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A Study on Consumers' Preferences Towards Different Mobile Brands

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Abstract- The mobile phone industry has witnessed rapid technological advancement, leading to increased consumer awareness and intense competition among domestic and international brands. This study aims to examine consumer preferences towards different mobile phone brands and to analyse the influence of demographic factors such as age, gender, and income on brand preference. The study is descriptive and empirical in nature and is based on the survey method. The findings reveal that both male and female consumers exhibit similar preferences while selecting mobile phone brands.. Higher-income consumers tend to prioritize product quality, performance, and after-sales service, whereas lower-income consumers are more price-sensitive. The study also indicates that younger consumers are influenced by style, entertainment features, and social trends in their brand choices. The study concludes that demographic characteristics, particularly age and income, significantly influence consumer preferences towards mobile phone brands.

Therefore, mobile phone companies should adopt market segmentation strategies and design products and marketing campaigns that address the varying needs and expectations of different consumer groups to enhance customer satisfaction and brand loyalty.

Keywords: Mobile phones, technological advancement, innovation, Global accessibility, Customer preferences.

1 **Introduction: Mobile Phones as Essential Tools in Contemporary Human Life**

Mobile phones play a crucial role in our lives by providing us with a convenient and efficient means of communication. They keep us connected to social networking sites and enable us to stay in touch with our contacts from anywhere. Mobile phones have made our daily tasks more manageable. With a smartphone in our pocket, there is no need to carry extra devices such as a camera, torch, calculator, music player, books, movies, television, watch, or radio. Smartphones can easily handle these tasks. They also offer the latest games for entertainment during free time. Cell phones are equipped with numerous advanced features that make them powerful tools in the eyes of consumers. With just one click, we can make or receive 2 payments through mobile banking. The popularity of mobile banking surged after the Demonetization. In developed (high-income) countries, the mobile subscription rate is steadily

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approaching saturation, with more than one mobile-cellular subscription per person being recorded. (International Telecommunication Union [ITU], 2025).

Theoretical Framework- Consumer Preference

Consumer preference refers to an individual's inclination or predisposition toward selecting one product or brand over competing alternatives based on perceived value, quality, personal needs, attitudes, and experiences. Understanding consumer preference is essential because it enables marketers to identify the factors that influence purchasing decisions and develop effective marketing strategies. To explain consumers' preferences towards different mobile brands, the present study is grounded in two complementary theories: the Consumer Decision-Making Model (Engel, Blackwell, & Miniard, 1995), and Keller's Customer-Based Brand Equity (CBBE) Model (1993).

Consumer Decision-Making Model

The Consumer Decision-Making Model developed by Engel, Blackwell, and Miniard (1995) explains the sequential process consumers follow while making purchase decisions. When purchasing mobile phones, consumers first recognize the need for a new device, gather information from various sources such as online reviews, advertisements, social media, family, and friends, and then compare different brands based on attributes such as price, camera quality, battery life, operating system, processor speed, storage capacity, design, and after-sales service. Based on this evaluation, consumers develop preferences for the brand that best satisfies their needs and expectations. After purchase, satisfaction or dissatisfaction influences future purchase intentions and brand loyalty (Engel et al., 1995).

Customer-Based Brand Equity (CBBE) Model

Keller (1993) introduced the Customer-Based Brand Equity (CBBE) Model, which explains that consumers' responses toward a brand depend on the knowledge and perceptions they possess regarding that brand. In the highly competitive smartphone market, consumers generally prefer brands with strong reputations because they associate them with superior quality, innovation, reliability, and better after-sales service. Therefore, Keller's model provides an appropriate theoretical basis for understanding how brand image and perceived quality influence consumers' preferences toward different mobile brands (Keller, 1993).

Relevance of the Theoretical Framework to the Present Study-The present study integrates the Consumer Decision-Making Model, and Keller's Customer-Based Brand Equity Model to explain consumers' preferences towards different mobile brands. These theories collectively suggest that consumer preferences are influenced by personal attitudes, social influences, perceived behavioural control, evaluation of alternative brands, and brand-related factors such as awareness, image, perceived quality, and loyalty. Accordingly, these theories provide a comprehensive theoretical foundation for analysing the determinants of consumer preferences in the mobile phone market.

