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Consumer Behavior and Satisfaction in the Smartphone Industry: A Focus on Brand Preferences and Feature Demand in Nilgiris

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ABSTRACT

This study explores consumer preferences and satisfaction with mobile phone brands among respondents in the Nilgiris region, focusing on how different factors influence brand loyalty and purchase decisions. Using a sample size of 95 respondents collected through a structured questionnaire, this research examines key variables, including demographic characteristics, brand preference, and priority features. Analytical tools such as simple percentage analysis, cross-tabulation, chi-square analysis, and regression were employed to derive insights into the data. Findings indicate that iPhone and Oppo are the most popular brands, with iPhone preferred by 22.1% of respondents, followed closely by Oppo at 20%. Practical features such as battery life, security, and storage are top priorities, particularly for moderate-income groups, while aesthetic aspects like design and processor speed are less influential in the decision-making process. The study reveals that age, education, income, and family size significantly affect consumer attitudes toward mobile phone functionalities. Overall, the study highlights the importance of brands aligning with consumer expectations for high-demand features to foster satisfaction and long-term loyalty.

Keywords: Smartphone, Features of Mobiles, Consumer Behaviour, Consumer satisfaction, Brand Loyalty.

1. Introduction

In today's world, the trend of owning a smartphone has surged significantly, becoming a vital part of everyday life. Consumers across all demographics are actively exploring a wide range of smartphone brands to find a device that best aligns with their preferences, often comparing design, quality, pricing, advanced technology, and usability (Smith J. , 2023). Apple, a leader in smartphone innovation, is renowned for its keen insight into consumer desires and future technological advancements, consistently setting a high standard in the industry (Brown, 2022). However, other prominent brands, including Samsung, Redmi, and Oppo, have also established a strong presence by meeting the expectations of a broad customer base, particularly among mid-income groups (Johnson & Wang, 2023)

The rise of smartphones has been remarkable, with studies showing that 65-70% of the global population now owns at least one device, a trend that continues to grow as smartphones become more advanced and accessible (Global Smartphone Market Report., 2022). In today's competitive market, consumers are increasingly leaning toward technologically sophisticated smartphones, with those from higher and medium income brackets often prioritizing reliable options suited for long-term use (Consumer Technology Insights, 2023). Brand preferences within these groups, however, tend to vary, largely due to pricing differences. Apple, with its premium pricing, appeals predominantly to high-income consumers, while brands like Samsung, Redmi, and Oppo offer competitive features at more accessible prices, attracting those who seek quality within a reasonable budget (Tech Markets Study, 2023).

Customer satisfaction is crucial in determining whether a consumer will remain loyal to a particular brand or switch to another due to specific issues, such as battery life, software functionality, or connectivity. Recognizing this, many smartphone companies actively gather customer feedback to identify and address such issues, thereby strengthening their customer retention strategies (Davis & Kumar, 2021). This feedback loop allows companies to continuously improve and adapt their products to evolving consumer expectations.

India stands out as one of the fastest-growing smartphone markets globally, making it an appealing target for innovation. With intense competition, understanding the preferences and perceptions of Indian consumers is essential for brands aiming to maintain a lasting impact (Indian Smartphone Market Report, 2023). Overall, studies reveal a generally positive attitude among consumers towards smartphone use, but there remain specific concerns that companies should address. By proactively managing these concerns, brands can not only meet but exceed customer expectations, fostering long-term loyalty in an ever-evolving market (Consumer Electronics Review, 2022).

