

Quantitative analysis on apple and samsung smartphone marketing essay



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For this assignment, we were tasked to carry out a quantitative research with our chosen title; approved under the concern of the lecturer. We have chosen the title of, Apple & Samsung Smartphone Users. The reason why we have chosen this topic was, the current global leaders of smartphones are Apple and Samsung thus, we would like to find out more the customers' preferred phone whether it's Apple's iPhone or Samsung wide range of products. We have conducted this research for a period of time and tabulated the collected data in the relevant manner. Summarization of this report was tasked to be presented in class for overview understanding of this research conducted by us. Before we start, let us look at what is quantitative research is all about.

Quantitative research is a research choice preset and a huge number of participants or respondents are involved. The measurement must be objective and statistically valid. The quantitative research is wholly about numbers, digits or figures. The statisticians calculates the sample size for a study by utilizing formula to decide the measurement of sample size which will be needed from a given population in order to attain findings with an acceptable degree of accuracy. Normally, researches will search for the sample sizes which with at least 95% confidence interval add/subtract a margin error of 5% points. Many studies are made to produce a smaller margin of error.

In social science one of the major approach is qualitative decision . The study of qualitative decision engage with in depth understanding of how human behave and the reason for the behavior to exist. Differs from quantitative qualitative study depends more on the reason of each behavior. In brief,
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qualitative research analyses how and why of the decision making as compared to what, where, and when of the quantitative research. It is very useful when it comes to smaller and focused samples compared to large random samples, therefore it allows qualitative research to categorize information into patterns that are the primary base to organize and produce a report of result. Contrasting quantitative research, which emphasis specifically on the research of numerical or figurative data, text, sounds, metaphors, and moving images are mediums that analyze by qualitative analysis.

According to Sommer and Sommer (2001), survey research is a systematic technique or method to study the behavior that cannot be observed or experimented. Information and data are assembled such as the values and behaviors, survey normally require larger numbers in order to obtain an accurate meaning to the results. There are two instruments that usually utilized to gather these data, the interview and the questionnaire.

According to Sommer and Sommer (2001), questionnaire is a sequence of written questions on matters about which the subject's opinions are required. Questionnaire can be self-administered or interviewer-administered questionnaire. The difficulty in this questionnaire method is when it comes to the construction and interpretation of the results. There are three types of way questions can be formatted, combination of ways, open ended questions and close-ended questions.

A descriptive survey was selected due to the accurate portrayal or accounts of the characteristic for example behavior, opinion, abilities, beliefs and

knowledge of a particular individual, situation or group. This design was chosen to meet the objective of the study, namely to determine the knowledge and views of the selected sample (Burns and Grove 1993: 29).

RESEARCH LOCATION

The research was conducted solely at two different locality:

One at: A, B&C AT PPR RAYA PERMAI, KAMPUNG MALAYSIA PERMAI, 57100 KUALA LUMPUR.

The other location would be in Starbucks, Bangsar Village.

It took about 2 weeks for the collection of the data. This was to ensure to strengthen the accuracy of the data and reduce the room for any form of error or even manipulation of data.

PPR RAYA PERMAI The image of the locality where our research were conducted are attached below: location 2. jpg

BLOCK B

BLOCK A & C location. jpg location 5. jpg

STAR BUCKS COFFEE

BANGSAR VILLAGE

STAR BUCKS COFFEE

BANGSAR VILLAGE

BLOCK C & D (NEW)http://farm4.static.flickr.com/3040/2377797024_ff69cb2c63.jpg

Starbucks Coffee Bangsar Village

2a.jpg location 3.jpg

RESEARCH SUBJECT

The research subject was the residence of Block A, B&C OF PPR RAYA PERMAI, KAMPUNG MALAYSIA PERMAI, 57100 KL and the customers and shoppers of Bangsar Village and the respondents was 250 participants.

Among the participant was house wives, students, bus drives, security guards, employees. The technique or method that has been utilized to select the participant was non-random sampling, the convenience method.

According, to Webster (1985), a sample is a fixed component of a statistical population of whose properties are studied to get information about whole.

This set of people can be defined as respondents who were selected a from a large population to participate in a survey for research purpose.

The type of sampling that has been utilized is the non-random sampling, this type of sampling consist of two sampling method, which are convenience and snowball sampling. In this research convenience method to select the respondent has been utilized. Convenience non-random sampling method is the selection of subjects included in the research because they happen to be in the right place at the right time, in other words the subject would be any available person during the survey being conducted.

RESEARCH INSTRUMENT

The research instrument chosen was questionnaire. According to Burns and Grove (1993: 368), a questionnaire is a précised self -report form designed

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to elicit information that can be obtained through the written responses of the subjects. The information obtained through a questionnaire is similar to obtained by interview but the questions tend to have less depth.

With the aid of questionnaires, data was collected to evaluate the percentage of consumers using either I phone or Samsung phones.

