

APPLE VS SAMSUNG

Innovation meets Ambition

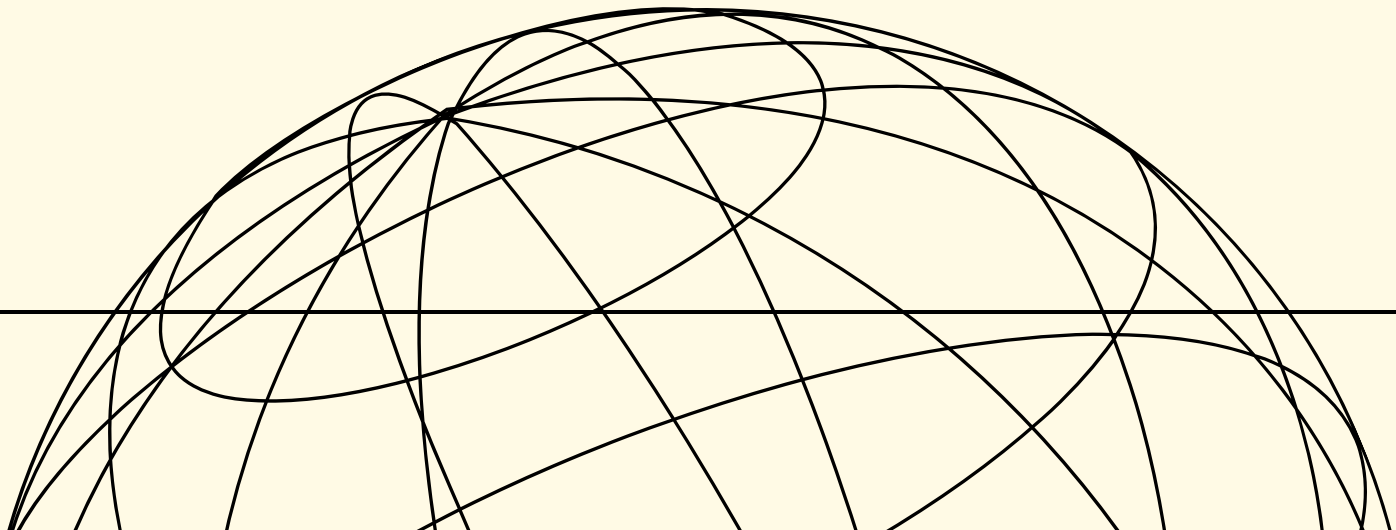


Adare Condon, Claire Powell, Emily Szergowicz

BUSINESS PROBLEM

WHAT IS THE PROBLEM?

- **Problem:** Analyzing the competitive dynamics between Apple and Samsung to understand factors driving customer loyalty, product innovation, and market share.
- **Relevance:** This helps both companies adjust strategies to maintain their market position.
- **Impact:** Identifies strategic insights to improve customer retention and sales performance.



Differences

Quality vs Quantity



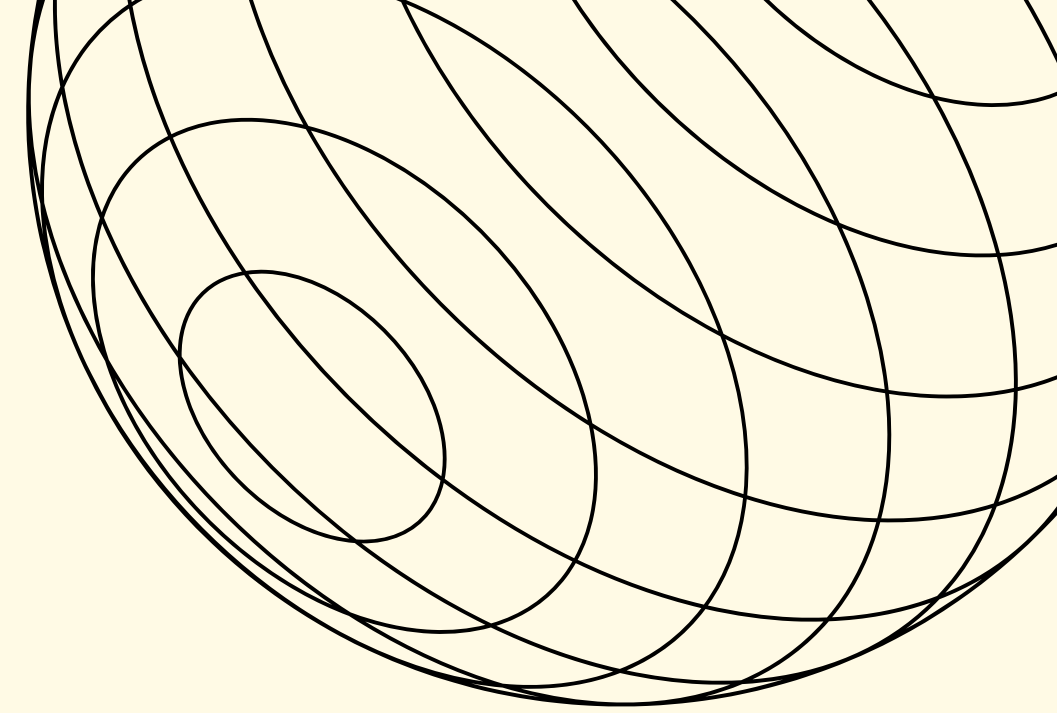
- ✦ Stronger security
- ✦ Faster Software
- ✦ Cleaner/simpler Design