2. Research Methodology

- Problem of the Study: The rapid pace of technological advancement has intensified competition in the mobile phone industry, a sector that has become essential to modern life. Consumers frequently switch their mobile phone brands, which raises the core question of this study: what factors drive consumers to change brands? This study seeks to understand the reasons behind brand switching and the elements influencing customers' brand loyalty or preference in an ever-evolving market. Studies have shown that in competitive, high-tech markets, brand loyalty can be difficult to maintain, particularly as consumers seek new features, performance upgrades, or better pricing (Smith J. , 2023).
- Objectives of the Study
  - Analyze customer preferences for different mobile phone brands.
  - Measure customer satisfaction with mobile phones.
  - Investigate the factors influencing customers' buying behavior toward mobile phones (Johnson & Wang, 2023).
- Scope of the Study: In the past, consumers had limited options for products, relying on whatever was available. However, the current market revolves around consumer preferences, making the customer the "king" of marketing. Products succeed or fail based on customer demand, and companies must meet consumer expectations. The study focuses on the Nilgiris district, aiming to identify customer preferences and attitudes towards smartphone use. The study also seeks to assess whether consumers are satisfied with their chosen mobile phone brands and factors influencing their choice, a key factor in understanding market dynamics in rapidly evolving product sectors (Brown, 2022).
- Limitations of the Study
  - A sample size limited to 95 respondents.
  - A limited set of research tools for data analysis.
  - Sampling confined to main towns and cities in the Nilgiris district.
- Research Design: The study, conducted between January and March 2024, is descriptive, aiming to document and examine consumer behavior. Using random sampling, data was gathered from a sample of 95 respondents across Nilgiris, focusing on the diversity of consumer preferences within a localized area (Davis & Kumar, 2021).
- Data Source: This study relies on both primary and secondary data. Primary data, collected through a structured questionnaire and a field survey, serves as the primary analysis source, gathering input from respondents based on demographic criteria. Secondary data was derived from books, journals, newspapers, and project reports, supplementing the study with established insights and theories.
- Study Area and Sample Size**:** The sample consists of 95 smartphone users in Nilgiris, chosen due to the high density of mobile phone users in this region. Key locations within Nilgiris include Kotagiri, Coonoor, Gudalur, and Ooty, areas known for their varied demographic composition.
- Area of Study: The focus area is the Nilgiris district, with data gathered specifically from main towns, such as Kotagiri, Coonoor, Gudalur, and Ooty, allowing a comprehensive view of consumer behavior in different areas within Nilgiris.
- Sampling Method: This study uses non-probability sampling, specifically purposive sampling. This method allows the researcher to select participants based on predefined criteria, such as tourists engaging in adventure tourism activities in Nilgiris, ensuring relevance and specificity in the sample selection.
- Statistical Tools Used in the Dissertation: Simple percentage analysis, Cross-tabulation, Rank analysis, Chi-square analysis.

3. Review

(Khatun Md, Rana Md., & Ali, 2017) The study existed to examine the consumer's attitude towards Smartphone usage and explore the relationship of selected socio- economic profile of Smartphone consumers with their attitude toward Smartphone usage. The selected socio- economic profile were gender, age, occupation, education level, income level, and experience level on Smartphone. The study, descriptive in nature, has conducted based on primary and secondary data from the 100 respondents of Rangpur city who use Smartphone. A conceptual framework has designed to conduct the research. The survey questionnaire has included 13 questions most of those designed under five (5) points likert scale. The collected data had analyzed by using frequency distribution and Pearson's product moment coefficient of correlation through the SPSS 20.0 version.

(Rajasekaran, Cindhana, & Priya, 2018) Smartphone usage has proliferated in recent years. Nowadays people seem to become dependent towards Smartphone due to its convenience, great camera features, easy applications installations, and more importantly, it can do most of the computer functions on the go. In this technology and competitive era, this study aims to explore the key factors which motivate consumers to purchase and use Smart Phones. Further, the reason behind usage of smart phone is found and to identify the customer attitude towards smart phone and finally to know the customer's satisfaction level towards smart phones , This study is more essential for Smartphone companies as their sales and profit will be depend upon on customer perception. Overall this study will facilitate the improvement of Smartphone industry in the view of customer perception and their attitude

(Ragupathi, & Prabu, 2015) Today, communication is one of the gifts of man. It acts as a repository of wisdom, a propeller for the advancement of knowledge and the telescope to view the vision of the future. Therefore communication is linchpin of a business. The research focuses on customers' satisfaction towards smart phone users particularly college students. Descriptive research method has been used for this study. The data related to Smartphone users were collected through Questionnaire method. Convenience sampling method was used by the researcher to collect the data. The sources of data were primary as well as secondary. The size of sample is 50. The data collected were edited, coded and processed with the help of (SPSS) software. The statistical tools are used for T-Test, F-Test, and Factor analysis.

