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## **Comparative Study of Consumer Perception between iPhone and Android Mobiles**

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### **ABSTRACT:**

Brand competitiveness is based on customers' perceptions of value. Students in Japan and Bangladesh were asked to rate the brand perceptions of Samsung and Apple based on their CPV (Customer Perception Value). Therefore, the study's primary focus is to examine the brand preferences of students in the United States and South Korea. Following this, a quantitative technique is used in the inquiry. Both descriptive and analytical information were used in this investigation. Respondents were given structured questionnaires to complete during in-depth interviews in order to gather primary data. Statistical programme SPSS was used to examine the data. Students in Japan are more likely to choose Apple than Samsung due to a strong importance of brand loyalty, according to the data. As a result of the open source Android mobile operating system and the lower cost of the product, Samsung supporters in India enjoy a strong brand loyalty over Apple. It appears that Apple's perceived worth is higher than Samsung's. Overall, iPhone's brand image was found to be superior in terms of the quality, pricing, system software and after-sales support, compared to Samsung's. This research compares the perceived worth of two big smartphone companies by using this method.

Keywords: Customer-Perceived Value, Brand Identity, Value Chain, Competitive Analysis, Android Mobiles.

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### **INTRODUCTION**

In the telecommunications sector, mobile phones, phone companies, together related peripherals make up a subgroup known as the "mobile industry." Mobile technology and customer demand for software phones fueled rapid growth in the 1990s and early 2000s, resulting in a boom in this industry. The mobile industry consists of a number of distinct segments. Companies that sell raw materials to mobile phone manufacturers and distributors are just one facet of the industry. The mobile phone industry also includes service providers, who often collaborate with manufacturers to create branded phones and gadgets with unique features. The mobile sector also includes manufacturers of cellphones, customised modems for computers, personal computers with mobile capabilities, and similar products. Accessories manufacturers are in the same boat.

Some of the industry's biggest players are large multinationals with a global reach, while others, like regional mobile telephone providers, are smaller businesses focused on serving a specific region. Government regulators, manufacturers, as well as other interested parties collaborate with some lobbies & professional groups to set standards and procedures for the industry as a whole. Universal charging devices were pushed in the 2000s to make it easier for people to charge their mobile phones.

During the early 2000s, the mobile industry, like many others in the IT sector, garnered a lot of investor attention whilst under intense pressure to release new products and make upgrades to existing ones quickly. As mobile phone service became more widely available around the world, some people decided to forgo landline service in favour of using mobile phones since the network was less expensive and quicker to set up. These stock indexes provided an easy way to invest in companies of interest, encouraging trade in shares related to telecommunications and the overall industry.

There are a wide range of employment options in this industry. It is necessary to have engineers, technicians, and maintenance employees in order to construct and maintain devices & cell towers. Customer service representatives and marketing specialists work together to create advertising campaigns that help companies sell their wares. For companies developing phones with special aesthetic traits, creative professionals engaged in visual design & aesthetics are in high demand.

Between 2007 and 2018, the Indian mobile telephone manufacturing sector grew by 6.66 percent in volume and 6.54 percent in value. With a monthly average sale of 10 million phones, India became the second-largest market globally. In 2019, there were about 75 different mobile phone brands and 3,400 different handset models on the market. 11 percent of the world's mobile phones are made in India. In 2014, the percentage was barely 3%. In 2014, there were just two mobile phone manufacturing units in India, and in 2019, there are 268. 0.67 million people work in the sector. By 2020, it is expected that over 96% of the mobile phones sold in India will be made in the country. India exported smart phones worth \$1.9 billion in 2018 according to the United Nations United Nations Conference on Trade (UNCTAD). It took just five years for this sector to achieve this level of accomplishment. Thus, it makes perfect sense to explore the aspects that aided in this achievement. Let's take a look at a few of the most important aspects.

In order to foster the growth of the electronics manufacturing sector in India, the country implemented a number of important policies. India's National Policy on Electronics, 2012, aims to build a competitive internationally Electronics System Design and Manufacturing (ESDM) business that serves

both domestic and foreign markets. In 2014, the Narendra Modi government's flagship programme, Make in India, made it even more enticing to manufacture mobiles at home.

