ABSTRACT

Mobile phone markets are one of the most turbulent market environments today due to increased competition and change. Thus, it is of growing concern to look at consumer buying decision process and cast light on the factors that finally determine consumer choices between different mobile phone brands. With its calculated roots in fields including psychology and authoritative conduct, the engagement idea is rising in the promoting writing, with preparatory exploration showing that connected with buyers may display more prominent dedication to central brands. Notwithstanding these progressions, the engagement idea stays underexplored to date. On this basis, this article deals with consumers’ choice criteria in mobile phone markets by studying factors that leads to customer brand engagement and the consequences to it in the context of mobile headset brand. Findings indicate that brand self-congruity, involvement, and interactivity leads to customer brand engagement and which itself influences satisfaction, trust and commitment for mobile headset brands.

INTRODUCTION

India is the world’s twelfth biggest buyer market. It is anticipated that by 2025, it will be in front of Germany and will turn into the fifth biggest economy of the world (Singh, 2009). There is an unstable development in every one of the territories of buyer products and services. Correspondence that record for 2 percent of purchaser’s spending today will be one of the quickest extending classifications with

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development of around 13 percent (McKinsey, 2007). Mobile telecom industry has demonstrated a huge
development in the course of the most recent couple of years and at present there speak the truth twenty
crore (1 crore = 10 million) subscribers of the mobile telecom benefits in the nation. The business for
the mobile handset is additionally developing with the developing interest for mobile telecom services.
This interest will keep on growing in future moreover. India at present is the second biggest business for
mobile handsets (Indian Brand Equity Foundation, 2005). The expanding rivalry between the telecom
service suppliers has expanded interest for both mobile telecom services and the handsets.

As indicated by Indian Brand Equity Foundation (2005), the mobile handset market, which was
worth about $ 2 Billion two years back, had demonstrated a development of 60% for every annum. The
GSM (Global System for Mobile Communications) handsets had 84% offer and CDMA (Code Division
Multiple Access) handsets has 16% piece of the market share. There are different players in the GSM
market. Nokia was driving the business sector with 59% piece of the overall industry (Prashant, 2005).
Among alternate players, the noticeable are Sony Ericsson, Samsung, Motorola and LG. They are putting
forth extensive variety of models for the clients of distinctive inclinations. The makers are presenting
more up to date and more up to date models with hardly a pause in between of time on account of the
mobile phone handset brand deal from the business sector.

Although mobile phones have become a fundamental part of personal communication across the
globe during the past ten years, consumer research has devoted little specific attention to motives and
choice underlying the complexity that lies in the choice of mobile phone brands process. As the mobile
phone market is a typical technology push driven market, several factors are taken into account when it
comes to the choice of a particular mobile brand (Kargin et al.2009; Daim et al.2014) With the increasing
number of mobile brands coming in the market every day the competition is now not only confined to
technology differentiation itself as almost all the mobile devices are having more or less similar features.
So now the customers are more kin in looking at the brands more in comparison to the features which
it comes to selection of mobile brands. Thus, it is the need of the hour for the marketers to understand
how to engage the customer to a particular mobile brand, and what are the consequences to it.

There are only few models available currently in Information Systems literature that have addressed
the issues surrounding retention or continued use of technology (Lee & Kwon, 2011; Yuan Li, 2014).
These models conceived continued patronage (retention) of a particular technology as Information
Technology (IT) attachment/engagement and they have explicated on technology features which the
software applications should possess that enables continued patronage of technology.

The question of mobile set retention cannot be fully comprehended from technology perspective alone,
since technology engagement does not emphasize on competition from related mobile sets in formation
of mobile engagement. A marketing construct called customer brand engagement on the other hand
describes why a consumer is willing to continue association with a particular brand over competitive
brands. Also, all mobile headsets qualify as brands since each mobile set has a unique name and a dif-
ferent value preposition that differentiates it from competing mobile phone sets. Hence comprehending
mobile phone set engagement from a branding context is a relevant exercise. However, classical brand
engagement framework does not give indications on technological features that a mobile set should pos-
sess that enable retention, which is discussed comprehensively by IT attachment/engagement models.
Hence the question surrounding mobile set retention requires integration of both technology as well as
marketing perspectives.

In lieu of the above discussion, this study conceptualizes and proposes a framework on antecedents
and consequents of customer brand engagement in the context of mobile phone brands. After empiri-