

**Major Project Report – EMBA–407**

**On**

**SMARTPHONE INDUSTRY – THE NEW ERA OF  
COMPETITION AND STRATEGY**

**Submitted By**

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**EMBA Class of 2017-2019**

Under the Guidance of

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In Partial Fulfilment of the Requirements for the Degree of  
Executive Master of Business Administration (EMBA)



**At**

**Delhi School of Management  
Delhi Technological University (Former DCE)  
Shahabad Daultpur, Main Bawana Road, Delhi – 110042**

## **CERTIFICATE**

This is to certify that major project report titled “**Smartphone Industry – the New Era of Competition and Strategy**” is a bonafide work carried out by Mr. Saurabh Verma, of EMBA Batch 2017-19 and submitted to Delhi School of Management, Delhi Technological University, Bawana Road, Delhi – 110042, in Partial Fulfilment of the Requirements for the Degree of Master of Business Administration (Executive).

The report has been checked for the plagiarism and it is acceptable.

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## DECLARATION

I, Saurabh Verma, student of EMBA 2017-19 batch of Delhi School of Management, Delhi Technological University, New Delhi, hereby declare that (a) work presented for assessment in this major project report titled on **“Smartphone Industry – the New Era of Competition and Strategy”** is my original work, that it has not previously been presented for any other assessment and that my debts (for words, data, arguments and ideas) have been appropriately acknowledged; (b) work conforms to the guidelines laid by the University, and (c) Plagiarism for this report has been checked. The summary of report is attached along with for reference.

The information and data given in the report is authentic to the best of my knowledge.

Place: New Delhi

Date: 30<sup>th</sup> May, 2019

**Signature of Student**

Saurabh Verma

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## **ACKNOWLEDGEMENT**

I would like to express my sincere gratitude towards my Guide, Ms. Deep Shree (Assistant Professor, Delhi School of Management, DTU) for her support and valuable guidance throughout the duration of the project. I thank her for the constant encouragement and support at every stage.

I thank her for valuable guidance, without her help and support this project could not have been completed. I also thank her for her patience for providing me with a goal-oriented approach towards this project.

My sincere gratitude goes out to my colleagues whose participation in the project gave many valuable inputs for its completion.

Saurabh Verma  
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# Table of Contents

CERTIFICATE .....	2
DECLARATION .....	3
ACKNOWLEDGEMENT .....	4
1. Executive Summary .....	6
2. Introduction.....	7
3. Literature Review.....	8
4. Research Methodology .....	10
4.1. Scope of the Study .....	10
4.2. Sampling Plan .....	10
4.3. Sample Size.....	10
4.4. Data Collection .....	10
4.5. Data Analysis .....	11
5. Analysis Models .....	12
5.1. SWOT Analysis .....	12
5.1.1. Strengths – There’s something for everyone .....	<b>Error! Bookmark not defined.</b>
5.1.2. Weaknesses – Attention and lack of security.....	13
5.1.3. Opportunities – Not all of them are good.....	13
5.1.4. Threats – Scams, scams, and more scams! .....	13
5.2. PESTEL Analysis of Smartphones .....	14
5.3. Porter’s Five Forces Model of Smartphones.....	15
5.3.1. Competition in the Industry .....	<b>Error! Bookmark not defined.</b>
5.3.2. Potential of New Entrants into an Industry .....	16
5.3.3. Bargaining Power of Suppliers .....	16
5.3.4. Bargaining Power of Customers .....	16
5.3.5. Threat of Substitutes .....	16
6. Data Analysis and Interpretation.....	17
6.1. Age.....	17
6.3. Status.....	18
6.4. Part of Delhi from which the respondent belongs.....	18
6.5. How Important is your smartphone to you?.....	19
6.6. Which Brand/Company’s smartphone do you use?.....	20
6.7. Do you prefer user experience or the best specifications for the price?.....	21
7. Conclusions.....	29
8. Recommendations.....	30
9. Bibliography .....	31

# 1. Executive Summary

The intent behind writing a research paper on the said topic came from the observation on how the Indian smartphone industry has witnessed a dramatic shift over the last 5-6 years. Coming over from a time where brands like Samsung and Apple were the absolute norm to moving into a new era where smartphone manufacturers such as Xiaomi, Asus, vivo etc. are fighting it out to squeeze the maximum out of the rapidly growing mid-range segment of the Indian smartphone consumers market.

This project is aimed towards finding the ongoing trends in the Indian smartphone market and identifying the various core competencies that the existing market players or potential new entrants to the industry can look to leverage on. The project also puts forward various statistics using analytical tools to find correlation between various segments in the smartphone market and how India can be looking towards an even more explosive, growth-ridden and an ultra-competitive market in the coming years.

The mobile phone market is constantly in a state flux and has become highly competitive with major international players facing strong competition from the local players, thus creating difficulties for manufacturers to retain their market shares. The level of penetration of smartphones in India is less than 8% which is low compared to other countries where penetration has exceeded 15% indicating significant potential for growth in this segment.

The launch of Android based smartphones at affordable prices, especially for Indian vendors such as Micromax, is bringing the smartphone segments within reach of the lower middle- and middle-income segment of the Indian population. Since there is rapid launch of multiple vendor smartphones in today's time, it has become very difficult to understand what customer exactly is focusing upon. This project emphasizes more upon the current prospective customers needs and wants and how the ideal product life cycle of mobile devices impact on their day to day life.

## 2. Introduction

Smartphones are a class of mobile phones, and of multi-purpose mobile computing devices. They are distinguished from feature phones by their stronger hardware capabilities and the ability to handle heavily-layered mobile operating systems. These in turn, help in tackling functions such as multimedia functionality, web browsing and mobile gaming, over the generic functions of any mobile phone i.e. voice calling and text messaging.

The first smartphones came in the 1990's, with the IBM 'Angler' being developed by Frank Canova, and later being displayed at the COMDEX Computer Show in Las Vegas, USA. It included an Address Book, Calendar, Appointment Scheduler, World Clock and Notepad, along with a smattering of other features.

It was then in the 2000's, when companies like Nokia started gaining traction amongst users for their devices, and so did Blackberry, which hit the nail with its design aesthetics and easy functionality. Phones during this period also had 'Sliding Keyboards' with restrictive touch-screen access on the mobile device. Gradually, when the iPhone came in and disrupted the market with endless possibilities of a touch-screen device, that is when the other companies in the business took notice and new entrants also started popping up, opening manufacturing facilities across the globe.

By late 2010's, phones with screens of up to 5.5 inches, also known as 'Phablets' (Phone + Tablet) started gaining popularity among the masses, especially the Galaxy Note series of smartphones from the industry giant Samsung. The continuous increase in the number of smartphones sold in India has account for 7.1% of the total handset sales in Q2 FY2018 from about 5.2% in Q4 2017.

Nowadays, we're seeing more and more technology in mobile devices with each passing day with features such as foldable smartphones on the cusp of being available to consumers throughout various price segments across the smartphone landscape.

### 3. Literature Review

The Indian smartphone industry is currently witnessing one of its brightest periods, with reports from 2018 suggesting that there has been a 10% increase in mobile phone shipments on a YoY (Year-On-Year) basis as compared to 2017, which gives a hint of where the smartphone industry is headed in India. Various other reports also suggest that India is expected to become the largest smartphone market in the world within the next few years, with the potential to grow at a rate faster than that of China and the United States of America.

This is easy to gauge, however, due to rapid increase in levels of younger population in India as compared to the past years, and this population also happens to be the segment with the highest component of smartphone users in our country. This represents a proper business case for a lot of smartphone manufacturers competing for a slice of the pie.

