

So, What Do Mobile Buyers Want?

MOMAGIC SURVEY GIVES A DEEP AND INTERESTING INSIGHT INTO CONSUMER PREFERENCES WHEN IT COMES TO CHOOSING A HANDSET

When it comes to opting for a handset device, features play an important part in influencing the buying decision. But which features really matter in tilting the decision. A recent pan India survey by MoMagic Technologies, a leading mobile ad tech company, gives a deep insights into this aspect.

The survey reveals that while high battery capacity is a high influencing

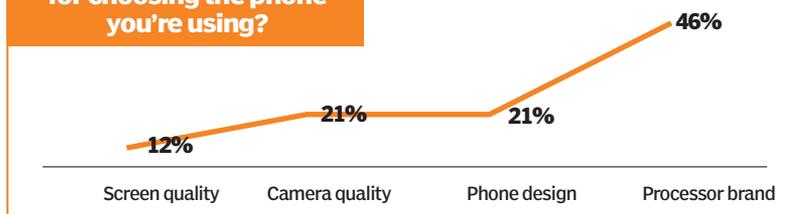
quotient, the screen quality was not something that something many bothered with. The survey reveals that a significant 44% of the people said that they want better battery capacity in their mobile phones indicating most of the mobile phones in the market, including several flagship phones, are still unable to tackle this key issue. The study also found that only about 8% of the buyers bothered about screen quality.

Rapid migration to 4G enabled phones:

Study found out that with data prices dropping almost every month post the market entry of Reliance Jio and 4G



What was the main factor for choosing the phone you're using?

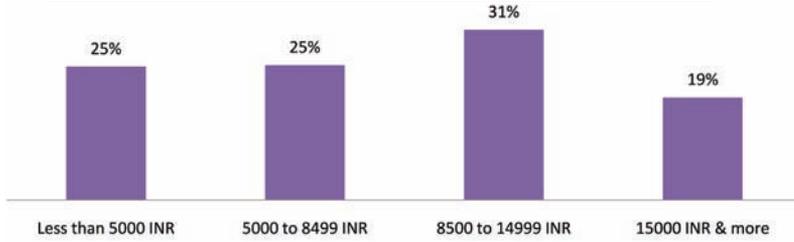


“4G Mobile internet penetration in India is happening at a rapid pace and at very low price points customers can experience 4G speeds. This has led to faster adoption of customers to shift to shopping on ecommerce apps through mobile phones and this trend will continue to go up,”

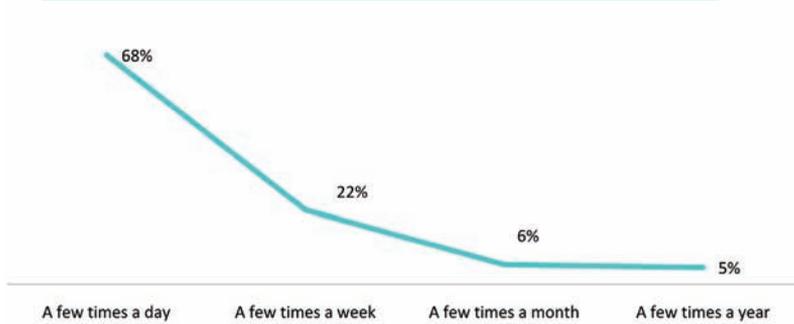
– **Arun Gupta**,
 Founder & CEO,
 MoMagic Technologies



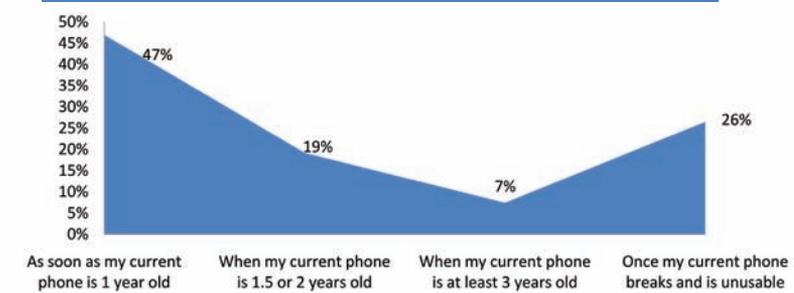
How much did you pay for your smartphone?



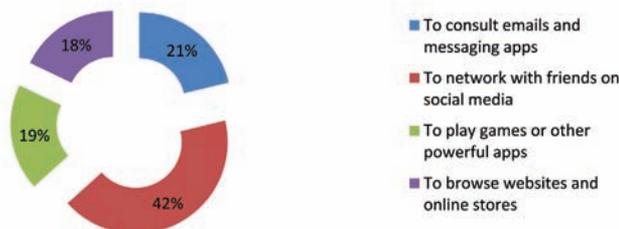
How often do you use your phone's camera?



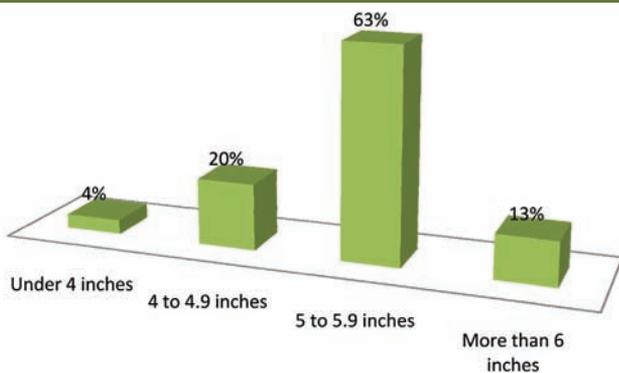
When do you plan to buy a new smartphone?



When do you mainly use your smartphone for?



How big should a smartphone screen be?



MoMagic Technologies: MoMagic Group, founded in 2011, with strategic investments by MediaTek and Foxconn has been consistently innovating-developing AI/Big Data Technology solutions and has the widest deployment of applications on Mobile platform ecosystem. The strong business presence in Asian Market along with Strategic tie-ups with multiple Mobile OEMs, MoMagic started Joint Venture companies with Leading OEMs. Other than Mobile Brands, MoMagic is Strategic Partner with leading Apps and Content Providers in Asian Market as well.



enabled phones also getting cheaper, many Indian buyers have now moved to 4G phones. "56% of the respondents surveyed were using 4G phones, followed by 3G at 34% and just 7% were using 2G."

"4G Mobile internet penetration in India is happening at a rapid pace and at very low price points customers can experience 4G speeds. This has led to faster adoption of customers to shift to shopping on ecommerce apps through mobile phones and this trend will continue to go up," said Arun Gupta, Founder & CEO of MoMagic Technologies.

Data Usage: Survey also indicated that in spite of low mobile data cost, 41% of the respondents limit data themselves and 28% of them do not either limit or monitor data usage.

As Indian buyers get technologically savvy, mobile processors brand has started to play key role in their buying decisions. When purchasing a phone, 46 per cent pay attention to a processor brand name while 21 percent reckon phone design and camera quality and only 12 per cent pay attention to screen quality of a smartphone. ■

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