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1.2 Review of Literature

Ameena (2023)- The study compared consumer preferences between Android and iOS mobile operating systems. It explored factors such as usability, applications, affordability, security, and user satisfaction among smartphone users. Android phones were preferred because of affordability and customization, while iOS users preferred security, premium quality, and brand prestige. Manufacturers should focus on balancing affordability with technological advancement and improved user experience.

Nisha & Saran (2023)- The study analyzed customer preferences and satisfaction toward cellular phone brands. It investigated the influence of quality, price, features, reputation, and marketing strategies on consumer buying behavior. The researchers found that consumers preferred brands with strong reputation, better features, and affordable pricing. Brand reputation and quality had a major impact on purchasing decisions. Mobile brands should improve product quality and create effective promotional campaigns to strengthen consumer loyalty and brand preference.

Sajesh & Ramanathan (2024) -The study explores the reasons consumers change mobile brands, emphasizing key preferences within Chennai's market. Employing a mixed-methods strategy, the study integrates quantitative surveys with qualitative interviews involving 200 varied mobile users to investigate the primary drivers of brand switching, desirable phone characteristics, and the impact of personal, social, and market factors on brand selection. Results indicate that quality, innovative features, and competitive pricing are significant factors influencing switching behavior, especially among younger consumers who prefer affordable, state-of-the art devices. Social influences, such as peer pressure and effective marketing (including advertising and promotions), also significantly affect decisions, along with after-sales service, where excellent support enhances brand loyalty and inadequate support leads to switching. The study concludes that consumer behavior in this context is shaped by a combination of product quality, social influences, and customer service.

Khan.et.al.(2024)- The study examined consumer preferences toward mobile phone brands in Bangladesh by analyzing factors such as globalization, brand image, product features, pricing, and customer perception. The research focused on how consumers choose between local and global smartphone brands. It is observed that brand image, product quality, technological features, and pricing were the major determinants influencing consumer preference. Consumers showed stronger preference toward internationally recognized brands because of perceived quality and prestige. Mobile companies should improve innovation, maintain affordable pricing, and strengthen branding strategies to attract and retain customers.

Karthikeyan.et.al (2024)- The paper tried to analyse the preferences of consumers towards different mobile brands. The study was conducted in Coimbatore city, comprising of 400 respondents which were analysed through survey research using descriptive statistical analysis. The researchers found that price sensitivity, brand image, product features and affordability significantly influenced brand preference. Consumers purchasing premium brands such as

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Apple were motivated by prestige, whereas Samsung and other Android brands were preferred because of affordability and product features.

Vrindha(2024)- The study explored consumer preferences toward mobile phone brands in Coimbatore district through surveys and interviews. It analyzed factors such as brand reputation, product features, pricing, and after-sales services. Brand reputation and product quality significantly influenced customer preference. Consumers also considered price and service support while selecting mobile brands. Companies should focus on better after-sales services, quality enhancement, and customer engagement to improve consumer loyalty.

1.3 Objective of the study

To study the consumer preferences towards different brands of mobiles.

1.4 Research Methodology- The researcher has implemented the subsequent methodology in accordance with the study's objective

1.4.a Nature of the Study

This study is descriptive in nature. It is empirical research based on the survey method. Data is collected from both primary and secondary sources to analyze the research problem effectively.

1.4.b Area of the Study

The geographical area selected for the study includes customers of Ri-Bhoi district,Meghalaya.

1.4.c Sampling Method

The study uses a convenience sampling method to gather data. This approach is chosen due to its simplicity and efficiency allowing the researcher to collect data from respondents who are easily accessible.

1.4.d Size of the Population

The target population for this study customer preference's towards different mobile brands in Ri-Bhoi district is unknown. Therefore, the population size for this study remains undefined.