SAMSUNG

- ✦ More Variety
- ✦ Advanced Camera
- ✦ Longer Battery Life/Faster Charging

**Apple dominates the tech market currently*

RESEARCH DESIGN



Objective:

Compare Apple and Samsung based on customer loyalty, product features, and market strategies.

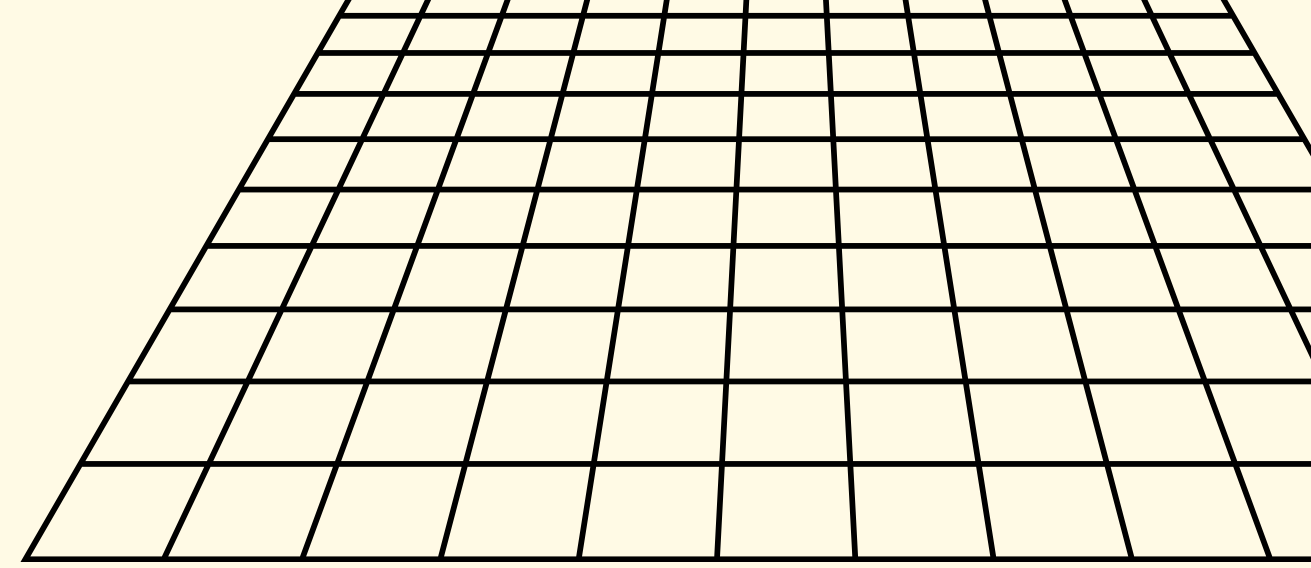
Questions:

- How do product features affect customer loyalty?
- How do pricing and innovation shape brand perception?

Methods:

- Quantitative: Surveys to gather numerical data
- Qualitative: Interviews to explore deeper insights

OPERATIONALIZATION OF CONSTRUCTS (VARIABLES)



Innovation: Measured by new product features (e.g., camera, battery).

