



# INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS | ISSN: 2320 - 2882

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

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Volume 13 Issue 2 February 2025 , Date of Publication: 18-February-2025

UGC Approved Journal No: 49023 (18)

PAPER ID : IJCRT2502637

Registration ID : 277557

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