

**FACTORS INFLUENCING CONSUMER CHOICE OF MOBILE PHONE  
BRANDS AMONG YOUTH IN TANZANIA, THE CASE OF  
DAR ES SALAAM REGION**



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BRANDS AMONG YOUTH IN TANZANIA, THE CASE OF  
DAR ES SALAAM REGION**

**By**

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**A Dissertation Submitted to Mzumbe University in Partial Fulfilment of the  
Requirements for the Award of the Degree of Master of Business  
Administration - Corporate Management (MBA - CM) of Mzumbe University,  
2016**



## CERTIFICATION

We, the undersigned, certify that we have read and hereby recommend for acceptance by Mzumbe University, a dissertation entitled *Factors affecting consumer choice of mobile phone brand among Youth in Tanzania, the case of Dar es Salaam Region* in partial/fulfilment of the requirements for award of the degree of Master of Business Administration - Corporate Management (MBA - CM) of Mzumbe University.

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## **DEDICATION**

I dedicate this work to my beloved wife Felista Komwihangilo and my lovely children Benson, Jonathan and Joleen for their moral support, love and encouragement during my studies and preparation of this dissertation.

## ACRONYMS

CEO:	Chief Executive Officer
LG:	Life's Good
iOS:	iPhones Operating System
OS:	Operating System
TCRA:	Tanzania Communication Regulatory Authority
UNEP:	United Nations Energy Programs
SMS:	Messages.

## ABSTRACT

The main objective of this study was to assess the factors influencing consumer choice of mobile phone brand among youth in Tanzania. To attain to this main objective, five other specific objectives were used, namely 1) to examine the effect of price on young consumers towards making decision of purchasing a particular mobile phone brand. 2) to explore the impact of brand image in influencing young consumers to buy a mobile phone, 3) to assess the influence of product features on youth consumers' choice on a certain mobile phone brand, 4) to investigate the effect of peer group influences on young consumers purchase intention of a mobile phone brand, 5) to determine the role of effective promotion in influencing the youth choice of a mobile phone brand. The design used in this study was a case study where Dar es Salaam was chosen. To get respondents, the study used convenience and purposive sampling methods where a total of 120 respondents were selected. In collecting data, the study used the questionnaires, interviews, focus group discussion and documentary review. Data were analysed both quantitatively and qualitatively.

The findings show that consumer choice of mobile phone brand is influenced by a total of six factors namely: the price of the mobile phone 45.8%, the brand image 15%, phone features 19%, peer group 10% and promotion 4%. The study has also found that, a set of other factors affected 6.2% of respondents, these factors are loyalty, attitudes towards some mobile phone brands, resistance to water, availability of spare parts and battery life. Based on the study findings, the following are the recommendations of the study: As it was found that the price affect the consumer price by 45.8%, it is hereby recommended that mobile phone companies should fabricate phones that will fit for all income groups among the community. In the same regard, the Tanzania Communication Regulatory Authority (TCRA) should find a way to negotiate with the available mobile phone companies in the country to reduce the price of phones while insuring quality so as they be affordable to al l people especial youth. Mobile phone companies and their agents are recommended

to increase advertising and other promotion approaches as personal selling, low price promotion but maintaining the quality of the phone and public relations

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## **CHAPTER ONE**

### **INTRODUCTION**

#### **1.1 Background of the study**

The advancement of mobile phones and change in technologies has been an extended history of innovation cropped up because of dynamic changes in consumers' needs and preferences (Comer and Wikle, 2008). Among these advancements, mobile phone devices have had one of the fastest household adoption rates of any technology in the world's modern history (Comer and Wikle, 2008). Currently, mobile handsets have become an integral part of human daily life and personal communication in Tanzania and across the globe.

In the actual competitive mobile phone brand market, manufacturers constantly fight to find additional competitive edge and differentiating elements to persuade consumers to select their brand instead of a competitor's (Comer and Wikle, 2008). Due to the very high penetration rate of mobile customers in Tanzania which reflects clearly the vast presence of mobile phones in the users' daily life and as the researchers do believe that the mobile line subscription has moved from being an luxurious accessory with no major real need to the necessary accessory which has spread widely in the country reaching a huge infiltration rate alongside with the diversity of information access signifies that it provided to the Tanzanian users, these all make the choice criteria of mobile phones an important subject to study.

Even though mobile phones have become a primary part of personal communication during the past ten years, consumer research has devoted less attention to motives and choice underlying the mobile phone buying decision (Gerstheimer and Lupp, 2004).

There are plentiful difficult factors that need to be taken into account when exploring mobile phone buying decision includes both macro and microeconomic conditions that affect the development of mobile phone market in general and single consumer's motives and decision making in specific (Gerstheimer and Lupp, 2004).

Moreover, it is useful to differentiate between buying behaviour referring to the choice between different mobile phone models and brands and change aspects referring to factors that affect change. As the mobile phone market is a typical technology push driven market where products are created ahead of the recognition of existing recognized consumer needs (Gerstheimer and Lupp, 2004), mobile phone growth is based on consumers' possible future consumer needs and thus companies that best hunch the technologies and services of future will be the leaders in the discipline. This means that, the extent to which the company position itself in the industry in terms of market share is highly influenced by the technology push (Brown, 1991; Hamel and Prahalad, 1991; Kumar, 1997 and Nagel, 2003).

In a few years, the propagation of mobile phone networks has changed communications in Tanzania and in the entire Sub-Saharan Africa. It has also allowed Tanzanian to leave out the landline stage of development and jump right to the digital era. Cell phones are pervasive in the region. In 2002, roughly one among ten people owned a mobile phone in Tanzania. There were few companies manufacturing the phones and thus there were very few mobile phones brand in Tanzania i.e. Motorola and Nokia. Since then, cell phone ownership has grown exponentially following the introduction of new other mobile phones brands. Today, cell phones are as common in Tanzania as they are in the United States and other developed nations. Smartphones (those that can access the internet and applications) are less widely used, though significant minorities own these devices especially youth. Cell phones have different uses for different people, but text messaging and taking pictures or video are the most popular activities among mobile users.

In few nations, such as Kenya, Uganda and Tanzania, mobile banking is also very practicable. Other activities, such as getting political news, accessing a social networking site, getting health and consumer information and searching for a job are very unusual (Ahmed and Zahra, 2013).

As the Tanzanian mobile market faces very huge competition and due to the absence of researches made in analysing the choice criteria which is concerned in selecting the mobile phone-sets by the Tanzanian consumers, the researcher strongly believes that the research on the choice criteria should be conducted due to the following reasons:

The continuously evolving and updating innovation of mobile phones due to the accelerated improvement of mobile phone communication technology (e.g., wireless internet, 3G, 4G, navigation system, etc.) and to what extent this evolution meets the consumers' needs and requirements.

The wide utilization of mobile phones in the communication and information use has created the necessity to study how much important the selection of the mobile phone does impact the daily life of the Tanzanian consumer, be it: work, studies, easiness of accessing the internet, prestigious issues, luxuriousness, Etc.

As the purchasing decisions are very vital to the success of the new product development, the researchers think that the understanding of the marketers which build criteria that are used to evaluate the product, they will be better able to manage and influence the young consumer's evaluations and perceptions of the offering.

## **1.2 Statement of the problem**

Technology has become an integral part in our daily lives in this global era. The saying that the "world is at your fingertips" has become very usual nowadays. From desktop to laptops, the Information and communication technology has further minimised to mobile phones (Smartphone). Mobile phone sector in Tanzania has boomed since late 1990s and early 2000s.

Since then, there has been many large mobile phone companies stepping their foot into the Mobile phone industry. Due to massive entry of mobile phone companies, many brands have been introduced in the market like Apple, Samsung, Sony, Lenovo, HTC, Huawei, LG, Motorola, TECNO, Nokia, Blackberry, iTel, Halotel, MTN, Vodaphone, etc.

Due to this booming of mobile phone companies, consumers have a variety of choices to make. The situation in Developing countries is different from developed ones, in the sense that developing countries do not fabricate, instead they import the mobile phones. So the choice of consumers is limited to imported brands. With this influx of mobile phone brands, adult and well-off consumers are influenced by many factors like income, social status, quality of the phone and brand name reputation. In the same context, young people are the leading users of mobile phone brands.

Despite the booming of mobile phone brands in Tanzania, little is known on the factors affecting consumer decision and choice of mobile phone brand among youth in Tanzania. It is due to this, this study was proposed to close the gap and come up with factors that affect consumer choice among youth in Tanzania.

### **1.3 General objective**

The main objective of this study is to assess the factors that influence youth consumers in choosing a particular brand of mobile phones in Tanzania.

#### **1.3.1 Specific objectives**

The specific objectives of this study are:

1. To examine the effect of price on young consumers towards making decision of purchasing a particular mobile phone brand.
2. To explore the impact of brand image in influencing young consumers to buy a mobile phone.
3. To assess the influence of product features on youth consumers' choice on a certain mobile phone brand.

4. To investigate the effect of peer group influence on young consumers purchase decision of a mobile phone brand.
5. To determine the role of effective promotion in influencing the youth choice of a mobile phone brand.

### **1.3.2 Research questions**

In order to attain the above mentioned objectives, this study was guided by the following research questions:

1. What is the effect of price on young consumers purchasing decision of a particular mobile phone brand?
2. What is the impact of brand image in influencing young consumers' choice on certain mobile phone brand?
3. Do product features influence youth purchase intention of a mobile phone brand?
4. Do peer groups influence young consumers' choice of a mobile phone brand?
5. Does effective promotion influence the youth choice of a mobile phone brand?

### **1.4 Significance of the study**

Tanzanian mobile market is now fast growing with huge competition among mobile phone suppliers. While each company in the mobile phone industry is struggling to come up with the more advanced devices over the other in order to gain more market share, suppliers are also concerned on the best brand to import in order to win the local market. But also, potential consumers are uncertain on the brand and type of mobile phone they should buy for use and why. This research will be beneficial to all collaborators in the mobile phone industry in different ways.

It will help companies manufacturing mobile phones to continuously evolving and updating innovation of mobile phones due to the accelerated improvement of mobile communication technology (e.g., wireless internet, 3G, 4G, navigation system, etc.) and to what extent this evolution meets the consumers' needs and requirements.

It will help the potential customers of mobile phones to make the best decision of the brand of mobile phone to buy basing on the factors/attributes which drives most consumers to choose the brand.

It will help Tanzanian entrepreneurs and dealers of mobile phone to improve their business performance by importing more of the mobile phone brands which are of more interest to the consumers depending on their selection criteria.

Also as the Tanzanian mobile market faces very huge competition and due to the limited researches made in analysing the choice criteria which is concerned in selecting the mobile phone-sets by the Tanzanian consumers, the research will be of beneficial to other researchers who will be interested to undertake more research in relation to the study.

### **1.5 Scope and delimitation of the study**

This study focuses on assessing the attributes/factors that influence youth consumers in choosing a particular brand of mobile phones in Tanzania. The research was conducted in three districts of Dar es Salaam Region. This study could not be conducted in all regions of Tanzania due to time limit, and financial constraints.

### **1.6 Organization of the study**

This report consists of six chapters. The first chapter provides the Introduction or problem settings. The second chapter presents the Literature Review, the third chapter discussed the Research Methodology that was used, the fourth chapter is the presentation of the finding, the fifth chapter presents the discussion of the research findings and the sixth chapter presents the conclusions and recommendations. The references and appendices that were used in this research are also attached at the end after the 6<sup>th</sup> chapter.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1. Introduction**

This chapter is concerned with the review of different literature relating to the study. In this regard, both theoretical and empirical literatures are being reviewed. The theoretical part consists of different concepts and theories related to the study and the empirical review consists of the evidence obtained from other similar studies conducted elsewhere.

#### **2.2 Theoretical review**

This part is concerned with the review of concepts and theories relating to the study. It defines the terms and narrates the theories that the study is leaned on.

##### **2.2.1 Demand theory**

Demand refers to the ability and willingness to buy a good at a certain price holding other things constant. The theory entails that there are three aspects; 1) the willingness to pay, 2) the ability to pay and 3) the price of that commodity holding other things constant (UNEP, 2009). Willingness to pay goes hand in hand with the need, and the ability to pay involves the financial capacity of the consumers to purchase a needed commodity.

Apart from these three aspects, the theory also says that there are other factors that can influence the demand and so increase the sales of a commodity including mobiles phones. These factors include prices of substitute products, prices of complementary products, advertising, population and consumer expectations (Folland et al, 1997 & UNEP, 2009). As far as this study is concerned, the consumer

choice of a mobile phone brand maybe/is influenced by many factors other than the ones mentioned above.

### **2.2.2 Decision making model**

The decision making model is a process that involves five stages which are need recognition, information search, evaluation of alternatives, purchase, and post-purchase evaluation (Kotler and Armstrong 2010). Remarkably, these steps are recognized and often discussed when talking about consumer buying behaviour in general. It is noted that, not all decision processes lead to a purchase (Kotler and Armstrong 2010). All consumer decisions do not always include all five stages but determined by the degree of complexity.