Xiaomi, a very prominent company in the mid-range smartphone segment in the Indian market had its own humble beginnings back in 2014. It had set itself a modest goal of being able to ship 10,000 smartphones in that year. In the first quarter of 2018, it shipped 8 million devices and by the end of 2018 dethroned Samsung to the title of 'Leading Smartphone Brand in India' by volume of shipments and market share. Xiaomi used the 'Make-in-India' initiative to eventually become its core competency, as the firm had established a couple of manufacturing plants in India, allowing it to save on import costs from China, which in turn lead to a mobile phone that was priced significantly less than its competitors in the segment while maintaining a proper level of functionality and hardware specifications.

Xiaomi refers to 'Honest Pricing' as its USP, breaking the myth that one needs to pay more to get a quality smartphone. Having started with an online-flash-sale-only model to sell its smartphones (due to limited production capabilities to demand the ever-outgrowing demand), Xiaomi now has six manufacturing units in India, and has now slowly started building an offline presence in the Indian smartphone market, with its Mi Home and Mi Experience centers across the country.



Companies like OnePlus, on the other hand came with a clear vision of being able to provide the latest and best specifications on their mobile device, relative to the highest end of what was available in the smartphone market at the lowest possible prices while curating their own software experience. They have massively undercut giants like Samsung, Apple and Sony in the premium smartphone space by offering devices with flagship-level performance with a user-friendly mobile experience at prices of about half as those of the said premium brands.

According to various reports, OnePlus dethroned other premium brands in its segment to become the 'Leading Premium Smartphone Brand in India' in Q2, 2018, with a market share close to 40%, a fair bit ahead of Samsung at 34% and way ahead of Apple which reels with a market share of just 14%. OnePlus has always stayed ahead of the curve. It has had its own fan community in the markets it operates in and having such an initiative in India has worked wonders for the company as it incorporated constant feedback from the Indian tech community and has been able to make the necessary tweaks on its device from time to time. Moreover, the fact that it can undercut the premium smartphones in its competition (from the point of view of price) so heavily, is representative of the efficiency of its supply chain.

Up and coming companies like Realme, Oppo and Vivo are looking at establishing a foothold in the mid-range smartphone market in India. The bigger problem for them right now is Xiaomi, which can regulate the market to an extent due to its high market share and the fact that Xiaomi now has a customer base that isn't futile but is rather loyal to the company.

These new entrants only have one point to pick on, where they can try and damage Xiaomi's presence: Price. India is an extremely price-sensitive economy, due to a considerable section of our society belonging to the core middle class. This is even more evident in the case of smartphones, where people budge on their decisions even if it means getting to purchase a significantly lower cost product for Rs 1000 less (for example). While this situation is slowly improving with time, but this still presents a strong business opportunity for companies to try and establish a foothold in the market taking away Xiaomi's customers in the process.

## 4. Research Methodology

### 4.1. Scope of the Study

The study aims at finding the competition in the Indian smartphone industry, and how it affects Millennials. Keeping this in mind, a target age group of 16-30 was decided for, as this age range represents the most active user base of smartphones in India and complies with the very topic itself.

### 4.2. Sampling Plan

Sampling refers to the selection of a part of population, which then acts as the population for a concerned study to gather the general characteristics on behalf of the whole population. There are various advantages of sampling, such as data collection at a cheaper/negligible cost, improvement in accuracy of the results due to homogeneity.

Furthermore, non-probability sampling has been used to gather the responses for the study, using convenience sampling.

### 4.3. Sample Size

The questionnaire has been uploaded online using Google Forms, and the total number of responses collected were 79, which may in hindsight not look like the most impressive number as far as responses are concerned, but since the tastes of people in smartphones is concerned, it tends to justify the inference of the result.

### 4.4. Data Collection

The report has been made based on the 'Primary Data' collected through the Google Form, which contained the questionnaire. Research methodology helps in identification of a core problem, collection of data, analyzing of data and then coming up with an alternative solution to the prospective problem.

## 4.5. Data Analysis

Since a lot of pie charts, percentages, bar diagrams etc. were available right on the Google Form response page, the same have been used, in addition with certain comparisons made in IBM-SPSS in context to the data collected.

## 5. Analysis Models

Several models have been used for analyzing the current smart phone industry. These are as follows:

### 5.1. SWOT Analysis

#### Internal and External Analysis of Smartphones:

	STRENGTHS	WEAKNESSES
INTERNAL FACTORS	<ul style="list-style-type: none"> <li>• Concept in strong</li> <li>• Attractive to tourists</li> <li>• Product will keep belongings dry</li> <li>• Provide good security</li> <li>• Will appeal to a range of audiences</li> <li>• USP: One purchase – it's that good.</li> <li>• Can target the world market</li> </ul>	<ul style="list-style-type: none"> <li>• Shelf life isn't very long, as the product would last a long time.</li> <li>• Seasonal retail – no really reason why people would buy in the winter.</li> <li>• Other products may have more desirable features</li> <li>• Price of product may be too expensive for households</li> </ul>
	OPPORTUNITIES	THREATS
EXTERNAL FACTORS	<ul style="list-style-type: none"> <li>• Can rebrand product each season</li> <li>• Technology will have improved and developed, producing more innovative product designs</li> <li>• Major sports people could sponsor the product</li> <li>• Could target the world market</li> <li>• Selling the product in Retail stores, would enhance product reputation</li> </ul>	<ul style="list-style-type: none"> <li>• Competition from competitors with better product design.</li> <li>• Other products have more desirable features</li> <li>• The consumer market may not have faith in the product</li> </ul>
	POSITIVE FACTORS	NEGATIVE FACTORS

Smartphones have become the most integral part of our lives and a source of dependable means through which we communicate.

The evolution of this industry has shown some tremendous increase in the growth graph due to which the market shows fluctuation and competitiveness every now and then.

Due to the rapid change in the products of this industry, it becomes necessary to understand the factors which influence the internal and external surroundings of this peripherals.

### 5.1.1. Strengths: -

The industry is been divided into 2 types i.e. android for Samsung, vivo etc. phones and iOS for apple.

The massive development of smartphones has provided various job opportunities and skilled labors. Please pass their time over the phone and simultaneously make money over the internet.

Business meetings all across the globe is set with smartphones and also with the advancement in ecommerce and e business, it plays a vital role in revenue generation.

### 5.1.2. Weaknesses: -

Users have started using the smartphones more than what actually is required which directly or indirectly affects their lifestyle.

Entertainment industry ties up with smartphone and destroy the youth of the country in ways in which they get trapped and addicted.

### 5.1.3. Opportunities: -

Smartphones bring in a lot of skills and developments to the different manufacturers in terms of new features and usability.

Samsung is the biggest producer for smartphones display and have even cross limits by introducing curved displays and also flip flop cameras.