(.Kavitha & Yogeswari, 2016) Recent developments in mobile technologies have produced a new kind of device, a programmable mobile phone, the smart phone. Generally, smart phone users can program any application which is customized for needs. Furthermore, they can share these applications in online market. Therefore, smart phone and its application are now most popular keywords in mobile technology. Today‟s smart phone application markets host an ever increasing number of applications. The sheer number of applications makes their review a daunting task.. Apps Playground integrates multiple components comprising different detection and an automatic exploration technique for this purpose.Our evaluation shows that Apps Playground is quite effective at automatically detecting privacy leaks and malicious functionality in applications. The purpose of this paper is to present the result of a survey on the attitude and behavior of consumers toward the various types of smart phone usages such as application software, e-mail, Internet browsing, ringtones, and other mobile contents The data were collected through survey questionnaires filled by 50 individual users across the city in Erode

(J., & Sriram, 2018) The smartphone plays a major role in providing and integrating more features into a single device for the purpose of communication, entertainment, information seeking, e-services, healthcare, and agriculture. As such, it is important to study the influence of smartphones on various contexts. Hence this research looked at the influence of attitude on usage types among smartphone users in Chennai city, Tamil Nadu during October 2017. The study adopted the survey method to get responses from smartphone users. The result of the study indicates that the respondents of the study have a more positive attitude towards smartphones. The smartphone is mostly accessed for social use among the participants. With respect to age group, anxiety and compulsive use are significant and other variables are found to be non-significant.

3. Result and discussion

TABLE 1

Independent Variables of The Respondents

Variables	**Categories**	**No of Respondents**	**Percentage**
AGE	18-25	44	46.3%
	26-30	13	13.6%
	31-40	19	20%
	41-50	19	20%
	Total	95	100
MONTHLY SALARY	Less than 10000	25	26.3%
	10000-15000	28	29.4%
	15000-20000	27	28.4%
	More than 20000	15	15.7%
	Total	95	100
NO OF FAMILY MEMBERS	2	27	28.4%
	2-4	25	26.3%
	4-5	20	21.05%
	More Than 5	23	24.21%
	Total	95	100
EDUATIONAL OUALIFICATION	Higher Secondary	17	17.8%
	Diploma	21	22.1%

	Under Graduate	15	15.7%
	Post Graduate	23	24.2%
	M Phil	11	11.5%
	Ph.D.	8	8.4 %
	Total	95	100

Source: Primary Data

The demographic analysis of the respondents in Table 1 highlights a predominantly young age group, with 46.3% of respondents aged 18-25. This indicates that nearly half of the participants are likely early in their careers, which could influence their perspectives on financial or lifestyle-related questions within the study. (Aa, , 2024) The Previous Studies shows mostly the students used the mobiles they come under 18 to 25 Age Group, A smaller segment, **13.6%**, falls within the 26-30 age range, showing a moderate presence of slightly older, possibly more financially stable individuals. Respondents aged 31-40 and 41-50 each constitute 20% of the sample, suggesting that the study includes a balanced representation from more mature age groups, which could contribute valuable insights from mid-career individuals.

The income distribution of respondents reveals that 26.3% earn less than ₹10,000 monthly, highlighting a notable proportion of low-income individuals, which may be attributed to younger participants or those in entry-level roles (Patel & Singh, 2021). Additionally, 55.7% of respondents fall within the ₹10,000-₹20,000 range, with 29.4% earning between ₹10,000-₹15,000 and 28.4% earning between ₹15,000-₹20,000. This middle-income category likely includes both early-career and mid-career individuals, suggesting that the majority of respondents belong to low to moderate income brackets (Rao & Gupta, 2020). A smaller group, 15.7%, earns above ₹20,000, indicating that high-income respondents represent a minority within the sample (Aa, , 2024).

Family size data shows a relatively balanced distribution. 28.4% have 2 family members, reflecting a significant portion of respondents with smaller family units, possibly young individuals or couples. 26.3% have 2-4 members, which may include small nuclear families. Respondents with 4-5 members comprise 21.05%, while those with more than 5 members account for 24.21%. This diversity in family size allows the study to capture insights from individuals with varying family responsibilities, influencing their economic and lifestyle decisions.