Need recognition is the first stage of the buying decision process where the buyer identifies the problem or need. At this stage, the buyer recognizes a want, or even a need for recognition or belonging to a particular group. In general consumer behaviour theory, a need is always driven either by internal or external factors. Internal factors are normal needs and wants like hunger and thirst, whereas external factors are for example advertisements or friends influence (Kotler and Armstrong 2010).

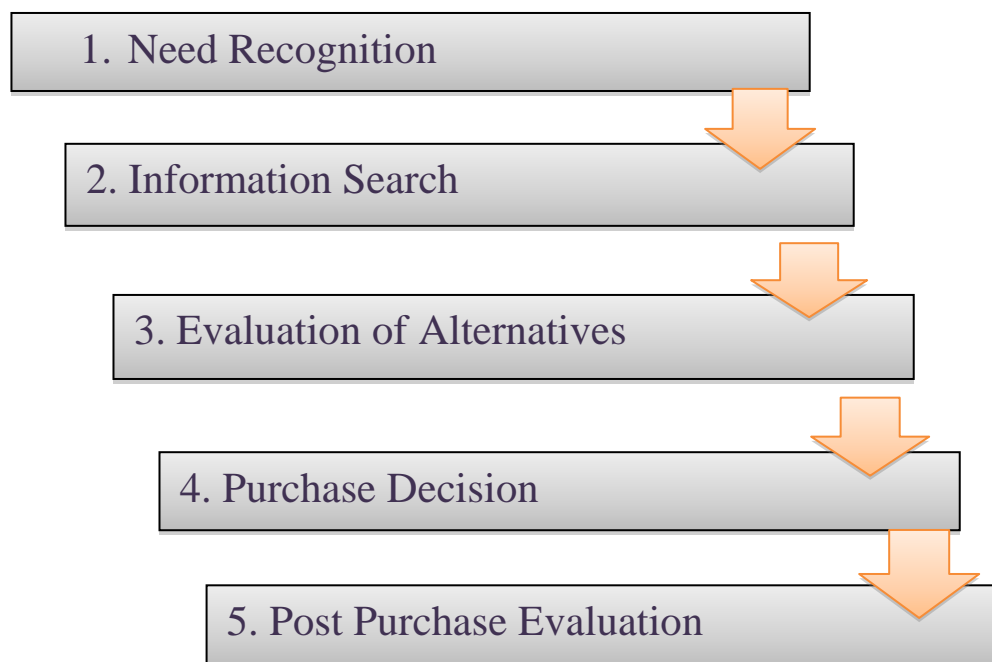
Information search refers to where the consumer searches for more information on a particular commodity and this occurs when problem recognition is strong enough (Fahy and Jobber 2012). The information can be obtained from various sources such as friends, acquaintances, advertising, mass media, Internet searches, or actually experiencing the product (Kotler and Armstrong 2010).

The third stage is evaluation of alternatives, after the consumer has obtained enough information regarding the commodity to be purchased, he/she can be exposed into many alternatives in which she/he need to choose one basing on the criterial he/she establish for selection. These different options are evaluated in order to decide which to buy (Fahy and Jobber 2012).

The purchase decision comes after ranking brands and most often arriving to a brand that is most preferred by the consumer. Kotler and Armstrong (2010) state that “a marketer’s job does not end when the product is bought”.

The last stage of the model explains how consumers may develop behaviour after the purchase, and this is related to how satisfied or disappointed the consumer is (ibid.). The post-purchase decision arises from uncertainty of whether the choice was correct or not (Fahy and Jobber 2012, 64-65).

**Figure 2.1: Consumer decision making process.**



*Source (Fahy and Jobber 2012)*

### **2.2.3 Consumer Behaviour**

The consumer behaviour has been great interest to marketers. The understanding of consumer behaviour helps the marketer to know how consumers think, feel and select from alternatives like products, brands and the like and how the consumers are

influenced by their environment, the reference groups, family, and salespersons and so on.

According to (Solomon, 1995), consumer behaviours is the study of the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires. Consumer behaviour involves studying how people buy, what they buy, when they buy and why they buy. According to (Kotler, 2005), consumers are individuals or group of people that buys the products for personal use. Consumers are categorised into two groups, the personal consumers and the organizational consumers (Krishna, 2010).

Consumer buying behaviour is influenced by two major factors. These are individual and environmental factors. The individual factors include demographics, consumer knowledge, perception, learning, motivation, personality, beliefs, attitudes and life styles. The environmental factors are the factors which are outside the control of the individual consumer. These factors include culture, social class, reference group, family and household. All these factors have big influence on the consumer buying decision (Blackwell, Miniard, and Engel, 2006).

## **2.3 Theoretical attributes of the consumer choice**

### **2.3.1 Culture and societal environment**

When it comes to understanding the needs and behaviours of an individual, culture becomes crucial. Generally, culture is the part of every society and it is the important cause of person wants and behaviour. The influence of culture on buying behaviour varies from place to place and therefore marketers need to be very careful in analysing the culture of different groups, regions or even countries (Thanika et al. 2013). An individual will be influenced by many things including his family, his friends, his cultural environment or society that will teach him values, preferences as well as common behaviours to their own culture.

In choosing the brand of certain product, it is important to understand and take into account the cultural factors inherent to each situation in order to adapt its product as they will play a role in the perception, habits, behaviour or expectations of consumers (Ahmed and Zahra, 2013). The cultural factor can be classified into three categories namely, sub- culture, social classes and culture trend.

### **Sub-cultures**

According to (Raymond, 2013), an individual can be influenced by the sub cultures in making the decision to buy. As far as mobile phones brands selection is concerned, the consumers might be influenced by groups of people who share the same values based on a common experience or a similar lifestyle in general such as religions, nationalities, geographic regions, racial groups etc.

### **Social classes**

The buying behaviour of an individual is also affected by the social classes in which the individual belong. Social classes are defined as group of people with similar values, lifestyles, interests and behaviours (Sata, 2013 and Raymond, 2013). For example, a consumer from the lower class will be more focused on price; while a shopper from the upper class will be more attracted by elements such as quality, innovation, features, or even the social benefit that he can obtain from the product.

### **Cultural trends**

Cultural trends are another factor which can influence the consumer's buying decision. The more people follow a trend; the more others will want to follow it. For example, WhatsApp has become a cultural trend. So many people are now using WhatsApp in their daily communication. This has forced many people to buy mobile phones which have WhatsApp application.

### **2.3.2 Social factors**

Social factors include reference groups and membership groups, family and social roles and status. These explain the outside influences of individual's purchase decisions and can be direct or indirect.

#### **Reference groups and membership groups**

An individual is influenced by the membership groups in which he belongs and these groups are usually related to his/her social origin, age, place of residence, work, hobbies, leisure, etc. According to (Perreau, 2013), reference groups such as friends and family drive consumer behaviour the most, as values and personality are shaped from them. Reference groups also include opinion leader (a person who influences other because of his special skill, knowledge or other characteristics).

Many people especially youth are being influenced by the reference groups in their decision making especially in deciding the type of mobile phone to buy. For example, if the product is visible such as mobile phone, dress, shoes, car etc. then the influence of reference groups will be high. Many people tend to prefer buying a particular product after seeing other people buying the same product. For example, if the product is being introduced in the market for the same time, always there are some few people who will buy the product who will in turn influence others to buy the same product. The influence might be through indirect promoting the product to others or by their inborn influence to others according to their status in the community around them.

#### **Family**

Consumer's buying behaviour is mainly influenced by the member of a family which an individual consumer belongs. In most of cases in normal life experiences, the husbands, wives and children influence each other in buying a particular brand of products especially mobile phone.

The family forms an environment of socialization in which an individual will evolve, shape his personality, and acquire values but also develop attitudes and opinions on various subjects such as politics, society and social relations (Thanika et al. 2013),

### **Social roles and status**

The social roles and status of an individual within the community influences the decision he/she makes in choosing a mobile phone brand. According to (Reena, 2012), a social role is a set of attitudes and activities that an individual is supposed to have and do according to his profession and his position at work, his position in the family, his gender, etc. and expectations of the people around him.

Social roles and status affects an individual when making the decision to buy something, the individual will always want to buy something which will differentiate him/her with others in the community or group due to his/her status. For example, for that case it is very unlikely to find a CEO of a big company using a simple mobile phone like iTel which is known to be cheaper, instead he/she will prefer to buy an iPhone. Also people of the same status and social roles will buy the same type of brand (Raymond, 2013).

### **2.3.3 Personal factors**

These includes such variables as age and lifecycle stage, occupation, economic circumstances, lifestyle (activities, interests, opinions and demographics), personality and self-concept. These may explain why our preferences often change as our 'situation' changes. The decisions to buy are obviously influenced by the characteristics of each individual. These characteristics can be classified in to three categories namely, age and way of life, life style and **p**ersonality and self-concept

### **Age and way of life**

The consumer behaviour and preference are always changing from time to time as the individual grows. A consumer is not expected to have the same interest on the particular product through his/her entire life.

The preference and buying behaviour will be changing from age to age as age and life-cycle have potential impact on the consumer buying behaviour (Mohamed et al. 2014). For example, a product which interest an individual at the age of 25 will be different from what will attract him/her at the age of 60.

### **Lifestyle, personality and self-concept**

Lifestyle of customers is another import factor affecting the consumer buying behaviour. According to (Thanika et al. 2013), lifestyle refers to the way an individual life in a society and is expressed by the things surrounding him/her. Personality of a person is the set of traits and specific characteristics which a person has. The buying decision of an individual is also expected to be affected by his/her personality and self – concept. According to (Pervin 1984), personality is understood as a concept which accounts for the apparent consistencies and regularities of behaviour over time and across a variety of situations.

#### **2.3.4 Psychological factors**

Psychological factors affect the consumer's buying decision in many aspects. These factors are very crucial because it is very difficult to understand the inner feeling of a consumers as the psychological factors cannot be seen. For this case it has been difficult for the marketers to satisfy the consumers while trying to promote their products. The marketer needs to know which people are involved in the buying decision and what role each person plays, so that marketing strategies can also be aimed at these people. According to (Khan and Sobia, 2013), psychological factors can be divided into 4 categories namely, motivation, perception, learning and beliefs and attitudes.

#### **Motivation**

Motivation is what will drive consumers to develop a purchasing behaviour. It is the expression of a need which became pressing enough to lead the consumer to want to satisfy it.

According to (Khan and Sobia, 2013), the level of motivation affects the buying behaviour of consumers as every person has different needs such as physiological needs, biological needs, social needs etc. The nature of what an individual need is that what is most pressing.

while other

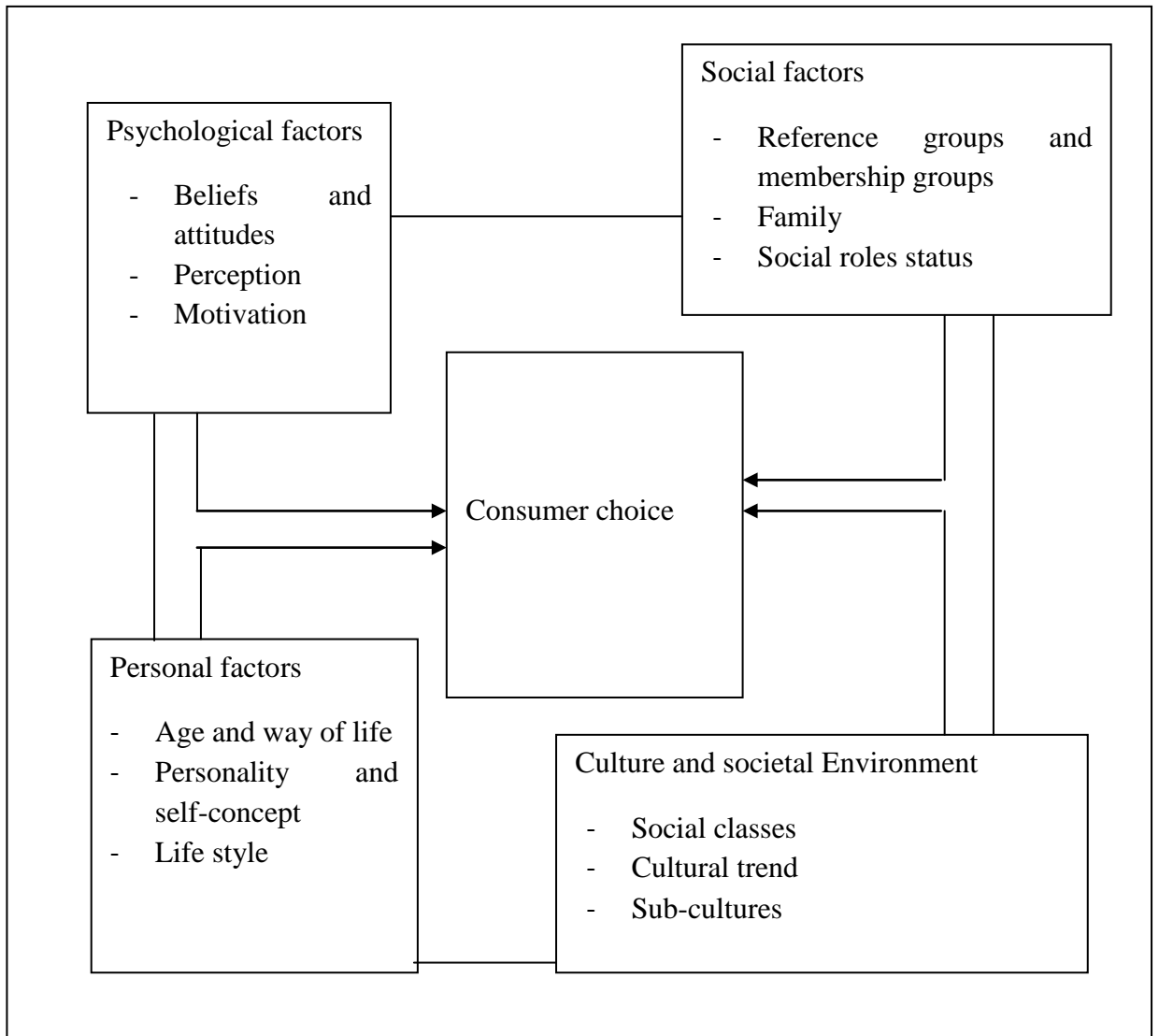
### **Perception, beliefs and attitudes**

Perception is the way through which a person select, organizes and interprets the information for decision making. Many people will be affected by their perception toward a certain brand. For example, if a person already perceived that Samsung phones do not stay with power for long and then he/she will not prefer to buy Samsung phones even if Samsung will fabricate the phones which stays with power for one week. According to (Ramesh 2013) belief is a conviction that an individual has on something.

