

Running Head: Competition of cell phones

Competition of cell phones:
analysing the preferences of College students

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Introduction

The advanced technology have transformed the traditional blackberry into smart phone(Business Next, 2008). In the other words, Cell phone is not only a tool we used to communicate with the others, but a multi-function phone which is used to surf the Internet, do on-line shopping, book the restaurants, watch clips, etc... Since the first cell phone appeared in 1946 (Brophy, 2012) , the development of cell phone have never stopped. Nowadays, there is a variety of brands in the world, for instance, Samsung, Apple, HTC, Nokia, Sony, LG, Microsoft and so on(Sogi, 2012). Gradually, the competition of cell phones with brands keep growing up. The paper aims to find out the mobile phone preferences of college students. For a question, I presume that what is the best mobile phone for them.

Preference is regarded as an attitude to items, especially a reflection of decision-making (Lichtenstein & Slovic, 2006). Consumer preference is personal tastes of commodities (Peter Cashel-Cordo, 2012). Decision-making depends on the customers' judgments of that whether commodities is negative or positive (Kima, Ferrinb, Raoc, 2008). During the process of decision-making, there are a lot of information for customers and their choices are influenced by the prior experiences (Bettman and Park ,1980).

To figure out the research problem, the researcher developed a question survey within five minutes. The purpose of the questionnaire was to examine the consumers' preferences of mobile phones. There were a criteria of population which were responsible for the survey. Also, there were some approaches of how to conduct the survey.

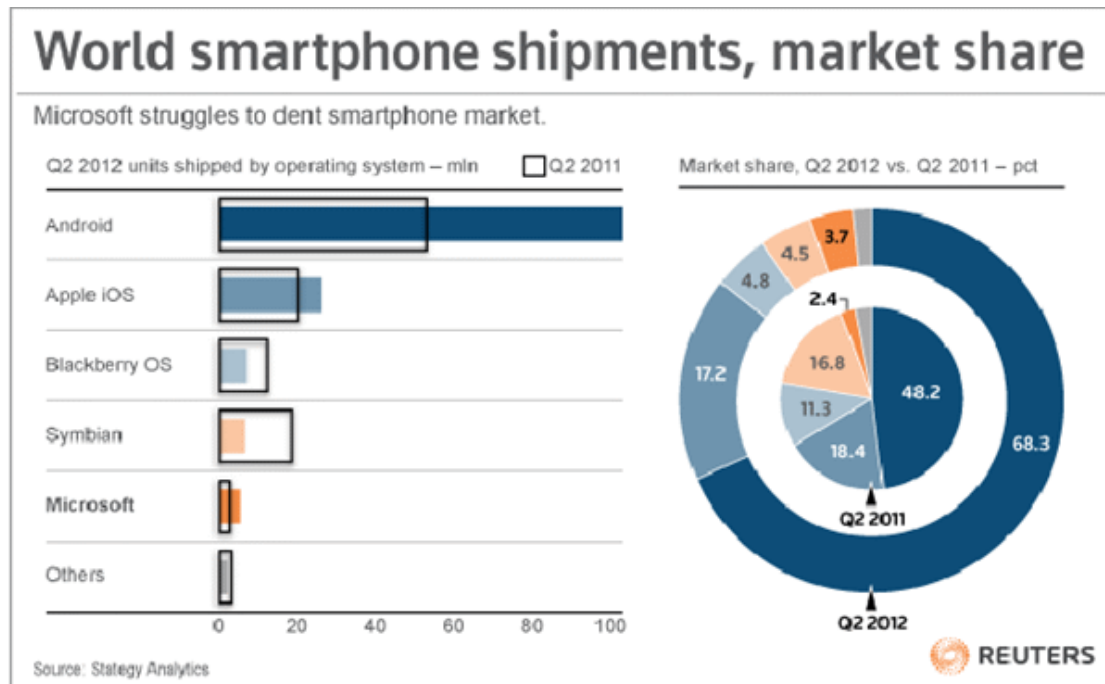
The results show that most students tend to use mobile phone of Samsung and the reason for the choice was that it was easier to use and it was more cheap than the others. On the contrary, obviously, the products of Apple is more expensive than

the others and this is why there is only a few people who have them.

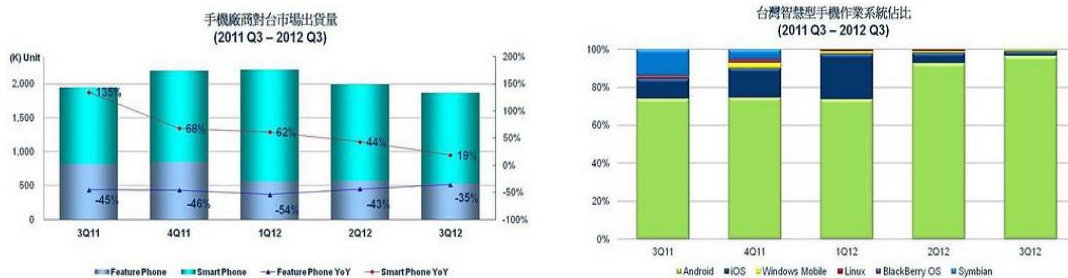
The paper can be divided into six sections. The first one is introduction. The second one is background. The third one is theoretical framework. The fourth one is methodology and the final one is results.

