

Impact of Changing Trends in the mobile Phone Market on Consumers' Revealed Preference in Aden City - Yemen

Dr. ISKANDER H. A. SATTAR^{1*}; Dr. Mahmood Abdo Thabet²; Jamal Anes Taleb³

^{1,2,3} Professor Assistant - Business Administration Section, Faculty of Administrative Sciences, University of Science and Technology – Aden, Yemen

*Corresponding Author: Dr. ISKANDER H. A. SATTAR

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Copyright © 2026 The Author(s): This is an open-access article distributed under the terms of the Creative Commons Attribution 4.0 International License (CC BY-NC) which permits unrestricted use, distribution, and reproduction in any medium for non-commercial use provided the original author and source are credited.	<p><i>In today's world, mobile phones have become an essential part of everyday life. When people decide to purchase a phone, they usually consider several factors such as the technology, design, features, and price. Because the mobile phone market is highly dynamic and new models are released frequently, consumers' needs, tastes, and preferences also keep changing. This research provides important information about these evolving trends in the mobile phone market. It explores consumers' attitudes toward different brands, their expectations of the product, and their level of satisfaction after using it. The study also aims to identify which brands are most preferred and the importance consumers place on factors such as price, quality, brand name, and design when choosing a phone. In short, the study seeks to understand how consumers make purchasing decisions when selecting a mobile phone.</i></p>
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INTRODUCTION

The mobile phone industry has rapidly evolved from basic communication tools into advanced smartphones that support internet use, digital payments, entertainment, and social networking. These technological innovations—combined with strong marketing and changing consumer expectations—have significantly reshaped global consumer behavior. Features, prices, and brand positioning now play a major role in shaping what consumers choose and prefer.

Aden City in Yemen provides an important setting for studying how consumers behave in the mobile phone market. As urbanization increases and access to modern technology expands, consumers in Aden are exposed to many different phone brands and models with varying features, designs, and prices. Understanding how these trends influence consumers' revealed preferences—the choices they actually make when buying—is crucial for manufacturers, marketers, and policymakers to better predict demand and design effective strategies.

Although mobile phone usage is a major global research topic, there is still limited evidence from Yemen, particularly Aden. This study aims to address that gap by

examining how technological developments, brand competition, and price changes in the mobile phone market influence the purchasing behavior and revealed preferences of consumers in Aden. The results are expected to shed light on local consumer behavior, identify emerging market trends, and provide useful recommendations for stakeholders seeking to improve market responsiveness and consumer satisfaction.

RESEARCH PROBLEM STATEMENT

The mobile phone market is rapidly changing in terms of technology, features, pricing, and consumer expectations. In Aden City, these changes are intensified by economic pressures, rising smartphone use, and the growth of low-cost brands. However, there is still little research on how these trends affect consumers' **revealed preferences**, meaning the real choices they make rather than what they say in surveys.

Therefore, the core problem addressed in this study is: **"How do changing trends in the mobile phone market influence consumers' revealed preference in Aden City?"**

RESEARCH QUESTIONS

MAIN QUESTION

1. What is the impact of changing trends in the mobile phone market on consumers' revealed preference in Aden City?

SUB-QUESTIONS

1. How do technological trends (e.g., performance, battery life, camera) influence consumers' revealed preference?
2. How do brand-related trends (e.g., brand popularity, trust, loyalty) affect revealed preference?
3. How do pricing trends and economic conditions in Aden shape consumer choices?
4. How do marketing and social media trends influence consumers' actual purchasing behavior?
5. Which mobile phone attributes are most strongly revealed in consumers' real buying decisions in Aden?

OBJECTIVES OF THE RESEARCH

MAIN OBJECTIVE:

1. To examine the impact of changing trends in the mobile phone market on consumers' revealed preference in Aden City.

SUB-OBJECTIVES:

1. To determine the effect of technological trends on consumers' revealed preference.
2. To assess the influence of brand trends on actual consumer choices.
3. To examine the impact of price trends and economic factors on revealed preference.
4. To evaluate how marketing and social influences affect consumer purchasing behavior.
5. To identify the most important mobile phone attributes that determine real consumer decisions.

RESEARCH HYPOTHESIS

H1: Technological trends have a significant impact on consumers' revealed preference in Aden City.

H2: Brand-related trends have a significant effect on consumers' revealed preference.

H3: Pricing trends significantly influence consumers' revealed preference.

H4: Contemporary developments in marketing strategies and social media practices exert a substantial influence on consumers' revealed preferences.

H5: mobile phone attributes (battery, camera, durability, RAM/ROM) significantly predict actual consumer purchasing behavior.

CONCEPTUAL FRAMEWORK

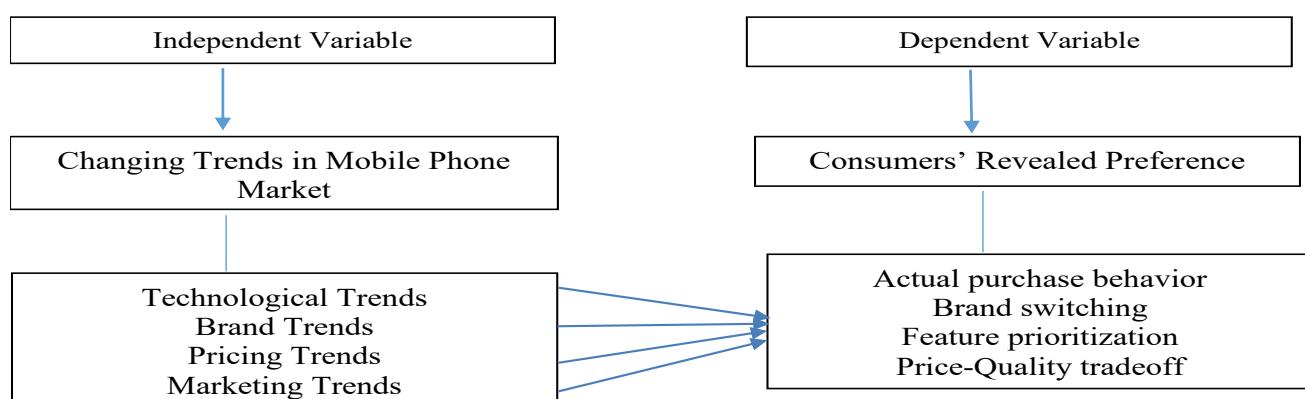


Figure (1) Conceptual Framework, Prepared by the researchers in reference with the previous materials

THEORETICAL BACKGROUND OF THE STUDY

Mobile phones, historically, went through several potential changes. The following describes the various stages of these changes.

1. Early Concepts (1900s–1940s)

Early mobile communication began after Marconi's radio work in the late 1890s. In the 1920s–1930s, police in the U.S. and Europe began using two-way radios in

patrol cars. A major step forward came in 1946 when Bell Labs launched the first Mobile Telephone Service for cars, but the system was bulky, operator-assisted, and had very few channels.

2. First Generation (1G): The Birth of mobile Phones (1970s–1980s)

The first handheld mobile phone call was made in 1973 by Martin Cooper of Motorola using the DynaTAC

prototype. The first commercial mobile networks, known as 1G, appeared between 1981 and 1983, including NMT in the Nordic countries and AMPS in the U.S. These 1G systems used analog voice, featured large “brick” phones, and suffered from poor call quality and weak security.

3. Second Generation (2G): The Digital Age (1990s)

2G mobile networks introduced digital communication, which made calls clearer and more secure. The main 2G technologies were GSM (launched in Europe in 1991) and CDMA (introduced in the U.S. in the mid-1990s). Key milestones of 2G included the launch of SMS texting in 1992, smaller and more affordable phones, better battery life and coverage, and the arrival of simple mobile games like Snake. Iconic 2G-era phones included the Nokia 3310 and the Motorola StarTAC, one of the first clamshell (flip) phones.

4. 2.5G / 2.75G (Late 1990s–Early 2000s):

Basic mobile internet. At this stage, Intermediate technologies such as GPRS and EDGE introduced, which was Simple mobile internet (WAP), having MMS (multimedia messaging), Email access and early downloadable content

5. Third Generation (3G): The Mobile Internet Revolution (2000s)

3G networks introduced true mobile internet, delivering much faster data speeds than 2G. This made video calling, web browsing, music streaming, low-resolution video, and early app-based services practical on phones. Key devices of the 3G era included BlackBerry smartphones (which transformed mobile email), early touchscreen phones from Palm and HTC, the Apple iPhone (2007), which reshaped the mobile industry, and the first Android phone, the HTC Dream (2008).