A consumer through the experience he acquires on using a certain brand of a product, his learning from external influences like family and friends, tend to develop beliefs that influence his buying behaviour. It is important for marketers to change the brand's marketing message or repositioning positioning the product in order to change the consumer's perception, beliefs and attitudes on a certain brand or product (Sata, 2013).

All of the above factors are presented in the below model.

**Figure 2.2: Factors influencing Consumer choice**



Source: (Thanika et al, 2014).

## **2.4 Empirical literature review**

This part is concerned with the review of evidence obtained from other similar studies conducted elsewhere. According to Kapferer (1997), the brand in simple words, refers to a name, design, symbol or any feature that differentiates one seller's product and services from that of other sellers. It can be used as a strong strategic weapon and as an ideal differentiator to build a lifetime image in customers' minds. According to Phillips (1998), brand as a whole can be termed as "a trademark that conveys a promise".

This promise includes symbolic and functional features which are linked by the market to a brand. Brand in its totality is "the sum of all marketing mix elements", (Keller, 2002, p. 20). Kapferer (1997) describes the brand as a symbol, a sign which is external to the product. Kapferer maintained that its function is to reveal the hidden attributes of the product that are hard to be reached and contacted. Brand forms a strategic position and particular associations in the consumer's mind. Therefore, for consumers, brand is actually a promise of some specific level of execution of product and service (Chimbozand and Mutandwa, 2007).

Brand choice actually indicates the consumer's selective choice of particular brand i.e. it shows the preference or demand of a specific brand over the competitors' brand. Karjaluoto et al. (2005) conducted a research study on mobile industry in Finland to examine the consumers' choice. In this research they studied different aspects and factors that have an influence over new mobile purchase intentions and also those factors which affect mobile phone change among the consumers in Finland.

The study revealed that although mobile phone choice is based on personal feelings, opinions and tastes (subjective choice), there are also some other general factors which appear to have an influence on choice.

The most prominent factors that influence brand choice when changing the mobile phones are: technical problems, price, innovative services, brand, reliability, basic properties, and design and outside influence. Liu (2002) carried out a research in the Philippines about the choices between mobile brands.

The study showed that mobile brand choices were largely influenced by the new technological features such as SMS-options and capacity of memory, much more than the size. The fact behind this finding can be that all the competing brands have almost same size phones, which are small enough. So the trend will not actually be directed towards smaller sized phones but rather towards better capacity and large screen phones.

Many developing countries have witnessed fast economic growth and developments in mobile telecommunication penetration in recent years. Due to these reasons, there is a dynamic increase in the number of mobile phone device users. This attracted large number of international firms to enter into mobile industry and offer various brands of mobile phones. However, the choice of consumer is diverse due to various factors associated with consumer behaviour. In this context, it is important to study the various factors which shape the consumers mind during the purchase of mobile phone devices.

According to Karjaluoto et al. (2005), price, brand, interface, and properties tends to have the most influential factors affecting the actual choice amongst mobile phone brands. Ling, Hwang and Salvendy (2006) surveyed college students to identify their preference of their current mobile phone. The results of their survey indicated that the physical appearance, size and menu organization of the mobile phones are the most determinant factors affecting the choice of mobile phones. Mack and Sharples (2009) showed that usability is the most important determinant of mobile choice; other attributes particularly features, aesthetics and cost are other factors that have implication on the choice of mobile phone brand.

In other study conducted by Kumar (2012), price, quality and style functions as the most influential factors affecting the choice of mobile phones. Moreover, Saif et al, 2012 selected four important factors i.e. price, size/shape, new technology features and brand name and analysed their impact on consumers' buying behaviour. According to his result, consumer's value new technology features as the most important variable that influences consumers' to go for a new mobile phone purchase decision.

According to the results of the study of Eric and Bright (2008) on factors that determine the choice of brands of mobile phone, the first most important factor is reliable quality of the mobile phone brand and the other factor is user-friendliness of the brand of the mobile phone. Likewise, Das (2012) conducted an empirical research based on survey method on factors influencing buying behaviour of youth consumers towards mobile handsets.

According to the study, a handset of reputed brand, smart appearance, and with advanced value added features, pleurability and usability; is the choice of young consumers; females in gender-group, post-graduates in level of education-group, students in occupational group, urban residents in geographical area group plays most prominent role in buying decision of a mobile handset. Pakola et al. (2010) attempted to investigate consumer purchasing motives in cellular phone markets. The results indicated that while price and properties were the most influential factors affecting the purchase of a new mobile phone, price, audibility and friends' operator were regarded as the most important in the choice of the mobile phone operator. As well, Saif (2012) analysed the factors affecting consumers' choice of mobile phone selection in Pakistan. The results indicated that consumer's value new technology features as the most important variable amongst all and it also acts as a motivational force that influences them to go for a new handset purchase decision.

Subramanyam and Venkateswarlu (2012) conducted a study on factors influencing buyer behaviour of mobile phone buyers in Kadapa district in India. The researchers studied the various types of marketing strategies adopted by market to acquire the attention and cognition of both existing and potential customers, and to study what role these marketing strategies play in consumer buying process. According to the results, income, advertising and level of education in a family are the determining factors of owning a mobile phone set. Malasi (2012) examined the influence of product attributes on mobile phone preference among undergraduate university students in Kenya. The study indicated that varying the product attributes' has an influence on the undergraduate students' preferences on mobile phones.

Various aspects of product and brand attributes were considered such as colour themes, visible name labels, and mobile phone with variety of models, packaging for safety, degree of awareness on safety issues, look and design of the phone.

According to Mokhlis and Yaakoop (2012) there are countless factors that influence the way a consumer perceives a particular brand and prefers it over the others. Meyer and Kahn (1991) describe that the extensive attention has been paid to understanding the relative influence of the factors which affects the choice of consumers between various substitute brands of products and services that are purchased frequently. Rogers (1995), Tornatzky and Klein (1982), Mason (1990) and Charlotte (1999) in their studies observed that; various factors influence the consumers when they are making a choice among alternate brands. These factors consist of price, perceiver risk, compatibility, triability, relative advantage, complexity, image and observability.

Generally, according to different literatures, the choice of mobile phones brand is influenced by many factors including but not limited to price of the mobile phone, friends and family recommendations, brand image, effective promotion, product features, effective promotion and others.

The findings on how each factor influence the purchase decision of different brands of mobile phones have been discussed below.

#### **2.4.1 The price**

Price has a significant role in consumer's purchase decision or in other words, we can say that most of consumer buying behaviour and choices are determined by price especially for youth consumers. When selecting out of varying mobile phone brands, individuals usually prefer such brands with cheap price compared to the ones with higher price. Price has been the drive to decide even in tendering process as the lowest bidder is the one likely to be selected. Price of the mobile phone has been identified as a key factor in the choice of mobile phones, especially among young consumers.

It is important for the manufacturer of mobile phones to come up with affordable phones as the price is seen to even affect the brands image of the product (Nilson, 1998). It is evidenced that higher pricing always affects purchase decision of the consumer (Eriskson and Johansson, 1985). As noted in the study carried by Sata in 2013, the price was seen to have the big effect in the consumer's decision to buy different products (Sata, 2013). According to the study conducted by Karjaluoto in 2005, the price was found to have significant influence in mobile phone buying decision (Karjaluoto et al, 2005)

#### **2.4.2 Friend and family recommendations**

Friends and family recommendations are increasingly becoming significant factor influencing the consumer brand choice and purchase decision. According to (Schiffman and Kanuk, 1997), friend's options and preferences are an important influential factor in determining the products or brands selection among many consumers mainly youth. The study conducted by Asch in 1973 found that peers who are present at the time of purchase, play a crucial role in influencing the individual buying decision of mobile phones.

Also according to (Farzana, 2012), consumers are always influenced by their social groups in the decision making and individuals are more likely to seek the advice from them.

### **2.4.3 Brand image**

Brand image generally describes the set or bundle of beliefs which a customer holds regarding a particular brand. It conveys the overall image or impression of a brand in customers' mind that is created from different sources. Brand image actually reflects the overall brand content which includes brand name, reputation, functionality and overall value. A person can decide to buy a certain product just because of its brand image regardless its price and other factors. According to the study which was conducted by Kohli et al in 2005 on the influence of brand image in decision making, it was found that, the meaningful brand names are more favourably bought compared to non-meaningful bands names.

According to (Richardson et al, 1994) as quoted in (Raymond,2013), brand image is used as an external factor for purchase decision making among many consumers. The brand image is also a person's beliefs, ideas, and impression regarding the product (Kotler (2005). It is evidenced that, the succeeded brand image has the potential opportunity of its products being bought compared to other brands (Mohamed et al, 2013).

### **2.4.4 Effective Promotion**

Effective promotion is a way of communicating the information, regarding a product, between the buyer and seller so as to establish the brand profile and brand values (McCarthy and Pereault, 1984). Marketers use various promotional tools in order to communicate to their customers and potential customers. These promotional tools include, advertising, word-of mouth, publicity, sales promotion etc., which are used by the companies to create and strengthen their brand position in the customers' mind.

Many consumers in practise, decide to go for a particular product after seeing the advertisement in different media. The effective promotion is being massively used now days by the marketers to market their product because the significant number of consumers come to know the product from the advertisement (Erdem and Keane, 2005).

#### **2.4.5 Product features**

Product is anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a want or need (Kotler and Amstrong, 2010 as noted in Thanika et al. 2014). A feature is an attribute of a product to meet the satisfaction level of the consumers' needs and wants, through owning of product, usage, and utilization of a product (Thanika et al. 2014). The mobile phone features are the set of competencies, services and applications that are available in the phone which can be used by the user. There many features in different mobile phones of different brands. Each brand and type has its own features although some features are the same for all brands and types.

These feature includes an be Bluetooth, camera, dual SIM, video-recorder, MP3 player, memory card reader, Wi-Fi connectivity and many others. Many consumers are more interested in mobile phone features basing on the need and usability and therefore, a person will buy a mobile phone which has the features of his/her interest.

The findings of the study conducted by Osman in 2012 shows that consumer will purchase smartphone not only based on the hardware functionality, but also based on its software as this is the main factor that influence consumers to buy a certain brand. In his study it was revealed that more than 30% of consumers preferred mobile phone based on the software and 17.6% based on the hardware. Based on the same study, Android owns the global market share of 78% in mobile operating system while Apple iOS owned 18%; Microsoft windows phone owns only 2.5% of market share.

Blackberry owned 0.5% and others is only 0.6% (International Data Corporation, 2014 as noted in Thanika et al. 2014).

#### **2.4.6 Other factors influencing consumer choice**

There are many other factors which affect the consumer's decision to buy apart from the price, friends and family recommendations, brand image, effective promotion, product features and effective promotion. Among other factors which affect buying decision of mobile phone brands among the consumers are; celebrity endorsement, user-friendliness, reliable quality, stylish and uniqueness, post purchase services.

In recent years, celebrity endorsement has become much more common and is used as a part of a company's marketing strategy for their brand communication by resorting to different celebrities who play the role of presenters of a particular brand or in other words, act as a spokesperson for a specific brand. Celebrities, because of their special characteristics such as personality, good looks, special skills and classy lifestyles have a leading role in public's decision making. According the research conducted by Smita in 2006 it was found that in order to add fascination and enthusiasm to their brands, advertisers use celebrity endorsers.

