



Profile of Mexican Consumers for Mobile Phone Services Amidst COVID-19 in the Second Half of 2023

Perfil de los consumidores mexicanos de servicios de telefonía móvil en medio del COVID-19 durante el segundo semestre de 2023

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Abstract

In the business world, understanding consumer profiles and their consumption habits represents a crucial resource for both researchers and practitioners within the marketing discipline, especially considering the constant influx of advertising and promotion within markets. When adding a technological dimension, we encounter an expanding and rapidly evolving market in which products and brands change at an accelerated pace. Generating critical insights can be examined within academic contexts from various perspectives: case study analysis, new product development, and

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launch, or through rigorous market research, enabling researchers to make data-informed decisions and gain a deeper understanding of specific product categories within defined markets.

Keywords: Consumer Behavior, Consumer Attitude, Net Promoter Score, Consumer Profile, Consumer Satisfaction, Use and Consumption.

Resumen

En el mundo empresarial, comprender los perfiles de los consumidores y sus hábitos de consumo representa un recurso crucial tanto para los investigadores como para los profesionales del marketing, especialmente si se considera el constante flujo de publicidad y promoción en los mercados. Al añadir una dimensión tecnológica, nos encontramos con un mercado en expansión y rápida evolución, en el que los productos y las marcas cambian a un ritmo acelerado. La generación de conocimientos críticos puede abordarse en contextos académicos desde diversas perspectivas: análisis de estudios de caso, desarrollo y lanzamiento de nuevos productos, o mediante una rigurosa investigación de mercados, lo cual permite a los investigadores tomar decisiones informadas con base en datos y obtener una comprensión más profunda de categorías de productos específicas dentro de mercados definidos.

Palabras clave: Comportamiento del consumidor, Actitud del consumidor, Índice neto de recomendación, Perfil del consumidor, Satisfacción del consumidor, Uso y consumo.

1. Introduction

Mexico stands out as a country with dynamic economic and commercial activities, with significant relevance within the North American Free Trade Agreement (NAFTA) trade bloc (Canada, the United States, and Mexico). Within this context, analyzing the consumer profile of mobile telephony in Mexico is crucial due to the integral communication ecosystem within the Mexican economy.

Currently, mobile phone use is essential in daily life; these devices serve as enablers of communication with friends, family, and colleagues, as well as everyday tasks such as accessing applications, listening to music, taking photos, playing video games, and online shopping, among others. This range of applications has enhanced the value proposition for mobile phone consumers. Therefore, for providers of these goods and services, it is vital to understand to what extent features such as increased memory

capacity, improved cameras, or enhanced microphones significantly influence consumers' final purchasing decisions.

Describing consumer preferences, needs, and interests provides valuable information for companies in the sector to review their results and develop marketing strategies that allow them to effectively adapt their products and services, aiming to satisfy the changing demands of their clients. Exploring the uses that consumers attribute to their mobile phones has unveiled user perceptions regarding quality and service. On one hand, physical device attributes have been identified as relevant in purchase decisions. On the other hand, evaluating the additional uses and added values offered by mobile telephony providers in Mexico has enabled categorizing the relevance of these factors in purchase decision-making as well. These insights are valuable for designing marketing strategies aimed at enhancing customer satisfaction in line with current demands, ensuring that products and services adapt to evolving user needs.

2. Theoretical Background

This section presents a conceptual overview of elements and theoretical concepts related to gathering information on the profile of Mexican consumers for mobile telephony services amidst the COVID-19 pandemic.

2.1. Consumer Profile

Within the context of marketing practices, an effective strategy for understanding behavioral patterns and preferences of consumers in a specific target market lies in employing and deploying an investigative tool in the form of a selective questionnaire. This method facilitates the collection and analysis of relevant data, allowing for the delineation of demographic and psychographic profiles, thereby contributing to the creation of more tailored commercial tactics and approaches aligned with the intrinsic characteristics of the target audience in question (McDaniel & Gates, 2016; Schiffman et al., 2010).

"The most significant shift is observed in the increasing number of consumers in digital spaces and, consequently, the transformative measures companies adopt to

adapt to this medium” (Alvarado-Morales & Zambrano-Roldán, 2020, p. 39).

Mexican mobile telephony consumers are essential due to the relevance of telecommunications within the Mexican economic ecosystem.

