

# A STUDY ON BRAND PREFERENCE OF MOBILE PHONES AMONG TEENAGERS AND YOUTHS IN COIMBATORE CITY

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**Abstract**— Cellular phone market in India is one of the tempestuous and turbulent market environments today due to increased competition and uncertainty. Thus it directs to study on customer purchasing behavior and their brand preferences towards choice brand between different mobile phone brands. The focus of this research is towards examining the teenagers and youth segment. The purpose of this study is to investigate customer's choice criteria in mobile phone markets by studying factors that influence the teenager's and youth's brand preferences while buying a mobile phone in Coimbatore town. In order to accomplish the objective of the study, a sample of 130 consumers was taken by using simple random sampling technique and analyzed the data to provide a better suggestion.

**Keywords**— Brand preferences, Customer behavior, Decision making, Brand image and quality, Mobile Phones.

## I. INTRODUCTION

In today's fiercely competitive world, it is very important for the marketers to discover and figure out the aspects that are essential to deal with the competitors, changing customer tastes and preferences. The intense competition in terms of product similarity and increased number of competing brands in the market have led the marketers to consider and study the factors that are influential in consumers' buying decisions and behaviors. For marketers, teenage market and youth market are the most appealing and attractive markets, as they believe to earn a huge return on their investments by targeting this age groups. Youths and teenagers, nowadays, are considered to have more power in their key family decisions and purchases. Hence, a major center of firm's marketing actions is towards these consumers and they concentrate much on the factors underlying the buying behavior and brand choice.

Investigating the factors that influence buying decisions of the customer while buying a mobile phone can be an interesting topic for the researchers to study as they can examine the key elements that are vital in choosing a particular mobile phone over the others. This research paper attempts to analyze the determinants of customer's decision making process in the context of teenage and youth consumers' market.

The research is conducted under the background of mobile phones market. The reason behind choosing the mobile phone market with respect to focus on youths and teenagers in their decision making are twofold: firstly, mobile phones are widely used by teenagers and youths all over the world and this market in the recent years has become more and more competitive. Thus, it is necessary for the marketers to understand the factors that affect decision making of this particular market; secondly, teenagers and youths play a crucial and influencing role in mobile phone selection in the mobile phone market. Marketers target them not only as they will represent adult consumers of tomorrow but also because they dominate a large and remarkable portion of their parent's income.

### *Statement of the problem*

There are various factors that directly affect the teenage and youth customer's decision making towards the selection of mobile phones and also affects the sales and profitability of the mobile phone companies. This study focuses on finding of various factors that affecting buying behavior and brand choices in mobile phone market.

### *Objectives of the study*

- To study on brand preferences of mobile phones among teenagers and youth in Coimbatore city.

- To identify the antecedence that influences the brand preferences towards choosing a mobile phone.
- To find the relationship between those factors towards choosing a brand.
- To analyze the brand preference of the customers towards choosing a mobile phone.

The scope of the study is to analyses the brand preference of mobile phones among teenagers and youth. This research is expected to provide sufficient information about the factors that affects the brand preference in the mobile phone market. This researcher study is based on preferences of teenagers and youths in Coimbatore region, Tamilnadu. A researcher has been identifying the factors/ antecedents that affecting customer's decision making while buying a mobile phone. The findings of study ultimately reveal the major factors that affecting and the relationship between those factors.

## II. REVIEW OF LITERATURE

Mesay sata (2013) conducted a study on factors affecting consumer buying behaviour of mobile phone devices specifically in Hawassa town, Ethiopia. Accordingly, the result of the study showed that the six independent variables i.e. price, social factors, durability, brand name, product features and after sales factors will influence the dependent variable i.e. decision to purchase (Mobile phone buying decision).

- According to Karjaluoto et al. (2005), the factors like price, size, brand, interface, properties and some other factors like salesman are the most influential factors that affect the choice amongst mobile phone brands in the market. The result of their survey on factors affecting consumer choice of mobile phones in Finland indicated that product feature, price, size and user friendly menu features of the cellular phones are the most determinant factors affecting the choice of mobile phones.

- Vishesh, Sanjiv Mittal and Shivani Bali (2018) explained issued a journal on Journal of management with the tittle factors affecting consumer buying behavior towards mobile phones in which ten major factors (i.e. physical dimensions, design and color, battery life, camera quality, speed, recommendations and reviews, brand name, price advantages, availability, and exchange possibility) that influence the customer satisfaction.

