

## Comparative Analysis of Preference Between Iphone and Samsung Handsets Among Generation Z in Ahmedabad

Ashish Talsaniya<sup>1\*</sup>, Vidhya Dhanja<sup>2</sup>, Jignesh Vidani<sup>3</sup>

Institute of Management Studies, LJ University

**Corresponding Author:** Ashish Talsaniya [24003400310426@mail.ljku.edu.in](mailto:24003400310426@mail.ljku.edu.in)

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### ARTICLE INFO

*Keywords:* Generation Z, Iphone vs. Samsung, Consumer Preference, Brand Identity

*Received :* 1 September

*Revised :* 23 October

*Accepted:* 22 November

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### ABSTRACT

In this study, a comparative analysis of the preferences of iPhone and Samsung handsets among Generation Z is done by targeting Ahmadabad city. It focuses on the factors that affect brand selection. With the use of a hypothesis, this study reveals the pattern of consumer choices. This study reveals that consumer preference does not depend only on a single factor but there are also multiple significant factors responsible for that like brand, lifestyle compatibility, and social identity considerations. Findings Reveal that social symbolism and feature aesthetics are more important variables than others. This research suggests that both brands should focus on experiential marketing, personalized brand identity, and feature innovation for more attraction of consumers. Further research can be done to identify the preferences across different cultural and psychographic contexts, the role of emerging technologies, and the impact of ethical branding

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## INTRODUCTION

In today's competitive and technological world competition between smartphone brands has grown to the next level. Where Apple and Samsung are always fighting for market share, especially we can see this competition among Generation Z, it's a group of people with distinctive decision-making and different types of preference (Vidani & Solanki, 2015).

As we know today smartphones are very important for Generation Z they have different times of need and requirements from the smartphone so they have a big impact on the smartphone market. Within this different demographic, this research attempts to understand the consumer preference between Samsung and Apple handsets, by understanding different elements affecting buying behaviour of consumers (Vidani, 2015).

The main goal of this study is to identify what generation z thinks about Samsung and apple handset and what are the factors affecting it (Vidani, 2015). The comparison of consumer preference Between Samsung and Apple helps to identify the relationship between branding, technology, and consumer preference, through analyzing the elements and consumer behaviour the study aims to provide valuable information and suggestions to researchers and business professionals in this competitive and technological world smartphone industry become more dynamic so that it will be essential to know consumer preference of Generation Z between Samsung and apple smartphone (Vidani, 2015).

In today's competitive and technological life smartphones have become an essential tool. For overwork, communication, and entertainment it's becoming very useful. Particularly for Generation Z, smartphones are more than just devices; they are more dependent on their smartphone. Generation Z is growing with the growth of Technologies. Moreover, smartphones have become a status symbol for Generation Z. Because of such many variables factors the smartphone market has become very competitive (Solanki & Vidani, 2016).

Moreover, the companies are selling their smartphone globally and the global market is valued at billions of dollars which represents the battleground of the smartphone market where every brand wants to dominate the market globally and at the Regional level also. As we know majority of smartphone users are between Age of 18 to 30 so it is very essential to understand the needs and preferences of that Generation (Niyati & Vidani, 2016). In this dynamic environment, the preferences of younger are very different. So it is very important to target the needs of Generation Z's people to target the maximum market. There are many variables that affect the buying behaviour of consumers such as social media influences, smartphone features, brand reputation, social status etc, so it is very important to examine each and every variables to understand the smartphone buying behaviour of consumers, especially Generation Z (Vidani, 2016).

### **The Rise of Smartphones and the Influence of Generation Z:**

As we know Generation is born between 1900 -2010. The first generation has grown up in a world dominated by the internet and smartphones. Their understanding and thinking about technological advancements are different

from previous generations. The people of the old generation are using smartphones for communication only but now in this new Generation, the usefulness of smartphones is developed to the next level. Today generation Z's people are you single smartphones for communication, social interaction, entertainment, education, and work (Pradhan, Tshogay, & Vidani, 2016).

Generation Z plays a significant role in the smartphone market. Their purchasing power, their preferences, and their likes and dislikes had the power to influence the smartphone market, thus they are key to the smartphone market trends. Companies like Apple and Samsung know this and they both have used it in their marketing strategies. Apple is known for providing innovative products, and sleek designs, often appealing to those who value status. Samsung, on the other hand, is known for affordability, versatility, and cutting-edge technology, targeting people who need affordable and value-for-money products, and Samsung also provides higher range of products for people who need superior products whiteout thinking much more about price (Modi, Harkani, Radadiya, & Vidani, 2016).

