A Study on Consumer Perception, Attitude And Satisfaction Towards Apple Products With Special Reference To Coimbatore City

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Abstract- Technology have rapidly developed over these past decades and as for everyone knows Apple inc. have a huge part in the advancement of modern technology. This study is to analyzes consumer perception, attitude and satisfaction towards apple products and what are factors affecting customer while buying an apple product in exhaustive way by collecting data from 100 smartphone user through questionnaire in the region of Coimbatore, Tamilnadu. Percentage, Mean scale score and Chi-square test were used to find out the above analyzes. The result showing that there's a positive reviews from the respondents. The perception and attitude towards an apple product is their brand value in the economy. However there is a negative factor foundin this study which is affecting the consumer's purchasing decision in the market.

Keywords- Apple Product, Consumers Attitude, Consumers Satisfaction, Consumers Perception, Brand.

I. INTRODUCTION

Over these years, technology has revolutionized our world and make our daily lives more easier, faster and better. Apple Inc. plays a huge significant role by creating innovative and creatives ideas than any other company from the beginning stage to nowadays. Apple Inc. created a lot of revolutionary products like iPod, iPad, Macintosh, Apple watch, iPhone, Mac, Apple TV, Air Pods. Apple Inc. have also brought some great system software and applications like Siri, iOS and Apple Pay to consumers as well. In the future, Apple company will be going to challenge the all-other unfamiliar industries such as car and cable. In today's competitive business market all the business enhancements, status, image, reputation, profit of an organization depends on customers and their satisfaction. Hence it is important for all the organization to meet all the customer's expectation and identify what they need and are they satisfied with the product and service while dealing with the market demand and supply. A good knowledge of our respondent's needs and their preferences corresponding to smartphones would help us understand their brand knowledge, awareness and loyalty. The primary objective of this field study research is to know the people's perception, attitude, their conception and the degree of their satisfaction level with the Apple products and to show how it is perceived by customers in their decision-making process of buying a particular brand of Smartphones.

STATEMENT OFPROBLEM

In recent times, branded product become more dominant, popular and trusted ones, especially technological accessories. One of the major branded company all over the world is Apple Inc and it is necessary for a company to know their consumers perception and satisfaction level of their Apple products. A company's reputation and it's representation of their brand is totally deponds upon the consumers satisfaction towards their products as well as service. Hence this study helps to find out about the consumers satisfaction, attitude and perception towards Apple products and to find out factors influencing and affecting customers purchasing decision.

OBJECTIVES

- To identify customers perception about Apple products
- To identify the attitude of the customers towards Apple product
- To analyze the level of customers satisfaction while using Apple products
- To examine the factors influencing customers while purchasing Apple products
- To identify the factors affecting customers to buy an Apple product.

RESEARCHMETHODOLOGY

RESEARCHDESIGN

This study involves descriptive research method as the study is based on questionnaire type design. Descriptive

research includes survey and fact- finding enquiries of the state of affairs as it exists at present. The questionnaire involves of socio and economic profile of the respondents such as gender, age, education, etc., And customers perception, satisfaction level and attitude of respondents.

SOURCE OFDATA

The data were collected from both the primary and secondary data collection methods. The researcher collected required data from the respondents who have smartphones in their hands and the final steps of this research is to analyze, interpret and draw a conclusion from the data collected.

1. Primary data

The primary data are those which are collected for the first time. The primary data were collected by preparing a set of questionnaires and distributed to 100 individual respondents.

2. Secondary data

The secondary data is a data which have been already collected. The secondary data were collected through various sources such as newspapers, magazines, journals, articles, and websites.

3. Sample size

The sample size at first is 120 since, 20 is invalid, remaining 100 is taken for this study.

4. Area of the study

This study is conducted within the Coimbatore city.

STATISTICAL TOOLS FORANALYSIS

1. Simple percentage analysis
2. Mean score
3. Chi square analysis

II. REVIEW OF LITERATURE

Zsigmondová, Annamária, Tibor Zsigmond and Renáta Machová (2021), In their study, they aim to examine the customer satisfaction and the impact of COVID-19 on the sales of Apple products. The research result says that the customers are more conscious in purchasing decisions and the frequency of realizing a purchase. The customers interested in Apple product do not buy as frequently as they did before the pandemic

Tedja, Jeremy Andriano (2020), The purpose of their research is to analyze and examine how product quality, brand image, customer satisfaction and country of origin affecting the purchase decision of Apple devices in Jakarta region. This research uses a quantitative approach with convenience sampling method. The result in their study shows that country of origin and buying decision have a significant relationship and it has a positive effect towards buying decision

Kabade Manasi Prasad and Nandita Beria (2019), In their study "A Study on Consumer Satisfaction Towards Apple Smartwatches: A Market expensive,it is a great product.The Apple watch customer segment can be broadly classified into three categories. First, people who are loyal and believe that apple products superior to others. Second, social status attached with apple while the third one is the utilitarian's buys due to functionalities.