Background:

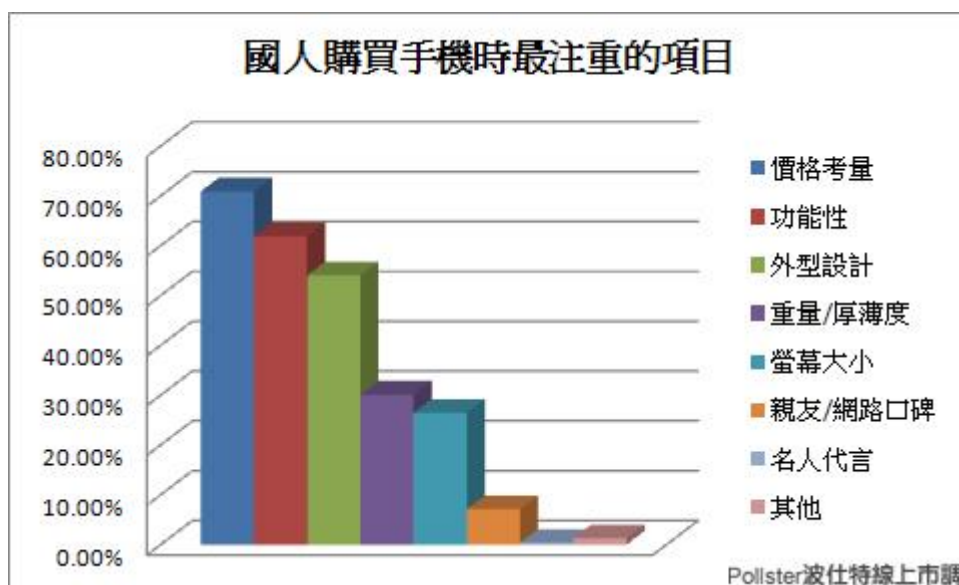
Most common brands of smart phones are Apple, Samsung, Sony, HTC, Nokia, Microsoft and so on. Figure 1 shows that there are two kinds of market share about mobile phones in the world by Reuters (Figure 1, 12012, 8):



Based on the figure 1.2-1, the right hand side is the system of mobile phone which people use mostly and the left hand side is the market share of shipment in the world. Nowadays, the system of smart phones can be divided into three main groups such as IOS, which is I phone Operating System (2012, Apple), Android and Microsoft. The statistics show that there are more users for Android than IOS. In the other words, most customers tend to use mobile phones, such as Samsung, Sony, HTC and so on. In addition, a statistic report (2012, 6 , Chinanews) about market share in Taiwan suggested that Samsung takes about 41.5 %, HTC 23.8 %, Apple 7.1 %, and others 27.6 %. Since the past few years, the proportion of using smart phone had increased. The following is cell phones' shipment (left side, Figure 2) and system (right side, Fiture 3) of market share in Taiwan made by Taiwan IDC from 2011 to 2012.



As IDC (International Data Corporation) report, the using rate of smart phone had increased up to 70%. Obviously, the shipment of smart phone (1530000 phones) is more than the shipment of feature phones(530000 phones). In 2011, Google and Ipsos Research did a survey and research which was about penetrating rate of smart phone in Taiwan. It showed that the penetrating rate was up to 26%. For most people who used smart phone tend to be young, higher education, single or married, but less children. In 2010, Pollster did survey of factors when Taiwanese people purchase cell phones(Figure 4). In the other words, the photo shows that how people will consider the factors when they making choice.



Based on Figure 4, the navy blue line takes almost 70% for price, the red line 60% for function, the green line 50% for designs, the purple line 30% for weight and width, the blue line 35% for sizes of screen and the orange 5% for affection by

relatives or Internet.

Theoretical Framework:

According to Peter Cashel-Cordo, consumers' preference is personal taste of commodities and they are satisfied by consumption of commodities. Also, the author pointed out that preference was not based on the ability to purchase commodities, income and prices (2012). Preference is regarded as an attitude to items, especially a reflection of decision-making (Lichtenstein & Slovic, 2006). The book, *Construction of Preference*, mainly explored how preference can be affected by some factors, such as internal or external. The authors, Lichtenstein & Slovic, implied that there were two circumstance about preference. Firstly, the subject has a choice with two options and there will be conflicts which was needed to figure out the solutions through the preference. Secondly, the subject has one option but they needed to turn the preferences into responses in number. Purchasing goods needs to experience a process which is decision making. Decision-making depends on the customers' judgments of that whether commodities is negative or positive (Kima, Ferrinb, Raoc, 2008). The authors use models to explain how trust and risk can affect the decision-making of consumer. In the study, they show the results that the trust and risk do have great impacts on the decision-making of customers. Another study of Bettman and Park (1980) discussed two aspects of consumer choice environment which was lots of available information and the prior experience with products. As they mentioned, consumer will be given variety of information and when they make choice, they followed by the experience before.

