

---

## **A PILOT STUDY ON THE BRAND PREFERENCE OF SMARTPHONES AMONG THE YOUTH IN KANPUR**

Mrs. Asha Yadav, Faculty, School of Vocational Education and Training, Indira Gandhi

National Open University, New Delhi (INDIA); Email: [ashayadav@ignou.ac.in](mailto:ashayadav@ignou.ac.in)

Dr. Mrityunjay Kumar, Faculty, Dept. of History, Shaheed Bhagat Singh College, University of

Delhi, New Delhi(INDIA); Email: [mrityunjaykumarhistory@gmail.com](mailto:mrityunjaykumarhistory@gmail.com)

Ms. Jyoti, Freelance Content Writer, Kanpur (INDIA); Email: [jyotianuk@gmail.com](mailto:jyotianuk@gmail.com)

Dr. Pradeep Kumar, Faculty, School of Extension and Development Studies, Indira Gandhi

National Open University, New Delhi (INDIA); Email: [pradeep@ignou.ac.in](mailto:pradeep@ignou.ac.in)

Dr. Gyan Prakash Yadav, Faculty, School of Management Studies, Uttar Pradesh Rajarshi

Tandon Open University, Allahabad (INDIA); Email: [gyanprakashaicte@gmail.com](mailto:gyanprakashaicte@gmail.com)

### **ABSTRACT**

This pilot study explores the brand preferences of smartphones among the youth in Kanpur, aiming to identify the key factors influencing their purchasing decisions. With the increasing penetration of smartphones in India, the youth market plays a critical role in shaping industry trends. This research will examine the choice of the best managers in a smartphone product, such as one from Apple, Samsung, or even Xiaomi. In this regard, a comparison is made about price, feature, brand image, social influence, and after-sales service as much as these define the buying decision. With the pervasiveness of smartphones in daily life, more so among the younger generation, it aims to discover what attributes define loyalty and choice. These findings will help set a foundation for establishing knowledge of the practices of consumers in the smartphone market, paving the way for more profound research in the future. This pilot study shall be the basis for future research on smartphone brand preferences and market dynamics in developing economies.

### **INTRODUCTION**

The rapid advancement of technology has made smartphones an indispensable part of everyday life, particularly among the younger generation. These devices serve as communication tools and platforms for entertainment, education, social interaction, and business activities. As smartphone penetration increases, understanding the factors influencing brand preferences



---

among users, especially the youth, becomes essential for businesses and marketers.

Kanpur, a major industrial city in Uttar Pradesh, India, has seen a significant rise in smartphone usage, particularly among its younger population. This demographic, often characterized by their tech-suaveness, fashion-consciousness, and strong inclination toward social media, is critical in driving smartphone market trends. Knowing what drives this group's brand loyalty and preferences for manufacturers and marketers can provide valuable insights into product development, marketing strategies, and customer retention.

This pilot study aims to explore the brand preferences of smartphones among the youth in Kanpur, focusing on critical factors such as price sensitivity, brand reputation, product features, peer influence, and marketing impact. The study will help identify the essential elements that young consumers prioritize when selecting a smartphone brand, shedding light on the dynamics of brand loyalty in this competitive market. Doing so will contribute to a deeper understanding of the evolving consumer behavior in the smartphone industry, providing a foundation for further, more extensive research.

## **HISTORY OF SMARTPHONES**

The evolution of smartphones represents a significant milestone in the history of mobile communication, marked by innovations that have transformed how we interact with technology. The origins of smartphones can be traced back to the early 1990s when the idea of integrating computing features with cellular phones first gained traction. The history of smartphones traces back to the early 1990s when mobile phones began evolving into devices that integrated communication with computing capabilities. One of the earliest examples was the IBM Simon, introduced in 1992 and released commercially in 1994, which is widely considered the first true Smartphone. The IBM Simon featured a touchscreen, email functionality, and basic PDA features like a calendar and fax, which significantly departed from traditional mobile phones limited to voice communication. As the decade progressed, brands like Nokia and Ericsson began experimenting with personal digital assistants (PDAs) that incorporated mobile phone capabilities. Nokia's Communicator series, launched in 1996, was an early success, combining a phone with features like word processing and email, signaling the growing demand for multifunctional devices.

In the early 2000s, the smartphone concept gained momentum, particularly in the business world,

---

with the rise of BlackBerry devices. BlackBerry phones, developed by Research In Motion (RIM), became the go-to smartphones for professionals due to their secure email services and physical QWERTY keyboards, which made typing more efficient. Around this time, operating systems like Symbian OS, which was used by many Nokia phones, began to gain traction, making smartphones more capable of running complex applications and managing data.

