

Keeping up with the trends in the Smart Phone Industry



We have conducted a market research survey in order to identify the habits and the general attitude that exists nowadays at the mobile phone users, and more precise we targeted at those who have smart phone devices.

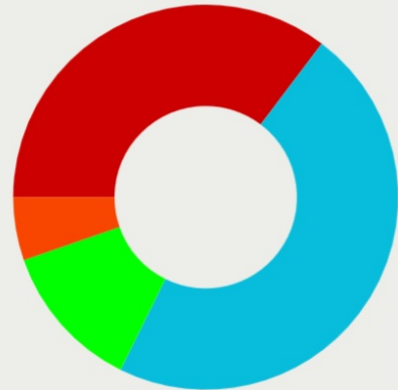
The study has been running constantly for approximately 4 months, where more than 3.000 individuals took part in this study.



Female (37%) Male (63%)

Gender Identification

Both males and females took part on this study. More precise the 62.83% of our sample was male leaving the rest 37.17% on the females.



Under 25 (35%) 25-34 (47%) 35-44 (12%) 45 + (5%)

Age Group

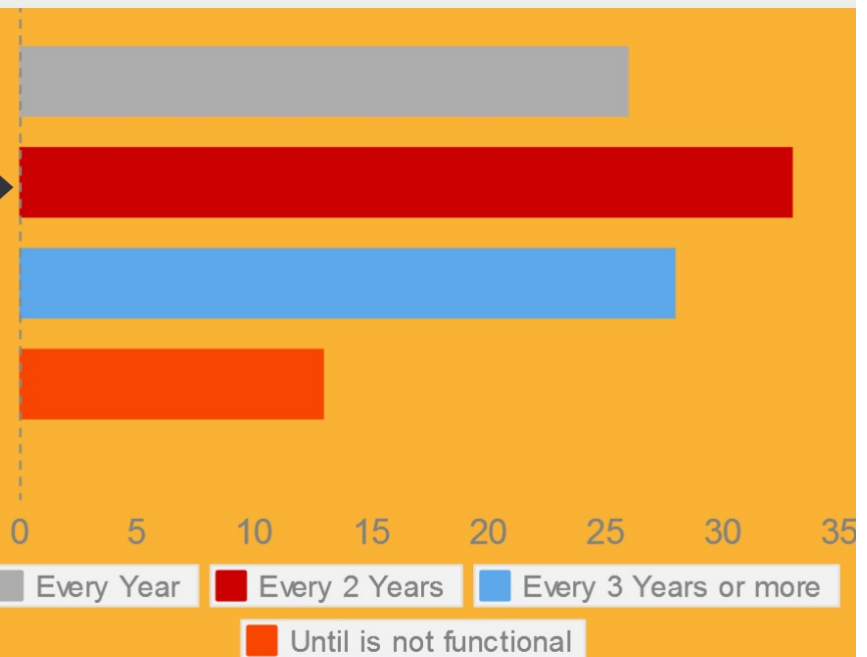
Regarding the age range of the sample, the dominant 47% was between the 25-34 age group. On the second place though with 35.38% we have the under 25 group.

Renewal Frequency

One of the major questions at the survey form was "How often do you buy a new smartphone?"

The purpose of this question was to identify the frequency people are purchasing a mobile device and how the trend of constant smart phone upgrade from the manufacturers (once a year) has affect them.

Surprisingly the dominant choice was "Every 2 Years" with 33%. Second most popular choice was the "Every 3 Years or more" with 28%.

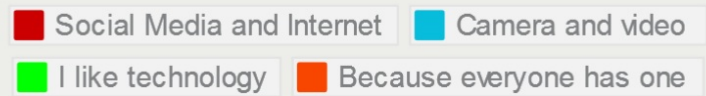


Every Year (26%) Every 2 Years (33%) Every 3 Years or more (28%) Until is not functional (13%)

Why you have a smart phone?

Have you ever wondered why people purchase a smart phone? There are many possible reasons like "Browse the Internet", "Check e-mail", "Use the camera" and more.

Truth to be told the results here are a bit surprising at least for our team. The main reason people purchase a smart phone is to browse the internet and spend some time on social media like Facebook, Twitter and more. The second most popular option, is that people like technology and want to be part of it!



Price Range! \$

Finally our last question was how much they are willing to spend on their next smart phone. We all are aware that technology is a bit expensive nowadays and we would like to know if people are prepared to follow the pricing policy of the manufacturers.

Our sample decide that they want to keep it low when it comes to spending money on a new smart phone decide. With 40.5% the most popular answer was that they are willing to spend between 100 - 199\$ on their new device. Then with 33,4% the second most popular answer was between 200 - 299\$.

