

Factors Influencing the Choice of Mobile Phones among Jordanian Consumers

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(Received: 19-11-14 / Accepted: 22-12-14)

Abstract

This paper concentrates on studying the significance of different essential factors-constituting the choice criteria- which do influence the choice of mobile phones among Jordanian consumers. A quantitative study drawing data from (120) consumers/respondents was employed. The collected data was analyzed using SPSS. Descriptive statistics have been employed in the study. The principal components factor analysis resulted in five independent dimensions: (1) Price, (2) Design, (3) Brand Name, (4) Durability, and (5) Operating System. The results of the current research show that the 120 respondents consider the following order of the factors: (1) Durability, (2) Design, (3) Operating System, (4) Price, and then (5) Brand Name.

Keywords: Factors, Mobile phones, Jordanian Consumers, Choice Criteria.

1. Introduction

Due to the very high penetration rate of mobile customers in Jordan which reached 146% by the end of Q2/2014 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 accessory with no major real need in the middle of the 90's decade of the previous century to spread widely in the country during less than 20 years reaching a huge penetration rate alongside with the diversity of information access means that it provided to the Jordanian users, these all make the choice criteria of mobile phones an important subject to study.

As the Jordanian mobile market faces very huge competition and due to the absence of researches made in analyzing the choice criteria which is concerned in selecting the mobile

phone-sets by the Jordanian consumers, the researchers strongly believe that the researchers should conduct this research due to the following reasons:

- The continuously evolving and updating innovation of mobile phones due to the accelerated development 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.
- The wide utilization of mobile phones in communication and information transfer has created the necessity to study how much important the selection of the mobile phone does impact the daily life of the Jordanian consumer, be it: work, studies, easiness of accessing the internet, prestigious issues, luxuriousness,...etc.
- As the purchasing decisions are very important to the success of the new product development, the researchers think that if marketers can understand which criteria 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 (IRSSH, 2012, P-204).

1.1 Objectives

In spite of the growing importance of mobile phone technology, very little efforts were performed towards conducting researches on consumers' evaluation of the importance of mobile phone sets in Jordan; therefore, the purpose of this study is to:

- Identify the choice criteria consumers consider important when purchasing mobile phones and as such the researchers will be able to Study the consumer evaluation of the importance of mobile phone attributes.
- To analyze and/or conclude about certain recommendations to manufacturers/marketers of mobile phones.

2. Theoretical Framework

By the end of quarter-2 2014 more than 146% of Jordanian population is mobile service subscribers in Jordan (TRC, Mobile Telecom indicator). This huge penetration rate will be reflected on the number of the mobile phone sets used by the Jordanian consumers.

In Jordan and as the country faces very difficult economical situations especially in the recent years. Although the mobile phone handset market is growing five to ten percent per year and operator subscriber bases are growing, average revenue per user (ARPU) is falling and price competition is heating up (Hansen, 2003).

As consumers do vary in their selection to the Mobile phone sets they would like to choose based on different parameters and as Mobile phone sets have a wide variety of uses, the mobile phone becomes a device to Shape the identity and prestige (Abu Sadat Nurullah, 2009, P-19), noticeable percentage of mobile consumers are going to buy a new phone for these reasons, which can be expressed by the brand name.

Brand names are the valuable assets that help correspond quality and suggest precise knowledge structures which are related to the brand (Srinivasan and Till, 2002). Nowadays brand plays a very vital role in consumer buying decision. Where consumers usually go for a familiar brand (Malviya, Saluja and Thakur, 2013).

Physical durability can be defined as how long the device can last under normal use, or whether the device can resist impact from abnormal use (Ling, Hwang and Salvendy, 2006). As a mobile device, mobile phones must have a tough case and a hard material. For instance waterproof device, which can be used in the bathroom, or create some educational applications and services, and apply the device in classroom for study. Special devices and

contains can be targeted to those young people, who use often their mobile in non-typical places. (Attila Endre SIMAY, 2009).

It is very imperative to highlight that the operating system (OS) helps to determine what the user experience will be like, so it's an important consideration. Techie types tend to have their own OS loyalties (Apple, Windows, and Android) based on their overall computing experiences. However, many "break ranks" and get phones that run an OS different from their preferred desktop/laptop OS. (Deb Shinder, 2010).

There are a number of operating systems in the market today. However the top three Operating Systems of today are Google's Android, Apple's IOS and Microsoft's Windows Phone. You must consider the pros and cons before deciding on any one of them. (Atul Dahiya, 2014).

3. Methodology

3.1 Instrument

In order to investigate the matters discussed above, data were obtained based on the provided details of consumers' choice criteria for mobile phones in Jordan. The researchers used the personally administrated and online survey questionnaires as a data collection method.

Respondents were asked to rate answer 13 factors regarding their choice of mobile phone. The researchers used an interval scale for the answers (Strongly Agree, Agree, Neutral, Disagree or Strongly Disagree).