1.4.e Sample Size

With the help of Cochran's (1977) formula given by William G. Cochran, the sample size for the undefined population is:

$$n0 = \frac{z^2 pq}{e2}$$

Where n0 is the sample size,
Z is the critical value of desired confidence level,
p is the estimated proportion of an attribute that is present in the population (variability),
q=1- p
e is the desired level of precision

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Assuming maximum variability, which is equal to 50% (p =0.5) and taking 95% confidence level with ±5% precision, the sample size arrived at:
P = 0.5 and hence q =1-0.5 = 0.5; e= 0.05; z =1.96
The sample size of the present study is 384.
However, due to practical limitations such as time constraints and accessibility, data were collected from 150 respondents using the convenience sampling method.

1.4.f Statistical Tools Proposed for Data Analysis

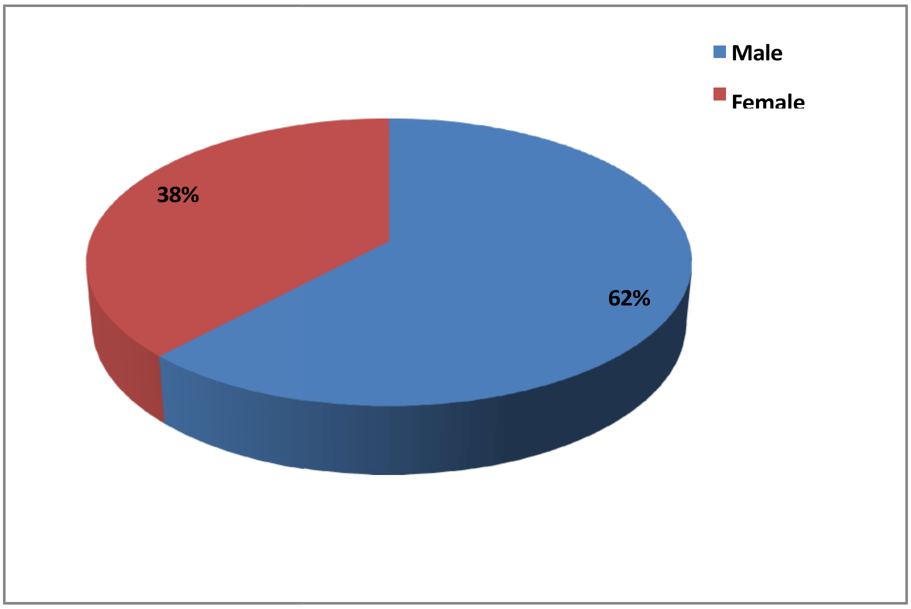
The various statistical tools such as pie diagram, bar diagram as well as SPSS software will has been used for the analysis of the data.

1.5 Data Analysis and Interpretation

Table 1.5.a: Gender wise classification of respondents

Gender	Frequency	Percentage %
Male Female	93 57	62.0 38.0
Total	150	100.0

Figure 1.5.b: Gender wise classification of data



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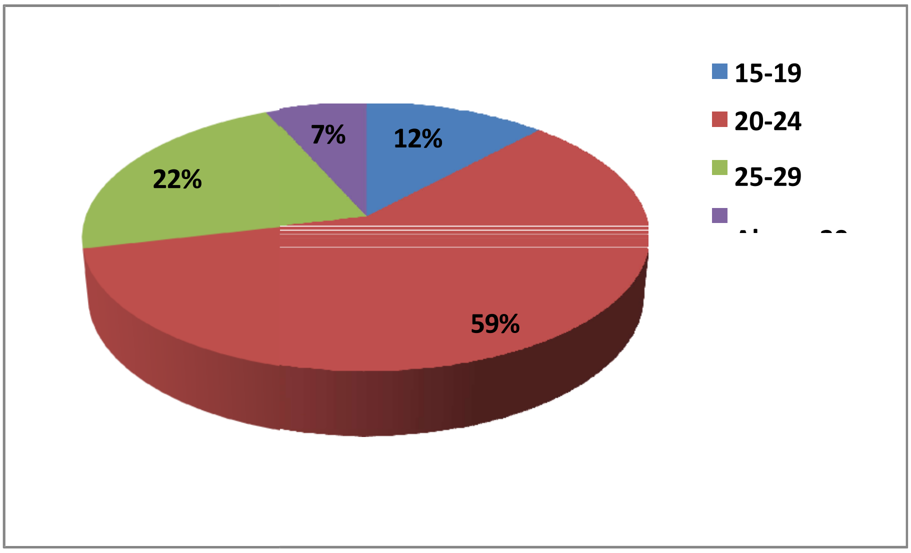
Interpretation: The present study collected responses from a total of 150 participants. Out of the total respondents, 57 participants (38%) were female, while 93 participants (62.0%) were male, indicating that male respondents constituted the majority of the sample. Overall, the data reflect a higher representation of males than females in the surveyed population.