Given these consumer expectations highlighted by the authors, it is critical to emphasize the rising number of users in digital domains, particularly in mobile phone usage. This would entail transforming corporate measures to adapt to user needs. In this sense, providers within the mobile telephony field must understand how Mexicans use their mobile devices to design market strategies aligned with new technological requirements.

When positioning a product or service in the consumer’s mind, it is crucial to have a clear understanding of their profile, know their preferences and desires, and understand what the end customer expects from the product (Romero, 2020). In the context of this research, it is essential to thoroughly understand the preferences and needs of Mexican telephony users to devise market strategies that adequately position the products and services offered within the mobile telephony market.

2.2. Consumer Behavior

Marketers focus their efforts on developing positive product experiences and brand loyalty in consumers. This can result from learning processes. Learning is considered a continuous process (See Figure 1). In psychology, several behavioral theories associate stimulus-response connections, which serve as the basis for consumer purchase decisions (Solomon, 2008).

The science of neuromarketing studies the brain processes that explain human behavior by applying various methods that will be explained later. Sensory marketing targets the five senses (hearing, sight, smell, taste, and touch) of consumers, creating emotions and affecting their purchasing behavior (López, 2021, p. 2). Neuromarketing analyzes the mental processes, characteristics, and stimuli that lead us to make purchasing decisions at the brain level. Sensory marketing relates to how perceiving these stimuli can capture consumers’ attention and provoke purchases.

Figure 1. Consumer Response Model



Source: Own elaboration based on a behavioral perspective of consumer learning as a response to various external events. Taken from *Consumer Behavior* (p. 86), by M. Solomon, 2008, Prentice Hall.

The purchase decision process fundamentally involves the sequential steps and the way people make decisions and behave as consumers. Given the complexity of the consumer decision process, which encompasses psychological, environmental, and resource aspects for the purchase, many scholars have investigated the stages of the phenomenon to develop the decision-making model (Chagas de Lima & Miranda de Oliveira Arruda, 2019, p. 2).

For companies providing cellular phone services, it is essential to develop marketing strategies that allow them to stand out or differentiate themselves from the competition, generate interest and credibility among their customers, and create emotional and lasting associations with the brand that favor their positioning. It is crucial to understand how advertising stimuli, the use of influencers promoting their brand, neuromarketing strategies, among other strategies, could influence their customers’ or users’ purchase decision process. This aims to design more effective, customer-centered marketing strategies that contribute to achieving their positioning and brand loyalty objectives.

2.3. Customer Service Orientation

Prioritizing the customer is crucial to satisfying their needs, gaining competitive advantages, and driving innovation to aspire to generate brand loyalty, responding more accurately to market dynamics. Adopting a customer orientation is essential to positioning oneself in the market and facing the constant challenges of an ever-changing and dynamic industry.

“To this end, they use technology as a tool to improve relationships between the company and the consumer, as well as to optimize their processes and improve the productivity of these companies” (Madrid, 2020, p. 1).

Customer orientation is the strategy that guarantees the satisfaction of customers’ needs and expectations. By understanding what customers require in terms of product characteristics, prices, and service quality, providers focus their efforts and resources on managing goods and services that add value to their users’ demands. Actions like those mentioned above lead to greater customer loyalty and positive word-of-mouth referrals, which have become one of the major sales strategies today. Added value through service or support has become a differentiating element for organizations. These companies almost must offer a good support system and respond to their customers’ demands.

“Currently, the service is framed in attracting, conquering, and maintaining user loyalty, resulting from the administrative management of customer relationships where needs are met” (Murillo, Arias, Proaño, 2019).

This allows differentiation from rivals by creating added value in their products and services. “Thus, customers have a wide variety of products and services offered to meet their needs” (Burgos et al., 2019, p. 2).

“Service then becomes an exchange of value or benefits, company-customer” (Blanco & Font, 2022, p. 213).

The service sector is of great importance in these times of globalization, where value creation through innovation must be sought. Understanding consumer requirements and expectations can be achieved through data science, using both internal and external quantitative information from the company. This knowledge can also be accessed through market research, whether qualitative, quantitative, or mixed, using ethnography, structured observation, focus groups, triads, in-depth interviews, pilots, and quantitative inferential research with error margins and confidence levels for infinite and finite populations. Mixed proposals with quantitative and qualitative approaches are also

possible. In this case, it is a quantitative and inferential study.

The value proposition must be relevant and differentiated for target consumers so that the benefits are so attractive that they are sought after by consumers, achieving loyalty in the target markets.

