

Investigating the behavior of Iranian smartphone consumers



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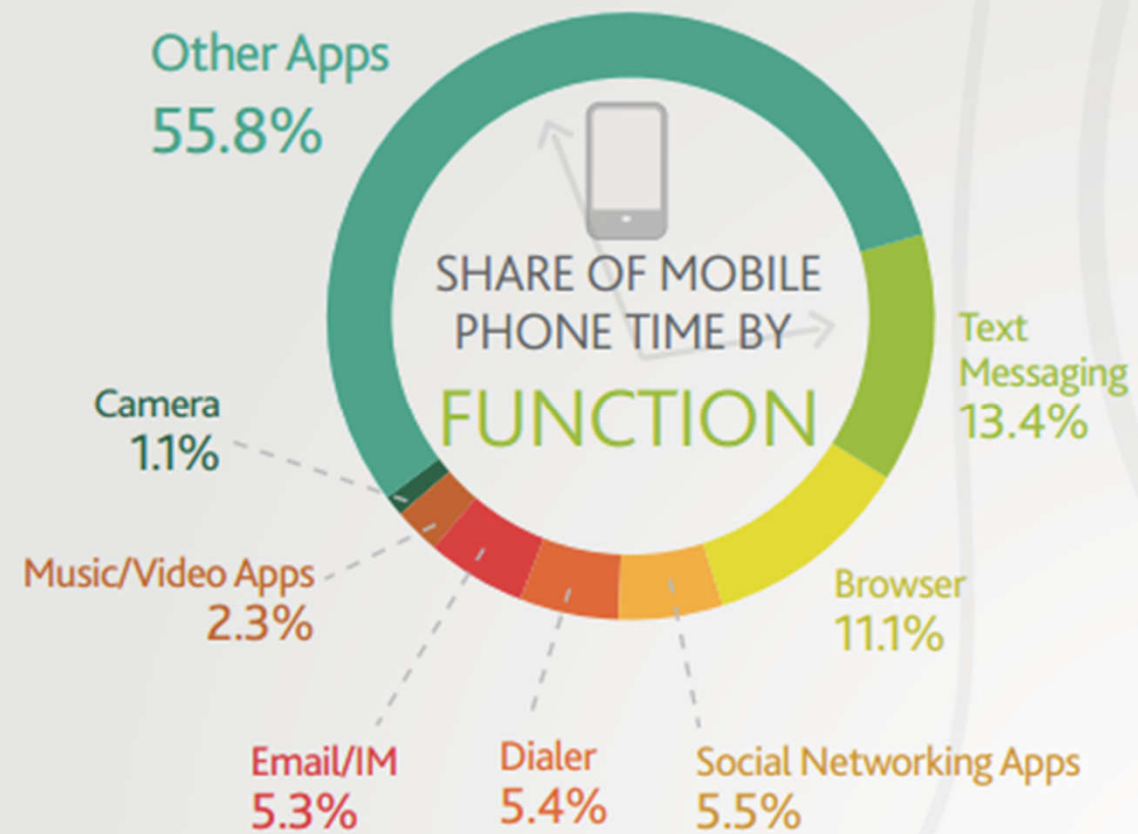


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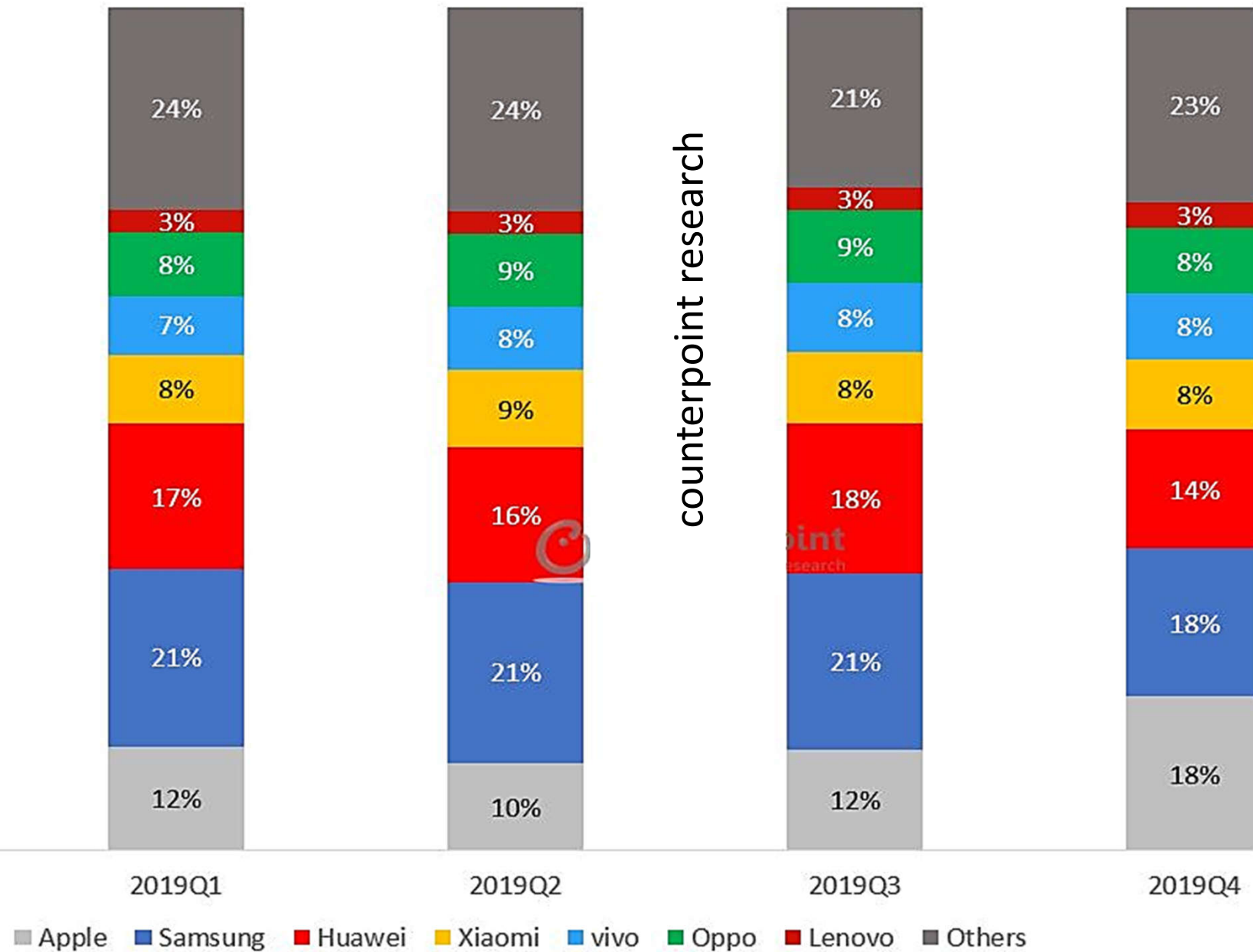


Welcome to Age of Smartphones !



Global Smartphone Market Share

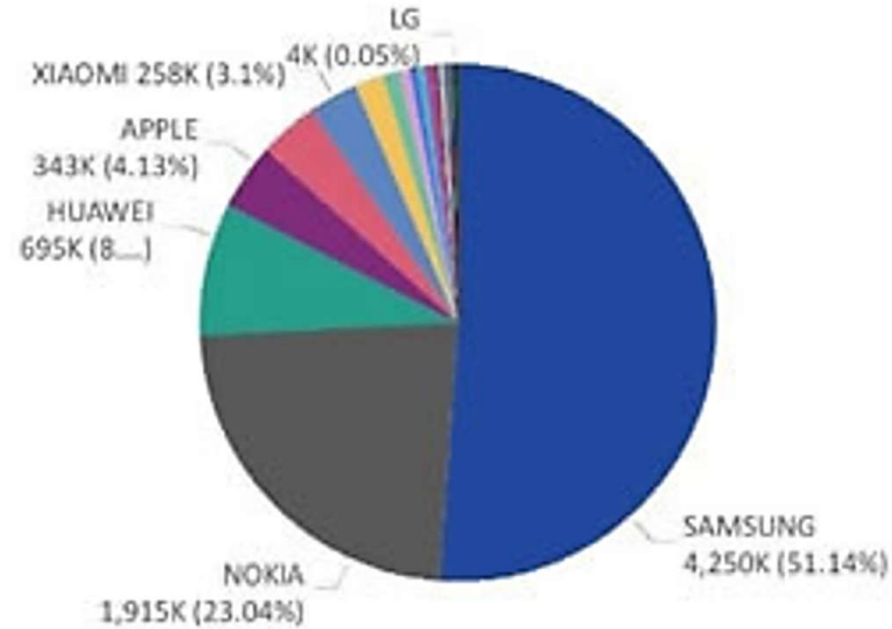
The top three brands, Samsung, Huawei and Apple, captured more than 50% of the smartphone market, with the rest of the market left for hundreds of other brands to compete fiercely.