Soniya, D. K., & Mohanraj, M. G. (2018), The objective of their research is to analyze the level of loyalty/satisfaction of having an iPhone based on certain factors. This research will look into factors such as price and quality where each factors has its respective advantages or disadvantages to affect the customer's level of trust/satisfaction. Their research study shows that Customer Satisfaction, Trust and service have a high impact on customer loyalty and perceived value have no impact on it.

Esogwa Nwachukwu, Chijioke, and Pavel Žufan (2017), The purpose of their study is to examine the influence of customer-focused mission statements on customer satisfaction in selected cell phone manufacturing companies. The result showed that recommends that companies that want to remain competitive by enhancing customer satisfaction should formulate mission statements from a customer perspective so that they include product and service, technology, philosophy, self-concept, and public image components**.**

III. ANALYSIS AND INTERPRETATION

3.1.1 Simple percentage analysis

Simple percentage analysis describes the classification of the respondents falling in each categories. It is mainly used for standardization and comparisons of the data collected. This analysis is carried out for the most of the questions given in the questionnaire.

FORMULA : Percentage = Number of respondents / Total respondent * 100

3.1.2 Mean score

Mean score is the average performance level of a group of study which helps us to make a decision or conclude the data. It mainly used to describe the central tendency of the respondents and it is used to find the Perception and Satisfaction level of the respondents.

FORMULA : Mean = Sum of all the values / Total number of values

3.1.3 Chi-square analysis

Chi-square test is a statistical test used to examine the differences between categorical variables from a random sample by comparing the observed results with the expected results. And it checks whether two variable are likely to be related or not which gives us a way to decide if our idea is plausible or not.

H0: There is no significant relationship between two variables
H1: There is significant relationship between two variables

FORMULA: χ^2

$$= \sum \frac{(Oi-Ei)2}{Ei}$$

χ^2 = Chi square

O_i=Observed value

E_i= Expected value

DEMOGRAPIC PROFILE OF RESPONDENTS

GENDER WISE CLASSIFICATION OF RESPONDENTS
TABLE 3.1

S NO	GENDER	FREQUENCY	PERCENTAGE
1	Male	51	51%
2	Female	49	49%
	TOTAL	100	100%

Source: Primary data

The above table represent the gender of 100 respondents. Maximum respondents are male with the precentage of 51% and the female with the percentage of 40%.

AGE WISE CLASSIFICATION OFRESPONDENTS
TABLE3.2

S NO	AGE	FREQUENCY	PERCENTAGE
1	Below 18	0	0%
2	18 - 25	77	77%
3	26 - 35	11	11%
4	36 - 45	10	10%
5	46 - 55	2	2%
6	Above 55	0	0%
	TOTAL	100	100%

Source: Primary data

The above table represent the age of 100 respondents.It showing that 77% respondents are belonged to the age group of 18 to 25 and 11% are belonged to the age group of 26 to 35 and 10% are belonged to the age group of 46 to 55 . And there's zero respondents in the age group of below 18 and above 55

EDUCATIONAL QUALIFICATION WISE CLASSIFICATION OF RESPONDENTS
TABLE 3.3

S NO	EDUCATIONAL QUALIFICATION	FREQUENCY	PERCENTAGE
1	School level	11	11%
2	Diploma	10	10%
3	Under graduate	68	68%
4	Post graduate	10	10%
5	Professional	1	1%
	TOTAL	100	100%

Source: Primary data

The above table represent the educational qualification of 100 respondents.It showing that the most of the respondents are under graduate with the precentage of 68% and 11% of the respondents are in school level and 10% of the respondents are diploma and also another 10% are post graduate and there's one precentage of professional are present.