Many people especially youth will buy a mobile phone and other product just because a certain celebrity have it od is used to advertise that phone. In Tanzania most of companies including mobile phone companies use celebrities in advertising their product and it has proven to have significant influence in purchasing decision among youth.

User friendliness is another factor which affects the consumer's buying decision. An individual will go for the product particularly a mobile phone which is simple to use. In the mobile phone industry, a high focus is paid in developing such phones which the users can easily operate and whose operations can be easily learned.

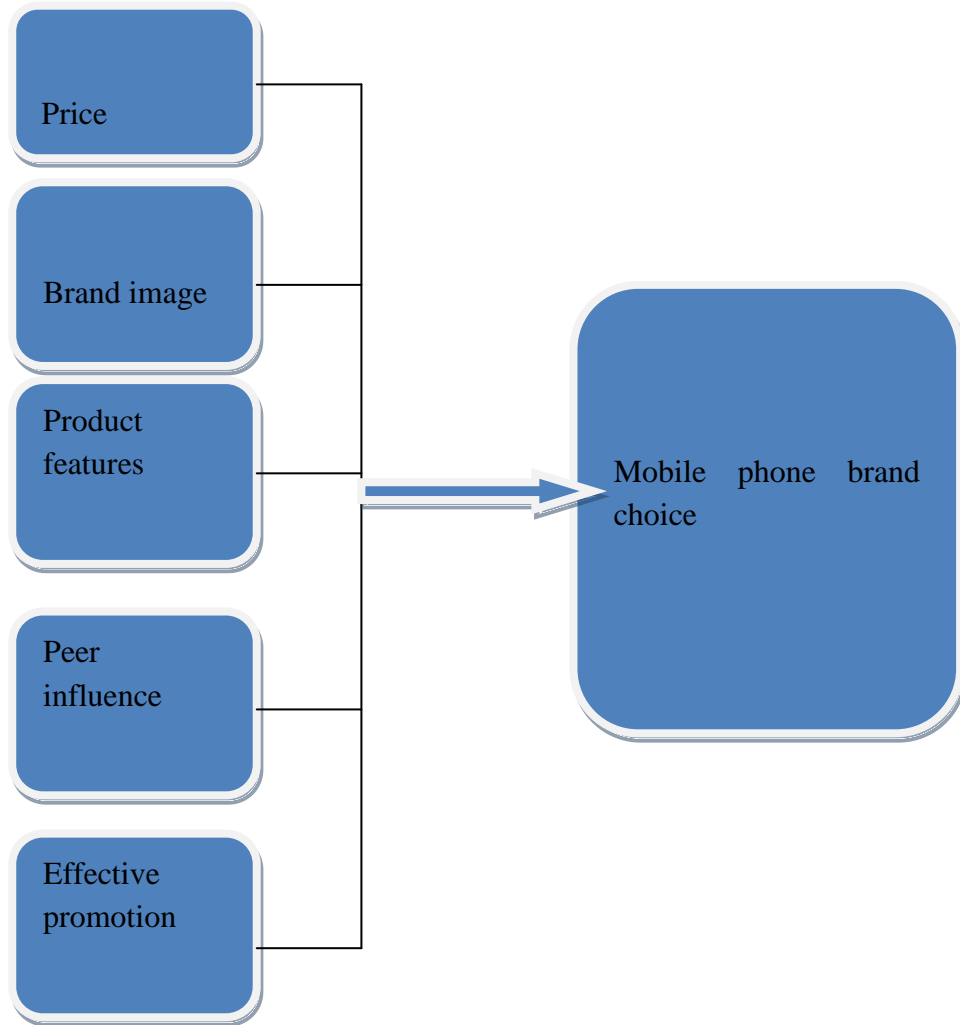
According to (Jordan, 1998) and (Demir and Heklert, 2008), friendliness is the influential factor purchasing decision. The stylish or outlook of the mobile phone has the potential influence in mobile phone buying decision. Many customers mainly women, prefer the mobile phones with pink colours and small size and the real affected by this factor when looking for the mobile phone to buy. The decision making of youths regarding the brand choice of mobile phones can also be seen to be largely influenced by the stylish outlook mobiles. The study conducted by Yun et al. in 2003 found that 100% of the participants assessed the mobile phones design based on a scale of perceived image/impression attributes including attractiveness, texture, luxuriousness, colourfulness, rigidity, simplicity, harmoniousness, delicacy, salience and overall satisfaction.

Post-purchase services, also known as after-sale services, mean any assistance which the seller provides to a buyer after a particular product is sold. It is a viable and important means of building brand loyalty through customer satisfaction and generating repeated customer purchase behaviour. Marketers have found that after-sale services are one of the way through which they can enhance the customer perception about product quality (Levitt, 1983).

## **2.5. Conceptual framework**

The researcher conceptualizes that consumer choice for a particular brand is affected by a number of factors namely: price, brand image, product features, peer influence and effective promotion. The figure below is the presentation of the conceptual framework.

**Figure 2.3: Conceptual framework on factors influencing consumer choice of mobile phone brand**



Source: Author, 20116

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.1. Introduction**

This section presents the methodological procedures that were used when gathering information relevant to the study. This part consists of research design, target population, samples size and sampling techniques; data collection methods and the reason as to why the study employed such approaches. Furthermore, this section involves data gathering instruments, validation of instruments, data processing as well as analysis procedures.

#### **3.2. Area of the study**

This study was conducted in three districts of Dar es Salaam city which are Kinondoni, Temeke and Ilala. This study is about assessing the factors/attributes which affects the brand choice of mobile phones among youth consumers in Tanzania.

#### **3.3. Research Design**

This study expects to employ a single case study research design. The design involved collecting empirical data, generally from respondents found in Dar es Salaam. It provides fruitful information about those cases of a predominantly qualitative nature (Saunders, et al., 2003). Also the case study design allows the entire organization to be investigated in-depth and with great attention to particular problem. According to (Milanzi, 2009), the approach gives deep insights into a particular problems or situation. It enables one to make detailed investigations of individuals, groups or a whole organization. Using this design, the researcher was able to obtain rich information about the problem under this study as it opened room for intensive interviews which enabled the research problem to be well understood.

### **3.4. Target population.**

According to (Donald & Delno, 2006), research population is known as a well-defined collection of individuals or objects known to have related characteristics. All individuals or objects within a certain population usually have a common, binding characteristic or trait. It also refers to a large group from which the sample is taken (Donald & Delno, 2006). In short, population is people, object, items or cases used by a researcher to conduct a study. According to (Crowl, 2013) population can be defined as a group of people which the researcher is interested in gathering the information from, as well as drawing conclusions on.

The target population for this study was all youth who use mobile phones in Dar es Salaam. Due to some factors including time and financial constraints, youth were targeted in Dar es Salaam region only instead of targeting the whole country because Dar es Salaam is the region with big population than any other region in Tanzania and since it is the capital city of Tanzania, many economic and social activities are taking place in Dar es Salaam hence it is believed that most youth with the ability of buying mobile phones are expected to be found in Dar es Salaam than any other region. It is with these reasons; the researcher believes that this target population was a good representation of the entire population for better generalization.

### **3.5. Sample Size and Sampling procedures**

A sample consists of a group of people chosen as respondents from a population in which a researcher is interested in collecting information. A sample is a smaller (but hopefully representative) collection of units from a population used to determine truths about that population (Field, 2005). Sampling involves selecting a group (subgroup) from a larger population that is similar in its trait (i.e. gender, ethnicity, age, income, etc.) distribution of the larger population. Findings obtained from studying the group are generalized to the larger population or entire country.

### 3.5.1. Sample size

The sample size is an essential feature of any empirical research in which the objective is to make conclusion about a population from that sample. Practically, the sample size used in a study is determined based on the expense of data collection, and the need to have enough statistical power. The sample for this study was made of 120 respondents from all three districts in the following proportion; 40 people from Kinondoni district, 40 people from Ilala district and 40 people from Temekedistrict. The sample size of this study consisted of 120 respondents whereby their selection depends on convenience and purposive sampling as sampling techniques.

**Table 3.1: Sample distribution table**

Categories of Respondents	Number of Respondents	Percentage (%)	Sampling Techniques
From Ilala District	40	33.33%	Purposive and convenience sampling
From Temeke District	40	33.33%	Purposive and convenience sampling
From Kinondoni District	40	33.33%	Purposive and convenience sampling
<b>Total</b>	<b>120</b>	<b>100%</b>	Purposive and convenience sampling

Source: Author (2016).

### 3.5.2. Sampling techniques.

Numerous sampling techniques may be used depending on the type of research to be conducted. The two major types of techniques are probability sampling and non-probability sampling. In this research, the researcher used both purposive sampling and convenience sampling to form a sample.

#### **Purposive Sampling**

Purposive sampling, which is also known as judgmental sampling, is a type of non-probability sampling technique. Purposive sampling is when a researcher chooses specific units/elements within the population basing on the purpose and his/her own judgement. The reason behind choosing this method is to ensure good representative of the population.

For better generalization, the research needed to form a sample which includes youths from different cadre i.e. University students, employees and entrepreneurs. Also, judgement sampling is used in order to ensure age limit since the respondent need to be youth. For the purpose of this study youth was defined as a person whose age range from 18 to 40 years.

### **Convenience sampling**

This is non-probability sampling which is mostly used in exploratory research where the researcher is much concerned in obtaining a less expensive approximation of the truth. As the name implies, the sample is selected because they are convenient. Basing on the fact that the population is scattered, the research used convenience sampling for the interest of serving time.

### **3.6. Data Collection Methods**

Data Collection is a significant aspect of any research study. Imprecise data collection can impact the findings of a study and ultimately lead to invalid results. The researcher will collect primary data and he expects to employ in-depth interviews and questionnaires as data collection methods. Primary data are the type of data which are observed or collected directly from first-hand experience. According to (Cohen et al., 2010) the choice of the research methods depends on the purpose of the research and research questions under investigation.

In this study where the main interest is to determine the factors influencing youth in purchasing different brand of mobile phone, in- depth interview and questionnaires will be used to collect data from respondent on their experience on the subject matter. The researcher decides to employ an in-depth interview and questionnaires methods because it provides rich information about the matter under investigation and it enhance validity of the collected data (Deuscombe, 2008). Validity refers to the establishment of causal relationship where by the results in the study are validated. This is to ensure that the inference made exactly reflect the stated causal factors.

### **3.6.1 The In- depth Interview**

Interview is a process of communication or interaction in which the subject or interviewee gives the needed information verbally in a face to face situation. The interview is of course merely one of the many ways in which two people talk to each other (Bulmer, 2007). In the same vein, Kothari (2004) defines interview as the method of collecting data that involves presentation of oral verbal stimuli and reply in terms of oral verb responses. In this study, both structured and open ended interviews will be applied to all respondents who will be selected. Structured interviews were performed by using survey forms, whereas open interviews are notes taken while talking with respondents.

The notes were subsequently structured (interpreted) for further analysis. Open-ended interviews, which need to be interpreted and analysed even during the interview helped the research to get many information relevant to the study because it gives the respondent the room to widely explain his/her maximum understanding about the problem. The advantage of using this method is that, it conforms to the qualitative approach and facilitates the required level of interaction between the researcher and respondents. The technique enables the researcher to enter into other person's view/world to understand that person's inner perspective and its flexibility enables the researcher to capture as much as rich information as possible as the researcher is flexible to ask follow up questions and hence, gaining more information and understanding on what the respondents real meant. Also, this method will help the researcher to make the best use of limited available time to collect data.

### **3.6.2 Questionnaires**

The questionnaire is a research tool consisting of a set of questions (items) intended to obtain responses from respondents in a standardized way. The researcher used both closed and open ended questions, where by open questions ask respondents to provide a response in their own words while closed questions respondents will be required to answer from a given set of choices (Bhattacharjee, 2012).

With this method, respondents are able to provide frank answers as they complete the questionnaire without the researcher's presence and hence there is no interviewer biasness.

### **3.6.3 Documentary Reviews**

This is the method of data collection involving written document materials (Kombo and Tromp 2006). The researcher employs this method for the purpose of obtaining secondary data from various source such as reports, pamphlets and journals, files, books and newspapers. In this regard, sales reports from different mobile phones brand will be used to complement the primary data obtained.

### **3.6.4 Focus Group discussions**

This will be conducted by using checklist questions at each community understudy to verify or compliment information obtained from questionnaires. The focus group discussion was conducted by the researcher to 10 respondents from each district in Dar es Salaam who were selected purposive and convenience sampling.

## **3.7. Quality of Data and Measurement**

### **3.7.1 Reliability**

According to (Kothari, 2004), reliability is defined as the occurrence of the same results despite the number of observations performed. Reliability is therefore concerned with the ability of measuring instrument to measure consistently of the phenomenon it is designed to measure. The reliability of measurements will be ensured through standardizing the conditions under which the measurement took place. It also involved careful designing directions for measurements with no variation from group to group.