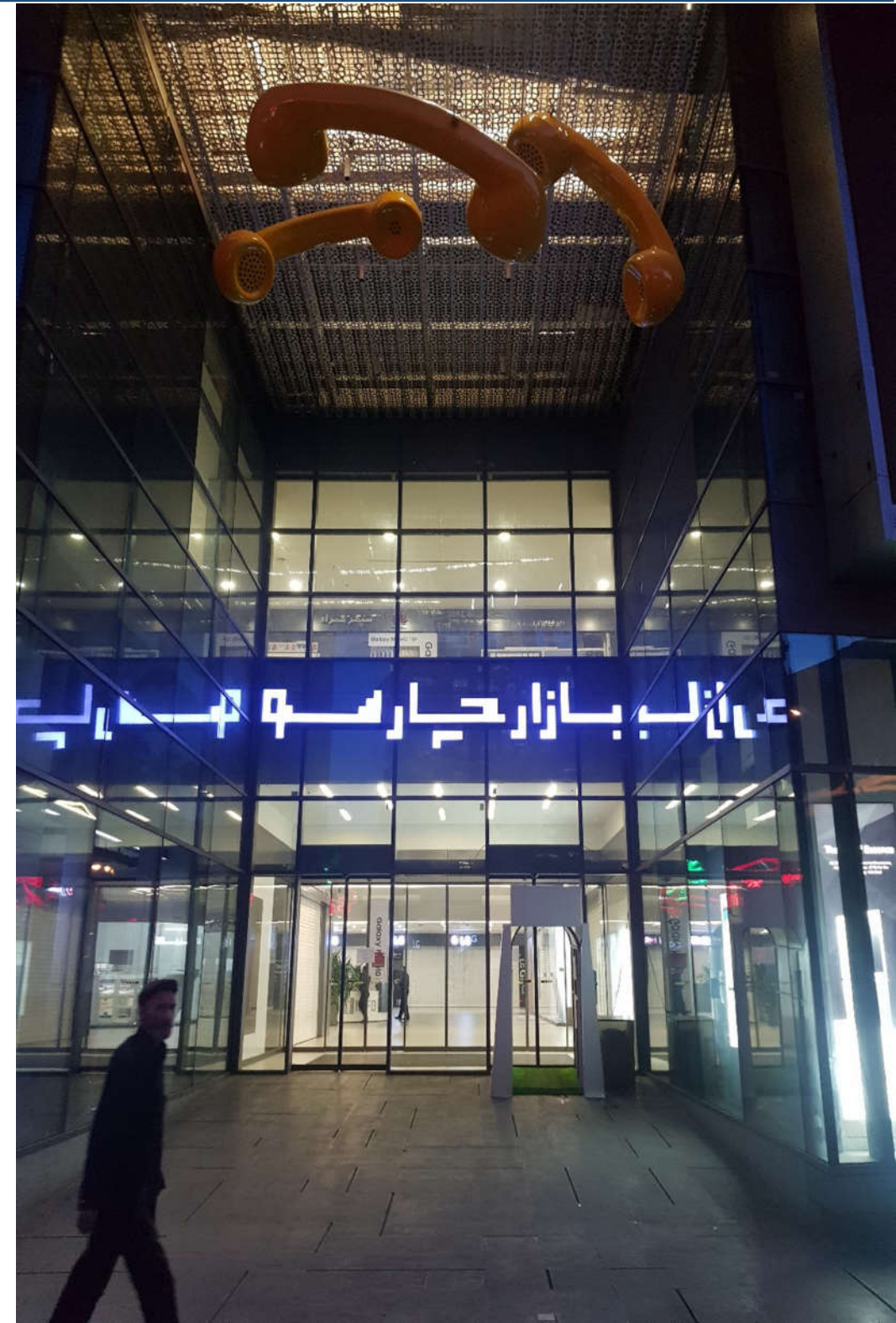
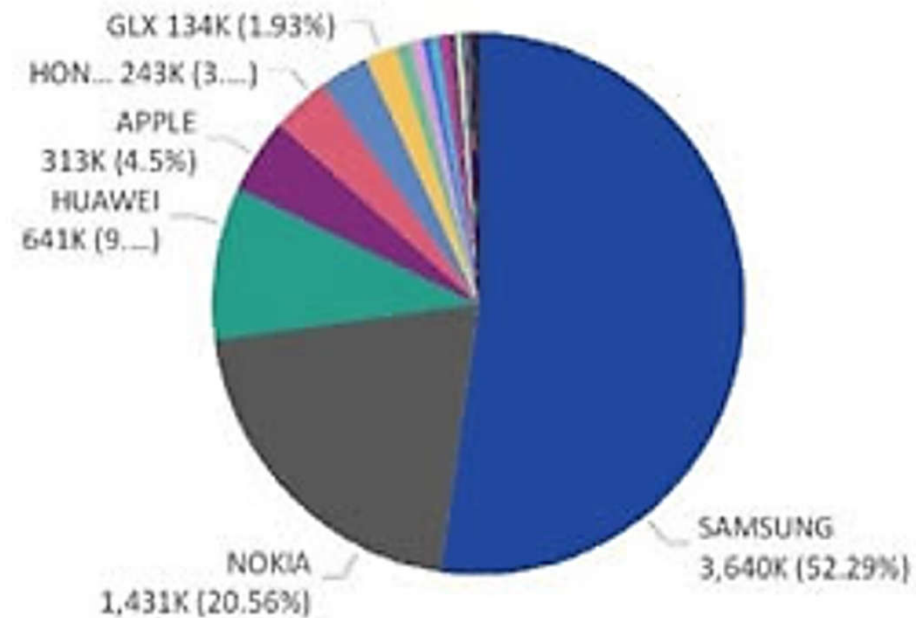
Iran Smartphone Market Share

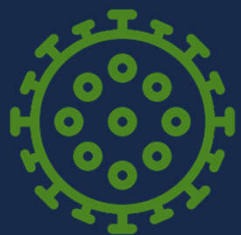


واردات ۷ ماه اول ۹۸ بر اساس برند



مصرف ۷ ماه اول ۹۸ بر اساس برند





The effects of coronavirus on Tehran's mobile market



Milad Khosravi

Mohammad Poloie

1- Increase in the purchase of Android phones vs other operating systems (Especially in Price range of 2 to 4 million tomans) Due to the compulsion of school students to use “shad” app)

2- Use of sanitary ware and virus protection shields and methods

3- Increase of online sales over traditional sales



A Shop in the charsoo passage



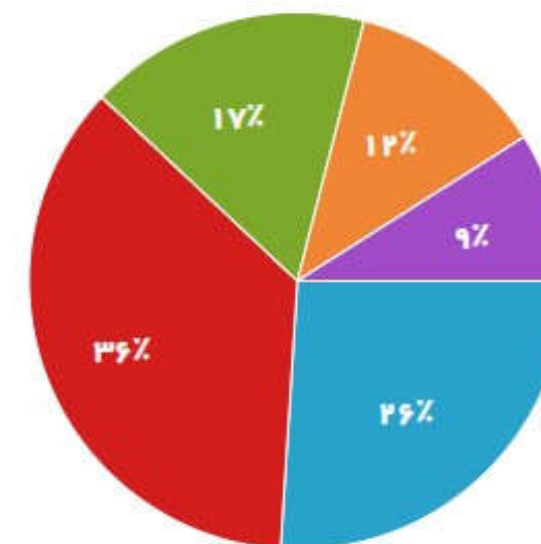
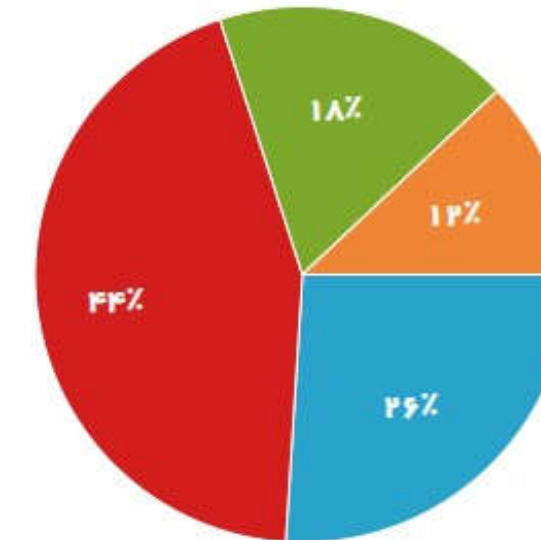
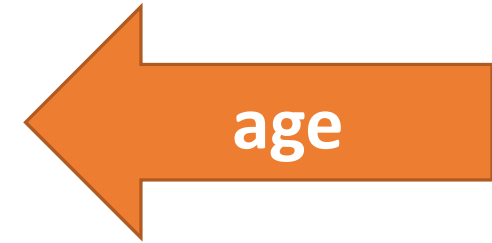
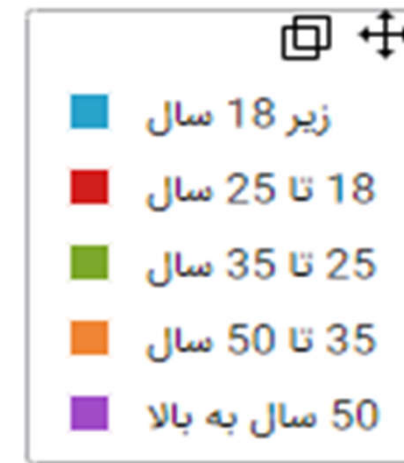
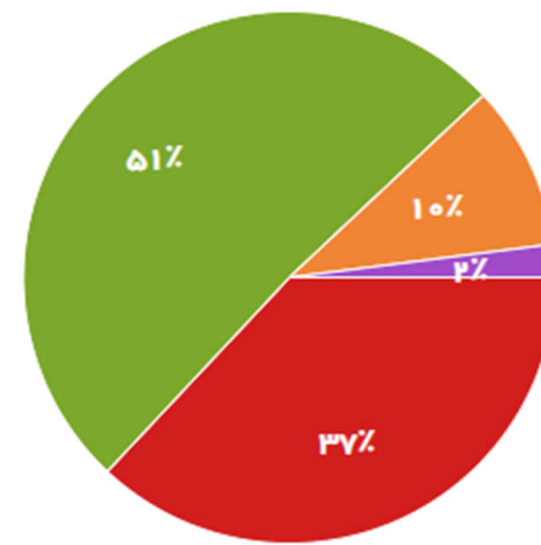
Research Methods