#### **Branding: The Cornerstone of Market Success:**

Branding is not only a marketing tool but it is the backbone of smartphone companies Samsung and Apple have another level of branding in the market and they are market leaders. Apple's brand identity is built on innovation, and exclusivity, appealing to consumers who prioritize design, prestige, and a seamless user experience. While Samsung in contrast, has positioned itself as a brand that offers versatility, affordability, and a range of options to suit different consumer needs (Vidani, 2016).

The importance of branding is further increased by Generation Z's dependence on digital platforms. They are more influenced by social media, online reviews, and influencers, rather than traditional advertisement methods. Both Samsung and Apple know this and adopted this in their marketing strategies to increase their brand's value and build a strong digital presence (Singh, Vidani, & Nagoria, 2016).

#### **Pricing and Perceived Value:**

Pricing is one of the most important factors in influencing consumer preferences. Apple is known for its premium pricing because their customer are giving more importance to quality and status, while Samsung, offers a wider range of pricing options so that people with every range of budget can use Samsung handsets (Mala, Vidani, & Solanki, 2016).

For Generation Z, the perceived value goes beyond the price tag. It encompasses factors such as the product's features, durability, and the overall experience it offers. Brands that can strike the right balance between cost and value are more likely to win the loyalty of this demographic. Apple's ecosystem, which provides a seamless user experience across devices, and Samsung's focus on innovation and affordability are examples of strategies aimed at enhancing perceived value (Dhere, Vidani, & Solanki, 2016).

Generation Z gives more importance to product features, durability, and the overall experience. Brands that can make the right balance between cost and value are more attracting the loyalty of consumers. Apple's ecosystem provides a seamless user experience, while Samsung's focus is on innovation

and affordability. Both are making strategies which enhance the value of the brand (Singh & Vidani, 2016).

### **Social Influence and Consumer Behaviour:**

Social influence plays a very important role in the preference of Generation Z. This generation is highly influenced by social media like Instagram, TikTok, and YouTube, which is key for brand promotion. Peer reviews and user-generated content significantly impact their purchasing decisions. It is very essential to maintain a strong presence on these platforms (Vidani & Plaha, 2016).

Apple and Samsung had already understood the effectiveness of this trend so they have made partnerships with influencers and they are also creating content that they can influence their target audience. Apple's marketing strategies always show its product as a status symbol and a higher quality product. While Samsung in its marketing strategies focuses on highlighting features and versatility and tries to target a broad audience (Solanki & Vidani, 2016).

Now people are giving more importance to environmental sustainability and environment-friendly manufacturing. Especially Generation Z is conscious of these issues. So it is very important to consider environmental sustainability. Both Apple and Samsung have taken steps to address these concerns, they are focusing on recycling, reducing carbon footprints, and promoting fair labour practices (Vidani, 2016).

### **Research Objectives**

1. Determine the Main Elements Affecting Preferences
2. Analysis of Perception and Brand Loyalty
3. Examine the Impact of Demographics
4. Investigate the Function of Marketing Techniques
5. Examine Social Trends and Influences
6. Evaluate Customer Satisfaction and User Experience
7. Assess Sensitivity to Price
8. Analyse the Impact of Technological Elements
9. Recognize Purchase Behaviour Trends

10. Provide Manufacture Recommendations  
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### **LITERATURE REVIEW**

#### **1. Analysis of Consumer Preferences in Smartphone Brands:**

Study 1: Brand Preferences of Smartphone Users in Tamil Nadu (Vijayakumar & Sakthivel, 2015)

This study highlights That Samsung is the most preferred smartphone brand in Tamil Nadu, key factors influencing consumer choices were price, battery life, and technical issues. This study was conducted using a non-probabilistic convenience sampling method and Garrett Ranking, the research identifies common concerns among users, such as technical glitches and affordability. These insights are particularly relevant for understanding the general issues that influence consumer loyalty and satisfaction in regional markets (Bhatt, Patel, & Vidani, 2017).

#### **2. Exploring Consumer Perceptions of Samsung and Apple among Generation Z:**

Study 2: Attitudinal Differences Between Samsung and Apple Users (Aswani, 2016)

By Focusing on the youth of Mumbai, this study explores how young consumers perceive Samsung and Apple. This study examined variables like spending patterns, willingness to purchase refurbished phones, and the competitive positioning of both brands. This study was conducted via an online survey; the research provides valuable insights into the attitudes of urban youth, purchasing behaviours and brand preferences. The findings reveal that consumer attitudes are shaped by the brand value of Apple and the

affordability of Samsung, which are critical factors for Generation Z (Vidani, Chack, & Rathod, 2017).

