



A Study On Consumer Preference And Satisfaction Towards Apple Iphone With Reference To Coimbatore City

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ABSTRACT:

The study, "A Study on Consumer Preference and Satisfaction Towards Apple iPhone with Reference to Coimbatore City," assesses the perception of Coimbatore residents about iPhones, in relation to issues such as brand reputation, product quality, and customer service, and analyses their satisfaction levels. However, among the innovative features of Apple iPhone, camera quality and iOS are the significant factors driving consumer preference, although high costs, frequent app crashes, and battery issues lower satisfaction. The descriptive research involved a survey of 100 respondents through questionnaires, which showed that students are the largest user group and most prefer recent models for affordability. Statistical tools such as percentage and chi-square analysis indicate no significant correlation between age and buying cost or gender and camera quality. Key findings highlight affordability, improved technical reliability, and customer support besides the exploitation of privacy and iOS features in the marketing strategy as a way to sustain brand appeal. The conclusion is that this will improve the satisfaction and loyalty of customers in the market of Coimbatore.

Key words: Apple iPhone, preference, consumer satisfaction, Coimbatore city, marketing strategy, loyalty, challenges , preferred features.

INTRODUCTION OF THE STUDY:

Apple Inc., which was set up in 1976 by Steve Jobs, Steve Wozniak and Ronald Wayne has changed from being a small manufacturer into a worldwide leader in Technology and Innovation. One of its notable products, iPhone has become a benchmark of the smartphone sector owing to its design, innovative technology and usability. Since its introduction, Apple has generated a loyal community across the world as a distinct ecosystem brings together its hardware and software and services,

allowing to create a strong customer loyalty.

In Coimbatore, a city known for its growing technological adoption and consumer awareness, the iPhone has established a strong presence. Today consumers show inclination towards their premium smartphones that offer advanced features and long-term value. However, the market comprises different economic backgrounds and preferences, an understanding of the reason behind consumer satisfaction and preference is essential. This study investigates how Coimbatore residents perceive the iPhone on attributes such as brand reputation, product quality, pricing, and consumer service in addition to their general satisfaction by purchase behavior.

STATEMENT OF THE PROBLEM

In today's highly competitive smartphone market, consumer preference and satisfaction play a crucial role in determining the success of a product. Apple iPhone, being a premium brand, it faces dual problems of meeting consumer expectations, while it is trying to maintain its standing in this market, which is highly influenced by factors like price sensitivity, technological advancements, and brand perception. Coimbatore being a city with a varying consumer base, it becomes important to identify the factors which incline towards the choice of iPhone and how these factors contribute to consumer satisfaction. Though, iPhone has a reputation for its innovation and quality, there are always some questions regarding its affordability, availability, etc. This study aims at finding out the major factors shaping the consumer preference and satisfaction towards an iPhone in Coimbatore and to know the extent to which Apple's offerings meet the expectations of the target audience.

OBJECTIVES OF THE STUDY:

- 1] To analyze the reason of customers to prefer iPhones over other mobile phones.
- 2] To find out the problems faced by the respondents.
- 3] To find out the level of satisfaction of consumers by the iPhone.

REVIEW OF LITERATURE

1. Qu, R., Chen, J., Li, W., Jin, S., Jones, G. D., & Frewer, L. J. (2023), Consumers' Preferences for Apple Production Attributes: Results of a Choice Experiment.

This article explores consumer preferences for specific attributes of apple production, including environmental sustainability and product quality, based on a choice experiment

2. Mahalakshmi, M. K., & Kavitha, K. (2021), A Comparative Study on Customers' Satisfaction towards Android Operating System and iPhone Operating System in Mobile Phones.

The article compares customer satisfaction between Android and iPhone operating systems. It analyzes factors such as usability, security, and performance, highlighting the preferences of various user groups.

3. Mohamed, I. A., Sha, Y. M., Ahmed, M. S., & Badhusha, M. H. N. (2021), Consumer Perception towards Apple Products with Reference to Tiruchirappalli District

This research investigates consumer perceptions of Apple products in the Tiruchirappalli district. It discusses brand reputation, quality, and consumer loyalty as significant determinants of preference.

4. Saranya, G., & Yoganandan, G. (2019), Brand Preference towards Smartphones among College Students in Coimbatore City, Tamil Nadu

This study examines the brand preference for smartphones among college students in Coimbatore, Tamil Nadu. It identifies factors like price, features, and brand loyalty as major influences on purchasing decisions.

