

## *Original Paper*

# Analysis of Beijing Consumers' Brand Value and Experience on Smartphones

Shiduan Li<sup>1</sup>

<sup>1</sup> Cavite State University

Received: October 29, 2023 Accepted: November 24, 2023 Online Published: December 02, 2023

doi:10.22158/ibes.v5n4p131 URL: <http://dx.doi.org/10.22158/ibes.v5n4p131>

**Author Introduction** Shiduan Li (born May 24, 1980), Male, Han, Hengshui city, Hebei Province: Degree: Ph.D. (doctoral student); Professional title: Medium-grade, Research direction: Management School: Cavite State University, Philippines

### ***Abstract***

*With the rapid development of modern technology, smartphones have become an indispensable part of modern people's lives. In the fierce market competition, the brand value and user experience of smartphones are important factors affecting consumers' choices. In this regard, this paper takes Beijing consumers as the research object, discusses the perception of smartphone brand value and experience evaluation of Beijing consumers, and puts forward suggestions to improve consumers' smartphone brand experience.*

### ***Keywords***

*Beijing consumers, smartphones, brand value, experience analysis*

### **Introduction**

As a first-tier city, Beijing has relatively high consumer demand and expectations for smartphones. In order to understand the brand value of smartphones in Beijing, the author randomly selected 500 people and conducted a questionnaire survey to understand the brand value of smartphones and the evaluation of the experience of consumers in Beijing, and then put forward the corresponding recommendations, in order to bring a good experience for the use of smartphones by consumers in Beijing.

## **1. Beijing Consumers' Perception of Smartphone Brand Value**

### *1.1 Brand Awareness*

In the smartphone market, smartphones from brands such as Apple, Huawei, and Xiaomi have high

visibility among Beijing consumers. These brands have developed a wide influence among consumers through advertising, social media marketing, and word-of-mouth. Among them, 37.9% learned about mobile phone brands mainly through advertising, 46.6% of consumers said they learned about mobile phone brands through social media marketing, and only 15.5% learned about smartphone brands through word-of-mouth.

### *1.2 Brand Identity*

Different smartphone brands have different images and positioning in the minds of consumers. In this regard, let's take Apple and Xiaomi mobile phones as an example. In the Beijing smartphone consumer market, most consumers believe that Apple mobile phones are usually regarded as high-end, fashionable and excellent performance brand image, while Xiaomi is regarded as cost-effective, youthful and innovative brand image. The formation of this brand image is closely related to the brand's positioning, product design and marketing strategy (Zhu, Lou, & Zhang, 2023).

### *1.3 Brand Reputation*

The word-of-mouth evaluation of smartphone brands is an important aspect that can reflect the value of smartphone brands. Through questionnaires and other means, it can be found that there are differences in consumer evaluations of different brands. Some brands have a good reputation among consumers, such as Apple and Huawei, while some brands need to further improve their word-of-mouth evaluations, such as Xiaomi and OPPO. Taking the above smartphone brands as an example, more than 59% of smartphone consumers said that Apple and Huawei's smartphones have good performance, and 41% said that Xiaomi and OPPO's mobile phones have good performance in some areas, so these brands have a certain degree of reputation among consumers.

## **2. Beijing Consumer Evaluation on Smartphone Experience**

### *2.1 Hardware Experience*

In terms of hardware experience, Beijing consumers mainly evaluate the appearance design, screen quality, battery life, and storage capacity of smartphones.

In terms of appearance design, 65% of consumers believe that the appearance design of smartphones on the market is monotonous and lacks innovation. 35% of consumers believe that the design of smartphones should be thinner and lighter so that they are easier to carry; in terms of screen quality, 80% of consumers believe that the screen of the current smartphones has high clarity and a good display effect, while 20% reflect that the screen brightness is insufficient, especially when used in bright light environments, it is more difficult to use; in terms of battery life, 70% of consumers believe that the battery life of the current smartphones is better. 20% of consumers reflect that the brightness of the screen is insufficient, especially when it is used in a bright light environment; in terms of battery life, 70% of consumers believe that the battery life of smartphones still needs to be improved. In terms of battery life, 70% of consumers believe that the battery life of smartphones needs to be improved, and they report that they need to charge frequently during use, which is inconvenient for travelling and

daily life. In terms of storage capacity, 50% of consumers believe that the storage capacity of current smartphones is sufficient to meet their daily needs, while the other 50% report that the storage capacity is insufficient, and they need to clean up the memory of the mobile phone on a regular basis in order to have enough memory for use (SUN & SHEN, 2023).