ANNUAL INCOME WISE CLASSIFICATION OF RESPONDENTS
TABLE 3.4

S NO	AUNNAL INCOME	FREQUENCY	PERCENTAGE
1	Below 100,000	59	59%
2	Rs 100,000 to 300,000	30	30%
3	Rs 300,000 to 500,000	7	7%
4	Above 500,000	4	4%
	TOTAL	100	100%

Source: Primary data

The above table reprents the annual income 100 repondents. It's showing that majority of respondents are belonged to the category of below 100,000 with 59% and 30%

are belonged to the category of Rs 100,000 to 300,000 and 7% are belonged to the category of 300,000 to 500,000 and the last 4% respondents are having an annual income of adove 500,000.

MARTIAL STATUS WISE CLASSIFICATION OF RESPONDENTS

TABLE 3.5

S NO	MARTIAL STATUS	MALE	FEMALE	TOTAL FREQUENCY	PERCENTAGE
1	Married	16	6	22	22%
2	Unmarried	35	43	78	78%
	TOTAL	51	49	100	100%

Source: Primary data

The table represents the martial status of 100 respondents .It shows that 22% of the respondents are married with 16% male and 6% female .And 78% of the respondents are unmarried with 35% male and 43% female .

MOBILE PHONE BRAND OF RESPONDENTS CURRENTLY USING

TABLE 3.6

S No	Mobile phone brand	FREQUENCY	PERCENTAGE
1	Samsung	11	11%
2	Apple	16	16%
3	Vivo	21	21%
4	Oppo	7	7%
5	Xiaomi	16	16%
6	One plus	9	9%
7	Realme	13	13%
8	Huawei	0	0%
9	Others	7	7%
	TOTAL	100	100%

Source: Primary data

The above table represents the 100 respondent's currently using moblie phone brand. It shows that 11% of the respondents are using Samsung and 16% are using Apple and 21% are using Vivo and 7% are using Oppo and 16% are using Xiaomi and 9% are One plus user and 13% are Realme user and zero percentage are Huawei user and there's 7% of the respondents are using Others includes Redmi,LG,Nokia,Motorola.

MOST LIKED APPLE PRODUCT OF RESPONDENTS

TABLE 3.7

S NO	Apple products	FREQUENCY	PERCENTAGE
1	iPhone	46	46%
2	iPad	9	9%
3	Mac	6	6%
4	Apple watch	21	21%
5	Air pods	14	14%
6	Apple TV	1	1%
7	HomePod mini	0	0%
8	Others	3	3%
	TOTAL	100	100%

Source: Primary data

The above table represents the most liked product of apple products of 100 respondents. Itshowing that majority of the respondents are likes the product Iphone with the precentage of 46% and 9% likes Ipad and 6% likes Mac and 21% respondents likes the product Apple watch and 14% likes Airpods and zero percent in HomePod mini And 3% respondents likes the Other products of Apple.

MAJOR THINGS RESPONDENTS LOOK FOR WHILE BUYING SMARTPHONES

TABLE 3.8

S NO	Features	TOTAL VALUE	PERCENTAGE
1	Storage	55	19%
2	Battery life	44	15%
3	Camera	59	20%
4	Gaming	0	0%
5	Design	36	12%
6	Reliability	15	5%
7	Affordable price	33	11%
8	Processor	0	0%
9	Brand	49	17%
10	Others	2	1%
	TOTAL	293	100%

Source: Primary data

The above table represents the major factors that are taken while buying smartphones of 100 repondents . It is showing that 20% are look for Camera and 19% look for Storage and 17% Brand and 15%, 12%, 11% look for Battery life ,Design and Affordable price and 5% look for Reliability.

MOST LIKED FEATURES OF APPLE PRODUCT

TABLE 3.9

S NO	Features of apple products	TOTAL VALUE	PERCENTAGE
1	Flexibility	38	13%
2	Great battery life	38	13%
3	A flawless flat - edge design	24	8%
4	A remarkably durable Ceramic Shield	22	8%
5	Water resistant	37	13%
6	Pro camera system	63	22%
7	Compatible wireless accessories	26	9%
8	A bright beautiful OLED display	37	13%
9	Others	1	0%
	TOTAL	286	100%

Source: Primary data

The above table represents the most liked features of apple products . It's showing that 22% likes the feature of Pro camera system and 13% likes Flexibility, Great battery life, Water resistant and A bright beautiful OLED display. And 9% likes Compatible wireless accessories and 8% likes A flawless flat-edge design and A remarkably durable Ceramic Shield.