The smartphone industry underwent a seismic shift in 2007 with the introduction of Apple's iPhone. The iPhone's revolutionary design, featuring a large multi-touch screen, a sleek user interface, and a fully integrated operating system (iOS), transformed the market by setting new standards for smartphone functionality and aesthetics. The accompanying App Store, launched in 2008, allowed developers to create and distribute apps, unlocking many possibilities for users and fundamentally changing how people interacted with their phones. Shortly after, Google entered the scene with Android OS, an open-source operating system launched in 2008 with the HTC Dream (also known as the T-Mobile G1). Android quickly gained popularity due to its adaptability and openness, enabling various manufacturers like Samsung, LG, and Huawei to develop smartphones with diverse features at different price points.

The 2010s saw rapid advancements in smartphone technology. Touchscreen-only designs became the norm, physical keyboards disappeared, and app ecosystems expanded exponentially, creating an entirely new digital economy. Major technological milestones included the development of faster internet networks (4G and later 5G), the improvement of mobile cameras to near-professional levels, the introduction of facial recognition, augmented reality (AR), and the rise of AI-powered assistants like Apple's Siri and Google Assistant. These innovations allowed smartphones to remain communication devices and become essential tools for entertainment, productivity, and connectivity. Today, smartphones are central to daily life, providing everything from banking to entertainment, navigation, and beyond, marking a profound shift from their origins as simple communication tools to multifaceted personal computing devices.

### **WHAT IS A SMARTPHONE?**

A smartphone is a multifunctional mobile device that integrates the capabilities of a computer with traditional telecommunication features. Unlike basic mobile phones, designed primarily for voice calls and text messaging, smartphones provide various advanced functionalities such as internet browsing, app usage, and multimedia playback. At the heart of every Smartphone is

---

an operating system, such as Apple's iOS or Google's Android, which manages the device's hardware and allows users to run various applications (apps) for tasks like gaming, social media, productivity, and more. Smartphones are typically equipped with large, high-resolution touchscreens, replacing physical keyboards with virtual ones and allowing for intuitive interaction through swiping, tapping, and other touch gestures.

One of the critical distinctions of a smartphone is its constant connectivity, enabling users to access the internet via cellular networks (like 4G or 5G) or Wi-Fi, allowing for services such as email, streaming, and real-time communication. Most smartphones also feature built-in cameras—often with advanced capabilities such as multiple lenses and high megapixel counts—enabling high-quality photography and video recording. In addition to these multimedia features, smartphones include various sensors like accelerometers, GPS, and facial recognition systems that enhance user experiences in navigation, fitness tracking, and security. Modern smartphones also support a vast ecosystem of apps, downloadable from platforms like the Apple App Store and Google Play Store, making them highly customizable to individual needs and preferences.

Moreover, smartphones have become essential for tasks beyond basic communication. They serve as personal assistants, media players, gaming consoles, and even productivity hubs, with features like cloud storage, mobile banking, and document editing. With the integration of artificial intelligence (AI), voice assistants like Siri and Google Assistant can now perform tasks based on voice commands, adding a convenience layer for users. As smartphones evolve, they have become indispensable tools in daily life, blurring the lines between phones, computers, and entertainment devices.

## **REVIEW OF RELATED LITERATURE**

### **1. A study on consumer perception and satisfaction on smartphones in the youth market segment an investigation among college students in the Salem district (Priyanka et al., 2010)**

This study explored the use of mobile phones among young adults in India. The study used the theoretical frameworks of uses and gratifications approach from media studies, social cognitive domain theory from human development literature, and social construction of technology

---

(SCOT) from Science and Technology studies. The study's main objective was to examine the use of mobile phones to fulfill the communication, media, and age-related needs of young people in India and to investigate regional and gender differences.

## **2. A Study on Consumers Purchase Intentions for Smartphone in Saurashtra Region (Trivedi Rinky)**

Smartphones have transformed the way we engage in our everyday lives. Nearly all the Smartphone in recent time besides making calls has features such as navigation through GPS, taking pictures, the extraordinary sound system can maintain track of appointments and contacts, and many more features. By downloading various applications, the likely usage of smartphones multiplies by tens of thousands and grows longer every possible way. These days every business organization makes good usage of rapidly growing Smartphone technology. Manufacturers across the globe are keeping eye on the Indian market as it is the second-highest Smartphone market in the world. Year after year, the Smartphone market of India is getting competitive and tricky as numerous new smartphones are being introduced, and the preferences of Indian consumers are growing day by day. So when the new product is to be introduced, Smartphone companies are required to do a lot of homework and assessment of the Indian market while launching a product. All the Smartphone brands in India strive hard for their share of the pie in the market irrespective of whether they are established brands or new brands. The newline growing inclination of Indian customers towards the purchase and usage of smartphones has opened doors of new opportunities for various Smartphone brands. Hence, Smartphone companies need to know the intentions and the purpose for which consumers are buying smartphones. To exactly back what consumers want, one has to differentiate them from the clutter; one has to make an effort to know the consumer intentions for buying and using Smartphones from the depth, and for that, a marketer needs to adopt an evocative, multi-channel approach led by mobile to draw on consumer s attention. This research aims to study critical factors affecting consumers' purchase intentions for smartphones in the Saurashtra reg