Table 1.5.c: Age of the respondents

Age	Frequency	Percentage %
15-19	18	12.0
20-24	89	59.3
25-29	33	22.0
Above 30	10	6.7
Total	150	100.0

Figure 1.5.c: Age of the respondents



Interpretation: From the analysis of the above data, it can be inferred that 59.3% of respondents are aged between 20 and 24 years. About 12.0% fall in the 15–19 years group, while 22.0% are in the 25–29 years range. Only 6.7% are aged above 30 years. Overall, 71.3% of the participants are 24 years or younger, indicating a younger demographic. There were no missing responses for the age

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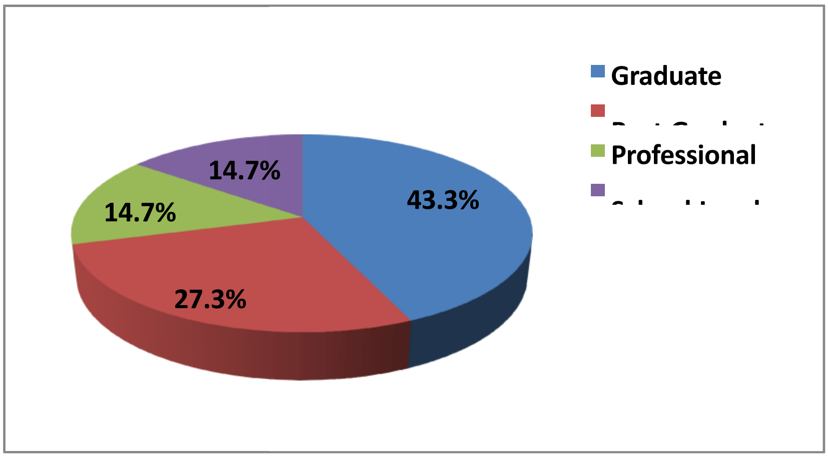
variable.

Table 1.5.d: Educational qualification of respondents

Qualification	Frequency	Percentage%
Graduate	65	43.3
Post Graduate	41	27.3
Professional	22	14.7
School Level	22	14.7
Total	150	100.0

Figure 1.5.d: Educational qualification of respondents



Interpretation: From the analysis of the above data, it can be inferred that 43.3% of respondents are graduates, 27.3% are postgraduates, and 14.7% each have professional or school-level qualifications.Overall 70.7% of participants have at least a graduate level education.

Table 1.5.e: Monthly household income of respondents

Monthly household income	Frequency	Percentage %
Above Rs 50000	49	32.7
Below Rs 10000	27	18.0
Rs 20000-50000	51	34.0
Rs10000-20000	23	15.3
Total	150	100.0

