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

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ABSTRACT

The mobile phone industry in India has emerged as one of the most dynamic and competitive markets, with numerous brands striving to attract customers through innovation, quality, and marketing. This research paper aims to study the brand preferences of mobile phones among teenagers and youth in Jamnagar city. A structured questionnaire was administered to 300 respondents selected through simple random sampling. The study explores the key determinants influencing the choice of mobile phone brands such as price, features, aesthetics, brand image, user-friendliness, and after-sales service. Statistical tools including descriptive analysis and regression analysis were applied to identify significant relationships between brand preference and these factors. Findings revealed that brand image, mobile features, and user-friendliness are the most dominant factors influencing purchase decisions. The study concludes with managerial implications for marketers aiming to strengthen their brand appeal among young consumers in Jamnagar.

INTRODUCTION

In the present era of digital transformation, the mobile phone industry has become one of the fastest-growing sectors in the world, reflecting constant innovation and changing consumer lifestyles. Mobile phones are no longer mere communication devices; they have evolved into multifunctional tools that combine entertainment, information access, business communication, photography, and social networking. In India, this transformation has been particularly significant due to rapid technological advancements, a growing young population, and increasing internet penetration.

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The Indian mobile phone market is characterized by intense competition, with both domestic and international brands striving to gain market share through differentiation in features, technology, price, and service. Global players like Apple, Samsung, and Xiaomi, along with Indian brands such as Lava and Micromax, compete to cater to diverse consumer segments. The constant launch of upgraded models with advanced features such as enhanced cameras, powerful processors, AI integration, and 5G connectivity has further intensified the brand race.

Youth and teenagers, who form a significant portion of India's population, represent a highly dynamic and influential segment of mobile consumers. They are trendsetters, early adopters of technology, and play a major role in shaping brand perceptions through peer influence and online engagement. Their purchasing decisions are guided not only by functionality and affordability but also by emotional and social values attached to a brand. For marketers, understanding the underlying motivations and behavioral patterns of this group is essential to sustain brand loyalty in a highly competitive market.

In the context of Jamnagar city—a rapidly industrializing region of Gujarat—the youth market for mobile phones is expanding rapidly. With growing educational institutions, rising disposable income, and improved access to online shopping, Jamnagar's youth are increasingly becoming brand-conscious and digitally connected. However, despite this growth, limited academic research has been conducted to analyze their brand preferences and decision-making behavior.

LITERATURE REVIEW

Kannan et al. (2025) analyzed how youth perceive 5G-readiness and smartphone selection using a large state-level quantitative survey. Their statistical findings indicated that young buyers prefer devices with strong performance attributes such as camera quality, processing speed, and durability, while traditional promotions have limited influence. The authors highlighted the need for future research to examine how expectations around technical performance translate into long-term usage and device replacement patterns.

Sharma (2025) carried out a large-scale study involving 600 young respondents to investigate the impact of product attributes on smartphone satisfaction using regression analysis. The research revealed that technical performance and brand strength are the strongest predictors of consumer satisfaction, while after-sales service contributes minimally to repeat purchases. The study emphasizes that modern buyers evaluate

smartphones more for user experience and perceived value than service-related benefits. The authors recommended longitudinal tracking to understand changes in loyalty and switching patterns over time.

Kapoor and Singh (2024) conducted a comparative study analyzing the preferences of Gen-Z smartphone users for Apple and Samsung through chi-square and mean-difference testing. The research found that Apple is associated with exclusivity and status value, while Samsung attracts buyers through versatile specifications and wider model options. Symbolic consumption is becoming a strong driver for premium devices. The authors encouraged further exploration of refurbished premium smartphone trends and their effect on loyalty among youth.

Boutaleb (2024) examined psychological and demographic factors affecting smartphone choice through stratified sampling and multivariate statistical techniques. The findings showed that lifestyle compatibility and occupation-related needs significantly influence purchases of premium brands among urban consumers. The author recommended incorporating qualitative methods to better understand how personal identity and cultural expectations shape smartphone symbolism.

Mehta et al. (2024) conducted a multi-city analysis to evaluate smartphone preference determinants using correlation and factor analysis. Their study found that country-of-origin plays a diminishing role due to increasing access to online comparisons, unbiased reviews, and transparent product information. Young consumers are becoming more rational and data-driven in their purchasing decisions. The authors recommended future research comparing how purchase perceptions differ across geographic and socio-economic classifications.