6. Fourth Generation (4G/LTE): The Smartphone Era (2010s–2020s)

The 4G brought high-speed broadband-like internet with Key Features of HD video streaming, High-speed downloads, Reliable video calling. There were certain Industry changes such as Smartphones replaced cameras, GPS devices, MP3 players and Dominance of Apple iOS and Google Android.

7. Fifth Generation (5G): The Intelligent Connectivity Era (2020s–Present)

The 5G provides ultra-fast, low-latency connections with Capabilities of Download speeds up to 10 Gbps, Supports billions of IoT devices, Real-time gaming and

AR/VR applications and Smart industries, autonomous vehicles, remote surgery. The Phone Trends included Foldable screens (Samsung Z Fold/Flip), AI-powered smartphones (Google Pixel, Samsung Galaxy AI, Apple Intelligence) and advanced camera systems with multiple lenses.

8. Future Trends of mobile Phones

The future trends, as Experts expect are 6G (around 2030): holographic communication, ultra-smart connectivity, Further AI integration (real-time translation, personal agents), Flexible and rollable screens and neural interfaces linking the phone to human senses or brain signals.

Mobile Phone Development in Yemen

A Timeline of mobile Phone Development in Yemen may be demonstrated as follows :

Before 2000, Yemen relied on fixed landlines via TeleYemen, with no mobile services. Mobile communication began in 2000–2001 with Sabafon launching the first GSM network and Spacetel Yemen (later MTN Yemen, now YOU) introducing 2G services.

In 2004, Yemen Mobile launched the first CDMA network in Yemen, offering voice and early mobile internet. Between 2005 and 2010, the market grew rapidly, with subscribers increasing from 2.3 million in 2005 to over 17 million by 2013. Feature phones, mainly REDMI and Samsung, became widely adopted, and mobile coverage expanded to major cities and many rural areas.

Between 2010 and 2014, smartphones and mobile internet entered the Yemeni market, bringing Android and iPhone devices. Mobile internet usage (GPRS/EDGE/CDMA2000) and social media platforms like Facebook and WhatsApp grew, prompting operators to expand data services to support rising smartphone adoption.

Between 2015 and 2019, ongoing conflict in Yemen damaged telecom infrastructure, causing inconsistent network quality, especially outside major cities. Despite these challenges, mobile phones remained the most accessible communication tool for families and businesses.

Between 2020 and 2022, Yemen transitioned toward modern networks. In 2022, Y-Tel launched the first 4G-capable and 5G-ready networks, enabling the country's first mobile video call, while MTN Yemen rebranded as YOU. From 2023 onward, gradual modernization

continues with expanded 4G coverage, network upgrades, and Y-Tel projects. Market trends show increased smartphone use, a shift from CDMA to LTE, and growth in mobile financial services.

Mobile shopping allows consumers to compare deals and make purchases anywhere, while creating new marketing and revenue opportunities for businesses. Companies leveraging mobile commerce and advertising can gain a competitive advantage in the 24/7 digital marketplace.

SIGNIFICANCE & IMPACT on SOCIETY

- The arrival and spread of mobile phones and mobile internet dramatically changed how Yemeni people communicate — connecting cities, remote areas, families, diaspora.
- Mobile telephony helped democratize access to information, bridging urban/rural divides (when coverage was available).
- For many Yemenis, mobile phones became central to social, economic and even political life — especially as other infrastructures (roads, mail, fixed lines) remained weak or damaged.

RESEARCH DESIGN

The study is designed to identify consumers' needs when using mobile phones, as well as their buying behavior when deciding to purchase one. These needs and purchasing behaviors are analyzed using data collected through a survey administered via a structured questionnaire comprising both open-ended and closed-ended items.

RESEARCH METHODOLOGY

The survey respondents consist of mobile phone users residing in Aden City, within the age range of 22 to 30 years. As the study adopts a qualitative research approach, the survey serves as the primary research

instrument. Primary data were collected through a structured questionnaire, selected on the premise that respondents would provide reasonably accurate and reliable information. This method is considered effective for gathering insights into consumer preferences and purchasing choices. A sample of 50 respondents from Aden City was selected, and inferences were drawn based on the distribution and analysis of the data obtained through the survey.

SAMPLING TECHNIQUE

Although there are several techniques in sampling, yet a Simple Random Sampling technique is applied for this research assignment, considering that this type of sampling will avoid any bias in selecting the sample.

SAMPLE SIZE

The study employs a sample size of 50 respondents, selected from individuals residing in Aden City, Yemen.

SAMPLE DESCRIPTION

Although the mobile phone users might include all ages, yet the sample for this research is selected on random basis from a number of respondents, with consideration to the age group to be between 22 and 30 years.

DATA COLLECTION METHOD AND SOURCES

This study employs both descriptive and analytical research methods. Data were obtained from primary and secondary sources. Primary data were collected through questionnaires specifically designed for the objectives of the study, while secondary data were gathered from books, academic publications, internet sources, and magazines.

STATISTICAL ANALYSIS

The data collected were analyzed and presented as follows:

1. Brand currently used by the respondent

TABLE –1: Distribution of respondents by type of brand used

Brand Used	No. of Respondents	Percentage
IPHONE	1	2.0
REDMI	38	76.0
Samsung	6	12.0
LT	5	10.0
Total	50	100.0

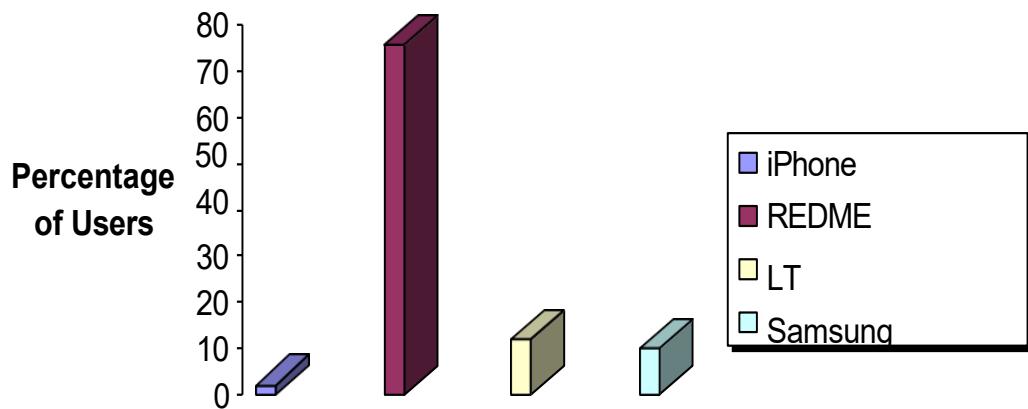


FIGURE – 1: Distribution of respondents by type of brand used

OBSERVATION AND INFERENCES:

Among mobile phone manufacturers, REDMI stands out for its effective marketing mix tailored to target specific segments. Consumers prefer reliable, well-advertised products available at convenient locations, and REDMI meets these criteria. As a result, 76% of respondents use REDMI, while 12% use Samsung, 10% use LT, and only a few use iPhone. Key factors influencing purchases include reliability, durability, and maintainability.

2. The first thing that comes to the mind of the consumer when he hears the word ‘Mobile Phone’.

TABLE – 2: Consumer consideration when thinking to acquire mobile phone

Consumer consideration	No. of Respondents	Percentage
Calls	15	30.0
Messages	12	24.0
Necessity	21	42.0
Status Good	2	4.0
Total	50	100.0

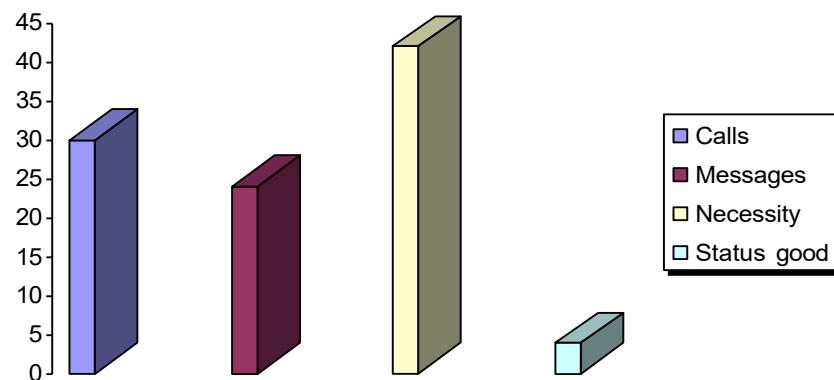


FIGURE – 2: Consumer consideration when thinking to acquire mobile phone

OBSERVATION AND INFERENCES:

- Since their introduction about a decade ago, mobile phones have become essential for staying connected locally and beyond. Initially expensive, prices dropped as demand grew, making them affordable for all income levels. With mobile work and reduced service tariffs, usage expanded rapidly, and today mobile phones are indispensable for students, professionals, and the public.
- Frequency of changing the handset**

TABLE – 3 Frequency of changing the handset

Frequency of changing the handset	No. of Respondents	Percentage
<6 months	2	4.0
6 months	3	6.0
1 year	23	46.0
> 2 years	22	44.0
Total	50	100.0

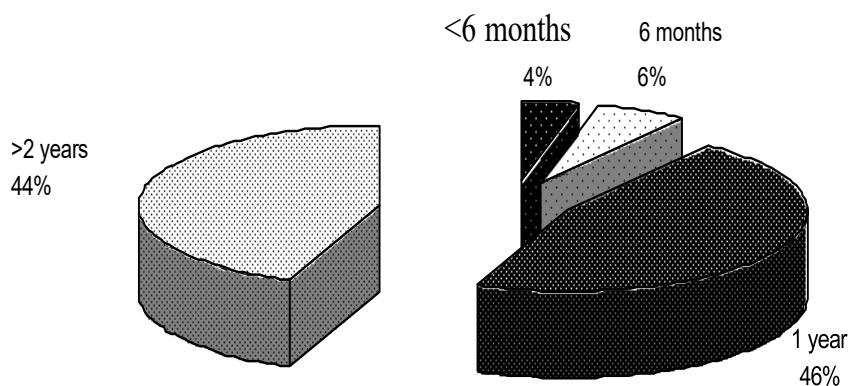


FIGURE – 3: Frequency of changing the handset

OBSERVATION AND INFERENCES:

Technological advancements and R&D efforts have led to rapidly evolving mobile phones, with new models typically released every 6 to 12 months. While some consumers upgrade frequently to access the latest features, many keep their phones for 1–2 years due to low resale value and familiarity with their current device. About 46% of respondents indicated they change handsets approximately every year.

5. Top Brand that is most preferred by the consumers

TABLE – 4: Top Brand that is most preferred by the consumers

Most preferred by consumers	No. of Respondents	Percentage
REDMI	43	86.0
Samsung	3	6.0
LT	4	8.0
Total	50	100.0

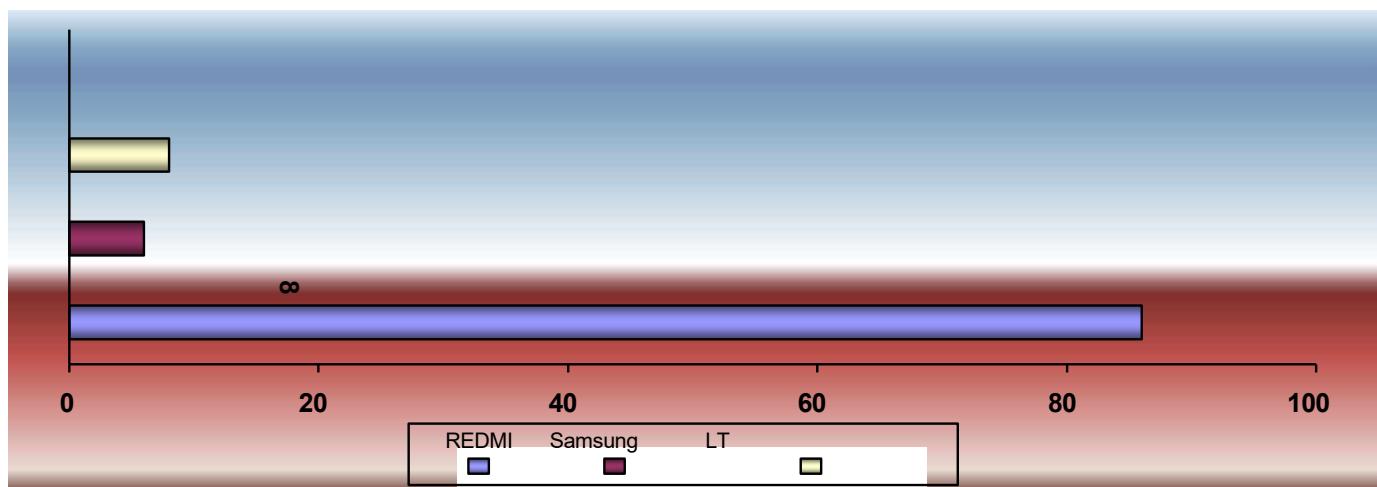


FIGURE – 4: Top Brand that is most preferred by the consumers

OBSERVATION AND INFERENCES:

REDMI phones have gained widespread popularity across the globe. The company has begun manufacturing these devices in Yemen as well as in other countries. There is also a large range of REDMI models and variants available. In response to this growth, REDMI has expanded its distribution network and appointed numerous franchise dealers to sell the phones in easily accessible locations. Media advertising and sales promotion activities have further strengthened the brand's image. As a result, 86% of the respondents consider REDMI to be one of the most preferred mobile phone brands among consumers.

6. Consumers' rating on the various parameters they take into account while purchasing a mobile phone

TABLE – 5 Consumers' rating on the various mobile phone characteristics

Parameter	Price	Brand name & make	Quality	User-friendliness	Reliability	Technological Superiority
Very low	2	4	2	2	2	2
Low	10	0	6	2	0	8
Moderate	36	16	4	14	14	16
High	24	40	26	30	40	40
Very high	28	40	62	52	44	34

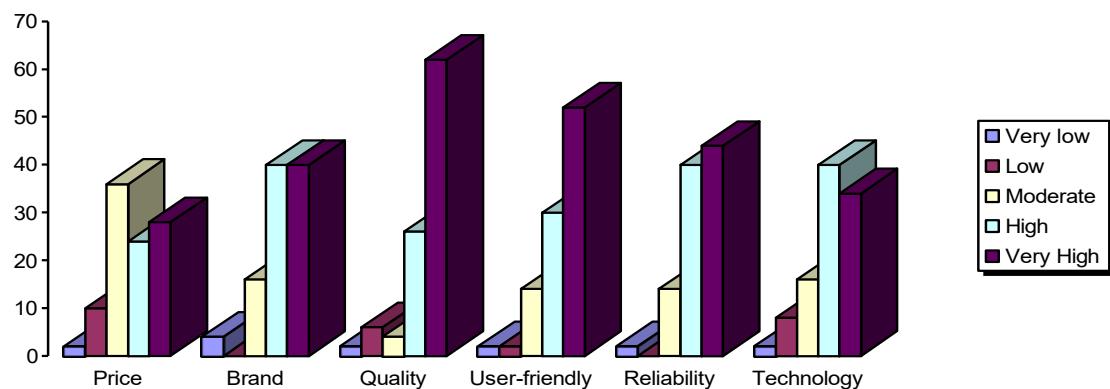


FIGURE – 5 Consumers' rating on the various mobile phone characteristics

OBSERVATION AND INFERENCES:

The study shows that quality, reliability, and user-friendliness are the most important factors influencing consumers' mobile phone choices. While advanced features are valued, cost is the least important, with competitive pricing and brand reputation also affecting purchase decisions.

7. The features that are most preferred by the Mobile phone users

TABLE – 6 The features that are most preferred by the Mobile phone users

Features	No. Of Respondents	Percentage
Color display	31	62%
Radio	29	58%
Camera	28	56%
Infrared and Bluetooth	25	50%
GPRS	19	38%
Others	5	10%

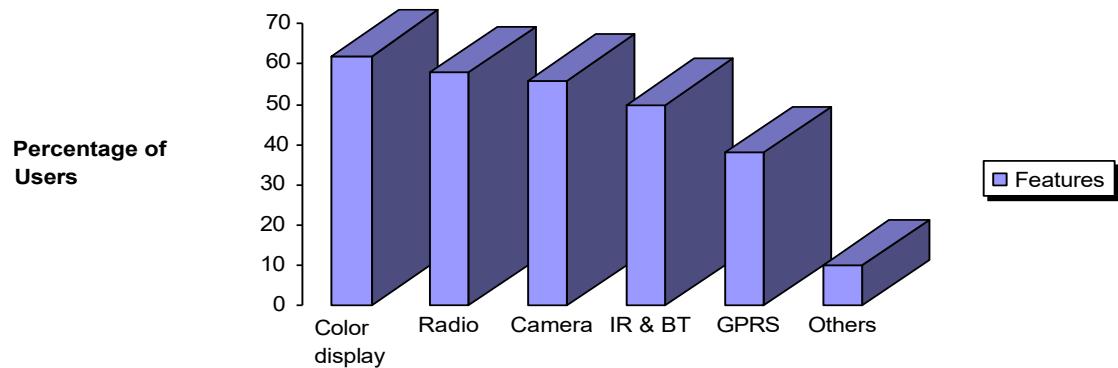


FIGURE – 6 The features that are most preferred by users

OBSERVATION AND INFERENCES:

The data indicate that the majority of respondents (62%) prefer mobile phones with a color display. As technology continues to advance, consumers' expectations also rise. Many respondents also expressed strong interest in additional features such as radio, camera, infrared, Bluetooth, and GPRS. These features represent the main functions that consumers hope to have in future mobile phone purchases.

