

# A Comparative Study between Samsung and Apple Smart Phones-Saudi Arabian Women Student's Preference

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**Abstract**— Today smart phones are in increasing demand in the student community. In order to understand about the brand preference between Samsung and Apple, a group of 200 female students from various Universities in Riyadh were selected in the age group of 18-25 years. The research instruments used in Questionnaire were closed ended questions. The basis of analysis was on brand loyalty, usage time, preferred features and brand preference. Based on the responses, it was understood that the brand preference between Apple and Samsung is equal.

**Keywords**— Apple, Brand, Smartphones, Samsung, University.

## I. INTRODUCTION

Smartphones can be termed as the basic pre-requisite of every young adult as it describes the kind of personality the person carries and is one's standard of sophistication. Smartphones have replaced people to an extent. This research is intended to analyze student's preference between Apple and Samsung brands of Smartphone. The principal objective of this research is to compare between the preference of Apple and Samsung Smartphone on the basis of their brand preference, usage time, preferred features and brand loyalty through qualitative method. A good knowledge of students brand preference in Smartphone would help in understanding how brand shapes students buying decision and preferences. The conclusions will apportion with student preference between Apple and Samsung Smartphone.

## II. RESEARCH METHODOLOGY

The type of research undertaken in this paper is quantitative as questionnaires had been given to collect the data. The questionnaires was handed out to 200 female participants between the age group of 18 to 25. All the respondents were undergraduate students from various Universities in Riyadh, Saudi Arabia. The tool used in this study was questionnaire containing various

questions pertaining to the subject apple vs. Samsung. The comparison was carried out by assembling the data in the form of a table and graphically representing them through pie charts and bar graphs. But no statistical tests were performed on the data. The collection of data took a month's time. The limitations of the study were the involvement of only a certain section of people belonging to a particular place. Not all ages and classes of people were involved. There was no interference from the males as well as people from places other than Riyadh, Saudi Arabia. The secondary data were gathered through journals, articles, internet and other published materials.

## III. LITERATURE REVIEW

On one hand technology innovation is an opportunity, on the other hand it is a danger as well to apple with increasing innovative competitors for instance Samsung. (Simonsen, 2012). The growing technology gives innumerable opportunities to join the high-tech market thus curtailing the life of a product. Consumers use smart phones for everything from browsing the internet to doing business. Phones now come with utilities like flashlights, tip calculators and a digital level. Smart phones are also widely used for gaming. Graphics on these devices have improved immensely in the last decade and are expected to get even better (Alexa LoMonaco, 2014).

Smartphones are becoming hand held computers and are being for shopping, browsing sharing information and paying for products. According to Knap man (2012) a user of Smartphone is strongly influenced by brand during purchase. Aaker (1991, p. 270) proposed that brand equity views comprising of brand awareness, brand loyalty, perceived quality, brand associations and brand assets is reinforced by brand association, delivering good quality product, attracting loyal customer, creation of high brand awareness and celebrity endorsement. Perceived quality is just the complete assessment of a customer for a standard process of receiving customer services (Hellier, et al, 2003). In recent studies the deep

correlation between perceived quality and customer satisfaction has been proved (Parasuraman, et al, 1994). As per Keller (1998, p.54) brand loyalty is frequently attributed to a behavioral intellect through which a number of repeated buying takes place and it compels the customer to keep buying with the same brand and cast off the advances of contenders.

In accordance with Cush (2010) Samsung had numerous content customers in the United States and Samsung concluded 2009 as the top market share holder for handsets, in addition no. 1 phone marketer in 2010 according to Strategic Analytics. Aaker (1991, p.48) reports that a portion of brand loyalty is mirrored in the willingness of the consumer to pay additional price to get their chosen brand of smartphone. As presented by Aaker (1991, p. 85), The comprehended value apportionments with the consumer's point of view of the overall quality and dominance of a service or product with respect to its anticipated purpose relative to the alternative. The cause for very great perceived quality of Apple in comparison to Samsung could be accredited to Apple's diversity of products. Apple is well known for its ground breaking designs, providing the customers with a justification to buy their products.

User friendliness can be defined as the extent to which an individual that trusts using a product or service would be uninhibited of effort. Ease of use is a classical concept in information system. (Davis 1989; Sanders and Manrodt, 2003; Venkatesh, 2000). A vital form of empirical study in information systems has gathered proof for the presence of an influence of user friendliness on preliminary user reception and continued usage of them. (Venkatesh, 2000).