### *2.2 Software Experience*

In terms of software experience, Beijing consumers mainly evaluate smartphones in terms of their operating system, applications and system speed.

In terms of operating system, 80% of consumers think that the current smartphone operating system is smooth and easy to use, while 20% of consumers reflect that the operating system has lagging phenomenon, which will have a certain impact on their experience; in terms of applications, 72% of consumers think that the applications on the market are more abundant, which can satisfy their daily needs, while 28% of consumers reflect that some applications are not functionally perfect and their experience is not good; in terms of system speed, 71% of consumers think that the current smartphone is not perfect and their experience is not good; in terms of system speed, 71% of consumers think that the current smartphone is not perfect and their experience is not good. In terms of applications, 72% of consumers believe that the applications on the market are rich and can meet their daily needs, while 28% of consumers reflect that some of the applications do not have perfect functions and have a poor user experience; in terms of system speed, 71% of consumers believe that the current smartphone system is fast and can meet their daily needs, while 29% of consumers reflect that the system speed of the smartphone is slow, especially when running large-scale applications, which is more strenuous.

### *2.3 Service Experience*

In terms of smartphone service experience, Beijing consumers evaluated the pre-sales consultation, after-sales service and maintenance of smartphones.

In the pre-sales consultation, 73.5% of consumers think that the pre-sales consultation service provided by mobile phone brands is more complete and able to solve their questions and confusions. 26.5% of consumers say that some consumers reflect that the professional level of some salespersons is not high, and these salespersons are unable to provide consumers with effective advice and guidance during the service process; in the after-sales service, 85% of consumers think that the after-sales service provided by mobile phone brands is more timely and effective in solving problems. In terms of after-sales service, 85% of consumers believe that the after-sales service provided by mobile phone brands is more timely and effective in solving problems. Only 15% of consumers reflected that the service attitude of some after-sales personnel was not good enough; in the maintenance segment, 75% of consumers believed that the maintenance service provided by mobile phone brands was quicker and more efficient in solving their problems and concerns, while 25% of consumers reflected that some smartphone brands had fewer and farther away maintenance points, which led to their after-sales maintenance and repair not being convenient enough.

### **3. Suggestions for Enhancing Consumers' Smartphone Brand Experience**

#### *3.1 Enhancement of Brand Image*

Brand image is the overall cognition and impression of consumers on a brand, and is an important basis for consumers to choose a brand. A strong brand image can enhance consumers' trust and loyalty to the brand, and then increase the brand's market share and competitiveness. The enhancement of mobile phone brand image can be achieved through the following aspects.

First, improve brand awareness. Enterprises can effectively improve consumers' awareness and familiarity with the brand by increasing smartphone brand publicity. For example, in the advertising campaign to highlight the characteristics and advantages of smart phones, so that consumers can have a more in-depth understanding of the mobile phone brand and awareness.

Second, build brand trust. Enterprises build consumers' trust in the brand through honest management, strict control of smartphone product quality and service standards. Attention to detail and quality in the design and manufacture of smartphone models to ensure product stability and durability.

Thirdly, enhance the emotional connection between brand image and consumers. Enterprises through the design and dissemination of brand image, enhance the emotional identity and sense of belonging of consumers to the brand. Designers in the brand image into the emotional elements and cultural connotations, so that consumers resonate with the brand and emotional connection (Zeng, Zhu, Wang, Tao, & Xu, 2023).

#### *3.2 The Creation of Personalised Mobile Phone Brand*

As competition in the smartphone market intensifies, consumer demand for products is becoming more and more diversified and personalised. Therefore, creating a personalised mobile phone brand has become one of the most important means for companies to gain a competitive advantage in the market.

On the one hand, to meet consumers' personalised needs. Enterprises launch personalised products and services to meet consumers' personalised needs by deeply understanding the needs and preferences of different consumer groups. For example, enterprises launch mobile phones with fashionable appearance and powerful performance by penetrating into young consumer groups, and launch products with large font and loud volume functions for middle-aged and old-aged consumers.

