A Report on customer perception and preferences towards smartphone brand.

Submitted to

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ACKNOWLEDGEMENT

First of all we would like to thank the Almighty for giving me the strength, and the aptitude to complete this report within the time.

Specially, I am thankful to my honorable faculty Sarker Rafij Ahmed, Assistant Professor, School of Business and Economics, United International University, who helped me in every step of starting and gave me necessary advices and guidelines to complete my report promptly. Without his help & support I could not be able to complete this report successful. I am very thankful to have got this opportunity to work on a satisfying report. I have gained an in-depth knowledge on the topic of brand evaluation.

Letter of Transmittal:

8th April , 2018

Sarker Rafij Ahmed Ratan

Assistant Professor

School of Business & Economics

United International University

Subject: **A report on customer perception and preference toward smart phone brand.**

Dear Sir,

This is my humble attempt to inform you that here is the report you have estimated as to prepare research on the topic "**Customer perception and preference toward smart phone brand.**" I tried to give all the information what I actually gained by analyzing and based on the requirements about this topic.

I would like to thank you for allowing me with such an important topic. I am ready to provide any further information regarding the report, if necessary.

Sincerely Yours,

Tahsina Tabassum

Id: 1111-31-004

A Report on customer perception and preferences towards smartphone brand.

Executive Summary

Actually smartphone is device which is technically functionally as same as personal computer. With technological advancement now a day smartphone has becoming more smatter than before. In this project report I will try to show how important the smartphones and it influences in our daily life work. Now a day we cannot pass a single day without it and we are now too much dependent on it. There are very advance features of smartphones like internet, instant messenger, games, camera, audio, video and so on. Consumer can call these an entertainment device. Here I will discuss the customer perception and preferences toward smart phone. What our young generation thinks. Because the popularity of smartphone is increasing day by day, consumers are becoming more conscious and choosy about their smartphone brand. There are lots of good smartphones brand available in the market like Apple, Samsung, Oppo, Huawae, HTC, LG and so on.   For its technological, more advancement marketer is hoped that within few years the purchase of smart phones will rapidly increase but it will need some vendor's modification.

Table of Content

Chapter One

Introduction:

1.1 Background of the report

We know that the theoretical and practical knowledge is not the same. The theoretical learning is successful when we can use it to the practical field. The main purpose of these reports is to apply my theoretical knowledge in practical life. In this project time I have engaged myself with different ages people. I survey about 50 persons and most of them are young stars.BY this time of survey I came to know their preferences and perception about the smartphones. In future which advance features they want and as a brand which one they like most.

1.2 Problem Statements

Actually the size area of mobile market is very sheer so the marketers are still a far away from consumer actual preference and perception toward using mobile software. The main purpose of these report paper is to find out the consumers preferences and perception about smartphone brand and feathers like camera, internet browsing, ringtones, charging condition, speed of internet etc. Here I Wii get an overall knowledge of Dhaka Bangladesh mobile software knowledge. I think these report will play a vital role for the mobile software developer and marketer to making their strategies more effectively than before.

1.3 Objective of the study

To measure the socio economic profile of smartphones users.

To know the knowledge of smartphone about consumers.

To know the consumer perception and preferences toward smart phone

To know the feathers which customers want

To know the factor which they consider before purchasing smartphones

To know the problems what they face during using the phone

1.4 Scope of the report

I did the report to understand the consumer preferences and perception toward smartphones. conducting the report in a successful and meaningful way number of factors was received that impact consumers during using their Smartphone

1.5 Limitations of the Study

At the time of preparing these report I faced a lots of problems. Mostly seeing the limitation of the time, money and others information's are not available. The following problems are faced during doing the report.

=>The survey was conducted only to the Dhaka city.

=>There are lots of considerable features of smartphones but I consider only 10 of them.

=>The information was collected year 2017 and the report was prepared in year 2018.

=>The respondents did not give enough time at time to provide their valuable information's.