### ***IPHONE***

iOS is the mobile operating system that powers Apple Inc.'s iPhones, which are sold worldwide. On January 9, 2007, Steve Jobs unveiled the first-generation iPhone. As a result, Apple has been releasing new iPhones and iOS updates on a yearly basis since. iPhones have been sold in excess of 2.2 billion units as of November 1st, 2018. Multi-touch screens are the foundation of the iPhone's user interface. It is capable of making and receiving phone calls, browsing the web, taking pictures, playing music, and sending and receiving emails and text messages via cellular networks or Wi-Fi. Increased functionality has come with subsequent releases of the iPhone, including support for third-party mobile apps via an app store and an array of accessibility features. To get back to your home screen, iPhones have had a single button since they were first released in 2007. A bezel-less front screen with app switching enabled by gesture recognition has been standard on more costly iPhone models since 2017.

The iPhones is one of the two most popular smartphone systems in the world, alongside Android, making up a significant portion of the high-end market. Profits from the iPhone have made Apple one of the most expensive publicly traded corporations in the world. "Revolutionary" and "game-changing" were only some of the words used to describe the first iPhone, and successive models have received similar accolades. A substantial market developing smartphone apps, or the "app economy," has been attributed to the iPhone's success in popularising the smartphone and tablet form factors. And over 2.2 million iPhone apps were available in Apple's App Store as of January 2017.

The iPhone was originally made available to the general public ten years ago. Since its introduction in June 2007, the mobile industry has undergone a significant shift. The iPhone sparked or at least inspired a great deal of change in the business. Just to name a few of its many innovations, the smartphone was the first mass-market smartphone with an all-touch display that didn't require a pen to use. Smartphones featuring a split keyboard & screen have been the norm before to the introduction of the iPhone. When the iPhone's full-size touch screen became a sensation, it shook the industry. Modern smartphones nearly universally feature full-touch screens, making them ideal for carrying around with us wherever we go. A wave of nostalgia is sweeping the market for "flip phones" and "vintage" phones like the Samsung Galaxy X, which is rumoured to be coming out with two screens.

A new revenue stream for both Apple & brand owners was formed as a result of the iPhone's rise to fame: the App Store. Brand owners now have greater access to consumers thanks to Apple's success with the iPhone, which has weakened the power of Nokia and Blackberry. As market for mobile apps has grown, app developers have made more than \$60 billion from the App Store in the last few years. Retailers have been upgrading existing IT infrastructure to allow a speedier payment mechanism, and as a result, NFC payments have grown in popularity over the last several years. The introduction of Apple Pay in July of that year was a major step forward in bringing the 'mobile wallet' to the masses. According to recent data, Apple Pay transactions increased by 450 percent year over year in the most recent quarter.

A gradual shift from mainstream cash transactions and toward a "digital first" payment paradigm is expected to fuel this growth in the coming years. This is because payment systems are so much more convenient for users and are faster, easier, and much more accurate to process for shops. As if that wasn't enough, the iPhone also gave birth to the groundbreaking Apple Watch in April of 2015. When Tim Cook, Apple's CEO, originally presented the watch to the world, he referred to it as "the most sophisticated timepiece ever developed." While the Apple Watch can be used without a wireless connection to an iPhone 5 or later, it offers a limited set of features if that connection is lost.

Some examples of how Apple's iPhone has impacted the mobile industry are shown in this list of examples. Looking ahead, it doesn't appear that the iPhone will slow its pace of market disruption any time soon. New technologies like AI, big data, & machine learning have opened up a whole new world of possibilities for Apple's products.

### ***ANDROID***

For interactive mobile devices like smartphones and tablets, Android is a revised form of the Linux kernel software. The Open Handset Alliance, a group of developers, is responsible for Android's development, which is funded by Google. First commercially available Android device was launched in September 2008, HTC Dream, in November 2007. An Apache License is the primary licence for its open-source software, Android Project (AOSP), which is the name of its source code repository. Google Mobile Services (GMS), which comprises Google Chrome, the electronic distribution network Google Play as well as the accompanying Google Play development platform, is pre-installed on most Android smartphones. Fire OS, produced by Amazon, or Lineage OS, are two of the many other rival Android systems and derivatives. Because of this, Google has imposed criteria on "uncertified" devices to prevent them from using the Android name and logo.

A wide variety of different electronic devices, including gaming consoles, digital cameras, portable media players, and PCs, have used the Android source code to construct their own specialised versions of the operating system. For televisions and wearables, Android TV and Wear OS are the most famous derived operating systems from Google. Open-source platforms like as F-Droid can be used to distribute APK-formatted Android software packages that are not offered through proprietary app stores such as Google Play Store and Samsung Galaxy Store. Since 2011, Android has become the world's most popular mobile operating system for smartphones and tablets. Over two billion active monthly users, the greatest installed base of the any os, and over 3 million apps in the Google Play Store as of January 2021. Android 11 will be launched on September 8, 2020, as the current stable version.