### **3.7.2 Validity**

Validity is the quality of the scale to measure what it was intended to measure (Kothari, 2004). For validity purposes, the researcher initially submitted a sample of the set of questionnaires to six respondents.

After the questionnaire being filled, the researcher asked the respondents for any suggestions or any necessary corrections to ensure more perfection and validity of the instrument. The researcher again examined the content of the interview questions to find out the reliability of the instrument.

### **3.8. Data Analysis**

Data Analysis involves the computation of data in searching for patterns of relationship that exist among data groups (Kothari, 2004). All data to be collected in this study will be interpreted, discussed and presented through qualitative (using content analysis) and quantitative (using descriptive statistics analysis) approaches.

Qualitative analysis involved the use of narration to elucidate the data presented. According to Creswell (1994), qualitative data analysis is the process of data analysis is eclectic; there is no right way. Qualitative analysis requires that the researcher be comfortable with developing categories and making comparisons and contrasts. It also requires that a researcher be open to possibilities and see contrary or alternative explanations for the findings. Quantitative analysis called upon the use of histograms, bar charts, percentages, pie charts and lines to illustrate the study findings; all these were presented as texts, tables and figures in the presentation part, as matter of fact, Microsoft Excel was used for data analysis and presentation.

## CHAPTER FOUR

### PRESENTATION AND ANALYSIS OF FINDINGS

#### 4.1 Introduction

The objective of this study is to assess factors that affect consumer choice of mobile phone brand among youth in Tanzania. In this chapter, data pertaining to this objective are presented and analysed. To attain to this main objective, the researcher used five (5) specific objectives which are: 1) To examine the effect of price on young consumers towards making decision of purchasing a particular mobile phone brand. 2) To explore the impact of brand image in influencing young consumers to buy a mobile phone. 3) To assess the influence of product features on youth consumers' choice on a certain mobile phone brand. 4) To investigate the effect of peer group influences on young consumers purchase intention of a mobile phone brand and 5) To determine the role of effective promotion in influencing the youth choice of a mobile phone brand. For the purposes of this study, data are presented and analysed according to the specific objectives which, on their side, answer the main objective of the study.

#### 4.2 Characteristics of respondents

##### 4.2.1 Sex

The respondents were first asked to indicate their sex. The table below shows the frequency and rate of each sex.

**Table 4.1: Respondents' sex**

Sex	Frequency	Percent
Male	64	53.3
Female	56	46.7
<b>Total</b>	<b>120</b>	<b>100</b>

Source: Study findings, 2016.

Table 4.1 above shows that male respondents represented 53.3% of all respondents while female respondents was 46.7%.

#### 4.2.2 Age

Age is one of the factors that may influence consumer choice of mobile phone brand. Therefore, in this regard, respondents were asked to indicate their age group as shown in the table below.

**Table 4.2: Respondents age groups**

Age group	Frequency	Percent
18-25	41	34.1
26-30	35	29.2
31-35	20	16.7
36-40	24	20
<b>Total</b>	<b>120</b>	<b>100</b>

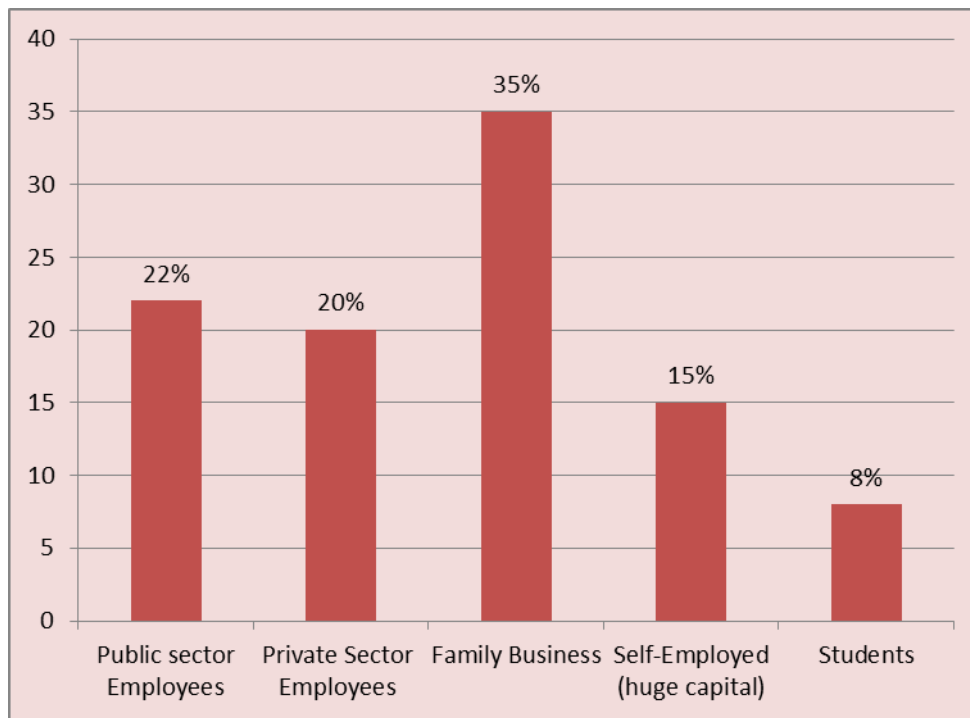
Source: Study findings, 2016.

Table 4.2 above shows that the majority of respondents were within the age of 18-25 which was 34.1%, followed by the age group of 26-30 which were 29.2%. The age group of 36-40 represented 20% of all respondent followed by the age group of 31-35 which represented 16.7% of all respondent.

#### 4.2.3 Occupations

The study also thought occupation of the respondents would be a contributing factor influencing consumer choice of mobile phone brand. The figure below presents the occupations of the respondents

**Figure 4.1: Occupations of respondents**



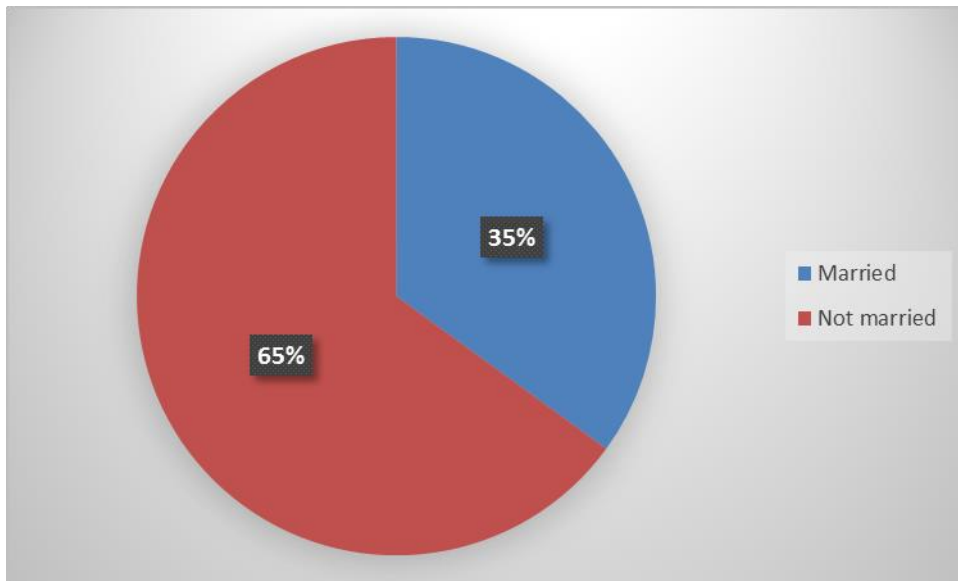
Source: Study findings, 2016.

The findings show that all the categories of respondents were included in the study. According to figure 4.1 above, public sector employees represents 22% of all respondents, private sector represents 20% of all respondents. The large group were respondent under family business category which was represented by 35% of all respondents. Self-employed respondents were represented by 15% of all respondents followed by the student category which represents 8%.

#### **4.2.4 Marital status**

The study wanted to know the marital status of the respondents, and the findings are presented in the figure below. With data the researcher wanted to know if family influence affects the mobile phone brand choice.

**Figure 4.2: Respondents' marital status**



Source: Study findings, 2016.

According to the findings presented in figure 4.2 above, 65% of respondents indicated that they were not married; and 35% were married.

#### **4.2.5 Family size**

The study has found that 50% percent of respondents had family size composed of one (1) person. This implies that most of them were not married.

**Table 4.3: Respondents' family size**

Family size (persons)	Frequency	Percent
1	60	50
2	20	16.7
3	12	10
4	18	15
5	10	8.3
<b>Total</b>	<b>120</b>	<b>100</b>

Source: Study findings, 2016.

According to the findings in the table 4.3 above, 16.7% of respondents indicated that their families are composed of two (2) persons; 10% said their families are composed of three (3) persons; 15% said theirs are composed of four (4) persons and only 8.3% indicated that their families are made of five (5) persons.

#### 4.2.6 Residence in Dar es Salaam

The study needed to know the location or residence of the respondents. The purpose was to ascertain whether the respondent's residence affects the mobile brand choice.

**Figure 4.3: Respondents' residence in Dar es Salaam**



Source: Study findings, 2016

According to figure 4.3 above, more than 50% of respondents are living in middle class estates. Those living in upper class estates and lower class estates constituted 40% and 26% respectively.

#### 4.2.7 Income

The study wanted to know the income range of the respondents in order to determine if the choice of mobile phone brand is affected by the individual's income.

**Table 4.4: income range of respondents**

<b>Income range per month</b>	<b>Frequency</b>	<b>Percent</b>
Below Tsh100,000/=	20	16.7
Between Tshs100,000 and 200,000/=	35	29.1
Between Tshs200,000 and 600,000/=	45	37.5
Between Tshs600,000 and 1,000,000/=	15	12.5
Above Tshs1,000,000/=	5	4.2
<b>Total</b>	<b>120</b>	<b>100</b>

Source: Study findings, 2016.

According to table 4.4 above, most of the respondents are earning between Tshs 200,000 and Tshs 600,000 which represents 37.5% of all respondents followed by people getting between Tshs100,000 and Tshs200,000 who represented 29.1%. Few respondents were earning above Tshs1,000,000 which was only 4.2%

#### **4.2.8 Mobile phone brand**

The study found that people are using a total of 18 mobile phone brands. The mostly bought is TECNO 31.7%, Samsung 25%, Nokia 12.5%, Apple, iTel and Huawei each had 4.2% of users. HTC and LG had 3.3% each while Sony and Viwa had 2.5% of users each. The data shows that there was no respondent using Motorola and Microsoft. Other brands were represented by only one user for each which is only 0.83% of all users for each brand. These brands were; Bird, Vega, MTN, Fantom Z, Magnus Bravo 211, YXTEL, Halotel and Vodafone.

**Table 4.5: Respondents' ownership of mobile phone brands**

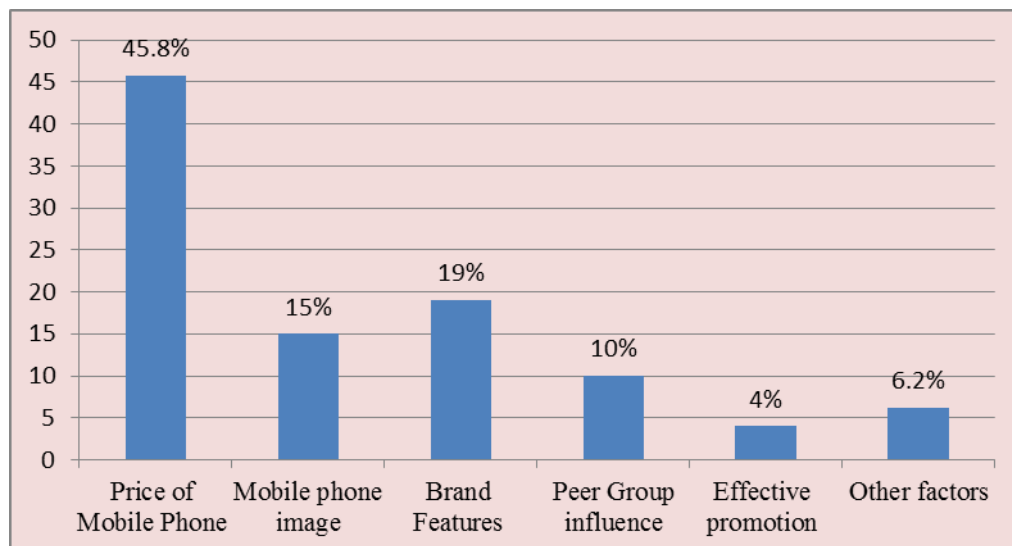
<b>Mobile Phone Brand</b>	<b>Frequency</b>	<b>Percent</b>
Nokia	15	12.5
Apple	5	4.2
TECNO	38	31.7
Motorola	0	0
Samsung	30	25
HTC	4	3.3
ITel	5	4.2
Sony	3	2.5
LG	4	3.3
Huawei	5	4.2
Microsoft	0	0
Vodafone	1	0.83
Halotel	1	0.83
Viwa	3	2.5
Bird	1	0.83
Vega	1	0.83
MTN	1	0.83
Fantom Z	1	0.83
Magnus Bravo 211	1	0.83
YXTEL	1	0.83
<b>Total</b>	<b>120</b>	<b>100</b>

Source: Study findings, 2016.