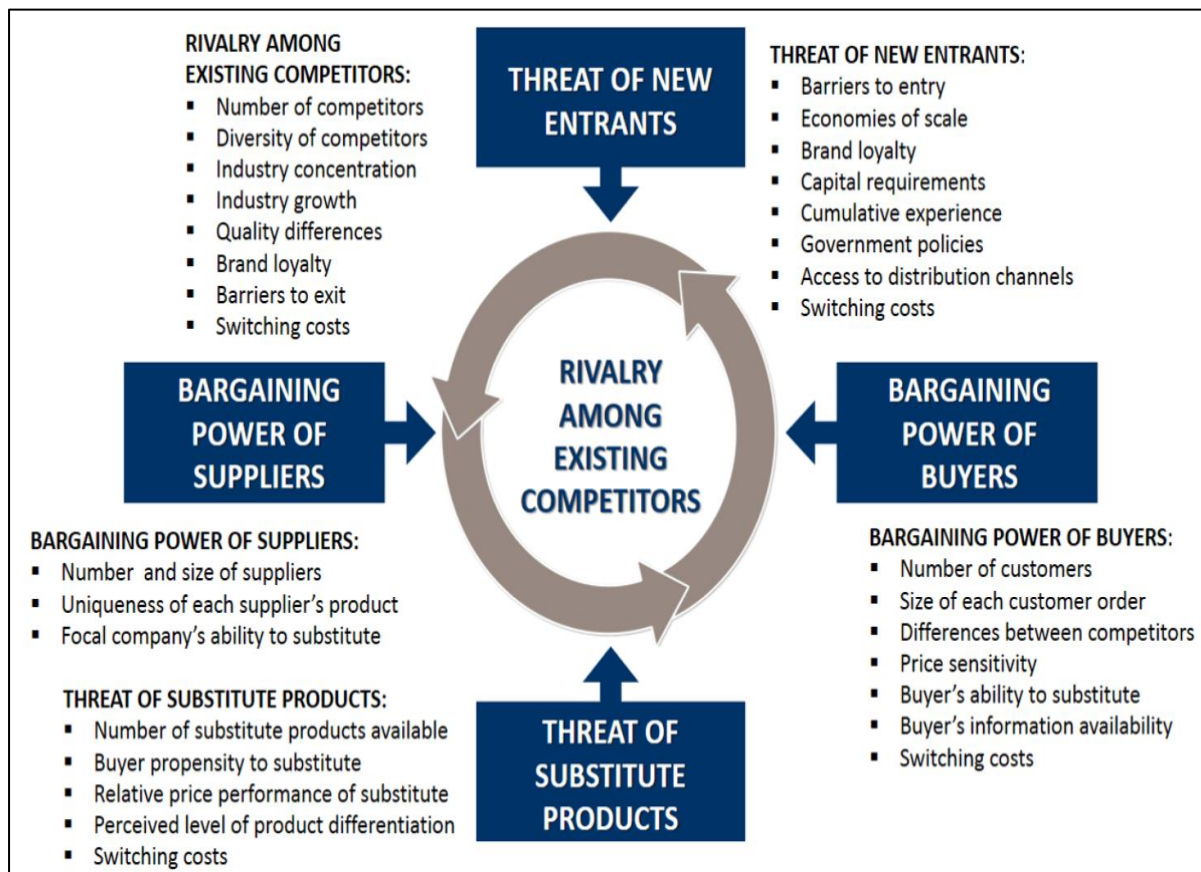
### 5.1.4. Threats: -

With the massive extent of usages come the disadvantages of using smartphones. Since the entire process is done over the internet and there are a lot of ways by which fraud can happen over the internet, therefore the transactions done by smartphones are not safe enough to deal with the threat and fraud cases.

## 5.2. PESTEL Analysis of Smartphones

<b>P</b>		Political factors include elements such as tax policies, changes in trade restrictions and tariffs, and the stability of governments.
<b>E</b>		Economic factors include elements such as interest rates, inflation rates, gross domestic product, unemployment rates, levels of disposable income, and the general growth or decline of the economy.
<b>S</b>		Social factors include trends in demographics such as population size, age, and ethnic mix, as well as cultural trends such as attitudes toward obesity and consumer activism.
<b>T</b>		Technological factors include, for example, changes in the rate of new product development, increases in automation, and advancements in service industry delivery.
<b>E</b>		Environmental factors include, for example, natural disasters and weather patterns.
<b>L</b>		Legal factors include laws involving issues such as employment, health and safety, discrimination, and antitrust.

### 5.3. Porter's 5 Forces Model of Smartphones



This model is mostly used all across the globe and helps in identifying the new challenges which any organization or products bring in the place.

Let us understand the significance of all 5 forces one by one.

- Competition in the Industry
- Potential of New Entrants into an Industry
- Bargaining Power of Suppliers
- Bargaining Power of Customers
- Threat of Substitutes



### 5.3.1. Competition: -

It studies about the number of competing companies producing goods and services that are a competition to our own industry.

### 5.3.2. New Entrants

New entrants with lesser price of their products are the biggest challenge for the smartphone industry. Various startups have emerged over the past years with newer and latest technologies.

### 5.3.3. Bargaining Power of Suppliers

The suppliers of the smartphones can really play around with pricing if the product is unique and very useful in the market. Blue ocean strategy are for risk takers and definitely done right gives higher revenue to the existing firm.

### 5.3.4. Bargaining Power of Customers

Customers of smartphones are very aggressive now a days. They want to have the best product in cheapest pricing. They are the once who will be the point of contact to the dealers and tell their feedbacks in all possible ways.

### 5.3.5. Threat for substitutes

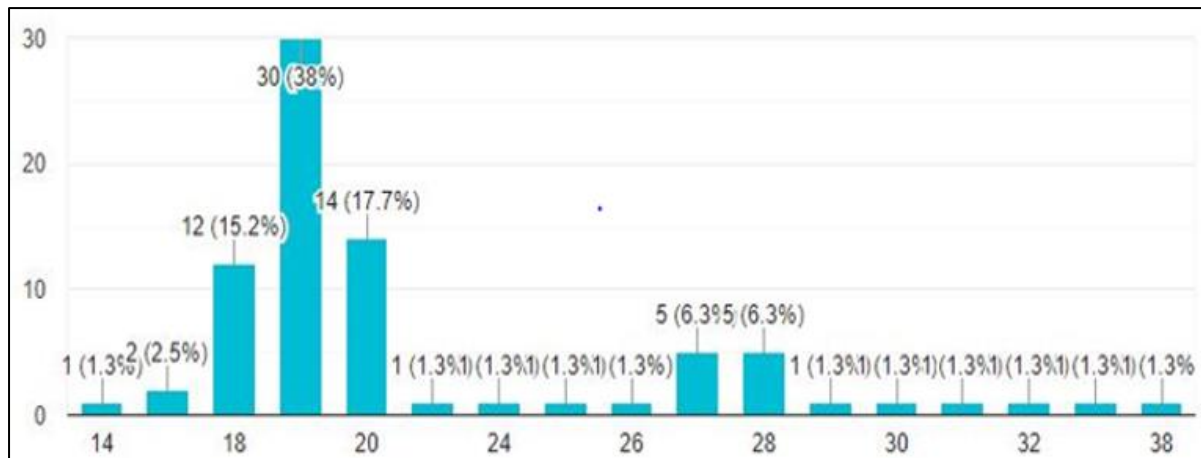
By product which are produced in the market can be used as biggest means of substituting the main product and service.

Since the smartphone industry is so big and have massive options for all sorts of various products from everywhere. The threat of having a substitute of the same product is a measure to which the analysis is done.