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## REVIEW OF LITERATURE

In order to capture value, companies are rethinking their strategy and tactics. Many industries, including energy, pharmaceuticals, health care, as well as nutrition goods, are experiencing rapid development. The telecommunications industry is a sector that has seen significant transformation. Mobile phone purchases are definitely an item with significant engagement, according to the conclusions of a study. Renewing and purchasing this product comes with a number of factors (Mathai, & Thangaraja, 2016). Engineering, physical, functional, and technical viewpoints will become increasingly important as goods evolve. Attractiveness plays a significant effect in consumer purchasing decisions since these things have become so commonplace in our lives that it's hard to imagine our lives without them.

Customers' satisfaction, service industry and mobile industry research have all found that brand identity and brand memory are directly linked and have an impact on customers' purchase intentions. Aside from brand, pricing is the second most essential consideration when purchasing a smartphone. According to a survey, the price of a phone is the most important factor in deciding between different brands. According to their research, pricing is not an issue for customers of all ages, but rather factors such as physical beauty are more crucial. In a survey, Singla also found that pricing isn't the most important factor in buying a cell phone. Besides price, availability, and appearance, consumers also place a high value on other aspects of a cell phone. For the different age groups, money is no longer an issue, as we discover that it is evaluated as second to other aspects, such as physical beauty, the most important factor in deciding between different brands is the price of the phone (Mathai & Thangaraja, 2016). The results also demonstrate that the perceived utility, perceived simplicity of use, and reported enjoyment of the mobile communications service in the region have a substantial positive correlation with customer satisfaction.

The emotional value of the cellular service is an important aspect in determining client happiness. Personal characteristics may be used to predict brand preference in the future. The relationship between devotion and keeping things going. They found that organisations looking to increase profits through customer loyalty must take maintenance into account. According to their findings, customer satisfaction is strongly influenced by brand equity. People of various ages and educational backgrounds make purchasing decisions based on brand qualities. When customers are more satisfied, they become more loyal to a brand. Customers' impressions of the emotional worth of mobile phone services were the most important determinant of their satisfaction. Samsung's mobile phones are popular with customers. The study found a correlation between brand name and customer satisfaction.

Price, innovative solutions, media, appearance, brand name, plus basic features like aesthetics and reliability are all important considerations when choosing a cell phone. Price isn't the most important factor for consumers when it comes to purchasing a product. When a consumer buys a smartphone, brand is by far the most important quality utilised as a selection variable, followed by quality and purpose, and might be divided into well-defined categories based on the mobile phone brand they are using. Consumers' happiness was driven by variables such as need fulfilment, performance enhancement, simplicity of use, protection, and peer influence. According to a consumer survey, a variety of elements influence customer satisfaction, including the ability to meet one's needs, an increase in performance, the protection of one's privacy, the influence of one's peers, and the convenience of use (Kiran & Thangaraja, 2020). A customer's satisfaction can be greatly improved by implementing new ideas, according to a study by N. Khan.

The most sensitive and important tool for long-term business success is customer satisfaction. Keeping and satisfying consumers is a key problem for most businesses. The study focuses mostly on customer loyalty and reveals that Mobilink consumers have a lower level of satisfaction and loyalty than other customers. According to the findings of the survey, client loyalty in Pakistan's burgeoning mobile market appears to be low. Customers are increasingly experimenting with new services in today's market. Consequently, retaining customers in the modern marketplace is a difficult and crucial effort for companies.

When it comes to the features or the qualities of the phone they are using, customers display a variety of behaviours. Today, mobile phone security is a serious worry. So, there are various types of areas where the most users feel that they lack security because of a lack of knowledge. Researchers found that manufacturers would grasp how essential security and transparency are to their customers based on this data (Hameed, S, & Thangaraja, 2020).

Customers choose things based on their brand identity. The majority of the products have unique features that set them apart from similar ones. The purpose of this research was to identify the most significant or influential variables affecting Iranian consumers' purchasing decisions in the city of Hyderabad. It was discovered and analysed in the study that there is a correlation between a brand's name and quality assessment, between word-of-mouth advertising and the brand name, and between word-of-mouth advertising and the brand image, among other things.