Brand is a structure and it deals with the physical viewpoint. It is an amalgamation of the most important aims and features which come to mind when brands are mentioned. It symbolizes the strength and its evident added value. The physical viewpoint of a brand is the most important thing that defines a brand and also consists of brand's model. Kapferer (2004, p.108) Brand is a tradition and in a way it has its own different culture which one can derive from the products. A product symbolizes not only the tradition but also the way of interaction. Brand puts across the culture and is driven by the sense that they express the culture of the place they start from. One important role that culture plays is that it links brand to the organization and plays vital role in distinguishing brand. Kapferer (2004, p.108). The smart phone company has transfigured into the topmost industry and has become one of the most competitive market. The clash within the smartphone industry is growing with fresh handsets being presented and the extent of pioneering technology dissolving hurdles. Technical

advances have made a significant effect on smart phones. Cell phones were used to take pictures make only phone calls, play and send messages. As per the online education portal, students of college who are in the age group of 18-29 year old use their phones for real-time data greater than other age group. Three-fourth of students use their phones during free time, 74% when commuting and 52% even use it before they get out of bed in the morning.

#### IV. FINDINGS

- 4.1 28% of the respondents feel that Games is the most important feature of their smart phone.
- 4.2 20% of the respondents feel that email is very important feature for them.
- 4.3 20% of the respondents are attracted towards the reading feature in their smart phone.
- 4.4 2.5% of the respondents feel the need to use smartphone for research purpose.
- 4.5 50% of the respondents feel Apple as the best brand while the other 50% prefer Samsung.
- 4.6 50% own an Apple smartphone while the other 50% own Samsung.
- 4.7 95% of the interviewed respondents feel that their smartphone is easy to operate without prior instructions.
- 4.8 Maximum number of interviewed respondents use their smartphone for 4 to 6 hours every day whereas only 15% of the respondents use their smartphones for less than 2 hours.
- 4.9 Camera quality, operating system, battery backup and memory are the most sought out features in a smart phone.
- 4.10 70% of the respondents strongly agree that "Apple is a strong brand".
- 4.11 40% of the respondents strongly agree that "Samsung is a strong brand".
- 4.12 55% of the respondents strongly agreed that they would choose their current smart phone brand even if the other brands had the same functionality.
- 4.13 60% of the respondents strongly agreed that the quality of their smart phone was good and another 35% of them agreed that the quality of their smart phone was good.
- 4.14 65% of the respondents strongly agreed and 25% of the respondents agreed that their smart phone brand was more than just a product for them.

#### V. DISCUSSION

5.1 *Brand preference*: The total number of respondents were 200. As shown in chart No. 5.1 and Table No.5.1, 50% of the respondents are having Apple smartphone and remaining 50% are having Samsung smartphone. Their brand preference is 50% each as the popularity of the

Samsung is slowly increasing and matching up to the standards of Apple. The reason might be that for one model of apple smartphone there are various models of Samsung smart phones launched which vary in cost, feature and size. On one hand Samsung is cheaper than apple while on the other hand apple provides the best quality. Owing to its quality the prices of apple smartphones are quite high. Thus the relative standing of both the brands is very strong in the market. These results have deviation from the hypothesis mentioned in the study which stated that Apple will be the preferred brand by the majority of respondents. This result empirically shows the increase in brand value of Samsung smartphones. According to this age group it can be understood that they care more for brand rather than the cost as the response was clearly ranging between apple and Samsung. But some deviations also suggest the onset of price awareness which has potentially increased the ratings of Samsung.



Chart No.5.1

Table .5.1: Brand Preference

Brand preference	Apple	Samsung
	50%	50%

5.2 Usage time and Preferred features

As shown in Chart No.5.2 and tabulated in Table No5.2, Usage time varies from person to person depending upon their requirements. Maximum number of interviewed respondents use their smartphone for 4 to 6 hours. As all the respondents are between the age group of 18-25 and belong to the student community, the usage time is seen to be quite long. In this duration, they use it for varied purposes. Some respondents use it for more than 6 hours also. This shows the intensity of addiction towards the phone which has become a basic necessity of their everyday life and encompasses all their requirements. The data tabulated in table no 5.3 shows that the most preferred feature is battery backup. This point in turn supports their extended usage. Interactive apps and memory space is the next most preferred feature the respondents look for while buying a smartphone. This result demonstrates the brand awareness and feature specification of this particular age group. This also shows

the familiarity of the student with the smartphone demonstrating the user friendly nature of their smartphones in turn increasing the ease of use. Here convenient sampling is used with much care to ensure that the sample represents the entire area of study.