- MACRO (Market Analysis & Consumer Research Organization, 2004) conducted an investigation on mobile phone usage among the teenagers and youth in a specific region in Mumbai city. In this research researchers' concentrates more on the teenagers and youth respondents whose age is not more than 30 years.

- Sabnam Shreshtha (2016) attempted to investigate consumer purchasing motives in cellular phone market by conducting a research on the buying behavior of young consumers in Kathmandu, Nepal. This study aims to explore future potential in consumption of future smart phones in Nepal by evaluating two major stimuluses such as marketing stimuli and environmental stimuli and also concentrates on four social classes stated by Kotler & Armstrong (2012).

The literature review reveals that there are ten most important factors that directly affect the customers buying decision while buying a mobile phone.

## III. CONCEPTUAL FRAMEWORK

The study aims at determining the antecedents that influence brand preferences of the teenagers and youth consumers towards choosing a mobile phone brand in their purchase decisions in Coimbatore city.

Based on previous research, studies and literature reviews the following conceptual frameworks and hypothesis were developed for the research project. Accordingly, ten independent variables (i.e. Brand image and quality, features of the phone, Aesthetics (look and feel), Pricing, Availability (distribution), Advertisements, Connectivity, compatibility and durability, Recommendations and reviews, User friendliness, Exchange possibility and Post purchase services) thought to influence the dependent variable (i.e. Teenager's and youth's brand preferences while buying a mobile phone) are identified

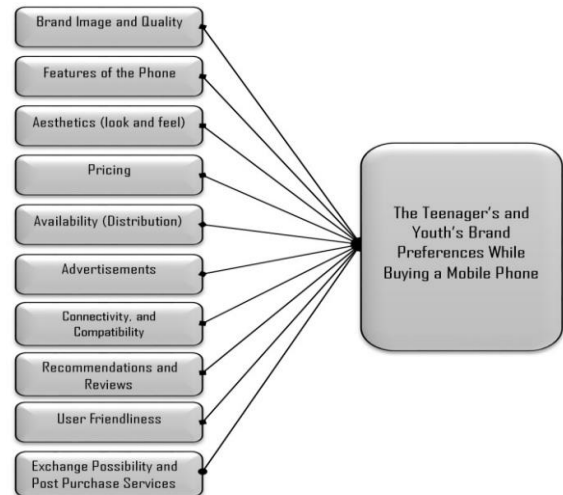


Figure I: Conceptual framework of the study

## IV. RESEARCH METHODOLOGY

All This study uses descriptive type of research. Descriptive research is designed to describe something, such as demographical characteristics of consumers who use the products. It deals with determining frequency with which something occurs or how two variables vary together. This study is also guided by an initial hypothesis.

Descriptive analysis is intended to assist executives to decide on among numerous potential alternatives to form a viable business. Information each primary and secondary data, the supply was 130 respondents for primary and secondary knowledge.

### 4.1 Sampling Design

Sampling plan deals with the respondents and the decisions on respondents for the study. Sampling plan affects the whole research work this makes the sampling plan as a most important decision for the researcher.

Sampling plan undergoes three major decisions for the research work such as sample unit, sample size, sampling procedure. For this study, the sampling plan is made as shown in the following list. The study was conducted towards Mobile Phone users. The size of the population is 130 and the survey was conducted in and around Coimbatore city.

### 4.2 Research Instrument

A form consists of a group of queries conferred to respondents. Owing to its flexibility, the form is out and away the foremost common instrument accustomed collect primary knowledge. Questionnaires got to be rigorously developed, tested, and debugged before they're administered on an outsized scale. In making ready a form, the research worker rigorously chooses the queries and their kind, wording, and sequence. The shape of the question will influence the response. Selling researchers distinguish between closed-end and open-end queries.

### 4.3 Target Respondents

The respondents of the survey were the teenagers and youths in and around Coimbatore city. These respondents were in person interviewed with the help of questionnaire so as to gather the knowledge needed.

In this study, personal contact method is mostly used in order to improve accuracy and to avoid errors. In addition to that Social Medias like WhatsApp is used to spread the google forms to collect the data.

### 4.4 Sampling Technique

Here we choose probability sampling type because in this study every element has equal and random opportunity. In probability sampling type, there are two type of sampling types such as restricted and unrestricted sampling. In this study, the unrestricted sampling (simple random sampling) is used. This technique was used as a result of it absolutely was not glorious antecedently on whether or not a specific person is asked to fill the form. Simple random sampling is employed as a result of solely those folks was asked to fill the questionnaires by the research worker.