=>Most of the survey respondents were young generation University students.

Chapter 2

Smart phone marketing overview and its attractiveness

2.1 Overview of Smart Phones

In present days smart phones must do most of things in our technological life. It has not only faster networking system but also has technological literate that make the smart phones more powerful than before. They are taking huge markets share for their very productive features, flexibility, and better connection with the whole world through internet. Smart phones are increasing their values with many benefits like wireless technology, and the note book computers.

Some of them keypad are as similar as notebook PC, it is known to us as QWERTY keypad .These types of smart phones are very comfortable to use and suggested to use when users types a lot.   Screen keypad is another types of keypad, it comes from buttons not really touch screen but it is known as a smart phones for the smart phones user. We all know that touch screen are very advanced but it is a little bit difficult compared to the QWERTY keypad.(Jackson 2010; Alejandro, X).

2.2 List of Operating Systems

Now a days very companies are using many types of operating system run their smart phones, among them Symbian is most important and popular software now a days, and almost every smart phones companies commonly use these tools. Here are the lists of some well-known software

Linux

Java

Unique Operating System

Apple OS

2.3 Smart Phone Manufacturers

Now using the modern technology all mast all mobile company are manufacturing two kinds of phones smart phones and normal phones, and marketers are improving to do every possible experiment to make their smart phones smarter than before. Every one company has unique design, different technology and all of they are trying to be no one in their field. Most popular smart phones company name given bellow

Apple

Samsung

Oppo

Huawei

Htc

Symphony

Walton

2.4 Branding of smart phones

Now mobile phone is an essential part of our daily life and it has a very advance technology. Now mobile phone is not only sending and receiving phone calls or text messages, it can now do all most every function of computer. It has a great evolution from simple phones to smart phones. Now smart phones are a hand held computer conforming our daily work schedule, saving large document, playing video games, watching video movies, listening songs, using internet and so on.

Smart phones become really very popular in the modern world. Smart phones make it possible that very one can carry his own personal data and information as his own wish. It is very clear and granted that in future smart phones will take all the place of other device like desktop, laptop, note books etc. Now smart phones manufacturing company putting projector sharing, and high mega pixel camera also.

Chapter 3

Smart phone overview and its performance

3.1 Implications & Justifications

Today smart phones give us all possible features that we need to do our everyday life what a user need such as office suit, using internet, television facilities, using email, Bluetooth, share it ,very clear video camera, video chatting, face booking all possible things which do a computer. Marketers are making Smart phones very advanced in every few months getting. For the benefits of future human being technicians are putting all possible things to explore their smart phones.

By the want and demand of human need smart phones are the best digital device for their personal use. Instead of buying normal phones everyone is trying to buy a smart phones so he can be beneficial by using Microsoft office suit, sending or checking email, where he needs

Consumers and marketers think that and no doubt in future smart phones will be only one digital device to use for human being.

3.2 Future

Smart phones technology is very popular today, marketers are accepted that the sale of smart phones will continuously increase next years but they need to improve some vendors and should pick some new things like sensor, ware less charger, dual processor etc.

Chapter 4

METHODOLOGY

For doing any research report methodology is one of the prime issues for making reliable and valid findings. It is also help a researcher to collect valid data and information and analyze the data properly to get the desire conclusion.

4.1 Target people and sampling

My study was conducted into the Dhaka city and my target audience are university student [young generation].I survey among fifty university students. Fifty students were select randomly as a sample.

4.2 Primary data

I gathered my personal data from customers who are university students and the employee of the smart phones and shopkeeper of the smart phones. I provide questioners to the interested customer and employee who participated in my survey.

4.3 Secondary data

I basically collected secondary data from on line articles, books, newspaper, annual report, journal etc.

Chapter 5

Findings

Demographic variables profile of respondents is very helpful to understand the desirable outcomes. Here I will try to calculate the demographic of respondents. Here I find nearly 80% of respondents is below 36 years old. This outcome is linked up with previous studies which I got that teenagers and young adults are the main users of smartphones than old adults. I survey among 50 users who uses smartphones in Dhaka city.

