

Preliminary Investigation of Smartphone Usages in Kazakhstan

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Abstract. This research report is conducted to discover Smart Phone usages in Kazakhstan. The literature review demonstrates examples of several competing companies that produce quite a wide range of similar and non-similar smartphones and some interesting statistics related to the usage of mobiles smartphones across the world. The main purpose of this research is to investigate how young generation of Kazakhstan people use their mobile smartphones and which characteristics, both technical and ergonomic functions, attract these people. The survey has been conducted and the results of the survey can be the indicator of customer perception on smart phones in this country.

Keywords: smart phones, marketing strategy, perception of users

1 Introduction

Today's smartphones offer advanced capabilities similar to computers with the capabilities of e-mail and Internet access; run complete software operating system as well as various applications created by third parties; as well as unite the features of portable media players, PDAs and point-and-shoot cameras in a single device; and have high-definition touch screens in most of them. One of the interesting facts is that due to the advanced outstanding technical characteristics modern smartphones are even able to substitute other electronic devices such as computers (Brownlow, 2012). Thus, another definition for a smartphone is "an all-in-one, portable device that combines the functions of a cell phone with the functions of a computer" which has become "the most life changing piece of technology" (Ozgur, 2011). Due to such technological impact on society smart phones and computer have become a kind of "best friends" for most people.

The global smartphone market significantly grew between 2007 and 2012. Worldwide sales of smartphones have increased from 122 million units to 297 million units from 2007 to 2010 respectively. Moreover, there was a shift of power balance in the market of smartphones, particularly Nokia, market leader in terms of unit sales for years globally, has lost its domination not long time ago and was overtaken by the new market leaders Samsung and Apple in the second quarter of 2011 (Statista.com, 2012). So, today there is the two-horse race between Google's Android and Apple's iOS for the leading position in the smartphone operating systems market. Meanwhile, Microsoft is still hoping to increase its market share with versions of Windows Phone

currently and in future, and in order to do it, the company developed a strategic partnership with Nokia, a struggling phone manufacturer, which also hopes to recover its past success in the phone market (Statista.com, 2012). This is an interesting issue whether the new leaders will be able to maintain their position in the future in the global smartphone market as it continues to grow and such global players as Microsoft and Nokia, as well as Sony are reluctant to back down (Statista.com, 2012).

2 Research Methodology

In order to investigate how young people in Kazakhstan use their smartphones, a survey was conducted to 61 people in Almaty chosen randomly of the age ranging from 18 to 30 out of the different occupational groups. The three age groups participating in the survey included:

- 44 people are at the age between 18 to 23 years old (which is 72%);
- 13 people between 24 to 27 years old (that is 21%) and
- 4 people are at the age between 28 to 30 years old (7%).

In terms of gender there were 56% of respondents male (34) and 44% female (27 people). Out of the total number of those surveyed only 9 people did not have a smartphone which is 15% whereas 52 people (85%) had smartphones. Therefore, the error in terms of non smartphone users is not significant and they still were allowed to answer the whole questionnaire, where they accounted for the most of “never used”, “never heard” or “don’t know” answers.

Sampling. An online survey was conducted using a combination of paper questionnaire and a secure specialized Web survey: <https://www.surveymonkey.com>, where an e-mail has been sent to the targeted people with an invitation to participate in the online survey including a link to website with questions. Those people questioned on paper have been provided with a brochure with all the questioned listed and were then collected and the results typed in Excel. A convenience sample has been made based on connections that the researcher had to colleagues at the auditing company and students at KIMEP University both Bachelor and MBA students. In order to increase the sample size a snowball technique has been also used. Based on this technique the selected people forwarded the link or e-mail on to their friends to invite to take the survey. This allowed increasing the participation in current survey.

The survey contained 15 questions both multiple choice and open-ended which showed more options for the answers and provided more information. The results of a questionnaire have been then computed in Excel and used in the research report as descriptive statistical indicators and later for providing courses of action in solving the issue.