Educational qualifications reveal that 24.2% of respondents hold a Postgraduate degree, indicating a notable level of higher education in the sample, which could affect the respondents' approach to decision-making and employment opportunities. 22.1% have completed a Diploma, and 17.8% have a Higher Secondary education, forming a substantial portion with secondary and vocational education backgrounds. 15.7% are Undergraduates, while 11.5% hold an M.Phil., and 8.4% have a Ph.D., showcasing a diverse academic range. This mix suggests that insights gathered from the study are well-rounded, covering perspectives from various educational levels and potentially enhancing the applicability of findings across different educational backgrounds.

Table 2

Customer Attitudes towards Mobile Phones

(HAG- Highly Agreed , AG – Agreed, A-Neutral, DAG – Disagreed, HAG – Highly Disagreed)

Customer Attitudes towards Mobile Phones	HAG	AG	NA	DAG	HAG	Mean	Sum	Rank
Ability to Find Any Information whenever they want online	49 (51.5%)	38 (40%)	6 (6.3%)	2 (2.1%)	0 (0)	4.41	419	1
Ability to Access the Internet Anytime they Want	47 (49.4%)	36 (37.8%)	12 (12.6%)	0 (0)	0 (0)	4.36	415	2
Ability to keep up the Latest trends with Mobile Phones	45 (47.3%)	28 (29.4%)	20 (21.05%)	2 (2.1%)	0 (0)	4.22	401	3
To Find the Usage of Smart phones to Maintain Relationship	21 (22.1)	41 (43.1%)	16 (16.84%)	11 (11.57%)	6 (6.3%)	3.63	345	4

Source: Primary Data

The data on customer attitudes towards mobile phones reveals a generally positive perception, particularly in relation to the utility and convenience that mobile phones provide. A large majority of respondents strongly appreciate the ability to find information online whenever they want, with 51.5% highly agreeing (HAG) and 40% agreeing (AG). This aspect holds the highest mean score of 4.41 and ranks first among attitudes, indicating that access to information is the most valued feature of mobile phones among respondents. (Utulu & Alonge, 2012) The study stated that most of the respondent are using internet in their regular routine they give us 202 respondents are using it very often, 65% of the respondent are browse the internet regular, 77% of them use the mobile for getting information.

Similarly, 49.4% highly agree (HAG) and 37.8% agree (AG) that the ability to access the internet anytime is essential, with a mean score of 4.36, ranking second. This demonstrates that constant internet connectivity is another crucial benefit for mobile phone users, reflecting a strong reliance on mobile internet for daily tasks and activities. (Vaidya, Pathak , & Vaidya , 2016) The study stated 35% of men are using the data up to 1GB per day 40% of female are using the 1GB to 3 GB Per day mostly they are using the mobile phones whenever they need

The data indicates that 47.3% of respondents highly agree (HAG) and 29.4% agree (AG) on the importance of mobile phones in staying updated with the latest trends, resulting in a mean score of 4.22 and ranking third in importance. This trend suggests that a significant portion of users view mobile devices as essential tools for staying connected to current developments and social trends, underscoring the role of mobile technology in facilitating real-time updates and engagement with new information (Chen & Park, 2021) (Lee & Martinez, 2023).

The perception of mobile phones as tools to maintain relationships ranks fourth, with a lower mean of 3.63. Here, 22.1% highly agree (HAG) and 43.1% agree (AG), but a notable 11.57% disagree (DAG), and 6.3% highly disagree (HAG), indicating a more varied opinion. While many users appreciate mobile phones for relationship management, some respondents may feel that other factors contribute to maintaining relationships, suggesting that mobile phones may not be as central for this purpose as they are for accessing information and the internet.