### 4.5 Sources of Data

In marketing research, the data sources can be divided into primary and secondary data sources. To achieve the objective of the study, study uses only primary sources of data for better accuracy. This questionnaire aims to gather information related to customer's preferences on factors that affects the buying decisions of mobile phones. The secondary data also used to some extent. The secondary data means already available data. (Books, library)

### 4.6 Tools for Analysis

In this study various tools of statistics are used to analyze different factors that affecting the teenagers and youths buying behavior towards mobile phones.

The tools used for analysis for this study is listed below,

- i. Descriptive statistical analysis
- ii. Multiple regression
- iii. One-way ANOVA
- iv. Pearson correlation

## V. DATA INTERPRETATION AND ANALYSIS

### 5.1 Descriptive statistics

The respondents were asked to mark the 10 factors that affects the decision making process while buying a mobile phone (such as brand image and quality, mobile phone features, aesthetics, pricing, availability, advertisements, connectivity, recommendations and reviews, user friendliness and exchange possibility and post purchase services) according to their importance to them. A five point Likert scale was provided ranging from "highly important" 1 – "highly unimportant" 5.

TABLE: I  
DESCRIPTIVE STATISTICS OF EACH FACTOR

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Brand image and quality	130	1.00	5.00	4.0462	1.27505
Features	130	1.00	5.00	3.7769	1.37116
Aesthetics	130	1.00	5.00	3.7615	1.23140
Pricing	130	1.00	5.00	3.7000	1.27984
Availability	130	1.00	5.00	3.4385	1.13441
Advertisements	130	1.00	5.00	2.9231	1.15212
Connectivity, compatibility and durability	130	1.00	5.00	3.6154	1.20326
Recommendations and reviews	130	1.00	5.00	3.6231	1.18299
User friendliness	130	1.00	5.00	3.9846	1.28790
Exchange possibility and Post purchase services	130	1.00	5.00	3.5615	1.29402
Valid N (listwise)	130				

Interpretation: The descriptive statistics in the Table above tells that brand image and quality (with a mean = 4.0462) is the most important factor which teenagers and youth consumers look for when choosing a particular mobile. User friendliness (mean = 3.9846) was the second most important while Features (mean = 3.7769) was selected as the third important factor during choice of a mobile phone. The fourth important feature according to the youths in mobile phone choice is its aesthetics (mean = 3.7615). Pricing (mean = 3.7000) was marked by the respondents as a fifth major worthy factor. Recommendations and reviews with a mean of 3.6231 as the sixth most notable feature affecting mobile phone selection. connectivity (mean = 3.6154), exchange possibility and post purchase services (mean = 3.5615), availability (mean = 3.4385) and advertisements (mean = 2.9231) seem to be less significant features when selecting a mobile phone.

## 5.2 Multiple regression

A multiple regression was performed by taking all nine decision factor scores as the independent variables and the dependent variable is brand image and quality of the mobile phone with respect to customer's perception and importance on various factors while performing their buying decisions. Those variables that significantly influenced the dependent variable would be considered as the influential decision factors. Here the brand image and quality is the criterion variable (dependent variable) and other 9 factors such as mobile phone features, aesthetics, pricing, availability, advertisements, connectivity, recommendations and reviews, user friendliness and exchange possibility and post purchase services are acts as a predictor (independent variable).

TABLE: II  
MULTIPLE REGRESSION MODEL SUMMARY

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.888 <sup>a</sup>	.789	.773	.60738

a. Predictors: (Constant), Exchange possibility and Post purchase services, Advertisements, Features, Pricing, Recommendations and reviews, Aesthetics, Availability, User friendliness, Connectivity, compatibility and durability

Interpretation: The R-square value in the above model summary is 0.789 which indicates that the predictors or independent variables account for 78.9% of variance in the dependent variable. The adjusted R-square in the Table shows that the dependent variable (brand image and quality) is affected by 77.3 % by the independent variables (such as mobile phone features, aesthetics, pricing, availability, advertisements, connectivity, recommendations and reviews, user friendliness and exchange possibility and post purchase services). This tells us that all these independent variables are responsible for affecting the brand image and quality in the minds of teenage and youth customers.

TABLE: III  
ONE-WAY ANOVA (SIGNIFICANT TEST)

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	165.454	9	18.384	49.832	.000 <sup>b</sup>
Residual	44.269	120	.369		
Total	209.723	129			

a. Dependent Variable: Brand image and quality

Interpretation: The ANOVA table is showing the level of significance. It is clear from this table that all factors namely: mobile phone features, aesthetics, pricing, availability, advertisements, connectivity, recommendations and reviews, user friendliness and exchange possibility and post purchase services are related to brand image and quality and the relationship between them are significant as compared to alpha value of 0.05. The results of co-efficient analysis in multiple regression is shown in the following table.