1. Info collection method: questionnaire

2. distribution method: Through the Internet

3. Sampling: Simple sampling

4. Participants' profile : 100 samples



Research Methods

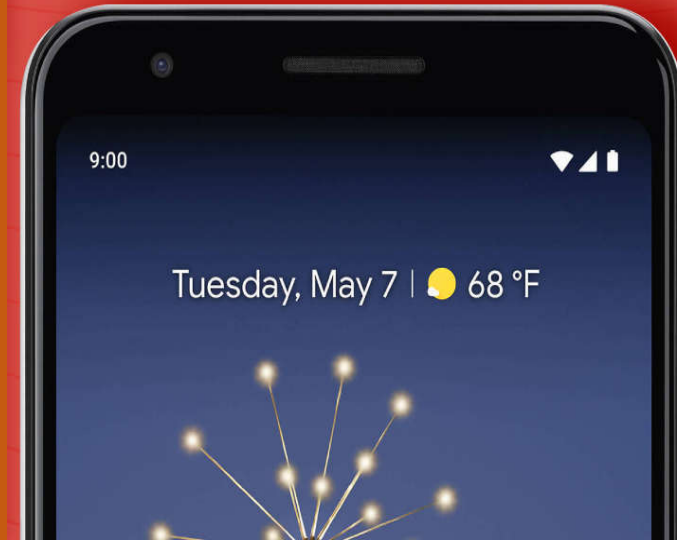
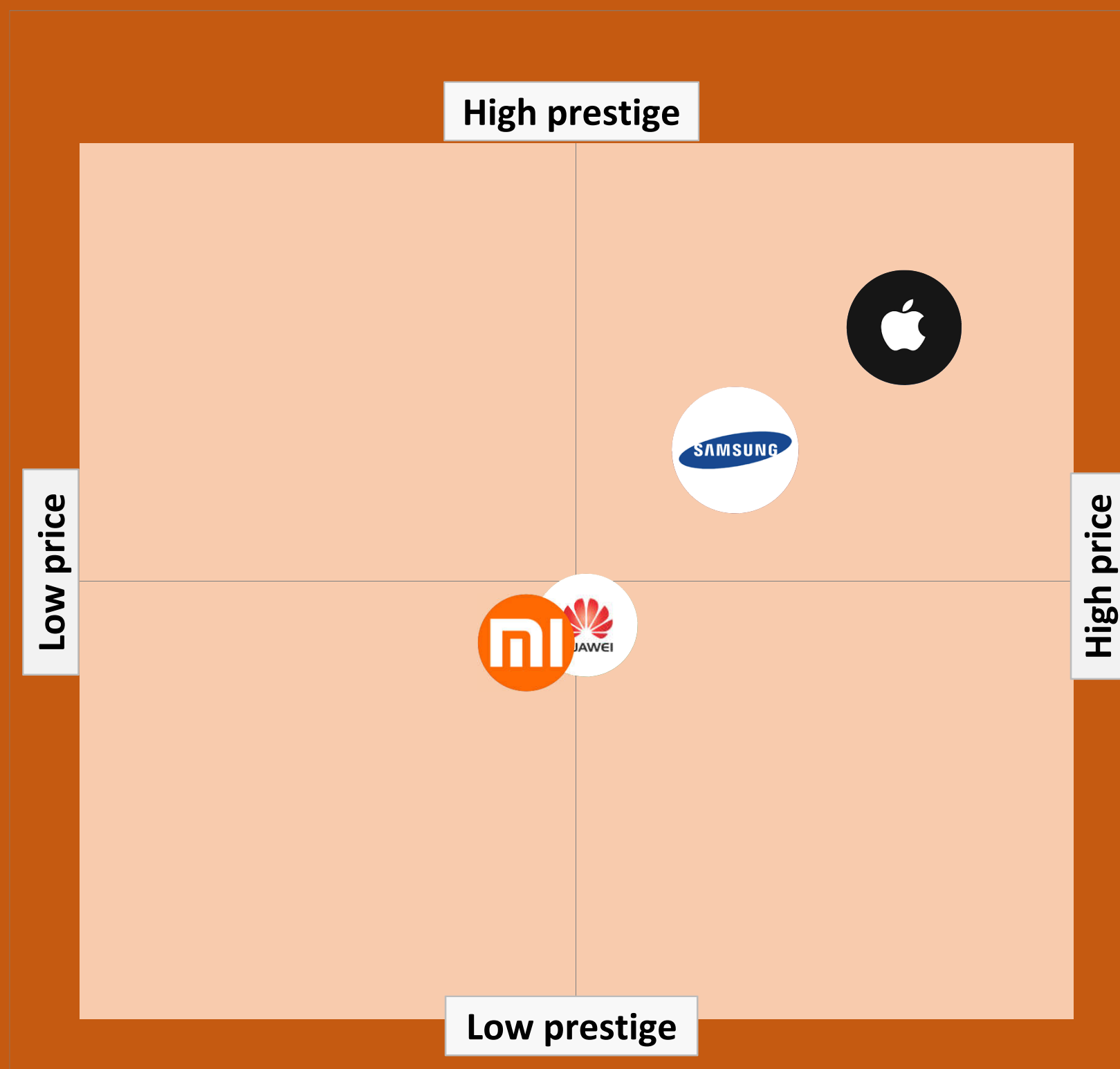
Criteria examined:

- **Perception:** a belief or opinion, often held by many people and based on how things seem.
- **Reference groups:** a group of people that influences the decisions and opinions of a person
- **Attitude:** a feeling or opinion about something or someone, or a way of behaving that is caused by this.
- **The purchasing decision process**
- **Satisfaction:** a pleasant feeling that you get when you receive something you wanted, or when you have done something you wanted to do.



Perceptual maps (1)

iPhone



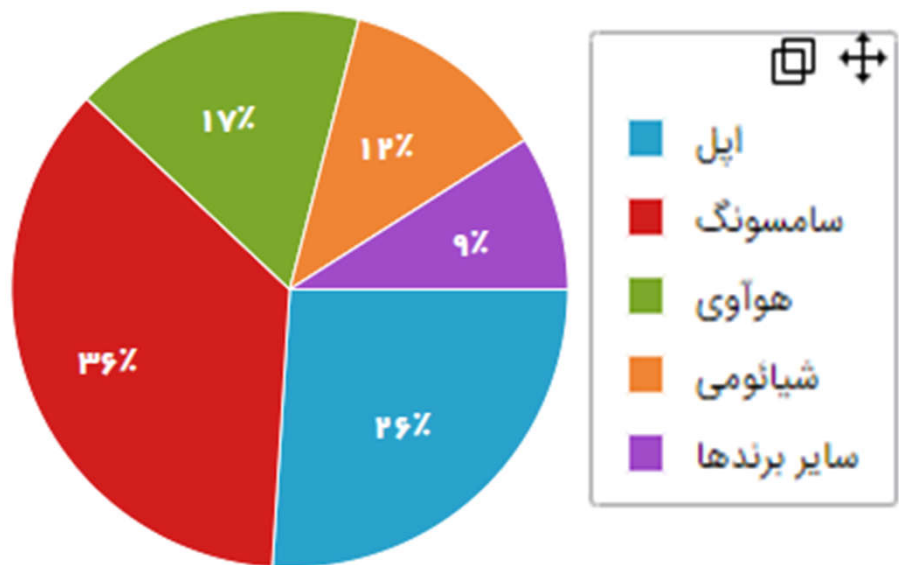
Perceptual maps (2)