Questionnaire was decided upon because of the following:

They require less time and energy to administer

They were less opportunity buyers as there were presented in a consistent manner

They offer the possibility of anonymity because subject's names were not included on the completed questionnaires.

They ensure a high response rate as the questionnaires were distributed to respondents to complete and were collected personally the researcher.

Most of the items in the questionnaires were closed, which made it easier to compare the responses to each item.

Apart from the pros listed above the questionnaire it cons as well for example, there is a question of validity and accuracy (Burns & Grove 1993: 368). The target might not reflect their true opinions but might answer according to what they think will please the researcher, and valuable information may be lost as answers are usually brief.

DATA COLLECTION PROCEDURE

The data was collected over a month period. The collected data were transferred from the og pace to digital pace. Then, the data were organized and analyzed. For analysis or close ended questions a computer program called Microsoft Excel was used. Data was analyzed by using descriptive statistics. Frequency table were drawn and from this the data was presented in pie chart and bar graph.

The summary version of the entire research was done in Microsoft Powerpoint for classroom presentation basis.

OUTCOME (RESEARCH FINDINGS)

Starting on with the respondents' age group:

As we can see, our highest respondents were from the age group of 16 to 25 years old. The second highest is 26 to 35 years old and this is followed by respondents who are older than 36 years old. We can deduce that the range between the total respondents of each group is not that far as there is a constant margin of difference. This could indirectly help to solve the parallax error within the data. Adding on, we can say that the respondents' age group is a bit bias as more respondents from the age group of teenagers as compared to adolescents and working adults. At the same time, we can draw out the theory in the locality where the research were conducted; teenagers have been showing more interest to smartphones while the priority given by working adults are indeed low.

Moving on the detailed data of the respondents' age group:

Age

Number of people

16 - 25 years old

119

26 - 35 years old

81

36 > years old

50

TOTAL

250

As seen from the graph, the respondents' age group were bias; in the sense of the research's 47% were from the 16 to 25 years age group. Rest assured as it's didn't exceed by 50 % as it could mean the validity of the data to be questioned in many ways. The total number of respondents were about 250 where the least is from the age group of more than 36 years old.

Preferred phone model by respondents: [http://www.talkandroid.com/wp-content/uploads/2012/04/samsung-logo1.jpg? 3995d3](http://www.talkandroid.com/wp-content/uploads/2012/04/samsung-logo1.jpg?3995d3)

Moving on the detailed data of the respondents' age group:

Phone Model

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Number of Phone (Units)

I Phone

56

Samsung

34

None

160

TOTAL

250

As observed from the data we can say that iPhone is being the preferred phone used by the major the respondents. iPhone out-wins Samsung by a figure of 22 which is indeed quite a small difference. At the same time, we should not abide the other phone models as it tops the chart with a figure of 160; being the highest. The reason why we didn't categories the other phone model is due to the fact it was not the primary objective of this research from the start. Not to mention, by including the other phone models in to the category will only lead to more detailed data sorting as well as makes the project more complicated than it's already. Thus, the other phone models were ignored as due to time restriction and other mentioned factors earlier on.

We can say that one of the reason why iPhone is still being the highest is could due to lack of adaptability of a sudden venture by Samsung smart phones among consumers. Of course, we should not abide the other factors beside the brand itself which affect the consumer decision. The next data entry will indicate the other factors that consumers gives in preference in deciding smartphones.

Factors that affect consumer decision making process in smartphone:

Factors that Affect the Choice

Number of Ticks

Design

32

Size

42

Application

65

Color

39

Camera Clarity

70

Price

18

Audio

36

In Trend

47

Brand

36

Platform

9

TOTAL

394

This data was rather shocking as the most consideration given by consumers is the camera clarity when deciding the smartphones. The reason is that generally, we have been used to hearing that the factor of operating system of the smartphone being the most concerned issue. As again this could due to the locality of the respondents'. We can say that, may be the consumers have given more preference in having portability of camera thus, the pixels

of the camera seems very important; as they don't want to carry a digital camera or digital single lens reflex (DSLR).

Anyhow, the least factor that crossed the minds of the consumers is the factor of color. This is in a way could be true. For instance, iPhone itself comes in only with a few choice of color. The irony here is that, the lack of choice makes the color combination as a unique thing to the smartphone; serving as an added advantage. Thus, it's reasonable that the consumers have not given much thought into the color as there is not much of a choice for them. Moving on, to the factor of application. Nowadays, people are always on the move and they want to get things done at a very fast pace indeed very effectively.

By having said this, the thought of application in the minds of consumer is an acceptable thing to say. We should also include the factor of in-trend. People wants to live up to the standard among the society. Thus, they tend to buy any new form of gadgets that being brought upon by the market as they have been prioritizing a mediocre practice. The fact that the price is not being a very important issue here reflects two important things.