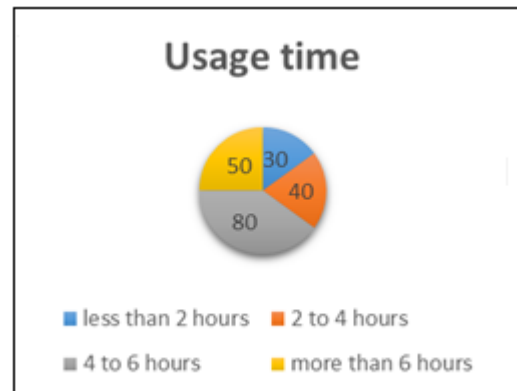


Chart No.5.2 Usage time

Table.5.2: Usage time

Usage time	
less than 2 hours	15%
2 to 4 hours	20%
4 to 6 hours	40%
more than 6 hours	25%
<b>Total</b>	<b>100%</b>

5.3 Preferred Feature

As shown in Chart No.5.3 and Table No.5.3, the preferred features of the respondents differ according to their requirement and interest. 18.33% of the respondents give maximum importance to the battery backup and the quality of battery. 18.33% of the respondents consider camera quality should be good. 15% of the youngsters will feel that apps are very important in a mobile. 13.33% of the respondents are of the opinion that memory is very important and that decides about their satisfaction level. 11.67% of the respondents will examine about the operating system. Resolution, satellite navigation are not given much prominence, whereas video is preferred by 6.67% and music is preferred by 3.33% of the respondent group.

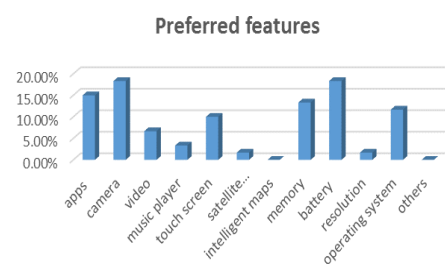


Chart No.5.3: Preferred Feature

Table.5.3: Preferred Feature

Features	%
apps	15.00%
camera	18.33%
video	6.67%
music player	3.33%
touch screen	10.00%
satellite navigation	1.67%
intelligent maps	0.00%
memory	13.33%
battery	18.33%
resolution	1.67%
operating system	11.67%
others	0.00%
	100%

#### 5.4 Brand loyalty

With 140 out of 200 respondents, calling Apple as a strong brand and 80 out of 200 calling Samsung as a strong brand, respondents would not like to switch to other brands while buying a new smart phones which is evident from chart No.5.4 and Table No.5.4. Majority of respondents strongly disagreed, disagreed and were neutral that they would switch to another brand of smartphone when they would be buying a new one. This statement shows the brand loyalty as the respondents would prefer their current smartphone brand even with the other brand having the same feature and functionality. Brand loyalty is a term often used to describe the repeated buying behavior of a person towards certain brand. This kind of brand loyalty shows the effect of a certain brand on the mind of youngsters. Another important factor to the escalation of commitment to the brand may be the satisfaction level since the two brands in discussion do not leave any stone unturned to ensure the customer contentment in addition to a longtime relationship. Due to this the student feels that the smartphone one uses is a reflection of one's personality.

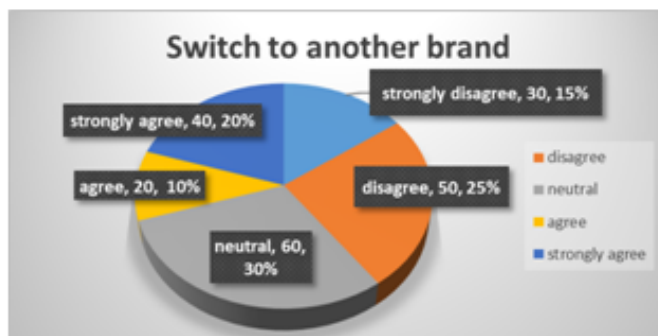


Chart No.5.4: Switch to another brand

Table.5.4: Switch to another brand

Switch to another brand	Numbers
Strongly disagree	30
Disagree	50
Neutral	60
Agree	20
Strongly agree	40

## VI. CONCLUSION

Today mobile phone constitute a major proportion of the share market in the globe. As we all know Apple and Samsung are the leading players in the market. In this study it has been found out that the factors influencing in deciding brand more is the battery backup and the camera among females in the age of 18 to 25 years. There are so many mobile brands available in the market. Among the available brands, a study has been done in order to understand the brand preference between Apple and Samsung. The basic reason for selecting this topic is because youngsters give more prominence to technology. It can be concluded that the brand, usage time, features and brand loyalty plays a vital role in influencing student's preference between Apple and Samsung smart phone. The main purpose of this research is to compare women student's preference between Apple and Samsung. Female Students selected brand preference between Apple and Samsung phone according to their requirement and satisfaction. The respondents are having equal brand loyalty towards both Samsung and Apple.

Communication industry has grown worldwide today as the entire world has become a global village. It was understood that the respondent community is satisfied with both the brand preferences. The research results indicate that the respondent group prefers both Apple and Samsung.

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