



CONSUMER PREFERENCES FOR MOBILE PHONES: A STUDY OF YOUTH IN JAIPUR CITY

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ABSTRACT

Mobile phones in today's era are the necessity of consumers from almost every age group and country. The telecommunication industry has witnessed a noticeable growth with the entry of mobile phones in the all parts of world. The use of smart phones is not limited to making and receiving phone calls only. They are used for clicking pictures, recording videos, listening music, watching videos and movies, messaging, chatting, video calling and conferencing etc. The major consumption of all features and facilities are more popular in the youth segment specially the college going students. Keeping in mind the importance of the usage rate of mobile phone consumption in college students, the present paper is an attempt to find out the factors determining the brand preference while purchasing a mobile phone. A primary study was undertaken among the various college students studying in Jaipur city to determine the preferences of consumers towards different brands of smart phones and the factors underlying in the purchase decisions.

KEYWORDS: college students, mobile, smart phones, brand preference

INTRODUCTION

Mobile phone has penetrated everywhere in the world, even India witnessed phenomenal growth in usage of smart phones in the last decade. A mobile phone is an electronic device used for two-way radio telecommunication over a cellular network.

India is the world's second largest mobile phone manufacturer after China. And with the current pace of growth, India is not far from becoming the leading handset market in the world. According to the Indian Cellular Association (ICA), the annual production of mobile phones within the country has increased from 3

million devices in 2014 to 11 million devices in 2017. India now accounts for 11 percent of global mobile production, which was only 3 percent in 2014. In fact, the telecom industry today is amongst the top five employment opportunity generators in India, creating over four million direct and indirect jobs over the next few years, according to Randstad India.

India accounts for 30 million smartphone purchases every quarter, and this percentage keeps increasing several times a year. According to IDC and the Ericsson Mobility Report, mobile subscriptions in India are expected to rise to 1.4 billion by 2021.

Year	Mobile phone users (in millions)
2013	524.9
2014	581.1
2015	638.4
2016	684.1
2017	730.7
2018	775.5
2019	813.2

Source: Statista.com

The Indian consumers are price sensitive, thus segment of smartphones below 10,000 has seen the tremendous growth. There are many smartphone companies that are targeting India as their market. India being a huge market the companies like Samsung, Xiaomi, Lenovo,

Vivo, and Oppo have frequently introduced the budget smartphones under 10,000. The market share of prominent companies in India is depicted in the following table.



Smartphone Companies Market Share %	2019 Q3	2019 Q4
Xiaomi	26%	27%
Samsung	17%	21%
Vivo	20%	19%
Realme	8%	12%
Oppo	16%	8%
Others	13%	13%

Source: Counterpoint research

Smart phone is need of today. A Smartphone not only fulfill the task of calling and receiving calls but also serve various need of users like internet and social connectivity, multimedia, selfie, health traits measurement, video calling etc. A large number of variables affect the buying decision of Smartphone buyers.

The use of smartphone among university students in the 21st century is seen as an important part of their life because of its advanced features. Students use their smartphones to accomplish their various daily tasks. Reviews from various studies reveled that students utilize smartphones for various objectives. Most of the students utilize smartphones for entertainment, social and education purposes.

LITERATURE REVIEW

According to Mackenzie (2011) Smartphone has revolutionized the way we do thing; the role Smartphone plays in today’s society is phenomenal. 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. Virtually every activity today has a Smartphone application for it.

Cassavoy (2012) explicated that Smartphone can be defined to be a device that enables the user to make telephone call and at the same time has some features that allow the user to do some activities that in the past was not possible unless using a computer or a personal digital assistant (PDA), such as sending and receiving e-mails, amending an office document. Nowadays brand plays a very vital role in consumer buying decision. While consumers usually go for a familiar brand, but the concept of brand transcend beyond a trademark or name. The concept of brand encompasses much more than trademark.

P. Jubien (2013) in her qualitative study concludes that graduate students combine their personal lives with their student lives influenced by the use of smartphones. The students can have a classroom at home or wherever making use of communication and educational applications offered by smartphones.

Prasad (2016) in his article mentioned that Indian youth has a strong inclination towards the gadgets with preference for latest software. The factor of success for smartphones over the years has been not only in their ability to run well, but also to give access to extended capabilities via third-party app.

Sumathi K. and others (2018) in their study explored the impact of Smartphone on academic performance of higher learning students. They mentioned that Smartphone and tablets play a very significant role in higher learning student’s information seeking behavior in meeting their learning and research needs. It was revealed that there is high level of awareness about the usage of smart phones by higher learning students for their academic works. Smart phones have tremendous impact on their higher education, especially with easy internet access and high speed browsing.

OBJECTIVES

The usages of Smartphones have risen tremendously. There are various studies have undertaken to study the consumer behavior related to brand preferences, factors determining them, pricing issues, promotional strategies etc. The objectives beneath the present research can be conferred as follows:

- To identify the consumer preferences for the mobile phones in the college students studying in Jaipur city.
- To know about the factors determining the liking of different smart phone brands available in the market.
- To examine the relationship between the price and inclination towards smart phones brands.
- To understand the usage pattern of mobile phones among the young students of Jaipur.

METHODOLOGY

The research design undertaken in present study was of descriptive type. The sampling frame for this research was the city of Jaipur. The primary data was collected from through a structured questionnaire comprising of multiple choice questions, rating based questions, open ended questions etc. The students



studying in the various colleges of Mansarovar area of Jaipur City were considered as respondents. While selecting respondents the differences of demographic and socioeconomic backgrounds were also taken into consideration. The questionnaire was solicited to 200 respondents, out of which 170 were found to be complete in all phases and were considered for data analysis.

