



# Comparative Analysis: Features, User Experience and Market Competition of Meizu Mobile Phones and Apple Mobile Phones

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**Abstract.** In the past two decades, the international and domestic electronic information industry has developed rapidly, resulting in great changes, and more and more mobile phone brands have been noticed by the public. The subject of this study is to study Apple mobile phones and Meizu mobile phones, aiming to compare and analyse the advantages, characteristics, market position and influence of the two well-known smartphone brands. In today's digital age, smart phones have become an indispensable part of people's lives, and Apple mobile phones and Meizu mobile phones, as two popular brands, play an important role in the smart phone market. Through the comprehensive study of Apple mobile phones and Meizu mobile phones, this research aims to provide in-depth in-sights and valuable insights for the players in the smartphone market, academia, and consumers at large. This will help to understand and compare the advantages and disadvantages of the two brands and provide useful guidance and enlightenment for formulating product strategies, improving user experience and meeting consumer needs.

**Keywords:** Meizu, Apple, Comparative Analysis, Mobile Phones, Smartphone.

## 1 Introduction

With the development of modern technology and the advancement of technology, there are more and more design options for brand mobile phones. At the same time, people have higher and higher requirements for smartphones. The appearance of smartphones, the design of application interfaces, and the brand popularity of smartphones have become a measure of people buying smartphones. The background of this study is about the strengths and weaknesses of Meizu Mobile Phone Company and Apple Mobile Phone Company, and the comparison of these two companies in various aspects in the fiercely competitive market.

Meizu Founded in 2003, Meizu Technology Co, Ltd, also known as Meizu, is a Chinese consumer electronics firm. Meizu, which first concentrated on music players, eventually expanded into smartphones and became well-known for its high-end, reasonably priced products. Apple's a multinational technology corporation based in

the United States that was founded in 1976. Apple, known for its iPhone, iPad, Mac, and other consumer gadgets, has grown to be one of the most valuable firms in the world by placing a heavy emphasis on design and user experience.

This article mainly studies the advantages and disadvantages of modern mobile phone brands Meizu and Apple and analyses and discusses the comparison between the two companies from different perspectives. Finally, the purpose of this article is to suggest recommendations and improvement plans for all mobile phone technology brands.

## **2 Basic Descriptions of Meizu and Apple**

### **2.1 Basic Descriptions of Apple**

Steve Jobs, Steve Wozniak, and Ronald Wayne established Apple Inc. in California, USA, in 1976. The business initially concentrated on making and marketing personal computers. The 1977 release of the Apple II, one of their ground-breaking devices, was crucial in the spread of personal computers. However, Steve Jobs left the business in 1985 as a result of internal disputes. When Steve Jobs rejoined Apple in 1997, the business saw a tremendous turnaround. He oversaw Apple's introduction of ground-breaking goods like the iMac, iPod, iPhone, and iPad, which completely changed the consumer electronics market. Apple's breakthrough iOS operating system and these products helped it grow into one of the most valuable and significant technological businesses in the world. Apple currently occupies the position of a worldwide firm with a broad range of products. They continue to dominate the smartphone business with the iPhone and have entered the wearables market with the Apple Watch in addition to their recognizable Mac desktops. In order to increase their overall revenue, they also provide services like the App Store, Apple Music, iCloud, and Apple TV+.

### **2.2 Basic Descriptions of Meizu**

Huang Zhang started the Chinese consumer electronics business Meizu Technology Co., LTD., also known as Meizu, in 2003. Meizu initially concentrated on making MP3 and MP4 devices. With the Meizu M8, which gained notoriety for looking a lot like Apple's iPhone, they made a significant entry into the smartphone industry in 2008. Meizu has added a variety of smartphones, music equipment, and smart home goods to its product selection throughout time. Due in large part to their affordability and cost-effectiveness, they have developed a devoted following in China.

Meizu faced stiff competition in the heavily crowded Chinese smartphone industry, where firms like Huawei, Xiaomi, and Oppo dominate, Meizu sought to stand apart from the competition by emphasizing user experience, and design, and providing reasonably priced devices with respectable performance. In June 2022, Geely's subsidiaries proposed to acquire 79.09% equity of Meizu. On July 4, 2022, Hubei Xingji Times Technology Co., Ltd. and Zhuhai Meizu Technology Co., Ltd. held a

strategic investment signing ceremony in Hangzhou, officially announcing that Xingji Times held 79.09% controlling equity of Meizu Technology and obtained sole control of Meizu Technology. On November 11, 2022, Meizu will release the FlymeAuto system. On March 8, 2023, the strategic communication meeting of Xingji Meizu Group was held in Wuhan and the new brand LOGO was released.

