



A STUDY ON CUSTOMER PREFERENCE TOWARDS PURCHASE OF APPLE MOBILEPHONE

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ABSTRACT

When Apple CEO Steve Jobs stated in January 2007 that a innovative iPhone can be launched five months subsequently, clients awaited with baited breath for a telecell Smartphone that could integrate all the capabilities in their iPods with the capability of a clever telecell Smartphone. As June neared, anticipation mounted, simply as Jobs predicted. The occasion could cross down in records as certainly considered one among Apple's maximum predicted technological product launches, way to the company's extraordinary media make-up. The development, pricing, creation, and distribution of the iPhone is an undertaking for entrepreneurs all throughout the world. Investors in Apple have been additionally thrilled with the outgrowth.

KEYWORDS: iPhone, transferring tendency, features, Android telecell Smartphone.

INTRODUCTION

Customer Preference is used commonly to intend an alternative that has the finest expected cost amongst some of alternatives. This is an monetary definition and does now no longer faucet into desires or dreams. Preference and popularity can in positive instances suggest the identical component however it's far beneficial to preserve the difference in thoughts with desire tending to suggest picks amongst impartial or greater valued alternatives with popularity indicating a willingness to tolerate the popularity quo or a few much less perfect alternative. Satisfaction and popularity are frequently taken into consideration withinside the literature to be carefully related but those are awesome concepts. Satisfaction is the achievement and gratification of the want for a said items or service. Brand Loyalty is the act of selective repeat shopping of a logo. Once a client has evolved a logo loyalty, it's far difficult to alternate his mind-set closer to that logo. Brand loyalty is frequently primarily based totally upon perception. A client will constantly buy the identical product due to the fact he/she perceives it as being the advanced product amongst the selection available.

OBJECTIVES OF THE STUDY

- To examine the desire of apple cellular telecell Smartphone over Indian logo smartphones.
- To locate the notice degree of Apple cellular telecell Smartphone.
- To take a look at clients desire of Apple cellular telecell Smartphone.
- To observe the nice degree of the Apple Smart phones.

SCOPE OF THE STUDY

This research is intended to describe and analyse the preference of customers towards Apple brand Smartphone. The purpose of this report is to understand the personal experience of mobile phones and analysis on the perception of Apple brand Smartphone. This will give a conclusion on how do customers perceive the brand among different criteria in order to take the decision in purchasing the branded mobile.

STATEMENT OF THE PROBLEM

- Day with the aid of using Day new merchandise are added withinside the Market because of Mushroom growth. Product classified ads also are popping out often in all of the media which includes print, internet, radio, tv and out door.
- While choosing their proper merchandise clients need to be greater careful approximately the price, quality, profitability and reliability of the product.
- Branding may be taken into consideration an powerful device to steer customer choice handiest as a helping strategic device. This makes it hard for one to apprehend the precise have an impact on branding has on customer choice.
- The examine consequently objectives at analyzing the uncertainty surrounding the precise effect of branding techniques of customer logo notion withinside the cell telecommunication enterprise in regards to Apple cell phones.

LIMITATION OF THE STUDY

- The gift have a look at become confined to Coimbatore only.
- Personal bias is feasible due to direct questions.
- The end result can not be generalized.
- Time and cash can be taken into consideration as a constraint.

RESEARCH METHODOLOGY

Research is defined as “A careful investigation or inquiry especially through search for new facts in any branch of knowledge. Research comprise of activities related to defining and redefining problems, formulating the hypothesis or suggested solutions, collecting organization and evaluating data, making deductions and reaching conclusions.

A research methodology forms the framework of the entire research process. Methodology is a plan of action for research project and explains in detail about how it is collected, analysed and presented so that they will provide meaningful information.

RESEARCH DESIGN

Research design constitutes the blue print for the collection, measurement and analysis of data. The research design adopted for this study is descriptive in nature.

SAMPLE SIZE

The sample size chosen for the research is 150 samples.

METHOD OF DATA COLLECTION

There are varieties of records series v/z.

1. Primary records
2. Secondary records

PRIMARY DATA

The number one records are the ones which can be amassed a clean and for the primary time and for that reason occur to be authentic in character. The number one records are amassed from respondents thru questionnaires.

SECONDARY DATA

The secondary records, on the opposite hand, are the ones that have already available. The secondary records have been amassed from the web sites of the employer and the magazine and e-book available.

TOOLS USED FOR ANALYSIS

The tools used for analysis are:

- Simple percentage analysis.
- Chi - square analysis.
- Weighted average with ranking.

REVIEW OF LITERATURE

Sata, Mesay (2019) has investigated the elements affecting customer shopping for behaviour of cellular telecellsmartphone devices. Data had been amassed via well-established questionnaire and analysed adopting a couple of regression analysis. This have a look at famous the elements consisting of fee, social group, product capabilities, logo name, sturdiness and after income offerings are the motivational pressure

that affects buy decision. This have a look at concludes that fee accompanied through cellular telecellsmartphone capabilities are influencing the acquisition decision.