8. Consumers' satisfaction level with their present handset

TABLE – 7 Consumers' satisfaction level with their present handset

Satisfaction Level	No. of Respondents	Percentage
Yes	46	92.0
No	4	8.0
Total	50	100.0

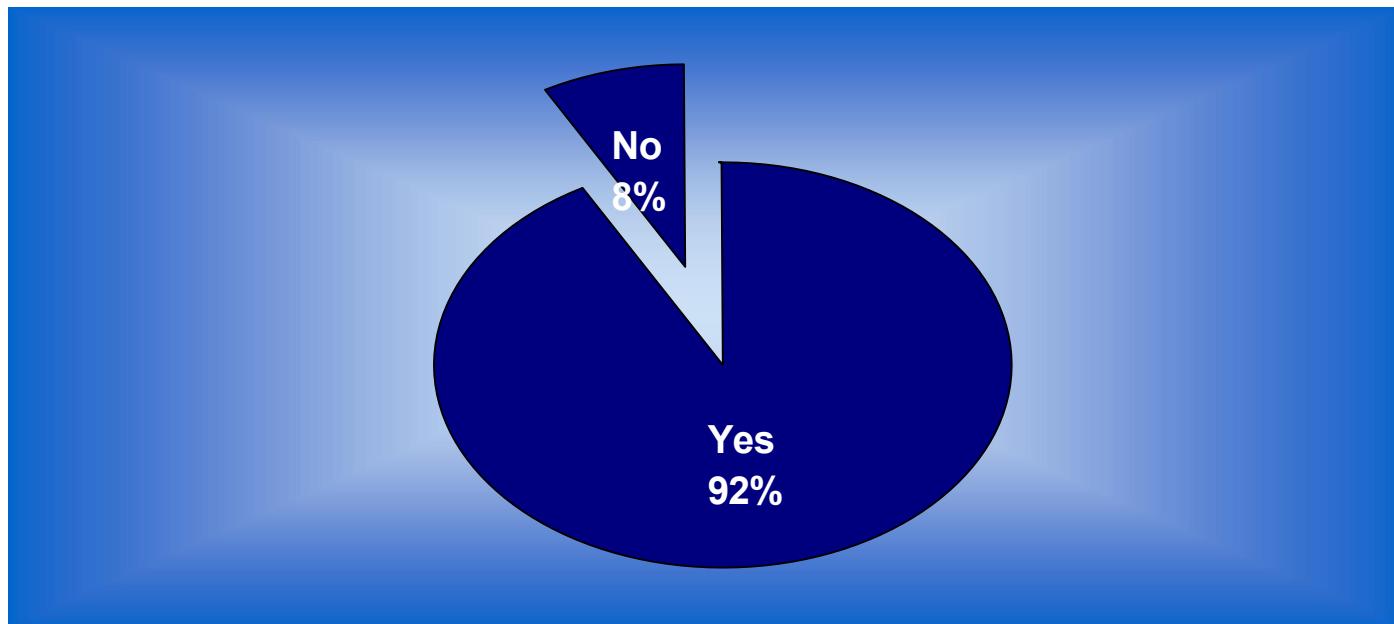


FIGURE – 7 Consumers' satisfaction level with their present handset

OBSERVATION AND INFERENCES:

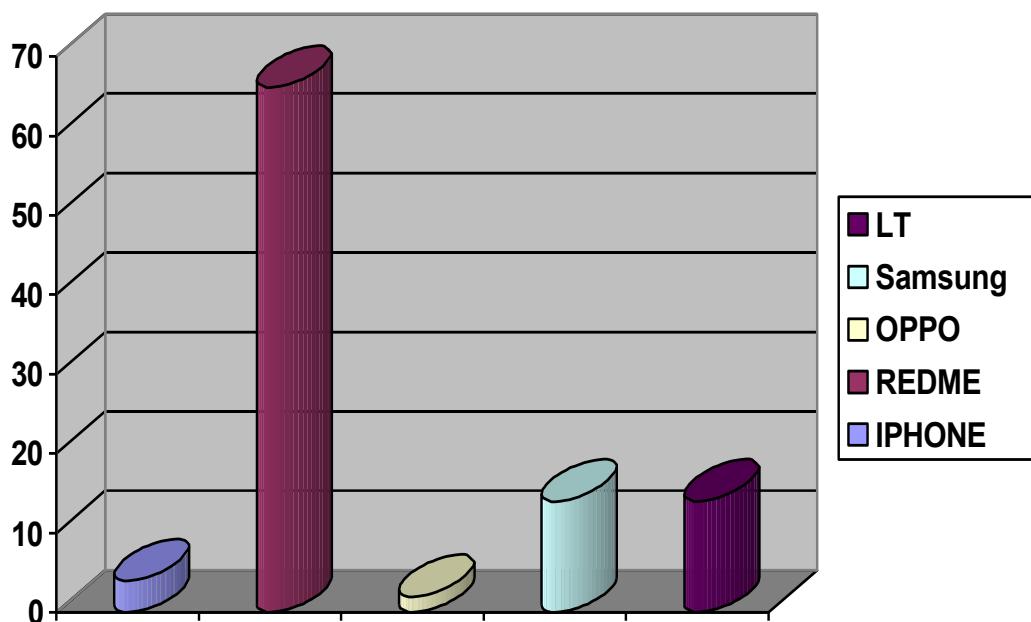
Since customer satisfaction is an essential objective of marketing. Satisfaction levels are influenced by several factors, including the product itself, its price, promotional activities, distribution, and after-sales service. As shown in the previous tables, most mobile phone users prefer REDMI, while the limited percentage using other brands also generally report being satisfied with their devices. This suggests that consumers feel they are getting good value for the money they pay.

9. The handset that the consumers would prefer buying in future

TABLE – 8 The handset that the consumers would prefer buying in future

Consumers Buying Preference	No. of Respondents	Percentage
IPHONE	2	4.0
REDMI	33	66.0
OPPO	1	2.0
Samsung	7	14.0
LT	7	14.0
Total	50	100.0

FIGURE – 8 The handset that the consumers would prefer buying in future



OBSERVATION AND INFERENCES:

The findings also reveal that when consumers were asked to rate brands other than the one they currently own, REDMI was again identified as the preferred choice. This reflects strong brand loyalty and a continued inclination to choose REDMI in the future. Only a small proportion of respondents indicated a preference for other brands such as Samsung, Sony, or iPhone.

10. Medium for consumers' awareness about their handset

TABLE – 9 Medium for consumers' awareness about their handset

Medium for consumers' awareness	No. of Respondents	Percentage
Friends	25	50.0
Relatives	6	12.0
Ads	16	32.0
Others	3	6.0
Total	50	100.0

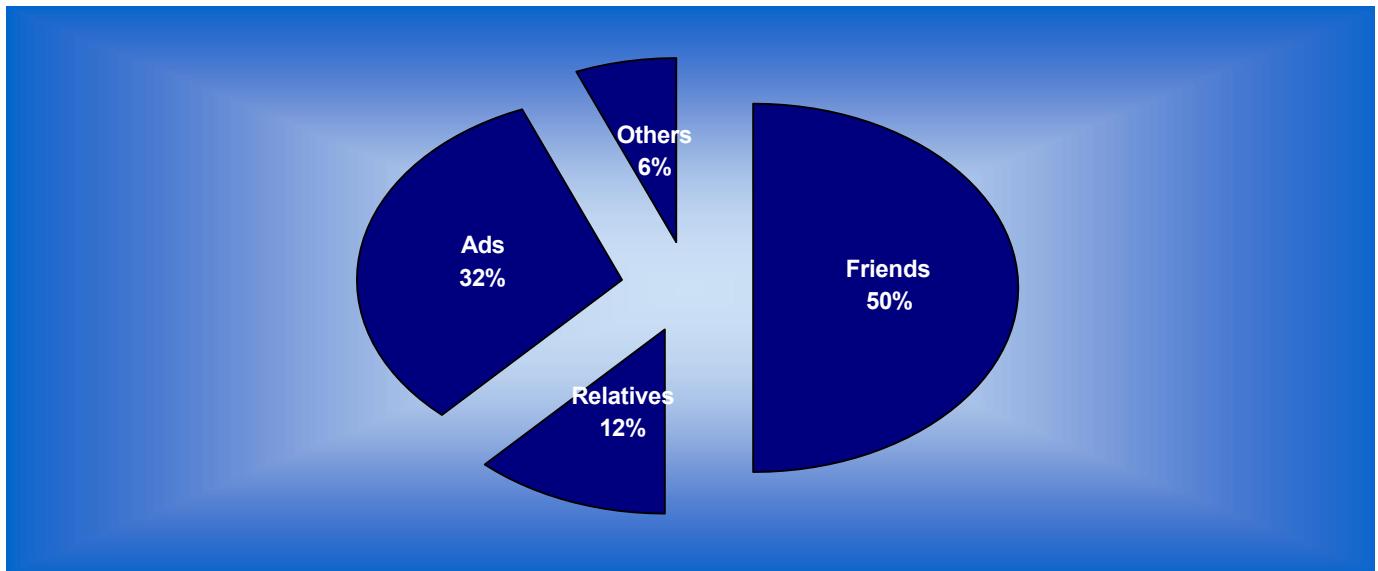


FIGURE – 9 Medium for consumers' awareness about their handset

OBSERVATION AND INFERENCES:

Consumers primarily become aware of mobile phone brands through word-of-mouth recommendations, with friends and family playing a significant role in influencing their choices. Advertisements in print and electronic media further raise awareness about brand availability. Additionally, outdoor advertising, such as billboards, provides extra information that assists consumers in making their brand selections.

11. CONSUMER ATTITUDES TOWARDS DIFFERENT BRANDS

a. Consumers' attitude about the Price of some of the top brands of mobile phone

TABLE – 10.1 Consumers' attitude about the Price of some of the top brands of mobile phone

Consumers' attitude about Price	REDMI	Samsung	OPPO	LT	IPHONE
Very low	2	1	3	1	2
Low	5	5	6	3	8
Moderate	11	17	24	22	23
High	21	24	13	16	13
Very high	11	3	4	8	4
Total	50	50	50	50	50

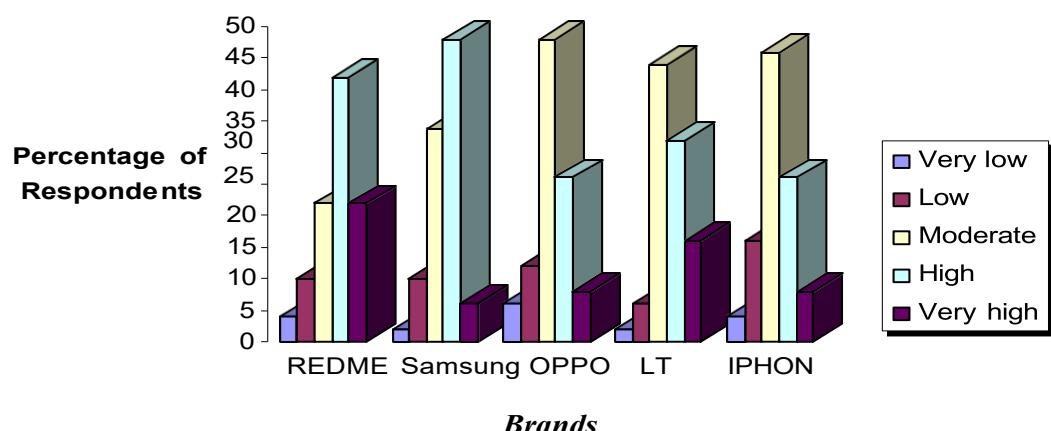


FIGURE – 10.1 Consumers' attitude about the Price of some of the top brands of mobile phone

OBSERVATION AND INFERENCES:

The data indicate that a majority of respondents consider the prices of REDMI and Samsung to be high, at 21% and 24% respectively. In comparison, the prices of Motorola, LT, and iPhone were mostly viewed as moderate, with 24%, 22%, and 23% of respondents expressing this opinion. Only a small proportion of participants felt that the prices of these brands were either very low or very high.

b. Consumers' attitude about their Ability to pay for the below listed brands of mobile phones

TABLE – 10.2 Consumers' attitude about Ability to pay for the brands of mobile phones

Consumers' Ability to pay	REDMI	Samsung	OPPO	LT	IPHONE
Very low	3	1	1	5	6
Low	2	10	10	12	11
Moderate	11	12	15	14	15
High	18	17	14	14	17
Very high	16	10	10	5	1
Total	50	50	50	50	50

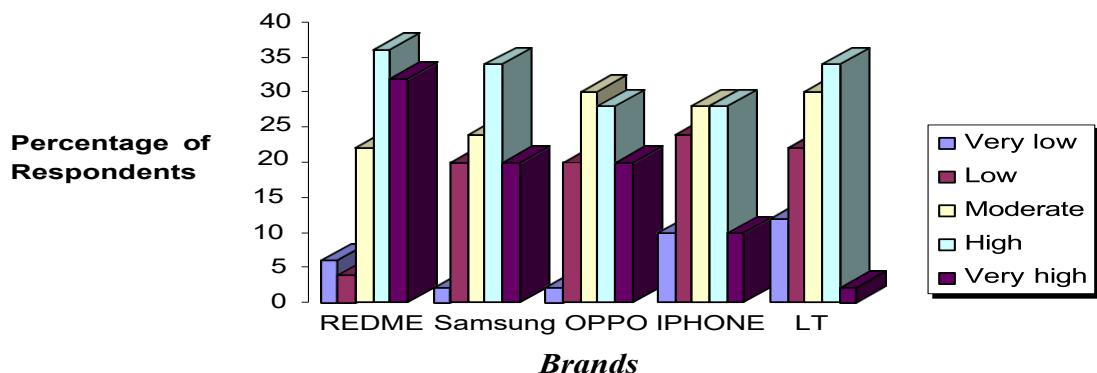


FIGURE – 10.2 Consumers' attitude about Ability to pay for the brands of mobile phones

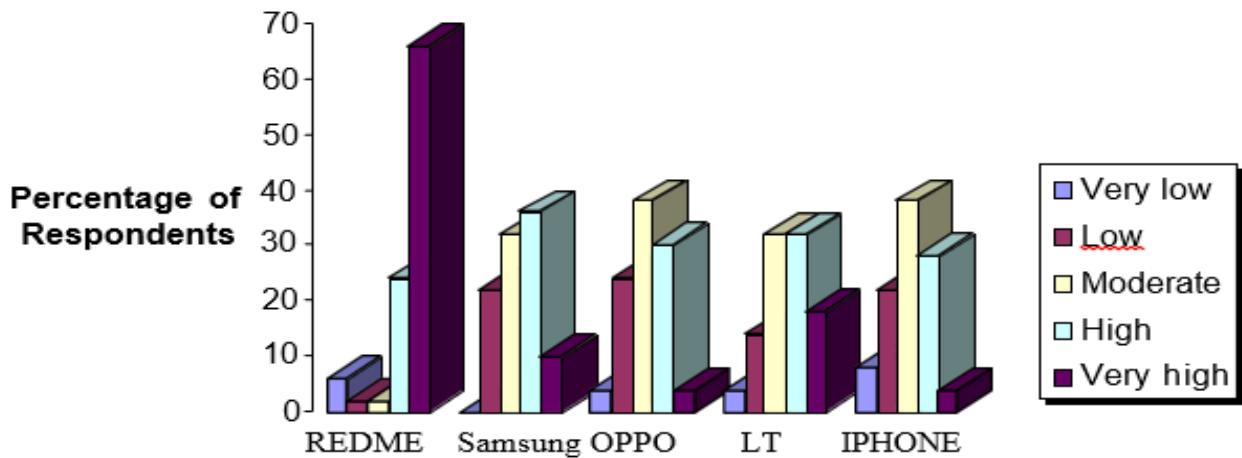
OBSERVATION AND INFERENCES:

The findings reveal that consumers predominantly exhibit a moderate to high capacity to afford various mobile phone brands, indicating that pricing levels are largely aligned with market affordability. A considerable proportion of respondents reported a very high purchasing capacity, whereas only a limited number indicated low or very low affordability.

c. Consumers' attitude about the Brand name and make of some of the top brands of mobile phone

TABLE – 10.3 Consumers' attitude about the Brand name

Consumers' attitude about Brand name	REDMI	Samsung	OPPO	LT	IPHONE
Very low	3	0	2	2	4
Low	1	11	12	7	11
Moderate	1	16	19	16	19
High	12	18	15	16	14
Very high	33	5	2	9	2
Total	50	50	50	50	50