5.1 Preferences of Application Software

Actually we all know that now the smartphones are smarter than others and the main reason is application software. Without not using its features it is not being utilized. Here I try to summarize application software utilization. The most used application software is music player, calendar, picture viewer, and video player. Moreover, GPS, dictionary, and games received moderate attention in the utilization. On the other hand, it indicates that finance manager, e-wallet, and personal information manager are rare among respondents. The reason might be the consumers are yet to have faith and confidence to store sensitive information in the mobile phone. So it indicates the importance of user knowledge about the benefit of E-wallets.

Table2. Utilization of Software Applications

Type of Software Applications	Percentages
e-Books	20%
Email	34%
File Explorer	22.2
Finance Manager	13%
E-Wallets	9.85%
Music Player	45.28%
Calendar	32%
Dictionary	15.75%
Games	17.23%
Weather	5.5%
Backup	7.72%
Keyboard	28%
Keyboard	
Clock	30
Location	5.92
Others things	2.87

5.2Preferences on Mobile Contents

Like software application there are few important contents of mobile phones for our users. I will try to calculate the percentage that are respondents are willing to pay. The highest respondents are willing to

pay application soft wares are display and games., besides the lowest percentage are willing to pay for E-book and video clips.

Downloading free from computers can be the main reason, which we avoid to do in smart phones.

Here is the list of mobile content application.

Table 3 Popularity of Mobile Content

Applications	Percentages
Wallpaper and Graphics	13.8%
Application software	41.8
Ringtones	10.4
Games	10
Video Clips	8.5
E-Book	8.5
Others	7
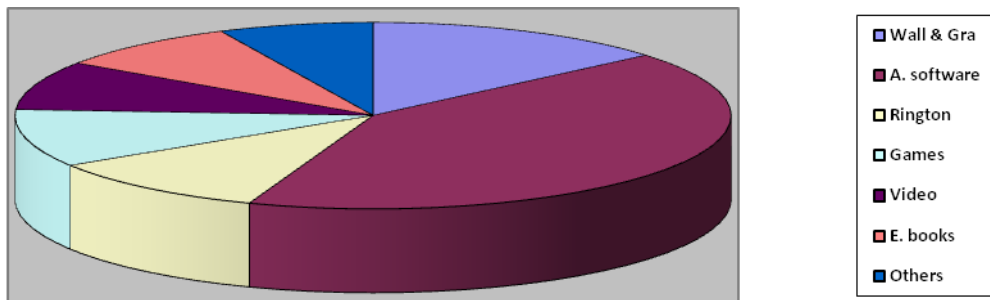
In my survey I found that comparing to the female, male consumers (47 percent) are more willing to pay for application software. Male consumers have more skill and interest than female consumers in using application software. In my survey, willing to pay application software about 43% from every age group. From here 16% respondents are younger who 16 years old. It indicates that purchasing power is or income has a great impact on application software.

