



Special Issue - Innovative Commerce: Bridging Business and Computer Applications (ICBBCA-2026)

PG Department of Commerce with Computer Applications, Mannar Thirumalai Naicker College, Madurai – March 2026

## A STUDY ON THE MOBILE PHONE BRAND PREFERENCES OF YOUTH IN MADURAI CITY

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### Abstract

The mobile phone has become a vital aspect of everyday life, especially among young people who are the primary users of smartphones. The swift advancement in technology and fierce rivalry among manufacturers have expanded the options available to this demographic. This research intends to explore the brand preferences for mobile phones among the youth in Madurai City, identify the elements that impact their brand selection, assess their levels of satisfaction, and investigate their tendencies to switch brands. The research employs a descriptive approach and relies on primary data from 100 young respondents through a structured questionnaire. Data collection utilized convenience sampling methods. Additionally, secondary information was sourced from various books, academic journals, websites, and industry publications. For data analysis, statistical techniques including percentage analysis, ranking

methods, Chi-square tests, and Likert scale assessments were applied. The results indicate that factors such as price, camera quality, and features significantly influence mobile phone brand preferences among young consumers. The study also finds that this demographic exhibits moderate loyalty to brands and is open to switching if they find better features at competitive prices. Recommendations for mobile phone manufacturers include focusing on providing value, embracing technological advancements, and ensuring efficient after-sales support to attract and maintain young consumers in Madurai City.

**Keywords:** Mobile Phone Brands, Youth Consumers, Brand Preference, Customer Satisfaction, Madurai City

### Introduction

Cell phones have become essential in today's society, particularly for young people. Smartphones are utilized not just for making



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calls but also for learning, entertainment, online shopping, digital transactions, social media, and business activities. Young individuals are the primary users of these devices and significantly influence future consumer behavior in the smartphone market.

India ranks among the quickest expanding smartphone markets globally. In Madurai City, a key educational and commercial hub in Tamil Nadu, there has been a swift rise in smartphone adoption among the youth, driven by better internet access, cost-effective smartphones, and the expansion of digital services. For mobile phone manufacturers, understanding the preferences of young consumers is crucial for creating appropriate products and effective marketing approaches.

### Statement of the Problem

The market for mobile phones is extremely competitive, with numerous brands providing comparable features at various price points. Young consumers encounter a range of brands including Samsung, Apple, Xiaomi, Vivo, Oppo, Realme, and OnePlus. Their choices are shaped by several factors such as cost, camera performance, battery longevity, features, brand reputation, social media impact, and suggestions from friends. Because of the rapid technological advancements, young people's loyalty to specific brands tends to be quite weak. Hence, it is crucial to examine the elements that affect mobile phone brand preferences and the

tendency to switch brands among young individuals in Madurai City.

### Objectives of the Study

- To study the mobile phone brand preferences among youth in Madurai City.
- To identify the factors influencing the choice of mobile phone brands.
- To analyze the level of satisfaction among youth towards their preferred brands.
- To study brand switching behavior among youth.

### Scope of the Study

The research targets young individuals aged 18 to 30 living in Madurai City. It addresses well-known mobile phone brands present in the Indian market. The investigation looks into brand choices, levels of satisfaction, and the tendency to switch brands among young consumers. The results of this research provide valuable insights for mobile phone manufacturers, retailers, and marketers to comprehend the purchasing behavior of youth in the local market.

### Research Methodology

#### Research Design

This research utilizes a descriptive research framework to examine the mobile phone brand preferences among young people in Madurai City. It aims to uncover the



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patterns of brand preference, the factors that affect brand selection, the level of satisfaction, and the tendency to switch brands among young consumers. This approach enables the presentation of accurate and organized results concerning consumer behavior in the mobile phone industry.

### Nature of the Study

The study is of a descriptive nature and relies on data gathered from surveys. Its goal is to outline the views, choices, and experiences of young people concerning various mobile phone brands. Rather than altering any variables, the research focuses on examining the current purchasing habits and satisfaction rates of the participants.

### Sources of Data

Data were gathered directly from young participants in Madurai City using a carefully designed questionnaire that addressed brand preferences, elements affecting purchasing choices, levels of satisfaction, and behaviors related to switching brands. Additionally, secondary data were sourced from various reports on the mobile industry, company websites, books, academic journals, research papers, and newspapers. The use of both primary and secondary sources contributed to the trustworthiness and pertinence of the information obtained.

### Sample Size

The research involves 100 participants from Madurai City. This sample offers valuable information regarding the brand choices and purchasing habits of young people. Nevertheless, the results might not accurately reflect the preferences of the entire youth demographic in Madurai City.

### Sampling Technique

Respondents were chosen through convenience sampling, which relied on their readiness and willingness to take part. This approach facilitated swift data gathering and incorporated individuals from various educational and income levels.

### Statistical Tools Used

Data analysis was conducted using statistical methods, including percentage analysis, descriptive statistics (such as mean and rank), and frequency distribution. For visual representation, graphical tools like pie charts and bar graphs were employed. These methods facilitated a clear understanding of brand preferences and satisfaction levels among the youth.

### Data Analysis and Interpretation

This chapter provides an analysis and interpretation of the data gathered from 100 young respondents in Madurai City concerning their preferred mobile phone brands. The data collected includes primary information obtained directly through a structured questionnaire, along with secondary data evaluated by percentage

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analysis of the frequency distribution of responses using statistical methods. This section outlines the demographic characteristics of the respondents and further examines the preferences of youth for various mobile phone brands, the factors that influence their brand selections, their satisfaction levels, tendencies to switch brands, and their awareness of mobile phone advertisements. The findings are organized in tables accompanied by interpretations to clarify the brand preference behaviors of the youth in Madurai City.