### 4.3 Factors affecting the consumer choice of mobile phone brand

The findings show that the decision to buy a certain brand of mobile phone among the youths is highly influenced by five factors which are; price of mobile phones, the image of the brand, the features of the phone, peer group influence and effective promotion. However, the study revealed that, there are other factors which influence the consumers in making the buying decision of a particular brand. These include loyalty, attitudes towards some mobile phone brands, resistance to water and battery life.

**Figure 4.4: Percent of factors affecting consumer choice of mobile phone among youth in Tanzania**



Source: Study findings, 2016.

The findings presented in figure 4.4 above shows that, the price of the phone has a huge effect on the consumer choice of mobile phone brand which is 45.8% of all factors, the phone image has 15%, the phone features 19%, peer group influence 10% and effective promotion represents 4%. However, the study shows that other factors affect the consumer's choice of mobile phone brand by 6.2%.

#### **4.3.1 The effect of price on the consumer choice of mobile phone**

The first specific objective wanted to examine the price of the mobile phone and its effects on the decision making in purchasing a certain mobile phone brand. The findings in the figure 4.4 above shows that 45.8% of respondents were influenced by the price in making decision to by a certain brand of mobile phone. The study shows that; many youths are mainly influenced by the price if other factors are held constant. The introduction of smart phones has contributed much to the price influence. Much as every youth would like to have a smart phone for multiple uses including social media communication, the question comes on which phones are cheaper and affordable to buy.

The primary goal being having the smart phone, then the issues of quality and brand names will not have major influence. For example, we have now witnessed the massive preference on buying TECNO phones among youths especially colleagues students, this is because TECNO are the cheaper smart phones and are easily available in the market. Of course, there are other factors associated with this but the price factor stands to be the major one. Table 4.6 below gives a picture of the prices range of at least 18 mobile brands which were found to be used by youth in Tanzania.

**Table 4.6: Price of mobile phone brands**

<b>Mobile Phone Brand</b>	<b>Frequency</b>	<b>Percent</b>	<b>Price range (Tshs)</b>
Nokia	15	12.5	20,000 - 400,000
Apple	5	4.2	500,000 -1,800,000
TECNO	38	31.7	50,000 - 750,000
Motorola	0	0	N/A
Samsung	30	25	50,000 - 1,800,000
HTC	4	3.3	200,000 - 450000
iTel	5	4.2	25,000 - 70,000
Sony	3	2.5	100,000 - 250,000
LG	4	3.3	160,000 - 500,000
Huawei	5	4.2	250,000 - 600,000
Microsoft	0	0	N/A
Vodafone	1	0.83	100,000
Halotel	1	0.83	30,000
Viwa	3	2.5	50,000-150,000
Bird	1	0.83	50,000
Vega	1	0.83	40,000
MTN	1	0.83	30,000
Fantom Z	1	0.83	100,000
Magnus Bravo 211	1	0.83	40,000
YXTEL	1	0.83	550,000
<b>Total</b>	<b>120</b>	<b>100</b>	<b>N/A</b>

Source: Study findings, 2016.

According to table4.6 above, TECNO was discovered to have more customers among youth with 31.7%. Samsung was found to be the second preferred brand with 25% of all respondents. Although the price of TECNO and Samsung start from Tshs 50,000 to Tshs 750,000 and Tshs 1,800.000 respectively which are relatively higher compared to other brand, youth could still buy them mostly because they are cheaper smartphone. The findings show that young users of mobile phone are much interested in these brandsbecause of their availability in the market and user friendly.

In examining whether the price could hinder or prevent them from buying their favourite brands, the findings show that many consumers are not hindered by the price, but the price motivates them to choose which model of the same brand they will buy.

**Table4.7: Sensitivity on the price of mobile phone**

Does the price motivate you in choosing a mobile phone brand?	Frequency	Percent
Yes	55	45.8
No	65	54.2
Total	120	100

Source: Study findings, 2016.

The table 4.7 above shows that 54.2% of the respondents were not hindered by the price in making decision of buying a mobile phone brand and only 45.8% indicated that the price could hinder them from buying a certain mobile phone brand.

**Table 4.8: preference of consumers on Mobile phone brand**

Smartphone brand preferred	Frequency	Percent
TECNO	42	35
Samsung	28	23.3
Other brands	50	41.7
<b>Total</b>	<b>120</b>	<b>100</b>

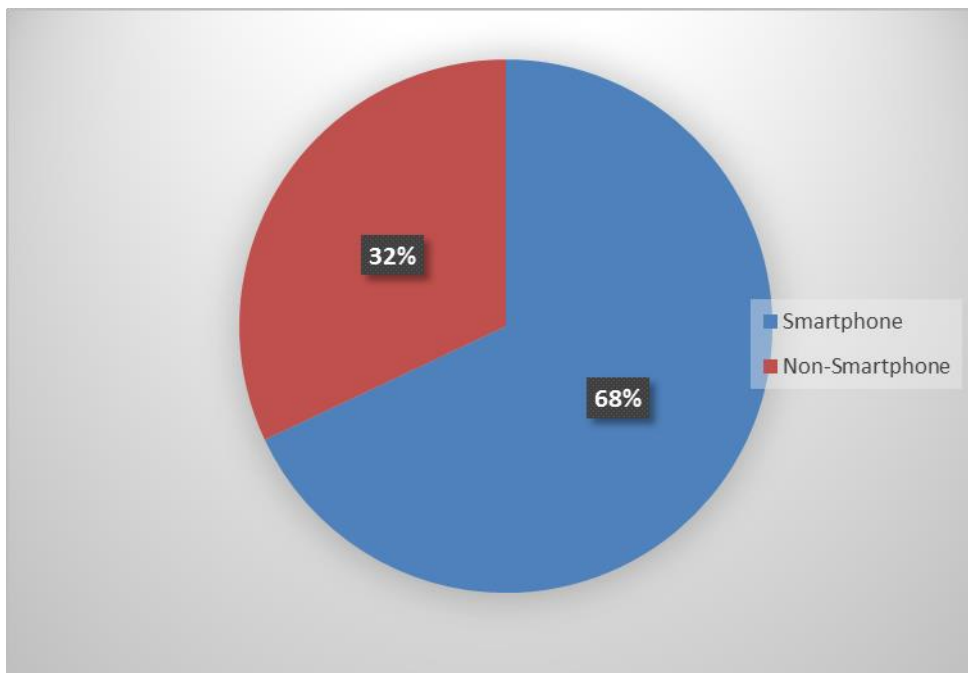
Source: Study findings, 2016.

Out of 45.8% of the respondents who indicated that they are influenced by price in their decision to buy a particular brand of mobile phone, 58.3% (see table 4.8) of respondents said that they prefer TECNO and Samsung because of lower price of their smartphone as compared to other brands.

The findings from questionnaire, interviews and focus group discussion show that there is a relationship between the income of a person, price and the consumer choice of mobile phone brand. The findings show that, many youths prefer TECNO and Samsung because they are available in the market, cheap and affordable. Other phones may be cheap but they are not easily available in the market.

The study has also found that many youths are using Smart phones than non-Smartphone as shown in figure 4.5 below.

**Figure 4.5: Smartphone versus non-Smartphoneusers.**



Source: Study findings, 2016.

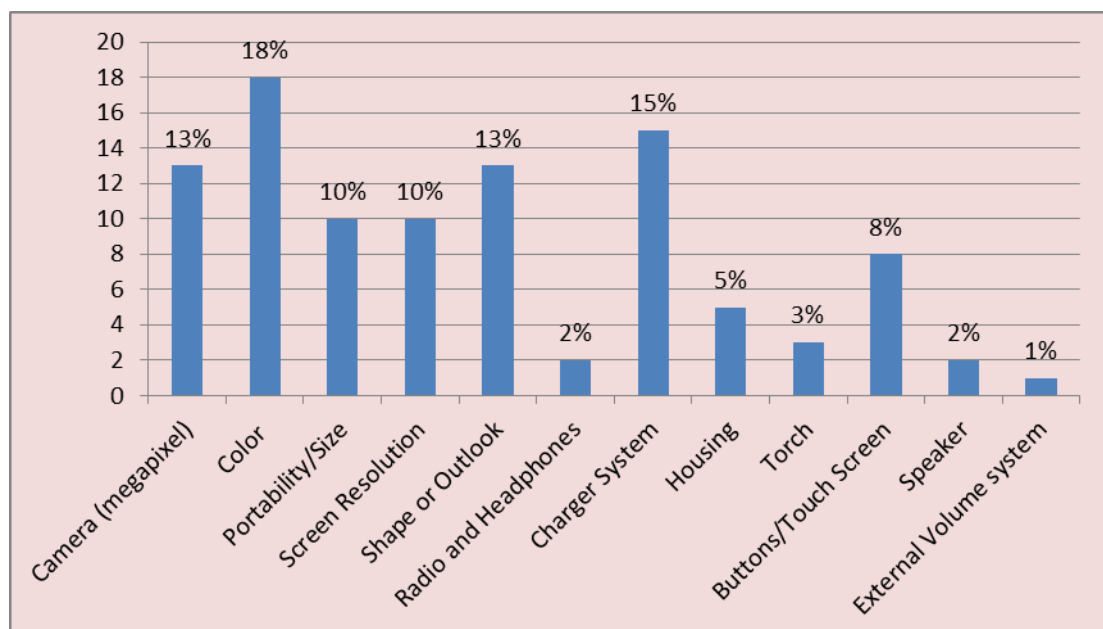
The findings in the figure 4.5 above show that 68% of the respondents are using Smartphone and only 32% are not using Smartphone and as we know, Smart phones are expensive than non-Smartphone. This implies that the majority of youth between 18 and 40 years are using smart phones mainly for other purposes other than normal calling and sending SMS. Therefore, price is not the only factors that affect/influence their choice of a mobile phone brand.

According to table 4.6 shows the price, brand and the percentage of preference. The findings show that TECNO and Samsung brand are the mostly used and preferred by youth in Tanzania despite that they seem to be expensive than some other brands.

#### 4.3.2 The impact of brand image in influencing the consumer decision making

The second specific objective needed to determine the impact of the brand image in influencing consumer purchase decision. The findings show that youth in Dar es Salaam are influenced by the image of the mobile phone among other factors before making a purchase decision. During interviews and focus group discussion, 15% of respondents (figure 4.4) said that they are attracted by the image of the phone first before perusing its internal features and 85% said that they have many more factors to consider when deciding which mobile phone brand to buy other than brand image. The figure 4.6 below shows the particulars of the outlook of the mobile phone that influence/affect positively the consumer in buying a phone.

**Figure 4.6: Outlooks of mobile phone**



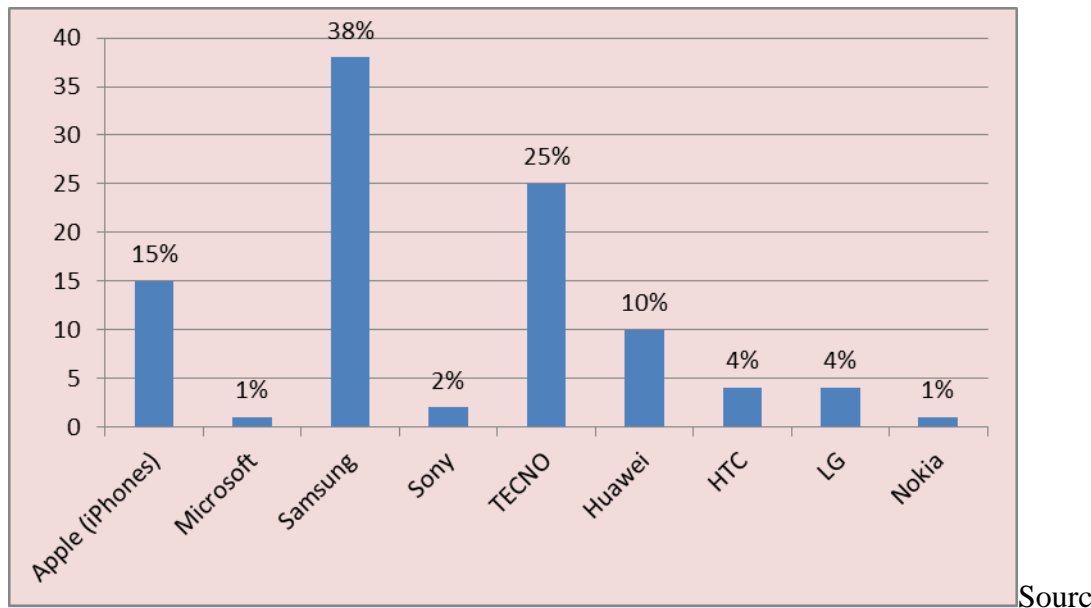
Source: Study findings, 2016.

