

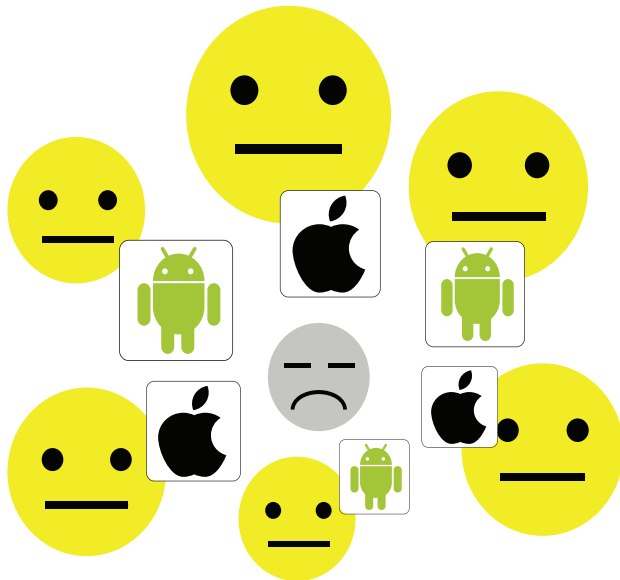
Smartphone Pressure

You have only one choice.
Would you choose Apple or Android?



Smartphone Pressure

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There is always a debate between the most popular smartphone brand. People experience peer pressure from friends or family relatives. They provide conflicting opinions based on buying the same smartphone brand.

Eventually, people become attracted to popular smartphone brands since they create influential advertisements and they want to gain social reputation.

The question is, "Should you choose Apple or Android?". You have only one choice.

In Australia, there is a total of 8.6 million iPhone users which is roughly about 45% of 19.3 million smartphone users. Apple's popularity has decreased within the Australian smartphone market since they stepped out the global average. This means only 15% are iPhones out of the 344.3 million smartphones in the world.

According to Foad Fadaghi, managing director of Telsyte (Research Firm), there is a reason why Apple achieved a dominance over Australian consumers.

All major telecommunication companies had offered iPhone packages to the consumers based on the product's launch 10 years ago. As a result, Australian consumers become adapted to the iPhone and stuck with it. Many iPhone apps and features cannot be transferred to Android so they will less likely switch to Android.

Apple experienced many problems based on their market sales within Australia. There was a sudden decrease of smartphone sales for iPhones.

In the 2nd half of 2018, Australian smartphone sales fall down to 3% but Apple experienced a major decline in their sales. At least 10% of Apple's iPhone sales fall down because of their slow profit sales hitting in Australia.

According to Telsyte, 4.6 million smartphones were sold in Australia during the 2nd half of 2018. The sales slowed down due to the maturation of the smartphone market. Also, there was an occurring trend where consumers hold on to older smartphone handsets for longer than they have in the past.

Telsyte estimates there would be 9.1 million active iPhone users and 11 million active Android users in Australia at the end of 2018.

Apple's marketing strategies needs improvement due to their decrease in revenue. Price rises cannot be Apple's only solution and they need their new services revenue to increase as well.

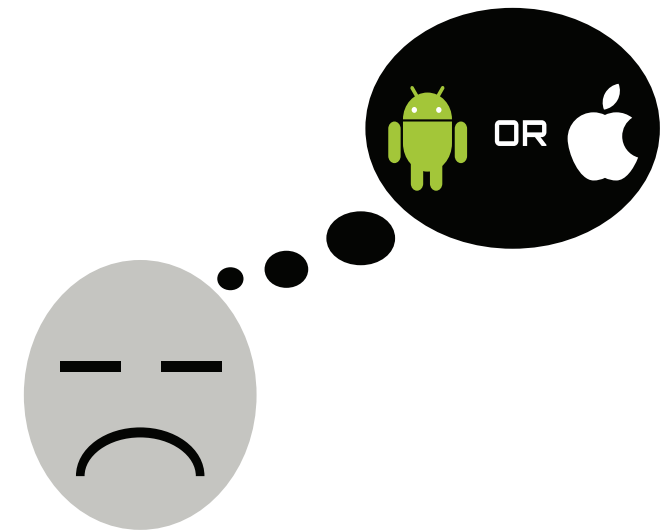
Apple finds that consumers are price-conscious since they decide that the older iPhone models are still good enough for their needs. They need a new marketing strategy which addresses its entire userbase and a popular model that promotes an upgrade event.

Based on an article from "Yale School of Forestry & Environmental Studies", they compared the resale performance between Apple and Samsung. They evaluated by comparing their depreciation rates based on some variables: repairability, battery size, data capacity and screen size.

As a result, Apple phones reach their value after about 67 months. Samsung smartphones lost their value faster and reached the end of their "economic" life after 54 ½ months. This reveals that Apple phones had a longer lifespan even if they had the same age, size and functional capability.