**Interpretation**

The table shows that price is the most influential factor in selecting a mobile phone brand among youth in Madurai City, with 32% of respondents giving priority to affordability. Camera quality is the next important factor influencing 24% of respondents, indicating that photography and social media usage play a major role in purchase decisions. Battery life (18%) and features & performance (16%) are also significant factors. Brand image influences 10% of the respondents, suggesting that while brand reputation matters, functional benefits are given more importance by youth. Overall, price and technical features dominate the buying behaviour of youth.

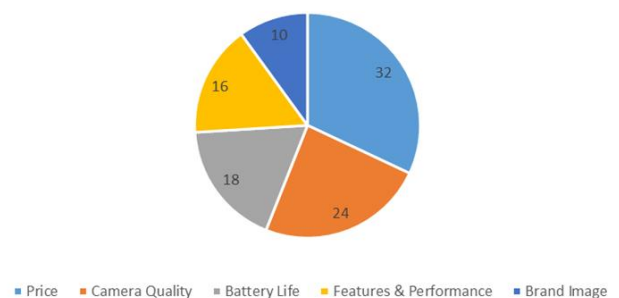
**Major Factors Influencing Mobile Phone Brand Preference**

Table 6.1

Particulars	Responses	Percentage
Price	32	32%
Camera Quality	24	24%
Battery Life	18	18%
Features & Performance	16	16%
Brand Image	10	10%
<b>Total</b>	<b>100</b>	<b>100%</b>

**Diagram: 6.1**

Major Factors Influencing Mobile Phone Brand Preference



(Source: Primary Data)

Interpretation (Diagram)

Source: Primary Data



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The diagram indicates that price is the major factor influencing mobile phone brand preference among youth in Madurai City. This highlights the price sensitivity of young consumers. Camera quality and battery life are also key concerns, reflecting the increasing dependence on smartphones for social media, entertainment, and daily communication. The findings reveal that mobile phone companies should focus on providing feature-rich smartphones at affordable prices to attract the youth segment.

## Results and Discussion

### Brand Usage Pattern

A large portion of survey participants in Madurai City utilizes well-known smartphone brands like Samsung, Xiaomi, Vivo, Oppo, Realme, OnePlus, and Apple. Most young people favor mid-range smartphones because they are budget-friendly and come with a range of modern features. Students represent the largest group of smartphone users, mainly using their devices for communication, engaging on social media, accessing online education, enjoying entertainment, and making digital payments.

### Factors Influencing Brand Choice

The research indicates that the primary factors affecting brand selection among young people are price, camera quality, battery longevity, features and performance, as well as the brand's reputation. Students tend to be

more sensitive to price, whereas young professionals display a greater inclination towards performance and brand image. Additionally, online reviews, advertising, and the opinions of peers significantly impact brand preferences.

### Level of Satisfaction

The general satisfaction level among young people regarding their current mobile phone brands ranges from moderate to high. A majority of those surveyed express contentment with the features and functionality of their smartphones. Nonetheless, there are concerns about battery longevity, after-sales support, and the overall durability of the devices. To keep customer satisfaction high, ongoing enhancements to products and services are necessary.

### Brand Switching Behaviour

The tendency of young people to switch brands is seen to be moderate. A significant number of participants indicated they would consider changing brands if they could find improved features at a comparable price. The swift advancements in technology and the regular introduction of new models encourage young consumers to look at different brands. Due to intense competition and the presence of numerous choices in the market, brand loyalty among the youth is relatively low.



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## Socio-Economic Impact of Smartphone Usage

In Madurai City, smartphones are essential to the social and economic lives of young people. These devices facilitate online education, job hunting, digital transactions, e-commerce, and access to government services. Additionally, smartphones enhance digital inclusion by linking youth to valuable information, job opportunities, and social connections. The increasing reliance on smartphones underscores the necessity for affordable and dependable mobile devices to support the development of young individuals.

### Findings and Suggestions

#### Findings

- **Wide Usage Among Youth:** In Madurai City, young people extensively utilize mobile phones for various purposes, including communication, online education, entertainment, social networking, and digital transactions, indicating a significant reliance on smartphones in their everyday lives.
- **Brand Preference Patterns:** Companies like Samsung, Xiaomi, and Realme are favored by young consumers because they offer competitive prices and appealing features. In contrast, wealthier individuals tend to choose premium brands like Apple, valuing their reputation and quality.

- **Key Factors Influencing Choice:** The key elements that affect young people's preference for mobile phone brands include cost, camera performance, battery longevity, and general functionality. Additionally, the impact of peers and social media is significant in the choice of brand.
- **Moderate Satisfaction Level:** Young individuals express a moderate to high level of contentment with their existing mobile phone brands. Although they value the performance and features, some users have reported concerns regarding battery longevity, software updates, and customer service support.
- **Brand Switching Behaviour:** Many young consumers are open to changing brands if they find improved features at comparable or lower prices. This suggests a level of moderate brand loyalty and significant competition within the mobile phone industry.

#### Suggestions

Telecommunication companies should prioritize providing cost-effective smartphones that feature enhanced camera capabilities and longer battery performance. Strengthening after-sales support and increasing the presence of service centers will enhance customer satisfaction. It's essential for these companies to leverage social media and digital marketing tactics effectively to engage younger consumers. By launching cutting-



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edge features at appealing price points, companies can also minimize the tendency for consumers to switch brands.

## Conclusion

The research findings indicate that young people in Madurai City are very aware of brands and inclined towards technology. Their choices of brands are primarily shaped by factors such as cost, features, and the quality of the camera. With the swift progress in technology, the loyalty to brands among the youth is only moderate. To maintain a strong competitive edge in the smartphone market of Madurai City, mobile phone manufacturers must consistently innovate and implement marketing strategies that cater to the younger demographic.

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