### **3. Factors Influencing Smartphone Brand Preferences:**

Study 3: Consumer Perception towards Samsung (Quantitative Study)

This study was conducted to understand factors influencing consumer satisfaction with Samsung smartphones, including price, features, and overall satisfaction. With the help of surveys and regression analysis, the research identifies key factors that may also impact Generation Z's choices between Samsung and Apple. The findings suggest that affordability, product features, and innovation play a major role in shaping consumer perceptions (Sukhanandi, Tank, & Vidani, 2018).

### **4. Consumer Behaviour and Purchase Decision-Making:**

Study 4: Consumer Preferences for Private Label Products in Ahmadabad (Shah & Patel, 2012)

Although this study focuses on retail and private labels, it discusses about factors influencing purchase decisions relevant to the smartphone market. The research highlights the importance of brand trust, product availability, and quality in shaping consumer preferences. These factors provide a base for understanding how consumers in Ahmadabad might approach choosing between Samsung and Apple (Biharani & Vidani, 2018).

### **5. Brand Loyalty and Switching Behaviour:**

Study 5: Brand Loyalty and Switching Among Young Adults (Nandi, 2015)

This study was conducted to explore brand loyalty and switching behaviour among young adults, focusing on Apple and Samsung. It finds that Apple enjoys a more loyal consumer base, while Samsung remains popular due to its affordability and versatility. Factors responsible for brand switching include technical features, demographics, and changing consumer preferences. The study is particularly relevant to Generation Z. Consumers showing strong loyalty to Apple's ecosystem, are open to switching brands if technological features or affordability become deciding factors (Vidani, 2018).

### **Research Gap**

The research gap in this study reveals many other variables that have a significant impact on consumer preference in this specific demographic. In the existing literature review, most of the research focuses on the Technological and brand loyalty of consumers, and only some of them have examined social and cultural factors that have a significant impact on consumer preference among the young Generation. Some of the research has included foreign contexts in this study which have a significant impact on youngsters of Ahmadabad city because Ahmadabad city is affected by foreign culture

Some research has lack of relative importance factors like brand image, price sensitivity, and social influence among Generation Z in India. Study always focus on technical and functional aspects they do not pay attention to the symbolic value of owning a particular smartphone like the iPhone or Samsung. Indian youngsters are highly affected by social media and peer groups, here the choice puts less attention on Technical aspects like features.

Another gap in existing research is regarding the effect of cultural factors on consumer preference. Other factors like technical and innovation are well discussed. As Ahmadabad is a rapidly metropolitan city, it may have an effect of social and economic factors in Generation's people. For example, people in Ahmadabad or other cities are highly affected by local influencers and digital marketing.

Moreover in existing research, Regional diversity is absent in India, by this study we will fill up this research gap with the study of socio-economic and cultural factors that influence consumer preferences in urban areas. It is very difficult to understand consumer preferences at the regional level, Because consumer preferences are very different between metropolitan areas and smaller cities.

Lastly, there are emerging trends such as 5G, AI, and high-quality displays that influence the buying behavior of consumers. There is limited research about how this trend is affecting Generation Z.

### **Hypothesis**

H1: There is an association between Age and Overall rating of smartphone ownership experience.

H2: There is an association between Age and the importance of the availability of features like customizability in smartphone choice.

H3: There is an association between Age and the likelihood of choosing an iPhone over a Samsung if purchasing a new smartphone.

H4: There is an association between Age and agreement with the statement "I am influenced by social media when choosing a smartphone brand."

H5: There is an association between Age and the perception of the Samsung brand.

H6: There is an association between Age and the perception of the iPhone brand.

H7: There is an association between Age and prioritizing User Experience (Software and Interface) when choosing a smartphone.

H8: There is an association between Age and prioritizing Brand Reputation when choosing a smartphone.

H9: There is an association between Age and prioritizing Price when choosing a smartphone.

H10: There is an association between Age and prioritizing Battery Life when Choosing A Smartphone.

### **1. Table 1 Validation of Questionnaireanalysis of Consumer Preferences in Smartphone Brands:**

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H9: There is an association between Age and prioritizing Price when choosing a smartphone.