WHERE DOES RESPONDENTS KNOW ABOUT APPLE PRODUCTS

TABLE 3.10

S NO		FREQUENCY	PERCENTAGE
1	Family	24	24%
2	Friends	49	49%
3	Dealers	27	27%
4	Others	0	0%
	TOTAL	100	100%

Source: Primary data

The above table reprents the sources of awareness of apple proudcts. It's showing that 24% of respondents are know about apple product through Family and 49% are from Friends and 27% are from the Dealers

MAIN REASON FOR USING APPLE PRODUCT OF RESPONDENTS

TABLE 3.11

S NO	Factors	FREQUENCY	PERCENTAGE
1	Advanced Features	26	26%
2	Appearance	14	14%
3	Camera quality	25	25%
4	High durability	7	7%
5	Good performance	28	28%
	TOTAL	100	100%

Source: Primary data

The above table represents the main reasons for using a apple product . It's showing that one quarter of respondents are selected camera quality of an apple product. And 26% chose Advanced Features and 14% chose Appearance and 7% chose High durability and 28% chose Good performance of an apple product.

DURABILITY OF APPLE PRODUCT

TABLE 3.12

	FREQUENCY	PERCENTAGE
High	54	54%
Medium	45	45%
Low	1	1%
TOTAL	100	100%

MEAN	2.53

Source: Primary data

The above table represents the Durability of apple products . The Mean for durability of apple products is 2.53 which is nearly close the measurement scale of 3 (High). Therefore the respondents agree that the durability of apple products are High.

ADVERTISEMENT LEVEL OF APPLE COMPANY

TABLE 3.13

	FREQUENCY	PERCENTAGE
High	64	64%
Medium	30	30%
Low	6	6%
TOTAL	100	100%

MEAN	2.58

Source: Primary data

The above table represents the Durability of apple products . The Mean for durability of apple products is 2.53 which is nearly close the measurement scale of 3 (High). Therefore the respondents agree that the durability of apple products are High.

PREFERRED MODE OF BUYING FOR RESPONDENTS

TABLE 3.14

S NO		FREQUENCY	PERCENTAGE
1	Online	40	40%
2	Retail	9	9%
3	Apple stores	51	5%
	TOTAL	100	100%

Source: Primary data

The above table represents the prefred mode of buying an apple products . It shows that more than half the respondents are prefered to buy in Apple stores with 51% and 40% of the respondents are prefered to buy in Online and 9% of the respondents are prefered to buy in retail shops.

CONSUMER PERCEPTION TOWARDS APPLE PRODUCTS

TABLE 3.15

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	TOTAL	MEAN
Apple products are easy to use	20	47	28	3	2	100	3.80
Apple products are stated as a symbol of high social status	49	40	11	0	0	100	4..38
It has more security level than other products	60	30	7	3	0	100	4.47
Apple products are high price range compared to others	59	29	11	1	0	100	4.46
It is easily available in Coimbatore region	32	55	11	2	0	100	4.17
Apple products are affordable with good durability	23	34	28	11	4	100	3.61

OVERALL MEAN	4.15

Source: Primary data

The table represents the perception of respondents towards apple products. There are six statement were used to find out the perception of consumer towards apple products. The Overall Mean for those six statement are 4.15 which is almost close to measurement scale of 5 (Strongly agree)

Therefore the respondents are strongly agree that apple products are easy to use and it is stated as a symbol of high social status and also they strongly agree that it has more scurity level than the other products and it has high price range and it is easily avaiable in coimbatore region. They also agree that it is affordable with good durability.

SATISFACTION LEVEL OF APPLE PRODUCTS
TABLE 3.16

	Highly satisfied	Satisfied	Neutral	Dissatisfied	Strongly dissatisfied	TOTAL	MEAN
How satisfied are you with the speed of an apple phones	34	55	11	0	0	100	4.19
Do you satisfy with battery life of apple products	30	48	20	1	1	100	4.25
Do you satisfy with attractive design structure of apple products	42	42	16	0	0	100	3.74
How satisfied are you with new advanced features of apple products	45	49	6	0	0	100	3.69
Are you satisfied with the high performance of apple products	37	48	15	0	0	100	4
How satisfied are you with software customization features of apple products	41	48	11	0	0	100	3.84

OVERALL MEAN	4.24

Source: Primary data

The table reprents the respondents satisfaction level of apple product. There were six questions are asked to find out the level of satisfaction of apple products. The Overall Mean for the those questions is 4.24 which is almost close to the measurement scale of 5 (Highly satisfied)

Therefore the respondents are Highly satisfied with the apple product and it stated that the speed and battery life and design and advanced features and performance and software customization features are all Highly satisfied.