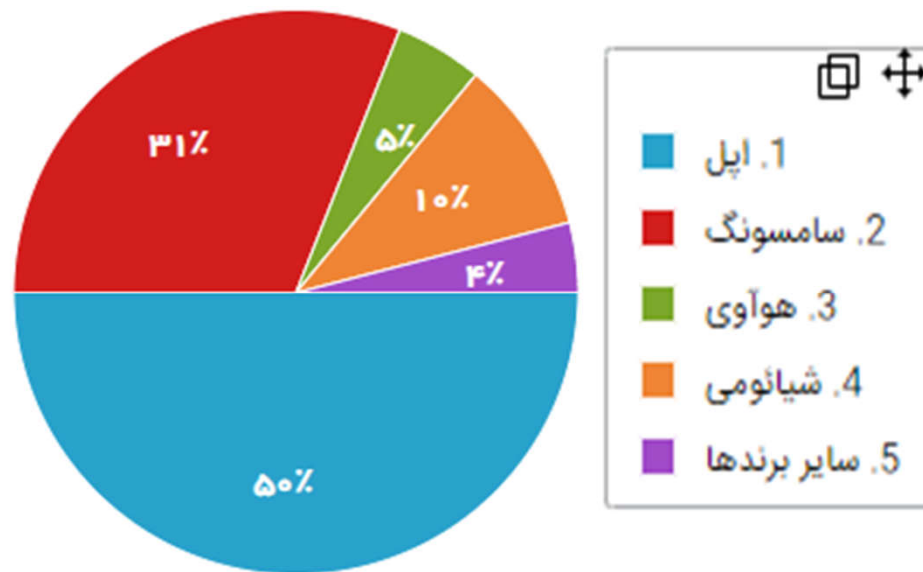


perception

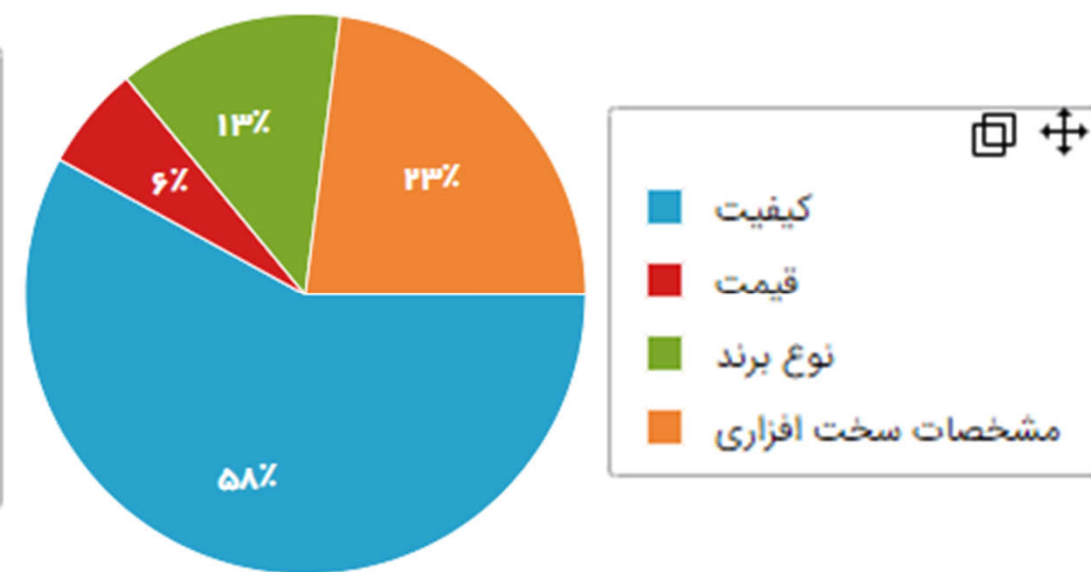
1. choose your current smartphone brand?



2. If the budget is insignificant to you, which brand do you choose?



3. What is your most important criterion for buying a smartphone?





Thoughtful points:

- ❖ **Apple's current brand (69% quality, 26% brand type)**
- ❖ **Owners of other brands (First the quality and then the hardware specifications)**
- ❖ **Those who chose Apple in question 2 (64% quality and then brand type)**
- ❖ **Samsung (like Apple)**
- ❖ **Huawei and Xiaomi (First hardware specifications and then quality)**

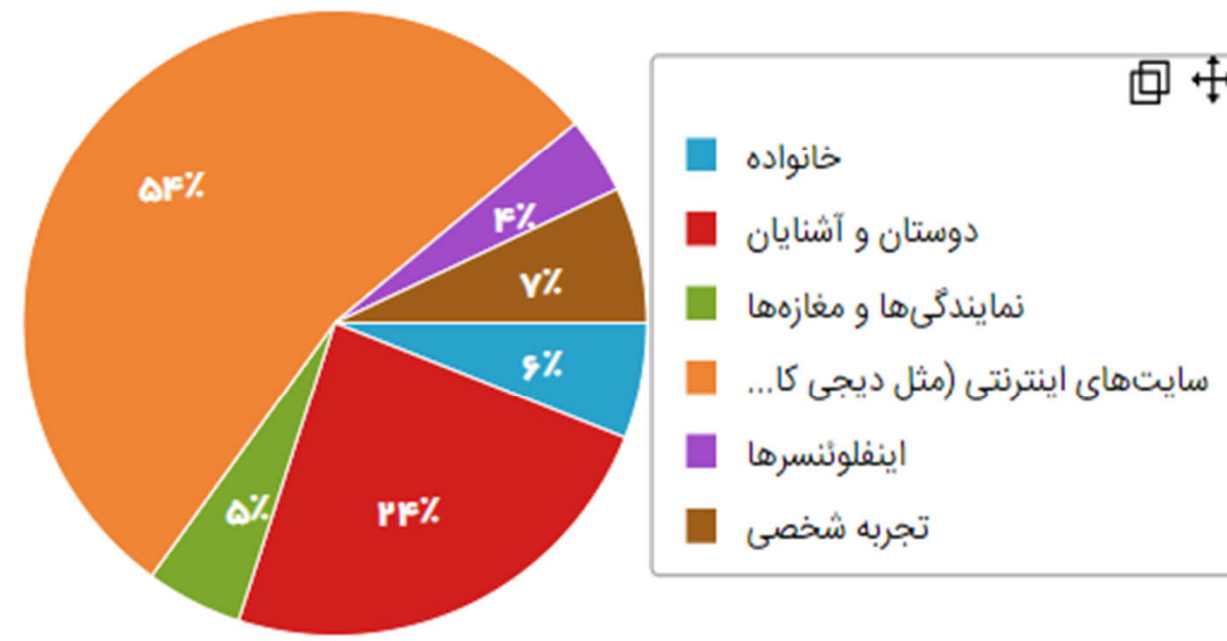
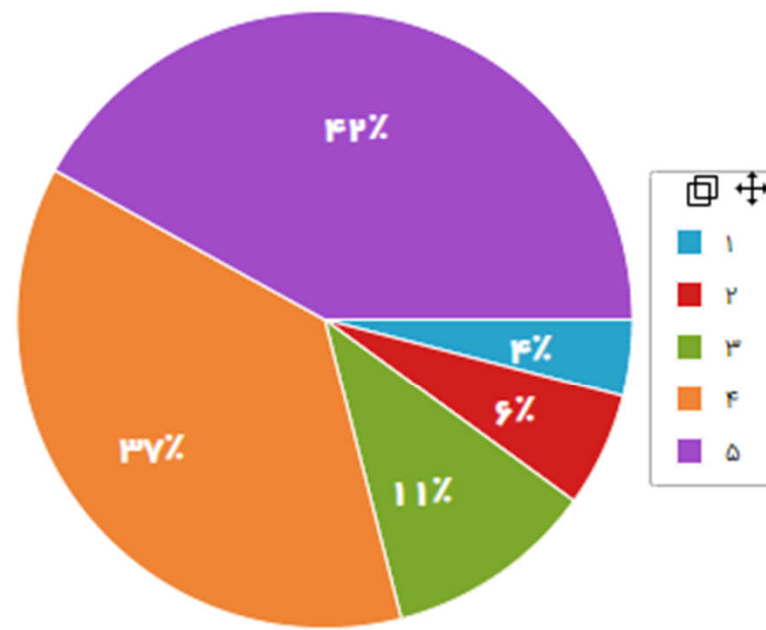
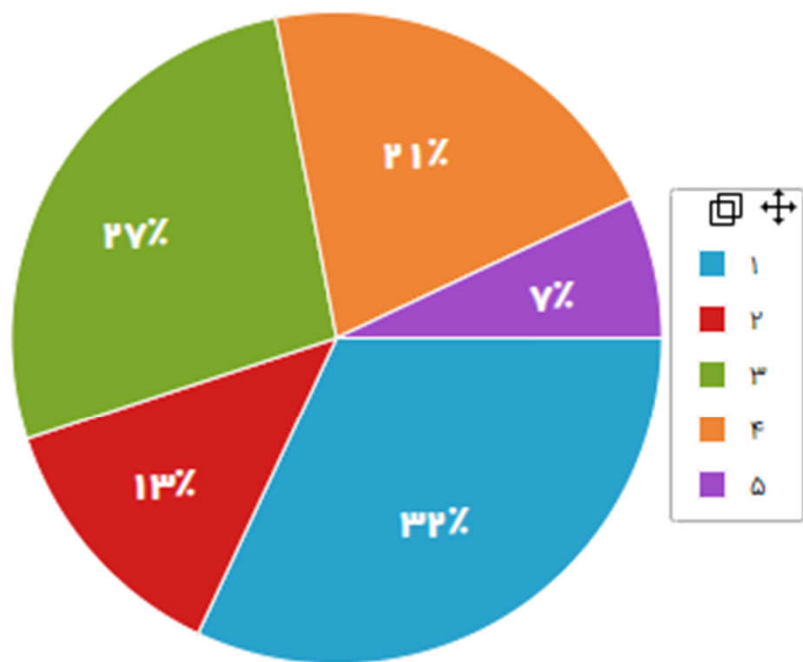


Reference groups & Attitude

1. I pay attention to the brand that others buy and it affects my buying decision.

2. When I buy smartphones, I ask for the experience and opinions of others.

3. How do you get the most information out of smartphones?



- خانواده
- دوستان و آشنایان
- نمایندگی‌ها و مغازه‌ها
- سایت‌های اینترنتی (مثل دیجی‌کا...)
- اینفلوئنسرها
- تجربه شخصی