5.3 Software Application by Ages and Genders
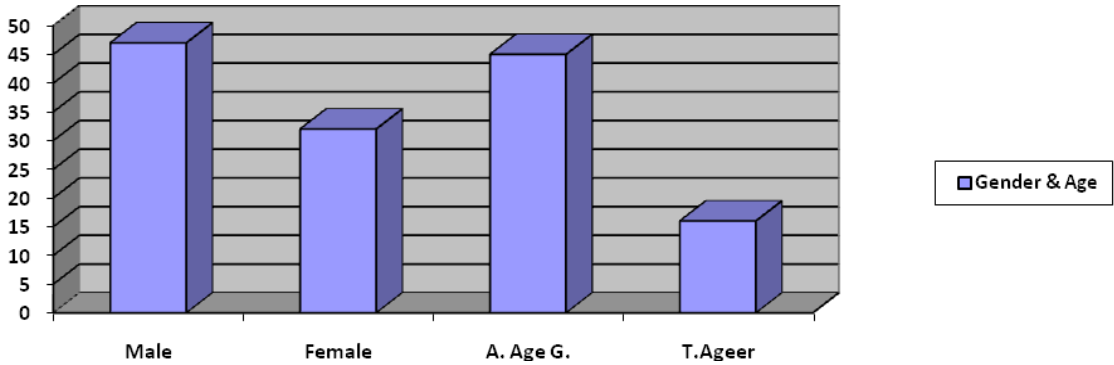
5.4 Preferences on the Pricing

In my survey my one question was about pricing which they are interested to pay for useful application. Nearly 40% respondents are ready to pay for ram 3 or less. Other side 31% people do not want to pay at all. It clearly answer that price limit should be under controlled to increase their sell.

Preferences on Software Pricing

Options	Percentages
Not willing to pay at all	31.1
RM2.00 or less	40.4
RM3.00	15.8
RM4.00	10.9
RM6.00 or more	1.8

Chart showing Preference on software pricing by RAM categories: 0, Ram 2 or less, Ram 3, Ram 4, Ram 6.
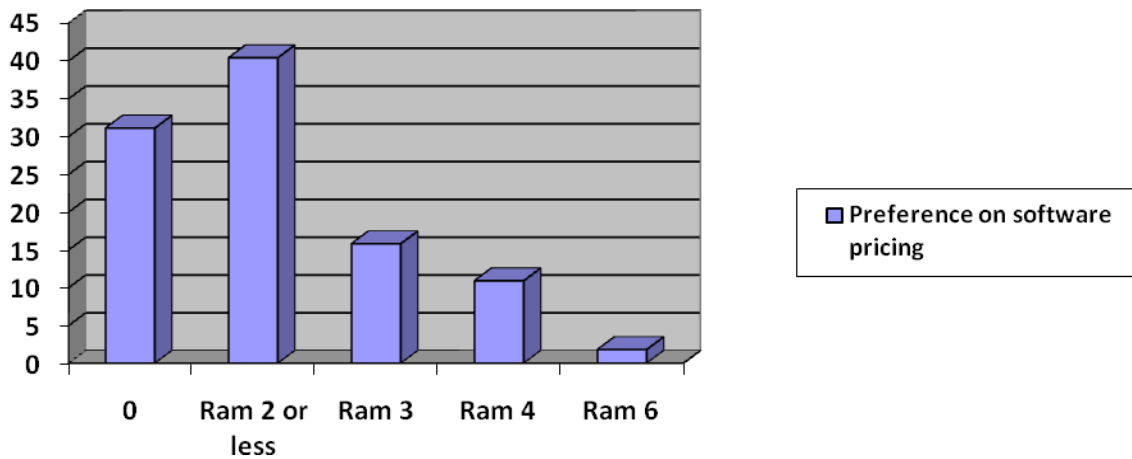
5.5 Behaviors in Different Smartphone

According to me, it is very important to understand the consumer attitude and behavior.in my survey I found that blogging, email, g-mail via smart phone most popular behavior and attitude to the respondents. In recent years the most useable things of smartphone are taking selfie and clicks are very popular for young generation.

