International Journal of Advances in Engineering and Management (IJAEM)
Volume 7, Issue 07 July 2025, pp: 304-311 www.ijaem.net ISSN: 2395-5252

An Evaluation of Brand Recognition of Smartphones among Smartphone Users in Thailand

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Date of Submission: 01-07-2025 Date of Acceptance: 10-07-2025

ABSTRACT
This study lays an overview of brand recognition of smartphones amongst smartphone users in Thailand.
Most importantly, this research explains why some smartphone brands experience dominancy and high market share in the Thia market, whereas others with low-cost prices struggle to gain substantive growth and market share.
The study is geographically limited to Thailand in order to gather a population sample that is of quality, independent and reliable. It is also narrowed to only smartphone users who in the past five years must have used up to two or more different smartphones and not necessarily everybody that holds a mobile phone.
Moreso, this study went further to raise concerns about cross generational perspective on smartphones and their usages. In as much as it is agreed that smartphones are used by everyone, this research has pointed out the fact that the millennials are more prominent in the online platforms than the generation before them. Also, that in identifying channels of recognitions, generations before the millennials prefer tangible experience while making choices of smartphones brands. Whereas, those after them are just interested in a seamless process of choice making and taken decisions on purchases.

I. INTRODUCTION:

Smartphones are one of the leading industries in the world today, this introduction covers the evolution of smartphones. Most importantly this research will touch on the areas such as comparative cost advantage and factors militating against brand recognition across the Thailand market, especially amid varieties of low-cost Chinese homemade phones that flooded the Thailand market in recent times.

Interaction between the researcher and a greater number of smartphone users in Thailand shows that a substantial number of the population take iPhone and Samsung as their first smartphone preference, and that raises a serious concern in this research. This is because there are other leading brands in the industry. Hence, this research will be able to raise certain fundamental issues in the area of brand marketing strategy, awareness, and recognition among smartphone users in Thailand. Perhaps go further to ascertain the platforms through which smartphone users get information about the brand they patronize.

We can't overemphasize the fact that the development of brand recognition has become an important focus for marketing strategy in recent years, due to large economic benefits such as value premiums, client referrals, diminished operating costs, and expanded purchases. Thus, marketers seek strategic approaches to convince prospective customers who know their brands into making purchase decisions.

In this modern era, the telecommunication industry is faced with a lot of challenges. Telecommunication gadgets are indirectly or directly affecting all of us in different ways, and most parts, improving the quality of life and enhancing connectivity on a global scale. The number of smartphone users is exponentially increasing by the day across the globe. The choice and decision of manufacturers in the industry are largely affected by many factors, and that includes introducing advanced innovations in their brands to have a comparative advantage over their competitors. However, this study has been undertaken by the researcher to examine the

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behavioral profile of smartphone users across people of different generations.

1. Research questions and objectives:

Questions:

1. What is the impact of brand recognition on consumer purchasing decision of smartphones?
2. What marketing strategy can enhance brand recognition of smartphones?
3. How do Smartphone brands communicate their new product offerings to consumers?

Objectives:

1. To examine how cross generational factors can significantly influence brand recognition of smartphones.
2. To investigate the marketing strategy that influences brand recognition of smartphones among users.
3. To identify the platforms that consumers get brand information and interrogate the social impact of the use of smartphones.