Survey Process and Questions. The respondents were asked of their gender belonging and their age either by sending direct question via e-mail or social network chat or by observation and paper-based survey if the person was on-site. Questions asked explicitly included those which showed how respondents generally and specifically use their smartphones, the types of mobile services and mobile content that they regularly view or use and prefer to use. Some questions were specially designed in order to obtain the picture of how much those people surveyed are

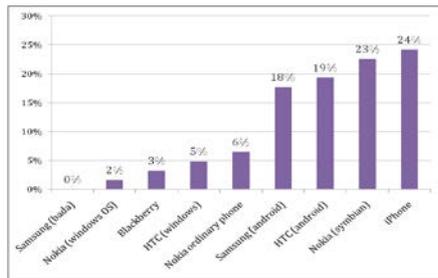
interested in smartphones and if they follow the latest news about smartphone industry.

Privacy of each research participant has been also ensured. The answer data was anonymous in online survey and no names were provided in the paper-based answer data, and no answers were matched with individuals through their e-mail or IP addresses as well by the researcher or any other parties.

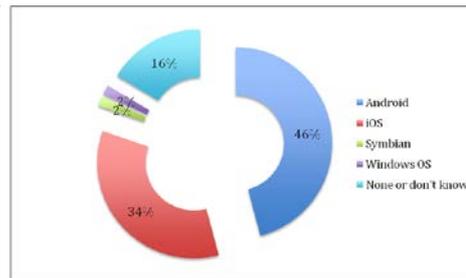
The results of both online and paper-based questionnaires were then computed in Excel producing graphs, pie charts and histograms, and used in the research report as statistical indicators for providing courses of action in solving the issue.

3 Findings of survey

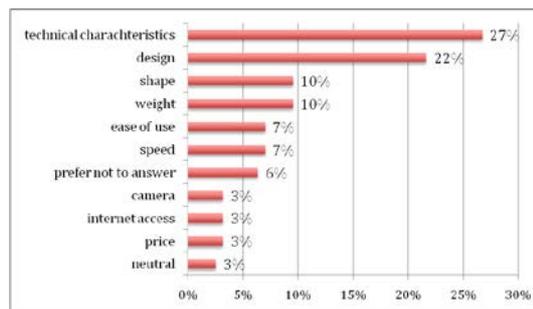
This section of the report outlines the findings of the survey that were generally interpreted through excel tool and were based on both online questionnaire and paper based questionnaire conducted on-site. The survey findings are summarized as follows.



Which smartphones do you use? And which platform is it based on?

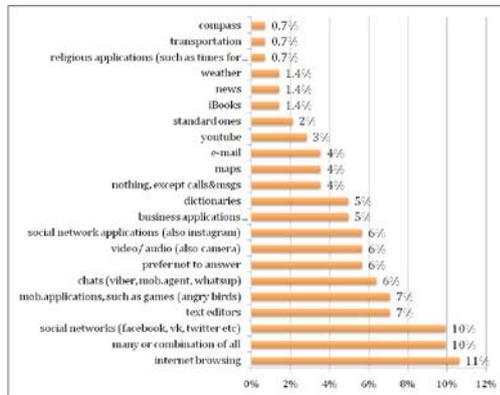


Would you choose Android or iOS based smartphone?

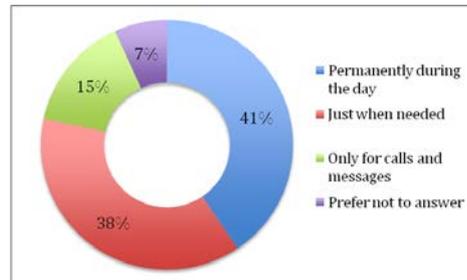


Which features do attract you when choosing your smart phones?

The above question measures satisfaction with handsets by key dimensions: design, features, ease-of-use, messaging, reliability, ease of set-up, choice of apps, battery life.

