**Most like mobile phone brands among PAKISTANI youth**

The present world is the world of information technology, and Mobile phones are the revolutionary invention of science. It has become an extreme necessity of our lives, and thus it is crucial to have information about the most used brands.

**Purpose:**

The purpose of this report is to analyze the advantageous features and determine the satisfactory ratio from users. It will give a comprehensive view of the most commending brand used, which we can recommend further.

**Sources of data:**

We surveyed at FAST NUCES, Karachi. We presented a questionnaire in which we asked various students about their mobile phone preferences. Apart from the university, we prepared a form and collected responses from our society members and friends. We referred to two questions from a survey website (link is shared at the end of the document).

**Data reporting:**

* We gathered a total of 61 responses, among which 62.3% people were between 15-20 age groups, 18% were between 20-25, and the rest were above 25.

* Moving on, 78.7% of them were android users, and 21.3% were IOS users.

* About the phone brand, 19.7% were using Apple, 16.4% were using Samsung, 13.1% with Huawei, 9.8% were using Xiaomi MI, and same percentage were using OPPO, 8.2% were Techno and Infinix users, 4.9% had Realme, and 3.3% were VIVO and Motorola users.

* Asking the respondents about how long they are using their current phone, 31.1% were using from 1 to 3 years, 29.5% were using it from six months, 26.2% were using from one year, and 4.9% were using it for two months.

* We also asked them the number of phones they have used till date, over which 57.4% had used three or more three phones, 19.7% had used two phones till now, and 14.8% have used just one.

* Asking about the best cellphone they have used, Samsung had the best response of 13.1% people. After that, 6.6% declared IOS and OPPO the best. 2.2% had the best experience with Huawei, Techno, Realme, and Infinix.

* Moving on, we also asked about any specific feature which makes you attracted to cellphones, on which 42.6% opted for good camera results, 41% with a powerful processor, and 3% said that any feature but the cellphone must be of their favorite brand.

* Asking about the best cellphone launched, 39.3% declared iPhone 12 as best whereas 32.8% felt Samsung Galaxy Note 20 as best. 8.2% voted for ASUS ROG phone 5, and 6.6% said that the best cellphone hadn’t been launched yet.

* We also asked about how much one can pay to buy their favorite cellphone. Upon which 49.5% can spend more than fifty thousand, 29.5% were fine to spend more than thirty thousand and 21% had different ranges.

* Moving forward, we asked the respondents about their cellphone usage over which 52.5% uses cellphone for socializing and 37.7% for educational and business purposes. Many new and advanced features are introduced to facilitate the users with present challenges.

* About the latest mobile feature, 31.1% were aware of the 5G technology, 27.9% were familiar with face recognition/Retina scanner facility, 23% knew about onscreen fingerprint reader, and 9.8% knew about wireless charging.

**Suggestions:**

* Analyzing the statistics, usage of cellphones has a considerable percentage of socializing through social media platforms which is not an indispensable necessity. One must consider using phones for advantageous reasons.
* Apart from this, paying more than 50,000 for a phone is just usual for people. It reflects that cellphones are more used for showcasing purposes. People should consider buying those phones that fulfills their needs.

<https://blog.globalwebindex.com/chart-of-the-week/smartphone-features-consumers/>

<https://kommandotech.com/statistics/how-much-time-does-the-average-person-spend-on-their-phone/>