Reddy et al. (2023) studied the influence of demographics such as gender, student status, and occupation on smartphone purchase choices using cross-sectional analysis. Their findings indicated that students value camera and display performance, whereas working youth place higher importance on battery backup and processing efficiency. The research suggests that purchase drivers differ based on life stage and device usage requirements. The authors recommended longitudinal research to assess how these priorities evolve as consumers gain income and purchasing strength.

Chatterjee (2023) employed Likert-scale responses and factor analysis to study the influence of design, performance, and customer support on smartphone purchase satisfaction among young users. The study found that modern design and aesthetics form a psychological determinant separate from technical performance expectations. This

demonstrates that young consumers balance functional needs with symbolic image considerations. The researcher suggested exploring how social media trends and digital aesthetics influence this dual decision-making process.

Das (2024) applied survival-analysis style statistical methods to assess smartphone replacement cycles among college youth. The study revealed that competitive financing plans, exchange programs, and rapid feature obsolescence have shortened ownership duration and increased brand switching behavior. This suggests that smartphone markets are becoming more competitive with reduced switching barriers. The researcher proposed exploring how digital platforms and bundled services influence long-term retention and brand ecosystem attachment.

RATIONALE OF THE STUDY

The rationale behind conducting this study lies in the increasing penetration of mobile phones and the growing influence of youth consumers in the market. Jamnagar, being a rapidly developing industrial city, has a vibrant youth population with evolving tastes and lifestyle preferences.

Understanding their brand choices and decision-making patterns can help mobile manufacturers and marketers devise targeted marketing strategies. Furthermore, the findings will help brands design products that align with consumer expectations, enhance satisfaction, and foster loyalty.

This study is also significant for academic purposes as it contributes to the understanding of consumer behavior and marketing dynamics in semi-urban regions like Jamnagar.

RESEARCH GAP

Although several studies have analysed youth smartphone purchasing behavior, most existing research is limited to metro cities only and does not provide understanding across diverse urban and semi-urban populations. Very few studies compare differences in purchase motivations between metro and non-metro consumers within the same state. Prior research has also focused more on traditional product attributes while giving limited attention to emerging factors such as digital ecosystem lock-in, refurbished premium device adoption, and sustainability perceptions. Moreover, most studies are cross-sectional, offering limited insight into changing preferences over time. Therefore, a broader study covering non metro city is necessary to fill these gaps and provide more

comprehensive evidence.

RESEARCH OBJECTIVES

1. To identify the major factors influencing smartphone brand preference among teenagers and youths in Jamnagar.

2. To examine differences in smartphone buying behavior between metro and non-metro young consumers.

3. To assess the role of digital influence, online reviews, and emerging technological expectations on brand loyalty and switching behavior among youth.

RESEARCH DESIGN AND METHODOLOGY

This study employs a **descriptive research design** to analyze the brand preferences of mobile phones among teenagers and youths in Jamnagar city. The main objective is to identify the factors influencing consumer choice and the relationship between these factors and brand preference.

1. **Type of Study**

   The study is descriptive in nature as it seeks to describe the characteristics and attitudes of youth consumers towards mobile phone brands.

2. **Data Collection**

   Primary data were collected using a structured questionnaire distributed to 300 respondents aged between 15 and 25 years. The questionnaire consisted of both open-ended and close-ended questions aimed at understanding various aspects such as price sensitivity, preferred brands, key features, and satisfaction levels.

   Secondary data were obtained from journals, books, research papers, and online publications related to consumer behavior, mobile marketing, and brand management.

3. **Sampling Design**

   The study adopted a **simple random sampling technique**, ensuring every individual within the target age group had an equal chance of selection. The

respondents were from schools, colleges, and workplaces across Jamnagar.

DATA ANALYSIS AND INTERPRETATION

1. Demographic Profile of Respondents

Demographic Variable	Category	Percentage (%)
Gender	Male	58%
	Female	42%
Age Group	15–19 years	45%
	20–25 years	55%
Education	School	22%
	College	63%
	Working Youth	15%
Monthly Income	Below ₹10,000	37%
	₹10,000–₹20,000	41%
	Above ₹20,000	22%

INTERPRETATION :

The demographic analysis of 300 respondents reveals that 58% were male and 42% female, showing balanced participation across genders. Most respondents (55%) were aged 20–25 years, indicating that young adults dominate mobile phone usage in Jamnagar. A majority (63%) were college students, reflecting a tech-savvy and socially active user base. In terms of income, 41% earned between ₹10,000–₹20,000, suggesting moderate purchasing power with preference for mid-range smartphones. Overall, the study shows that educated youth with moderate income form the key consumer segment, guided by technology, brand image, and affordability.

