Buying Smartphone? Operating system is decisive...

Clean sweep by Android

Opinion SQUARE

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The Smartphone Saga - an online survey report
presented by foreseeegame.com in association with Microsec Research
25th June 2013
Executive Summary

THE SMARTPHONE SAGA
Buying Smartphone - Operating System is Decisive - Clean Sweep by Android

Foreseegame.com, in association with Microsec Research presents herewith an Online Survey on trends of Smartphone usage in India.

Increased internet penetration and introduction of new technologies such as 3G and 4G have created a new market for Smart phone in India. There is tremendous competition among the global manufacturers and a constant fluctuation in the market share. As the market is in high growth stage, we at foreseegame.com, tried to find out the factors influencing usage of smartphones, their prior usage, and untapped utility area.

Foreseegame.com is a unique portal of consumer engagement, which provides a platform for two way communication and engagement between brand and consumer using games of foresights. Microsec Research is the research wing of Microsec Capital having experienced analysts across the sectors.

We used the online feedback from the users of www.foreseegame.com. The users have been registered only on the basis of a unique mobile number and hence, it provides authenticity and genuineness of the participants. The participation is being monitored by Google.

About 17,000 participants have contributed from all parts of India; however the limitation of this sample is that it is from the group of people who are users of internet.

Analyst from Microsec Research is Mr. Nitin Daga and from foreseegame.com, Mr. Atish Roy.

The take away points:

1. There is a clean sweep in favour of technology. Users mostly prefer features in operation that provide new user experience. 52% buyers take a decision to buy phone based upon these technology features.

2. Majority of the buyers looks for operating system while buying a phone. Camera, music, colour etc. are no more competitive advantage.

3. Android holds the lion’s share amongst the most preferred operating systems. Blackberry and Windows, with almost equal fondness, are contesting for the distant second position.
THE SMARTPHONE SAGA

4. Touch screen rules the market while touch and type is the second preference. Sole keypad usage is fading away.

5. While buying a Smartphone consumers are defensive about taking credit. About 39% want to buy a smartphone with E.M.I without interest and about 36% want to buy a Smartphone with one time payment. Interest bearing credit seekers are few.

6. Communication on the go is the best utility of smartphones. They are mostly used for getting in touch through social networking sites and via messengers such as WhatsApp and BBM. Users also prefer smartphones for Google search, games, movie and music, e-commerce and mobile banking.

7. Respondents are still hesitant to use mobile banking due to data security issues and uneasiness of operating.

8. Most of the people prefer to keep their mobile phones either in their pockets or in their hands. 50 percent respondents carry mobile phones in pockets.

9. Mobile phones, despite multiple features, failed to replace the utility of a watch. People are habitual of wearing it and prefer to check time on watch.

10. People are looking for innovation related to battery like long lasting battery, wireless charger, solar power chargeable battery and link to home care management like integrated remote control for TV, A.C., home robot and car key. The respondent also like the advance innovation related to health monitoring features like BP check, pulse rate check and heart beat check.
FACTORS DETERMINING A SMARTPHONE PURCHASE

Q 1. Which of the following things does influence you the most while purchasing a Smartphone?

- Technology Features remain most preferred for a prospective smartphone buyer followed by Brand Value

Q 2. Which one of the following Smartphone features attracts you the most?

- It’s neither Processor Capacity nor Screen Size, but the Operating System, which attracts a user the most
Q 3. Which of the following Mobile Operating Systems do you prefer the most?

Android is most preferred operating system with a choice of more than half of users

Q 4. Which type of mobile do you prefer to use?

More than half of the users seek touch screen smart phones

In case of keypad mobiles users prefer Touch & Type
Q 5. Which mode of payment do you prefer the most while buying a Smartphone?

Users want to avoid interest bearing credit. Hence, 0% interest EMI and One time down payment are most preferred modes to pay.

<table>
<thead>
<tr>
<th>Mode of Payment</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>One time down payment</td>
<td>36%</td>
</tr>
<tr>
<td>EMI - using credit card</td>
<td>39%</td>
</tr>
<tr>
<td>0% interest EMI from suppliers</td>
<td>7%</td>
</tr>
<tr>
<td>Consumer loan from 3rd party under EMI scheme</td>
<td>18%</td>
</tr>
</tbody>
</table>

Q 6. Which of the following Smartphone applications do you use frequently?

Smartphones are mostly used for getting in touch through social networking sites on the go and communication via messengers such as WhatsApp and BBM.

<table>
<thead>
<tr>
<th>Application</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mail &amp; Message</td>
<td>26%</td>
</tr>
<tr>
<td>Social networking sites</td>
<td>25%</td>
</tr>
<tr>
<td>WhatsApp, BBM &amp; IM</td>
<td>13%</td>
</tr>
<tr>
<td>Google Search</td>
<td>11%</td>
</tr>
<tr>
<td>Games, Movie &amp; Music</td>
<td>9%</td>
</tr>
<tr>
<td>E-commerce &amp; Mobile Banking</td>
<td>13%</td>
</tr>
<tr>
<td>Clock, Calendar &amp; Activity management</td>
<td>3%</td>
</tr>
</tbody>
</table>
Q 7. What is the one thing that makes you hesitant to use mobile banking?

- Mobile Banking remains a distant option due to data security threats (71%)
- Uneasiness to operate also kept users hesitant (29%)

Q 8. Why do you prefer to wear a watch despite carrying a mobile phone?

- Mobile phone has not replaced the utility of a watch (32%)
- More than 80% of users still prefer a watch either to check time or wear it as a matter of habit or ornamental value (28%)
- I don’t wear (18%)
- I prefer to check time in a watch (18%)
- Matter of habit (22%)
- Ornamental value (32%)
**Q 9. How do you carry your Smartphone?**

It seems that people don’t go for large size smartphones due to inconvenience of carrying.

Most of the users prefer to keep smartphone in pockets.

![Pie chart showing the distribution of how people carry their smartphones]

- Hands: 26%
- Pockets: 50%
- Carry Case Attached with Belt: 9%
- Attached with Belt: 15%
- Bag: 5%

**THE UNTAPPED NEED**

**Q 10. Which one of the following features would you like to have in the new age Smartphone (Innovation under process)?**

Charging on the go, long battery life, and home care management, if embedded into smartphones, are likely to be most lauded.

- Innovation related to Battery like long lasting battery, wireless charger, Solar power chargeable battery: 46%
- Health monitoring features like BP check, Pulse rate check & Heart Beat rate check: 21%
- E-pill for diabetes check & other blood related diagnosis: 10%
- Link to home care management - integrated remote control for TV, AC, Home Robot & car key: 23%