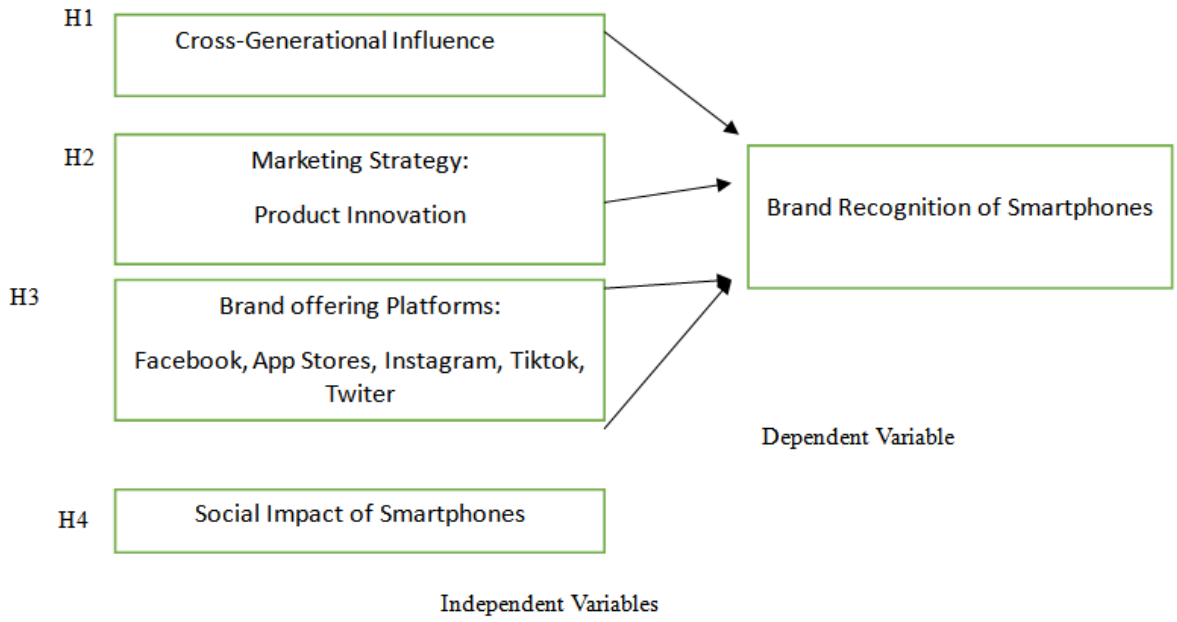
Terminologies: Smartphone, Social-Media, Communication, Innovation, Strategy, Digital, Connectivity

2. Research Hypothesis:

- Cross-generational factors can influence brand recognition of smartphones (H1)
- Product innovation as a brand strategy for smartphone industry players (H2)
- Social media platforms as a tool for communicating brand offerings (H3)
- Social impact of the use of these smartphone devices (H4)

3. Conceptual framework:

This brings to our attention the scope of the research in respect of the three items mentioned in the research objectives. This will be properly put in perspective in the table below:



II. REVIEWED LITERATURES:

1. Smartphone Brand Awareness:

According to an article by Pomoni (2010), Apple is one of the brands with the highest brand recognition. Almost 90% of consumers are aware of this. This allows Apple to present consumers with a variety of products in a prominent position, and many consumers will prefer his Apple products over similar products from other companies due to the company's name recognition. Apple's market share will increase. According to Fee Logo Services (2006), logos are one of Apple's awareness tools. The smart and simple logo design has made this logo one of the most recognizable brand symbols in the world, and we have found it to be effective and easy to remember. Famous Logos (2012) shows the steps Apple went through in creating its current logo, as shown in their logo diagram. The current Apple logo design is the result of long and deep thought. There is a story

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behind the development of this logo. Sir Isaac Newton, the inventor of the law of gravity, came up with the theory of the law of gravity after seeing an apple fall while sitting under a tree. The Apple logo is associated with this Apple. Initially, the logo was designed in rainbow colors, representing the new color scheme of the IT industry. The Apple logo is now finished in polished silver, giving the logo a modern twist. This logo is unique and has an interesting background and history. It is easy to understand and represents the highest product quality.

Samsung's logo is distinguished from other companies' logos by two letters. First, rotate the character 10 degrees from her X axis to give it some dynamic tension. The second letter is the brand name "Samsung," which jumps out of the picture and dissects, giving the impression that the outline is a spotlight to clarify and define the brand name. The report shows that Samsung's aggressive brand awareness campaign has generated significant brand awareness among consumers. According to a survey report conducted, he said 54% of potential smartphone buyers would choose his iPhone. Recently, consumer interest in Samsung smartphones has increased by 5%. Samsung has launched sponsorships to increase brand awareness. Was a sponsor of Athens 2004 The Olympics had a positive impact on brand awareness, from 57% he increased to 62%. Additionally, sponsorships help build a good reputation and brand image. Increased awareness led to increased sales.