2.4. Purchase Loyalty (NPS Evaluation)

The NPS, or “Net Promoter Score”, is a metric used to measure customer satisfaction and loyalty toward a company or product (Shaw, 2008). It is obtained through a simple question: “On a scale from 0 to 10, how likely are you to recommend our company/product to a friend or colleague?” Customers are classified into three categories based on their responses: Promoters (score 9-10), Passives (score 7-8), and Detractors (score 0-6). The NPS is calculated by subtracting the percentage of Detractors from the percentage of Promoters, providing a measure of customer satisfaction and propensity to recommend.

The NPS was developed by Fred Reichheld, an American management consultant and author. He introduced this metric in an article published in the Harvard Business Review in 2003 (Laitinen, 2019). Since then, the NPS has become a widely used metric in the business world to measure customer satisfaction and evaluate customer loyalty toward a company or product (Kumar Roy, 2008).

The NPS has been subject to criticism from some academics and market research experts (Baehre et al., 2022, cited by Keiningham et al., 2008) for several reasons:

Lack of solid empirical evidence: Some critics argue that the NPS lacks solid empirical evidence to support its validity as an indicator of customer satisfaction and loyalty. They claim that more research is needed to demonstrate its effectiveness.

Over-simplification: The NPS is based on a single question and classifies respondents into three categories (Promoters, Passives, and Detractors) based on their score. This can be seen as an oversimplification of the complex relationship customers have with a brand or company.

Cultural variations: Some critics argue that the NPS may not be equally effective in all cultures and contexts, as perceptions of what constitutes a high or low score can vary.

Question bias: The question used to calculate the NPS, which asks respondents to rate their likelihood of recommending, may be biased towards more positive responses, as people may feel socially pressured to give more favorable answers.

Despite these criticisms, the NPS remains a popular metric in the industry, and many companies use it to measure and manage customer satisfaction. However, it is important to use it in conjunction with other metrics and consider the criticisms and limitations to obtain a more comprehensive understanding of customer satisfaction and loyalty (Jahnert & Schmeiser, 2022).

The NPS scale has been used in Colombia as a measure to gauge satisfaction within the framework of protecting the rights of users of communication services (Aristizabal Uchima, 2019).

The importance of brand loyalty reaffirms customer satisfaction in the cellular phone market in Mexico, as well as consumer loyalty through marketing strategies. Brand loyalty is linked to the satisfaction of cellular phone customers, their satisfaction, and the perceived value related to quality.

3. Methodology

This research employed a three-stage process. Figure 2 outlines these three stages of the investigation.

3.1. First Stage: Description of the Proposed Model

"The method is not merely a set of steps the researcher must follow; it refers to the applicable methodology and must be in complete alignment with the research paradigm" (Finol de Franco & Vera Solórzano, 2020, p.4).

Designing research methodology is fundamental to the development of the study. It forms the methodological foundation for the systematic and substantiated construction of the research framework.

The research methodology was designed by the research team to enable data collection and knowledge gathering across different sectors and areas, allowing connections to be drawn and correlations between variables to be analyzed (See Figure 3).

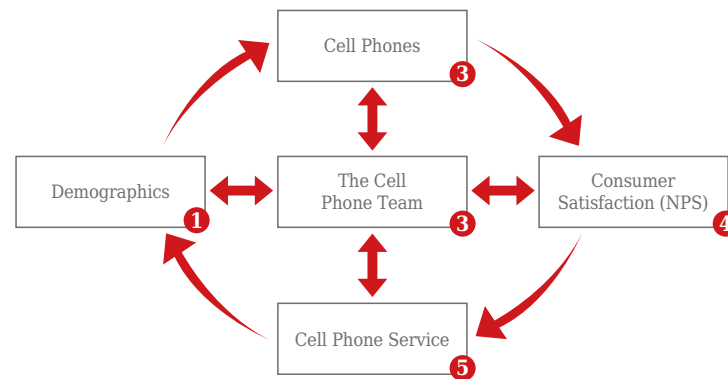
3.2. Second Stage: Application of Methodology

The application of the research methodology in this study was quantitative. The study was inferential, with a confidence level of 95% and a 5% margin of error based on the formula for infinite populations. The research surpassed the initial sample size requirement of 385 sampling units, achieving a sample

Figure 2. Research steps



Source: Original figure created by the researchers.

Figure 3. Research stages

Source: Original figure created by the researchers.

size of 416 units. The study was non-experimental, meaning that the variables under study were not manipulated to achieve results and their analysis. The research aimed to describe the target market without altering it experimentally, focusing on profiling Mexican consumers for mobile phone services during the COVID-19 pandemic.

