

A Study on Consumers' Behaviour on Apple Products with Special Reference To Coimbatore City

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Abstract- *Technology plays a major role these days. The best kind of technology is the development of information and knowledge and technology has several effects it helps in development of the many advanced economies in today's global economy. Technology is that the frequently developing results of accumulate data and application in all told techniques, skills, methods, and processes employed in industrial production and scientific research. Technology is embedded within the operation of all machines, with or while not careful of their perform, for the supposed purpose of corporation. The most objective of the study is to find the factors and factor that influence the folks to buy apple products.*

Keywords Apple product, preference, satisfaction.

I. INTRODUCTION

Apple based in 1976 by Steve Jobs and Steve Wozniak, Apple is presently one in everyof the world's largest technology company in terms of market value with a market valuation of \$1.3 Trillion within the last decade and a half, Apple has revolutionized the music industry with the iPod, the mobile phone industry with the iPhone, and the amusement and media industries with the iPad. Not simply this, Apple has developed over 850,000 forms of distinctive App software, and two sensible online retailers (iTunes Music Store and Apple App Store) and easy operating systems (OS X and I OS) for its customers. Apple boasts a strong Product line and Products depth. Below is that the a readof the robust product of Apple.

Jobs acted resolutely. He off seventy percentage of Apple's products and set off more than 3000 folks, turning a \$1 billion loss in 1997 into a \$300 million profit in 1998. Then he started work building merchandise that became geographical region legends. In 1998, Jobs unveiled the iMac. It sported a colourful, curvy look and was one in every of the most cheapest computers Apple had ever created.

In 2001, Apple discharged the iPod music player. Customers darling its elegant click-wheel interface. Additional significantly, the iPod worked seamlessly with iTunes, Apple's

jukebox software for the Mac, creating it simple to urge music from CDs (and, later, from the iTunes music store) onto their iPods. By the end of the last decade, Apple had sold out quite two hundred million iPods.

Jobs declared the iPhone in 2007. It sported a revolutionary touchscreen interface that reworked mobile phones abundant a similar approach the Macintosh had reworked personal computers twenty three years earlier. Apple has sold out five hundred million iPhones. Apple expanded on the iPhone's success in 2010 with the iPad, a tablet computer supported a similar code. Apple has sold twenty hundred million iPads. All of those merchandise were crafted by Apple's top designer, Jony Ive. Jobs found a lover in John Ive, and would visit JohnIve's studios on a common place to debate the styles of forthcoming merchandise. Jobs was a complusive, oft rejecting work that wasn't up to his standards.

The real magic behind the company's strong valuation isn't in Apple's fancy product however it's the positioning of the complete that has helped apple deliver the goods desirable and robust client loyalty. Apple communicated this positioning through one in every of it most successful marketing campaigns till date: **Think different.**

1.2 STATEMENT OF PROBLEM

Apple merchandise have large amount of distinctive options however the value is often a difficulty with all apple products. Apple products attract solely premium patrons. Standard people can't afford even the cheapest apple merchandise. When put next to windows it's onerous to seek apple mac book. And in apple merchandise the storage are restricted compared to windows and android.

1.3 OBJECTIVES

- To measure the consumer idea on apple products.
- To analyze the consumer attitude on buying apple products.
- To study the factors that influences the consumers for buying apple products.

1.4 SCOPE OF THE STUDY

The main aim of the study is to analyze the consumer ideas on apple products and to know the satisfaction and consumer preference on apple products. This study will be useful for future scholars and academician.

II. REVIEW OF LITERATURE

Khajehzadeh (2018) in his study stated from the analysis of the result attained that the company develop their product and maintain their quality, then the consumer will be loyalty and know more about the product and the company. In addition consumer who has good experience of the performance of product and service.

Harshit sharma (2019) has stated that apple’s differentiation strategy has resulted in the huge success of its products in the past decade but now a new market of cost leadership is raising especially in the east.

Smithson (2020) This is one of Apples biggest draws when customers are deciding on what brand to purchase. Apples sleek design throughout all of its products is also another selling point that customers are drawn to when deciding what products to purchase.

Bhasin (2021) Apple could also create more accessories for their products. The accessories market is never ending and if Apple expanded in to this market they could see bigger profits from customers. Apple faces many threats in the market of which the biggest are Android and Samsung.

2.2 SOURCES OF DATA

- Primary Data
- Secondary Data

Primary Data

The data is collected by preparing a questionnaire of 130 samples in Coimbatore city of five zones (North, South, Central, West) in which 10 samples were rejected. And a well framed questionnaire is created for collection of data.

Secondary Data

Secondary data relevant to the study is gathered from published sources like as standard text books, magazines and internets.

2.3 RESEARCH METHODOLOGY

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 exist at present. The questionnaire involves of socio and economic profile of the respondents such as gender, age, education, etc. And customer perception, satisfaction level and attitude of respondents.

2.4 STATISTICAL TOOL USED FOR ANALYSIS

The tools and techniques have been applied by the research to analysis the primary data is as follows

Simple percentage analysis

Simple percentage analysis describe 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: $Percentage = \frac{\text{Number of respondents}}{\text{Total respondent}} * 100$

III. ANALYSIS AND INTERPRETATION

Analysis: Analysis is the process of breaking a complex topic or a substance into a smaller parts in order to gain a better understanding of it.