Kumar, Archana and Mukherjee, Avinandan (2018) have discovered out the determinants of buy intentions via cellular tool. This have a look at famous that person tendencies toward widespread generation play a crucial position withinside the belief as regards cellular shopping, while Optimism, innovativeness and lack of confidence have an immediate effect on perceptions and an oblique effect on mind-set and buy intention. This have a look at in addition famous that Mobile generation's magical function of anywhere, anytime, smooth to apply private tool makes it one of the most powerful channels for retail shopping, it's far a advertising innovation that could contact the lives of billions of customers the world over providing convenience, personalization, and on the spotaneous connectivity.

Tian, Lei and et al. (2017) have tested the consumers' attitudes toward the makes use of of cell telephones. Data amassed via established questionnaire and analysed with the aid of using adopting Confirmatory thing analysis. This have a look at well-knownshows that consumers' attitudes are composed of 3 dimensions experience of security, selfcharacter extension, and dependence which might be correlated to cell telecellsmartphone makes use of. This have a look at concludes that the experience of dependence has psycho behavioural impact of cell telephones on users.

SIMPLE PERCENTAGE ANALYSIS

Simple percentage analysis is one of the basic statistical tool which is widely used in the analysis and interpretation of primary data. It deals with the number of respondents response to a particular question in percentage arrived from the total population selected for the study.

The simple percentage can be calculated by using the formulae,

$$\frac{\text{Actual respondents}}{\text{Total number of respondents}} \times 100$$

GENDER

Gender	Number of respondents	Percentage
Male	100	67
Female	50	33
Total	150	100

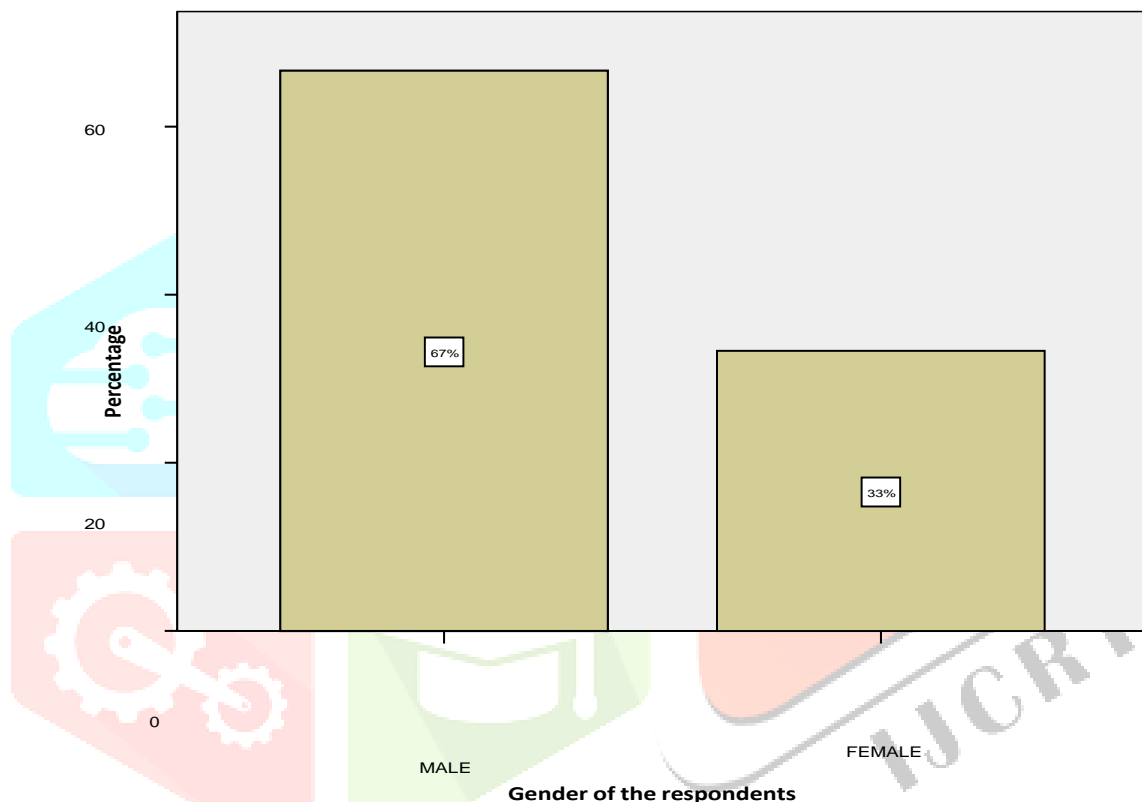
INTERPRETATION

The above table shows that 67% of the respondents are male and remaining 33% of the respondents are female.

Majority 67% of the respondents are male.