### **3 About the Advantages and Disadvantages of Apple and Meizu**

#### **3.1 Apple's Strengths**

The Apple mobile phone has the payment function of Apple Pay, which is very convenient and efficient, and has attracted countless consumers. Wallet apps like Apple Pay and mobile payment systems eventually turn into a platform for collaboration and competition between businesses and other market participants[1]. Both Apple Pay and Google Pay produce tokenized payment information for each transaction and send this information to the terminal using a one-time key[2]. The phone must be opened using. During COVID-19, there has been a significant increase in the use of digital payment services due to the high level of convenience they provide coupled with a safe platform for making purchases/processing payments [3]. all of which illustrate the advantages of Apple mobile phones.

Apple has done a great job for privacy. With the development of the big data era, people think that they have less and less privacy and data protection has become a hot topic at present, People also value data protection when buying a phone. In addition to being simple to use, Apple services were advertised as being "designed to keep your personal information private and secure"[4]. Apple has always been arguing in the background for privacy. It was the first business to create a specialized microchip that would encrypt biometric data (first the user's fingerprint with Touch ID and now the user's face with Face ID). Apple's Touch ID technology and validated using a fingerprint to start an Apple Pay transaction from standby mode [5]. Apple does all AI processing on the device itself, ensuring that any data that must pass via Apple's servers is encrypted and inaccessible to the firm. Apple has always tried to create unique products. With its world-class R&D team, Apple owns more than 1,000 patents to its name—half as many as Microsoft and 1.5 times as many as Dyer[6].

#### **3.2 Apple's Weaknesses**

Apple's also has some shortcomings that need to be improved, such as iPhone not being able to use app stores other than the Apple store, some software cannot be downloaded in the app store, the screen desktop cannot be customized, and some users cannot accept the function of not being able to record calls. Apple interface is set up with the Apple Store, and after purchasing Apple products, Apple will regularly send emails to remind consumers. It is easy for people to obtain information about Apple products, such as design, function, etc. After people know in advance that the

next product is not much different from the previous one, there may be some psychological gap. The iPhone's declining image among IT power users began to create negative social value - iPhone users were criticized for paying too much for its limited features [7].

### 3.3 Advantage and Disadvantages of Meizu's

**Advantage of Meizu's.** Meizu's mobile phone is very advantageous in China's domestic machine, its design is beautiful and lightweight, while similar mobile phones are in revision still insist on making 6.1-inch mobile phone, to meet the needs of some customers. Meizu smartphones are renowned for their elegant and visually appealing designs, which frequently feature high-end components and careful attention to detail. Meizu's unique Android-based operating system, Flyme OS, focuses on offering a fluid and intuitive user experience. It has a user-friendly interface, customization possibilities, and optimized performance. Meizu products are made with premium components and go through rigorous testing. Meizu smartphones frequently have reasonable prices that are fair given the features and specifications they offer. Meizu has significantly improved camera technology and worked with reputed camera manufacturers to produce products with outstanding image quality and performance.

Several practical built-in features, like an intelligent power-saving mode, app management tools, and gesture controls, are available on the Meizu phone. With the use of these capabilities, users can enhance their phone's performance and user experience. Audio is a strength of Meizu phones. Numerous Meizu phones come with high-end audio chips and speakers that produce crystal-clear, high-fidelity audio. Meizu phones are therefore perfect for fans of music and other entertainment.

**Disadvantages of Meizu's.** Meizu smartphones could not widely available outside of China, making it difficult for customers from other countries to buy them and get assistance. Meizu has received criticism in the past for having slower software update procedures than some other smartphone makers. The newest Android updates and security patches may therefore take longer to reach users. Flyme OS for Meizu devices has undergone extensive localization for the Chinese market, which occasionally results in limited language support and compatibility with specific apps or services in other countries.