## **3. A study on the impact of brand preferences on the buying behaviour of smartphone users in Haryana (Gagan)**

In today's world, smartphones have become an integral part of our daily lives, and their widespread adoption has driven manufacturers to enhance the various value-added services they



offer continuously. The Smartphone's popularity stems from features like GPS, alarm, calendar, media player, camera, etc. They facilitate communication, internet use, and social media etc., impacting lifestyle and social status. The diverse price range and constant model releases by manufacturers has revolutionized the way people access and interact with information, services, and products, creating new opportunities for businesses and individuals alike. Now, talking about analyzing the consumer behavior in smartphone buying, it is a very complex process, influenced by personal, social, economic, and psychological factors. Even the buying behaviour of different consumers is found to be different from one another. This makes it challenging for marketing professionals to understand and predict consumers' behaviour reliably. It is essential for marketers to get insights into what consumers want and how they react to specific brands in the smartphone market. The study focuses on the unique dynamics of the smartphone market in Haryana, particularly in rural and semi-urban areas, offering insights for marketers and researchers in addressing connected issues.

#### **4. The effect of socioeconomic factors on the buying pattern of urban youth in the retail market (Upadhyaya Anuradha)**

Socioeconomic factors form the backbone of revenue generation in the market. When it comes to a country like India, which is riddled with diverse variables, it becomes imperative to analyze those factors in its unique context. The retail revolution was first initiated in Tier I cities and has now spread into Tier II and III cities. Increased disposable income, easy access to credit, and a growing tendency towards a materialistic lifestyle have made Indian consumers highly attractive to companies. Notably, a spurt in purchases is witnessed during festive seasons.

The consumer buying process is inherently complex, influenced by a multitude of factors including demographic, social, and economic variables. Demographic factors such as age, gender, and family roles play a significant influence on purchasing decisions, because young consumers are often highly motivated by reasons that are sometimes different from those of old age groups. Social influences like consumer wants, experiences in learning, and motivators are influenced by family feelings; consumer demands vary based on the stage of life. The economic status—upper, middle, or lower class—greatly influences the buying behavior, as well as the type, quality, and quantity of purchases.





---

## STATEMENT OF THE PROBLEM

The title of the problem is: 'A PILOT STUDY ON THE BRAND PREFERENCE OF SMARTPHONES AMONG THE YOUTH IN KANPUR.'

With the rapid growth of smartphone usage among the youth, understanding the factors that drive brand preference has become increasingly important for manufacturers and marketers. In cities like Kanpur, where young consumers form a significant portion of the smartphone market, their choices are influenced by various factors such as price, brand image, product features, peer influence, and marketing strategies. However, there needs to be more comprehensive data on what influences explicitly the youth's decision to prefer one smartphone brand over another in this region.

This study seeks to address this gap by investigating the primary factors that shape the brand preference for smartphones among the youth in Kanpur. The problem lies in understanding the preferences and underlying reasons for these choices, such as whether price sensitivity outweighs brand loyalty, how much influence peers and social media have, and which features are most valued by this demographic. By identifying these key determinants, the study aims to provide insights that can help smartphone manufacturers and marketers better tailor their products and strategies to meet the evolving needs of the youth in Kanpur.

## RATIONALE OF THE STUDY

The youth demographic is one of the most influential and rapidly growing segments in the smartphone market. In Kanpur, like many other urban areas, young consumers are at the forefront of technological adoption and are highly active in shaping market trends. Understanding the brand preferences of this group is crucial for smartphone manufacturers and marketers as it can inform product development, pricing strategies, and targeted marketing campaigns.

Despite the growing importance of this market, limited focus needs to be placed on the brand preferences of smartphones among the youth in Kanpur. This study aims to fill that gap by examining the key factors influencing these preferences, including price sensitivity, brand image, product features, and the impact of peer influence and marketing.

The rationale for this study lies in the need to understand how young consumers in Kanpur make purchasing decisions in an increasingly competitive and saturated smartphone market. With numerous brands offering diverse features and price points, businesses need to

---

comprehend the motivations and behavior of this critical consumer group. By identifying the factors that shape their preferences, this study can help brands enhance their market positioning, improve customer engagement, and design products that better meet the expectations of youth.

Furthermore, the findings from this study will contribute to the broader body of knowledge on consumer behavior in the smartphone industry, providing valuable insights for future research and strategic decision-making.