Brand Loyalty: Measured by repeat customers & Net Promoter Score (NPS)

Customer Perception: Survey responses on satisfaction.

Market Share: % of global smartphone sales.

PROPOSED RESEARCH METHODOLOGY

Methods:

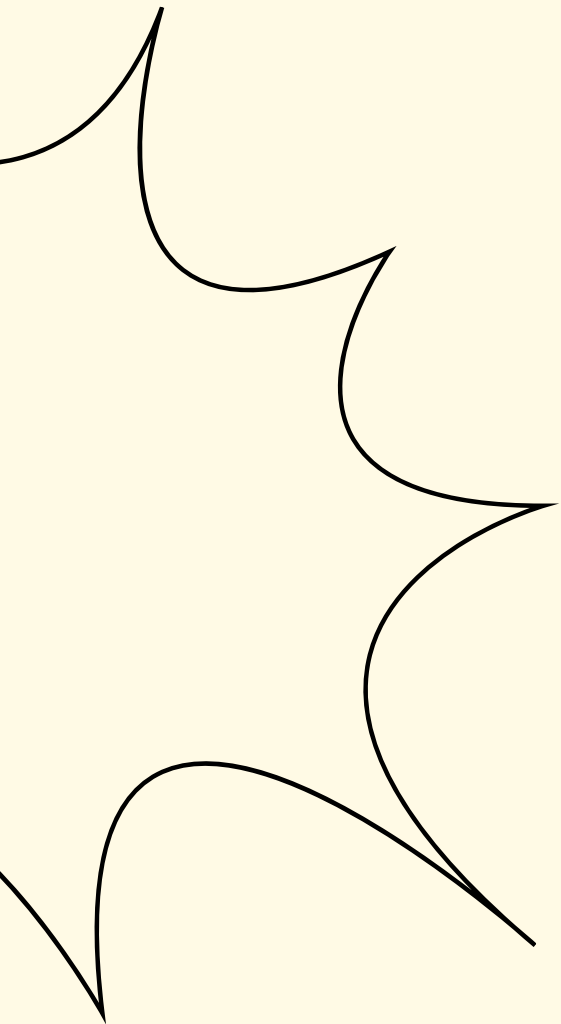
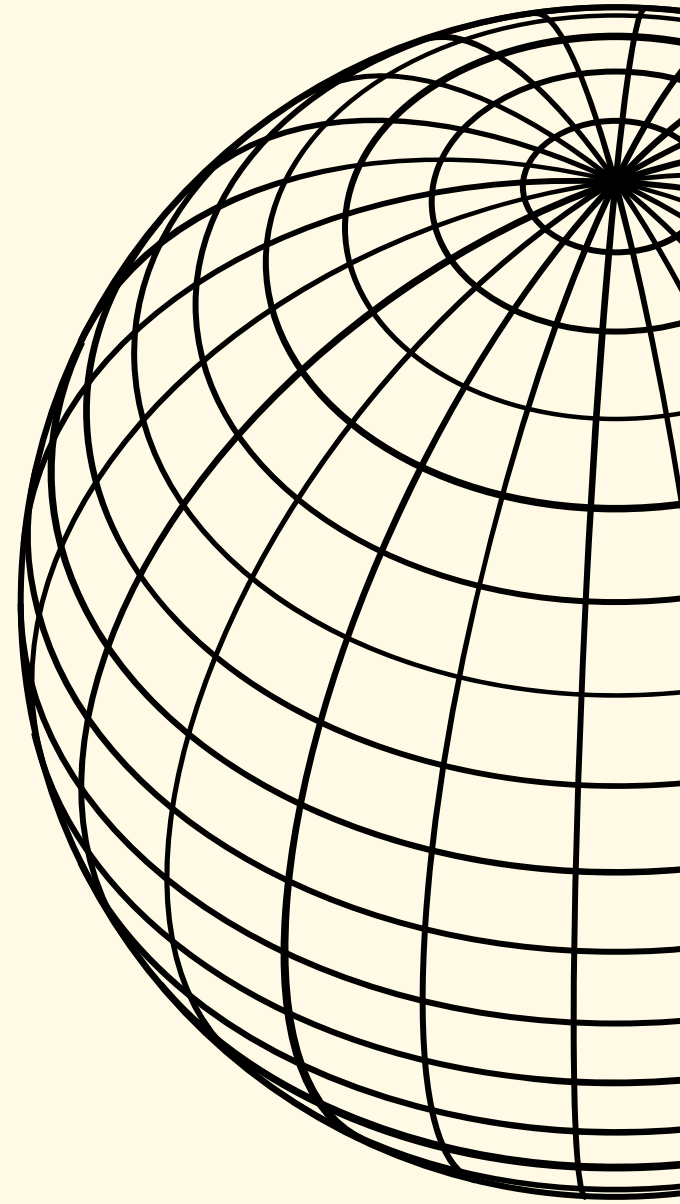
Surveys (Quantitative) to capture customer preferences.