TABLE: IV  
COEFFICIENT ANALYSIS  
Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.273	.207		1.318	.190
Features	.384	.059	.413	6.499	.000
Aesthetics	.239	.075	.231	3.207	.002
Pricing	.113	.061	.113	1.845	.068
Availability	.034	.079	.030	.428	.670
Advertisements	-.152	.060	-.137	-2.523	.013
Connectivity, compatibility and durability	.078	.082	.073	.952	.343
Recommendations and reviews	.114	.071	.106	1.607	.111
User friendliness	.129	.075	.130	1.718	.088
Exchange possibility and Post purchase services	.036	.058	.036	.611	.542

The table clearly shows that eight factors are statistically significant. It is obvious from the values of standardized coefficients that features are the most important and influential factor in brand image and quality with standardized coefficient of 0.413. The second dominant factor in order of its importance is aesthetics with the standardized coefficient value of 0.231. Third important variable is user friendliness with a standardized coefficient of 0.130. Thus, the three main influential factors that affecting the brand image and quality with special reference to teenagers and youth's decision making process while buying a mobile phone are 'mobile phone features', 'aesthetics' and 'user friendliness'.

### 5.3 One-way ANOVA

One-way ANOVA analysis is performed to identify where there is any statistical relationship between consumer's motivation (consideration) according to price range of the mobile phone which is shown in the following statement.

Hypothesis:

H<sub>0</sub>: There is no significant difference between consumer's motivation (consideration) according to price range of the mobile phone.

H<sub>1</sub>: There is significant difference between consumer's motivation (consideration) according to price range of the mobile phone.

TABLE: 5.  
ONE-WAY ANOVA

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	3.752	3	1.251	4.008	.009
Within Groups	39.324	126	.312		
Total	43.077	129			

Level of significance = 5%(0.05)

One-way ANOVA test was conducted to find out if there is any significant difference between consumer's motivation (consideration) according to price range of the mobile phone. The test result shows that F = 4.008, P value = 0.009. Since P value is < 0.05, the result is significant. Therefore, H<sub>1</sub> is accepted. Therefore, there is significant difference between consumer's motivation (consideration) according to price range of the mobile phone.

## VI. SUGGESTIONS AND CONCLUSIONS

- To focus more on brand image of the product and the quality to enhance sales of the branded mobile product.
- Better features are the most important factor which is want to be concentrated than attractive advertisements.
- Teenagers and youth segment in the mobile market plays a major role in influencing other customers.
- Brand image and quality is the most important factor that influence the buying decisions of the teenage and youth customers when compared to other factors such mobile phone features, aesthetics, pricing, availability, advertisements, connectivity, recommendations and reviews, user friendliness and exchange possibility and post purchase services.
- Teenage and youth customer's motivation on buying a particular brand is based on the price of a mobile phone. Price fixing has to be more concentrated for better positioning in minds of customers.
- There is no relationship between mobile phone brand and time period of mobile phone usage. So marketer want to use innovative strategies accordingly.
- Both source of information and influencer of a customer are directly proportional with each other.
- More creative ways of advertising is to create better awareness among the various segments of the society regarding the branded products.
- To ensure that the customers received true value for the amount they spent for their preferred item through various value added services and additional benefits.

- To maintain a reasonable price range for the branded products to promote and enhance the sale of the products among the various income and age group.
- To ensure the easy availability of the branded products for the promotion of the sales buying

## *Conclusion*

The aim of this study is to determine brand preferences of mobile phones among teenagers and youth. This will help to identify the antecedents, that influence the brand preferences towards choosing a mobile phone and to analyze the relationship between those factors, with 130 samples in the Coimbatore region. The finding shows that the eight factors such as mobile phone features, aesthetics, pricing, availability, connectivity, the recommendations and reviews, user friendliness and exchange possibility and post purchase services effects the brand image and quality in the minds of teenagers and youth.

## *Limitations of the study*

The study has some limitations such as,

- Research only concentrates on teenagers and youth respondents (only age group below 25 years).
- Only 130 respondents consisting of smart phone users have been taken as a samples, which is a very small size when compared to mobile market.
- Sampling method used was simple random sampling so the result may not be completely accurate and precise.
- Survey are being confined to limited parts of Coimbatore due to limitations of time and cost elements.

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