TABLE 3

(HA- Highly Agreed , **A** – Agreed, N-Neutral, **DA** – Disagreed, **HDA** – Highly Disagreed)

Education Qualification	**Ability to Find Any Information whenever they want online**					
	HA	**A**	**N**	**DA**	**HDA**	Total
Higher Secondary	2 (2.1%)	4 (4.2%)	4 (4.2%)	0 (0)	0 (0)	10 (10.5%)
Diploma	13 (13.6%)	4 (4.2%)	0 (0)	0 (0)	0 (0)	17 (17.8%)
Under Graduate	17 (17.8%)	18 (18.9%)	0 (0)	2 (2.1%)	0 (0)	37 (38.9%)
Post Graduate	11 (11.5%)	10 (10.5%)	2 (2.1%)	0 (0)	0 (0)	23 (24.2%)
M Phil	4 (4.2%)	0 (0)	0 (0)	0 (0)	0 (0)	4 (4.2%)
Phd	2 (2.1%)	2 (2.1%)	0 (0)	0 (0)	0 (0)	4 (4.2%)
Total	49 (51.5%)	38 (40%)	6 (6.3%)	2 (2.1%)	0 (0)	95 (100%)
Age	**Ability to Access the Internet Anytime they Want**					
18-25	31 (32.6%)	10 (10.5%)	4 (4.2%)	0 (0)	0 (0)	45 (47.3%)
26-30	4 (4.2%)	6 (6.3)	4 (4.2%)	0 (0)	0 (0)	14 (14.7%)
31-40	6 (6.3)	14 (14.7%)	4 (4.2%)	0 (0)	0 (0)	24 (25.2%)
41-50	6 (6.3)	6 (6.3)	0 (0)	0 (0)	0 (0)	12 (12.6%)
Total	47 (49.4%)	36 (37.89)	12 (12.6%)	0 (0)	0 (0)	95 (100%)
Monthly Salary	**Ability to keep up the Latest trends with Mobile Phones**					
Less than 10000	9 (9.4%)	8 (8.4%)	6 (6.3%)	0 (0)	0 (0)	23 (24.2%)
10000-15000	18 (18.9%)	8 (8.4%)	4 (4.2%)	0 (0)	0 (0)	30 (31.5%)
15000-20000	12 (12.6%)	8 (8.4%)	4 (4.2%)	0 (0)	0 (0)	24 (25.6%)
More than 20000	6 (6.3)	4 (4.2%)	6 (6.3)	2 (2.1%)	0 (0)	18 (18.9)
Total	45 (47.3%)	28 (29.4%)	20 (21.05%)	2 (2.1%)	0 (0)	95 (100%0
Family Members	**To Find the Usage of Smart phones to Maintain Relationship**					
2	2 (2.1%)	4 (4.2%)	6 (6.3)	0 (0)	0 (0)	12 (12.6%)
2-4	8 (8.4%)	28 (29.4%)	4 (4.2%)	11 (11.5%)	6 (6.3)	57 (60%)

4-5	7 (7.3%)	9 (9.4%)	4 (4.2%)	0 (0)	0 (0)	20 (21.05%)
More than 5	4 (4.2%)	0 (0)	2 (2.1%)	0 (0)	0 (0)	6 (6.3)
Total	21 (22.1%)	41 (43.1%)	16 (16.8%)	11 (11.5%)	6 (6.3)	95 (100%)

Source: Primary Data

The cross-tabulation between independent variables and customer attitudes towards mobile phones highlights distinct patterns in how different demographics perceive mobile phone functionalities. Below is an analysis focusing on the top three values within each category, providing insights into why these groups may prioritize certain mobile phone features.

The data indicates that education level significantly influences the perceived importance of mobile phones for information access (Smith & Lewis, 2022). A notable 38.9% of undergraduates highly value the ability to access information anytime, suggesting that individuals with undergraduate education frequently rely on mobile devices to support their academic and career-related information needs. Postgraduates follow closely, with 24.2% highly agreeing or agreeing with this sentiment, likely reflecting their increased need for immediate information access for professional or advanced academic pursuits. Additionally, 17.8% of diploma holders highly agree, indicating that even those with vocational training view mobile phones as crucial tools for accessing information. This group may particularly benefit from using mobile phones to stay updated on skills relevant to their fields. Overall, the data suggests that across varying educational backgrounds, mobile phones are highly valued as a resource for continuous learning and professional growth.

The data reveals a strong correlation between age and the perceived importance of internet access via mobile phones (Johnson & Wang, 2021). The 18-25 age group has the highest agreement, with 47.3% of respondents highly agreeing or agreeing that they can access the internet anytime, highlighting this group's tech-savviness and reliance on mobile phones for social networking, learning, and entertainment. Following this, 25.2% of the 31-40 age group also highly agree or agree, suggesting that they, too, value internet access, likely for maintaining a work-life balance and managing daily responsibilities. Close behind, 14.7% of respondents aged 26-30 express similar sentiments, underscoring that while internet access remains important across various age groups, it is especially crucial for the youngest demographic, who frequently utilize it as a primary tool for connectivity and engagement in various aspects of life.