5. Jasiqi, B. (2019), Customer Buying Behavior of Smartphones: A Study of the Customer Buying Behavior of Smartphones by Taking the Example of Apple iOS and Android Smartphones

This study analyzes customer buying behavior concerning Apple iOS and Android smartphones. It highlights the role of factors like brand image, pricing, and innovation in shaping purchase decisions.

RESEARCH METHODOLOGY

Research design:

A research design defines the structure or framework within which the research is conducted. This research is based on **descriptive research design** to systematically analyze the preference and satisfaction towards Apple iPhone in Coimbatore city.

Area of Study:

The research has been conducted in **Coimbatore City**, focusing on its diverse customer base.

Sample size:

A total of **100 respondents** were surveyed for this study. This sample size was selected to ensure a manageable yet representative group of participants, enabling meaningful analysis of customer trends.

Sampling technique:

The study adopted the **Convenience sampling** technique, which involves selecting respondents who are readily accessible and willing to participate. This method enabled the collection of data from a wide range of respondents, such as students, working professionals, and self-employed individuals, within Coimbatore City.

Data collection:

The data collected for the research are:

- 1) Primary data
- 2) Secondary data

Primary data:

The primary data has been collected by using questionnaires to gather information on demographics, buying preferences, challenges faced and overall satisfaction levels with Apple iPhones.

Secondary data:

The secondary data are collected by using articles, journals, magazines, websites and other related projects.

Limitations:

- 1.The study focuses exclusively on Coimbatore City, which may not represent customer behavior in other regions.
2. The use of Convenience sampling may introduce bias, as it depends on the accessibility and willingness of respondents.
- 3.The short duration of study limits insights into long-term consumer behavior trends.

4.DATA ANALYSIS AND INTERPRETATION

This chapter deals with the analysis and interpretation of the study on the topic, “**A STUDY ON CONSUMER PREFERENCE AND SATISFACTION TOWARDS APPLE IPHONE WITH REFERENCE TO COIMBATORE CITY**”, is presented based on a sample of 100 respondents. This collected data are classified and tabulated.

The data analyzed using the following statistical tools:

- **Percentage Analysis**
- **Chi-square test**
- **Rank Analysis**

PERCENTAGE ANALYSIS

Percentage analysis is a statistical method used to interpret and present data by calculating the proportion of each category in relation to the total. It provides a clear understanding of trends, preferences, and patterns by expressing data in percentages, making it easy to compare and analyze different variables in the study.

Classification	No of respondents	Percentage
Age		
Below 15	4	4
16 to 30	60	60
31 to 45	20	20
Above 45	16	16
Gender		
Male	71	71
Female	29	29
Marital Status		
Married	24	24
Unmarried	76	76

Employment		
Self employed	14	14
Salaried employee	33	33
Student	45	45
Unemployed	8	8
Income		
Below 30,000	17	17
30,000 to 60,000	14	14
60,001 to 90,000	15	15
Above 90,000	15	15
None	39	39
Main reason to prefer Apple iPhone over others		
Design and build quality	15	15%
iOS operating system	18	18%
Camara quality	28	28%
Brand reputation	21	21%
Privacy and security features	18	18%
Preference on buying Apple iPhone		
Latest model available	27	27%
Recent but not the latest model	36	36%
Old model for affordability	24	24%
No strong preference	13	13%
Likelihood of recommending Apple iPhone		
Extremely likely	20	20%
Likely	34	34%
Neutral	34	34%
Unlikely	10	10%
Extremely unlikely	2	2%
Challenges faced on iPhone usage		
Cost of accessories	20	20%
Operating system updates	28	28%
App availability	16	16%
Difficulty in transferring data to non- Apple devices	13	13%
Battery life	23	23%
Technical issues faced by iPhone usage		
Frequent app crashes	37	37%
Overheating	33	33%
Software bugs	24	24%
Slow performance	6	6%
Opinion on cost of accessories		
Very expensive	57	57%
Moderately priced	29	29%
Reasonable	14	14%
Durability of iPhone		
Excellent	26	26%
Good	30	30%
Average	31	31%
Poor	9	9%

Very poor	4	4%
Quality of iPhone		
Excellent	27	27%
Good	42	42%
Average	24	24%
Poor	6	6%
Very poor	1	1%
Ease of using Apple iPhone		
Very easy	18	18%
Easy	36	36%
Neutral	29	29%
Difficult	10	10%
Very difficult	7	7%
Opinion on Apple iPhone's value for price		
Excellent value	27	27%
Good value	33	33%
Fair value	27	27%
Poor value	11	11%
Very poor value	2	2%
Rating the experience of Apple's customer support		
Excellent	26	26%
Good	40	40%
Fair	22	22%
Poor	5	5%
Very poor	2	2%
I haven't used customer support	5	5%
Total	100	100%