The paper mainly focused on modeling the preferences of mobile phone.

Based on the theory of Peter Cashel-Cordo (2012), MRS was the abbreviations of

Marginal rate of substitution which reflected what kinds of range did consumers give up the item to acquire alternatives through the value of customers.

Consider that preference is regarded as an attitude to items, especially a reflection of decision-making. The book, *Construction of Preference: An Overview*, is full of papers and researches. It said that preference must be constructed by ourselves because of the situation which we didn't know very much. As the book mentioned, in previous studies of Gigerenzer, Selten, Kahneman and Tversky, they tended to show lots of framework for their constructed choice process. Most of them have four objectives of processes. The first one is to maximize the accuracy of the choice. The second one is to minimize cognitive efforts. The third one minimize the experience of negative emotion when making the choice. The final one minimize the ease of justifying the decision (P.26).

During the process of decision-making, there are a lot of information for customers and their choices are influenced by the prior experiences (Bettman and Park, 1980). In the study, Bettman and Park used a protocol coding scheme to investigate three aspects of decision process: 1. Effects of prior knowledge 2. Effects of experience 3. Effects of phases on choice

The Buyer Decision Process was the theory of Kotler and Armstrong. NIEPP are Need recognition, Information search, Evaluation alternatives, Purchase decision and Postpurchase behavior. "Clearly, the buying process starts long before the actual purchase and continues long after. Marketers need to focus on the entire buying process rather than on the purchase" (P.176).

To integrate, the process of decision-making has different phases of making choice and the most important thing is that when making choice, the decision is based on the value of customers' prior experiences and information. Consequently, this is why I would like to do the survey on preference of mobile phone.

Methodology:

In this section, the paper focused on the questionnaire survey and the survey was conducted at Wenzao for those senior students of English department who are the classes of A, B and C. In order to perform results accurately, some of the surveys were done by the other students from different departments when they walked in the campus, especially administration building. There were fifty to one hundred people participating in the survey and most of them were male or female. The criteria of population is as following: 1. They are students. 2. They are the age of eighteen to twenty five. 3. They have smart phones.

The approaches of the survey have three steps. At first, participants were asked if they were responsible for the questionnaire. The survey questions are as following:

1. Which brand you prefer to use?
2. What kind of factors affect your choices.
3. If there are another factors, please state it.

Afterward, if they were, they would be given a survey to complete. The survey was a series of question related to their preference of smart phone. After completing, the surveys were collected in order to analyse. The results of analysis would be performed in tables.

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Appendix 1



Date: 2012.12.21

Dear Participant:

My name is Wei-Shan Cho and I am a college student at Wenzao Ursuline College of Languages. For my research paper in Research Writing course, I am examining the consumers' preference of mobile phone. Because you are students who have mobile phone, I am inviting you to participate in this research study by completing the attached survey.

The following questionnaire will require approximately five minutes to complete. There is no compensation for responding nor is there any known risk. In order to ensure that all information will remain confidential, please do not include your name. Copies of the project will be provided to my Research Writing instructor. If you choose to participate in this study, please answer all questions as honestly as possible and return the completed questionnaires promptly or return it by means of E-mail before the deadline. Participation is strictly voluntary and you may refuse to participate at any time.

Thank you for taking the time to assist me in my educational endeavors. The data collected will provide useful information regarding analyzing customers' preference and factors why they choose the product. If you would like a summary copy of this study please do not hesitate to contact me. Completion and return of the questionnaire will indicate your willingness to participate in this study. If you require additional information or have questions, please contact me at the number listed below.

If you are not satisfied with the manner in which this study is being conducted, you may report (anonymously if you so choose) any complaints to The English Department, Wenzao Ursuline College of Languages, 高雄市三民區民族一路 900 號, TEL : +886-7-342-6031; FAX : +886-7-342-7942.

Sincerely,
 Wei-Shan Cho
 She5566303@yahoo.com.tw

Aiden Yeh, Ph.D.
 Instructor

Appendix 2: Questionnaire

Competition of cell phones: analyzing preferences of College students about mobile phone

The following is a survey which examine the preferences of mobile phone. The survey continue one to five minutes. When you finish it, please immediately return it back as possible as you can.

Ages:
 16~20 21~25

Please choose the satisfaction of these factors which are your consideration when you purchase mobile phones.

	Very poor	Poor	Average	Good	Very good
Useful	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Expensive.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Personal needs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Function	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Appearance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Convenience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Size	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Weight and width	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Screen	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Designs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

If there are another factors of your consideration, please state it.
