 17.0%. And 8.5% .The scores of Samsung is fairly high but not higher than Apple. The analysis of the empirical findings suggests that Apple Smartphone commands a price premium more than Samsung Smartphone. The theoretical significance of this implies that Apple Smartphone has higher customer loyalty and a strong brand value. Aaker (1991, p.48) notes that a measure of brand loyalty is reflected in the additional price that customers would be willing to pay to obtain their brand.

Brand Awareness: Further to table 1 and 2, in regards to this dimension, the scores obtained from the respondents reveals that Apple has very high brand awareness among its users than Samsung users. The record scores shows that 82.1 % of Samsung users strongly agreed that they think about iPhone when Smartphone is mentioned. This supports Kellers, (1998, P.91) view that one advantages of Brand awareness is that consumer think about the product when they think about the category.10.9% agreed the they can recall Apple brand logo easily while 9 % have no knowledge about Apple. The reason for high Apple brand awareness stem from the fact that respondent could easily remember the brand with it logo.

Brand Association: As seen in table 1 and 2, relative Prices is one of brand association component, in this aspect Samsung is relatively cheaper than Apple and is hence associated with low price Smartphone among students while Apple is associated with premium price Smartphone. Apple wants to be associated with high class brand of Smartphone, in line with that they charge high price for their Smartphone. According to Aaker price premium reinforce the perceived quality, meaning that high price signals high quality to the customers. In the aspect of personality which is one of brand association component, Apple user sees the product as a

reflection of their personality. When the respondents were asked if others judge them by the kind of Smartphone they use the response were 19.8% of Apple respondents strongly agreed, 2.6 agreed, 27.6 neither agreed nor disagreed, 25.9 disagreed, 24.1 strongly agreed. The Apple scores are higher than the scores for Samsung. The significances of this is that Apple users see it that having it is a way of showing ones social status.

Perceived Quality: Regarding this dimension, both Apple and Samsung respondents were asked if the quality of their Smartphone is good in order to ascertain the perceived quality of their Smartphone. 44.6% of Samsung respondent strongly agreed, 35.9 % agreed, 12 % neither agree nor disagree 6.5 % disagree, while 1.1 strongly disagree. Apple score higher with 48.7% of the respondent strongly agreeing, 36.1 % agree, 10.1 neither agree nor disagree, 3.4 disagree and only 1.7 strongly disagree. The scores disclose that Apple has a leading score when compare to Samsung regarding this dimension. Samsung also commands a high perceived quality among its customers but not as high as Apple. The perceived quality deals with the customer's perception of the overall quality or superiority of a product or service with respect to its intended purpose, relative to alternative Aaker (1991, p. 85).

The reason for high perceived quality of Apple over Samsung could be attributed to Apple differentiation/ position of its product. Apple is known for its innovativeness, giving the consumers reason to buy their product. The above statement supports Aaker (1991, p. 85) view on perceived quality, which acknowledges that perceived quality comprises of reason-to-buy, differentiation/ position, price channel member interest, and extension. Apéria & Back (2004, p. 47) notes that customer's perceived quality drives profitability, there is a strong correlation between the perceived quality and economic results.

Price: When respondent were asked if their Smartphone is a good value for the money they paid, Apple Smartphone users respondents were (see table 1); 39.8% strongly agreed, 35.6 % agreed, 18.6% are indifferent, while 5.1% disagree and 0.81% strong disagree. Samsung score higher than Apple in this aspect (see table 2), 47.3% of the respondent strongly agree believe that the price they paid for their Smartphone is worth it, only 1.1 % strongly disagreed, 43% disagree, 12.9% are indifferent and 34.4% agree. The comparison of the score of the two brands in table 1 and 2, shows that Samsung consumers are more satisfied with the price of their Smartphone with respect to the value of it. While Apple user fall below that score. One explanation for this phenomenon lies in the fact that Apple and Samsung has almost the same functionality but Apple charge a premium price as a result of its strong brand image.

Satisfaction: The findings from the empirical data exhibit that Apple Smartphone users are highly satisfied with the product and would recommend it to their friends (see table 1). Respondent were asked if they would recommend their Smartphone brand to their friends, 86.5% confirmed that they would (48.7% strongly agreed, 37.8% agreed) while 10.1% are Indifference and 3.3 % would not recommend it to their friends (2.5% disagreed, 0.8 strongly disagreed). For Samsung the score is slightly lower than Apple (see table 2) 85.1% of the respondent acknowledged that they would

recommend it to their friends (43.6% strongly agreed, 41.5% agree), 7% are Indifferent and 7.5 disagree.

