

Case studies on smartphone purchase

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1 Abstract

Smartphones are very essential to daily human routine nowadays as we have replaced crucial habits and processes in our life with the more easier and reliable alternatives provided from smartphones. And as they prove to be a significant part in our lives, we also should have a definite and proper strategy and approach in purchasing a new smartphone, or even when replacing an old one. So, in this project we study various cases as well as ours.

2 Introduction

Nearly about 40 years was the time it took for smartphones to be realized from a vision to being held by 75.05 % of the world population by the year 2020.

Smartphone technology has made incredible progress in roughly 40 years since the first commercially available handheld cellular mobile phone was created. Motorola DynaTAC 8000X was the first mobile phone and it measured 25cm long, weighed 1.1kg, had a 30-minute battery life, and cost around 4000 USD at that time, which is around 10,000 USD now. A smartphone nowadays can cost starting from a price as low as 50 USD to as high as 1500 USD.

3 Objective

To conduct an extensive and in-depth analysis of the factors that influence consumers while making the decision while purchasing a smartphone, We aim to have an in-depth understanding of the factors that influence people in deciding to purchase a smartphone. This case study will help in the understanding of how the decision is being taken and how the factors affect the decision of the people

1. **Consumer Preferences:** We seek to uncover what factors are most important to consumers when choosing a smartphone. This includes features, price, brand reputation, and user reviews.

2. **Brand Loyalty:** We aim to assess the level of brand loyalty among smartphone users and understand how brand perception influences purchase decisions.
3. **Technological Trends:** Our analysis will include tracking emerging technological trends and innovations in the smartphone industry, such as 5G connectivity, camera capabilities, and sustainability features.
4. **Purchase Channels:** We will investigate the preferred channels and platforms consumers use for researching and making smartphone purchases, including physical stores, online platforms, and social media.
5. **Post-Purchase Satisfaction:** We intend to gauge customer satisfaction after smartphone purchases, identifying common pain points and areas for improvement in product quality and customer service.
6. **Pricing Strategies:** We will evaluate the pricing strategies employed by smartphone manufacturers and their impact on consumer purchasing decisions.

4 Approach

We conduct this study in two different cases, as well as use public data to make generalized conclusions.

1. **Participant 1:** Participant 1 had used his mobile for 25 months and felt that it's time for a new phone. He also had issues with his mobile such as overheating he wanted an overall upgrade in hardware such as better camera, better display, a brand new battery and an overall better user experience.
2. **Participant 2:** Participant 2 had used his phone for a total of 26 months and he had issues with his mobile such as decreased battery life and he also had issues with his screen as it was cracked. Participant 2 needed a better processor for overall gaming experience, a smooth and brand new screen, the latest software optimisations and user experiences.

Preferences
Brand
Processor
Display
Camera
Battery
Software

Table 1: Participant 2 preferences

Both participants searched for their desired smartphones on different E-Commerce websites and made comparisons with different models using some

websites that compare benchmark scores and all of their hardware as well as software features. Additionally participants also depended on word of mouth and online reviews through vlog websites, to gain a better understanding and to make the ultimate decision.

5 Conclusion

A large variety of options are available for consumers to choose from, as well as a very large number of consumers also results in a differing opinions, preferences and desired smartphones. Consumers are often confused to choose from a variety of smartphones that improve and adapt ever-appealing to users. At the end of the day the smartphones with the best user experience and opinion of the society makes a major influence in choosing a smartphone, However it is completely upto the user to not be influenced by public opinions and to not hold a biased perspective. And hence one can conclude that they can always rely on facts and their judgement to buy a smartphone.

6 References

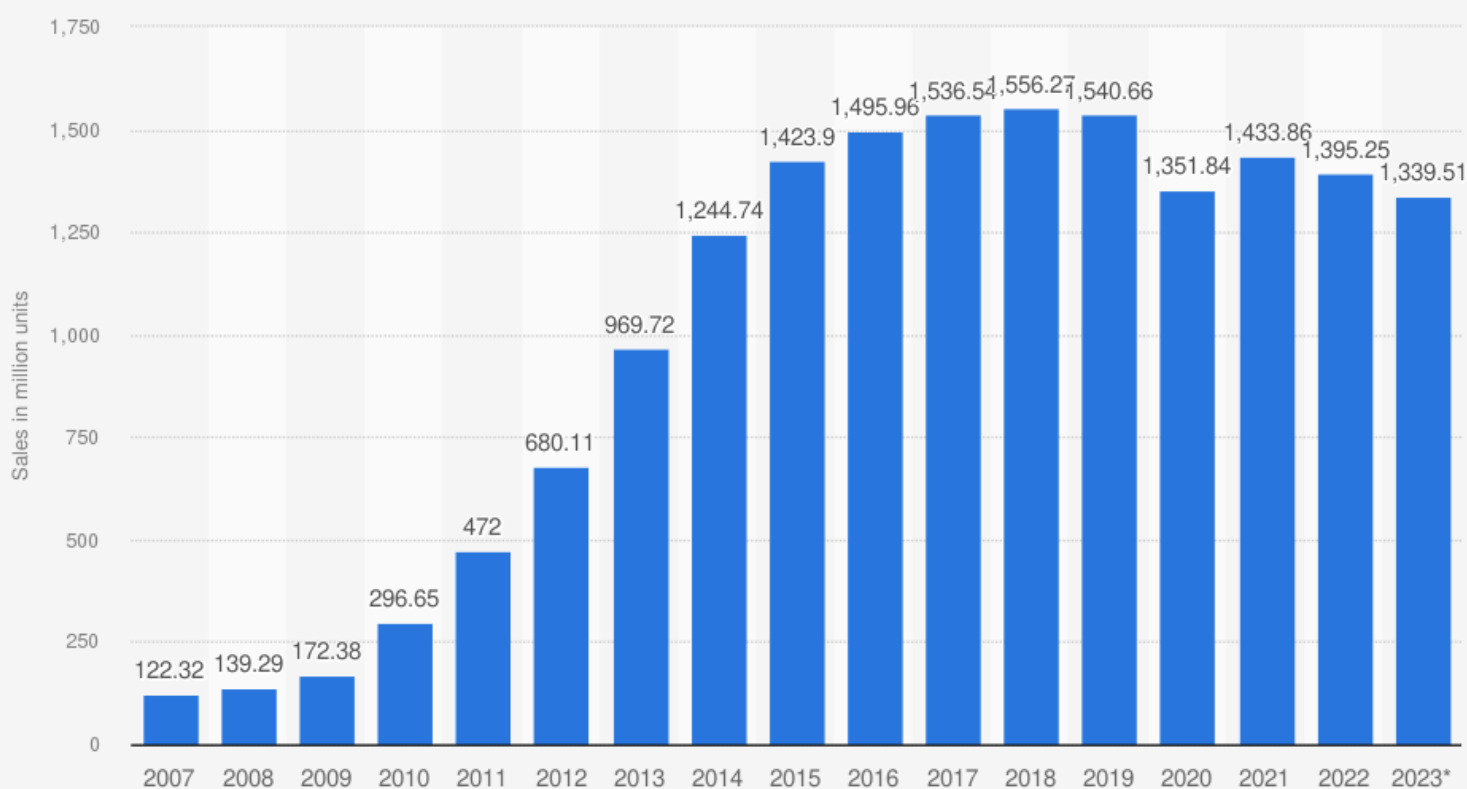
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7 Appendix



Number of smartphones sold to end users worldwide from 2007 to 2022 (in million units)



Source
Gartner
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Additional Information:
Worldwide; Gartner; 2007 to 2022

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