OBSERVATION AND INFERENCES:

The data indicate that the majority of respondents, approximately 66%, consider REDMI to have an excellent brand name and quality. In comparison, other brands are generally perceived to have a moderate brand reputation and build. Consumers tend to prefer products that are reliable, reasonably priced, widely advertised, and easily accessible. REDMI meets all these criteria, which is why users perceive it as having a superior brand name in the competitive mobile phone market.

d. Consumers' attitude about the Quality of some of the major mobile phone brands

TABLE – 10.4 Consumers' attitude about the Quality of mobile phone brands

Consumers' attitude about Quality	REDMI	Samsung	OPPO	LT	IPHONE
Very low	2	2	2	1	6
Low	3	5	11	7	12
Moderate	5	18	24	10	18
High	17	16	10	20	12
Very high	23	9	3	12	2
Total	50	50	50	50	50

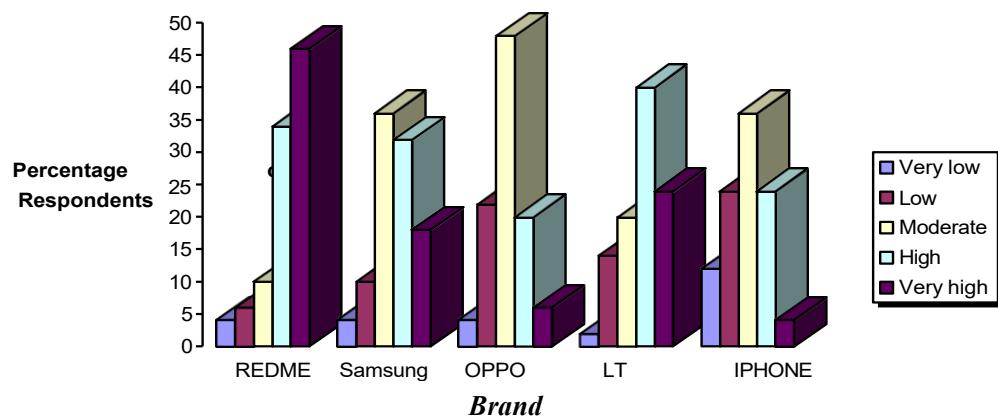


FIGURE – 10.4 Consumers' attitude about the Quality of mobile phone brands

OBSERVATION AND INFERENCES:

The study reveals that nearly 50% of consumers consider the quality of REDMI phones to be superior compared to Samsung, LT, iPhone, and Motorola. When selecting a handset, consumers place the highest importance on quality, as it is a key factor influencing purchasing decisions. Quality is defined as the product's fitness for use, and most manufacturers design their phones with this principle in mind. Additionally, mobile phones should be user-friendly and suitable for all types of consumers, regardless of their level of education or technical expertise.

e. Consumers' attitude about the User-Friendliness of some of the major mobile phone brands

TABLE – 10.5 Consumers' attitude about the User-Friendliness of some mobile phone brands

Consumers' attitude about User-Friendliness	REDMI	Samsung	OPPO	LT	IPHONE
Very low	3	1	5	7	6
Low	1	9	15	7	10
Moderate	4	21	20	19	27
High	12	10	10	16	4
Very high	30	9	0	1	3
Total	50	50	50	50	50

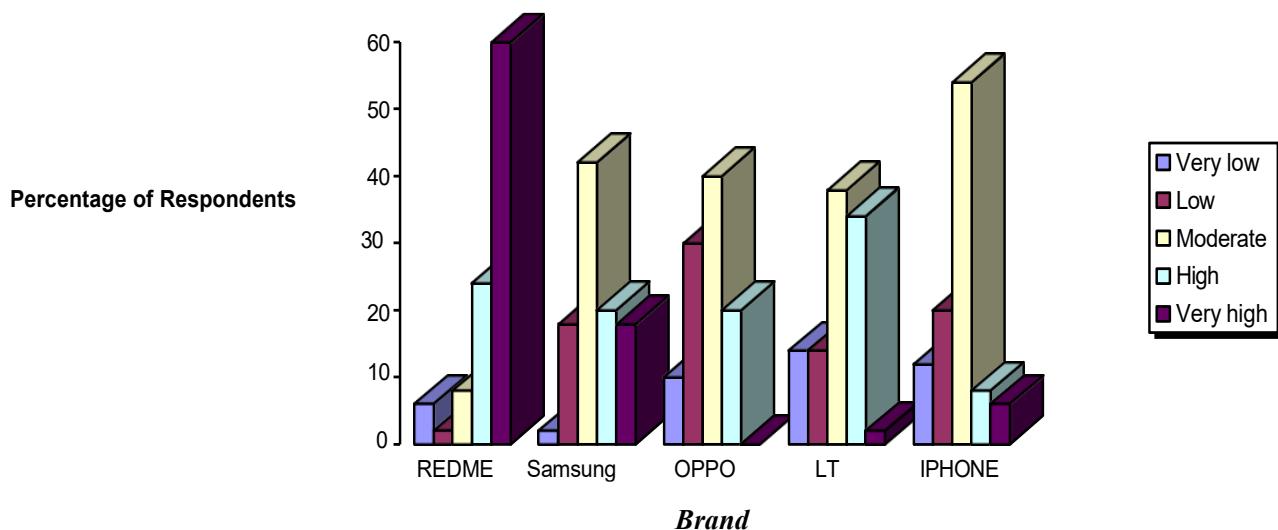


FIGURE – 10.5 Consumers' attitude about the User-Friendliness of some mobile phone brands

OBSERVATION AND INFERENCES:

The results indicate that REDMI is perceived as the most user-friendly mobile phone brand, with 60% of respondents reporting this assessment. In contrast, the user-friendliness of competing brands was generally rated as moderate rather than outstanding. These findings suggest that consumers place considerable importance on ease of use, favoring devices that can be operated effortlessly by users of varying skill levels.

f. Consumers' attitude about the Reliability of some of the major mobile phone brands

TABLE – 10.6 Consumers' attitude about the Reliability of mobile phone

Consumers' attitude about Reliability	REDMI	Samsung	OPPO	LT	IPHONE
Very low	3	4	1	2	7
Low	1	3	13	7	13
Moderate	1	17	23	15	17
High	26	23	12	21	10
Very high	19	3	1	5	3
Total	50	50	50	50	50

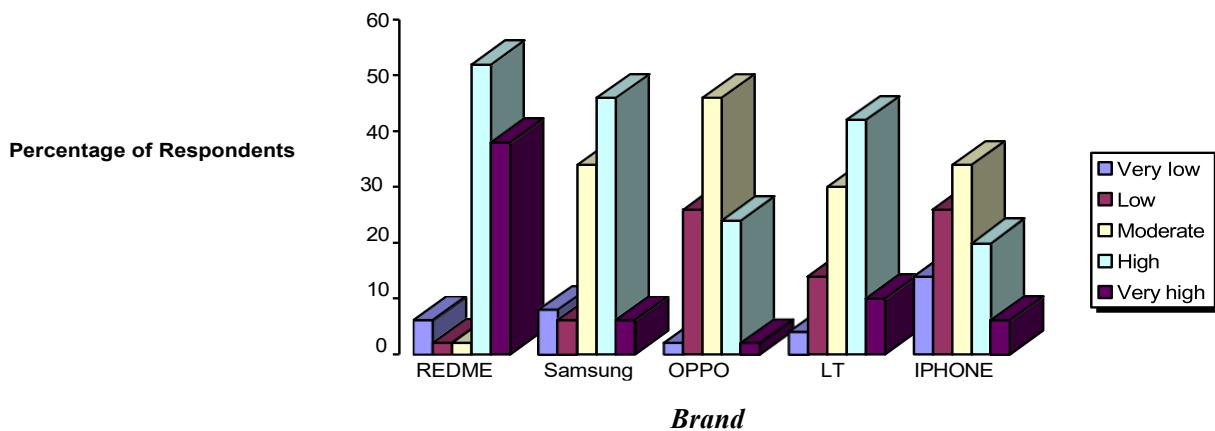


FIGURE – 10.6 Consumers' attitude about the Reliability of mobile phone

OBSERVATION AND INFERENCES:

REDMI leads in the mobile phone market due to an effective marketing mix that targets specific segments. Consumers value reliability, affordability, advertising, and accessibility, and REDMI meets these criteria, with 52% rating it highly reliable. Samsung follows with 46%, while LT, iPhone, and Motorola are seen as moderately or less reliable.

g. Consumers' attitude about the Technological Superiority of some of the major mobile phone brands

TABLE – 10.7 Consumers' attitude about the Technological Superiority of mobile phone brands