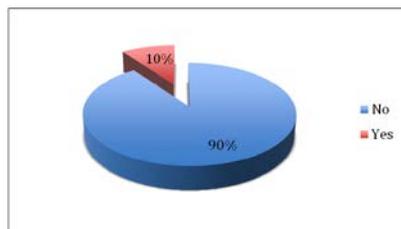
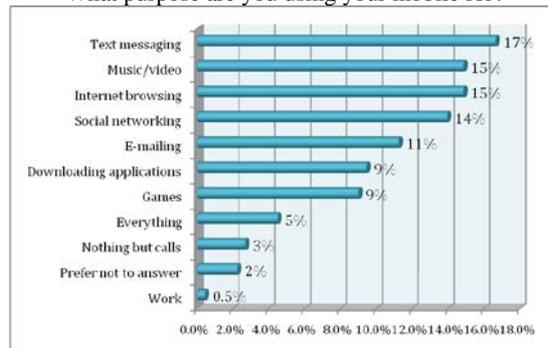


When do you usually use your smart phone?

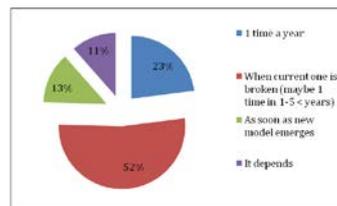


Which programs do you use in your smart phones?

What purpose are you using your mobile for?



Do you use online payments through your smart phone?



How often do you buy new phone/smart phone?

3 Summary and Conclusion

Here the problem will be reflected and recommendations upon the possible ways of achieving the target will be represented. It is expected that a competitive strategy models will be used in giving recommendations upon how for a particular

smartphones' manufacturing company to gain a competitive advantage in the market. Furthermore, the possible recommendations based on the research results in terms of people's preferences for smartphones' ergonomic features will be proposed.

The map below shows the percentage of all mobile web traffic in different parts of the world. It also shows the increase since 2010 by 2012 for Asian part of the world. Moreover, the next table discloses the statistics more precisely and it can be seen that in some parts of the world the traffic growth constituted almost 200% from 2010 to May 2012.

In light of the foregoing factors, discussed in the Literature Review, it is increasingly important to identify solutions of satisfying growing demand for mobile backhaul. Proceeding of special access affects services provided generally over copper by wireline carriers under price caps regulations. Also for backhaul many wireless providers use point-to-point microwave transmission, particularly in cases in which fiber or copper is not an economically feasible alternative or is not available (FFC, 2011). For example, it was decided by Clearwire to use Ethernet-based microwave radios so that it can satisfy the estimated backhaul needs of its new broadband data network. The countries' Broadband Plan than recognizes wireless backhaul importance recommends that the appropriate Commission takes action to ensure that sufficient microwave spectrum is available to meet current and future demand for wireless backhaul, especially in the bands below 12 GHz (ibid). The Broadband Plan also should recommend that the Commission dealing with these issues takes further actions to enhance the speed and flexibility with which companies can obtain access to spectrum used for wireless backhaul, which is essential for the deployment of wireless broadband and other wireless services. The National Broadband Plan also states several recommendations to enable the more economic and efficient fiber facilities installation that may be used to meet the demand which is rapidly increasing for additional wireless capacity of backhaul (ibid). Thus, in the US in August, 2010, the Commission initiated a proceeding to address a number of the National Broadband Plan recommendations for wireless backhaul to remove regulatory barriers to the use of microwave spectrum. It also proposed a number of modifications to the Part of Rules governing microwave spectrum to permit and encourage more intensive, efficient, and cost-effective use of these resources for wireless backhaul (ibid).

In addition, mobile smartphones can be used as a:

- Modem which is a tethering and operates as a Wi-Fi router (For example Android devices);
- GPS navigator (already in Sony);
- NFC chips (will be available in future and with a similar chip and associated software can replace various cards (bank, parking, discount) and tickets)

To conclude the issues discussed in the current report the main purpose of the report is to investigate how people use their smartphones if they have one. Therefore, the survey has been conducted through a combination of techniques. The result has answered several issues including preferences of the respondents in terms of which programs they prefer when use their smartphone, what they look at when choosing their smartphone; how often do they use it; how much do they know of the market situation and news of it and other issues. However, the sampling size was not quite sufficient for obtaining a proper accurate result and other limitations were also

included in the limitations part of the report. It can be said that technology is developing very rapidly and there should be a space to comply with the increasing use of mobile smartphones.

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