Australian consumers become influenced my smartphone brands due to its new features & services they can provide to their customers. The emergence of the iPhone shows how Apple is a significant player in the cultural and political economies of mobile media from the consumer's perspective.

Overall, people are being peer pressured to buy the most popular smartphone due to smartphone brand advertisements and establishing a social reputation to the public. Apple's brand popularity is still developing within the smartphone market, but they will continue finding new marketing methods to influence more customers to buy their products.



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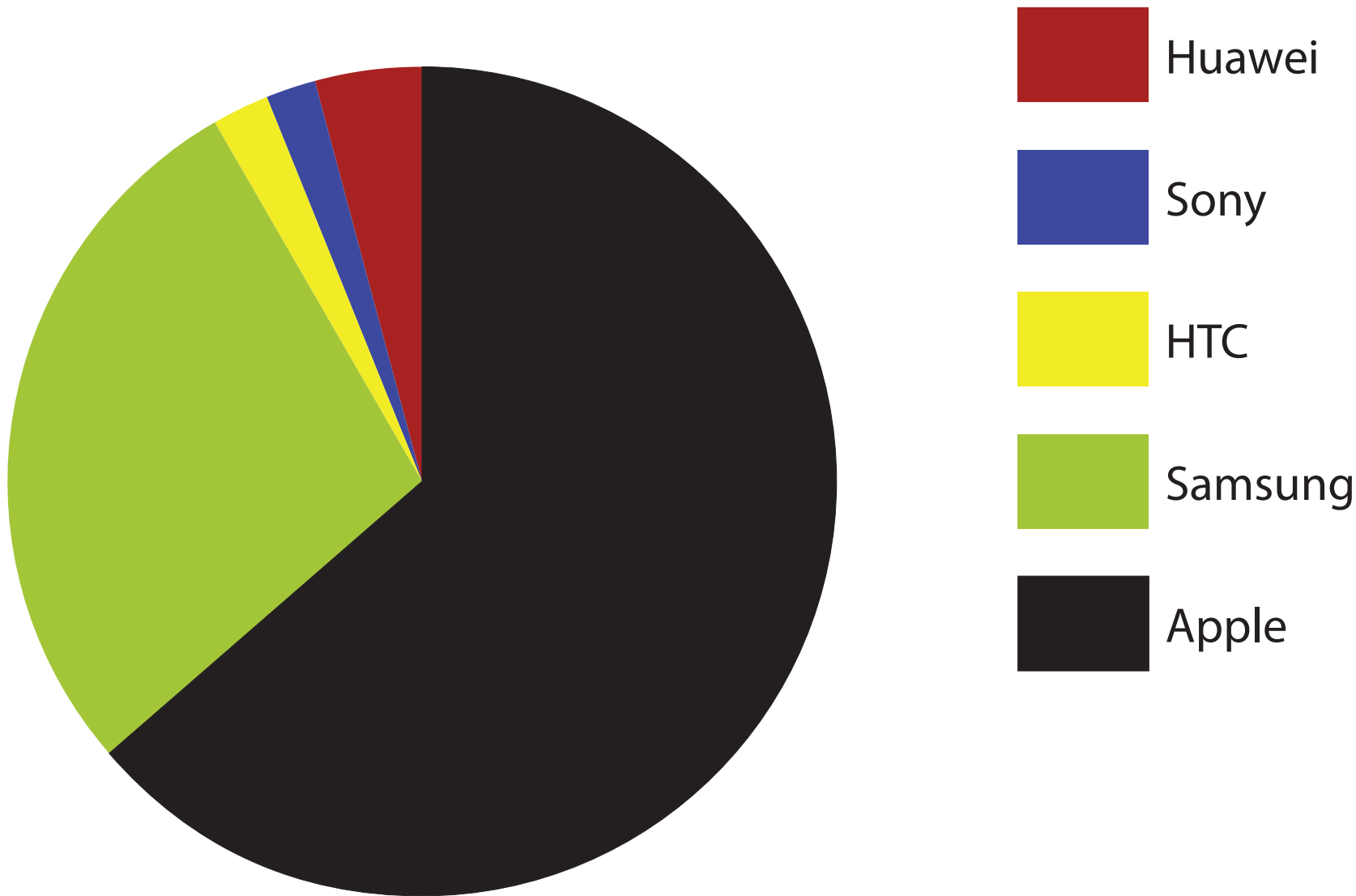
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Mobile Vendor Market Share in Australia
(2015 - 2019)

Source: StatCounter GlobalStats,
Mobile Vendor Market Share in Australia,
[https://gs.statcounter.com/vendor-market-share/
mobile/australia/#yearly-2015-2019-bar](https://gs.statcounter.com/vendor-market-share/mobile/australia/#yearly-2015-2019-bar)