## 4 Comparative Analysis of Meizu and Apple

### 4.1 Market Comparison

Apple holds a significant market share and has global sway. It is a well-known technology company with a sizable user base and a solid reputation. One of the best-selling smartphone brands in the world is Apple's iPhone range. Despite having a relatively tiny market share, Meizu does have some influence, particularly in China.

Despite having some market share in the domestic market, Meizu has a low level of visibility and market share abroad. In contrast, Apple has a greater market share.

## **4.2 Product Comparison**

Meizu phones are acclaimed for their elegant styling. Designing your smartphone with high-quality components and simple lines is a good idea. Meizu cell phones offer a distinctively sleek and contemporary design. Modern design is synonymous with Apple. The company's goods are renowned for their refined and understated design. Apple products stand out for their outstanding build quality, slender contours, and emphasis on simplicity. In terms of product design, there is not much difference between Apple and Meizu. iOS triumphs due to the presence of FaceTime and iMessage, which have many more features, GIFs, stickers, and the ability to integrate third-party applications [8].

## **4.3 Brand Comparison**

Meizu markets itself as a brand that offers good value for money and charges reasonable rates for its devices. The company primarily targets mid-range and low-budget niches, hoping to offer users gadgets that are reasonably priced but feature-rich. Apple has established itself as a luxury brand that specializes in producing high-end goods. Compared to their rivals, Apple devices frequently have higher prices. The company emphasizes the value of its brand and ecosystem while focusing on the premium part of the market. Apple is well known in the international market and the domestic market, while Meizu is only famous in the Chinese market.

## **4.4 Competitive Comparison**

Meizu smartphones frequently have hardware that is competitive, like strong processors, lots of RAM, and high-resolution displays. Meizu devices might not always function as well as the flagship models from other significant smartphone makers, though. Apple is well known for its superior hardware and functionality. The company's products have strong processors, lots of RAM, and excellent displays that provide outstanding performance and a fluid user experience. Because of Apple's emphasis on hardware optimization, resources are managed effectively, and batteries last longer. Advanced camera technology is incorporated into Meizu devices, with a focus on offering high-quality photographic capabilities. In addition to integrating features like image stabilization, low-light upgrades, and AI-powered algorithms for optimized picture processing, the company works with reputable camera manufacturers. In the market for high-end smartphones, Huawei and Apple dominate [9]. Apple has an advantage in a competitive market

#### 4.5 Internal Versus External Systems

Apple Inc. offers both hardware and software, which makes it difficult for Apple to compete on a worldwide scale (Apple 10-K). The company has a well-diversified portfolio of tech-based products. Lessening sales growth of 50% to 9% in America, 31% to 4% in Europe, and 94% to 27% in Japan are signs of a highly competitive market. In a recent business quarterly report, Apple reported a 14% decrease in market share for smart phones. Apple iPad growth also slowed to just 13% in comparison to competitors' 79%<sup>[10]</sup>.

Meizu mainly makes use of the Flyme OS, a specialized Android-based operating system created by the business. With sophisticated customization options, app administration, and system optimization, Flyme provides a distinctive user interface. It might not have as many apps as the popular Android or iOS systems, though. iOS, which is the company's own operating system, is used on Apple products. With frequent updates and a huge selection of top-notch apps on the App Store, iOS offers a fluid and user-friendly experience across all Apple devices. Users greatly benefit from the integration of Apple devices' ecosystems. At the same time, apple pay is more convenient for Apple phones.

#### 4.6 Apple's and Meizu User Experience

The user experience on iPhones is renowned for being flawless. Apple places a strong emphasis on design consistency, usability, and software and hardware integration. Users should be able to operate the device smoothly and effortlessly thanks to the careful design of the operating system and applications. Users are delighted by this fantastic user experience, which increases their willingness to repeatedly purchase Apple phones. Apple is dedicated to offering top-notch customer support. They provide users with a wide range of services, including comprehensive after-sales support, frequent software upgrades, and repair services. For devoted customers who know they will get dependable support and assistance after acquiring an Apple phone, Apple's customer service is a crucial factor.

