

Knowledgefaber did a study on identifying, analysing and ranking various factors affecting a consumer's behaviour for buying a high-end mobile phone among youth in India. Our target was to understand which are the major factors helping a youth in deciding upon a particular type of mobile phone falling under the category of "high-end".

Process, Insight and Advice:

Our consultants started in consultation with detailed discussions with industry experts so as to identify what are the major features that are considered to be most important for a successful high-end mobile phone. An exhaustive list of those was prepared.

In the next round we went ahead with surveys with questions regarding these features. And we interviewed more than 5000 youth (aged 14-30) across India, they were selected from different background and exposures like students, working professionals, young house wives, etc., so as to represent a holistic view of the Indian youth.

The data collected from these surveys was then analysed using statistical tools such as SAS apart from Excel Macros. Various kind of cross tabulation were performed in order to identify various trends and insights from the data collected.

Output:

Some of the major factors affecting youth behaviour towards high-end mobile are identified to be design, camera, music and internet capability and screen size. Some of the most important sources of information for mobile phones features was identified to be friends/colleagues, spouse, and commercial advertisements.