17.TABLE OF RATING SCALE OF APPLE CAMERA AND SOUND QUALITY
TABLE 3.17

SCALES	Camera quality of apple mobiles	Sound quality of apple products
Extremely Good	77	51
Good	18	42
Not Bad	4	6
Bad	1	1
Worst	0	0
TOTAL	100	100
MEAN	9.01	8.51

Source: Primary data

The above table represents the rating scale of camera quality and sound quality of apple mobiles with the scale of 1 to 10, which are categorically labelled as Extremely Good(10), Good(8), Not Bad(5), Bad(3), and Worst(1).

The Mean for camera quality is 9.01 which is almost 10 (extremely good) ,therefore the respondents says that the camera quality of apple product is very good.

The Mean for sound quality is 8.51 which is nearly close the scale 10 (extremely good) ,therefore the respondents says that sound quality of apple mobile is very good.

CRITICS OF APPLE PRODUCTS BY RESPONDENTS
TABLE 3.18

S NO	Features	FREQUENCY	PERCENTAGE
1	Single Sim	40	18%
2	No Bluetooth	26	12%
3	Over priced	59	26%
4	No Multi-tasking implementation	25	11%
5	Over heat	33	15%
6	No external GB card	40	18%
7	Others	3	1%
	TOTAL	226	100%

Source: Primary data

The above table resprents the critics of apple products of 100 respondents. It's showing 26% saying that it is Over priced and 18% saying Single Sim and No external GB card each and 15% saying Over heat and 12% saying No Bluetooth and 11% saying No Multi-tasking implemation are the critics of apple product.

WOULD RESPONDENTS RECOMMEND APPLE PRODUCTS OF OTHERS
TABLE 3.19

S NO		FREQUENCY	PERCENTAGE
1	Definitely	40	40%
2	Probably	40	40%
3	Not sure	18	18%
4	Definitely not	2	2%
	TOTAL	100	100%

Source: Primarydata

The above table represents the respondents recommendation of apple products to others. It shows that 40% of the respondents will Definitely recommend and other 40% respondents will Probably recommend and 18% are Not sure about that and only 2% respondents are Definitely not recommend to others.

WOULD RESPONDENTS USE APPLE PRODUCT IN FUTURE

TABLE 3.20

S NO		FREQUENCY	PERCENTAGE
1	Definitely	56	56%
2	Probably	32	32%
3	Not sure	9	9%
4	Definitely not	3	3%
	TOTAL	100	100%

Source: Primary data

The above table represents the respondent's would use apple products in near future. It shows that 56% of the respondents will Definitely use in future and 32% respondents will Probably use in future and 9% respondents are Not sure about it and only 3% respondents are Definitely not use apple products in future.

CHI SQUARE TEST

TABLE SHOWING THE AGE AND PREFERRED MODE OF BUYING AN APPLE PRODUCT

Chi-square test for the relationship between the age of the respondents and their preferred mode of buying an apple product.

H0: There is no significant relationship between two variables
H1: There is significant relationship between two variables

TABLE 3.21

VARIABLES	Apple stores	Online	Retail	Grand Total
18 - 25	0.5697	0.7481	0.0007	1.3185
26 - 35	0.4620	1.5364	0.9900	2.9884
36 - 45	1.8843	1.0000	1.3444	4.2288
45 - 55	0.0004	0.0500	0.1800	0.2304
Grand Total	2.9165	3.3344	2.5152	8.7660

Source: Primary data

CHI SQUARE VALUE = 8.7660 CRITICAL VALUE = 12.59159

INTERPERTATION

Since the calculated chi square value < critical value then the null hypothesis being accepted and alternative hypothesis is rejected. Therefore, we may conclude that there is no significant relationship between Age and Preferred mode of buying an apple product.

TABLE SHOWING THE AGE AND PREFERRED MODE OF BUYING AN APPLE PRODUCT

Chi-square test for the relationship between the age of the respondents and their preferred mode of buying an apple product.