Meizu's Flyme operating system focuses on a simple and intuitive design style, providing a clear and easy-to-use interface, enabling users to easily find the functions and applications they need. Meizu focuses on optimizing system performance to ensure the fluency of mobile phones in daily use. They use high-performance processors, memory, and storage technologies to deliver a responsive and efficient experience. Meizu's operating system provides some personalization options, allowing users to customize it according to their preferences and habits. Users can tweak themes, icons, fonts, and more to create their own unique phone interface. Meizu also provides sufficient consumer protection in terms of after-sales service. Meizu offers a standard product warranty, usually one year. During the warranty period, if there is a quality problem with the phone, Meizu will be responsible for repairing or replacing the faulty parts at no extra cost. Meizu has after-sales service centers in various cities, and users can go directly to the center to submit mobile phone repairs or consult questions. The after-sales service center provides

professional technical support and maintenance services, which can solve various hardware and software problems. Both have high consumer satisfaction in user experience and after-sales service

## **5 Suggestion for Mobile Phone Brand**

With the fierce competition in domestic and foreign markets, mobile phone brands should absorb the advantages and disadvantages of Meizu and Apple, actively improve the performance of their own company's products, improve their competitiveness, and stand firm in the market. Building a "competence" and "excitement"-based brand personality is beneficial for enhancing the brand value of smartphones. Like Vivo OPPO has its own product features. Mobile phone brands should have their own unique style to attract more consumers.

### **5.1 Product R&D Capabilities**

The company should continue to invest in R&D and innovation to launch novel and powerful products, improve functions based on its own products, enhance user experience, follow the suggestions of consumers, optimize the user interface, smooth operation, and optimize the stability of functions attract more consumers, and cultivate loyal fans of the brand.

### **5.2 Market Positioning and Marketing**

Clarify the brand's positioning and target audience for effective marketing and sales. Different brands can find their own unique positioning through differences in price, function, design style, target market, etc., and use these differences to attract target consumers. Build a strong brand image and market awareness. Through advertising, celebrity endorsers, publicity, social media, sponsored events, and more, brands can increase brand awareness and create an emotional connection with consumers.

### **5.3 Increase Brand Awareness and Grow The Ecosystem**

To make items easier to purchase, increase market coverage, achieve brand breadth, and build brand stores, develop varied sales channels, including online channels and offline physical stores, authorized stores, use e-commerce platforms, and partner with offline businesses. To ensure customer happiness, make a strong first impression on clients, and establish a solid reputation, offer exceptional customer service and after-sales assistance. Providing prompt and efficient responses to client issues and complaints can improve user loyalty and brand reputation. Create a comprehensive ecosystem that combines hardware, software, apps, and services. Brands may improve user stickiness, consumers' propensity to stick around in the brand ecosystem, brand income, and brand awareness by offering a variety of goods and services.

## 5.4 A Vision of the Future

With the popularization of 5G networks, mobile phone brands will be able to develop more innovative applications and services based on high-speed networks. This includes the integration of augmented reality (AR), virtual reality (VR), Internet of Things (IoT) and other technologies to bring users a richer and more immersive experience. Mobile phone brands will continue to explore foldable screens and other new display technologies to provide users with more screen real estate and more flexible usage. These innovations promise to change mobile phone design and user experience, opening up entirely new possibilities.

## 6 Conclusion

Apple's mobile phones are characterized by premium user experience, high-quality design and manufacturing, and a strong ecosystem. This gives Apple phones a competitive advantage in the market and a loyal user base. The success of Apple's mobile phone proves the importance of focusing on user experience and ecosystem construction and provides a reference for other mobile phone manufacturers. Apple can continue to strengthen innovation and launch more differentiated products to maintain its competitiveness. Meizu's mobile phones are characterized by good cost performance, innovative design, and local market influence. This allows Meizu mobile phones to have a certain market share and user loyalty in the Chinese market. The success of Meizu's phones shows that offering a variety of options in terms of price and design is attractive to consumers and underscores the importance of the home market. Meizu can further improve quality and after-sales support, expand international markets, and strengthen brand differentiation to cope with global competition.

The significance of this study is that consumers can better choose products that suit them by studying the product characteristics of Apple and Meizu mobile phones. The research results for mobile phone manufacturers provide enlightenment on user experience and design to help them improve their product competitiveness. This article has relatively few brands in the selection, so it has some limitations. In the future, the research scope will be expanded to cover more brands, regions, different groups of people, etc., to increase the breadth and applicability of the results.

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