Consumers' attitude about Technological Superiority	REDMI	Samsung	OPPO	LT	IPHONE
Very low	4	3	2	2	6
Low	1	4	8	4	9
Moderate	4	8	20	12	21
High	22	22	16	20	10
Very high	19	13	4	12	4
Total	50	50	50	50	50

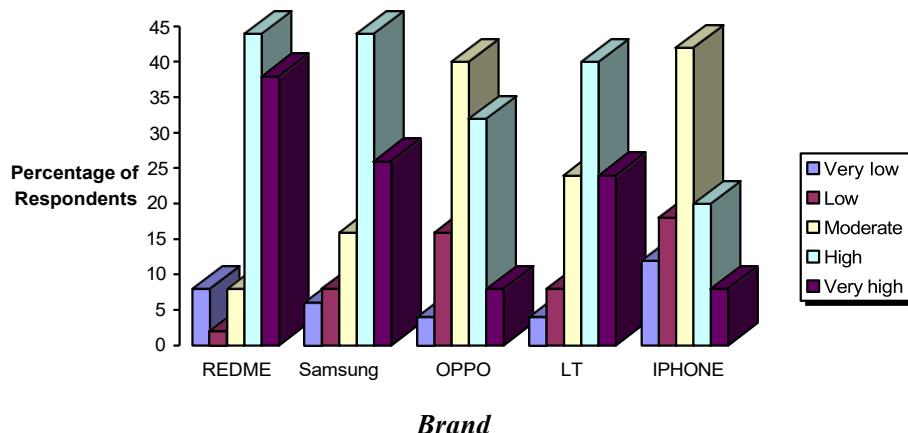


FIGURE – 10.7 Consumers' attitude about the Technological Superiority of mobile phone brands

OBSERVATION AND INFERENCES:

The rapid pace of technological advancements and ongoing efforts by R&D engineers have led to the introduction of mobile handsets with increasingly advanced features. For many manufacturers, the typical life cycle of a mobile phone ranges from six months to one year. The data indicate that approximately 44% of respondents consider both REDMI and Samsung to possess highly advanced technology, while other brands are viewed as having only moderately advanced features. Additionally, 38% of respondents regard REDMI as having very superior technology, which contributes to its position as the most preferred brand.

h. Consumers' attitude about the Pride of some of the major mobile phone brands

TABLE – T10.8 Consumers' attitude about the Pride of some of the major mobile phone brands

Consumers' attitude about Pride	REDMI	Samsung	OPPO	LT	IPHONE
Very low	4	2	2	0	10
Low	0	5	19	5	14
Moderate	8	18	17	24	16
High	13	19	10	16	8
Very high	25	6	2	5	2
Total	50	50	50	50	50

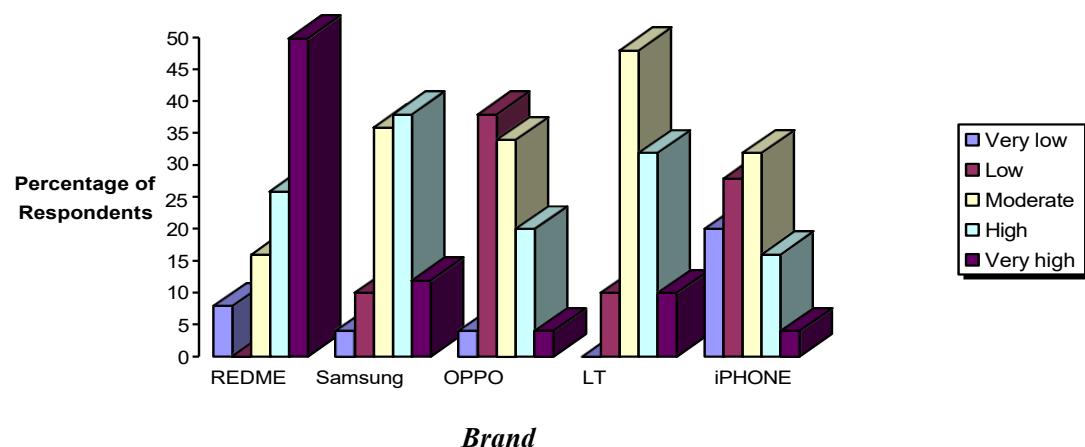


FIGURE – 10.8 Consumers' attitude about the Pride of some of the major mobile phone brands

OBSERVATION AND INFERENCES:

Since their introduction a decade ago, mobile phones have become essential for work and personal communication, from executives to street vendors. Owning a REDMI handset is considered a high-status symbol by 50% of respondents, followed by Samsung at 38%, while Motorola, LT, and iPhone are associated with moderate pride. mobile phones are now viewed as a necessary possession for students and professionals alike.

i. Consumers' attitude about the Utility of some of the major mobile phone brands

TABLE – 10.9 Consumers' attitude about the Utility of some of the major mobile phone brands

Consumers' attitude about Utility	REDMI	Samsung	OPPO	LT	IPHONE
Very low	3	1	3	1	7
Low	1	8	9	7	15
Moderate	5	14	23	21	16
High	19	21	12	16	9
Very high	22	6	3	5	3
Total	50	50	50	50	50

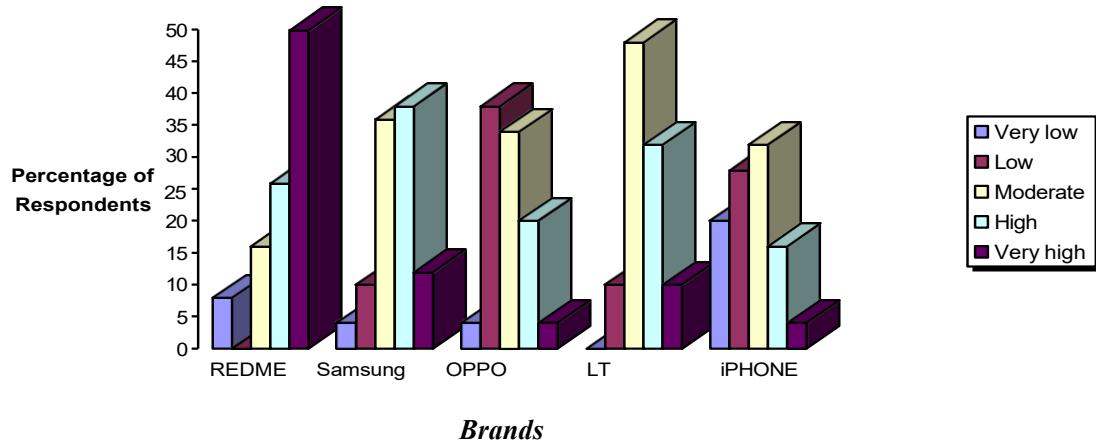


FIGURE – 10.9 Consumers' attitude about the Utility of some of the major mobile phone Brands

OBSERVATION AND INFERENCES:

The analysis of the data indicates that 44% of respondents rated the utility of REDMI mobile phones as very high, while approximately 38% evaluated it as high. In comparison, 42% of respondents perceived the utility of Samsung handsets as high, whereas around 46% considered the utility of Motorola devices to be moderate. The majority of respondents assessed the utility of other mobile phone brands as moderate.

Since the introduction of mobile phones over a decade ago, communication accessibility within and beyond urban areas has improved significantly. Although mobile phones were initially expensive, increased market penetration and rising sales volumes led to substantial price reductions, making them affordable across different income groups. As workforce mobility expanded, the need for efficient communication with consumers, office staff, and households became increasingly important. Consequently, mobile phones evolved into a basic necessity, used by individuals ranging from senior corporate executives to street vendors. Furthermore, service providers such as Airtel, Spice, and Hutch introduced reduced tariffs and free incoming calls to attract a broader customer base. These developments significantly accelerated mobile phone adoption, and today mobile phones are widely regarded as essential personal possessions, including among students and professionals.

j. Consumers' attitude about the Brand Power of some of the major mobile phone brands

TABLE – 10.10 Consumers' attitude about the Brand Power of some of the major mobile phone brands

Consumers' attitude about Brand Power	REDMI	Samsung	OPPO	LT	IPHONE
Very low	3	2	4	0	10
Low	1	7	15	9	12
Moderate	2	18	18	10	13
High	16	13	11	21	13
Very high	28	10	2	10	2
Total	50	50	50	50	50