### **SCOPE OF STUDY**

This study focuses on exploring the brand preference of smartphones among the youth in Kanpur, explicitly targeting individuals between the ages of 18 and 25. The study examines the key factors influencing smartphone brand choices, including price sensitivity, brand reputation, product features, peer influence, and marketing impact. By conducting a pilot survey, the study will gather quantitative data on the preferences and behavior of young smartphone users in Kanpur.

The scope is limited to Kanpur, providing a localized understanding of consumer behavior in an urban setting with a mix of students, professionals, and tech-savvy youth. The study includes popular smartphone brands such as Apple, Samsung, OnePlus, Xiaomi, and other widely used brands to understand which brands are most preferred and why.

### **PURPOSE OF SELECTING THE TOPIC**

The topic of "Mobile Brand Preference of Smartphones Among the Youth in Kanpur" was selected due to the increasing significance of smartphones in the lives of young consumers and the dynamic nature of the smartphone market. As the youth demographic in Kanpur is highly influential in shaping market trends, it is essential to understand the factors driving their preferences for specific smartphone brands.

#### *i. TOOLS FOR DATA COLLECTION*

The questionnaire consists of two sections that include

##### **A. Personal Information**



**B. Brand preferences of individuals and what lead to these preferences**

1. Data analysis will help understand customers' brand preferences and the significant factors influencing their decisions. Here, a pie chart and line chart is used for data analysis, and interpretation is written at the end of each figure.

