



**What Teens want in a Mobile Handset?
A Study related to features of Mobile Handset**

Gagan Gulati¹

Abstract

Today Mobile phones have become the most essential part of everyone's life whether it's a kid, teen, adult or old. It has become a necessity of the life. Teens are the most important part of Indian society and they are the ones who influence decisions in a family. This research is based on analyzing the various factors affecting the selection of a mobile phone handset. These factors can help the Indian manufacturers of mobile handsets in understanding the mindset of the teens and what they want in a mobile Phone? This research will help in Make in India. To conduct this research the personal interview was conducted. After personal interview a list of features are made and mailed to the respondents for marking their preferences on a five point scale. Factor analysis and central tendency techniques were used for data analysis. The teens of various private universities in Dehradun were the population and simple random method was used. The total respondents were 110 comprises of various courses like BBA, B.Com (H) and B.A. L.L.B. The findings of the research revealed twenty one important features considered by the teens in their mobile handsets and with help of factor analysis these twenty one features have been categorized in four components.

Keywords: Mobile handset features, Preference, Teens

1 Assistant Professor, Quantum School of Business, Quantum Global Campus, Roorkee.

Introduction

The Revolution in the technology has changed the pattern of adoption, consumption and elimination of various products and services. Telecommunication is one of the industries which have been affected a lot.

Mobile handsets are extensively used worldwide, with various value addition in the features, they are becoming an important medium for many activities.

After China the second largest mobile handset market in the world is India and is primed to turn out to be a bigger market place with unit shipment of INR 208.4 million in 2016 at a compound annual growth rate (CAGR) of 11.8 per cent from 2010 to 2016.

The mature mobile consumers' of India are amplifying their preference for high-end handsets. The desire of young demographic to use mobile Web 2.0 technologies could

see the market revenue ascend from INR 255.91 billion in 2010 to INR 350.05 billion in 2016. Furthermore the adoption OSs (open-source systems) such as Symbian and Android etc has open the growth engine of telecom industry by providing mobile handset-Smartphone combination.

There are number of Smartphone available in the market with varied features like finger touch, play store, and dimensions. But what are the major factors which influenced the sale of a product or what consider or visualize in their ideal handset?

It is expected that in the coming years, the sale of the Smartphone will rise progressively and the competitors will rise tremendously aiming for higher margins. This inclination is likely to continue, as several mobile phones manufacturers are strategizing to organize more models of Smartphone in their assortment.

Today Mobile handsets are not just owned by youth or adult or old but are an important part of teens too. In India there are roughly 243 million teenagers matured between 10-19.

Ample opportunities are available in the market of telecom sector which can be tapped by Indian manufacturers. This research will help in identifying the various features crave by the teens as well as the categorization of the features. It will also help in the theory “Make in India” by providing an insights about teens preferences about mobile handsets.

Review of Literature

Ahmed and Qazi (2011) in their research explain the various pattern of consumption and adoption of mobile phone by the university students. The findings revealed that features of mobile phones plays an important in the sale of mobile phones. So, it provides an opportunity to understand the various important features in mobile phones to be considered by teens.

Bridie, S. (2005) in their article highlighted the various problems related to the mobile phones. The different drawbacks highlighted were overheating of the mobile phone, freezing etc. The study was conducted in Australia providing an opportunity to understand the same in India.

Chen Ling, Wonil Hwang & Salvendy, Gavriel (2006) studied the various features of mobile phones like camera, color screen, voice-activated dialling, Internet browsing, and wireless connectivity and their impact on the preferences levels. This research provides the scope for studying effect of more features on the preference level.



Choe Pilsung, Lia, Chen and Sun Wei (2012) in their research focused on customization of mobile phones on the basis of its features. The various features selected are 'text message', 'battery', 'contacts', 'software updates', and 'display size'. The study has been conducted in China and with a few features, leaving the scope for further research.

Desai, J., & Desai, U. (2013) draw attention towards the rising demands of mobile phones. The findings of the research also stressed upon the effect of various features of mobiles on the attitude and preference formation.

Library Technology Reports (2008) stated the varied mobile phones, their styles and models. It also focused on the technology and its impact on the various features of the mobile handsets.