INTERPRTRTATION

The data shows the majority of respondents are aged 16 to 30 (60%), male (71%), and unmarried (76%). Students make up the largest employment group (45%), with most having no income (39%). The primary reasons for preferring the iPhone are camera quality (28%) and brand reputation (21%). The most preferred iPhone type is a recent but not latest model (36%). While 34% are likely to recommend the iPhone, frequent app crashes (37%) and overheating (33%) are the most reported technical issues. Accessories are perceived as very expensive by 57%, and durability and quality are rated as "good" by 30% and 42%, respectively. The iPhone is considered to offer "good value" by 33% of respondents, and customer support is rated as "good" by 40%.

CHI SQUARE

The Chi-Square Analysis is used mainly test the independence of the attribute factors. In others words chi-square test is used to the whether one factor has significant influence over the other. The relationships between the two factors are calculated at 5% (0.05) level of significance. The formula for calculating the Chi-square test is:

Chi – square test.

$$\chi^2 = \sum \frac{(O - E)^2}{E}$$

E

Where:

χ^2 is the value for chi square

$\sum$ is the sum

O is the observed frequency

E is the expected frequency

Degree of freedom is calculated as follows

$$\text{Degree of freedom} = (r-1) (c-1)$$

Where:

R = number of rows

C = number of columns

1] Age and cost of buying

Age	Below 50,000	50,000-1,00,000	1,00,001-1,50,000	Above 1,50,000	Total
Below 15	2	1	1	0	4
15 to 30	19	28	9	4	60
31 to 45	4	8	4	4	20
Above 45	2	4	4	6	16
Total	27	41	18	14	100

Degree of freedom

$$DF = (r-1) \times (c-1)$$

$$= (4-1) \times (4-1)$$

$$= 3 \times 3$$

$$= 9$$

O	E	O - E	[O - E] ²	[O - E] ² / E
2	1.08	0.92	0.84	0.78
19	16.2	2.8	7.84	0.48
4	5.4	-1.4	1.96	0.36
2	4.32	-2.32	5.38	1.25
1	1.64	-0.64	0.40	0.24
28	24.6	3.4	11.56	0.47

8	8.2	-0.2	0.04	0.005
4	6.56	-2.56	6.55	1
1	0.72	0.28	0.07	0.10
9	10.8	-1.8	3.24	0.3
4	3.6	0.4	0.16	0.04
4	2.88	1.12	1.25	0.43
0	0.56	-0.56	0.31	0.55
4	8.4	-4.4	19.36	2.30
4	2.8	1.2	1.44	0.51
6	2.24	3.76	14.13	6.31
Total	100	0	74.53	15.125

Calculation of X^2

Chi square value	Degree of freedom	Significant value	Table value	Significant/ Not Significant	Null Hypothesis
15.125	9	0.05	16.92	Not Significant	Accepted

INTERPRETATION

The result of chi- square test reveals that the calculated chi- square value 15.125 is less than the table chi- square value (16.92) at 5% level of significance and therefore, there is no relation between age and buying cost. Thus, the hypothesis is that the relationship between the two factors does not hold good. Hence, the null hypothesis is accepted

2) Gender and camera quality

Gender	Very important	Important	Neutral	Not important	Total
Male	36	22	11	1	70
Female	16	14	0	0	30
Total	52	36	11	1	100

$$DF = (r-1) \times (c-1)$$

$$= (4-1) \times (2-1)$$

$$= 3 \times 1$$

$$= 3$$

O	E	O - E	[O - E] ²	[O-E] ² /E
36	36.4	-0.4	0.16	0.004
16	15.6	0.4	0.16	0.01
22	25.2	-3.2	10.24	0.41

14	10.8	3.2	10.24	0.95
11	7.7	3.3	10.89	1.41
0	3.3	-3.3	10.89	3.3
1	0.7	0.3	0.09	0.13
0	0.3	-0.3	0.09	0.3
Total	100	0	42.76	6.514

Calculation of X^2

Chi square value	Degree of freedom	Significant value	Table value	Significant / Not significant	Null Hypothesis
6.514	3	0.05	7.814	Not significant	Accepted

INTERPRETATION

The result of chi-square test reveals that the calculated chi-square value (6.514) is less than the chi-square value (7.814) at 5% level of significance and therefore, there is no relationship between gender and camera quality. Thus, the hypothesis is that the relationship between the two factors does not hold good. Hence, the null hypothesis is accepted.