Interpretation: Interpretation is the act of explaining, reframing or showing your own understanding of something. Simple percentage is used to analyze the data. Formula is mentioned below

Formula: $Percentage = \frac{\text{Number of respondents}}{\text{Total respondents}} * 100$

Demographic analysis of the respondents

Table 3.2

VARIANCE	CATEGORY	NUMBER OF RESPONDENTS	PERCENTAGE
Gender	Male	82	68.3%
	Female	38	31.7%
Marital status	Unmarried	100	83.3%
	Married	20	16.7%
Occupation	Business	16	13.7%

	Student	96	80%
	Employee	8	6.7%
Educational Qualification	Higher secondary	21	17.5%
	Under graduation	84	70%
	Post graduation	13	10.8%
	Diploma	2	1.7%
Age group	18-24	95	79.2%
	25-30	13	10.8%
	31-40	6	5%
	Above 40	6	5%
Family income	Below 100000	33	27.5%
	100000-200000	41	34.2%
	200000-300000	29	24.2%
	Above 300000	17	14.2%
Area of residence	Urban	54	55%
	Rural	66	45%
Size of the Family	2 to 4	103	85%
	5 to 7	17	15%

INTERPRETATION

- Among the 120 samples, 68.3% are male and 31.7% are female.
- Regarding marital status, 16.7% are married and the rest 83.3% are unmarried.
- Here 80% of the sample are students, 6.7% are employed in a private or public organization and 13.3% do their own business.
- Here, 70% of the samples are undergraduate students, and 17.5% of samples are higher secondary, 10.8% of samples are postgraduate and 1.7% of sample are diploma student.
- Of the above samples, 79.2% of the sample fall into the age group of 18 to 24 and 10.8 for 25-30 and 5% in 31-40 and 5% in above 40.
- In the above table, 27.5% of the sample’s family income is below 100000, 34.2% sample’s family income is between 100000 to 200000, 24.2% sample’s family income is between 200000 to

300000, and 14.2% of the sample’s family income is above 300000.

- Of the 120 respondents, 55% family resides in urban areas while the rest 45% family resides in rural areas.
- Regarding the size of the family, 85% family have 2 to 4 members, 15% family have 5 to 7 members in their family.

Consumer behavior on Apple product

Table: 3.3

VARIANCE	CATEGORY	NUMBER OF RESPONSE	PERCENTAGE
How would you rate the quality of the apple product	Very high	58	48.3%
	High	61	50.7%
	Low	1	1%
	Very low	0	0
How would you rate the value for money of the product	Excellent	58	48.3%
	Average	61	50.7%
	Poor	1	1%
Which part of the product influence you to buy	User friendly	21	17.5%
	Product quality	51	42.5%
	Brand reputation	32	26.7%
	Design innovation	16	13.3%

Among the 120 respondents, 57.7% of the people rate the quality of apple product very highly and 48.3% of the people rate the quality of apple product highly.

In the above table 50.7% of people gives excellent rating on value for money and 48.3% of the people gives average rating on value for money and 1% of the people gives poor rating on value for money.

From the analysis 17.5% of the respondent shows that the product is user friendly, 42.5% of the respondent shows that product quality influences to buy.

It shows that 26.7% of respondents buy this product for the brand reputation

And the design innovation influences 13.3% of the respondents to buy the product.

Table 3.4

Price of the product	No of respondents	Percentage
Higher	89	74.2%
Similar	31	25.8%
Lower	-	-

From the analysis it shows that 74.2% of respondents tells that the price is higher than other product and 25.8% of the respondents tells that the price is similar.

Table 3.5

View on apple marketing	No of respondents	Percentage
Extremely high	72	60%
High	45	37.5%
Low	3	2.5%
Extremely low	-	-

From the analysis it shows that 60% of respondents tells that view on marketing is extremely higher and 37.5% of the respondents tells that view on marketing is higher and 2.5% of the respondents tells that view on marketing is low.

Table 3.6

Apple product resale value	No of respondents	Percentage
Extremely high	17	14.2%
High	32	26.7%
Low	15	12.5%
Extremely low	56	46.7%

From the analysis 14.2% of the respondents tells that the resale value is extremely high and 26.7% of the respondents tells that the resale value is high and 12.5% of the respondents tells that the resale value is low and 46.7% of the respondents tells that the resale value is extremely low.

IV. FINDINGS

- 68.3% respondents are Male and 31.7% are Female
- Majority of the respondents are in the Age group of 18-25 with 79.2%
- Majority of the respondents are Under Graduate with 70%
- 80% of the respondents are Student
- Majority of the respondents are unmarried with 83.3%

- 14.2% respondents' annual income is above Rs300000
- 48.3% of the respondents rate the quality of the product
- 48.3% of respondents says the price is higher when compared to other products.
- 45% of the respondents gives their opinion on apple product as positive
- 60% of the respondents think that the marketing of apple product is extremely high.
- 17.5% of the respondents are satisfied that the product is user friendly
- 42.5% of the respondents are satisfied with the product quality
- 26.7% of the respondents are satisfied with the brand reputation.

V. SUGESSTION

- Majority of the respondents are in the age group of 18-24. Therefore, the company is advised to attract the young adults in future.
- Majority of the respondents are Under Graduate student. Therefore, the company is advised to select affordable price range for the students.
- The consumer 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 is strength of the company which helps to gain more customers.
- Most of customer are highly satisfied with product quality and brand reputation.it is suggested to maintain their quality.
- Although the respondents says that the apple products are available in Coimbatore city.

VI. CONCLUSION

The main purpose of this study is to find the people's view about the Apple product. After analysis of this study, the respondents are highly satisfied with the design and product quality. 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 has high security level than the others and the customer agrees that apple products are stated as symbol of high social status which makes the Apple company a reputed Brand in the market. However, the respondents says that apple products are high price range compared to others products. This survey helps to identify the strength and weakness of Apple products.

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