2. Brand Identity:

Kapferer (2004) postulated a prism of brand identity. It's a hexagon that encompasses her six dimensions of brand identity: physique, personality, relationships, reflection, and self-image. The brand identity prism reveals that all these aspects are connected and form a well-structured unit. The importance of Brand Prism is to understand the essence of brand and retailer identity. Furthermore, he believes that brand identity reflects the strength of a brand. Communication is the essence of brand identity. In other words, brands have a physical quality. Physical engagement with physical aspects of the brand. It's a great combination of objective characteristics that come to mind when you mention a brand. It represents the backbone and its tangible added value, and the physical aspect of a brand is one of the things that define it. Branded phototypes are also included.

A brand is a culture: In the sense that it has its own culture derived from the product. Products not only embody culture, they are also a means of communication. Brands convey culture and are driven by culture because they convey the culture of the society from which the brand originates. The country of origin is a treasure trove of brands. The key role of culture is to connect brands and companies and that helps in brand differentiation.

A relationship: This aspect of your brand influences how you operate your brand, how you deliver your services, or how you engage with your customers. Brands can be the cornerstone of transactions and interactions between people. The brand associates its name with the theme. Example: A Greek name that associates the Olympic Games Kappefeller (2004) with a specific cultural value, such as Nike Beer. A brand has a personality. A brand is usually attributed to a particular personality. How they talk about their products and services shows what they would be like if they were human. It was also pointed out that brand personality is described and measured in terms of the human personality traits that are essential to the brand.

Pirate (2004) Your brand is a reflection of your customer: Brands try to reflect the people who use them as much as possible. Brands always tend to reflect or build the image of their intended buyers and users. It reflects how customers want to be seen through the use of your brand. Consumers use brands to build their identities. Customers want to be seen in a certain way by purchasing certain products. Everything a brand does is communication. "It's impossible not to communicate." The way packaging is designed, the language used, the way calls are answered (or not answered), the products that are named and the stores where they are sold: All of this can say a lot about a brand. Clifton, Simmons, Ahmad & Allen (2003) Brands address our self-image: This aspect of brand identity is how we relate to our inner self-image, which is formed through our attitude towards a particular brand.

3. Brand Personalities:

Aaker (1996) defines brand personality as "the set of human characteristics associated with a given brand". It therefore includes traits such as gender, age, and socioeconomic class, as well as classical human personality traits such as warmth, anxiety, and affection. Brand personality is like human personality; they are different and durable. Different responses were collected from qualitative and quantitative studies of brand personality based on the fact that they were collected from two

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groups, first the user group and second the non-user group. user-user. People are used to interacting with brands in a way that is as if the brand is a person, actions such as nicknames and thinking that their possession should take a break to feel better. As mentioned before by Aaker (1996) brand personalities can be described by the following:

- Described by demographics such as age, gender, social class, and race.
- Described by lifestyles such as activities, interests, and opinions
- Described by human personality traits such as extroversion, agreeableness and dependability.

Further to Aaker's (1996) Studies that test the brand personality scale (BPS), has noticed that five personality factors were used while making a study to more than 1000 U.S. respondents, were asked about the personality of 60 famous brands which have different characteristics. These five personality factors which were later called" The Big Five" appeared even after the respondents were divided into groups on age base and gender base.

4. Similarities and differences in the reviewed articles in the literature review are presented in the table below:

Similarities	Differences
In the area of similarities from the literature review, all the articles explore consumer to-consumer and consumer-to-brand connectivity, which are important attributes of virtual communities for marketers.	While some of the previous studies revolve around the brand image, awareness, and loyalty as a marketer controlled concept.
They also identify brand community as a "specialized, non geographically bound community, based on a structured set of social relationships among admirers of a brand".	There is a counterargument from other articles that nowadays, it is a multidimensional and most importantly technology-facilitated concept where the consumer is now the driving force.
At the same time, the relevant articles maintained a standpoint on brand coopting consumers in the product creation process, thereby making them part of the brands' social identity.	Taken into account the fact that most marketing activities in recent times take place predominantly within the cyberspace, where a greater number of consumers now dwell and operate through the internet of things.