RANKING ANALYSIS

The Ranking Analysis is performed to rank the responses of the respondents towards the satisfaction level towards apple mobiles, the ordinal ranking (Ranks 1,2,3,4,5,6,7,8.....) method is been used to find the relationship between a set of items.

VERY IMPORTANT (4), IMPORTANT (3), NEUTRAL (2), NOT IMPORTANT (1)

1. Important features on purchasing apple iPhone

Table 1

Features available in Apple iPhone

	RANKS				TOTAL RESPONDENTS
	4	3	2	1	
IOS OPERATING SYSTEM	70	21	8	1	100
CAMERA QUALITY	52	36	11	1	100
DISPLAY QUALITY	58	32	8	2	100
BATTERY LIFE	52	32	14	2	100
5G CONNECTIVITY	33	41	20	6	100

Table 1(A)

	Ranks				Total	Rank
	4	3	2	1		
Ios Operating System	280	63	16	1	360	1
Camera Quality	208	108	22	1	339	3
Display Quality	232	96	16	2	346	2
Battery Life	208	96	28	2	334	4
5G Connectivity	132	123	40	6	301	5

Table 1(B)

Important features on purchasing Apple iPhone

Rank	1	2	3	4	5
Total	360	346	339	334	301
Features	IOS operating system	Display quality	Camera quality	Battery life	5G connectivity

INTERPRETATION

The data shows that iOS operating system (3.6) is the most important feature for users, followed by the Display quality (3.46) and Camera quality (3.39) are also valued but rank slightly lower. Battery life (3.34) is important but less prioritized. 5G Connectivity is the least important feature, suggesting that users care more about the operating system updates than the network connectivity (5G Connectivity).

2. Satisfaction with the features of Apple iPhone

Table 2
Features in Apple iPhone

	Rank					Total response
	5	4	3	2	1	
Ios updates	56	33	10	1	0	100
Privacy and security features	42	53	4	0	1	100
Camera quality	38	45	15	0	2	100
Overall satisfaction	27	46	22	4	1	100

TABLE 2(A)

	Rank					Total response	Rank
	5	4	3	2	1		
Ios updates	280	132	30	2	0	444	1
Privacy and security features	210	212	12	0	1	435	2
Camera quality	190	180	45	0	2	417	3
Overall satisfaction	135	184	66	8	1	394	4

Table 2(B)

Satisfaction with the features of Apple iPhone

Rank	1	2	3	4
Total	444	435	417	394
Features	iOS updates	Privacy and security features	Camera quality	Overall satisfaction

INTERPRETATION

The data shows that most satisfied feature of users is iOS updates (4.44) followed by Privacy and security features (4.35). The users are also satisfied with the Camera quality (4.17) but slightly lower and the overall satisfaction on iPhone (3.94) ranked the least, suggesting improving the less satisfied feature like Camera quality, Privacy and security features can increase the overall satisfaction on iPhone.

FINDINGS

1. **iPhone Preference:** Camera quality (28%), brand reputation (21%), and iOS (18%). 36% prefer recent but not the latest model for affordability.
2. **Challenges:** Frequent app crashes (37%), OS updates (28%), and battery issues (23%). 57% find accessories very expensive.
3. **Feature Perception:** iOS ranks highest, followed by display and camera quality. Highest satisfaction is with iOS updates and privacy features.
4. **Value and usability:** 60% rate value of iPhone as good to excellent. 54% find iPhones easy to use.
5. **Chi square results:** No significant relationship between age and buying cost and also gender and camera quality.
6. **Customer support:** 66% positively view Apple's customer support.

SUGGESTION

1. **Improve affordability:** 36% prefer the recent model iPhone over the latest model available. So, improving its affordability boost the sales of iPhone.
2. **Challenges faced:** Address app crashes and improve battery life to enhance user satisfaction. 57% find Apple's accessories very expensive so considering its reduction in price may also help in customer satisfaction.
3. **Promote important features:** Highlight the iOS operating system and privacy/ security features in promotion to strengthen brand appeal.
4. **Value for price:** Offer flexible pricing or financing options to enhance value perception among cost- sensitive users.
5. **Customer support:** Expand and improve customer support services to maintain high satisfaction levels and address technical issues effectively.

CONCLUSION

The Study on Customer Preference and Satisfaction towards Apple iPhone with reference to Coimbatore city surveyed 100 users. It found that most of the users of iPhones were students (46%). The study highlights the factors like camera quality, brand reputation, and iOS drive preference, while challenges such as high costs, app crashes, and battery issues impact satisfaction. While features like iOS updates and privacy/security are highly valued, affordability and technical improvements remain key areas for enhancement. Addressing these challenges can strengthen Apple's appeal and customer loyalty in this market.

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