5.6 Internet Browsing

Here i will try to show how frequently user assesses the internet via smartphone. According to my findings about 65% respondents are browsing internet through their smartphones. It clearly indicates that consumers in Dhaka city have a very high tendency to use internet via smartphones. In my cross examinations I found that comparing to the female. Main consumers have more tendencies to browse internet via smartphone.
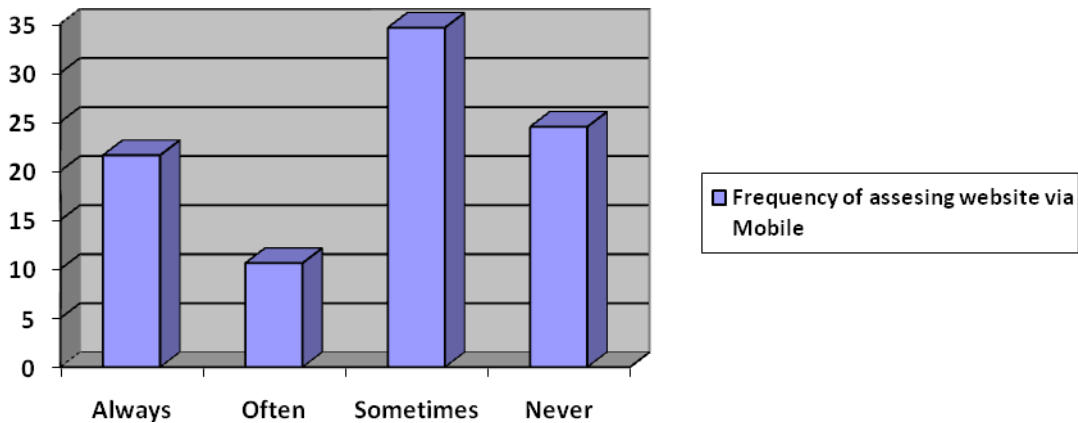

5.7 E-mail Access via Smartphone

Almost half (42.75%) of the total user s of smartphone have ever been used e-mail through smartphones. It is clearly indicate that majority of the consumers do not yet accepted the e-mail via smartphone compeering to the female 9% more male are used to assess e-mail by using their smartphone .
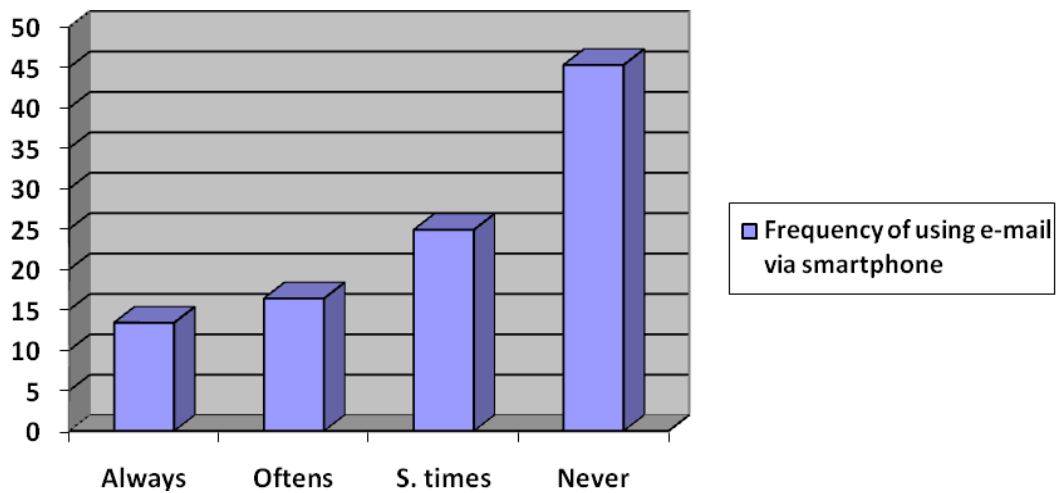
5.8 Gaming using Smartphone