H10: There is an association between Age and prioritizing Battery Life when choosing a smartphone.

Table 1. Validation of Questionnaire

Statements	Citation
Which smartphone do you currently use?	(Vidani J. N., 2016) (Vidani & Pathak, 2016)
How likely are you to recommend your current smartphone brand to a friend?	(Pathak & Vidani, 2016)
How important is brand loyalty in your decision to purchase a smartphone?	(Vidani & Singh, 2017) (Vidani & Plaha, 2017)
How satisfied are you with your current smartphone brand?	(Vidani J. N., 2018) (Sukhanandi, Tank, & Vidani, 2018)
Which features do you prioritize when choosing a smartphone? [Camera Quality]	(Odedra, Rabadiya, & Vidani, 2018)
Which features do you prioritize when choosing a smartphone? [Battery Life]	(Vasveliyya & Vidani, 2019) (Sachaniya, Vora, & Vidani, 2019) (Vidani, 2019)
Which features do you prioritize when choosing a smartphone? [Price]	(Vidani J. N., 2020) (Vidani & Dholakia, 2020)
Which features do you prioritize when choosing a smartphone? [Brand Reputation]	(Vidani & Das, 2021)
Which features do you prioritize when choosing a smartphone? [User Experience (Software and Interface)]	(Rathod, Meghrajani, & Vidani, 2022) (Vidani J. N., 2022)
How do you perceive the iPhone brand?	(Sharma & Vidani, 2023) (Mahajan & Vidani, 2023)
How do you perceive the Samsung brand?	(Vidani, Meghrajani, & Siddarth, 2023)
To what extent do you agree with the following statement "I am influenced by social media when choosing a smartphone brand."	(Vidani, Das, Meghrajani, & Singh, 2023) (Saxena & Vidani, 2023)
If you were to purchase a new smartphone today, how likely would you be to choose an iPhone over a Samsung?	(Bansal, Pophalkar, & Vidani, 2023) (Vidani, Das, Meghrajani, & Chaudasi, 2023)
How important is the availability of features like customizability (e.g., themes, settings) in your smartphone choice?	(Patel, Chaudhary, & Vidani, 2023) (Chaudhary, Patel, & Vidani, 2023)
Overall, how would you rate your	(Saxena & Vidani, 2023)

smartphone ownership experience?	(Sharma & Vidani, 2023)
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Source: Author's Compilation

## METHODOLOGY

Table 2. Research Methodology

<b>Research Design</b>	Descriptive
<b>Sample Method</b>	Non-Probability - Convenient Sampling method
<b>Data Collection Method</b>	Primary method
<b>Data Collection Method</b>	Structured Questionnaire
<b>Type of Questions</b>	Close ended
<b>Data Collection mode</b>	Online through Google Form
<b>Data Analysis methods</b>	Tables
<b>Data Analysis Tools</b>	SPSS and Excel
<b>Sampling Size</b>	<b>165</b>
<b>Survey Area</b>	<b>Ahmedabad</b>
<b>Sampling Unit</b>	Students, Private and government Job employees, Businessmen, Home maker, Professionals like CA, Doctor etc.

Source: Author's Compilation

## Demographic Summary

The demographic study says that there is the balanced distribution of gender, the study consists of 48.2% male and 51.8% female from a total of 164 individuals. 73.2% Respondents are 18-25 years old, and 20.1% are of the age of 25-30, and 6.7% are of 30-39. The majority of them are postgraduate, which is 36% of the total, while 32.9% are undergraduates, 23.8% have other educational backgrounds, and 7.3% completed HSC. Occupation-wise, 44.5% are students, 29.9% hold jobs, 18.3% are business professionals, and 7.3% are professors or specialists.

Cronbach Alpha

Table 3. Cronbach Alpha

Cronbach Alpha Value	No. of items
<b>.872</b>	15

Source: SPSS Software

Cronbach's Alpha is a measure of internal consistency, it indicates how a set of items measures a single one-dimensional latent construct. A high value of Cronbach's Alpha suggests that the items in the scale are highly correlated and the value is .872 and it also provides reliable measurements.

An Alpha of .872 is for 11 times which means the scale is quite reliable. Generally, an Alpha value above .70 is considered acceptable, and values which

are above .80 indicate good reliability. The value of .872 provides confidence in the survey or questionnaire results.