## 6. Data Analysis and Interpretation

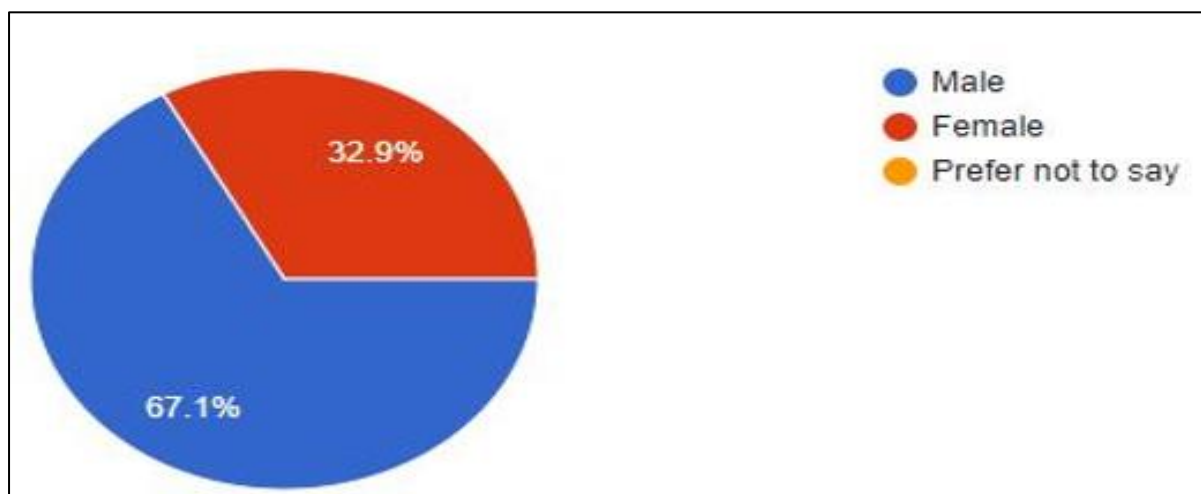
### 6.1. Age



As can be observed from this bar chart, 30 out of 79 respondents (38%) are of the age 19, and the bracket of age 14-30 makes up 75 out of 79 responses (Approximately 95% of the total responses), which shows that the survey has been majorly filled up by the target audience, in a way achieving one of the important objectives of being able to reach the right audience.

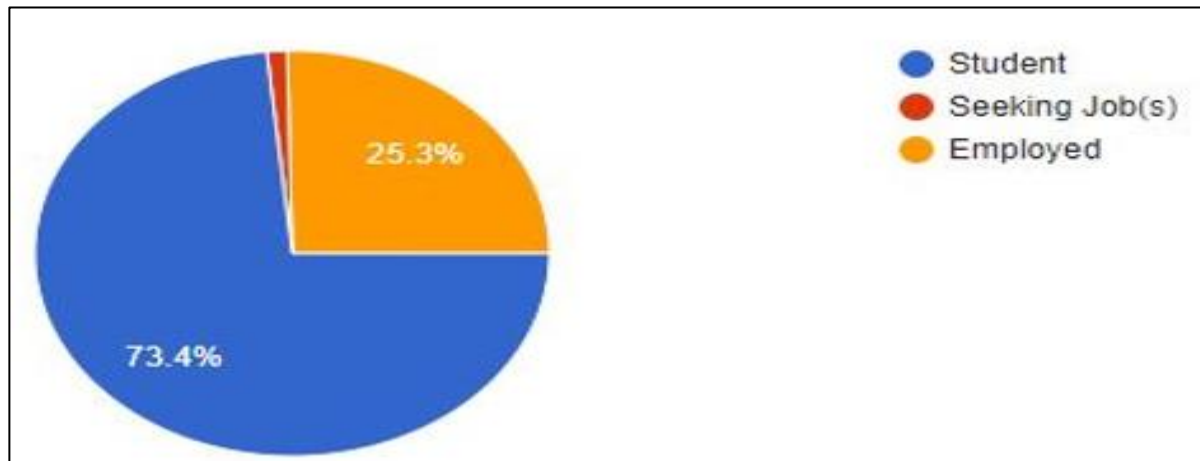
This also shows the intent of most of the millennials to fill such surveys, in the possible hope of this study being able to make it to a player in the smartphone industry, and how the consumer behavior habits can eventually align with the same.

### 6.2. Gender



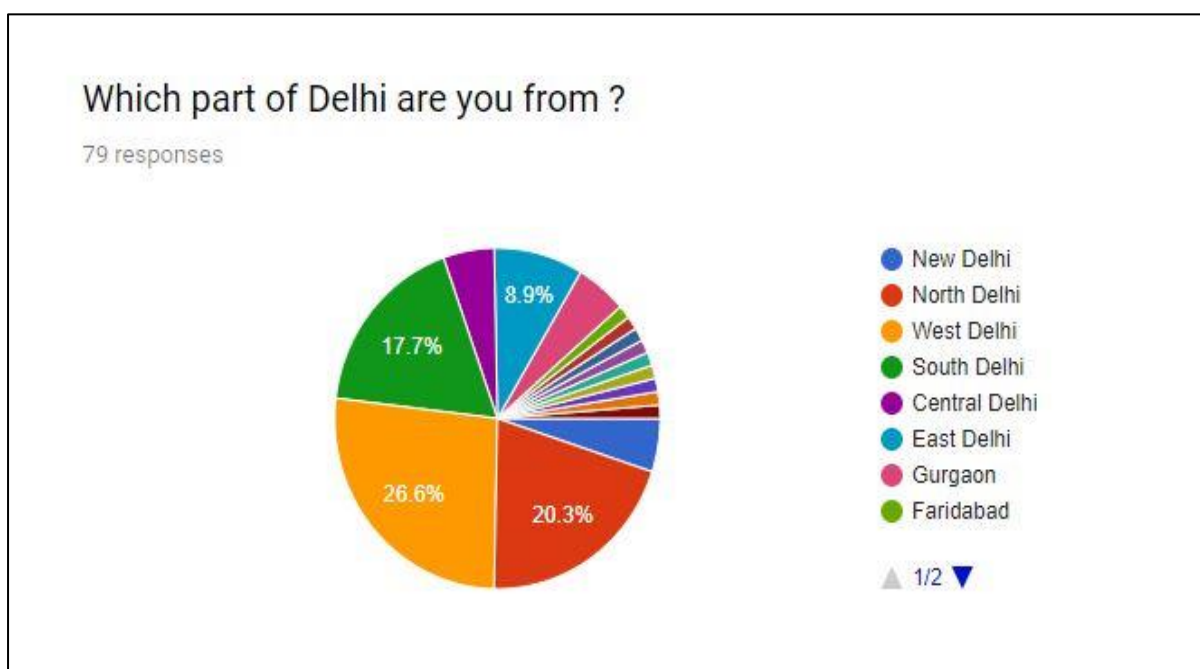
According to the pie graph shown above, a little over 2/3rd of the respondents i.e. 67.1% (53 being the exact number) represent Males, whereas 32.9% or 26 respondents represent the Females, who have filled up this questionnaire.

### 6.3. Status



The above pie chart shows the status of the respondents. 73.4% of the respondents i.e. 58 people are students (school/college), 25.3% i.e. 20 people are married, where 1.3% i.e. 1 respondent is currently seeking job(s).