Interviews (Qualitative) to explore deeper perceptions.

Justification:

Surveys - efficiently gather large-scale data

Interviews - provide insights into consumer emotions and decision-making processes.



RESEARCH INSTRUMENTS



Survey:
Questions about satisfaction with product features (e.g., battery life, camera, software).

Interview Guide:
Open-ended questions on brand loyalty and feature preferences.



PROPOSAL FOR CODING AND DATA ANALYSIS

By Using:

Quantitative:
Statistical analysis
using market data.

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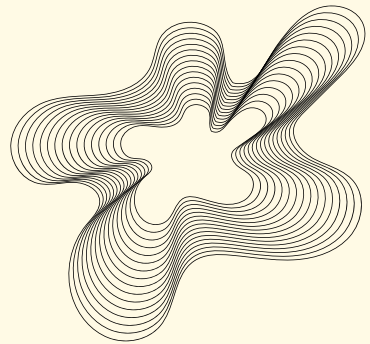
Qualitative:
Consumer
surveys/interviews

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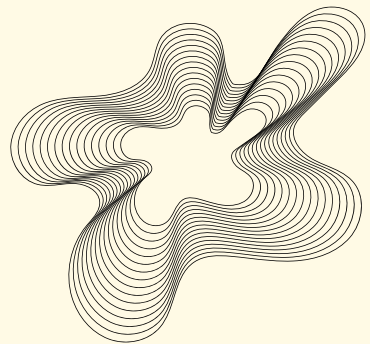
Expected Outcomes:

Insights into customer loyalty drivers, innovation impact, and effects of pricing/marketing strategies.

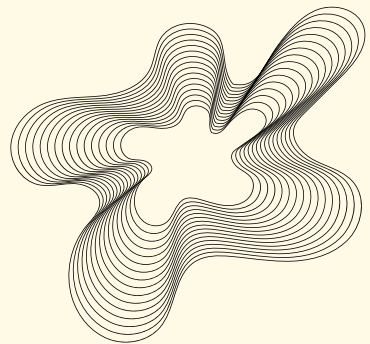
AI INTEGRATION IN THE RESEARCH PROCESS



Design: AI tools refined survey questions for clarity.



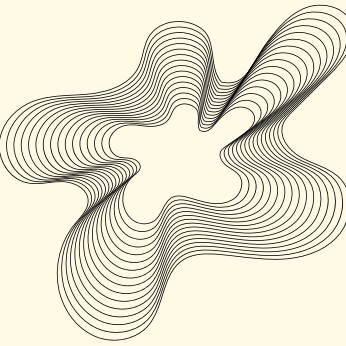
Collection: AI-powered tools like SurveyMonkey & Otter.ai for transcription.



Analysis: AI algorithms for data pattern recognition and sentiment analysis.

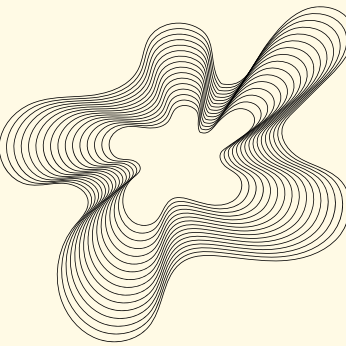


COMPETITIVE RESPONSE & FUTURE OUTLOOK



Competitive Response:

- Apple and Samsung react to each other's innovations through new product releases and competitive pricing.
- Innovations like iPhone updates (camera, battery, software) vs. Samsung Galaxy features (foldable, 5G).