The findings in the figure 4.6 above shows that the outlook particulars mostly influencing youth in buying a particular mobile phone brand are Colour 18%, charger system 15%, Camera and Shape 13% each, portability and screen resolution 10% each. Other factors are buttons and touch 8%, housing 5% and headphones and speaker 3%.

In the same perspective, women respondents have shown to buy phones of the same colours as compared to others. During interview and focus group discussion, women have shown interest in phones with the following colours: pink, green, Yellow, orange and purple; unlike men who had shown interest in only two colours, black and white. As far as other characteristics are concerned, men have shown interest in screen resolution, charger system, portability and camera. Women have shown being much attracted by headphones, housing and external volume system.

Respondents have shown to be much attracted with some mobile phone image than others. The findings show that youth are much read to buy Samsung, TECNO, Apple (iPhones), Huawei, Microsoft, Sony, HTC, LG and Nokia for their outlook as shown in the figure below.

**Figure 4.7: Mobile phone brand image attracting more youth in Dar es Salaam**



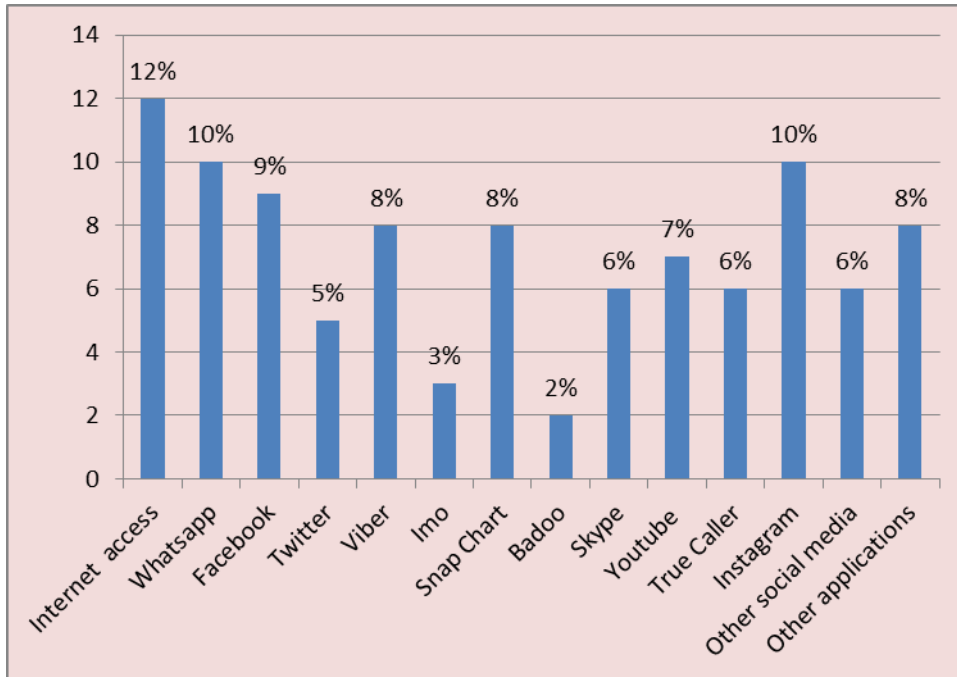
Source: Study findings, 2016.

Figure 4.7 above shows that youths are more attracted by the image and the outlook of Samsung 38%, TECNO 25%, Apple (iPhones) 15% and Huawei 10%. Other mobile phone brands are HTC and LG 4% each, Sony 2% and Microsoft and Nokia 1% each.

#### **4.3.3 Product features and their impact on purchasing decision**

The third objective of this study wanted to assess the impact of product features in influencing purchasing decision. According to figure 4.4, the findings show that 19% of all youth respondents are being influenced by the product features of the mobile phones in their buying decision. The application features that attracted youths are internet access, WhatsApp, Facebook, twitter, viber, true caller, snap chart, Instagram, Imo, YouTube, opera mini, Badoo, skype, games and other applications as shown in the figure 4.8 below.

**Figure 4.8: Application software features influencing youth’s purchasing decision**



Source: Study findings, 2016.

The findings show that youth are more interested in mobile phones that have access to internet (12%), WhatsApp and Instagram have 10% each, Facebook has 9%, viber, snap chart and other applications having 8% each. You tube, other social media and skype, twitter, Imo and Badoo were represented by 7%, 6%, 5%, 3% and 2% respectively. This shows that applications which are mentioned above influence the consumer choice of a mobile phone brand.

The study findings show that people are more ready to buy a phone which uses Android operating system than iOS. The reasons for this conviction are that Android’s applications are freely obtained, easy to use, less complications in downloading materials and other applications as appears in the figure below.

**Table 4.9: Influence of Operating System on youth’s decision over mobile phone brand**

Type of OS	Frequency	Percentage
Android	80	66.7
iOS	10	8.3
Microsoft	2	1.7
Other OS	28	23.3
<b>Total</b>	<b>120</b>	<b>100</b>

Source: Study findings, 2016.

According to the findings in the table 4.9 above, 66.7% of respondents during interviews and focus group discussion indicated that they are more motivated and attracted by mobile phone brands that are using Android as their operating system; while 8.3% of respondents said they would be motivated and influenced by mobile phone brand using iOS for it is very secure against internet malware. About 23.3% of respondents said they feel comfortable and affected to buy mobile phone brand that are using any other OS while the respondents who were influenced by Microsoft were represented by 1%.

Table 4.5 shows that 31.7% of respondents use TECNO and 25% use Samsung. All these mobile phone brands use Android as Operating system. The study findings also show that there are other features in a mobile phone that attract the consumer to buy the brand, these features are storage capacity, the speed and capacity of the operating system, capacity to record both audio and video, easy to repair and availability of spare parts in the market.

#### **4.3.4 The impact of peer group in consumer choice of mobile phone brand**

The fourth objective wanted to investigate the impact of peer group on young consumers in making purchase decision of the mobile phone brand.

The findings show that 10% of respondents (figure 4.4) decided to buy a particular brand because of influence from friends, relatives, colleagues, maintaining their social status, to make oneself different from others and to maintain family or community status, as appears in the underneath figure.

**Table: 4.10: Impact of peer groups on mobile phone brand choice**

<b>Reason for buying a Mobile phone brand</b>	<b>Frequency</b>	<b>Percent</b>
Influence from friends, relatives and Colleagues	80	66.7
Maintaining social status	16	13.3
Making oneself different from others	6	5
All my friends have the same phone	2	1.7
Maintaining Family or community status	16	13.3
<b>Total</b>	<b>120</b>	<b>100</b>

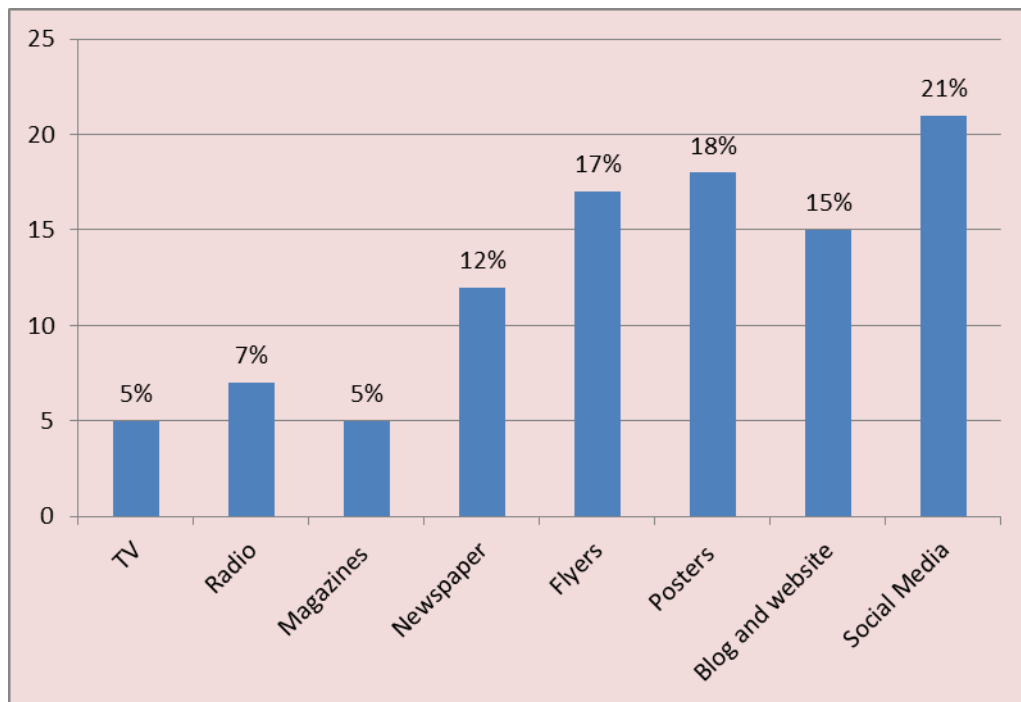
Source: Study findings, 2016.

The findings in table 4.10 above show that many youths who decided to buy mobile phone as a result of peer group influence were convinced by friends, relatives and colleagues (66.7%), maintaining social status and maintaining family status affected (13.3%) of respondents. Other factors are making oneself different and all friends having the same brand which represent 5% and 1.7% respectively.

#### **4.3.5 The role of effective promotion in influencing consumer choice**

The fifth specific objective of this study was to determine the role of effective promotion in influencing consumer choice of mobile phone brand. The findings show that promotion influenced 4% of the respondents in their decisions to buy a particular mobile phone brand (figure 4.4). The study has also found that, there are many different promotional means through which the consumers get information about the mobile phone brand to buy as presented in the figure below.

**Figure 4.9: Different means of promotion**



Source: Study findings, 2016.

The findings in figure 4.9 above show that social media like Facebook, Instagram and twitter are the leading promotion means used by mobile phone companies to promote their products as 21% of respondents said they have seen and convinced to buy phone due to promotions through these means. Other promotional means were posters, flyers and blogs and websites with 18%, 17% and 15% respectively. Newspaper, radio, Magazines and TV represented 12%, 7%, 5% of all respondents respectively.

#### **4.3.6 Other factors influencing consumer choice of mobile phone brand**

In conducting this study, and as different methods of data collection were used, findings from interviews, questionnaire and focus group discussion show that, apart from the afore-presented factors, there are other factors that affect/influence consumer decision to buy a certain mobile phone brand.

The findings in figure 4.4 show that these factors attracted about 6.2% of respondents to decide to choose one brand over the other; these factors are loyalty, attitudes towards some mobile phone brands, resistance to water, possibility of being repaired, availability of spare parts and battery life. The table below show how these other factors convinced youths to buy a certain mobile phone brand.

**Table 4.11: Other factors affecting consumer choice of mobile phone brand**

<b>Factors</b>	<b>Percent</b>
Loyalty	18
Attitudes towards some mobile phone brands	10
Resistance to water	19
Possibility of being repaired	11
Availability of spare parts	17
Battery life	25
<b>Total</b>	<b>100</b>

Source: Study findings, 2016.

The findings in the table 4.11 above show that battery life has affected 25% of respondents under this category to purchase the mobile phone brand. Other factors are resistance to water 19%, loyalty 18%, availability of spare parts 17%, possibility of being repaired 11% and attitudes towards some mobile phone brands 10%.

This means not only a single factor can influence a person to purchase a mobile phone brand; the above presented, are the factors that affect youth decision making in purchasing a particular mobile phone brand.

## CHAPTER FIVE

### DISCUSSION OF FINDINGS

The study has found that there are many factors that affect youth in choosing the mobile phone brand. These factors include the price of the mobile phone, product features, peer group influence, effective promotion and a set of other factors as discussed below.

The study findings show that 45.8% of respondents are affected by the price in making decision to buy any mobile phone brand. The majority of youth 31.4% are between 18-25 years with most of them getting an income of between Tshs200,000/= and Tshs600,000/= followed by 29.1% getting a monthly income of between Tshs100,000/= and Tshs200,000/=; the other group were represented by 16.7% who earn below Tshs100,000/=. (see table 4.2 and 4.4).

This income status makes them to fail to make decision of buying the mobile phone of their choice instead they are driven by their ability to pay. These findings are similar to the ones found by (Tallberg et al., 2007); the price of the mobile phone was found as a critical factor in the choice of the mobile phone model especially among younger people. Also, according to the study conducted by Karjaluoto and Santa in 2005 and 2013 respectively, revealed that the price of mobile phones had a significant influence on the consumer's decision to buy. The product price may vary based on economic conditions and perceptions of the consumers.

As far as this study is concerned, the choice of a mobile phone is affected by the price of the consumer and his income. Most of youth interviewed are working as family business 35%, public sector (lower cadres) 22%, private sector 20%, self-employed 15% and students 8% (see figure4.1); this is the contributing factor for their choice of mobile phone and the level of their income.

