



A Critical Evaluation of Consumer Preference Between IPHONE and ANDROID Mobiles

Santhanakrishnan.R , Ashok.S

SOM DDGD VAISHNAV COLLEGE

ABSTRACT

Customers' preference of the iPhone as well as other smart phones were analysed in order to discover their preferences for smartphone companies, analyse the reasons influencing them to pick, and to comprehend the competitor analysis among mobile brands in the market. In order to perform the survey, convenience sampling is employed. This study project employs a descriptive research design. The purpose of this study was to learn more about the preferences of consumers and whether or not they were aware of the various mobile brands. We may deduce that two-thirds of the respondents favour Android over iPhone based on the data we gathered. Android is the most popular choice. The majority of individuals rely on their mobile phones for a wide range of activities. Customers are really pleased with both the iPhone and Android. Customers are influenced by a variety of variables when deciding whether or not to purchase a mobile phone, including the cost, functionality, safety features, and the level of security provided by the device's data storage.

Keywords: Customer preference, Competitive analysis, customer satisfaction, Perceived quality

INTRODUCTION

This industry, which falls within the telecommunications sector, principally deals with mobile phones (mobile phones), as well as various peripheral equipment. The telecom sector grew rapidly even in the 1990s and early 2000s as new mobile technology emerged and customer demand increased for mobile products.

Since its inception, the mobile market has incorporated a wide range of elements. Mobile phone producers have the common element of containing and regulating the fulfilment of mobile orders of all the necessary things, including raw materials. The role of service providers in the mobile sector is crucial. The majority of these service providers work together with specific manufacturers to deliver trademarked mobile phones and equipment with unique functions. Smartphones, tablet computers, and other gadgets with mobile capabilities are all part of the mobile industry. In the same way, accessory makers.

This industry includes both large, international corporations and smaller, more localised businesses, such as provincial mobile phone providers. To create industry standards and processes, they engage with regulatory agencies, the producers of the product, and other interested parties. Chargers that could be used over the world were promoted in the 2000s, for example.

A lot of attention was paid to the mobile sector in the 2000s, as companies had to release new goods and upgrade their existing ones swiftly. For telecommunications, people in some areas opted to use cellular phones instead of landlines because the networks were cheaper and faster to build. Investment in telecommunications-related stocks soared after the introduction of industry stock indexes like the S&P 500 and the Nasdaq Composite.

There are numerous job opportunities in this field. Engineers, technicians, maintenance specialists, as well as other experts are needed to build and maintain devices and telecommunications systems.. People who work in customer service must be able to market products and services. The marketing efforts were planned by marketing experts. Companies producing phones with unique aesthetic characteristics are looking for creative people with an interest in interface style and aesthetics.

The Indian luxury smartphone market increased at a volume and value growth rate of 66.2 percent and 6.54 percent, respectively, between 2007 and 2018. With an average monthly sale exceeding 10 million phones, India has overtaken the United States as the world's second-largest cellular market. More than 3,400 different mobile phone models are expected to hit the market in 2019. With 11% of worldwide manufacturing, India is the largest producer for mobile phones. Only 3% of the population was affected in 2014. From two in 2014 to 268 in 2019, India has seen an increase in the number of chinese smartphone facilities. This industry employs a total approximately 0.67 million people.

Over 96% of all cellular telephones sold in India are predicted to be manufactured in India by 2020. Started exporting \$1.9 billion worth of cell devices in 2018, according to the United Nations United nations Conference on Trade (UNCTAD). This success was achieved in just five years. This means that we should look at the factors that led to the this success. Among the most crucial aspects will be discussed here.

A number of major laws were enacted in India to encourage the growth of the electronics manufacturing sector, which recognizes its importance. As a result of the National Strategy on Electronics, 2012, India's ESDM industry will be able to service both domestic and international customers. Making cellular phones in India became more attractive in 2014 when the Narendra Modi administration began boosting this business.

LITERATURE REVIEW

Research on country-of-origin elements such as consumer preference, brand awareness and features-related aspects is reviewed in this chapter to better our understanding of them.

In response to shifting markets and technological advancements, businesses are modifying their strategies and methods in order to better capture value. Energy, medicines, health care and nutrition products are among the industries experiencing fast change. Telecommunications is a sector that is experiencing a lot of change. When it comes time to renew or purchase this product, there are a number of things to keep in mind. As products advance, the importance of engineering, physical design, functional design, and technical design will rise. These objects are becoming an essential part of human life, and hence their look, trendiness and beauty have a big impact in consumer behaviour.