CHART NO 1

GENDER OF THE RESPONDENTS



WEIGHTED AVERAGE**SATISFACTORY LEVEL OF VARIOUS FEATURES OF SMARTPHONE**

Factors	5	4	3	2	1	Total	Weighted average	Rank
Accessories	60	40	30	10	10	580	3.86	II
	300	160	90	20	10			
Comfort ability	69	35	19	12	15	581	3.87	I
	345	140	57	24	15			
Performance	49	25	40	16	20	517	3.44	III
	245	100	120	32	20			
Quality	45	30	15	20	40	470	3.13	VI
	225	120	45	40	40			
Service	50	20	15	50	15	490	3.26	V
	250	80	45	100	15			
Resale Value	10	40	20	20	60	410	2.73	VIII
	50	160	60	80	60			
Exchange offer	43	20	27	30	30	466	3.10	VII
	215	80	81	60	30			
Lifetime	25	75	10	15	25	510	3.40	IV
	125	300	30	30	25			

INTERPRETATION

The table indicates that the satisfactory level of features comfort ability ranked with weighted average of 3.87, accessories with second rank 3.86, third performance with weighted average 3.44 fourth lifetime, fifth service, quality sixth, exchange offer seventh, resale value eighth.

CHI - SQUARE TEST

TO FIND THE SIGNIFICANCE DIFFERENCE BETWEEN MONTHLY INCOME OF THE RESPONDENTS AND FREQUENCY OF CHANGING MOBILE PHONE

HYPOTHESIS

Null hypothesis: There is no statistical significant difference between monthly income of the respondents and frequency of changing mobile phone.

Alternate hypothesis: There is statistical significant difference between monthly income of the respondents and frequency of changing mobile phone.

Chi-Square Tests	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	25.01	15	.001
Likelihood Ratio	27.80	15	.000
Linear-by-Linear Association	1.083	1	.298
N of Valid Cases	150		

INTERPRETATION

Since the Pearson Chi-square value is .001 which is less than the p value 0.05 at 15 degrees of freedom, we accept the Null hypothesis. Hence we infer there is no significant difference between monthly income of the respondents and frequency of changing mobile phone.

FINDINGS, SUGGESTIONS AND CONCLUSION

FINDINGS

SIMPLE PERCENTAGE ANALYSIS

- 67% of the respondents are male
- 38% of the respondents are of age group between 26- 35 years
- 37% of the respondents are graduate level
- 41% of the respondents are students
- 39% of the respondents are having income between Rs.20001- Rs.30000
- 26% of the respondents present mobile is the brand of Vivo
- 47% of the respondents said that Features and updates is attracted to buy Apple brand Smartphones
- 28 % of the respondents change mobile phone between 1-2 years
- 42% of the respondents change the mobile phone because it is new model released
- 73% of the respondents are aware of Apple brand Smartphone
- 33% of the respondents know about Apple brand Smartphone through advertisement

- 76% of the respondents prefer buying Apple brand smart phone
- 80% of the respondents said that their mode of purchase is store
- 29% of the respondents said that reason for opting Apple brand Smartphone is advanced features
- 43% of the respondents are highly satisfied about the display clarity of Apple brand Smartphone
- 60% of the respondents are highly satisfied about the RAM of Apple brand Smartphone
- 43% of the respondents are highly satisfied about the sound of Apple brand Smartphone
- 34% of the respondents are satisfied about the outlook of Apple brand Smartphone
- 60% of the respondents are highly satisfied about the battery of Apple brand Smartphone
- 65% of the respondents are highly satisfied about the colour of Apple brand Smartphone
- 37% of the respondents are satisfied about the camera of Apple brand Smartphone
- 37% of the respondents are highly satisfied about the application of Apple brand Smartphone
- 35% of the respondents are highly satisfied about the connectivity of Apple brand Smartphone
- 36% of the respondents are highly satisfied about the operating system of Apple brand Smartphone

CHI - SQUARE TEST ANALYSIS

- There is no significant difference between monthly income of the respondents and frequency of changing mobile phone

WEIGHTED AVERAGE WITH RANKING

- Satisfactory level of features comfort ability ranked with weighted average of 3.87 accessories with second rank 3.86

SUGGESTIONS

- **Increasing showrooms for customers after sales services-** It will be better to increase the number of authorized showroom in different part of the district, because it enables the customers of different region to have maintenance at the right time without travelling long distances. It also helps to propel the customer satisfaction.
- **Promotional offers for the customers** - The company should improve existing promotional offers and introduce more new and attractive offers to fascinate new customers and to retain existing customers. It enables to increase the popularity of Apple Smartphones, thus the company can increase the sales rate.
- **Advertisement in between a mobile app or game-** Advertisement of products and services through mobile games or any app is really an innovative idea. Marketers use their brand name and products in a mobile game or an app by paying to owner.

CONCLUSION

Customer preference is the study of when, why, how and where people do or do not buy a product. The study has been focused on the preference of apple Smart phone users in Coimbatore. For this purpose about 150 customers have been taken as sample size and questionnaire have been distributed. From the study it is clear that, there are no perceptual issues or confusion while making purchase decision of Apple phone. The study has been conducted as the first attempt to analyze overall preference of customers towards the Apple popular brand.

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