7.2 Brand Identity Measures

Self-Image: The result of the survey shows that majority of Apple Smartphone users believed that they are not judged by the type of Smartphone they used. 24.1% strongly disagreed to the statement that they are not judged by others for the type of Smartphone that they use. 25.9% disagreed, 27.6 neither agreed nor disagreed, while 19.8% agreed with that statement and 2.6% strongly agreed. Samsung respondent 21.7%, of them answered that they strongly disagreed, the number of students who disagreed is higher 28.3%, 27.2% neither agreed nor disagreed which is almost the same as Apple users, only 16.3% agreed, which is less than the Apple Smartphone users who agreed to the statement and 6.5% strongly agreed which is higher than the percentage of Apple users who strongly agreed. According to Apéria & Back (2004, p. 65) self-image is the consumer interior mirror and he also pointed out that consumer creates picture of themselves through the attitude to the brand they use.

Culture: 38.7% of Samsung users strongly disagreed that they associate Samsung Smartphone brand to Korean culture, 30.1 % disagreed, 22.6 % where Indifferent and 8.6% agreed (see table 2). 19.3% of Apple users associate Apple Smartphone with U.S culture, while 5.0 % strongly agreed that they associate U.S culture with Apple (see table 1). 27.7% neither agreed nor disagreed, 28.6% disagree while 19.3% strongly disagreed. The comparison of the empirical data on Samsung and Apple Smartphone disclosed that Apple has a stronger culture association to its country-of-origin. The theoretical significance of this is that country-of-origin such as U.S. are known to have competitive advantage in computers, so consumer tend to associate computers and its related product, produce in U.S. to be of a superior quality Kapferer (2004, p. 108) mention that product is a concrete representation of the culture of its country of origin, in this case Apple is a representation of California culture in the sense that this state will forever symbolize the new frontier as pointed out by Kapferer (2004, p. 108) "Major brands are certainly driven by a culture but in turn, they also convey the country of origin culture. Country-of-origin is great cultural reservoirs."

Brand Personality: Further to figure 2 below, the empirical data obtained suggest that of all the five personality trait that are associated with the Apple Smartphone, competence has the highest score. 76% of the respondent ascribe competence personality trait to Apple Smartphone while 9.3% has the opposite view, 11% neither agreed nor disagreed. The significance of this score reflect how important brand personality is in Smartphone, that people choose brands that reflect their self-image according to Aaker (1991, p. 142). Sophistication score second highest in the personality trait of Apple Smartphone with a score of 66.2% of respondent agreeing, while 16.9% disagreeing and 16.9% indifferent. Excitement score the third with 61.1% score of respondent agreeing while 15.3% are indifferent and 23.6% disagreeing. Empirical data obtained surprisingly shows that Samsung exhibits almost the same level of three personality traits as Apple namely, competence, sophistication and excitement.