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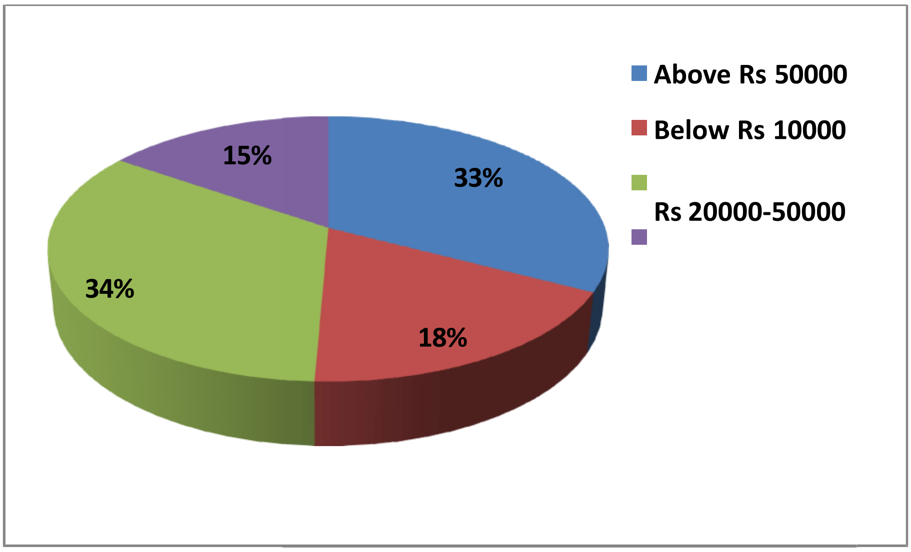
Figure 1.5.e: Monthly household income of respondents



Interpretation: The income distribution of respondents shows that 34.0% belong to households earning between Rs 20,000 and Rs 50,000, forming the largest group. Around 32.7% have a household income above Rs 50,000. About 18.0% of respondents fall in the below Rs 10,000 income group, while 15.3% have a household income between Rs 10,000 and Rs 20,000. This suggests that a majority of the respondents come from middle- to higher-income households.

Table 1.5.f: Descriptive statistics for consumer preferences towards different brands of mobiles across age groups

Descriptive								
Consumer Preferences								
Age	**N**	**Mean**	**Std. Deviation**	**Std. Error**	**95% Confidence Interval for Mean**		**Minimum**	**Maximum**
					Lower Bound	**Upper Bound**		
15-19	18	3.6605	.71041	.16744	3.3072	4.0138	2.11	4.44
20-24	89	4.0237	.54471	.05774	3.9090	4.1385	1.00	5.00
25-29	33	4.1178	.54287	.09450	3.9254	4.3103	2.78	5.00

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Above 30	10	4.1667	.21754	.06879	4.0110	4.3223	4.00	4.78
Total	150	4.0104	.56397	.04605	3.9194	4.1014	1.00	5.00

Table 1.5.g: One way ANOVA test for consumer preferences towards different brands of mobiles across age groups

ANOVA					
Consumer Preferences					
	Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**
Between Groups	2.845	3	.948	3.108	.028
Within Groups	44.547	146	.305		
Total	47.391	149			

Interpretation: From the above table, it is considered that the significance value (p-value) is 0.028, which is less than 0.05. This indicates that there is a significant difference in consumer preferences among different age groups, with the age groups. The mean vary across the age groups, with the age group above 30 having the highest mean score (4.167) and the age group 15-19 having the lowest (3.67). This implies that age plays an influential role in shaping consumer preferences, and older individual tend to show a higher preference towards certain mobile features compared to younger ones respondents.

Table 1.5.g.1: Post Hoc Test (LSD) for Age-wise differences in consumer preference for mobile features

Multiple Comparisons						
Dependent Variable: Consumer Preferences LSD						
(I) Age	**(J) Age**	**Mean Difference (I-J)**	**Std. Error**	**Sig.**	**95% Confidence Interval**	
					Lower Bound	**Upper Bound**
15-19	20-24	-.36323*	.14275	.012	-.6454	-.0811
	25-29	-.45735*	.16185	.005	-.7772	-.1375
	Above 30	-.50617*	.21786	.022	-.9367	-.0756
20-24	15-19	.36323*	.14275	.012	.0811	.6454

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	25-29	-.09412	.11258	.404	-.3166	.1284
	Above 30	-.14295	.18423	.439	-.5070	.2211
25-29	15-19	.45735*	.16185	.005	.1375	.7772
	20-24	.09412	.11258	.404	-.1284	.3166
	Above 30	-.04882	.19939	.807	-.4429	.3452
Above 30	15-19	.50617*	.21786	.022	.0756	.9367
	20-24	.14295	.18423	.439	-.2211	.5070
	25-29	.04882	.19939	.807	-.3452	.4429
*. The mean difference is significant at the 0.05 level.						

