

The smartphone market

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Smartphones have increasingly become hugely popular amongst young executive who need to be in touch with their bosses and customers. In the highly competitive market of mobile devices, smartphones, with Wi-Fi technology, huge storage and features that can turn it into computer with the flick of fingers, have emerged as the latest craze amongst the young and the old professionals. Even the teenagers are trying to become the pride owners of smartphones to keep up with their social networking.

There are number of sellers like Nokia, Samsung, Sony, HTC, Apple, Blackberry, LG etc. who constantly upgrade their phones to make it more attractive to the market. Indeed, the fast changing dynamics of the contemporary market has made it very competitive. The buyers of smartphones are normally young professionals who need to avail its features to maintain an edge with their competitors. The teenagers want to flaunt their new gizmos. The cellphone market is not regulated by the government, except for copyright issues. Consequently, cellphones are not standardized. The smartphone market does not compete on price but the advancing features are its main attractions. Thus, the ease of use, fast internet access with Wi-Fi features, high resolution camera with 3G facility, email, huge storage and music have become some of its critical factors for the buyers. But with huge competition in the market, competing on features alone is not sufficient. Competitive pricing enables the firms to gain significant advantage in the market. Apart from technical features, green features like using less energy, long battery life, emanating less harmful rays etc. attract customers who support environment conservation. (words: 267)