### 6.4. Part of Delhi from which the respondent belongs

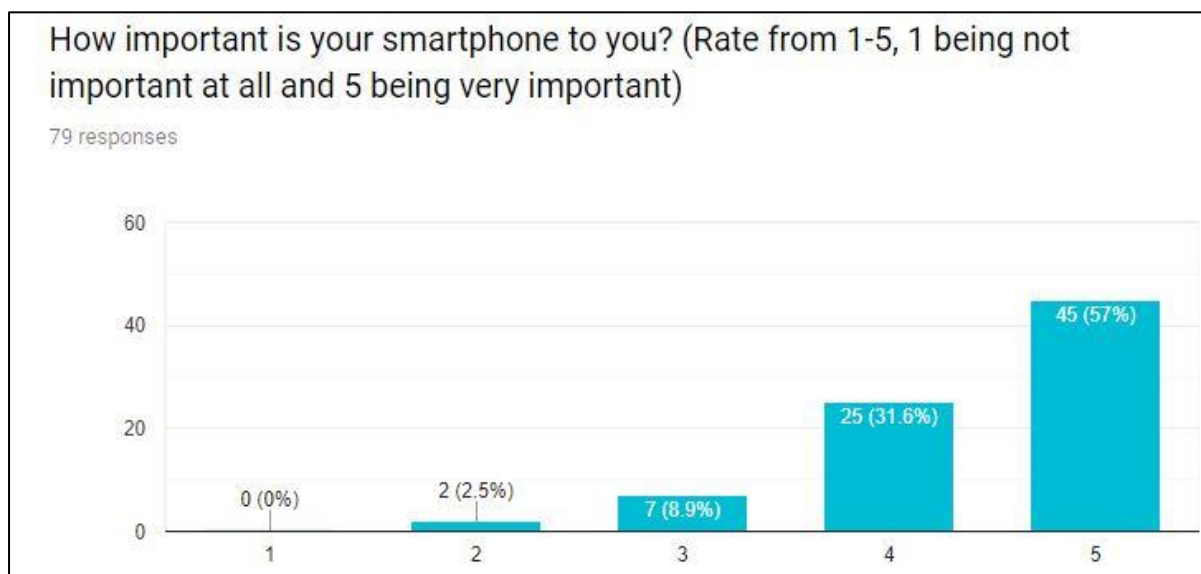


An interesting thing to observe in the responses, was the diversity of places from which these were received. The following have been listed below:

- 4 from New Delhi
- 16 from North Delhi
- 21 from West Delhi
- 14 from South Delhi
- 4 from Central Delhi
- 7 from East Delhi
- 5 from Gurgaon
- 1 from Faridabad
- 1 from Outside Delhi
- 1 from Hyderabad
- 1 from Vrindavan
- 1 from Sonipat
- 1 from North-East Delhi
- 1 from Noida

While the aim had been to drive the responses only from within Delhi, there were responses from outside Delhi as well. The diversity in responses shows the willingness of people living in these areas to fill up these surveys, and how important such surveys are to them.

## 6.5. How Important is your smartphone to you?

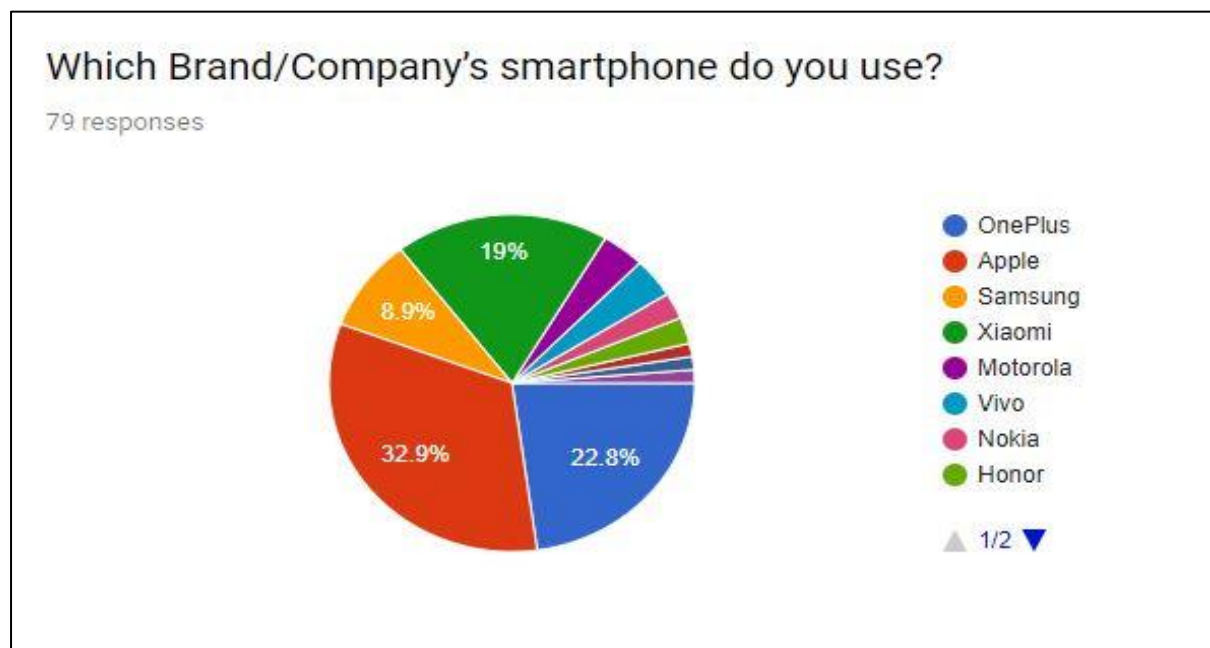


The following bar diagram shows the distribution, on a scale of 1-5, of how much people value their smartphone. As expected, the highest rating of 5 i.e. Phone being very important, was

chosen by 45 out of 79 i.e. 57% of the respondents, followed by 4 rating being picked by 25 respondents, 3 rating being picked by 7 respondents and 2 rating being picked by 2 respondents.

There was no single respondent who valued the importance of a smartphone for them at 1 rating point i.e. not important at all. This shows the rising influence of smartphones in our life, and how valuable they have become.

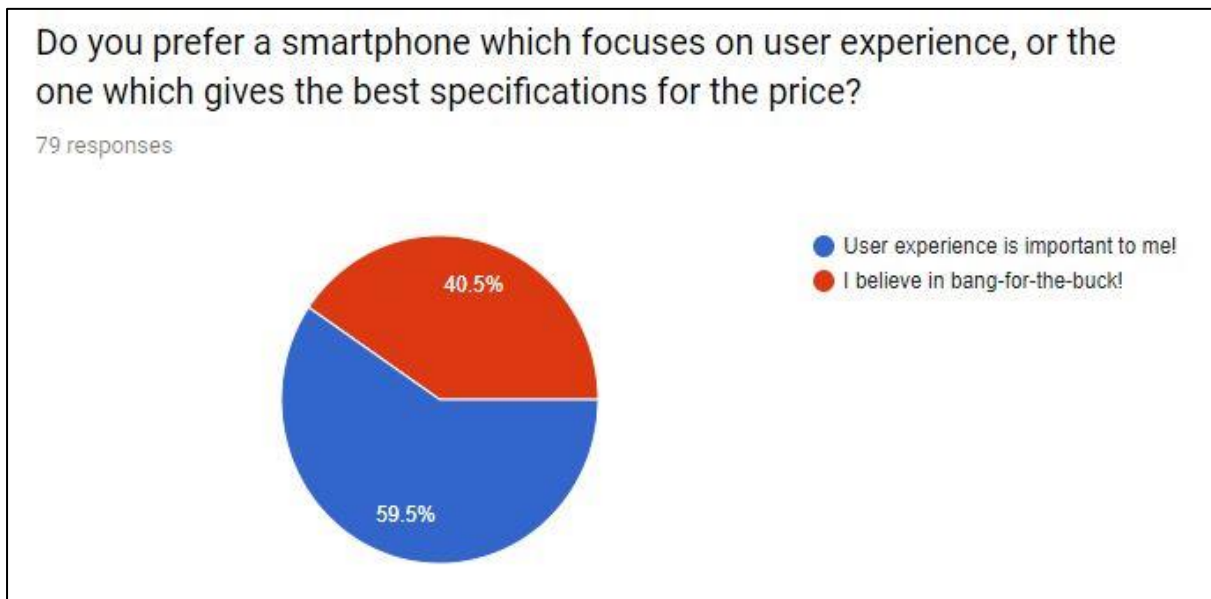
## 6.6. Which Brand/Company's smartphone do you use?