Table 4. Results of Hypothesis Testing

Sr. No	Alternate Hypothesis	Result p =	>/< 0.05	Accept/ Reject Null hypothesis	R value	Relationship
1	H1: There is an association between Age and Overall rating of smartphone ownership experience.	0.022	<	H01 Rejected (Null hypothesis rejected)	0.438	weak
2	H2: There is an association between Age and the importance of the availability of features like customizability in smartphone choice.	0.799	>	H02 Accepted (Null Hypothesis Accepted)	0.677	Strong
3	H3: There is an association between Age and the likelihood of choosing an iPhone over a Samsung if purchasing a new smartphone.	0.174	>	H03 Accepted (Null Hypothesis Accepted)	0.093	Weak
4	H4: There is an association between Age and agreement with the statement "I am influenced by social media when choosing a smartphone brand."	0.982	>	H04 Accepted (Null Hypothesis Accepted)	0.923	Strong
5	H5: There is an association between Age and the perception of the Samsung brand.	0.524	>	H05 Accepted (Null Hypothesis Accepted)	0.347	Weak
6	H6: There is an association between Age and the perception of the	0.265	>	H06 Accepted (Null Hypothesis	0.378	Weak

	iPhone brand.			Accepted)		
7	H7: There is an association between Age and prioritizing User Experience (Software and Interface) when choosing a smartphone.	0.456	>	H07 Accepted (Null Hypothesis Accepted)	0.170	Weak
8	H8: There is an association between Age and prioritizing Brand Reputation when choosing a smartphone.	0.816	>	H08 Accepted (Null Hypothesis Accepted)	0.290	Weak
9	H9: There is an association between Age and prioritizing Price when choosing a smartphone.	0.454	>	H09 Accepted (Null Hypothesis Accepted)	0.405	Weak
10.	H10: There is an association between Age and prioritizing Battery Life when choosing a smartphone.	0.084	<	H10 Accepted (Null Hypothesis Accepted)	0.737	Strong

Source: Author's Compilation

## RESULT AND DISCUSSION

This competitive analysis Reveals insightful trends. The main of this study is to analyze factors influencing this demographic's smartphone preferences and their relations with age. The results showed mixed outcomes regarding the null hypotheses, with varying levels of statistical significance and correlation strengths.

Hypothesis (H1) which is related to the overall experience of smartphones revealed a p-value of 0.022, which is less than 0.05, which shows the rejection of the null hypothesis. It shows that smartphone ownership experience and age have a significant association. Moreover, the R-value of 0.438 shows a weak correlation. This finding highlights that age plays a significant role in smartphone ownership experience.

While examining the importance of customizability (H02), the p-value was 0.799, which is greater than 0.05, which leads to the acceptance of the null hypothesis. The R-value was 0.677, which indicates a strong relationship with the data. This suggests that only age does not have a significant impact on the importance of customizability, it might be influenced by other variables also

While examining it has been found that the likelihood of choosing an iPhone over a Samsung handset (H03) had a p-value of 0.174, which means it accepts a null hypothesis and an R-value of 0.093, indicating a weak correlation. This suggests that age does not significantly affect the choice between iPhone and Samsung handsets and weak correlation suggests that the preferences are affected by factors such as brand loyalty, influencers and marketing strategies

Hypotheses (H04) leading to the acceptance of the null hypothesis which indicates the Impact of social media on smartphone brand choice, the p-value was 0.982. However, the R-value of 0.923 indicates a strong correlation. This suggests that age does not have a significant impact on Brand Preference. However social media itself has a strong impact on consumer preference.

Hypotheses (H05 to H10) are related to brand perception and prioritized features such as user experience, brand reputation, price, and battery life their p-values greater than 0.05 indicate acceptance of the null hypotheses. The R-values of these hypotheses are between (0.093 to 0.405) except (H10) which has an R-value of 0.737 which indicates a strong relationship.

Overall analysis suggests that some factors such as overall smartphone experience show a significant impact on age, but the relationship between them is weak. Social media influence and customizability show strong correlations but they are not dependent on age to have a significant impact on Generation Z. We can find out that this demographic is influenced by multiple, complex factors beyond age alone, such as societal trends, marketing, and personal values.

### **Theoretical Implications**

From this study, we can find that this study has several theoretical implications relevant to consumer behaviour, brand loyalty, and technology adoption. When we explore nuances of Generation Z's preference structure in this study we can find out that the study contributes to existing theories in consumer choice, preference formation, and the role of brand identity in purchasing decisions.