Hypotheses:

For studying the respondents' inclination towards the Smartphone brands the following hypotheses were considered.

- H₁: There is no significant difference between Gender of college students on basis of price.
- H₁: There is no significant difference in the preference of male and female consumers towards Smartphone brands on the basis of quality.

RESULTS AND DISCUSSION

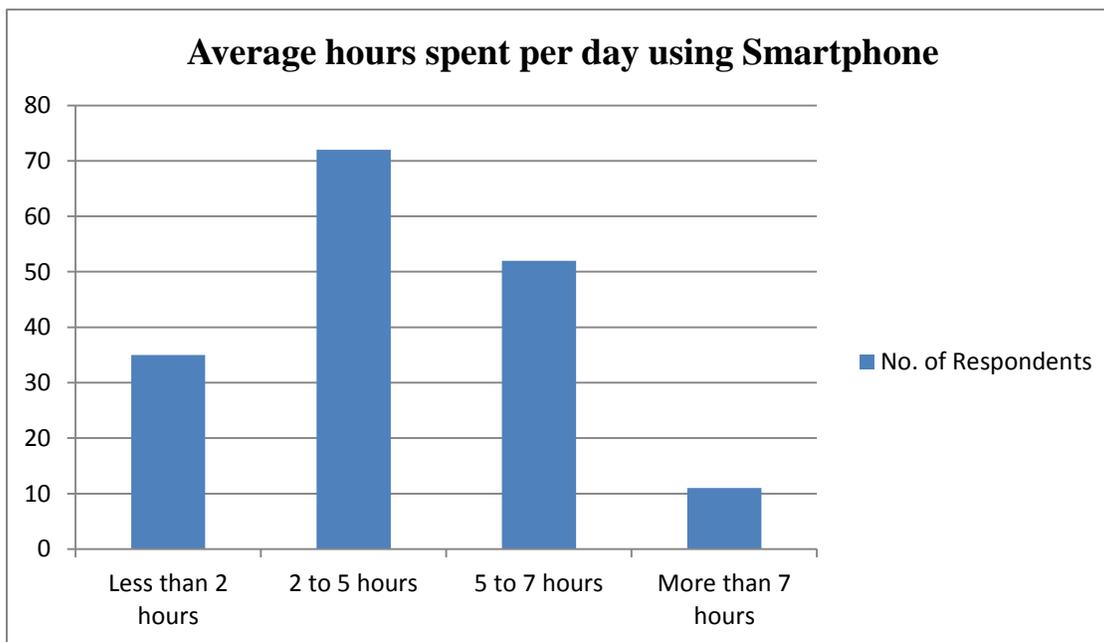
The demographic characteristics of the respondents are described in Table 3. It was observed that 54.70% respondents were male and rests were females. Most of the respondents were of 15 to 20 years of age. The 87.06% respondents were unmarried.

Table 3: Demographic Characteristics of Respondents	
Parameters	Percentage
Gender	
a) Male	54.70
b) Female	45.30
Age (in years)	
a) 15-20	57.65
b) 20-25	39.41
c) 25-30	2.94
Marital Status	
a) Single	87.06
b) Married	12.94
Type of College	
a) Government/Aided	17.06
b) Private	82.94
Branch of Study	
a) Commerce	27.06
b) Arts	28.23
c) Science	14.12
d) Professional	30.59

Source: Primary Data

It was observed that the 42.35% respondents spend almost 2 to 5 hours on mobile phones including phone

calls, chatting, studying, social networking, etc. 30.59% respondents spend 5 to 7 hours on mobile phones.



Source: Primary Data

The major purpose of using Smartphone among respondents were using internet, listening music, clicking photos and selfies, networking on social media, watching videos & movies, reading emails and playing games.

The data was analyzed and analysis of variance technique was used to test the hypothesis related to

consumer preferences on basis of gender and price. It was observed that there is significant difference between male and female college students when the price is variable for purchasing Smartphone. The male college students are more inclined towards the higher priced models of Smartphone as compared to female college students. Thus the null hypothesis is rejected.

Table 4: Results of ANOVA

	Sum of Squares	df	Mean square	F	Sig.
Between Groups	12.954	3	4.318	4.132	0.006
Within Groups	138.988	133	1.045		
Total	151.942	136			

Source: Primary Data

When the questions related to the factors determining the buying decision of mobile phone were analyzed, it was found that the quality factor is the most preferred factor while purchasing a phone among college students. The most liked Smartphone brand among college students was Xiaomi. Next preferred brand was Vivo, third preference was for Oppo. The mobile phones of Lenevo and Realme were also purchased by the respondents. The testing of hypothesis showed that there is significant difference on basis of quality among male and female college students. The male students were more inclined towards quality variables as compared to female college students. Thus the null hypothesis is rejected.

CONCLUSION

The present study on consumer preferences towards Smartphone among youth shows that the respondents are very much concerned about the price, quality and brand image of the mobile phones purchased by them. Further, it was observed that there is significant difference between the purchase behavior of male and female college students. The male college students are more inclined towards quality factors and price equation. Female respondents were more interested in the appearance and design of the phone. The usage pattern of mobile phones among both males and females was similar. The important reasons for choosing a particular brand were better storage, faster processing and better camera specifications among youth of Jaipur city. It can be summarized that the consumption of mobile phones among college students



has increased very much. They use mobile phones for studying and project preparation also. The students find it comfortable to handle various tasks like messaging, chatting, calling, surfing, listening music, watching videos etc. with help of Smartphone. The respondents cannot imagine their life without Smartphone. With the growing importance of Smartphone in human life, the competition among the mobile phone industry will become tough in the coming years.

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