
Cellular Telephone Bundled Features and the Young Consumer

Jerrold Stark, Fort Hays State University

Joan H. Rumpel, Fort Hays State University

Robert J. Meier, Fort Hays State University

Reginald L. Bell, Prairie View A & M University

EXECUTIVE SUMMARY

Useable surveys were completed and returned by 330 (174 rural and 156 urban) consumers at two Midwestern universities. ANOVA tests revealed young consumers' perceptions of the importance of cellular telephone features were significantly different between rural and urban young consumers, males and females, and among age groups ($p < .05$; $p < .001$). Furthermore, regression analysis revealed among ten features young consumers reported available on the phones they owned, EARPIECE was significantly predictive ($p < .001$) of perceptions of importance of bundled features. Recommendations were proposed that could help marketers develop strategic marketing mixes of phone features targeted to young consumers, rural or urban.

Keywords: Millennials, Product differentiation, Adopters, Cellular telephones, Bundled features, Technology, Segmentation, Strategy, Marketing mix