Kyungdoh Kim, Proctor Robert, Salvendy Gavriel (2012) in their research try to find the effect of usability of the mobile phones (basis are various features like games, cameras, entertainment, shopping etc) and product success.

M Krithika and Vasantha .S, (2013) focused on the usage of the mobile phones by teens and young adults. The study left scope for understanding the various features affecting the usage of the mobile phones.

Objectives

- Identifying the desired features of mobile handset.
- Categorization of various mobile handset features.

Research Methodology

This research explores the different features of mobile handsets preferred by teens and the categorization of various factors. To conduct the research the teens of 17-19 years were selected from various private universities in Dehradun. The total sample size for the research used was 110. The personal interview was used as a tool for data collection and after that a list of features are combined and mailed to the respondents. The respondents have to rate them on a five point scale. Central tendency and factor analysis was used for analyzing the data. The questions related to the features in their preferred mobile phones were asked and then all these features are clubbed together and frequency of each feature is taken out. Furthermore the ratings have been also taken to understand the intensity of the feature required in mobile handset.

Data Analysis and Interpretation

| Attributes | Category | No. of Respondents | % | Attributes | Category | No. of Respondents | % |
|---------------|--------------|--------------------|------------|-----------------------------------|-------------------|--------------------|------------|
| Age | 17 | 7 | 6.3 | Course | BBA | 45 | 41 |
| | 18 | 55 | 50 | | B.Com(Hons) | 55 | 50 |
| | 19 | 48 | 43.7 | | BA.LL.B | 10 | 9 |
| | Total | 110 | 100 | | Total | 110 | 100 |
| Gender | Male | 67 | 61 | Gross annual family Income | Less than 3 lakh | 30 | 27 |
| | Female | 43 | 39 | | 3 lakh- 5.99 lakh | 55 | 50 |
| | Total | 110 | 100 | | 6 lakh- 8.99 lakh | 20 | 18 |
| | | | | | 9 lakh and above | 5 | 5 |
| | | | | | Total | 110 | 100 |

Table -1 Demographic profile of respondents

Table -1 shows the demographic profile of the respondents. In the age category 6.3 % belongs to 17yrs, 50% belongs to 18yrs and 43.7% belongs to 19 years. In the gender category 61% respondents are male and 39% respondents are female. In the course category 41% belongs to BBA, 50% belongs to B.Com (Hons) and 9% belongs to BA.L.L.B. In the Gross annual family income category 27% respondents belongs to less than 3 lakh, 50% belongs to 3lakh-5.99 lakh, 18% belongs to 6lakh-8.99lakh and 5% belongs to 9 lakh and above.

| S.no | Satisfaction Factors | Frequency | Total | S.no | Satisfaction Factors | Frequency | Total |
|------|----------------------|-----------|-------|------|-----------------------|-----------|-------|
| 1 | Good Battery back-up | 95 | 95 | 12 | Wide screen | 46 | 46 |
| 2 | Quality of Camera | 76 | 76 | 13 | In built Applications | 41 | 41 |
| 3 | Quality of Music | 73 | 73 | 14 | Easy to use | 38 | 38 |
| 4 | No Hang Problem | 69 | 69 | 15 | Less Weight | 29 | 29 |

| | | | | | | | |
|----|------------------------|----|----|----|--------------------|----|----|
| 5 | Quality of Touch | 62 | 62 | 16 | Palm Sensor | 23 | 23 |
| 6 | Fast Internet browsing | 61 | 61 | 17 | Multi USB Port | 21 | 21 |
| 7 | Image of the brand | 55 | 55 | 18 | Graphics | 19 | 19 |
| 8 | Internal memory | 53 | 53 | 19 | Window based Phone | 14 | 14 |
| 9 | Dual Sim option | 52 | 52 | 20 | Less Heat | 10 | 10 |
| 10 | Expreience of Gaming | 49 | 49 | 21 | Touch and type | 7 | 7 |
| 11 | Unique Design | 47 | 47 | | | | |

Table 2 Features of desired mobile handset

Table 2 depicts the various features desired by the teens in their mobile handset. the maximum respondents want good battery back-up (95) followed by quality of camera (76), quality of music (73), no hang problem (69), quality of touch (62), fast internet browsing (61), image of the brand (55), internal memory (53), dual sim option (52), expearence of gaming (49), unique design (47), wide screen (46), in built applications (41), easy to use (38), less weight (29), palm sensor (23), multi usb port (21), graphics (19), windows based phone (14), less heat (10) and the last is touch and type (7).