**DATA ANALYSIS**

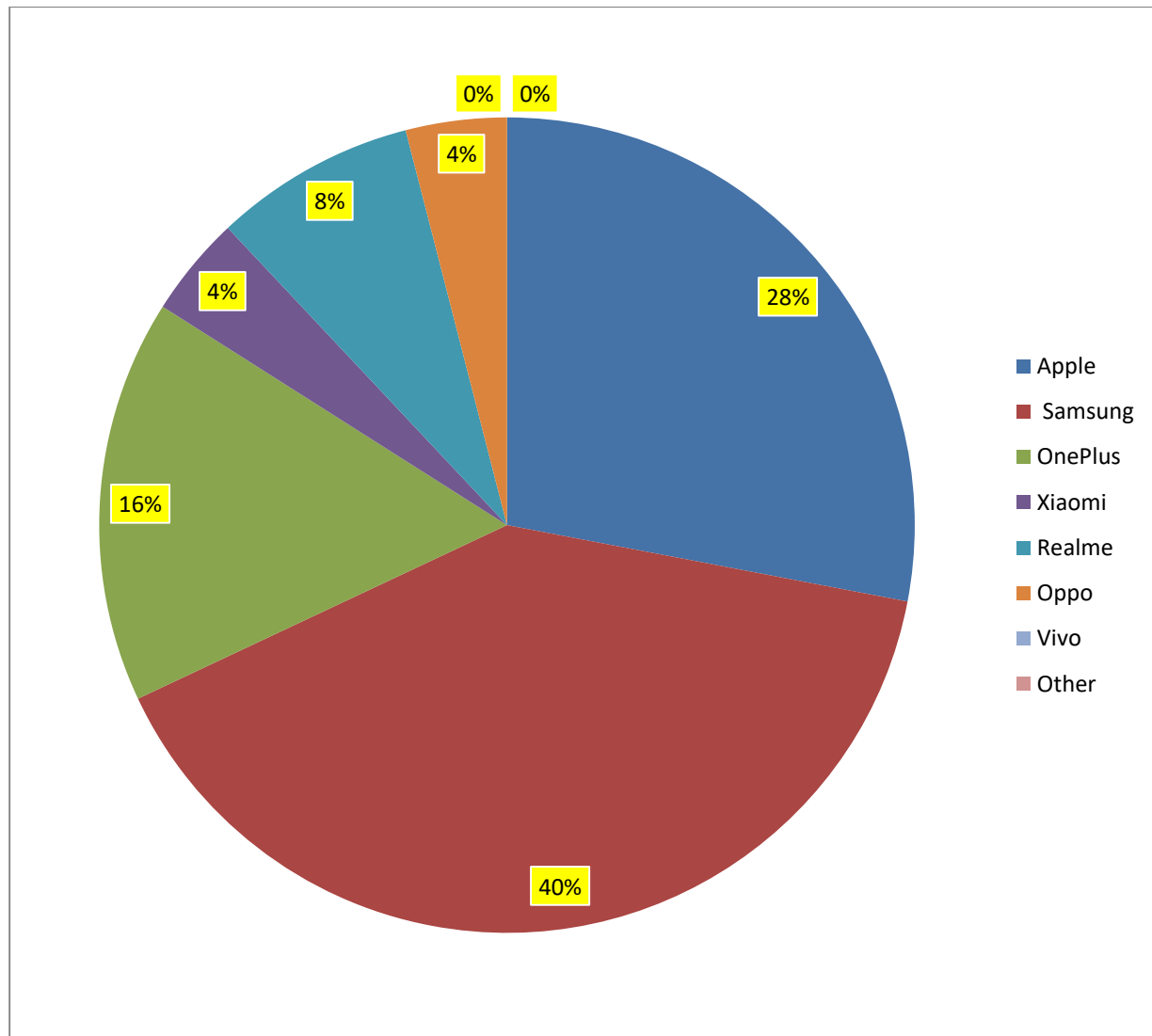
**TABLE1 (A): RESPONDENT’S PROFILE**

VARIABLE		NUMBER	PERCENTAGE
<b>GENDER</b>	MALE	13	52
	FEMALE	12	48
<b>AGE</b>	18-20	4	16
	21-23	9	36
	24-25	12	48
<b>OCCUPATION</b>	STUDENT	17	68
	WORKING	5	2
	PROFESSIONAL		
	OTHERS	3	12

**TABLE 1: SMARTPHONE BRAND THAT PEOPLE PREFER THE MOST**

SMARTPHONE BRAND	NO. OF CONSUMERS
Apple	7
Samsung	10
OnePlus	4
Realme	1
Opps	2
Vivo	1
Xiaomi	0
Other	0

**FIGURE 1: SMARTPHONE BRAND THAT PEOPLE PREFER THE MOST**



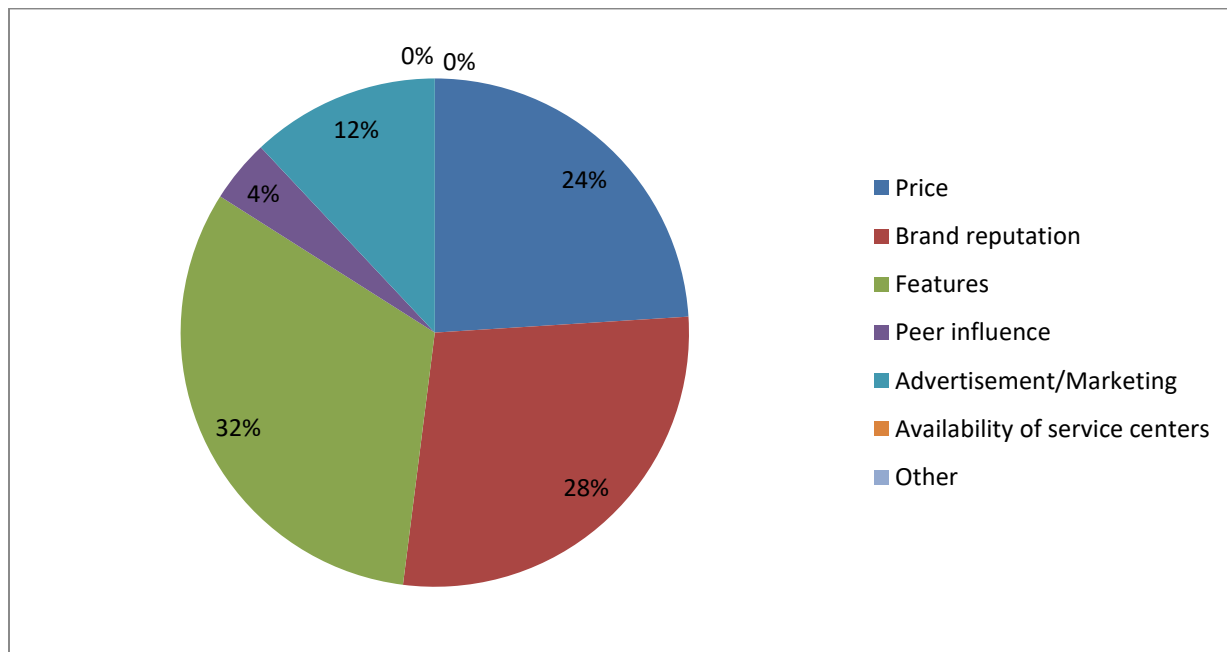
**INFERENCE**

The data shows that **Samsung** is the most preferred smartphone brand with 10 consumers, followed by **Apple** with 7. **OnePlus** ranks third with 4 users, while **Oppo**, **Realme**, and **Vivo** have a minimal preference, each attracting 1 to 2 consumers. None of the consumers prefer **Xiaomi** and other brands. This indicates that **Samsung** and **Apple** dominate the preferences in this sample.