On the other hand, improve product uniqueness and attractiveness. Through unique appearance design and function setting, etc., to improve the uniqueness and attractiveness of the product, so that consumers can choose the brand's products among many brands. For example, launching mobile phones with innovative design appearance, unique photo function or personalised operating system.

#### *3.3 Optimising the User Experience*

User experience is one of the important factors to measure the brand image and product competitiveness, enterprises can improve consumer satisfaction and loyalty to the product through the optimisation of user experience, and then promote the development of the brand and market expansion.

In order to improve the consumer smartphone brand experience, enterprises consider from the perspective of optimising user experience, mainly from the following aspects.

First, improve product ease of use and convenience. By optimising the design and function of the product, enterprises can effectively improve the ease of use and convenience of the product, so that consumers can use the process more smoothly and comfortably. For example, simplify the operation process, provide intelligent function tips and shortcuts.

Second, to meet the diverse needs of consumers. Enterprises need to provide diversified products and services for the needs and habits of different consumer groups, providing a variety of colour and appearance options, customized function settings and products of different sizes and specifications, etc., to meet the different needs and expectations of consumers (WU, SHI, & LIU, 2023).

Third, improve product stability and reliability. Strengthen product quality control and after-sales service guarantee to improve product stability and reliability, so that consumers can reduce failures and problems in the process of using the product, and improve the satisfaction of using the product.

Fourth, enhance product security and privacy protection. Enterprises safeguard consumers' personal information security and privacy rights and interests by continuously enhancing the security and privacy protection measures of smartphones.

#### *3.4 Strengthening After-Sales Service Support*

After-sales service is an important guarantee for consumers after purchasing products, and it is one of the important factors to measure a brand's image and service quality. Strengthening after-sales service support can enhance consumer trust and loyalty to the brand, improve consumer satisfaction and reputation of the product, and then promote the development of the brand and market expansion.

First, provide timely and effective after-sales service. Enterprises to establish a sound after-sales service system to provide consumers with timely and effective after-sales service support. In this regard, enterprises can start from the telephone consulting, online customer service, door-to-door maintenance and other aspects of the sound after-sales service system, so that consumers can get timely solutions and maintenance services.

Second, improve the quality and efficiency of after-sales service. Strengthen the professional training and skills of after-sales service personnel to improve service quality and efficiency. Enterprises can provide rapid response and solutions by establishing efficient maintenance networks and after-sales service sites to provide consumers with more professional technical support and consultation.

Third, establish a perfect maintenance and parts supply system. Enterprises provide consumers with a perfect maintenance and parts supply system to ensure that consumers can get timely maintenance services and parts replacement. In this regard, enterprises need to provide consumers with official repair centres and authorized repair points, and at the same time also need to stock spare parts and establish a rapid delivery service system.

Fourth, provide value-added services and value-added experience. Enterprises provide consumers with value-added services and added-value experiences, such as extending the warranty period, providing free software upgrades, providing personalised customised services, etc., through which added-value services can effectively improve consumers' brand awareness and loyalty.

#### 4. Conclusion

To sum up, Beijing consumers' demand for smartphone brand value and experience is characterised by diversity and high quality. In this regard, enterprises need to deeply understand the needs and preferences of target consumer groups, formulate targeted market strategies, and continuously improve the quality of products and services in order to win the recognition and loyalty of consumers. In addition, enterprises pay close attention to smartphone market trends and competitors' dynamics, and flexibly adjust their strategies to ensure that they can maintain their leading position in the fierce market competition.

#### References

- SUN, B., & SHEN, R. (2023). Product Demand Preference Discriminations and Customer Segmentation Based on Online Reviews--Taking Smartphones as an Example. *China Management Science*, 31(3), 217-227.
- WU, N. N., SHI, J. C., & LIU, S. Q. (2023). Analysis of review data of a brand mobile phone based on LDA topic model. *Modern Information Technology*, 7(2), 12-14.
- Zeng, N., Zhu, C. X., Wang, E. W., Tao, J. Y., & Xu, Y. F. (2023). A study on product image perception of domestic smartphones based on rooting theory. *E-commerce Review*, 12(2), 41-50. <https://doi.org/10.12677/ECL.2023.122005>
- Zhu, Z. P., Lou, X. T., & Zhang, Y. H. (2023). Research on the path of innovation-driven development in the context of digital economy--an empirical analysis based on smartphone industry. *Journal of Fuzhou University: Philosophy and Social Science Edition*, 37(3), 39-52.