Future Outlook:

- Focus on sustainability & eco-friendly innovations.
- Future differentiation is driven by AI, battery tech, and camera advancements.

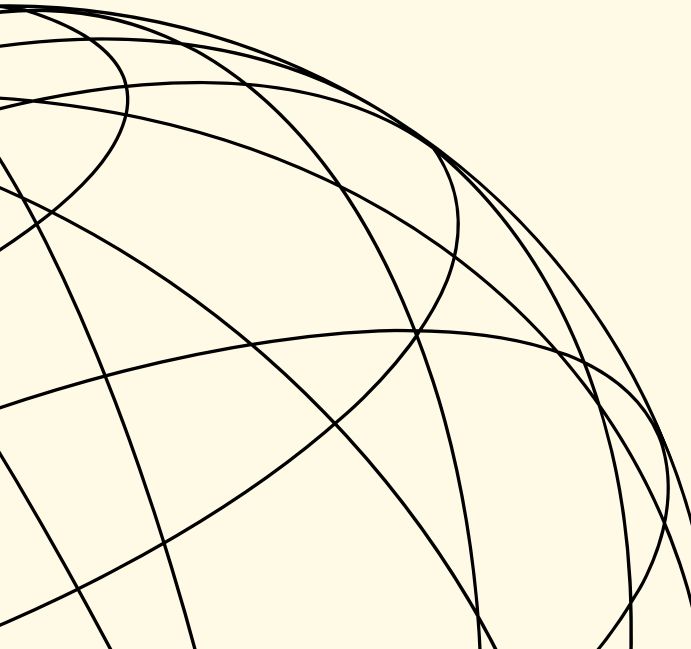
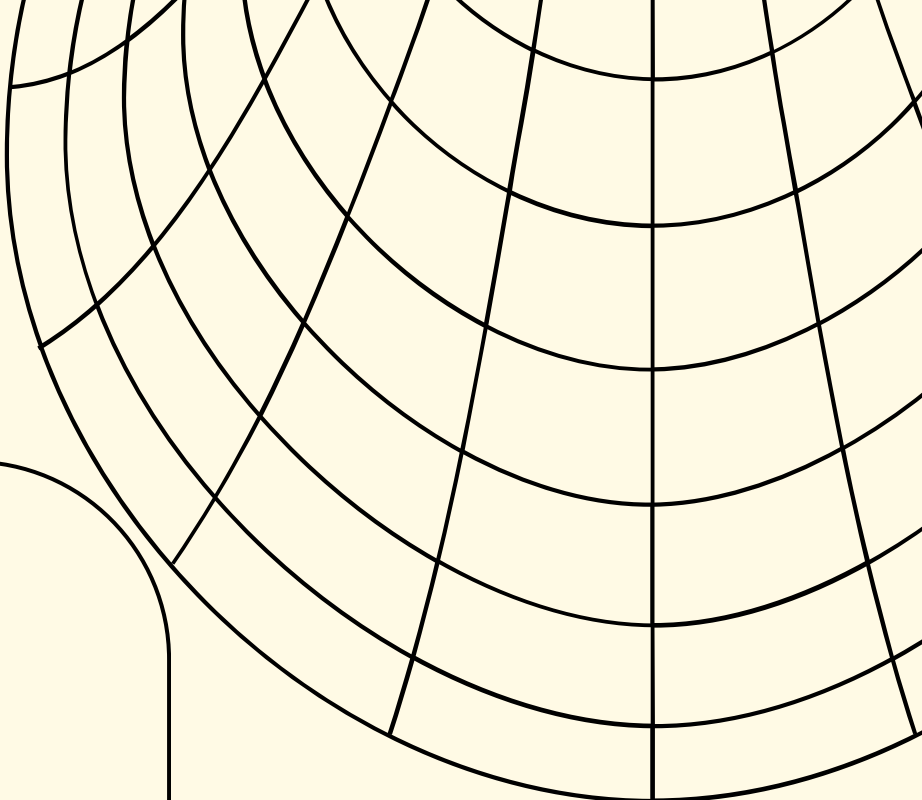
Conclusion



This study explores competitive dynamics, customer perceptions, innovation, and market strategies between Apple & Samsung.

AI tools played a key role in enhancing data analysis and research accuracy.

Understanding consumer behavior is critical for both companies to maintain a competitive edge.



THANKS

Questions?