**TABLE 2: FACTORS THAT INFLUENCE CHOICE OF SMARTPHONE**

INFLUENTIAL FACTORS	NO. OF CONSUMERS
• Price	6
• Brand reputation	7
• Features	8
• Peer influence	1
• Advertisement/Marketing	3
• Availability of service centers	0
• Other	0

**FIGURE 2: FACTORS THAT INFLUENCE CHOICE OF SMARTPHONE**



**INFERENCE**

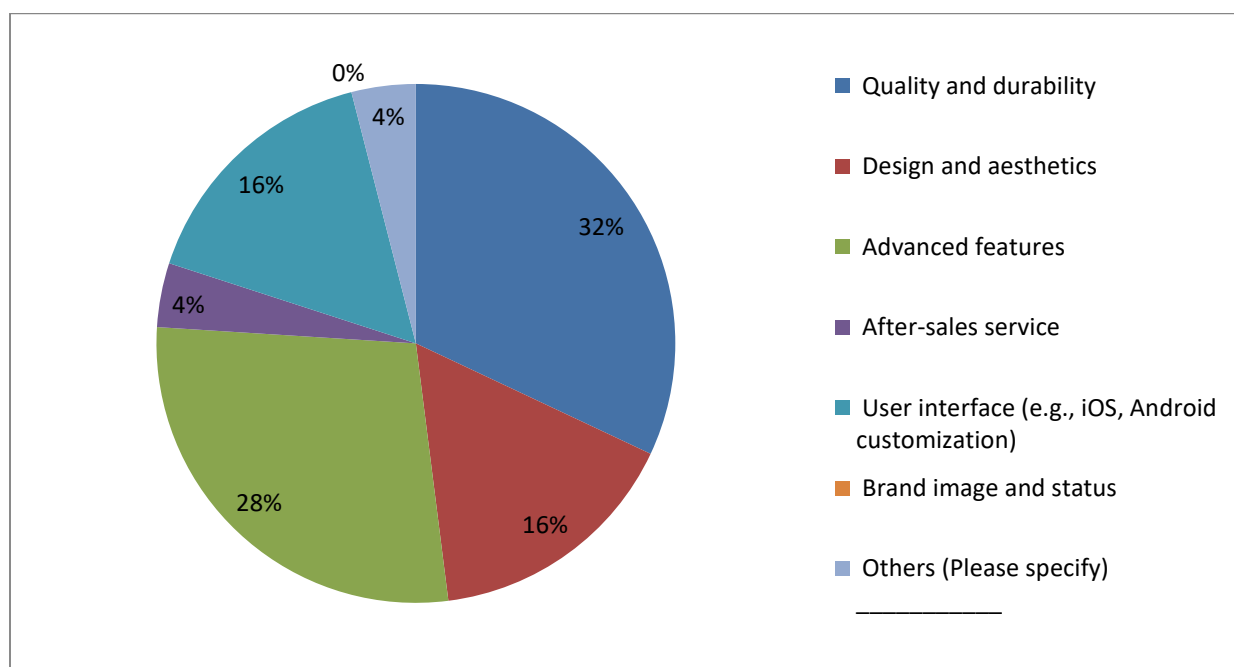
The data indicates that features are the most influential factor in choosing a smartphone, with 8 consumers prioritizing them. This is closely followed by brand reputation (7 consumers) and price (6 consumers). Advertisement/marketing has a moderate influence, cited by 3 consumers,

while peer influence has minimal impact, affecting only 1 consumer. Notably, factors like the availability of service centers and other influences did not play a role for any respondents, emphasizing that technical specifications and brand credibility are the primary drivers of smartphone preferences in this sample.

**TABLE 3: WHY DO YOU PREFER THIS BRAND?**

WHY DO YOU PREFER THIS BRAND?	NO. OF CONSUMERS
Quality and durability	8
Design and aesthetics	4
Advanced features	7
After-sales service	1
User interface (e.g., iOS, Android customization)	4
Brand image and status	0
Others (Please specify)	1