The price is the crucial factor even in choosing the mobile phone service provider, for example, in a study conducted in Kenya on factors influencing choice of mobile phone service provider found that 59.3% were affected by the price of the service (Ofwona, 2007).

On the other perspective, price is not the only factor that affects consumers' choice of mobile phone brand as the findings of this study show that TECNO and Samsung are leading in attracting more youth by having 31.7% and 25% respectively; and the price of these two brands ranges from Tshs50,000/= and Tshs750,000/ and Tshs50,000/= and Tshs1,800,000/= (see table 4.6) which is higher as compared to other brands but they can still attract consumers. In this case, according to the findings from the focus group discussion, many youths are forced to buy them because their smart phone are cheaper compared to other brands. This is evidenced by the findings in figure 4.5 which shows that 68% of youth are using smart phones compared to non-Smartphone user which is 32%

According to the findings of this study, 15% of respondents reported to be affected by brand image in making decision and choice of mobile phone brand (see figure 4.4). The characteristics of the brand that affected youth are camera, colour, and charger system, shape of the phone, portability, touch screen and screen resolution (see figure 4.6). In the same perspective, Samsung, TECNO, and Apple (iPhones) are the leading in attracting youth with their images, where by 38%, 25% and 15% of respondents are affected by the brands of Samsung, TECNO and Apple (iPhone) respectively.

The other brand are Huawei 10%, HTC and LG have 4% each. These findings are similar to those found in Finland by Thanika et al (2013) where brand image and features were found important, not only among graduate students but also among ongoing students. In same study, they found that Nokia was the most appreciated brand by students (Heikki et al. 2005).

In the same perspective, Kang (2012) found that Nokia with its partnership with Microsoft attracted young customers as their favourite brand. All these results are confirming the fact that brand attract more youth than mature people. Both these studies found Nokia to be attractive to young consumers, but this study found TECNO and Samsung to be the most attractive brand among young consumers in Dar es Salaam, followed by Apple (iPhones).

In this study the findings show that products feature and applications capacity affected 19% of the respondents' choice of a mobile phone model. The features that affected consumers' choice are internet access 12%, WhatsApp and Instagram 10% each, Facebook 9% and viber, Snap chart, and other applications have 8% each. Other products features are memory capacity, YouTube, true caller, badoo, snap chart and skype(see figure 4.8).

In a similar study conducted by Thanika et al. (2013), they found that features like child-location, camera, web browser, call management, Bluetooth, Wi-Fi, application software and media player affected the purchase intention of youth. In another study by (Kumjonmenukul, 2011), he found that young people are attracted by touch screen, mp3 capabilities, mobile internet applications and style of ringtones. Another study found that accessing mails, from phone, listening music has empowered youngsters of 15-24 years.

The study findings also show that young people are more attracted by phone using Android 66.7% as compared to phones using iOS as the mobile operating system 8.3%. 25% of respondents said that they use other OS apart from Android and iOS (see table 4.9). Peer group influence was identified as another factor that affects consumer choice of mobile phone brand in Tanzania.

The findings show that 10% of youth respondents in this study were affected by friends, relatives, colleagues, and other factors like maintaining social status, making one-self different from others, maintaining family status and all the friends having the same phone model (see figure 4.4). Under peer group influence, friends, relatives and colleagues affected 66.7% of consumer choice of a mobile phone brand. Other factors under this category are maintaining social status and maintaining family status affected 13.3% each (table 4.10). This study's findings are similar to the ones found by (Mohamed et al., 2014) in Sri Lanka; where third party recommendations were identified as increasingly important in influencing the consumer brand choice and purchase decision.

The study found that, friends and family members who are present at the time of purchase played a key role in choosing a specific brand. On the other hand, these findings differ from that obtained by (Ofyona, 2007), where he found that peer group had little or no influence on the decision and choice of the mobile phone service provider.

The findings of this study reveal that promotion affected only 4% of the respondents in making choice of mobile phone model (figure 4.4). The promotion means used to affect respondents were flyers, posters, social media, blog and websites, newspapers, radios, TV and magazines. Other means were public relations, personal selling and direct marketing tools (see figure 4.9). These findings were similar to other findings of the studies conducted in Sri Lanka and Finland which found that promotion affected the young people in making purchase decision (Kumjonmenukul, 2011; Thanika et al., 2013).

In this study, a set of other factors were identified as affecting youth in Tanzania to choose a mobile phone brands; these factors affected 6.2% of respondents (see figure 4.4). The factors under this set are loyalty 18%, battery life 25%, attitudes towards some brands 10%, resistance to water 19%, possibility of being repaired 11% and availability of spares parts 17% (see table 4.11).

In other studies, celebrity endorsement, the warranty given to the products, dual Sim cards and the weight of the phone model were identified as affecting consumers in making choice of mobile phone brand (Uddin et al. 2014). Also, according to the study conducted by Yun et al. in 2003, 100% of the participants assessed the mobile phones design based on a scale of perceived image/impression attributes including attractiveness, texture, luxuriousness, colourfulness, rigidity, simplicity, harmoniousness, delicacy, salience and overall satisfaction

## CHAPTER SIX

### CONCLUSIONS AND RECOMMENDATIONS

#### 6.1 Conclusions

The study aimed at assessing the factors influencing consumer choice of mobile phone brand among youth in Tanzania. From this aim, five specific objectives were developed whereby they intended to investigate the effect of the price of mobile phone brand, influence of peer group, brand image, promotion and phone features. In selecting respondents, total of 120 youths were selected using convenience and purposive sampling techniques. The study was conducted in Ilala (Kariakoo market, city center), Temeke (kigamboni and Mbagala) and Kinondoni (kinondoni B&A and Mwenge). In obtaining data, four methods were used namely: questionnaire, interviews, focus group discussion and documentary review.

Using these data collection methods, the findings of the study revealed that the consumer choice is mainly affected by the price of the mobile phone 45.8%, the brand image 15%, mobile phone features 19%, peer group 10% and promotion 4%. The study has also found that a set of other factors affected 6.2% of respondents, these factors are loyalty, attitudes towards some mobile phone brands, resistance to water, availability of spare parts and battery life. Generally, these factors complement each other in affecting the consumer's choice. The consumer's purchasing decision of mobile phone brand is not influenced by one single factor but a set of them with difference in the level of influence.

#### 6.2 Recommendations

Based on the study findings, the following are the recommendations of the study:

1. As it was found that the price affects the consumer price by 45.8%, it is hereby recommended that mobile phone companies should fabricate phones that will fit for all income groups among the community.

In the same regard, the Tanzania Communication Regulatory Authority (TCRA) should find a way to negotiate with the available mobile phone companies in the country to reduce the price of phones particularly smartphones so as they can be affordable by many people as now days' communication is not just calling and sending SMS but some many other applications which are inevitable in this technological driven era. As the result of this, most youths are using TECNO as it the only brand with the cheaper smart phone.

2. Mobile phone companies through their agents in the country should design phone to fit the needs of some countries preference in terms of shape, colour, outlook and phone that attract youths who are the majority users of mobile phone in the country.
3. Mobile phone companies and their agents are recommended to increase advertising and other promotion approaches as personal selling, low price promotion but maintaining the quality of the phone and public relations.
4. Companies manufacturing mobile phones should continuously evolving and updating innovation of mobile phones due to the accelerated improvement of mobile communication technology (e.g., wireless internet, 3G, 4G, navigation system, etc.) and to what extent this evolution meets the consumers' needs and requirements.
5. It is recommended that Tanzanian entrepreneurs and dealers of mobile phone should be importing more of the mobile phone brands which are of more interest to the consumers depending on their selection criteria in order to improve their business performance.

### **6.3 Areas for further studies**

This study aimed at assessing the factors that affect consumer choice of mobile phone brand among youth in Tanzania. But the study did not cover the following areas which can be later on researched:

1. Why do some mobile phone companies quit the market?
2. The role agents in increasing sales of mobile phone brand.
3. The impact of social media in increasing sales,
4. The role of TCRA in controlling the mobile phone market in Tanzania.
5. Advancement in technology: a friend or foe to mobile phone companies?
6. The role of marketing mix in increasing sales of mobile phone brand.

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## APPENDICES

### APPENDIX 1: Questionnaire for respondents

The use of Mobile phones has increased in Tanzania; many are using phones for communication and money transfers. Many more are using phone for extra needs like accessing internet, surfing materials for studies, games and other applications. With these needs, consumers are exposed to a range of Mobile phone brands, from Apple, Samsung, HTC, TECNO, Lenovo, Nokia, Motorola, Blackberry, Huawei, LG, Sony, iTel, Asus, to Microsoft. the booming of these brands makes consumers to have a variety of choice. This study intends to assess the factors that affect consumer choice of mobile phone brands among youth in Tanzania.

The data you give will only be used for the purposes of this study, and not otherwise.

#### PART I: GENERAL QUESTIONS

1. Sex (tick)

Male

Female

2. Age Range

i. 18-25

ii. 26-30

iii. 31-35

iv. 36-40

3. Are you married?

i. Yes

ii. No

4. If yes with how many kids?

.....

5. If no, how many are composing your family?

.....

6. Where do you live?

.....

7. What is your occupation?

.....

8. What is your income range per month?

- i. Below Tshs100,000/=
- ii. Between tshs100,000 and 200,000/=
- iii. Between tshs200,000 and 600,000/=
- iv. Between tshs600,000 and 1000,000/=
- v. Over Tshs1,000,000/=

9. Do you have a mobile phone?

- i. Yes
- ii. No

10. If yes, which brand is that?

Mobile phone brand	Tick the appropriate
Nokia	
Apple	
Samsung	
TECNO	
Huawei	
iTel	
Motorola	
LG	
HTC	
Microsoft	
Vodafone (Google)	
Halotel	

11. Which brands do you like the most?

.....  
.....

12. Why do you like that brand?

.....  
.....  
.....

**PART II: SPECIFIC QUESTIONS**

1. How much did you buy the phone you are using now?

.....

2. Do you think the price could hinder you from buying the phone brand you desire?

i. Yes

ii. No

3. If yes, what could be your alternative brand?

.....

4. Which phones do you like its image (outlook)?

.....  
.....  
.....  
.....

5. Did you buy the phone because of its appearance?

.....  
.....

6. Give any reasons (at least five) why you like that brand?

i.....

ii.....

iii.....

iv.....

v.....

7. Which of the following attract you in buying a mobile phone:

<b>Characteristic</b>	<b>Tick the appropriate</b>
Camera	
Color	
Portability	
Screen resolution	
Shape or outlook	
Radio and headphones	
Charger system	
Housing	
Torch	

8. Which applications do you want your mobile phone to have?

<b>Messages</b>	<b>Tick the appropriate</b>
Internet	
WhatsApp	
Facebook	
Viber	
Tango	
Instagram	
Viber	
Badoo	
True caller	
Snap chart	
IMO	

9. Do you think the above features are the reasons for you to buy that brand?

- i. Yes
- ii. No

10. If no, what are the other reasons for you to choose that brand?

.....  
.....  
.....  
.....  
.....  
.....

11. Is your phone user friendly?

.....  
.....

12. Is there any complication you get in using that phone?

- i. Yes
- ii. No

13. If yes, which complication is that?

.....  
.....

14. Can you easily get spare parts of your phone once defected?

.....

15. Are those spare parts affordable to you?

.....  
.....  
.....  
.....

16. Which among the following are other reasons why you bought that brand?

Reasons	Tick the appropriate
Maintain your social status	
Influence from friends, neighbours or kin	
Your lifestyle	
All my friends have the same brand	
Income	
To make myself different from others	
Celebrities/ Famous people	

17. Have ever heard an advert of the brand you are using?

- i. Yes
- ii. No

18. If yes, which type of advert was that? TV, Radio, Magazines, Newspaper, flyers, blog or website, etc.

.....

.....

.....

19. Do you think advert influenced you in anyhow to make decision of buying that phone?

.....

.....

.....

20. What are the other reasons (factors) that influence or influenced your decision to buy the mobile phone brand you are using now?

.....

.....

.....

.....

**PART III: SELLERS OF MOBILE PHONES**

1. Which mobile phone brands do you have in this shop?

Brand name	Tick the appropriate
Nokia	
Apple	
Samsung	
HTC	
Motorola	
iTel	
LG	
TECNO	
Huawei	
Vodaphone	
Halotel	

2. Which brands among the above mentioned are mostly bought buy youth?  
(mention)

.....

.....

.....

.....

3. Can you give any reasons why youth want to buy those brands?

i.....

ii.....

iii.....

iv.....

v.....

**APPENDIX 2: Focus Group Discussion and Interview Guide Questions**

1. What type (brand) of mobile phone do you use?
2. When did you start using that brand?
3. Why do you like that mobile phone brand?
4. What are those things influenced you when you wanted to buy that brand?

5. Can you easily repair your phone once defected?
6. Are the spare parts affordable to you?
7. Where did you hear about that brand for the first time?
8. Do you think the price of the mobile phone prevented you from buying the phone of your choice?
9. What features do you need a mobile phone of your choice to have?
10. Did your friends influenced in buying that phone?