

Features : So, What Do Mobile Buyers Want?

Created On : 06-12-2017 **Created By** : My Mobile



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 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 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.

Tags : MoMagic, 4G Phone, Arun Gupta