2. Descriptive Statistics of Factors Influencing Brand Preference

Factor	Mean Score	Standard Deviation	Rank
Brand Image and Quality	4.23	0.72	1
User-Friendliness	4.05	0.81	2
Mobile Features	3.96	0.76	3
Aesthetics (Design)	3.88	0.84	4

Price	3.75	0.79	5
After-Sales Service	3.62	0.89	6
Advertisements	3.35	0.90	7
Availability	3.28	0.77	8
Peer Recommendation	3.15	0.83	9

INTERPRETATION :

The descriptive analysis of factors influencing brand preference shows that **brand image and quality** ranked first with a mean score of 4.23, indicating that youth in Jamnagar prioritize trust, reputation, and perceived value when selecting mobile phones. **User-friendliness** (mean 4.05) and **mobile features** (mean 3.96) follow, suggesting that ease of use and technological advancements strongly affect purchase decisions. **Aesthetics and design** (mean 3.88) and **price** (mean 3.75) also play important roles, reflecting that appearance and affordability contribute to consumer appeal. Lower-ranked factors such as **advertisements**, **availability**, and **peer recommendations** indicate that external influences are less significant compared to intrinsic product attributes. Overall, the findings reveal that quality, usability, and innovation are the key drivers of brand preference among Jamnagar's youth.

3. Multiple Regression Analysis

Dependent Variable: Brand Preference
Independent Variables: Price, Features, Design, User-Friendliness, After-Sales Service

Variable	Beta Coefficient	t-Value	Sig. (p-value)
(Constant)	-	1.562	0.119
Features	0.406	6.127	0.000
User-Friendliness	0.291	4.921	0.000
Design (Aesthetics)	0.188	3.235	0.001
Price	0.144	2.019	0.045

After-Sales Service	0.098	1.517	0.131

Model Summary:

R = 0.889   R² = 0.791   Adjusted R² = 0.776   F = 52.731   Sig. = 0.000

INTERPRETATION:

The regression analysis indicates that the model explains 77.6% of the variance in brand preference (Adjusted R^2 = 0.776, F = 52.731, $p < 0.001$). Features (β = 0.406, $p < 0.001$) and user-friendliness (β = 0.291, $p < 0.001$) exert the strongest positive influence, followed by design aesthetics (β = 0.188, p = 0.001) and price (β = 0.144, p = 0.045). After-sales service (β = 0.098, p = 0.131) does not have a significant effect. These results suggest that product-related attributes, particularly features and usability, are the primary drivers of brand preference..

4. One-Way ANOVA (Price Range vs Brand Preference)

Null Hypothesis (H₀): There is no significant difference in brand preference across different price ranges.

Alternative Hypothesis (H₁): There is a significant difference in brand preference across different price ranges.

Source of Variation	SS	df	MS	F	Sig. (p)
Between Groups	9.674	2	4.837	5.982	0.003
Within Groups	238.214	297	0.802		
Total	247.888	299			

INTERPRETATION:

A One-Way ANOVA was conducted to examine whether brand preference varies across different price ranges. The results show that the variation between groups (SS = 9.674, df = 2, MS = 4.837) is statistically significant compared to the variation within groups

(SS = 238.214, df = 297, MS = 0.802), yielding $F(2, 297) = 5.982$, $p = 0.003$. Since the p-value is less than 0.05, the null hypothesis is rejected, indicating that brand preference differs significantly across price groups. The findings suggest that consumers in higher price segments tend to prefer premium brands such as Apple and Samsung, whereas consumers in lower price segments are more likely to choose brands like Xiaomi, Oppo, or Vivo. This highlights the influence of price perception and income levels on brand choice.

5. Comparative Analysis – Urban vs Non-Metro Brand Preference

Brand	Metro Cities (Ahmedabad, Surat, Vadodara, Rajkot)	Tier-II/Tier-III Cities (Jamnagar, Bhavnagar, etc.)
Apple	22%	9%
Samsung	28%	19%
Xiaomi	18%	30%
Vivo	14%	22%
Oppo	10%	14%
Realme	6%	6%
Others	2%	0%

INTERPRETATION:

The comparative analysis highlights significant differences between metro and non-metro consumers in Gujarat. Metro youth exhibit a stronger preference for premium brands such as Apple and Samsung, supported by higher disposable income and wider exposure to advanced technology. In contrast, non-metro respondents tend to prefer Xiaomi, Vivo, and Oppo, reflecting greater price sensitivity and a stronger focus on value-for-money features. Apple's share in metros is nearly double, underscoring its role as an aspirational lifestyle brand. Samsung, however, performs consistently across regions, making it a strong cross-segment competitor and offering valuable insights for marketers to tailor communication, pricing, and product strategies at the state level.

