**Huawei vs. Apple vs. Samsung**

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In regards in smartphones, Huawei, Apple, and Samsung rake in the highest market shares. The real question is who will win the perpetual battle for the consumers. In order to come to a conclusion, one must ask what does a consumer look for in his/her smartphone? In Christopher Versace’s Forbes article, he explains aside from interest in gimmicky features, consumers look for phones with a better battery life, a more durable device, better voice recognition, and better security.

As smartphone users in a social media consumed era, what is more annoying than having a phone battery that can’t keep up? In an article by Sean Keach, he tests the battery life of Huawei, Apple, Samsung, and other smartphone brands. Huawei comes second to last next to LG with an average battery life of 6 hours and 53 minutes. Apple takes second with the battery life of 8 hours and thirteen minutes, following Samsung’s Galaxy S7, who wins with the battery life of 11 hours. From this test, one can see that Samsung won by a landslide.

The next thing consumer’s look for is a more durable device. We are all humans and have careless times when our phone slips out of our hands, out of the car, or even into the toilet. Most Smartphones now feature an aluminum and ceramic body, but the recent introduced IPhone 7 has introduced its water resistant feature that the Apple fans have been waiting for. Samsung has previously introduced waterproof phones, such as the S4 Active. Huawei’s P9 does not claim to be water resistant or waterproof.

Voice assistants have become unique yet essential features to the daily lives of smartphone users. IPhone became popular for its voice assistant, Siri. Many users have taken advantage of this feature to ask Siri simple to complex questions with a click of the home button. Samsung has a similar feature, S-voice, but many Android users have switched over to using Google Now, a voice assistant provided by Google. In recent updates saying “Hello Galaxy” can access S-Voice without the push of a home button. Huawei has yet to include a voice assistant feature, but recognizes its importance in the race to becoming a well-rounded smartphone. They are currently developing a voice assistant for their up and coming models.

The last feature that sets smartphones apart is better security. People now can literally say their life is on their phone. These days consumers pay everything with the use of an app or feature on their phones, holding pertinent information linked to their bank accounts. Additionally, many apps require access to phones features that include consumer’s information. It is important that the phone is secure in case of any attempt to hack. Apple has its on OS system which allows it to provide a safer security system, however Samsung and Huawei are not far behind with their touch sensitive lock screen and finger print recognizers.

While all these features mentioned are important to consumers’ choice of smartphone, one factor may win it all, the price. Apple and Samsung have been the staple go-to smartphones, but in the recent year Huawei has jumped to number three in market Shares behind Apple as second and Samsung as first. Huawei has proven to be successful in the Asian markets and has just broken barriers intern the Western market. They provide high quality smartphones, like Apple and Samsung at a much lower price. One can conclude that Apple’s unique system will continue its competitive advantage over Android devices. However, Huawei is expected to surpass Samsung in the near future.

References

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