Here, we observe the following from the distribution in the pie chart:

- 18 respondents use OnePlus
- 26 respondents use Apple
- 7 respondents use Samsung
- 15 respondents use Xiaomi
- 3 respondents use Motorola
- 3 respondents use Vivo
- 2 respondents use Nokia
- 2 respondents use Honor
- 1 respondent uses Asus
- 1 respondent uses Yureka
- 1 respondent uses Lenovo

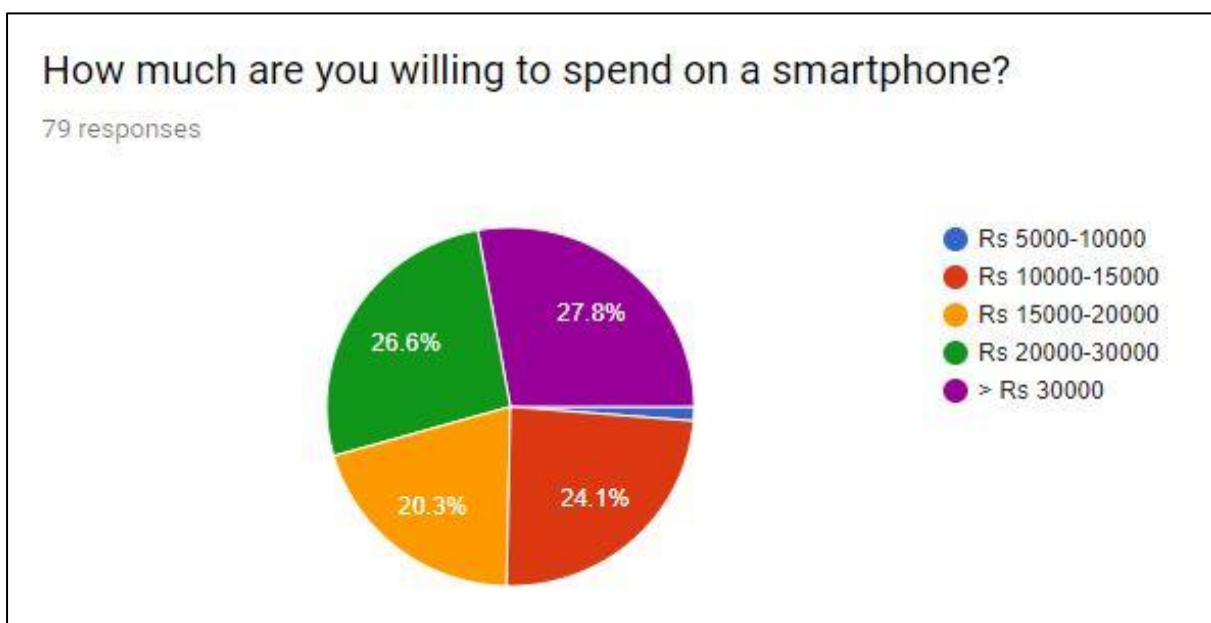
## 6.7. Do you prefer user experience or the best specifications for the price?



The pie-chart here shows a relatively closely matched affair, between people choosing a mobile for the user experience, or buying phones providing the best value for money.

The people having OnePlus and Apple phones are majorly the ones who chose the option of importance of 'User Experience', which is easy to understand as well, since both these companies offer phones with highly optimized user experience, which goes a long way towards establishing a level of brand loyalty as well.

## 6.8. How much are you willing to spend on a smartphone?

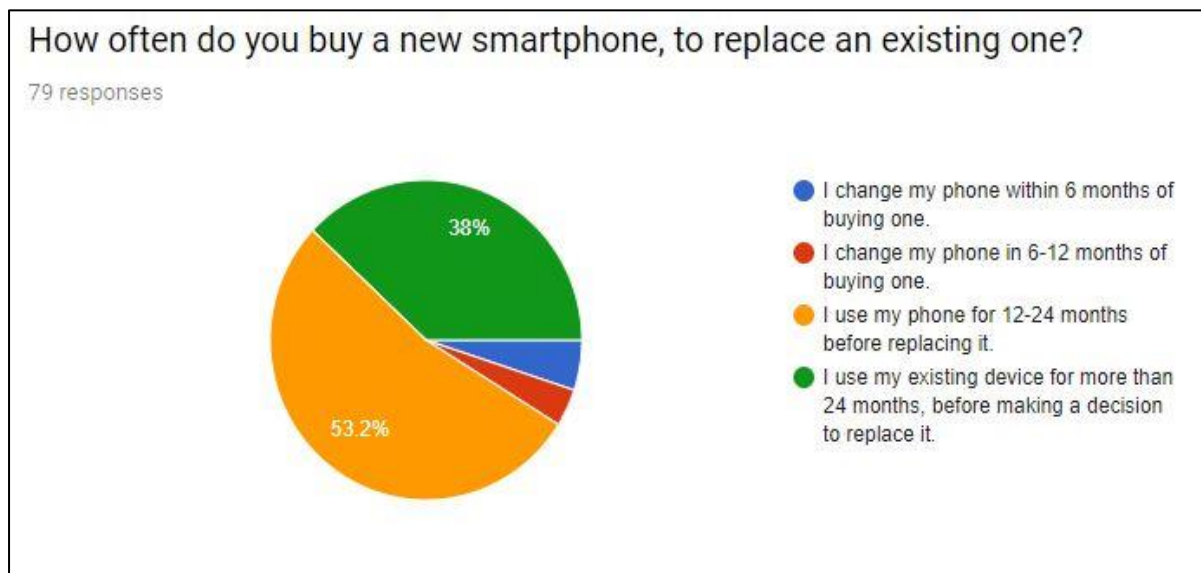


The following pie chart shows an extremely close match between various segments of apt pricing for a smartphone. Following are the metrics:

- Rs 5000-10000: 1 Respondent
- Rs 10000-15000: 19 Respondents
- Rs 15000-20000: 16 Respondents
- Rs 20000-30000: 21 Respondents
- Rs 30000 and above: 22 Respondents

It is clearly observable from the metrics that Rs 5000-10000 segment is not considered an ideal segment for the 'Apt Smartphone' anymore, as the rising income levels of people have necessitated for them to buy mobile phones that are in higher price tiers. The relative closeness in the number of respondents across other price tiers shows that the respondents come from different financial backgrounds, as some may feel that their phone would be 'apt', whereas for someone, that same phone could be a mid-range device.