1. Consumer Preference and Brand Differentiation: the study reveals that Generation Z does not consistently favour a single brand over the other one. Based on variables and theories, we can say that consumers are more flexible in their choices they are less brand-loyal. Consumers of Generation Z are prioritizing specific features or overall experience over the brand popularity. So the brand should focus less on cultivating loyalty alone and should give more focus on their offerings with the dynamic preferences of Generation Z.

2. Technology Acceptance and Product Attributes: findings of these variables suggest that newer generations may integrate technology preference with self-expression, social influence and personal attachment.

3. Social Influence and Identity Theories: In Generation Z's people it is found that they are giving significant importance to social and identity factors in their choices. In Ahmadabad, where Generation Z is increasingly exposed to global trends, the iPhone and Samsung brands could serve as cultural symbols, fulfilling social identity needs and must help to shape perceived status or group by their offerings.

4. Weak Preference Correlations and Hedonic Consumption: The weak correlation between most variables indicates that Generation Z's preference may be more influenced by emotional responses to the brand image, product aesthetics, or perceived enjoyment rather than price and functionality alone. Hedonic Consumption theories highlight the pleasure and experiential value of products over functional value.

5. Cross-Cultural Perspectives in Consumer Theory: youngsters in Ahmadabad City are highly affected by Western cultural symbols which affect purchase decisions, and cultural context shapes product preference.

### **Practical Implications**

This study of Generation Z's preference between iPhone and Samsung in Ahmadabad gives practical implications to product developers and brand strategists. Here are some key insights:

**Targeted Marketing Strategies:** Brands should consider that Generation Z's preferences are not only shaped by brand loyalty but also by specific features, overall experience, identity considerations and lifestyle.

**Emphasis on Brand Identity and Social Symbolism:** The brand should leverage influencer partnerships, social media campaigns, and brand ambassadors who resonate with Generation Z can help strengthen the handset's identity as a cultural symbol, Because social identity plays a significant role.

**Feature-Focused Product Development:** Brands should continue to innovate in terms of design, camera quality, and unique functionalities because Generation Z values a combination of features.

**Localized Marketing Content:** Apple and Samsung should develop culturally relevant campaigns that reflect the modern yet traditional lifestyle mix of Indian youth, Because cultural context shapes preferences.

**Focus on Experiential Retail:** Retail locations could emphasize interactive setups where consumers can experience the features and aesthetics firsthand; creating a memorable impression that aligns with Generation Z's experiential expectations. Because it affects consumer preference positively toward specific brand

iPhone and Samsung can enhance their appeal and market share among Generation Z in Ahmadabad by aligning brand messaging, product features, and experiences.

### **CONCLUSION AND RECOMMENDATION**

It has been concluded that Generation Z's preference for iPhone or Samsung handsets in Ahmadabad is influenced by a complex variable like Brand identity, lifestyle alignment, and social symbolism rather than traditional brand loyalty or purely functional attributes. While some specific features show strong associations with preference, many tested factors have weak correlations, which suggest diverse and nuanced drivers of choice. Brands should focus on targeted, culturally relevant, and experience-focused strategies to appeal to this demographic. Ultimately, brands that are aligned with very important variables like Generation Z's values, social identity, and experiential expectations should focus on developing connections with young consumers in this market.

### **Recommendations For Future Research/ Future Scope of the Study**

Future research on Generation Z's handset preferences could explore several key areas to understanding consumer behaviour in this demographic:

**Broader Demographic and Regional Analysis:** by examining the buying behaviour of consumers on the basis of regional and demographic comparative analysis can be done

**In-Depth Psychographic Factors:** for a better understanding of how personality and values influence handset preferences among Generation Z. Future studies could explore psychographic factors such as lifestyle, social media usage, and attitudes toward technology.

**Longitudinal Studies:** this study can help to capture how preferences evolve as new technological trends and brands emerge, offering insights into the potential longevity of brand loyalty within this demographic.

**Impact of Emerging Technologies:** for understanding the Impact of Technologies future research could focus on how features like AI integration, and foldable screens, affect the choice-making of Generation Z's people.

**Influence of Sustainability and Ethical Branding:** As sustainability becoming very important, studies on the impact of eco-friendly practices and ethical branding on Generation Z's preferences could provide valuable insights for brands looking for socially conscious consumers.

### **FURTHER STUDY**

This research still has limitations so that further research is needed related to the topic of Comparative Analysis of Preference Between iPhone and Samsung Handsets Among Generation Z in order to perfect this research and increase insight for readers.

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