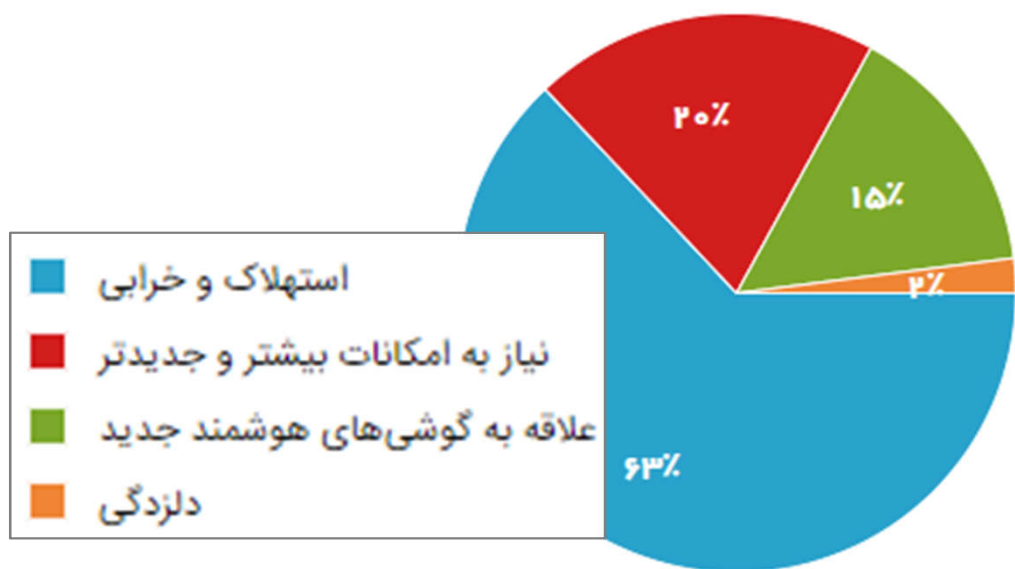
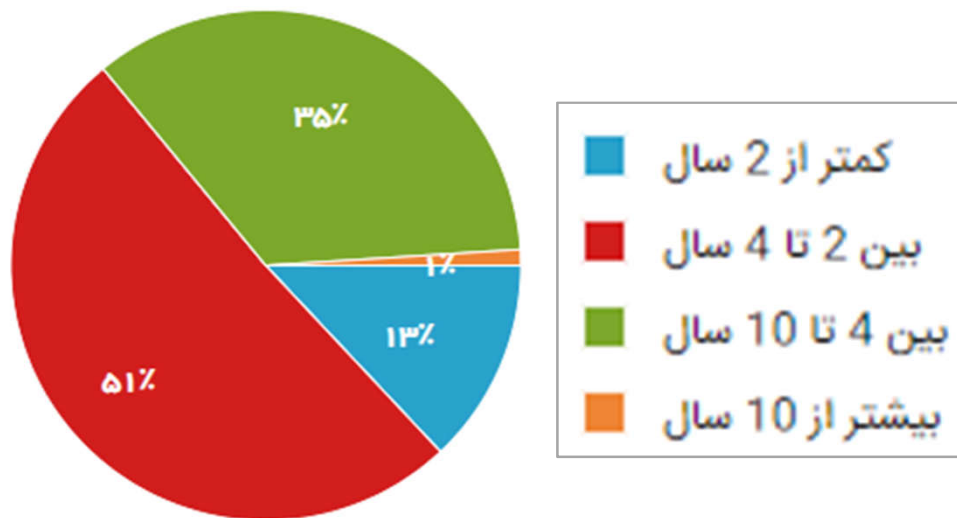
Thoughtful points:

- ❖ People whom the experience and opinions of others are very important for them (5 in Linkert) (42% from website, 30% From friends and acquaintances)
- ❖ People whom the experience and opinions of others are not so important for them (100% from websites)

The purchasing decision process

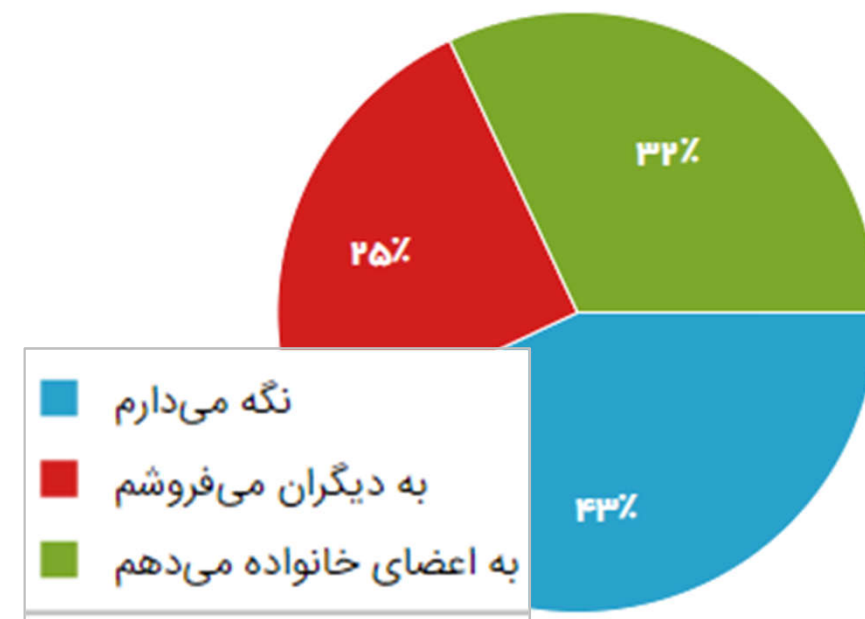
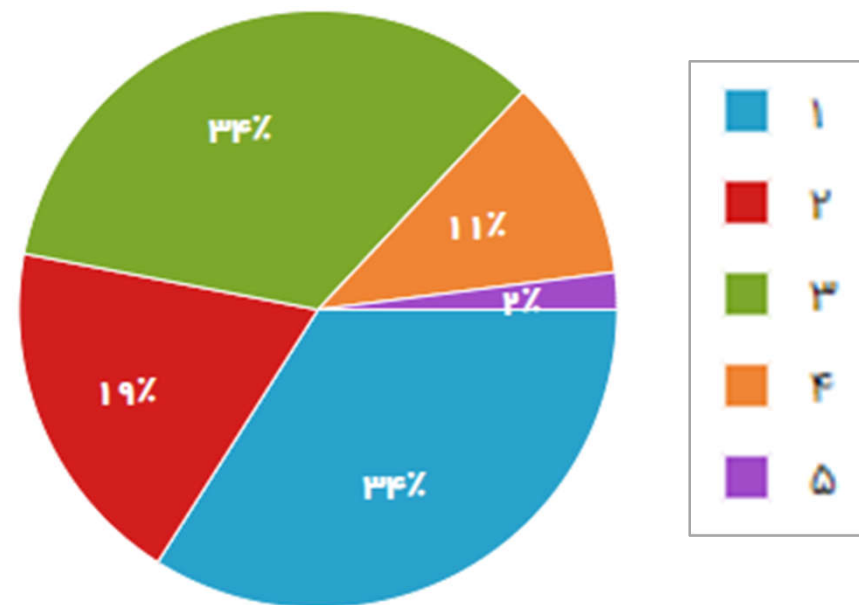
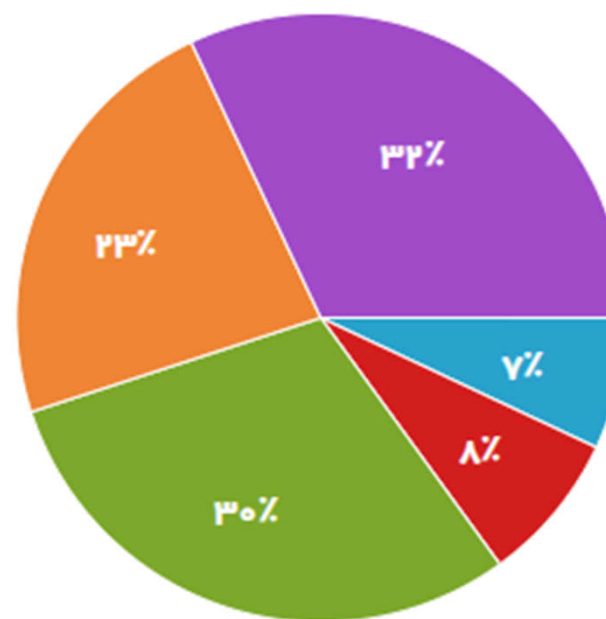
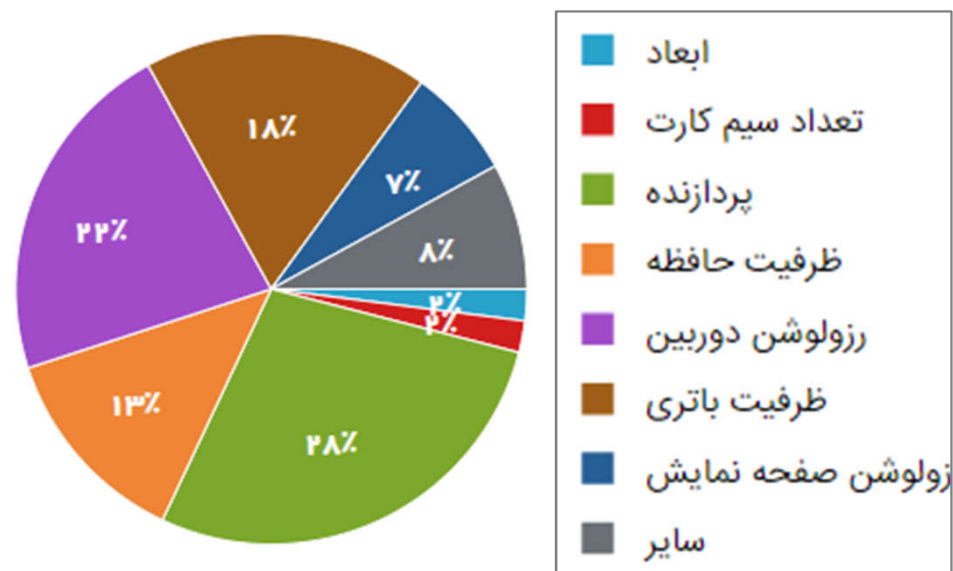
Identify needs and search :

1. How often do you change your smartphone?
2. reason for you to change your smartphone?



Evaluate options and choices:

1. most important criterion among hardware?
2. Importance of pre-buy experience?
3. seller's opinion affect your decision?
4. previous smartphone status ?