Interpretation: The results shows that people aged 15–19 have different preferences for mobile features compared to the other age groups. Their preferences are significantly lower than those aged 20–24, 25–29, and above 30. This difference is considered statistically significant because the p-values are less than 0.05. However, when we compare the older age groups with each other (20–24, 25–29, and above 30), there is no major difference in their preferences. So, the main difference in consumer preference is mostly between the youngest group (15–19) and the older groups.

Table 1.5.h: One way linear regression analysis between consumer preferences and monthly income

Model Summary				
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**
1	.202[a]	.041	.034	1.064

ANOVA[a]						
Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	7.145	1	7.145	6.308	.013[b]
	Residual	167.628	148	1.133		
	Total	174.773	149			

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Coefficients[a]						
Model		**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**
		B	**Std. Error**	**Beta**		
1	(Constant)	1.256	.626		2.007	.047
	Consumer preferences	.388	.155	.202	2.512	.013

Interpretation: A simple linear regression analysis was conducted to examine whether consumer preferences significantly predict monthly household income. The overall model was statistically significant, $F(1, 148) = 6.308$, $p = 0.013$, indicating that consumer preference has a statistically significant impact on monthly income. The model accounted for approximately 4.1% of the variance in monthly household income ($R^2 = 0.041$), which suggests a weak but significant explanatory power. The regression coefficient for consumer preference was $\beta = 0.202$**,** $t = 2.512$**,** $p = 0.013$, showing that for every one-unit increase in consumer preference, the monthly income is expected to increase by approximately 0.388 units, holding all else constant.

This indicates a positive and statistically significant relationship between consumer preference and income which means people with higher monthly income tend to show **s**lightly greater consideration or value for consumer preferences when choosing a mobile brand.

1.6 Findings

1. The study had a total of 150 respondents, out of which 62% were male and 38% were female. This shows that more men participated in the survey than women.
2. The majority of respondents (59.3%) were between 20 and 24 years old, while 22% were aged 25–29. Only 12% were from the 15–19 age groups, and just 6.7% were above 30 years. This suggests that most participants were young adults.
3. Most of the respondents were graduates (43.3%), followed by postgraduates (27.3%). The remaining 29.4% were either professionals or had completed school-level education. So, it's clear that most people in the study had at least a graduate-level qualification.
4. Around 34% of respondents had a household income between ₹20,000 and ₹50,000, and 32.7% earned above ₹50,000. Those earning below ₹10,000 made up 18%, while 15.3% were in the ₹10,000–₹20,000 range. This shows that most respondents were from middle to higher income groups.
5. In terms of gender, it is observed that both genders have similar preferences when selecting a mobile brand.

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6. It has been observed that older consumers between 25-29 years and above 30 tend to place greater importance on mobile features compared to younger 15-19 year old individuals.
7. It has been found that individuals with higher income levels tend to give slightly more importance to features such as product quality, performance, and after-sales service when choosing a mobile brand.

1.7 Suggestions

1. Brands should highlight durability, performance, and long-term reliability in their communication to this segment and for younger users (15–19), brands can focus on style, gaming, camera quality, and entertainment features to match their interests
2. Brands should invest in strong after-sales support and quality assurance messaging to retain this customer segment.
3. Lower-income groups showed higher price sensitivity. Brands can meet this need by offering budget smartphones with core features and running EMI plans or exchange offers to attract cost-conscious buyers.
4. 4.Since younger consumers are influenced by peers and social trends, brands should integrate referral programs, community engagement, and influencer partnerships to enhance visibility and trust.
5. Brands should leverage youth-driven, digital campaigns that emphasize brand lifestyle and peer engagement.

1.8 Conclusion

This study was conducted to explore consumers' preferences, with specific focus on consumers in the Ri-Bhoi district. Based on the analysis of data collected from 150 respondents, the research provided meaningful insights into one of the key areas: consumer preferences for mobile brands. The findings indicate that consumer preferences vary significantly with demographic variables such as age and income. Older respondents (especially those above 30) place greater importance on product features and reliability, whereas younger users value design, entertainment, and camera quality. Income level also influences consumer preferences, Gender, however, was found to have no significant impact on consumer preferences or price sensitivity.

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