

Choice of Mobile Device: The Consumer Perspective

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Abstracts

Choice of Mobile Device: The Consumer Perspective analyzes the impact of new handset purchasing models on the market for mobile phones. It specifically considers models that allow the subscriber to purchase handsets without agreeing to a service contract. This analysis is complemented with an investigation of current trends in handset purchases including replacement rates and brand/OS preferences.

Key Topics

Consumer purchase intentions by smartphone brand and mobile carrier

Smartphone penetration and adoption trends in the current market

Consumer interest and usage regarding 4G/LTE and advanced mobile technologies

Comparison of consumer usage on mobile platforms

Research Benefits

Quantifies the current smartphone market and identifies the leading product brands and carriers

Analyzes purchase intentions and the factors that drive consumer purchases

Evaluates current trends in handset purchases including replacement rates and brand/OS preferences.

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