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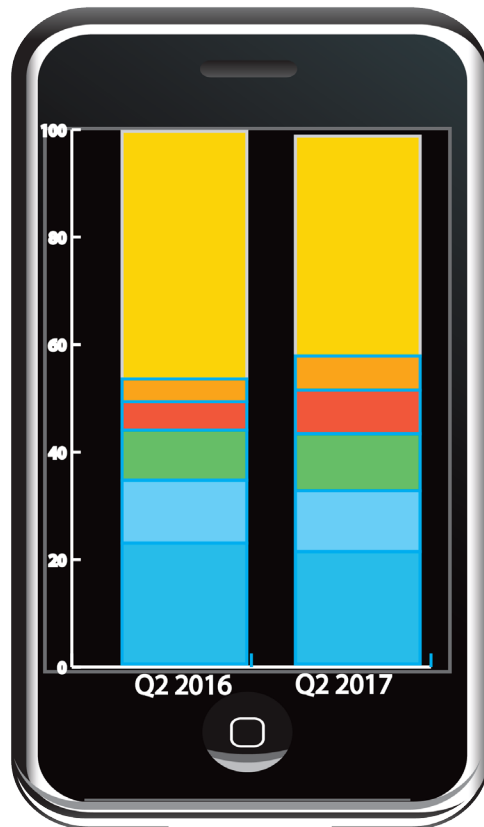
iPay Too ... Much

Your identity is determined by your phones.



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The competition between Apple and Android is changing the way smartphones are used. Not only are they getting cheaper, but the technology within these phones are life changing. Apple has made a name for itself over the years with better phones being released every year but not everyone can afford an apple product. That's where the android phones come in to the market. Android phone producers like Samsung, Huawei and Oppo can provide identical features on their products at a lower price. That allows more people with a lower budget to enjoy the features that Apple offers.

Market share represents the percentage of an industry or market's total sales, companies use to measure how well they are doing versus competitors. In the smartphone market, the top leading brands are Samsung followed by Apple. The other top positions are occupied by local Chinese OEMs Huawei, Oppo and Xiaomi. These numbers are from market research company Canalys. Canalys is a marketing, analytics and research firm that

provides services for companies engaged in electronics and technology.

The latest information is from 2017 Q2 (second Quarter), which states Samsung's market share decreasing by 0.6 percentage points from 22.7 percent to 22.1 percent, However Apple also decreasing by 0.4 points, Huawei gained 1.3 points, Oppo increased 2.9 points, Xiaomi grabbed 2.1 points. Furthermore, the information justifies that Android have a greater market share the IOS. This can also be proven by the turnover which can be how quickly a business collects cash or how fast the company sells its inventory. According to the latest data in 2016 Q4 352,699.5 units of Android were sold compared to 77,038.9 units of iOS sold. Overall the android market lager the iOS.

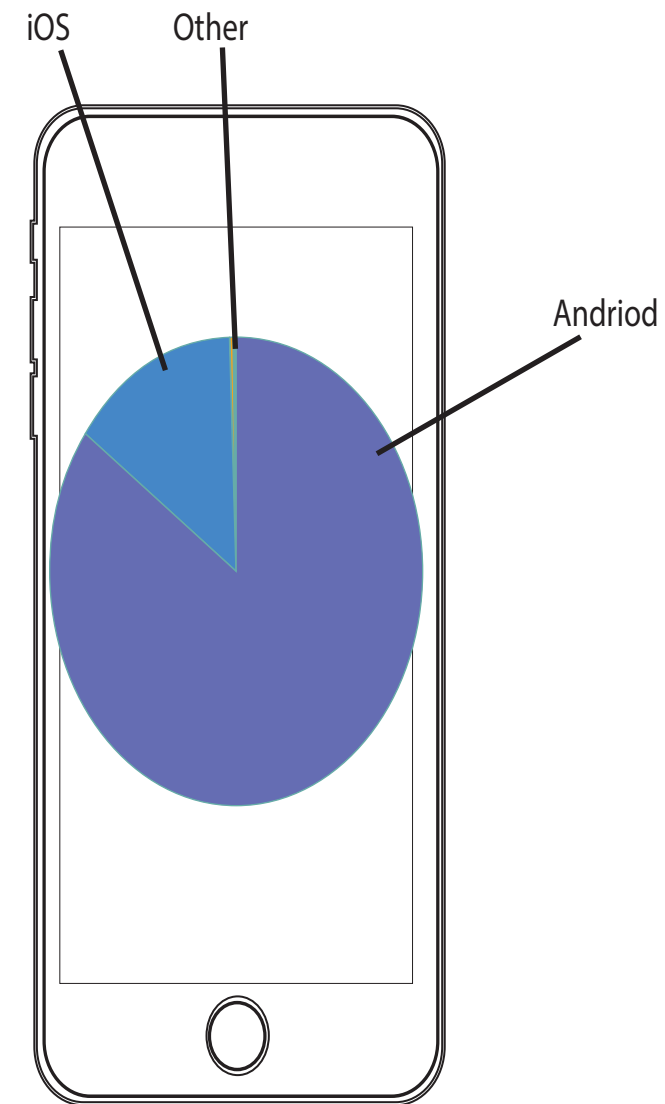
A company's brand identity is how that business wants to be perceived by consumers. The components of the brand (name, logo, tone, tagline, typeface) are created by the business to reflect the value the company is trying to bring to the market and to appeal to its customers.

An individual's personality is the collection of all the behaviours and characteristics that make up that person. To some extent, personality will influence the types and brands of product a person buys. For example, the style of car, clothing or jewellery that a person buys may reflect their personality. Which lead to the culture influences buying behaviour because it infiltrates all that we do in our everyday life. It determines what people wear, what and how they eat, and where and how they live. For example, in response to the ever-developing mobile, people go on plans with companies such as Optus and Vodafone to upgrade to new products that are marketed. To gain a clear overview, brand makes a difference as people that are fashionable go for iOS, whilst people that are practical will buy Android.

Furthermore there is also the market for second hand smartphones. For consumer that are look to their desirable phones at a cheaper price. The is every growing trend as consumer like to upgrade to a new handset, meaning those who keep

their devices in good condition can make a tidy return by reselling. The is great as other parts benefit for the trade a one part get an nearly a brand new for a low cost and the other part earns a little cash. This market is worth billions as phone just sit in cupboards.

After over viewing the price market, second hand market and brand value with the smartphones of the future, it has been decided that the android market will always be in the lead simply because it is affordable for more people. The Apple iPhone is still more desired by a lot of people because they can last longer in the second-hand market. One question, Do you pay too much?



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