It is one of major market opportunity for the marketers and scope to see the way how consumers react and utilize the mobile games. Among the all apps mobile games have adoption level among the respondents compared to others apps using. About 84% respondents used to play games by using smartphones. Most of the respondents are teenager and young adults and very few old adults are very interested to play games with their smartphones. Similar to the internet browsing and e-mail assess comparing to the female, main consumers are more used to play games with their smartphones.
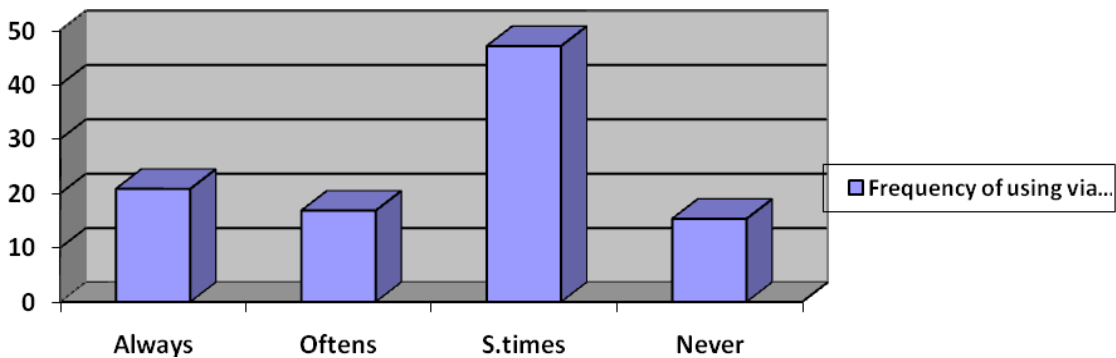
5.9 Blogging via Smartphone

Now a days blogging are widely accepted internet communication usage. People are amusingly adopt blogging system via their smartphones, but almost half (47%) consumers have not yet tried to use blogging via their smartphones, but only 20% consumers regularly using blogging via their smartphones. It me be the cause of in efficiently using smartphone to write blog. Computer can also do blogging easily and firstly. Actually particular technologies are essential factors when you write and accept a blog. It is actually nothing but discovering context off using application software.

Fig. 6: Frequency of Blogging via Smartphone
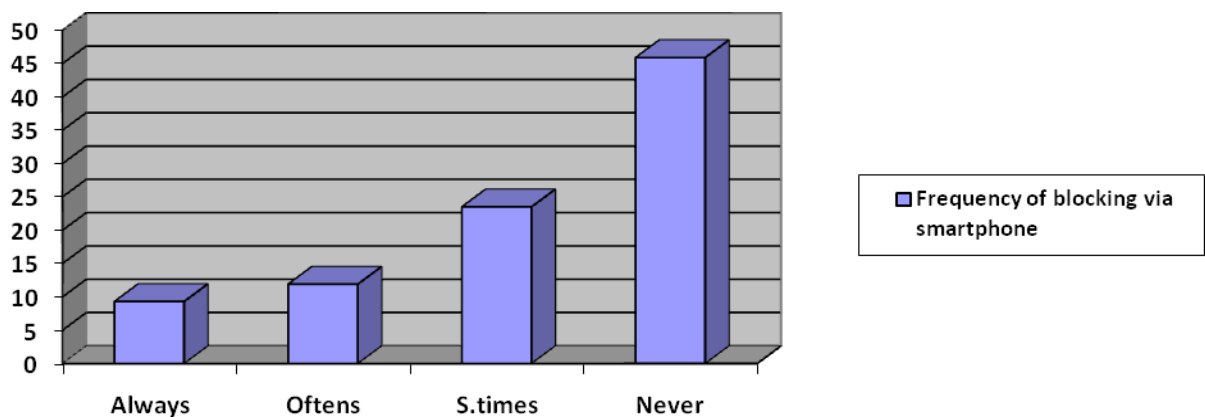
Conclusion

As my overall findings I found that using various mobile content like games internet browsing application software games, email male consumers have higher acceptance level whereas female consumer are very conscious about ringtone, wallpaper, display and camera while they are adopt or purchasing mobile phone. Young male prefer those phone that are beneficial to fulfill their informational need because they are little bit practical comparing to the female smartphone users. Behavior and attitude are linked up with the occupational and educational informational level. Older persons bellow 50 or more than 50 years they do not want to use smartphone as they think the use of smart phone is very complex. But future geo demographic (age gender) like campaign, advertisement, field work can increase the use of smartphone.

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