III. THEORETICAL FRAMEWORK:

Nowadays brand plays a very vital role in consumer buying decisions. While consumers usually go for a familiar brand, it is pertinent to realize that concept of a brand transcends beyond a trademark or name. The concept of a brand encompasses much more than a trademark. Therefore, our overview of the theoretical framework highlights the following related concepts:

1. **Consumer Influence:** Smartphone consumers are heavily influenced by brands when it comes to making their preferred choices. According to Ahmed (1991), a clear and strong brand image can increase consumer confidence and convince them to purchase. Brand names denote a level of quality and consistency that consumers can trust. according to The Freeman Ideas on Liberty (2011). More and more tech companies are taking on branding initiatives under the premise that these initiatives can create a long term profit-generating asset, e.g. Internal Campaign Intel suite, started in 1991. The world has moved into the future thanks to major technological innovations, and as consumers these technologies also become smarter and integrated. Indeed, there are many channels through which consumers can get all the information they need about a particular brand, unlike what we had in the past. Perhaps, more sophisticated marketing strategies are needed for brand owners to implement.

2. **Concept of Brand Recognition:** Brand recognition is the degree to which a brand is recognized, for recognized brand attributes or for communication between consumers. Brand identity will 19 help consumers switch to our products when faced with a choice between our product and a product they have never heard of. Studies have shown that a lower level of brand awareness will not significantly affect the consumer choice process, and a high level of brand awareness indicates a prominent brand origin. Brand recognition is one of the main sources of distinguishing our products

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from our competitors. Freeling, Leiter and Person (1997) argue that "it is the recognition (brand or product name) that hangs at the door of a company, product name or service name". Product perception associated with a well-known brand. The above statement can best be described as most people, even when faced with a new brand with better quality and features, still express skepticism after using a particular brand for a long time. This unique trend tells you how difficult it is to get a brand out of one's mind.

3. **The Term Brand/Awareness:** Aaker (1991) defines brand or name awareness as "the ability of a potential buyer to recognize or remember that a brand belongs to a certain category of products. Therefore, the association is important. The distinction between product type and brand is implied because the range of brand awareness is very wide, ranging from a feeling of uncertainty about whether the brand name will be recognized, to the belief that it is a product. unique in the product group consumers It is a measure of the percentage of the target market that knows the name Marketers can create awareness among their target audience through regular advertisements often. Brand awareness can give a marketer many competitive advantages. Androulida kiss; G Kandus (2001) linked mobile phone brands to user privacy practices. Users exhibit different behaviors across a range of features, depending on 20 the brand of mobile phone they are using. As such, there is a regional classification, different for each brand, where users are clearly lacking in security thinking, perhaps due to low awareness. Such classification can help phone manufacturers improve their mobile phones in terms of security, preferences and in a transparent way for users. Looking at both quotes, people may more easily agree with the first one depending on what perspective you take on their point of view. From the insights generated by this research, most consumers who stick with a particular brand do so based on the level of intimacy they have developed with a particular brand. Therefore, the continuous launching of awareness programs either through bloggers or influencers is essential in promotions especially when trying to increase the market share of a particular brand.

4. **Platforms for Brand Offerings:** A review of the platforms through which consumers discover new smartphone services found that social media plays a prominent role in information sharing among consumers. Social networking, social media, Web 2.0, and user-generated content are some of the concepts that are often referred to interchangeably. However, Kaplan and Haenlein (2010) attempted to remove this ambiguity by describing social media as Internet-based applications that allow users to create and exchange content through ideas. and Web 2.0 technologies. Starting from this definition, we focus on the effects of connections, social interactions, and consumer-generated content on consumers' need to interact with brands through media. social media. Consumer driven content forms the basis of social media and simultaneously conveys many opportunities and threats to brands.

Thanks to the wide reach of social media, 21 comments and reviews created by satisfied or dissatisfied consumers in the marketplace have more influence than ever in terms of word of mouth (WOM) (Mangold & Faulds, 2009). When it comes to consumer trust in the opinions of other consumers easily accessible through social media, the persuasiveness of traditional marketing messages is dwindling. Consumers are more likely to trust recommendations from real consumers than in marketing campaigns, and they approach company-generated ads on social media more suspiciously (Akar et al. Topçu, 2011) while actual consumer experience is also clearly observable. In the past, researching stores and asking friends before buying a product or service used to be a simple matter for consumers.