Preliminary research has shown that customers' preference of a brand's identity and brand recall are significantly linked and influence their willingness to purchase, according to previous studies. Sethi and Chandel (2009) found that while brand matters most when buying a smart phone, price comes in second, followed by the reason for the purchase in another study. A recent survey found that the cost of a phone is the most crucial consideration when making a brand decision. For clients of all ages, money isn't an issue; instead, qualities like physical attractiveness play a bigger role.

In a survey, Singla also found that pricing isn't the most important factor in buying a cell phone. Priority is given not only to the cost of a cellular phone but also to its availability and appearance. We learn from Nair (2013) that price is no longer an impediment to different age groups because other criteria, such as physical appearance, are given higher priority. The most important factor in deciding between different brands is the phone's price. 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 link with customer satisfaction.

An essential component in consumer satisfaction with mobile services is the emotional value users feel in those services. studied the potential utility of personal attributes in determining brand choice among consumers.. Maintenance and loyalty have a relationship. According to their findings, organisations hoping to boost profits by cultivating customer loyalty must also take maintenance into account. Brand equity has a significant impact on customer satisfaction, according to their research. People of all ages and educational levels, according to one study, are influenced by brand features when making purchasing decisions. When customers are happy, they become more loyal to the brand. Customers' preference of the emotional value of mobile phone services were the most important determinant of their satisfaction. Customer satisfaction with Samsung's mobile phone products. According to the findings, there is a correlation between customer pleasure and the name of the brand.

There are seven elements that determine the price of a mobile phone, which include innovative services, entertainment, design, strong brand and basic features, appearance, and reliability. Price isn't the most important factor for consumers when it comes to purchasing a product. In the event that a buyer acquires a smart phone, branding is the most important trait utilised as a selection variable, followed by price and purpose, and might be divided into well-defined categories. Consumers' happiness was influenced by factors such as need fulfilment, performance improvement, simplicity of use, security/privacy, and the influence of the peer. Consumer happiness, according to a study, is influenced by a slew of aspects, including meeting needs, enhancing performance, protecting privacy, harnessing peer influence, and being simple to use. According to a study by N. Khan, client satisfaction relies heavily on innovation.

In order to explain how consumers react to a product's nation of origin, there is a common psychological phenomenon known as stereotyping. When it comes to foreign marketing, the impact of the COO on consumer Preference is always a major consideration. That is to say, when it comes to global competition, multinational marketers must focus on and make an effort in their home country. Customers can learn more about a product's specifications and price by looking at the country-of-origin aspect. Customers' behaviour might be influenced by the country of origin, which is an external source.

The halo effect as well as the summary construct are two techniques to study the country-of-origin impact when customers evaluate products. The halo effect occurs when customers are unfamiliar with a product. Consider and analyse the product, and then make a decision about whether or not you want to buy it based on what you know about its origin country. When customers are already familiar with a product, the summary construction is no longer necessary. With summary construct, it is explained that customers derive and translate product information into country's image, which in turn influences the attitudes of consumers.

On other hand, countries of assembly, design, and manufacture (COA, COD, and COM) can be taken into account in addition to the country of origin. There is no more explanation of these addiction literature predictions in this study, which was aimed at predicting problematic mobile phone use by place of origin. Mobile phone problems were the focus of this study. 195 people of all ages and genders were questioned, with an average life expectancy of 36.

Mobile Phone Issue Use Scale was formed from the findings. The Addiction Potential Scale was used to compare this scale to. The scales were compared and the Mobile Telephone Problem Use Scale was created based on the quantity of time and type of mobile phone use. Extrovertness, low

self-esteem, and youth all played a role in the frequency and duration of cell phone use. These qualities were critical in identifying whether or not a person was using their cell phone in an inappropriate manner. Gender and neuroticism were shown to have no effect on the amount of time spent on a cell phone in the study. In order to aid execute any possible therapies for addictive behaviour, a scale was established.

RESEARCH OBJECTIVES

OBJECTIVES:

- To know the consumer Preference between iPhone and android mobile.
- To know the buying behavior of the consumer.
- To know the consumer satisfaction towards Smartphone.

SCOPE OF THE STUDY

The survey will focus on consumer happiness and preference of the iPhone & Android mobile devices. It also examines how people shop for mobile devices based on their level of happiness. DG Vaishnav university students are the only ones eligible for this study, but it can be made more effective if it includes students from other colleges in the city of Chennai. The research has a bright future ahead of it.