Research participants consisted of voluntary individuals, all users of mobile phone services residing in Mexico, totaling 416 respondents. The study sample comprised 56.5% females, 38.9% males, 4.1% non-binary, and 0.5% unspecified. Most respondents were aged between 18-24 years (38.2%), followed by 25-30 years (16.1%), and 41-45 years (12.3%). Academic backgrounds indicated that 43.0% had completed high school, 37.3% had undergraduate degrees, 10.1% had education below secondary school, and 6.5% held master's degrees.

"Research methods define and delimit a problem, enabling the collection of significant data for generating hypotheses, which can later be tested or supported" (Guevara et al., 2020, p. 164).

Scientific research methodology has diverse designs, formats, and classifications; the key is that it fulfills scientific rigor. Depending on the scope, a research study may range from exploratory and descriptive to correlational and even explanatory, where the goal is to elucidate the phenomenon under investigation (Ramos-Galarza, 2020, p. 1).

This market study on mobile telephony in Mexico is quantitative, descriptive, and inferential. Sample results are valid for the broader population.

3.3. Third Stage: Data Analysis Validity and Reliability of the Research Model

This exploratory quantitative study employed a probabilistic sample, using a 95% confidence index and a 5% tolerated standard error. The sample size (416 cases) adequately met these parameters.

4. Results and Discussion

The analysis revealed that 98.8% of respondents extensively use mobile phones, while only 1.2% reported they were not using them. The mobile phone market in Mexico is currently dominated by several brands: Samsung (26%), Apple (25.5%), Xiaomi (10.6%), Huawei (8.9%), Motorola (7.9%), and Oppo (7.5%), with other brands dividing the remaining share.

When asked about their preferred brand for a future purchase, consumers expressed aspirations towards Samsung (28.1%), Apple (26.9%), Xiaomi (11.1%), Huawei (10.1%), and Oppo (8.9%), with marginal preferences for other brands.

Mobile Device Ownership per User

Regarding how many devices were owned by users, 69.5% owned one piece of equipment, 24.5% owned two, 3.8% owned three,

1.2% owned four, and 1.0% owned five or more.

Analysis of Current Mobile Phone Categories

The analysis revealed that 5.5% of users owned a low-tier mobile phone, 3.4% a lower-mid-tier plus device, 39.7% a mid-tier device, 22.1% a mid-tier plus device, 20.7% a high-tier device, and 8.7% a high-tier plus device.

Acquisition Methods

Regarding the acquisition of mobile devices, 41.8% of users purchased their phones in cash, 33.2% acquired them through credit, 20.0% received their devices as gifts, and 1.7% obtained them via trade-ins.

Consumer Preferences

When purchasing a mobile device, the most critical factors prioritized by consumers included device quality, price, camera features, available functionality, and battery life, as detailed in the accompanying table.

Regarding mobile device acquisition, 41.8% purchased their device outright, 33.2% bought it on credit, 20% received it as a gift, and 1.7% obtained it via trade. At the time of purchase, the most preferred features by customers were device quality, price, camera quality, functionality, and battery life (See Table 1).

Table 1. Preferred aspects when purchasing a phone

Preferred Elements at the Time of Purchase	
Feature	Count
Quality	277
Price	237
Camera	215
Functions	205
Battery Life	170
Size	147
Processor Speed	144
Brand Reputation	139
Screen Resolution	138
Device Style	120
Applications	110
Navigation Tools	70
Weight	67
Warranty	63
Compatibility with Other Devices	47

Source: Original figure created by the researchers.

4.1. Mobile Device Usage and Preferences

Table 2 summarizes the primary the primary functions used on mobile devices by Mexican consumers:

Table 2. Main features used on the phone

Function	Count
Make Calls	304
Browse the Internet	297
Use Applications	293
Take Photos	280
Send Text Messages	246
Record Videos	198
Games and/or Entertainment	166
Make Video Calls	162
Attend Classes / Courses	157
Write Documents	108
Other Function	64

Source: Original figure created by the researchers.

Below are the primary findings related to mobile device usage and consumer behavior:

The main functions used by users were: Making calls, internet navigation, using apps, taking photos, and sending SMS messages.

Primarily the use of smartphones is the use of social media, searching for information, listening to music, watching multimedia, reading/reviewing news, and searching addresses (geo-location) as shown in the table 3.