Rotated Component Matrix^a

| | Component | | | |
|------------------------|-----------|------|-------|-------|
| | 1 | 2 | 3 | 4 |
| Good battery back up | .256 | .023 | .734 | .093 |
| Quality of camera | .762 | .038 | .534 | .089 |
| Quality of music | .801 | .084 | .500 | .040 |
| No Hang problem | .905 | .188 | .205 | .007 |
| Quality of Touch | .796 | .361 | -.011 | -.186 |
| Fast internet browsing | .800 | .260 | .456 | .028 |
| Image of the brand | .420 | .434 | .673 | .020 |
| Internal memory | .813 | .441 | .111 | -.102 |
| Dual sim option | .699 | .365 | .325 | .032 |
| Expreience of gaming | .781 | .438 | .365 | -.014 |

| | | | | |
|-----------------------|-------|-------|-------|-------|
| Unique design | .095 | .900 | .139 | -.005 |
| Wide screen | .759 | .497 | .310 | -.006 |
| In built applications | .718 | .144 | .090 | .141 |
| Easy to use | .742 | .394 | .069 | .109 |
| Less weight | .396 | .682 | .339 | .167 |
| Palm sensor | .399 | .818 | .134 | -.230 |
| Multi usb port | .690 | .656 | .119 | .142 |
| Graphics | .369 | .836 | -.171 | .231 |
| Window based phone | .445 | -.004 | -.290 | .726 |
| Less heat | -.186 | -.156 | .214 | .878 |
| Touch and type | -.002 | .237 | .103 | .838 |

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 6 iterations.

Table 3 Factor analysis of the components

Table 3 depicts the factor analysis of the 21 features on the five point rating scale. There are four components arrived after the analysis

| Component | Features | New Name |
|-----------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|
| I | Quality of camera, Quality of music, No hang problem, Quality of Touch, Fast Internet browsing, Internal memory, Dual sim option, Experience of gaming , Wide screen, In-built applications, Easy to use and Multi usb port | Factors of Quality |
| II | Unique design, Less weight, Palm sensor and Graphics | Factors of Design |
| III | Good battery back-up and Image of the brand | Factors of trust |
| IV | Window based phone, Less heat and touch and type | Factors of aptness |

Findings:

- In age category the maximum respondents are of 18 years.
- In gender class the maximum respondents are male.



- The largest numbers of respondents in this study are studying B.Com (Hons.)
- The maximum number of respondents belongs to the family whose gross annual family income is 3lakh-5.99 lakh.
- The total no of features that came out after the research are 21. The most required feature in a mobile handset is the good battery back-up followed by quality of camera and music.
- The factor analysis have categorized the twenty one features into four components. The new name given to the various components are: factors of quality, factors of design, factors of trust and factors of aptness.

Conclusion

The technological innovation has really changed the way of people performing various activities like commuting, communicating, manufacturing etc. Earlier communication is just done through post but with upgradation of the technology today lots of option are available and mobile handsets are one of them. Today Mobile handsets are not just confined to communication but they perform many other functions like clicking pictures, internet browsing, shopping, music and many more to add. Now the question arises what are the most important features considered by an individual? This research is focussed on finding the most important features of the mobile handsets, but restricted to teens only. As teens are one of important part of Indian society so this research is based on them. The findings revealed that there are twenty one features considered in a mobile handsets. Furthermore these features are categorized by the factor analysis and four important components came out as a result. The name given to them are factors of quality, factors of design, factors of trust and factors of aptness.

Implication for the Marketer:

- Manufacturer of technology and Marketer may understand the features considered by the by the teens before purchasing any mobile handsets.
- Before launching any new model or upgrading the model, these features can be considered.
- Help the Indian manufactures in understanding preference of features directly helping in “Make in India”.

Limitations of the study

- Time constraint can't be ignored.
- The study is limited to teens and specific region (Dehradun) only.
- Price and brand was not considered as a factor for the research.

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