**FIGURE 3: WHY DO YOU PREFER THIS BRAND?**



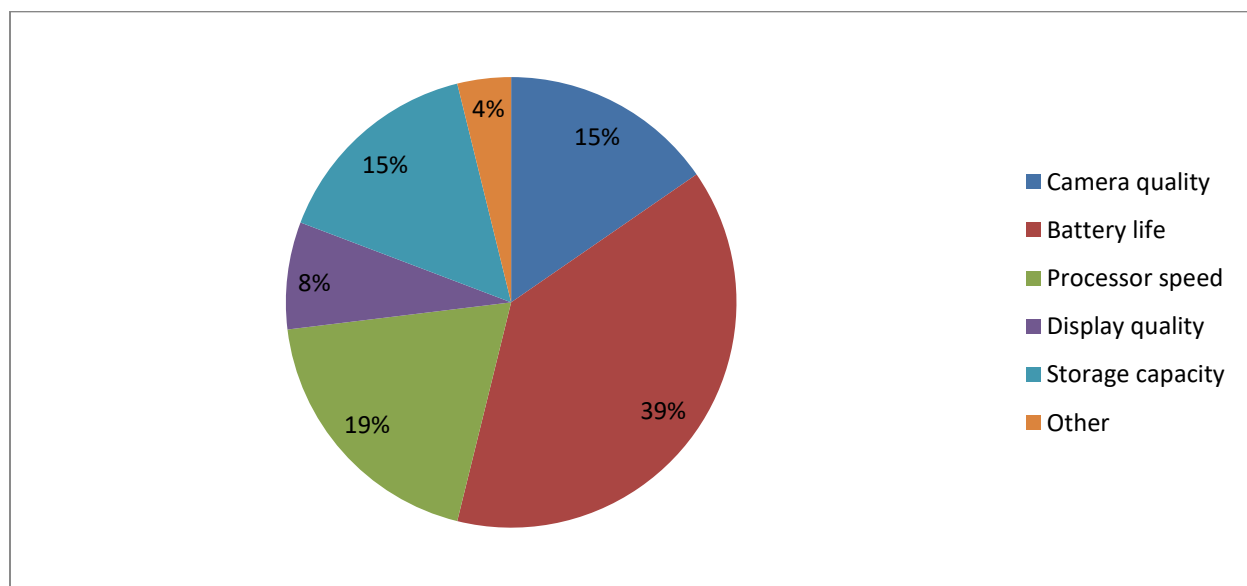
## INFERENCE

According to data, quality, and durability are the main reasons for brand preference, cited by 8 consumers. 7 mentions follow advanced features, while design aesthetics and user interface influence 4 consumers. After-sales service is less significant (1 consumer), and brand image and status received no mentions. Only 1 consumer specified other reasons. Overall, quality and functionality are this group's critical drivers of brand preference.

**TABLE 4: PREFERRED FEATURES OF A SMARTPHONE**

PREFERRED FEATURES OF A SMARTPHONE	NO. OF CONSUMERS
➤ Camera quality	4
➤ Battery life	10
➤ Processor speed	5
➤ Display quality	2
➤ Storage capacity	4
➤ Other	0