Table 3. Use of smartphone during the past week

Feature	Count
Use Social Media	348
Search for Information	276
Listen to Music	274
Watch Movies, Series, Videos	234
Read / Watch News	215
Search for Directions (Geolocation)	207
Send / Reply to Emails	198
Pay for Services	168
Search for Services / Products	166
Play Games	107
Emergency Alerts	47

Source: Original figure created by the researchers.

4.2. Consumer Segmentation Using Factor Analysis

A factor analysis procedure was conducted to identify a typology of consumer preferences in the use of their mobile devices.

A total of 416 users were asked to evaluate their level of satisfaction with their mobile phones using a five-point Likert scale (1 = Not Satisfied at All, 5 = Very Satisfied). Respondents were instructed to indicate their agreement or disagreement with the following statements about their mobile devices (See Table 4).

An initial correlation matrix was used to identify the interactions among each factor.

Determination of the Factor Analysis Method

The Principal Component Analysis (PCA) method was selected, as the primary objective was to identify the minimum number of factors capable of explaining the maximum variance in the dataset (Malhotra, 2008). The Kaiser-Meyer-Olkin (KMO) measure confirmed the sampling adequacy, with a value ≥ 0.5 , meeting the acceptable threshold for this analysis.

The results indicated that three components collectively explained 71.29% of the total variance, as presented in the Table 5.

Table 4. Correlation matrix

	V1	V2	V3	V4	V5	V6	V7	V8	V9	V10	V11	V12	V13	V14	V15
V1	1														
V2	0.5557	1													
V3	0.6398	0.5895	1												
V4	0.6155	0.5528	0.7184	1											
V5	0.7187	0.5830	0.6253	0.6020	1										
V6	0.5388	0.6234	0.5145	0.5066	0.6277	1									
V7	0.6935	0.4384	0.4827	0.4778	0.6410	0.4578	1								
V8	0.6273	0.4227	0.4615	0.4726	0.6119	0.4771	0.8396	1							
V9	0.6580	0.5933	0.5483	0.6121	0.6138	0.5387	0.6200	0.6198	1						
V10	0.5842	0.4518	0.5095	0.5358	0.5885	0.4855	0.5426	0.5501	0.5772	1					
V11	0.6721	0.5276	0.5415	0.5184	0.6967	0.5813	0.6652	0.6277	0.6813	0.6483	1				
V12	0.6283	0.5553	0.5370	0.5526	0.6273	0.5801	0.5616	0.5431	0.6742	0.5626	0.6546	1			
V13	0.6312	0.5575	0.5213	0.5247	0.6194	0.5396	0.5439	0.4999	0.6090	0.4909	0.5781	0.6546	1		
V14	0.5648	0.4941	0.5035	0.5270	0.5855	0.4838	0.5139	0.5173	0.5306	0.4833	0.5789	0.5610	0.6679	1	
V15	0.5912	0.5563	0.5455	0.5505	0.5833	0.5501	0.4990	0.5193	0.5484	0.5268	0.6082	0.6573	0.5617	0.6222	1

Table 5. Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	9.028	60.189	60.189	9.028	60.189	60.189	3.890	25.930	25.930
2	.971	6.477	66.665	.971	6.477	66.665	3.785	25.234	51.164
3	.694	4.625	71.290	.694	4.625	71.290	3.019	20.127	71.290
4	.607	4.046	75.336						
5	.551	3.671	79.006						
6	.472	3.149	82.156						
7	.448	2.989	85.145						
8	.393	2.622	87.766						
9	.359	2.391	90.157						
10	.325	2.167	92.324						
11	.278	1.856	94.179						
12	.268	1.789	95.969						
13	.245	1.631	97.599						
14	.219	1.460	99.059						
15	.141	.941	100.000						

Extraction Method: Principal Component Analysis.

Factor Rotation

The varimax rotation method was selected for the factor analysis. This orthogonal model offers the advantage of reducing the number of variables with high loadings on each factor, thereby enhancing the interpretability of the results.

Interpretation of Factors

The rotated component matrix identified high loadings associated with individual factors, facilitating a clearer understanding of the underlying constructs.

Factor Component Analysis

Component 1 identified a segment of users categorized as “Smart Consumers.” These users prioritize features such as warranty, after-sales service, device durability, cost-benefit ratio, and memory capacity.

Component 2 focused on a group labeled as “Multimedia Consumers.” This segment shows a strong interest in features such as photo and video quality, the operating system, wireless reception, and processor speed.