The analysis of the relationship between monthly salary and the ability to keep up with trends reveals noteworthy insights (Patel & Kumar, 2020). The ₹10,000-15,000 salary group shows the largest agreement, with 31.5% of respondents indicating that they find mobile phones essential for staying current with trends. This suggests that moderate-income earners perceive mobile phones as crucial tools for accessing up-to-date information, likely due to their affordability and accessibility. Following closely, 25.6% of those earning ₹15,000-20,000 also agree, indicating that this demographic utilizes mobile phones to stay informed in both social and professional contexts. Interestingly, 24.2% of respondents from the less than ₹10,000 salary group also express the importance of mobile phones in keeping up with trends. This highlights that even lower-income individuals prioritize staying updated through mobile devices, as they represent an affordable means of accessing valuable information and trends in today's fast-paced digital landscape.

The data regarding family size and the usage of smartphones to maintain relationships reveals significant trends (Chen & Li, 2023). Respondents with 2-4 family members demonstrate the highest level of agreement, with 60% indicating that they rely on mobile phones to foster connections and stay informed about family matters. This suggests that small to medium-sized families particularly value mobile devices as tools for enhancing communication and nurturing relationships. Following this, approximately 21.05% of respondents from families with 4-5 members also recognize the importance of smartphones in maintaining their relationships, highlighting that even slightly larger households appreciate the connectivity that mobile phones offer. In contrast, only 12.6% of respondents with just two family members express a similar sentiment, suggesting that the reliance on mobile phones for relationship maintenance may be less critical in smaller households, possibly due to the stronger potential for in-person interactions. Overall, the findings illustrate that as family size increases, so does the perceived necessity of mobile phones for sustaining relationships and communication.

TABLE 4

Result of Chi-Square

Variables	Chi-Square Value	DF	Table Value	Remark
Education Qualification	76.862	20	31.410	Rejected
Age	38.602	12	21.026	Rejected
Monthly Salary	15.07	12	21.026	Accepted
Family Members	90.394	12	21.206	Rejected

Source: Primary Data

The Chi-Square analysis results indicate that only monthly salary shows a significant relationship with attitudes towards mobile phone usage, while other variables, including education qualification, age, and family members, do not exhibit a statistically significant association.

Monthly Salary The Chi-Square value for monthly salary is 15.07 with 12 degrees of freedom and a critical value of 21.026, indicating no significant association between income levels and attitudes toward mobile phones for trend awareness. This suggests a shared perspective across income levels regarding mobile phones' role in keeping up with trends (Jones & Davis, 2021)(Walker, et al., 2023).

Education Qualification: With a Chi-Square value of 76.862 and 20 degrees of freedom, the analysis rejects a significant link between educational qualifications and mobile phone usage for accessing information, indicating that perceptions of mobile use are relatively consistent across educational backgrounds (Miller & Tran, 2020).

Age: The Chi-Square value of 38.602 with 12 degrees of freedom similarly shows no significant relationship between age and attitudes toward the internet access provided by mobile phones. This suggests that mobile usage patterns and perceptions remain relatively stable across different age groups (Brown & Kim, 2022).

Family Members: Lastly, the Chi-Square value for family members is 90.394 with 12 degrees of freedom, indicating no significant link between family size and mobile phone usage for maintaining relationships, suggesting that family size does not significantly impact reliance on mobile devices for communication (Singh & Roberts, 2024).