NOKIA X6



ASUS ZENFONE 5



XIAOMI MI A2



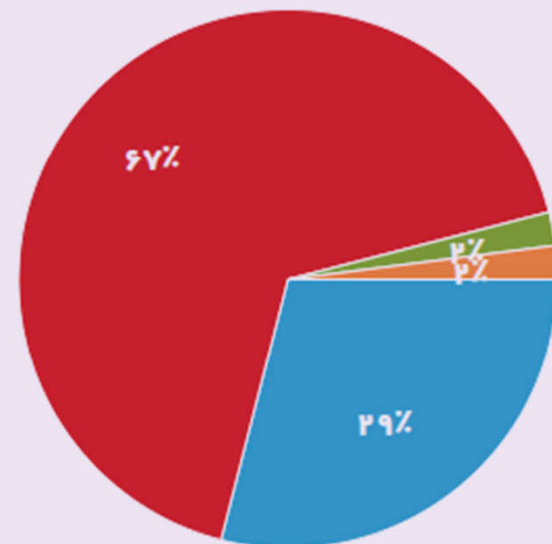
LENOVO Z5



MI 8 SE

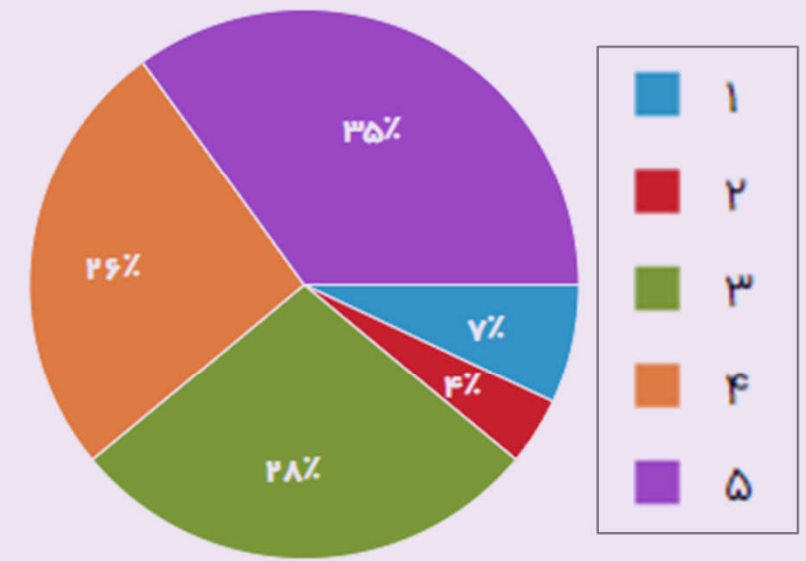
1. Shopping model(web vs shop) & new vs second-hand smartphone preference

- سایت‌های اینترنتی - به صورت آک... ۲۹%
- نمایندگی و مغازه‌ها - به صورت ... ۶۷%
- مغازه‌ها - به صورت کارکرده ۱%
- اینترنتی (مثل دیوار) - به صورت... ۳%



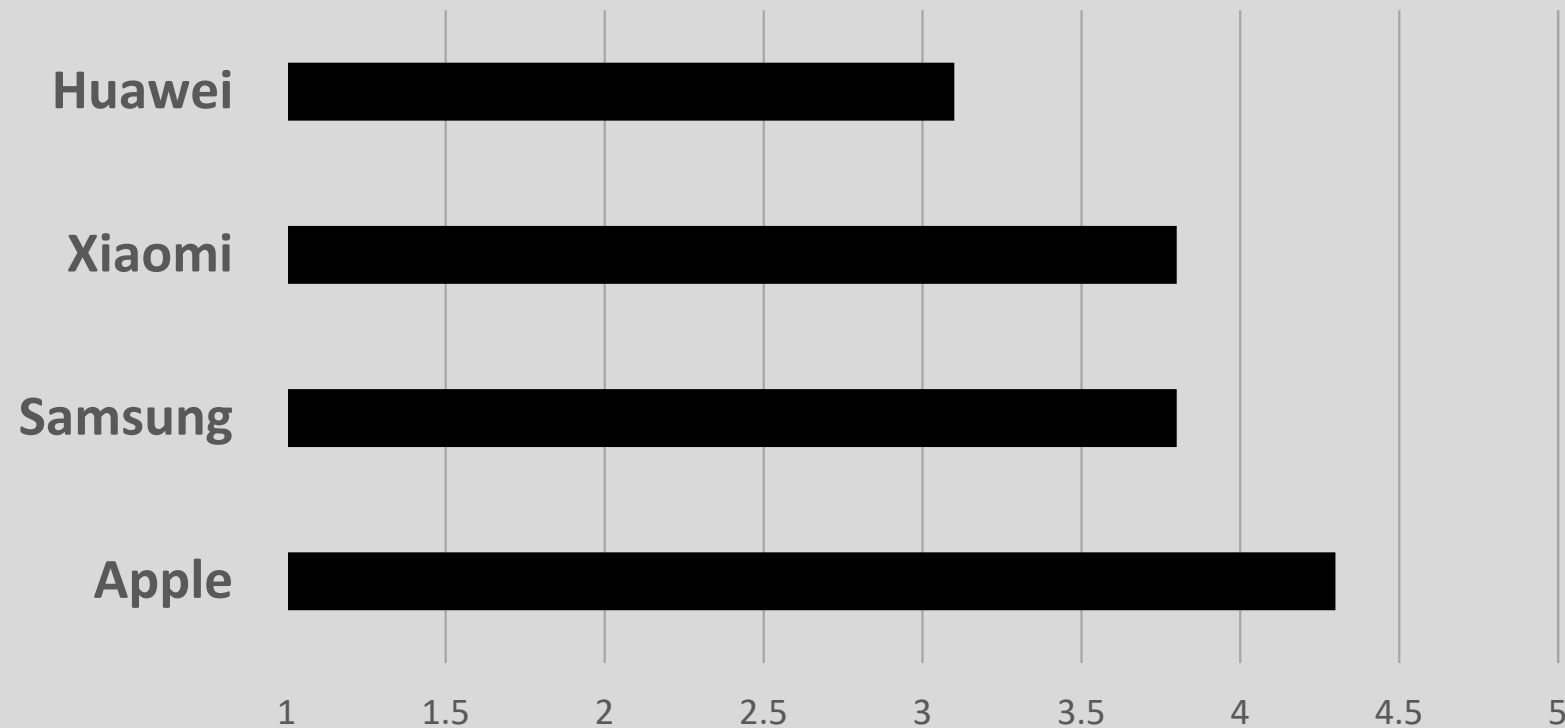
Buy:

2. Interested to buy your previous brand?



Thoughtful points:

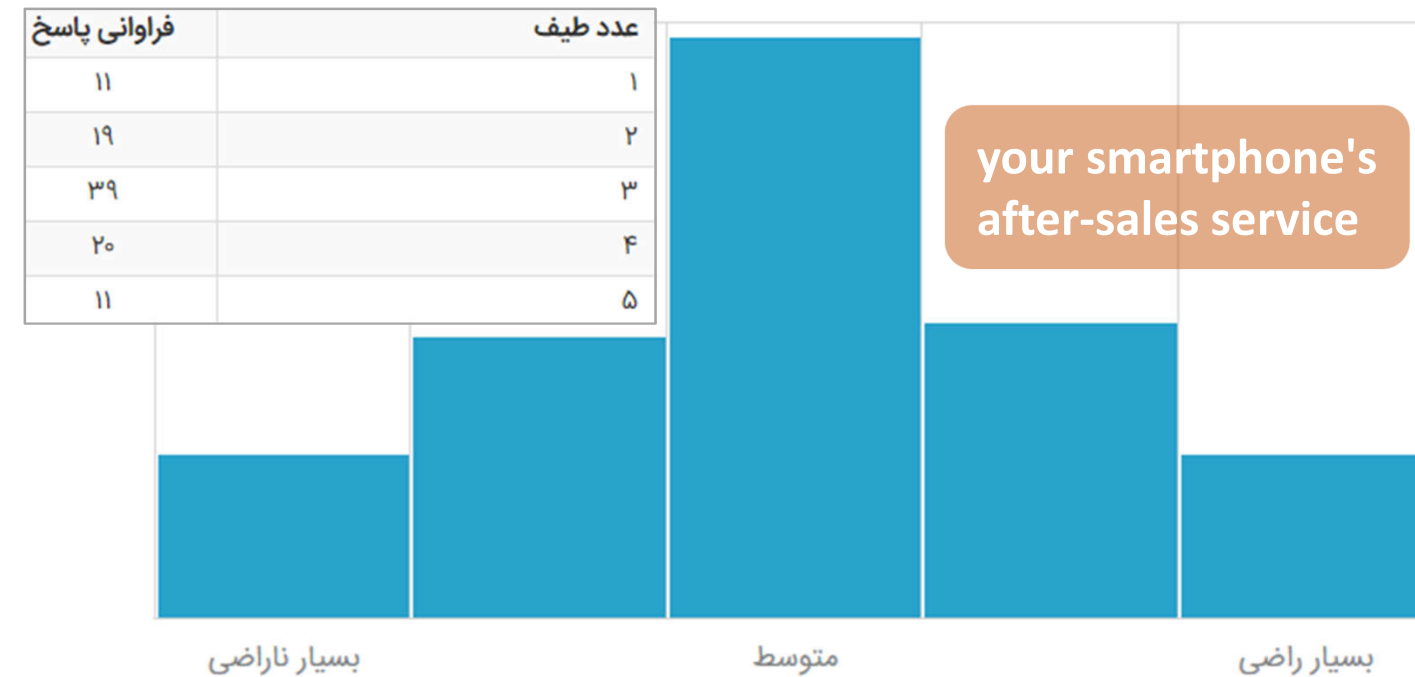
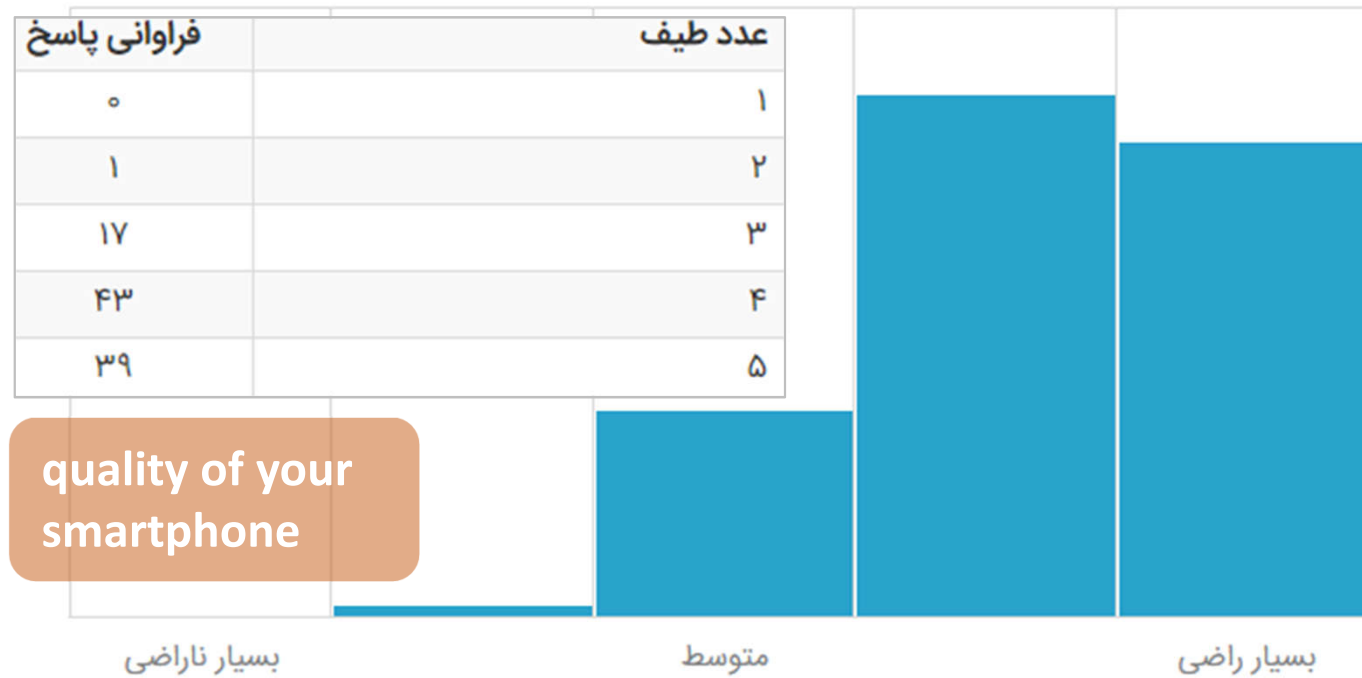
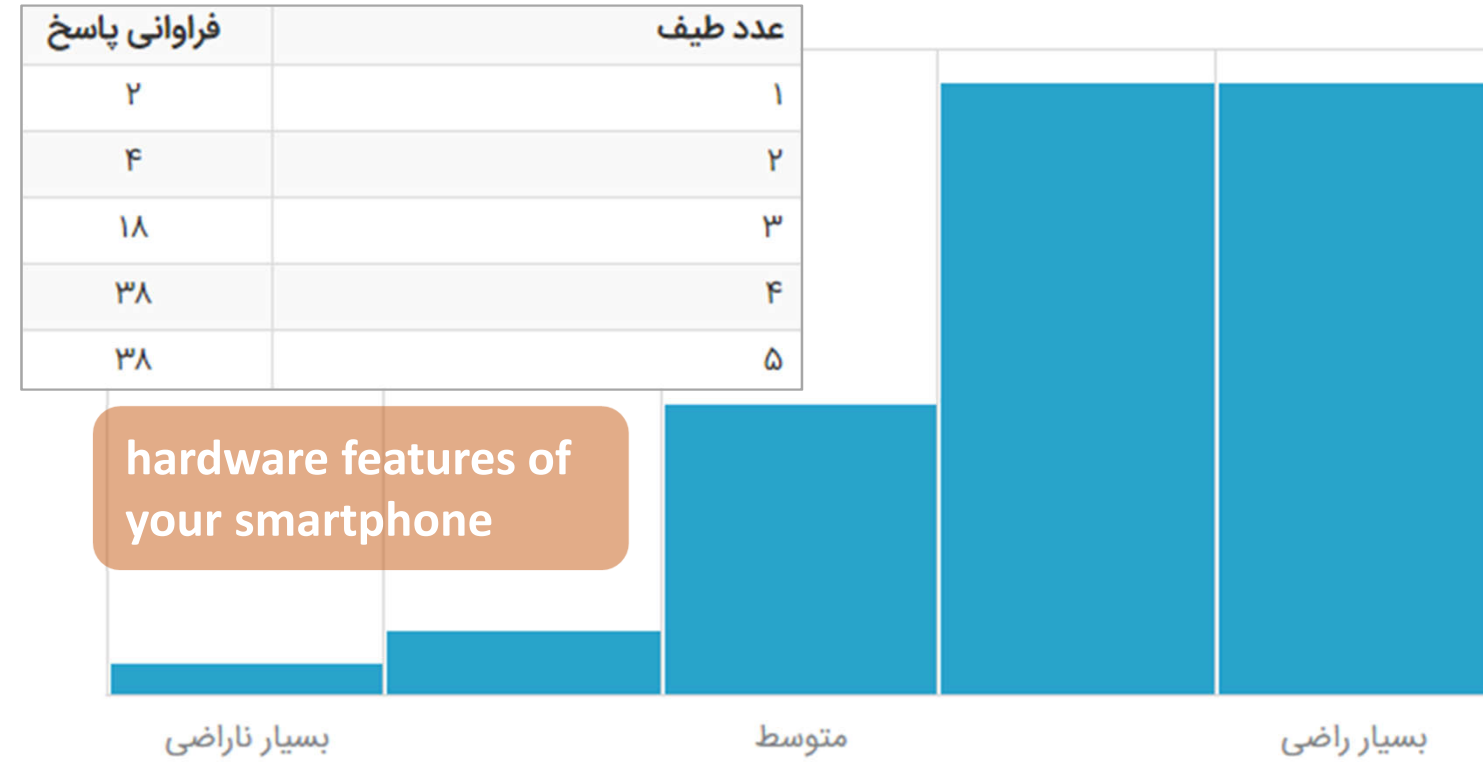
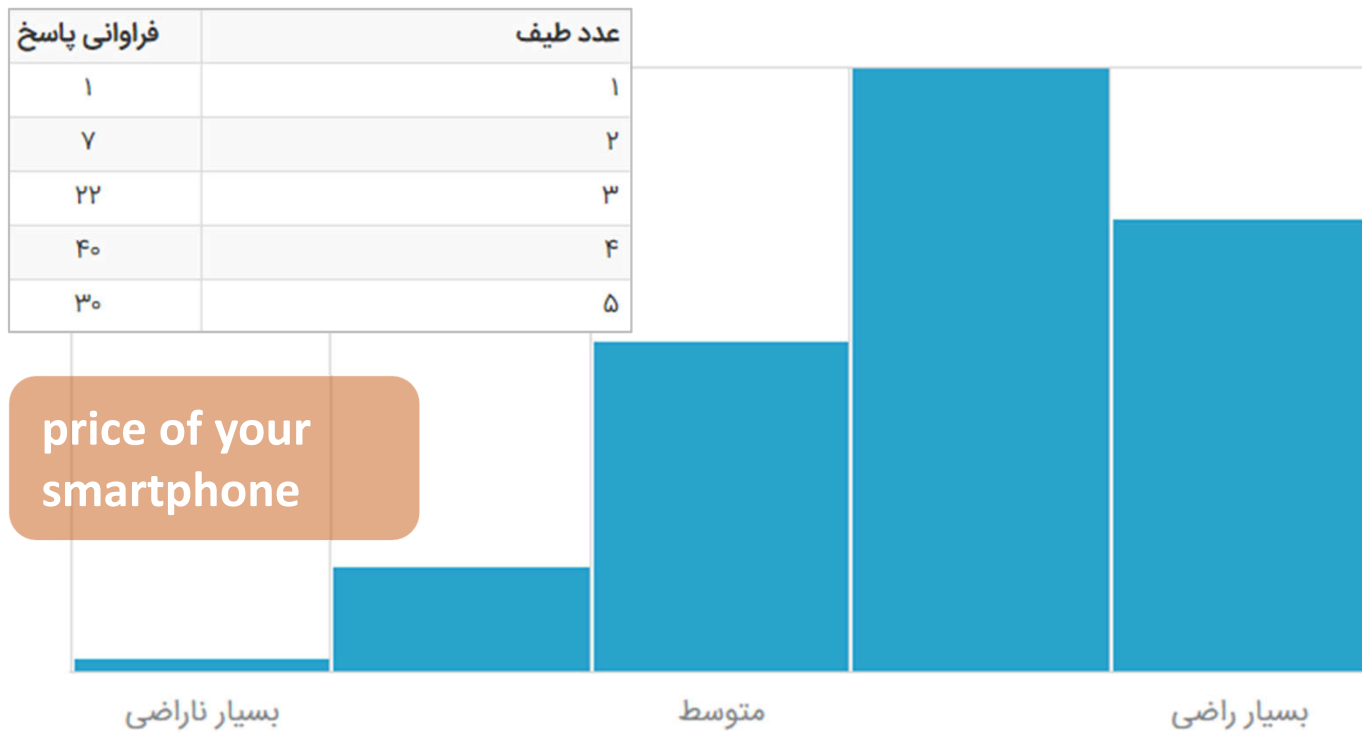
- ❖ 47% of people who change their smartphone due to depreciation and damage, their replacement period is **between 4 to 10 years**.
- ❖ Experience working with a smartphone before buying is more important (**malls and shops**)
- ❖ The experience of working with a smartphone before buying is less important (**websites**)