For the background of the respondents, the researchers used 5 demographic questions (Gender, Age group, Educational Level group, Worker sector and Salary group).

Two forms of the questionnaires were made, the first one is in English and the second one is in Arabic so as to be as much comfort as possible to the respondents.

3.2 Sample

Our sample was a mix of students and employees in different Areas across Amman. The sample covered (120) respondents, and data was gathered at different locations (Houses, work filed, colleges, schools), on different days of the week, and at different times of the day to reduce time and location bias.

4. Results

The researchers used the SPSS to analyze our collected data. All the respondents were Jordanians. 79 % of the respondents were males and 21 % of our respondents.

The respondents' ages were from (18 to +51), where 7% from 18 to 25, 43% from 26 to 35, 42.5% from 36 to 51, and 7.5% Over 51.

The researchers used five educational levels (School 13%, Diploma 5%, BC's 62%, Master 18% and PHD 2%).

The working sector for the respondents was 33% for public and 67% for private.

Finally, the income range was from 100 to +1000 (JD/month) where:

- 12.5% of the respondent's salaries were from 100 to 350
- 15.5% of the respondent's salaries were from 351 to 600,
- 13% of the respondent's salaries were from 601 to 850,
- 10% of the respondent's salaries were from 851 to 1000,
- 50% of the respondent's salaries were over 1000 JD.

Table 1: Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Samsung	120	1.00	5.00	2.9750	1.53098
Iphone	120	1.00	5.00	2.6833	1.52835
Sony	120	1.00	5.00	2.1500	1.21372
Microsoft	120	1.00	5.00	1.9583	1.18390
Android	120	1.00	5.00	3.5000	1.46098
Apple	120	1.00	5.00	2.8167	1.53384
Windows	120	1.00	5.00	2.4333	1.31401
Valid N (listwise)	120				

Table 2: Descriptive Statistics

	N	Mean	Std. Deviation	Variance
Brand Name	120	2.4417	.60870	.371
Price	120	2.4500	1.38934	1.930
OS	120	2.9167	.69445	.482
Design	120	2.9417	.62273	.388
Durability	120	3.7208	1.12047	1.255
Valid N (listwise)	120			

From the results shown in Table (1) above, and referring to the Mean values, the researchers can note the following:

The Jordanian consumers prefer the Touch screen over the physical buttons mobile phones. The Small handset mobile is almost preferred by the Jordanian consumers.

The Jordanian consumers prefer Samsung, Iphone, Sony and Microsoft mobile phones, respectively.

The Jordanian consumers prefer Android, Apple and Windows operating systems, respectively.

From Results shown in Table (2), researchers can note that the factors affecting the mobile choice of Jordanian consumers are arranged respectively as the following:

1. Durability.
2. Design.
3. OS.
4. Price.
5. Brand Name.

5. Conclusion

This study was conducted to widely highlight the selection criteria among consumers in Jordan for the desired mobile phone set they make their decisions when they purchase it.

The results of this study showed that five factors characterize the mobile phone choice; these five factors can be listed as follows: Price, Design, Brand Name, Durability, and Operating System.

Results show that majority of respondents consider the Durability at the first priority to buy mobile phones and this is actually not surprising the researchers, since the other factors in general are common between the top brands, which make the durability one of the most factors affecting the choice of the mobile phone.

Price is almost an issue; this is normal due to the economic situations of the country. The researchers expected that price would come at the first level of the criteria that affect the decision of choice of the mobile phones by Jordanian consumers but the results of this research show that price is not as important as design-for example- in making the choice decision and this is justified due to the diversification of models and prices, which make it easy for the consumers to buy a mobile phone with all features compared to other models which is consistent with their budget

The brand name is shown as the least important factor among factors affecting mobile choice decision, this is normal for the results since the researchers consider the four top brands in the research.

For the results in table 1, Samsung mobile phones are shown as the best mobile phone to buy by the Jordanian consumers. This result is explained by the variety of models and prices that Samsung is considering in their production to enable consumer to choice among different models and prices.

Also the Android take the first place because of the easiness of use.

6. Recommendations

Based on this research, the following recommendations are made to manufacturers and marketers of mobile phones:

Manufacturers should diversify the types of mobile phones with different ranges of corresponding prices-as Samsung well does- to enable different categories of customers who vary in their monthly incomes to select the suitable mobile phones to their financial situations. The researchers recommend that future studies could have the opportunity to focus on culture with its influence on the decision of choosing the suitable mobile phone and how the identity could be identified through the use of mobile phone.

The researchers do believe that future studies could focus on the phenomenon of mitigating the mobile phones and the impact of this phenomenon on the choice criteria of the mobile phones.

Samsung-as it was the brand preferred and chosen by the respondents- should work thoroughly on solving the matter of high prices of replacement and maintenance of the broken screens of the mobile phones; future researches are invited to dig more in this direction.

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