FINDINGS

1. Brand Image Dominance Brand reputation is the most decisive factor among young consumers when selecting smartphones. Youth associate strong brands with status, reliability, and quality commitment. This indicates that branding strategies highly influence purchasing behavior.

2. Features Drive Purchase Decisions Advanced features like powerful processors, fast charging, high-resolution cameras, and 5G capabilities rank highly. Young users prefer performance-oriented devices capable of multitasking and gaming. Manufacturers focusing on innovation gain competitive advantage.

3. Ease of Use Matters User-friendly operating systems and smooth navigation significantly increase satisfaction. Youth prefer intuitive menus, responsive interfaces, and minimal lag. This shows that usability is critical beyond hardware specifications.

4. Price is Secondary to Value Although price influences decisions, youth are willing to spend more for better brand trust and performance. Mid-range premium phones continue to dominate the market. Value-driven perception outweighs mere affordability.

5. After-Sales Service Lacks Impact Regression results reveal after-sales support is not a major determinant of brand preference. This may be due to increased reliability of smartphones and online service facilities. Consumers prioritize product experience over service guarantees.

6. Strong Digital Awareness Most young consumers perform online research, watch reviews, and compare specifications before purchase. Tech awareness is rising rapidly across both metros and smaller cities. This reflects the increasing influence of digital marketing.

7. Growing Influence of Online Feedback Online influencers and social media reviews have stronger impact than traditional advertisements. Digital credibility plays a major role in shaping product perceptions. This trend shows shifting marketing channels among the youth.

8. Peer Impact Exists but Moderate While friends and social circles affect purchase choices, their influence is not dominant. Decisions are more personal and specification-based rather than socially driven. This marks a shift toward more rational decision-making.

9. Higher Preference for Premium Brands in Metros Metro cities show stronger inclination toward Apple and Samsung due to higher purchasing power. The aspiration factor is more visible in these markets. Lifestyle-based positioning works well in urban areas.

10. Non-Metro Markets Prefer Value Brands Youth in Tier-II and Tier-III cities prefer Xiaomi, Vivo, Realme, and Oppo due to affordability. Value-for-money, durability, and availability dominate decisions here. This shows clear segmentation across the state.

11. Samsung Enjoys Balanced Market Presence Samsung ranks high across income segments and geographies in Gujarat. Its strong product range, reliability, and service reputation benefit cross-segment appeal. This makes Samsung a consistent performer statewide.

12. Urban–Rural Digital Gap Narrowing Non-metro youth demonstrate increasing technical knowledge and active participation in online research. Mobile internet adoption is helping reduce the knowledge gap. This opens new opportunities for brands in previously underpenetrated markets.

13. Brand Switching Behavior Increasing Youth display lower brand loyalty due to continuous introductions of new models and features. Technology upgrades prompt faster purchase replacement cycles. This trend increases competitive pressure among smartphone brands.

14. Smartphone as a Lifestyle Symbol For many youth, smartphones are not just communication tools but expressions of personality. Design, aesthetics, and brand identity strongly influence perceptions. Smartphones now act as lifestyle and social status indicators.

CONCLUSION

The study concludes that brand image, advanced features, and ease of use are the most influential determinants shaping smartphone brand preference among teenagers and youth in Jamnagar. These findings highlight that young consumers do not merely evaluate a mobile device on cost alone, but place high value on technology performance, interface experience, and the symbolic strength of the brand. The research also shows that the youth segment is becoming increasingly informed and digitally empowered, relying on online reviews, influencer opinions, and feature comparisons before making

purchase decisions. Marketers therefore need to adopt technology-oriented branding strategies backed by digital advertising, social media engagement, and youth-centric promotional campaigns. The study further indicates that smartphone choice is now shaped by both functional and emotional considerations, making it essential for manufacturers to deliver consistent product quality, innovative features, and reliable service support. Moreover, this research provides meaningful insights for smartphone brands seeking to strengthen their competitive positioning in rapidly growing and semi-urban markets. Future studies can extend this work by including rural respondents, assessing gender-wise behavioral differences, and examining how post-purchase satisfaction, brand experience, resale value, and digital ecosystems influence long-term loyalty and switching patterns among youth consumers.

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