One, we can say that the consumers standard of living have increased thus, they have the capacity for such items. Another thing is that, the smartphone prices are around the same; may be with a little difference to the fact, it never crossed as an issue in the minds of the consumer.

Preferred phone to be purchased in the future:

Phone Brand

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Number of Ticks

Samsung

58

I Phone

102

Total

160

We have included a criteria known as what phone would be prefer to buy in the near future to get roughly the idea on how consumers' taste of brand reacts. Based on the research, we can say that iPhone is still being the dominion as compare to Samsung mobile phones. Not just with a small difference but a huge percentage variance of 28 %. There could be many reasons for such claim. To begin with, we can say about brand fixation. Meaning to say, the consumers have still can't digest the fact of a newcomer in the smartphone industry; Samsung. May be the consumers are loyal customers of other Apple corp. gadgets. Meaning to say, when they get a positive cognitive dissonance, they tend to stick that product or that brand's product. This is due to the thought of if one product is good from a brand then, every other product must still be the best.

At the same time we can even deduce that, the specification of the phone itself as we have seen earlier on. Furthermore, Apple corp. being the pioneer

in the touchscreen based mobile phones, consumers have this perception of the pioneer being the best out there and shows no sense of attention towards other brands of mobile phones.

Online Research Finding: samsung ans apple. png

After collecting our research data, we did an online research to find more about the comparison between Apple and Samsung smart phone sales. The data we have collected didn't seem to tally up with existing outside rumor. To begin with, Samsung seems to be having the highest rate of smartphone sales; beating Apple with a figure 40 m units which is indeed a very large figure. On the contrary, Samsung is not being the highest in terms of their operating profit. Apple's operating profit is way beyond Samsung's one. The question here is why Samsung fails in terms of profit to Apple even though being does the top in terms of sales.

For starters, we can say that there could be defect within the production management itself. May be Samsung is not good in handling their operating cost as compare to Apple. Besides that, we can say the brand loyalty. Apple could have boost it up in their other range of products as compared to Samsung who seems focusing a lot on mobiles lately.

CONCLUSION

Based on this research, we have managed to gather variety of information. Starting off with, Apple is still being the consumers' most preferred smartphone producer which applies both to consumers who are owning a smartphone and those who have thought of purchasing one in the near future. There could be many reasons for this claim but we would like <https://assignbuster.com/quantitative-analysis-on-apple-and-samsung-smartphone-marketing-essay/>

emphasize more one strong factor; that is, brand fixation. Consumers doesn't want to change the choice of brand based on a sudden venture of new gadgets. They are willing to try it but not fully taking it as their desired one. For instance, we could say since Apple have ventured in this entire touchscreen based smartphones as compared to others; placing them in a position of pioneer to others, many consumers believe that Apple's product is different yet unique for the sake of customers.

That explains the reason why even tough, there are many high-specification smartphones are available on the market but certain consumers still prefer the Apple's iPhone. Perhaps, it's due to the brand loyalty caused by Apple for many year which is not easy to be penetrated by the others. Furthermore, we have found that even though that Apple is not having the sales of units but yet they stand top in terms of their operating profit. We managed to conclude that, it's the after purchase sales is what causing Apple to be in the top. Meaning to say, Apple's iPhone device must be used along with synchronization software of iTunes where the consumers can buy all forms of apps, games and even songs. The price is ranging from free to a few U. S. dollars. This is what actually causing them to have more profit due to the fact, the consumers are still keep on making purchases from Apple even after initial purchase. This occurrence never take place at Samsung.

RECOMMENDATION

In terms of the mobile phones itself, we have some notable recommendations for Samsung. When we often speak of Samsung mobile phones, the reply from the consumers tends to be a lot; in the sense of, there are just way too much range of products by Samsung Mobile. This is <https://assignbuster.com/quantitative-analysis-on-apple-and-samsung-smartphone-marketing-essay/>

itself creates an adverse effect. To explain it in another way, consumers wants to be unique in the society; as the typical human behavior. The fact that, Samsung offers a wide-range of products actually brings an issue towards consumers' uniqueness. On the other hand, Apple has only iPhone which makes it exclusive in its own way. That itself makes it special and attractive towards the consumers. While when it comes to Samsung, the exclusiveness is not there anymore. Samsung be more standardize and unique towards their range of products.

Adding on, as said before Apple has ventured earlier on and have created this thought or company theme of ' Think different'. No one can argue in that, as the revolution of products was based on that thought. It's very essential for Samsung to come up with something similar to reach the hearts of the consumers to succeed in the long run. As for the consumers part, they tend to make their own analysis nowadays because they tend to think they have all the essential knowledge and information in drawing a conclusion when it comes to making decision between the smartphones but actually they don't. Some conclusion drawn by the consumers were just based half reliable information. Thus, it's very essential for them to get their research done well so that, they won't be a victim of marketing exploitation.