RESEARCH METHODOLOGY

Using a systematic approach to solving the research problem is called research methodology To identify, choose, process, & analyse information on a subject, it involves procedures or techniques "A study on consumer Preference towards EVs with reference to Chennai" is the focus of this investigation. Descriptive, exploratory and applied research are just some examples of the several types of research that can be done. The research approach can be chosen based on the subject matter and one's level of comfort. Quota sampling is the sample technique employed in this study. It's a form of non-random sampling known as quota sampling (non-probability sampling). Strata in quota sampling are categories including age, gender, socioeconomic status, and educational attainment. Strata refer to the homogeneous groupings into which the population is separated.

Generally speaking, the percentage of people who belong to various social groups determines the A quota. Researchers may want to choose 1,000 people from a community of 100,000 to conduct an experiment on. 10,000 men and 40,000 women make up this population. Using quota sampling, the researcher determines how many people to include in the sample based on the proportion of the population that they are studying. There will be 200 males and 800 girls selected from a sampling of 1000 persons, according to the population percentage. It is primary data that is used in this study. Primary data refers to data that has just been obtained for the first time and is thus considered to be new. This type of information is sometimes referred to as raw data or unprocessed information. In order to acquire primary data, surveys and interviews are used. In this study, a well-designed questionnaire was employed as a research tool for conducting a survey. A Likert scale and open-ended items were included in the questionnaire. Google forms were used to create the survey. The SPSS programme used 150 of the 159 total responses as data input. Analysis of statistical data is commonly carried out using the statistical software package SPSS (Statistical Package for Social Sciences).

Discussion:

According to the samples collected 71.8% of responses has chosen android mobiles has better pricing. From the survey it is noted that iPhone has better features than android mobiles. Brand preference is neutral because the responses clearly define that 50.9% for iPhone and 49.1% for Android mobiles. People prefer buying mobile phones on online rather than offline stores. In 110 responses we have 72 male and 28 females. As we have collected samples from college students 48.2% of respondent were 21 years of age. From the survey we found that 47.3% of respondent parent annual income is below Rs. 2 lakhs. From the responses we clearly see that 64.5% people use android mobiles. Respondents have the Preference that they are watching more of android mobile advertisement rather than iPhone. 42.7% of people are willing to spend below Rs. 20,000 on a mobile phone. 78.2% of respondents see the information about the smartphone on internet before buying it. 50% of respondents are willing to pay on cash on delivery rather than debit/ credit card or net banking or EMI. While coming to safety of data storage in iPhone 59.1% of people feels that it is very safe.

While coming to cost of mobile phones 91.8% of people feels that iPhone is costlier than android mobiles. From the correlation we have founded that there is no significant relationship between age of the respondent and preference to buy a smartphone. From the regression we have founded that there is no significant relationship between annual income and the brand of the respondent. From the chi-square test we have founded that there is no significant difference between gender of respondent and brand of respondent. From the one-way anova we have founded that there is no significant difference between age and respondent willing to spend on mobile phone.

CONCLUSION

58 percent of people use Android smartphones because they are more convenient to use in terms of functions, but the research shows that when it

comes to luxury and trends, people tend to gravitate toward iPhones, which have a wider selection of prices, features, and information to choose from. Given that the positive correlation has remained for over a decade and shows people's maturity, we can easily identify the elements that influence customer happiness and the purchasing power of middle-class consumers, as well as their mentality. According to our survey results, Android is the preferred phone operating system of the majority of those who responded. The iPhone is a viable option for consumers who want more control over the features they include in their devices. According to the Android and iPhone frequencies 3 and 4, factors such as price and payment method influence smartphone purchases 50 to 35 percent of respondents.

As evidenced by the fact that people have been spending like water on their mobile phone purchases, many newer brands are continuing to invest in the platform in order to keep up with demand. However, only a small number of Android phone manufacturers have the kind of equipment ecosystem that can easily be provided by an apple in order to help Search engine bridge the gap somewhat in terms. Performance is more significant, but the price is also important, because some people go for the cheapest option when purchasing an iPhone, while others opt for a more expensive one that is easier to price technically. How much of a devastation it was to take mobiles and choose to focus more on multiple users. When it comes to overall contentment, satisfaction and neutral levels depending on frequencies, it's possible that the latter two factors contribute more.

According to H1, which states that there is a substantial difference between men and women in terms of their want to spend money, there really is no significant difference between men and women in terms of their willingness to spend money on purchases.

Mobile phones that may be used for both business and personal purposes in a variety of ways have sparked additional research, since x represents price and y represents performance, and our arrival indicates y in the direction of x.

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