## 6.9. How often do you buy a smartphone, to replace an existing one?

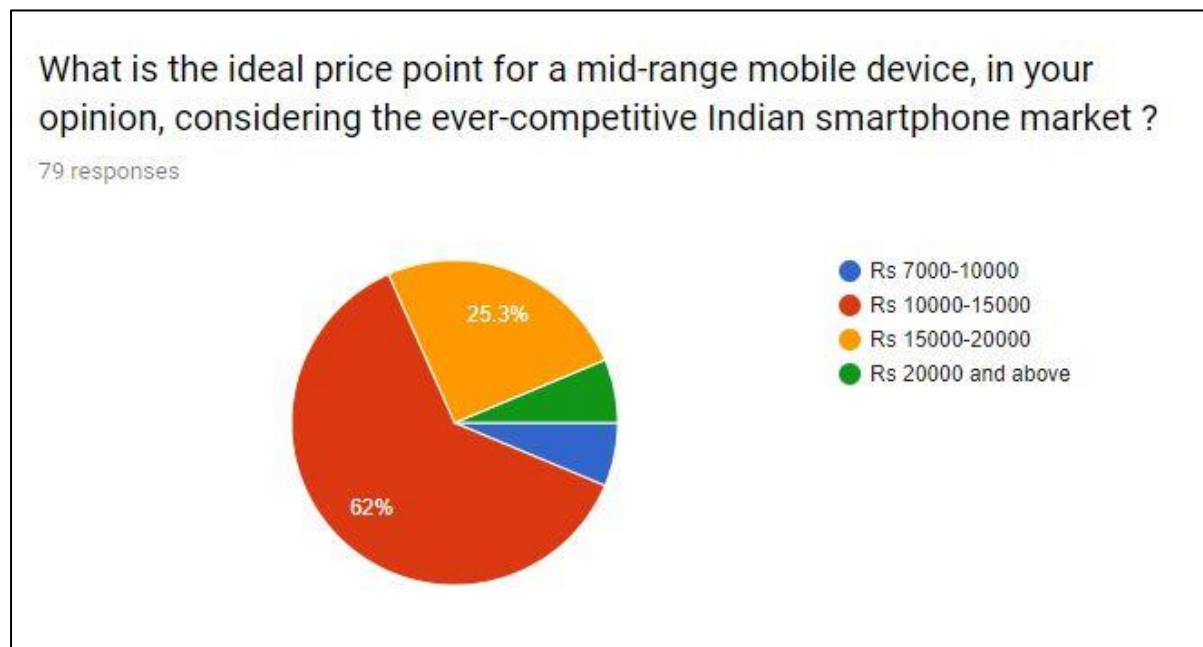


The pie-chart shows the following distribution:

- Changing phone within 6 months – 4 respondents
- Changing phone in 6-12 months – 3 Respondents
- Changing phone in 12-24 months – 42 respondents
- Changing phone after 24 months – 30 respondents

This distribution shows that people expect the product life cycle of their phone to majorly be between 1 and 2 years, after which they take a decision on replacing their existing mobile phone with a new one. Companies can consider this, and then launch various categories of smartphones, with specifications that can give the best performance to potential customers for a period of around 2 years, after which the company can decide on launching an upgrade.

6.10. What is the ideal price point for a mid-range mobile device, in your opinion, considering the ever-competitive Indian smartphone market?



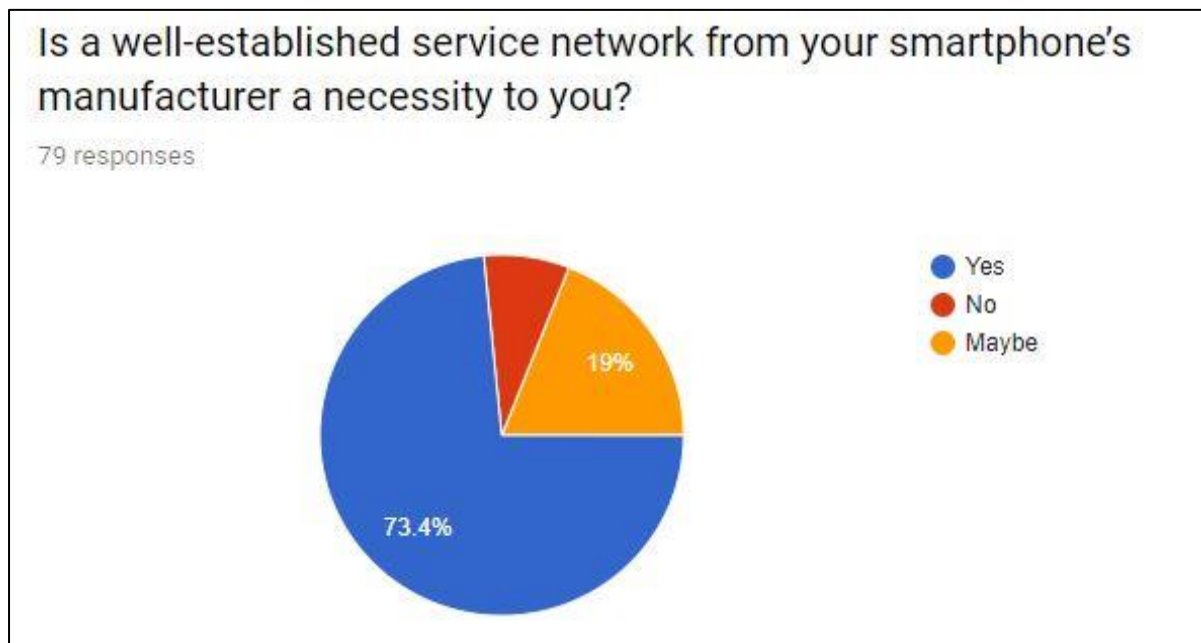
The distribution found in the pie chart is as follows:

- Rs 7000-10000: 5 Respondents
- Rs 10000-15000: 49 Respondents
- Rs 15000-20000: 20 respondents
- Rs 20000 and above: 5 respondents



This distribution reflects the view of a healthy majority of the respondents (About 62%) that a mid-range smartphone in the Indian smartphone market should be priced in the Rs 15000-20000 bracket. Companies such as Xiaomi, Vivo and RealMe have been launching a plethora of devices in this price segment, to squeeze every bit of the market share on offering, which goes hand in hand with the result obtained in this question from the respondents.

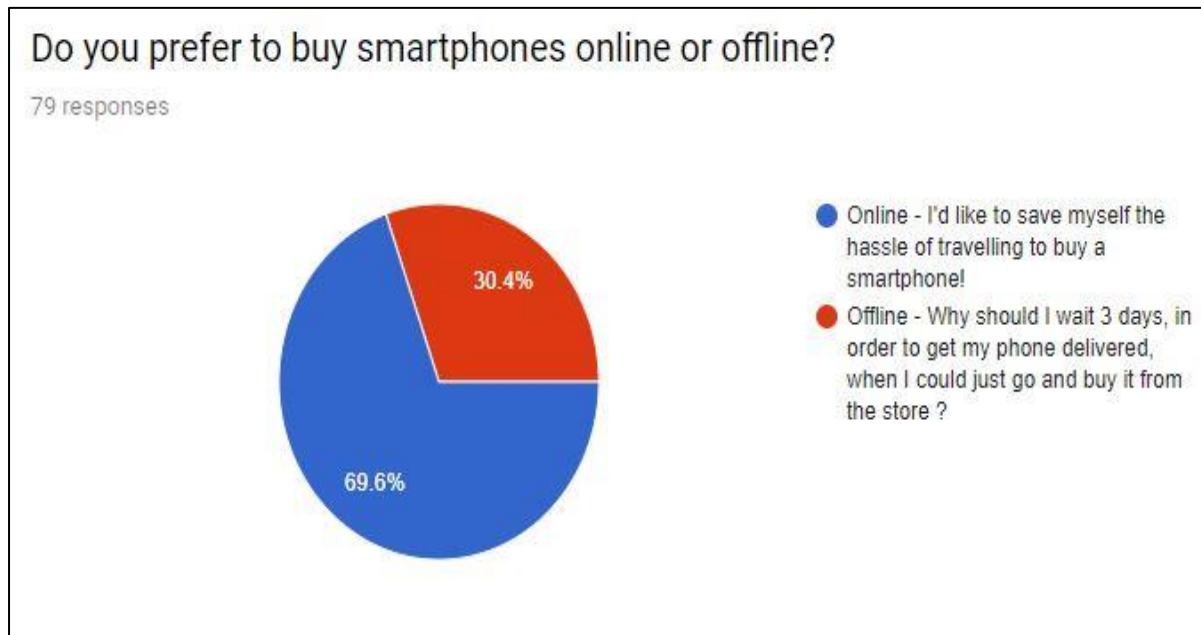
### 6.11. Is a well-established service network from your smartphone's manufacturer a necessity to you?