Stereotyping is a psychological process that has been widely used to explain consumer reactions to the place of origin. When conducting international marketing, the country of origin (COO) has a significant impact on consumer perception, and this is a major consideration. In other words, when it comes to global competition, place of origin is a key area for international marketers to focus on and invest in. The country-of-origin feature provides customers with information about the product's specifications and price. An outside source, such as the country of origin, might influence the behaviour of buyers.

The halo effect as well as the summary construct are two techniques to study the region effect when customers evaluate products. Halos appear around products when customers aren't familiar with them and don't know what to expect from them. In order to properly analyse and evaluate a product, and ultimately make a purchase, it is helpful to have a general awareness of the place of origin. The summation construct, on the other hand, persists as long as consumers are aware of the product in question.

In addition to the nation of origin, COA, COD, and COM can all be considered when determining the country of assembly. There will be no more explanation of this because this research focuses on the country of origin. The study's goal was to identify risk factors for problematic mobile phone use using predictors drawn from addiction literature. It focused on what they believed to be the root causes of cell phone malfunctions. There were 195 participants in total, ranging in age from 18 to 85, with a median age of 36. It was from these findings that the Mobile Phone Concern Use Scale was established. The Addictive Potential Scale were compared to this scale. The scales were compared and the Cell Phone Issue Use Scale was created based on the quantity of time and type of mobile phone use. Being extraverted, having lack of self, and being young were all behavioural predictors of how much cell phone use one would engage in. A person's use of a cell phone can be troublesome if he or she exhibits certain qualities. Gender and

neuroticism were shown to have no effect on cell phone use, according to the study. In order to aid in the implementation of any interventions for potentially addictive behaviour, a scale was established.

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## DATA COLLECTION INSTRUMENT

Students, housewives, working people, and businessmen with backgrounds in law or psychology filled out questionnaires distributed via G-Form. One element of a questionnaire was divided into two halves. There were inquiries about demographic information in the first section. Likert scaling and multiple-choice questions were also included in the second questionnaire's dichotomous questions, which asked respondents if they agreed or disagreed with a statement. There were a total of 20 questions on the survey. Answers to the survey's questions were crafted to represent the respondents' own views and viewpoints. ANOVA is a statistical test used to determine the significance of survey or experiment results. As a result, you can choose whether the null hypothesis should be rejected or whether the alternate hypothesis should be accepted. If there's any difference between the groups, then you're doing something wrong. The only independent variable in one-way is the variable itself.

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## Discussion:

Interpretation of the data shows that 42.7% of respondents are content with their Android phones, 22.7% are neutral about their Android phones, 2.7% are unsatisfied with their Android phones, and 2.7% are dissatisfied with just an Android phone. Second, we may deduce that, based on the responses, 10.9 percent of respondents chose "not safe," 30 percent of respondents "moderately safe," and 59% of respondents "extremely safe" for their iPhone data storage. 50% of respondents chose cash, 35.5 percent of respondents used a debit/credit card (6.4 percent), and 8.2 percent of respondents chose EMI (electronic money transfer). It is clear from the results that 78.2% of respondents selected the internet as their preferred payment method, while only 21.88% of respondents chose in-store. We conclude that most of the respondents use the web before purchasing a smartphone. More than three-quarters of respondents (38.2 percent) are content with the iPhone, with 11.8 percent satisfied, 43.6 percent neutral, 0.9 percent dissatisfied, and 5.5 percent unsatisfied with the iPhone.

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## CONCLUSION

For this study, we looked at the way that luxury and trends affect people's preference for iPhone or Android phones, which have a wide range of prices, features, and information to consider. Because of this, we found that 58% of people prefer Android phones because they are more convenient to use and have more features than iPhones. Because strong association is a matured way of thinking that has been for over a decade, we can easily identify which aspects influence customer happiness and middle-class purchasing power and also grasp the mental set of people, because the connection has been established for so long. According to our survey results, Android is the preferred phone operating system of the majority of those who responded. It is possible for iPhone users to choose from a wider range of features.

The variables influencing the purchasing of cell phones in frequency 3 and 4 responders based on iPhone and android are 50 to 35 percentage points. A lot of people had to spend like water to get a mobile phone, and only a few android phone makers had the kind of hardware ecosystem that could be easily provided by an apple towards coming, which was sort of enabling Google close the gap somewhat on terms of android user as a result.

Performance is more significant, but the price is also important, because some individuals choose to get an iPhone because of its high performance, while others choose not to do so because a more cost-effective alternative exists. Which portion of taking mobiles and deciding to focus on numerous users is greater devastation? In terms of overall contentment, satisfaction and neutrality, perhaps that is the most significant factor in moving things forward.

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