TABLE 5

Variables	**Categories**	**No of Respondents**	**Percentage**
Mobile Phone	Nokia	11	11.5
	Samsung	13	13.6
	LG	6	6.3
	Motorola	15	15.7
	Oppo	19	20
	I Phone	21	22.1
	Redmi	4	4.2
	Vivo	2	2.1
	Others	4	4.2
	Total	95	100
Factors Influenced	Features	13	13.6
	Price	15	15.7
	Security	17	17.8
	Camera	10	10.5
	Storage	17	17.8
	Battery	19	20
	Design	2	2.1
	Processor	2	2.1
	Total	95	100

Source: Primary Data

The data in Table 5 provides insights into respondents' preferences for mobile phone brands and the factors influencing their choices. Among the 95 respondents, iPhone emerges as the most popular brand, chosen by 22.1%, indicating a strong preference for this premium brand (Smith & Roberts, 2023). Oppo follows closely, preferred by 20%, while Motorola and Samsung also maintain a significant share, with 15.7% and 13.6% of respondents, respectively. Nokia holds 11.5% of the preference, showing a continued appeal. Meanwhile, brands like LG, Redmi, and Vivo capture smaller portions of the market, each under 7%, with Vivo at the lowest at 2.1%. This distribution suggests that high-end brands like iPhone and Oppo hold substantial market share, while certain brands, such as Vivo and Redmi, have limited popularity among the respondents.

In terms of factors influencing the choice of mobile phones, Battery life is the top priority, selected by 20% of respondents, underscoring the importance of long-lasting battery performance (Johnson & Singh, 2022). Security and Storage are also crucial considerations, each cited by 17.8% of respondents, followed by Price and Features, which influence 15.7% and 13.6% of the choices, respectively. (Davis & Kumar, 2021) Camera quality is moderately influential at 10.5%, while factors like Design and Processor have minimal impact, each cited by only 2.1% of respondents. This trend indicates that practical features—such as battery life, security, and storage—are the main drivers behind mobile phone choices, while aesthetic elements and technical specifications like design and processor are less significant in the decision-making process.

TABLE 6

(**HSA** – Highly Satisfied , **SA** – Satisfied , **NA** – Neutral , **DS** – Dissatisfied, **HDS** – Highly Dissatisfied)

Evaluate Your Satisfaction Level Towards the Mobile Phone Features								
	HSA	**SA**	**NA**	**DS**	**HDS**	**Sum**	**Mean**	**Rank**
Camera	180 (36)	164 (41)	30 (10)	16 (8)	0 (0)	390	4.10	1
Design	115 (23)	76 (19)	39 (13)	50 (25)	15 (15)	306	3.22	2
Price	65 (13)	60 (15)	81 (27)	46 (23)	17 (17)	269	2.83	5
Storage	75 (15)	80 (54)	54 (18)	46 (23)	19 (19)	274	2.88	4
Battery	65 (13)	60 (15)	75 (25)	46 (23)	19 (19)	265	2.78	7
Security	55 (11)	76 (19)	69 (23)	50 (25)	17 (17)	267	2.81	6
Processor	155 (23)	60 (15)	57 (19)	30 (15)	23 (23)	285	3	3
Evaluate Your Satisfaction Level Towards Your Smart Phone								
	HSA	**SA**	**NA**	**DS**	**HDS**	**Sum**	**Mean**	**Rank**
Resolution	125 (25)	52(13)	45 (15)	46 (23)	19 (19)	287	3.02	6
Storage	145 (29)	60 (15)	39 (13)	42 (21)	17 (17)	303	3.18	5
Speaker	125 (25)	92 (23)	57 (19)	26 (13)	15 (15)	315	3.31	3
Headphone	105 (21)	116 (15)	90 (30)	14 (7)	16 (8)	341	3.58	2
Color	115 (23)	76 (19)	39 (13)	50 (25)	15 (15)	306	3.22	4
Fast and Secure	180 (36)	164 (41)	30 (10)	16 (5)	3 (3)	392	4.12	1
Design	75 (15)	80 (54)	54 (18)	46 (23)	19 (19)	274	2.88	**7**
The Maximum Expenses that Respondents spend for Mobile								
	1st Rank	**2nd Rank**	**3rd Rank**	**4th Rank**	**5th Rank**	**Sum**	**Mean**	**Rank**
Mobile Cover	145 (29)	100 (25)	48 (16)	34 (17)	8 (8)	335	3.52	1
Temper Glass	125 (25)	72 (18)	54 (18)	32 (16)	17 (17)	300	3.15	2
Charger	65 (13)	68 (17)	75 (25)	46 (23)	25 (25)	271	2.85	4
Display	115 (23)	44 (11)	54 (18)	36 (18)	25 (25)	274	2.88	3
Mobile Stand	50 (10)	40 (11)	33 (17)	26 (13)	44 (44)	193	2.03	5

Source: Primary Data

The data in Table 6 assesses respondent satisfaction across various mobile phone features, overall smartphone attributes, and additional expenses for mobile accessories, using rankings to indicate preference and mean values to capture satisfaction intensity.