The pie chart here shows that almost every 3 out of 4 respondents of the survey (73.4%) desire a well-established service center network from their smartphone manufacturer. This is consequential with recent growing fears of smartphones suffering from problems in daily course of routine, and a well-established service network of any smartphone manufacturer allows for breathing room, and a sense of surety.



## 6.12. Do you prefer to buy smartphone Online or Offline?



In what was an expected result, 69.6% or 55 out of the 79 respondents prefer buying smartphones online, whereas the remaining 24 respondents prefer buying smartphones offline. People like to shop from the comfort of their home, and the case of smartphones is generally no exception. Also, the fact that smartphones being sold online actually end up costing cheaper in most of the cases, as compared to the same phone being sold offline, makes online purchasing a favorable proposition. Over time, people have established a secure belief with online shopping and doing transactions, which also has contributed significantly towards the growth of E-Commerce in India. Companies like Xiaomi, who sell phones at ultra-competitive prices, in the mid-range segment, have fully leveraged on people's comfort of buying phones online, to sell their phones on online platforms such as Amazon and Flipkart.

6.13. Are you a loyalist, when it comes to smartphone brands, or are you willing to switch to another company, which may provide a better offering at the same price point?



64.6%, or 51 of the 79 respondents would be willing to switch to the smartphone of a new brand which would provide better value for money, whereas 28 respondents have a loyalist behavior. This shows that people are more inclined towards having the best available in the market, in their hands. While a sizable portion is still going to remain loyal to their own smartphone manufacturer (which is seen more in the case of OnePlus and Apple, in comparison to other companies), the mid-range segment with companies such as Xiaomi, Honor, Oppo, Vivo etc. do not necessarily have loyal customers, which becomes a pain point for these companies, as they essentially have to try and drive their competitors out by undercutting them on the end price to be paid by the consumer.

<b>Descriptive Statistics</b>					
	<b>N</b>	<b>Minimum</b>	<b>Maximum</b>	<b>Mean</b>	<b>Std. Deviation</b>
<b>Age</b>	<b>79</b>	<b>14</b>	<b>38</b>	<b>21.24</b>	<b>4.518</b>
<b>How important is your smart phone to you rate from 151 being</b>	<b>79</b>	<b>2</b>	<b>5</b>	<b>4.43</b>	<b>.763</b>
<b>Valid N (listwise)</b>	<b>79</b>				

This output table in SPSS shows the mean age of the 79 respondents, which comes out to be 21.24 years. As far as the importance of smartphone to the respondents is concerned, a mean of 4.43 is obtained, which clearly signifies that phones have really become an important of people’s lives these days, especially to the target audience of this survey questionnaire.

<b>Chi-Square Tests</b>			
	<b>Value</b>	<b>df</b>	<b>Asymptotic Significance (2-sided)</b>
<b>Pearson Chi-Square</b>	<b>.118<sup>a</sup></b>	<b>2</b>	<b>.943</b>
<b>Likelihood Ratio</b>	<b>.117</b>	<b>2</b>	<b>.943</b>
<b>N of Valid Cases</b>	<b>79</b>		

a. 3 cells (50.0%) have expected count less than 5. The minimum expected count is 1.82.

In the chi square test of variables “Preference to buy smartphones offline or online” and “Importance of a well-established service network”, we observe that the significance value of .943 is higher than 0.05 (Due to 95% confidence interval), because of which the null hypotheses is accepted. Hence, there is not a significant statistical association between the variables involved.

<b>How important is your smart phone to you Rate from 151 being * Which Brand Company’s smart phone do you use Crosstabulation</b>													
<b>Count</b>													
		<b>Which Brand Company’s smart phone do you use?</b>											<b>Total</b>
		<b>Apple</b>	<b>ASUS</b>	<b>Honor</b>	<b>Lenovo</b>	<b>Motorola</b>	<b>Nokia</b>	<b>OnePlu s</b>	<b>Samsun g</b>	<b>Vivo</b>	<b>Xiaomi</b>	<b>Yureka</b>	
<b>How important is your smart phone to you rate from 151 being</b>	<b>2</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2</b>
	<b>3</b>	<b>2</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>1</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>7</b>
	<b>4</b>	<b>6</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>6</b>	<b>1</b>	<b>1</b>	<b>8</b>	<b>0</b>	<b>25</b>
	<b>5</b>	<b>16</b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>2</b>	<b>1</b>	<b>10</b>	<b>5</b>	<b>2</b>	<b>6</b>	<b>1</b>	<b>45</b>
<b>Total</b>		<b>26</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>3</b>	<b>2</b>	<b>18</b>	<b>7</b>	<b>3</b>	<b>15</b>	<b>1</b>	<b>79</b>

## Symmetric Measures c

		Value	Approximate Significance
Nominal by Nominal	Phi	.481	.954
	Cramer's V	.278	.954
N of Valid Cases		79	
c. Correlation statistics are available for numeric data only.			

## 7. Conclusions

- 1) Responses were collected from Delhi and boundary areas. The diversity in responses shows the willingness of people living in these areas to fill up these surveys and how important such surveys are to them.
- 2) There was no single respondent who valued the importance of a smartphone for them at “1” rating point i.e. not important at all. This shows the rising influence of smartphones in our life, and how valuable they have become.
- 3) It is clearly observable how OnePlus and Apple are two of the leading premium smartphone manufacturers in the current potential market.
- 4) It is a relatively a close matched affair, between people choosing a mobile for the user experience, or buying phones providing the best value for money. The people having OnePlus and Apple phones are majorly the ones who chose the option of importance of ‘User Experience’.
- 5) Rs 5000-10000 segment is not considered an ideal segment for the ‘Apt Smartphone’ anymore, as the rising income levels of people have necessitated for them to buy mobile phones that are in higher price tiers.
- 6) People expect the product life cycle of their phone to majorly be between 1 and 2 years, after which they take a decision on replacing their existing mobile phone with a new one.
- 7) A healthy majority of the respondents that a mid-range smartphone in the Indian smartphone market should be priced in the Rs 15000-20000 bracket.
- 8) Almost every 3 out of 4 respondents of the survey desire a well-established service center network from their smartphone manufacturer.
- 9) 69.6% or 55 out of the 79 respondents prefer buying smartphones online, whereas the remaining 24 respondents prefer buying smartphones offline. People like to shop from the comfort of their home, and the case of smartphones is generally no exception. Also, the fact that smartphones being sold online actually end up costing cheaper in most of the cases, as compared to the same phone being sold offline, makes online purchasing a favorable proposition.

## 8. Recommendations

1. Companies should try to produce a lower volume of mobile phones in the Rs 5000-10000 category. While there may be a potential market in rural areas, the urban areas are witnessing massive development with an increase in the standard of living of people.
2. Since one of the findings of the survey is that almost every 3 in 4 people desire a good service network, the companies should try and focus on this issue, to make a presence felt in metropolitan cities, by offering quality services for smartphone owners to bring about a sense of safety and surety.
3. Majority of the respondents preferred buying mobile phones online. Mobile phone companies can look at divesting their resources from establishing offline channels and could possibly reuse them in making ideal service centers.
4. Companies should aim at establishing a good user experience in their mobile phones, to have an ease of use for customers, and establishing a level of brand loyalty.
5. Companies should try to focus on making phones durable as well as long lasting from the point of view of hardware specifications offered, as people ideally want to replace their phones somewhere around 2 years after having bought their existing device, on an average.

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