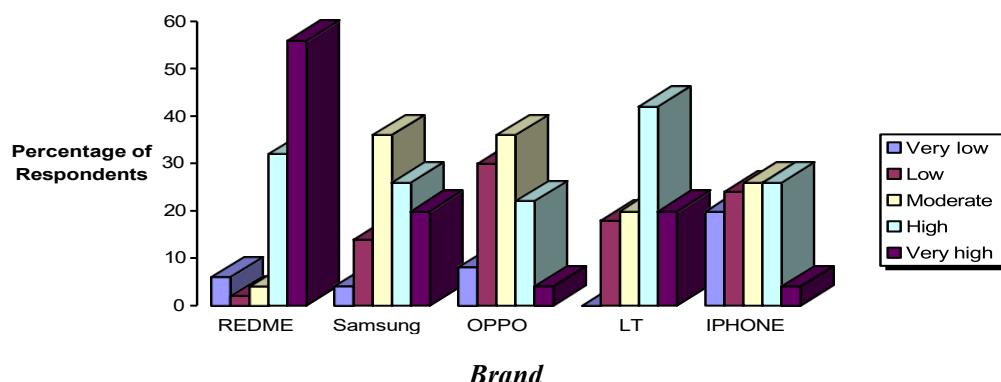


FIGURE – 10.10 Consumers' attitude about the Brand Power of the major mobile phone brands

OBSERVATION AND INFERENCES:

The findings indicate that 56% of respondents perceived REDMI to possess very strong brand power relative to its competitors. The brand strength of other mobile phone manufacturers was generally evaluated as either high or moderate. Among the various firms operating in the mobile phone industry, REDMI is regarded as having an effective marketing mix strategy that is carefully tailored to specific market segments, enabling it to remain competitive in the global marketplace. Extensive media advertising and sales promotion activities have contributed significantly to the development of a strong brand image. Consumers typically prefer reliable products offered at optimal prices, with a strong inclination toward brands that are widely advertised and readily available through convenient distribution channels. REDMI mobile phones fulfill these criteria, which explains their high sales performance and strong consumer acceptance in this highly competitive market.

10.11. Consumers' attitude about the Spread Effect of some of the major mobile phone brands

TABLE – T10.11 Consumers' attitude about the Spread Effect of major mobile phone brands

Consumers' attitude about Spread Effect	REDMI	Samsung	OPPO	LT	IPHONE
Very low	5	5	7	2	7
Low	1	7	15	8	16
Moderate	6	23	16	22	16
High	11	8	8	15	10
Very high	27	7	4	3	1
Total	50	50	50	50	50

FIGURE – 10.11 Consumers' attitude about the Spread Effect of major mobile phone brands

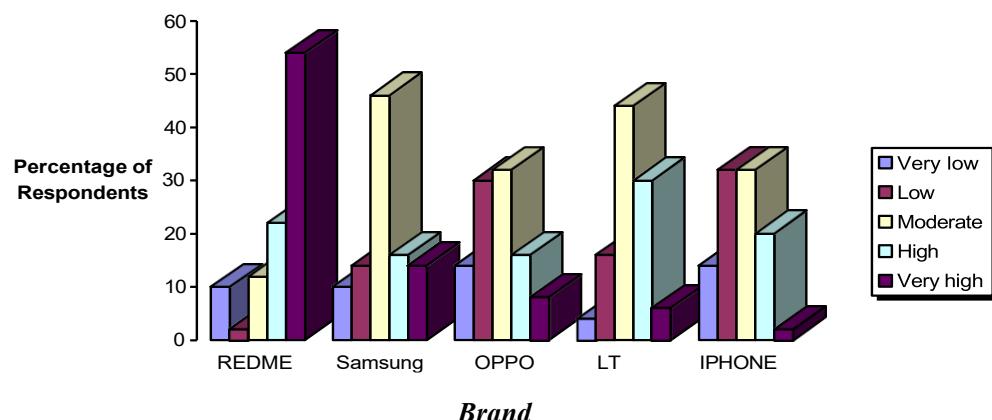


FIGURE – 10.11 Consumers' attitude about the Spread Effect of major mobile phone brands

OBSERVATION AND INFERENCES:

The data reveal that 54% of respondents perceive REDMI to have a very strong spread effect compared to competing brands, which were generally regarded as having a moderate spread effect. This finding reflects strong brand affinity and sustained consumer preference for REDMI devices. Brand awareness among users is primarily generated through word-of-mouth communication, with friends and family members playing a significant role in influencing purchase decisions. In addition, advertisements in print and electronic media enhance awareness regarding brand availability, while outdoor advertising through

hoardings provides supplementary information that assists consumers in brand selection. Furthermore, satisfactory handset performance encourages existing users to recommend the brand to others, creating a multiplier effect whereby information is disseminated from a few individuals to many, thereby reinforcing brand diffusion within the market.

MAJOR FINDINGS

- First-time mobile phone buyers demonstrate a strong preference for REDMI devices due to their wide range of models and competitive pricing options. The study reveals a higher inclination

toward REDMI phones compared to Samsung and Sony, reflecting strong brand affinity and continued brand loyalty among consumers.

2. Consumers perceive mobile phones as essential and indispensable in their daily lives, using them as a primary means of communication. For some individuals, mobile phones also function as a status symbol and a source of personal pride.
3. The effective life cycle of a mobile phone for many manufacturers appears to range between six months and one year. While some consumers frequently replace handsets to access newer models, many delay replacement decisions due to low exchange values. Typically, a usage period of one to two years is observed before consumers consider purchasing a new handset.
4. The marketing strategies employed by REDMI are highly effective, encompassing direct marketing as well as distribution through franchise outlets, dealers, and retailers. Extensive use of outdoor advertising, along with print and electronic media promotions, has ensured strong brand recall among consumers. The brand's popularity can be attributed to its technological competence, pricing strategy, marketing efficiency, and effective after-sales service.
5. Quality is a critical factor influencing consumers' handset selection decisions. Defined as fitness for use, quality is an attribute incorporated into the products of most mobile phone manufacturers and remains a key determinant of purchase behavior.
6. With continuous technological advancements, consumer expectations have increased correspondingly. Users prefer mobile phones equipped with advanced features such as color displays, radio, camera, infrared connectivity, Bluetooth, and GPRS, which represent core expectations for future purchases.
7. A majority of mobile phone users reported using REDMI devices, while users of other brands generally expressed satisfaction with their handsets. This suggests that consumers perceive adequate value for the money spent across brands.
8. Word-of-mouth communication emerged as the primary source of brand awareness, with friends and family members exerting significant influence on purchase decisions. Print and electronic media advertisements enhance awareness of brand availability, while outdoor hoardings provide supplementary information that assists consumers in brand selection. Positive handset performance further motivates users to recommend their preferred brands to others, creating a diffusion effect.
9. Although consumers perceive brands such as REDMI and Samsung to be relatively expensive compared to alternatives, most respondents consider the pricing acceptable when evaluated against handset quality and performance.
10. Consumers consistently prefer reliable products offered at optimal prices and favor brands that are widely advertised and easily accessible through convenient distribution channels. REDMI meets these criteria, resulting in strong brand perception and competitive advantage in the market.
11. Performance attributes—including quality, ease of use, reliability, durability, and maintainability—are the primary factors influencing handset purchase decisions. REDMI commands a substantial market share and is widely regarded as the market leader, particularly among first-time buyers, due to its reliability and diverse product offerings across price segments.
12. REDMI demonstrates strong brand power and an effective ability to position itself as a recognizable and trusted brand. Its success in brand building has resulted in higher consumer preference compared to competing brands, reinforced by consistent marketing communication and positive user experiences.

SUGGESTIONS AND RECOMMENDATIONS

1. Mobile phone manufacturers should actively promote buy-back and exchange schemes, as such initiatives can stimulate consumer interest in upgrading their handsets. In addition, adequate awareness should be created regarding technological advancements and cost-related benefits to encourage consumers to replace existing devices.
2. Manufacturers must place strong emphasis on quality-oriented design to enhance the durability and robustness of mobile handsets. Prior to launching new models, pre-testing should be conducted to ensure ease of handling and user comfort. Providing concise user guides or informational vouchers outlining key features and functionalities can further support effective product usage.
3. Manufacturers should ensure continuous technological upgrading to keep pace with present

and future innovations. While introducing new models regularly is essential, sustained spare-parts availability and service support for earlier models must also be maintained to enhance customer satisfaction and trust.

4. Although most companies now introduce mobile phones equipped with advanced features, such devices are often priced at a premium, limiting affordability for the average consumer. Firms should therefore adopt cost-reduction strategies to make technologically advanced models more accessible, thereby expanding market reach and increasing sales volume.
5. Equal emphasis should be placed on media advertising, sales promotion, and personal selling activities. Allocating adequate financial resources to advertising and promotional efforts will enhance brand visibility, strengthen market presence, and enable products to differentiate themselves in a highly competitive environment.

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