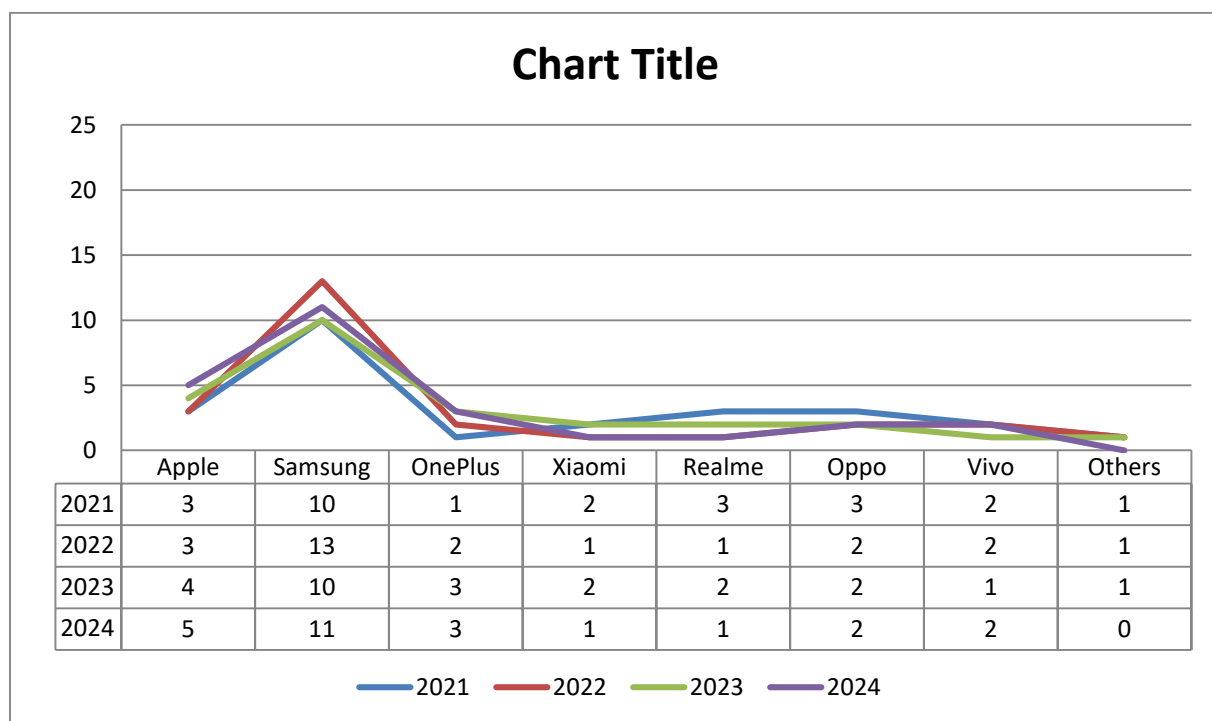
**FIGURE 4: PREFERRED FEATURES OF A SMARTPHONE**



## INFERENCE

Here, the most preferred feature in a smartphone is battery life, with 10 consumers highlighting its importance. This is followed by processor speed (5 consumers) and camera quality (4 consumers). Storage capacity also has 4 mentions, while display quality is less significant, noted by only 2 consumers. There were no mentions of other features, indicating that battery life is the top priority for this group when choosing a smartphone.

**FIGURE 5: SMARTPHONE BRAND WERE YOU USING IN FOLLOWING YEARS**



## INFERENCE

The data shows trends in smartphone brand preference from 2021 to 2024. Samsung consistently leads in popularity, peaking in 2022 with 13 users and slightly decreasing afterward, though it remains the top choice. Apple shows a steady increase in preference, rising from 3 users in 2021 to 5 in 2024, indicating growing popularity. OnePlus has gradually gained preference, increasing from 1 user in 2021 to 3 in 2023 and 2024. Other brands like Xiaomi, Realme, Oppo, and Vivo remain relatively stable, with slight fluctuations but no strong upward or downward trends. Other brands have lost traction, dropping to 0 in 2024. Overall, the data



---

suggests that Samsung and Apple are the most preferred brands, with Apple steadily gaining ground among consumers over the years

## 2. LIMITATIONS OF THE STUDY

- **Small Sample Size:** As this is a pilot study, the sample size may only partially represent the broader youth population in Kanpur. A larger sample would provide more robust insights into brand preferences.
- **Geographical Constraints:** The study is limited to Kanpur, and the results may need to be more generalizable to other cities or regions where youth may have different smartphone preferences based on varying socio-economic factors and market availability.
- **Short Time Frame:** The study was conducted over a short period, which may not capture the dynamic and changing nature of smartphone preferences as new models are frequently released and trends shift.
- **Limited Brands Covered:** The study focuses on a specific set of smartphone brands, which might exclude other emerging brands that could be gaining popularity among youth.

## CONCLUSION

The pilot study on brand preference for smartphones among the youth in Kanpur reveals significant insights into consumer behavior. The findings indicate that Samsung and Apple are the dominant brands, with preferences strongly influenced by features, brand reputation, and price. Among the factors affecting brand choice, features emerged as the most critical, highlighting the importance of technical specifications in the decision-making process. The analysis of brand preference from 2021 to 2024 indicates a strong and consistent preference for Samsung as the leading smartphone brand, though with minor fluctuations. Apple shows a clear upward trend, suggesting increasing popularity and potentially greater market share in the future. OnePlus has gradually gained traction but remains behind the two leading brands. Other brands, including Xiaomi, Realme, Oppo, and Vivo, show relatively stable but lower preference, with little change over the years. The decline of other brands to zero by 2024 suggests that consumers are increasingly focused on well-established brands. This trend highlights a competitive market dominated by a few major players, with Apple potentially emerging as a stronger



---

competitor to Samsung in the coming years.

When examining the reasons for brand preference, quality and durability stood out as the primary motivators, followed closely by advanced features, design, and aesthetics. This suggests consumers prioritize reliable performance and visual appeal in their smartphone choices. Furthermore, battery life was identified as the most desired feature, indicating a practical concern for users regarding device longevity.

Overall, the study underscores the importance of focusing on product quality, advanced functionalities, and appealing designs in marketing strategies to attract the youth demographic. The limited influence of peer recommendations and brand image indicates that manufacturers and marketers may need to emphasize product performance and features to resonate more effectively with this audience. The insights gained from this pilot study can inform future research and help smartphone brands refine their strategies to meet consumer preferences better.

### **SUGGESTIONS**

- Smartphone manufacturers should prioritize enhancing battery life, camera quality, and processor speed to align with consumer preferences and attract more buyers.
- Emphasizing quality, durability, and appealing designs in marketing campaigns can build trust and appeal to the youth demographic.
- Engaging with consumers through feedback and educational content about smartphone features can help brands stay responsive to changing preferences and improve customer satisfaction.
- Strengthening after-sales service and exploring tailored approaches for emerging markets can further enhance brand loyalty and acceptance among young consumers.

### **REFERENCES**

- <https://conjointly.com/blog/market-research-brand-importance/>
- <https://www.iverbinden.com/5-ways-smartphones-have-changed-business.htm>