Today, they do extensive research and share information through online domains such as blogs, microblogs, forums, etc. (Agresta et al., 2011). Several studies have looked at online communities on consumers' information-gathering and knowledge-sharing behaviors (Burnett, 2000; Koh and Kim, 2004). There are also studies looking at consumer engagement on social media, focusing on product and value co-creation. In addition to an effort to build a brand community, the social media network also allows consumers to be part of the innovation and co creation of products and services.

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IV. RESEARCH METHOD OVERVIEW:

This chapter presents the qualitative research approach as the adopted method for carrying out this study. An individual and a focused group interview were used for the purpose of collecting data from relevant respondents, whom the researcher is strongly convinced can provide the needed reliable information to validate this study.

This chapter describes the steps that were taken to collect data for this study and also the reason for choosing the methods adopted in this research, and the relevancy of each of the methods employed. It also mentions the sample size, the demography of the respondents.

The population sample was randomly chosen inside a mall and also within the university community. The total sample size was 30, of which 15 persons chosen within a mall and another 15 more persons comprising undergraduate students chosen within the Rangsit university main campus. The interview questions were structured by the researcher in a manner that it will be an opinionated conversation between the correspondents and the researchers, though there was a Thai interpreter in the entire exercise.

1. Methods of data collection and preparation:

This part elucidates on the views expressed by 13 males and 17 females ranging from age between 21-45 years old, as collated through a focused group interview including employed participants as well as those undergoing bachelor's and master's degree programs.

This very paragraph, explains how the thematic analysis approach was applied, by referring to each of the participants as codes and transcribing their contributions into themes, sub-themes, and sample extracts. This was done by way of categorizing their points and contributions according to the generations they belong to. From the information released by some of the interviewees, there can be said to witness some convergence of opinions, especially in the area of anticipated innovations smartphone users are looking forward to see in the near future. Though in some other sub-themes like platforms they get information about new brand offerings in the market, most participants in the interview expressed an independent view of their preferred social media platforms for getting information about new brand offerings.

The above assertions from these participants, for clarity purposes, can be best described in a brief themed introduction table that contains the following: **Thematic Categories, Sub-themes, and Sample Extracts.** Raw data were collected, sorted, and matched to lay the ground for analysis. As earlier pointed out, a focused group interview was organized by the researcher and there was an extensive dialogue around brand recognition of smartphones, what influences consumer preference, brand awareness, and platforms for brand offerings. Data retrieved were sorted and subsequently matched in order to create a ground for data analysis. Answers in the qualitative section help in providing information about brand recognition, brand offerings, and consumer preference when faced with the challenge of making choices.

2. Data analysis:

This study explores the thematic approach in the analysis and interpretation of data. This approach shall include the coding process that will enable the researcher to facilitate before, during, and after the data-gathering procedure. Pre-set codes shall be the product of the coding process before and during the actual data-gathering procedure, while emergent codes shall be considered later in the analysis and interpretation. The data shall be treated and interpreted using verbal proses and based on the chronology of the stated problems. Gathered data were analyzed vis-à-vis reviewed literature and theoretical framework as stated above.

Themes were equally synthesized in order to make the organizing of the analyzed data much more convenient. The data obtained was analyzed by comparing the different views given by individual respondents based on their experience with the few smartphones they have used in the past 5 years.

The respondents also touched on the comparison among smartphone brands in the Smartphone industry, especially in terms of product innovations, recognition, and preference, which iPhone, Samsung and a few other brands in the industry are the leading players. From a consumer brand affiliation, recognition, and preference perspective. The responses obtained from the interviewees, disclosed the preference that consumers have for Apple, Oppo, and then Samsung Smartphones over other brands. The relationship between brand recognition and brand consumer influence to Thai consumers' preference for Smartphones cannot therefore be over emphasized.

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3. Research Results and Discussion:

As the world transition into the next phase of internet iteration, emphasis must be laid on the need for players in the smartphone industry to take cognizance of the need to create the necessary infrastructure to facilitate and adequately maximize these wonderful innovations.