satisfaction

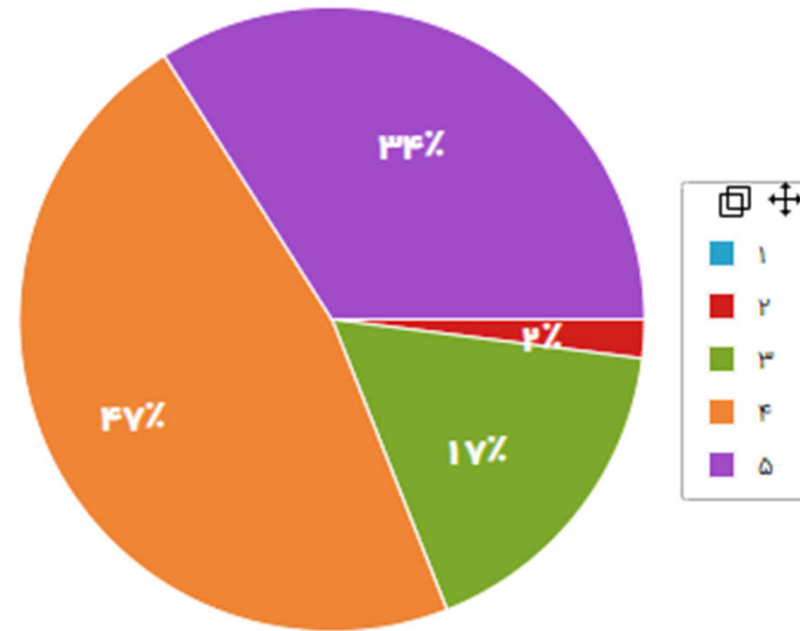
Determine how satisfied or dissatisfied you are with the ...

average is 3.7



satisfaction

In general, determine the level of satisfaction or dissatisfaction with your smartphone



average = 4.13

Thoughtful points:

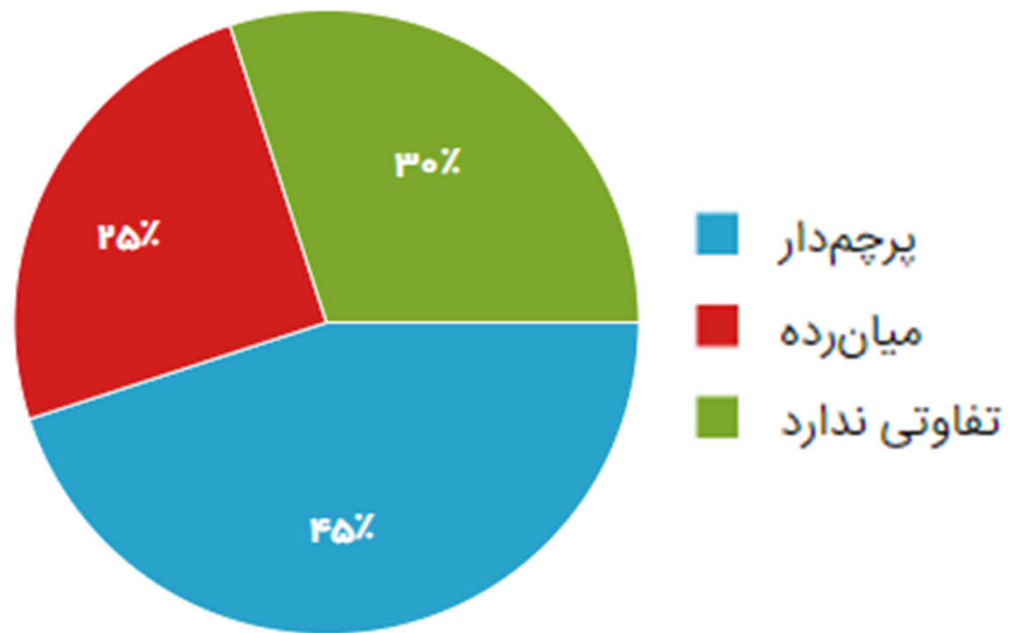
Average score ratings for owners of each brand:

- ✓ Apple(3.9)
- ✓ Samsung(3.6)
- ✓ Huawei(4)
- ✓ Xiaomi(4.25)

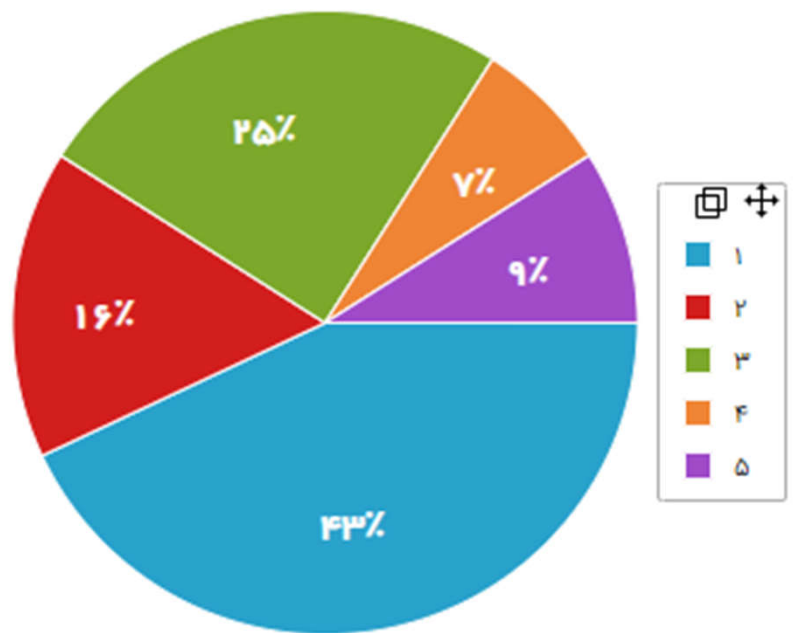


Other practical questions

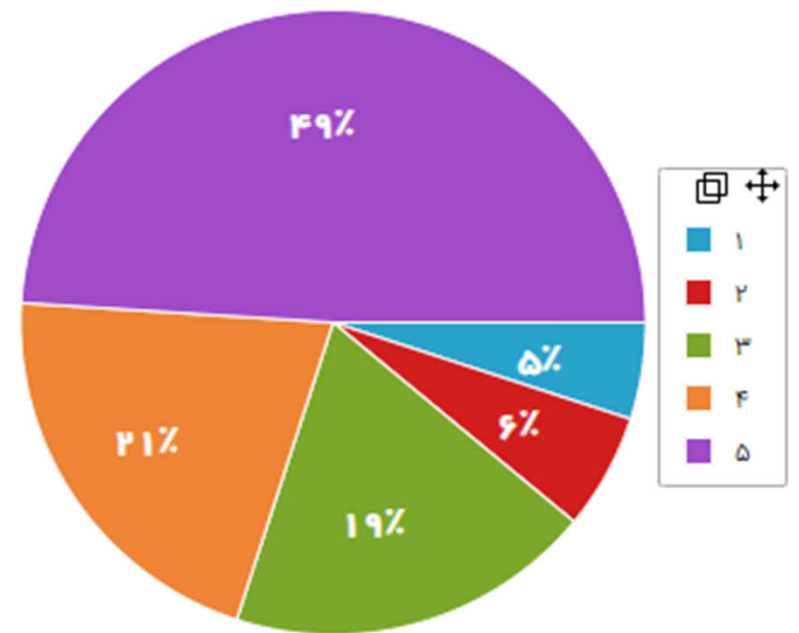
Which one do you choose the most when buying a smartphone? (Flagship / midrange)



How important are your installment purchase terms to you?



How important is a fingerprint sensor to you?



Thank you for your listening



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