Table 6. Rotated Component Matrix*

	Component		
	1	2	3
Device Warranty	.741	.325	.177
After-sales Service	.733	.330	.240
Device Durability	.690	.300	.314
Cost / Benefit	.647	.408	.315
Device Memory	.612	.228	.417
Battery Life	.572	.134	.570
Photo Quality	.260	.871	.191
Video Quality	.261	.857	.171
Operating System	.497	.619	.297
Image Resolution	.390	.592	.479
Music Playback	.314	.555	.407
Wireless Reception	.446	.539	.421
Processor Speed	.470	.518	.468
Device Size	.272	.268	.815
Device Weight	.282	.284	.790

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization

* Rotation converged in 6 iterations

Component 3 revealed a segment of “Practical Consumers,” whose primary concerns are the size and weight of the device.

4.3. Consumer Satisfaction (NPS)

Finally, respondents were asked to rate their satisfaction by indicating whether they would recommend their mobile device’s operating system to friends or family, using the Net Promoter Score (NPS) scale.

Table 7. Consumer Satisfaction Using NPS		
Response	Android	iOS
1	12	5
2	3	8
3	3	9
4	9	16
5	26	57
6	17	38
7	31	39
8	74	56
9	53	43
10	178	127
Total	406	398

The study found a preference for Android versus iOS as their preferred operating system.

5. Conclusions

The survey results revealed that 98.8% of respondents indicated regular use of mobile phones, confirming that these devices have become a crucial medium for interpersonal communication. Beyond simply being a communication tool, the study highlighted several other ways in which mobile phones play an integral role in modern life, allowing for a comprehensive profile of Mexican mobile phone users. This landscape presents a market opportunity for providers of these products, who could utilize the results of this study to anticipate changes in consumer behavior prompted by the evolving economic environment.

The study identified an upward trend in the constant use of mobile devices, indicating that consumers are increasingly dependent on this technology to meet a variety of needs. Mobile phones are not only a rapid communication medium but also a gateway to different information sources—be it social networks, applications, information storage, photography, gaming, or even forming new social connections.

Quality has been cited as a fundamental factor in purchase decisions. Companies must work on a value proposition that differentiates them from competitors by emphasizing the quality-to-price ratio, making their brand or product more competitive. Unique characteristics and attentiveness to specific consumer needs, along with strategies oriented towards maintaining high service standards in customer support, were the most significant elements identified in this study for making a purchase decision. If mobile service providers address these factors as areas for improvement, they may be able to implement marketing strategies that enhance their differentiation in the market, ultimately contributing to their market presence and growth.

Building customer trust is a gradual process that requires prioritizing consistent customer satisfaction to develop a positive reputation and credibility for the brands and services offered.

A preference for mid-range devices was also observed, suggesting that consumers seek a balance between quality and price. Given this data, companies involved in this sector have a market opportunity to offer high-quality mid-range products at competitive prices. Providers that are willing to include these characteristics in their product and service offerings could capture a significant potential market that values superior performance at an affordable price. By developing products adapted to the preferences and needs highlighted by the various user profiles identified in this study, companies within this sector could better meet demand across a broad spectrum of potential clients, ensuring not only customer satisfaction but also a positive impact on organizational growth.

Among the most frequently used functions cited by mobile phone users are phone calls, internet browsing, and application usage. Customers demand these features be offered efficiently and effectively. Therefore, to ensure growth and positioning within the sector, companies must provide these services at optimal levels, as users consider these functionalities crucial when making positive purchasing decisions for a particular provider or brand.

Navigation capacity, calling functions, and app usage are the most important aspects for the consumers interviewed in this study, as these functionalities are embedded in their daily routines and the digital connection demands of today. Daily requirements place technology use at the forefront of various human activities, whether these are work-related, familial, personal, or professional. As such, mobile devices must provide all necessary tools that allow users to manage their needs efficiently. Providers, therefore, must prioritize quality and efficiency across all features to ensure customer satisfaction.

Continuous investment in technology, thorough testing, and skillful network optimization are key to achieving these goals. In Mexico's dynamic mobile phone environment, organizations that best understand the evolving tastes and preferences of their consumers will, with the support of marketing professionals, be able to develop superior products and services that satisfy consumer needs and desires.

6. Conflict of Interest

The authors declare no conflicts of interest.

7. Financial Resources

This study was conducted with the authors' resources.

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