Looking back to four or five decades ago, aside from a few smartphone producers from the evolution of mobile phones, it wouldn't be an overstatement to say that many of these brands have actually done well for themselves. Through various channels, these brands have also been very consistent in communicating what they are doing to improve their products to the satisfaction of consumers. Not relegating the problem statement of this study to the background, which is basically to identify the kind of innovations smartphone users want to see in the near future, and what other use they put their smartphone to aside from those things all of us are very conversant with. This study has also in the course of our interview with the participants revealed a cross-generational argument about the usages of smartphones as exemplified in the thematic framework.

This chapter shows how the transcribed information were subjected to thematic analytical technique essentially to generate ideas from the collated data. In order to hide the identity of these interviewees the researcher refer to them in the thematic analysis as codes and itemized their ideas into themes, for proper comprehension of all the perspectives expressed by the participants in the interview. These themes were identified and categorized as follows:

- Theme A- The unidentified usages of the smartphone
- Theme B- The future of smartphone (Advanced Innovations)
- Theme C- Cross generational perspective and experiences (Social impact)
- Theme D- Brand offering platforms (Social and traditional media)

From the above themes one can easily assimilate the dimension of discussions as expressed by the interview participants. Having gone through their submissions repeatedly, have their ideas properly interpreted for the purpose of generating independent opinions without ambiguity.

V. DISCUSSION:

In this research, the thematic approach applied in analyzing the focused group interview revealed insights as to what the three different generations of x, y, and z believe in. With regard to smartphone brands they subscribe to and why they choose to remain with the brand. The author discovered from theme A: That there is no significant difference between the usages of these smartphones, the kind of innovation they expect to see going forward, and their reasons for maintaining a particular smartphone brand.

In respect of the impact of smartphones on lifestyle as expressed in theme C and D, there tends to be a divergent view between gen x, as opposed to gen y and z. Whereas people of y and z generations strongly believe their generation is very much smarter than people of x generation. They argue that their generation is responsible for a whole lot of high-tech, modern and digital innovations that the x generation is using today. The people of the x generation argue that a lot of people in the y and z generation are nonchalant, mainly carried away by smartphones, online attention seekers, and outrightly don't appreciate time management.

People of gen x went further to posit that the people of the generation after them, mostly make wrong use of smartphones, and as such sees smartphone to some extent as a distraction to them. They maintained that they have proven to be better time managers and more professionally engaged in the digital space than the y and z generations.

In the area of anticipated innovations in smartphones as seen in theme B, this study has shown that there is a convergence of demand by smartphone users. Irrespective of the brand they subscribe to, they all believe that going forward smartphone manufacturers should improve on their product innovation, thereby making smartphones to perform more sophisticated tasks and functions, than what we currently have. As the world advances into the next iteration of the internet where metaverse, blockchain technology, NFTs, AR, VR, Machine learning, and AI will be the new order and the driving force in a more hybrid consumers and digital world.

Perhaps, this study has been able to properly put in context the objectives of this research as pointed out from inception, through the four themes generated from the research respondents, which invariably gave more insights on the above discussed subject matter.

VI. CONCLUSION:

Conclusively, this research has substantially been able to examine and analyze those compelling factors affecting brand

recognition of smartphones across people of different generations. However, it is pertinent to note, that the choice and decisions of smartphone manufacturers are largely affected by factors such as the introduction of advanced innovations and identifying 21st-century marketing strategies for wowing the highly smart and sophisticated customers of this era.

This research has also highlighted basically, some of the believe that everyone source information about their preferred brand offerings of smartphone through the social media platforms. To some extent it varies from person to person. This is because in the context of the interactions with some of the respondents proves otherwise. In other words, if empirically the scope of the respondents are widened, there is possibility of getting more divergent or opposing ideas.

Perhaps, there is a need for smartphone manufacturers to take cognizance of some of these highlighted innovations smartphone users pointed out in the course of this study. Especially those brands that are yet to make a significant impact in the industry, thereby experiencing low growth and low market share. This research is mainly going to provide assistance to brands in the smartphone industry with low social presence to tap into these recommended advanced innovations going forward.

VII. RECOMMENDATION:

Having identified the area of research benefits, the researcher hence, recommends that the future related studies should shift attention away from marketing, and focus more on how smartphones can effectively be deployed towards solving some of the numerous problems confronting our societies such as car crashes, security, and financial crimes. How can the advancement in digital technologies and innovations be deployed in correcting some of the challenges of climate change and other related environmental actions.

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