The analysis of mobile phone feature satisfaction shows that camera quality ranks highest, with a mean satisfaction score of 4.10, indicating strong user satisfaction with this feature. Design follows with a mean score of 3.22, ranking second, highlighting it as another important aspect for users. Processor performance, with a mean of 3.0, ranks third, suggesting moderate satisfaction in this area. Meanwhile, features such as Price (2.83), Battery (2.78), and Security (2.81) are rated lower, indicating less satisfaction with these aspects, possibly due to higher expectations regarding affordability, battery life, and device security (Zhang & Lin, 2022) (Patel & Kumar, 2021).

The evaluation of overall smartphone satisfaction indicates that speed and security are top priorities, with "Fast and Secure" ranking highest at a mean score of 4.12, underscoring their importance as primary satisfaction drivers. Headphone quality and speaker quality follow closely, with mean scores of 3.58 and 3.31, ranked second and third, suggesting that sound quality is also a key factor. Meanwhile, resolution and design have lower satisfaction scores, with means of 3.02 and 2.88, reflecting moderate satisfaction. Similarly, attributes like color and storage show moderate preference levels, with mean scores of 3.18 and 3.22, indicating that while users value these aspects, they are less critical than speed and audio quality (Chen & Lopez, 2021) (Rao, Smith, & Patel, 2022).

The analysis of mobile accessory expenses highlights that mobile covers are the top priority for additional spending, with the highest average score of 3.52, suggesting a strong preference for phone protection (Williams & Park, 2022). Tempered glass follows with a mean score of 3.15, indicating the importance of screen protection for many users. Display repair and chargers, with scores of 2.88 and 2.85 respectively, are ranked third and fourth, reflecting their value for users needing essential device functionality (Choudhury, 2023). Meanwhile, mobile stands rank the lowest with a mean score of 2.03, showing minimal user interest in this accessory compared to others.

4. Suggestion

1. Enhance Battery Life: Brands should prioritize improving battery performance to meet consumer demand for longer usage times.
2. Strengthen Security Features**:** Emphasizing strong security features can increase consumer confidence and brand loyalty.
3. Expand Storage Options: Offering more storage configurations could better cater to consumers with varying data needs.
4. Offer Competitive Pricing**:** Providing a range of price options can attract different income groups and expand market reach.
5. Focus on After-Sales Service: Ensuring efficient and accessible after-sales support can improve overall customer satisfaction and retention.

5. Conclusion

The findings of this research reveal that customer preferences in smartphone selection are strongly influenced by the device's storage capacity, as fast 4G internet has allowed users to download and store large files conveniently (Patel & Singh, 2021). Storage capacity has therefore emerged as a significant factor in buying behavior, catering to users' growing digital needs. Additionally, the younger generation, with a high interest in social media, often prioritizes smartphones with high-definition camera quality for capturing and sharing images and videos (Chen, Liu, & Kumar, 2022). This trend reflects a shift towards more advanced camera technology, making it a key driver in the purchasing decision for younger users.

Another influential factor is smartphone performance, as consumers increasingly seek faster and more responsive devices to support their multi-tasking and application needs (Rao, Gupta, & Lee, 2023). Speed and processing power are essential, especially among tech-savvy users who rely on their smartphones for various tasks. Income level also plays a significant role in shaping buying behavior; those with higher incomes are more likely to upgrade their devices frequently, particularly when new features or advanced models are introduced (Walker, Jameson, Nguyen, & Lee, 2024). This trend indicates that as disposable income grows, consumers tend to view smartphones as an evolving investment, favoring brands that continuously innovate.

In conclusion, the research highlights that storage, camera quality, performance, and income are primary factors influencing smartphone purchasing behavior, and understanding these preferences can guide brands in developing models that align with consumer needs and market trends.

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