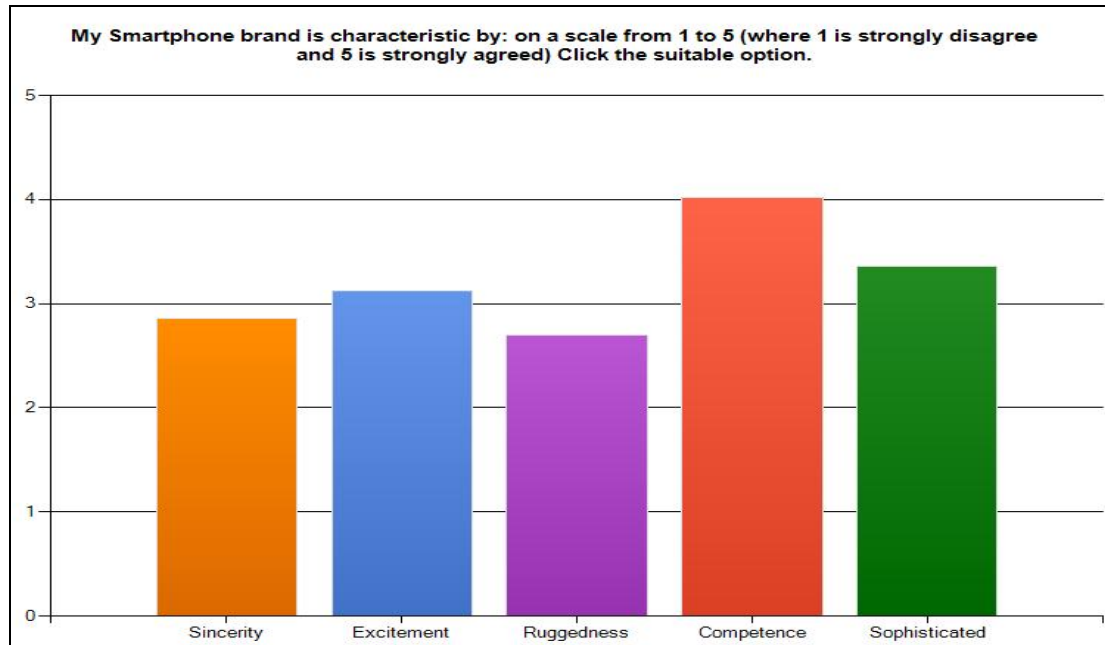


Fig 2: Apple Brand Personality Traits (own source)

The Forensic examination of the empirical data obtained in this research report show that for Apple brand the most prominent or salient component of the brand concept employed in this research is the brand image and strength of all other brand concept such as brand association, brand awareness, brand loyalty, brand identity, perceived value. Brand loyalty and perceived value has a fairly high score after brand image. These results attest to the fact that Apple has strong brand equity. (Brand strength) as demonstrate in the high score of brand loyalty because brand loyalty reflects brand strength. Supporting the above statement Apéria & Back (2004, p. 41). Pointed out that brand strength is estimated by its price premium. They further state that strong brand has the advantage of selling at a higher price than competing brand and they are less sensitive to price increase. Apple users show a very high level of brand loyalty which stem from the fact that the users answer that they are satisfied with the quality of their Smartphone and would recommend it to their friend, which is an obvious indication of their loyalty.

8. Conclusions

This research study explores brand equity and brand identity by comparing Apple and Samsung Smartphone brand, having analyze the empirical data obtained using the theories employed in this research study, the following conclusions were drawn:

Each of the brand equity and identity dimensions of Apple Smartphone when compared to Samsung brand equity and identity dimensions reveals that Apple has relatively high strong brand equity and brand identity than Samsung. According to Aaker (1991, p. 270) a strong brand build on the four component of brand equity and they provide value to the customer by enhancing satisfaction and confidence in purchase decision and also provide value to the firm by enhancing competitive advantage, price (margin).

Students of Jamnagar area colleges choose Smartphone on the basis of its brand. The brand loyalty is high among Apple users; hence Apple has a strong brand preference over Samsung. Because Apple has built it various brand

component resulting in a strong brand equity. When each of the brand component of Apple brand equity were compared with Samsung brand component (brand association, brand loyalty, brand awareness, perceived quality) and brand identity for each of this dimension Apple score consistently higher than Samsung.

Secondly comparison between Samsung and Apple Smartphone in the dimension of perceived quality scores Apple Smartphone higher than Samsung owing to the fact that Apple is innovative. The higher perceive quality among Apple Smartphone users is illustrated through the premium price that Apple Smartphone command more than Samsung Smartphone, the higher brand awareness and brand loyalty. The brand implication for high perceived quality for Apple Smartphone according to Aaker (1991, p. 46) is that strongest brands, the ones with extremely high quality, will have a large number of committed (loyal) customer. The scores obtained from the empirical data supports the above statement. The score for Apple perceive quality is higher than Samsung perceived quality and so is the score for loyalty. Students chose brands that reflect their personality, hence their brand preference between Apple and Samsung are based on the Smartphone brand that reflect their personality. This shows how important brand personality is in Smartphone.

The finding also reveals that one of the prime reasons why Apple has higher brand equity and brand identity lies on the fact that, Apple builds it strong brand through reinforcing the various component of it brand equity and brand identity. Aaker (1991, p. 270) postulate the brand equity concept which comprise of brand loyalty, brand awareness, perceived quality, brand associations, brand assets. It reinforces the brand equity and brand identity by delivering a high perceive quality product, creating high brand awareness, through celebrity endorsement, brand association, attracting loyal customers. Each component part of brand identity and brand equity played a crucial part in student brand preference.

As stated earlier in the research purpose, the purpose of the research is to compare student preference between Apple and Samsung brand equity and identity in Smartphone in other to

ascertain how brand equity and identity influence students preference in buying Smartphone. Hence it can be said that the purpose of this research study is fulfilled.

In conclusion, brand equity and brand identity plays a vital in influencing student brand preference between Apple and Samsung Smart phones.

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