H0: There is no significant relationship between two variables
H1: There is significant relationship between two variables

TABLE 3.22

VARIABLES	Above Rs. 500,000	Below Rs. 100,000	Rs. 100,000 to 300,000	Rs. 300,000 to 500,000	Grand Total
Apple	0.203	0.220	0.008	0.691	1.122
One plus	0.360	0.090	1.070	2.979	4.499
Oppo	0.280	0.183	0.005	0.490	0.958
Realme	4.212	0.059	0.003	0.910	5.183
Others	0.280	0.183	0.005	0.490	0.958
Samsung	0.440	0.037	0.148	0.069	0.694
Vivo	0.840	0.209	0.078	1.470	2.597
Xiaomi	0.203	0.220	0.008	0.691	1.122
Grand Total	6.817	1.200	1.325	7.791	17.134

Source: Primary data

CHI SQUARE VALUE = 17.134 CRITICAL VALUE = 32.67057

INTERPERTATION

Since the calculated chi square value < critical value then the null hypothesis being accepted and alternative hypothesis is rejected. Therefore, we may conclude that there is no significant relationship between Annual income and Mobile phone brand they are currently using.

IV. FINDINGS

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- 51% respondents are Male and 49% are Female
- Majority of the respondents are in the Age group of 18-25 with 77%
- Majority of the respondents are Under Graduate with 68%
- 67% of the respondents are Student
- Majority of the respondents are unmarried with 35% male and 43% female
- 59% respondents' annual income is below Rs.100,000
- 16% respondents are using Apple mobile phone
- 46% respondents like iPhone
- 20% of the respondents look for camera and storage while buying a smartphones
- 22% of the respondents like the feature of Pro camera system of apple products
- Almost half percentage of the respondents knows about the apple product through Friends
- 28% of respondents says good performance is the reasons for using apple product
- 54% of the respondents think that the durability of apple products is high
- 64% of the respondents think that the advertisement marketing of apple company is high

- Almost half of the respondents says apple product are stated as symbol of high social status
- 60% of the respondents believe that apple products have more security level than the others
- 59% of the respondents think that apple products are high price range compared to others
- 55% respondents state that apple products are easily available in Coimbatore
- More than half of the respondents prefer to buy an apple product through Apple stores
- 55% of the respondents are satisfied with the speed of apple product and 48% are satisfied with battery life apple product
- 42% of the respondents are highly satisfied with design structure of apple products
- Almost half of the respondents are satisfied with the advanced features of apple products
- Almost half of the respondents are satisfied with high performance and with the software customization feature of apple products
- 43% of the respondents' rate 10 out of 10 for the Camera quality of apple product
- 31% of the respondents' rate 8 out of 10 for the Sound quality of apple product
- 26% of the respondents are saying that the factor affecting to buy apple product is Over pricing
- 40% respondents would definitely recommend apple products to others
- 56% respondents would definitely use apple product in future.

V. SUGESSTIONS

- Majority of the respondents are in the Age group of 18-25. Therefore, the company is advised to attract the young adults in the future.
- Majority of the respondents are Under Graduate student. Therefore, the company is advised to select affordable price range for the students.
- The analysis shows that most people look for camera and storage while purchasing a smartphone. Therefore, the company is advised to take a look over in that particular feature.
- The consumers perception towards apple product shows that the apple products are stated as symbol of high status. Therefore, the company earned a brand name for themselves.
- Apple products has more security level compared to others. Therefore, we conclude that it is strength of the company which helps to gain more customers.

- The consumers perception towards apple products shows that apple products are high in price range compared to others. Therefore, the company is advised to reduced their price range according to their customer's needs.
- Although the respondents are saying apple products are available in Coimbatore region, the company is advised to make it even easier for the customers.
- Most of the people are prefer to buy apple products through apple stores. Therefore, the company is advised to open a few more stores for customers.
- Almost half of the respondents are highly satisfied with design structure of apple products. Therefore, the company is advised to maintain one of their strengths.
- Almost half of the respondents rate the camera quality of apple product ten out of ten. Hence, the company is admirable by their camera works in the product.
- The most affecting factor of apple products is over pricing. Therefore, again the company is advised to take a look at their pricing decision.

VI. CONCLUSION

The main purpose of this study is to know the people's view about the Apple product. After analysis of the study findings, the respondents are highly satisfied with the design structure and camera quality of apple products and also satisfied with the speed and battery life of apple products. Most of the respondents prefer buying through Apple stores and also agrees that it is easily available in the Coimbatore region. The respondents believe that apple products have more security level than the others and agrees that apple products are stated as symbol of high social status which makes the Apple company a big Brand in the market. However, the respondents says that apple products are high price range compared to others products which the Apple Inc. must take into consideration to not to make people hesitate to buy their products. This survey helps to identify the strength and weakness of Apple products.

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