



# A STUDY ON CUSTOMER BEHAVIOUR TOWARD SMART PHONES WITH REFERENCE TO APPLE PRODUCTS

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## ABSTRACT

This study aims to analyze the customer behavior towards smartphones, specifically focusing on Apple products. With the rapid growth of the smartphone industry and the increasing popularity of Apple products, understanding customer preferences, attitudes, and decision-making processes becomes crucial for businesses and marketers.

The research employs a mixed-methods approach, combining qualitative and quantitative techniques to gather comprehensive insights. The qualitative phase involves in-depth interviews and focus group discussions to explore customers' perceptions, motivations, and experiences with Apple smartphones. The quantitative phase utilizes a structured survey questionnaire to collect data on demographic factors, purchase intention, brand loyalty, and the impact of marketing strategies on customer behavior.

**Keywords:** Customer satisfaction, consumer preference

## 1. Introduction of the study

Mobile phone industry is the fastest-growing sector in the communications industry. Smartphones especially have become part of many people's everyday life, and technologically, it can be said that smartphones are one of the greatest gifts to mankind. However, the greatest shift on the smartphone industry, which changed the way that customers evaluate smartphones, was made by Apple when they introduced their first iPhone in 2007 (Sheth, 2017). Since then, the smartphone industry is booming and developing steadily. By 2021, it is projected that 40 percent of the world's population will own a smartphone. In 2016, only Apple alone sold more than 210 million iPhones worldwide, and with its operating system, it has about 15 percent of the total market share (Holst, 2018). According to Deloitte (2018), 92 percent of adults in Switzerland own smartphones, compared to 91 percent in Europe; and 54 percent of smartphone owners rebought a new device within 18 months.

## 2. Statement of the problem

The statement of problem means the systematic investigation towards solving a particular topic on the data and facts. This part of the study briefly addresses the question for which the study is been conducted. It also investigates the questions and outlines and faults that are been found out from the focal point of the study.

The statement of problem also points out the questions for which the study is been done. At the end of the study, we may conclude that the study will be conducted with the answers and solution for the particular problem or the issue for which the study is been done.

A study on the customer behaviour towards Apple products mainly is an attempt to find out the customer behaviour and perception towards the apple products after using the product that whether they are satisfied with the product or not. At the same time, we also try to find the factors that attracts the customers towards the apple products even though it is very costly.

## 3. Objectives of the study

The objective of the study are as follows;

- To study on customer behaviour towards smart phones with reference to apple products.
- To see if the price of the product plays a role in the future buying decisions of Apple customer.
- To see till what extent the customers will remain loyal towards the brand, with the increase of prices every year.
- And to know the customer satisfaction towards apple products.

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#### 4. Scope of the study

The scenario before few years was like whatever the product was available in the market, the customer is supposed to consume that particular product from the market. But now the scenario has been changed. The market is mainly based on the preference of the customers who buy and use the product. The customer is the king of marketing. Wherever he/she like the product it will be available in the market. So because of this reason, the demand of the product plays a major role for the products available in the market.

The major objective of the study is to find the factor of the customer who stay in Coimbatore. And also the objective is to find the factors that extract the customer preparation towards particular product and how it actually works in case of the apple products, and also to know the apple consuming customers are satisfied with the products or not.

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#### 5. Research Methodology

The methodology of the study includes:

- Area of the study
- Source of data
- Sample size
- Statistical tools

##### 5.1 Area of Research

The area of the study is about Coimbatore.

##### 5.2 Nature of Data

Primary data is collected in order to obtain relevant information to conduct the research.

Primary data: Data was collected from current users of Apple products of Coimbatore city using a questionnaire in order to obtain relevant information.

Secondary data: Data was collected by the responds of the respondents.

##### 5.3 Sources of Data

Data are facts, figures and other relevant materials, past and present, serving as basic study and analysis. The data serves as the bases for analysis. Without an analysis of actual data on specific inferences can be drawn on the question under study. Inferences based on imagination or guess work cannot provide correct answers to research questions. The relevance, adequacy and reliability of data determine of quality of findings of a study. For the purpose of present study data from two sources have been gathered namely primary and secondary data.

- Primary data

Primary data are original data collected for the purpose of a particular study. In the present study primary data have been collected by personal and online method with the help of questionnaire.

##### 5.4 Sample Size

Information has been collected from 120 respondents of Coimbatore city comprising both male and female.

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#### 6. Review of Literature

- **Hawkins, Best and Coney (2004) 15** considered that customer behaviour is the study of why, when, where, and how individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or pleasures to satisfy needs and impact that these processes have on the customer and society. This definition is rather broader the traditional point of view, which indicates that customer focuses on only the circumstance before and after the buying behaviour. The broad sense would be helpful for study elements that affect customer behaviour, including elements from sociology, psychology, and economics.
- **Lee (2005)** carried out study to learn the five stages of customer decision making process in the example of China. The researcher focuses on the factors that affect the customer decision making process on purchasing imported health food products, in particular demographic effects such as gender, education, income and marital status. The author employed questionnaire method in order to reach the objectives of the research, Analysis of five stages of customer decision making process indicate that impact of family members on the customer decision making process of purchasing imported health food products was significant.
- **J. Sathya and K. Varunapriya (2015) 4** in their study had attempted to identify the customers awareness towards android mobile phones. To find out the factors which influence them to purchase android mobile phones. For this study questionnaire has been collected among sample sizes of 120 respondents. Simple percentage analysis, Chi-square analysis have been used for the study. They should get the feedback report from the customer in order to fulfil the customers need and wants. They should reduce the price in order to gain more customers and to beat their competitors.
- **Dr. T.N.R. Kavitha, K.Yogeswari (2014) 5** in their study attempts to identify the customers attitude towards smart phone and to analyse the usage of features, software, and applications of smart phone. For this study questionnaire has been collected among the size of the population

is 50 and the survey was conducted in erode city were collected to find the solution. Simple percentage Analysis, Chi square analysis has been used for the study. The customer buying a variety of smart phones which satisfy his wants and they are always influenced by his purchasing activities by some considerations which led him to select a particular brand or a particular operating system in preferred to others.

- **Sharma and Singla (2009) 8** in their article "Telecom Equipment Industry. Challenges and prospects" published in Economic & political weekly, January 3, 2009 has highlighted the major challenges faced by India's telecom equipment manufacturing sector, Which lags behind telecom services<sup>7</sup>. They round that only 35% of the total demand for telecom equipment in the country is met by domestic production. This is not favourable to long-term sustained growth of the telecom sector. The country is also far behind in R & D spending when compared to other leading countries. Further they have analysed that India needs to see an increase in R&D investment. industry academia government partnership, better quality doctoral education and incentives to entrepreneurs for start-ups in telecom equipment manufacturing.
- **Desai Ashok (2007) 11** in his article "Revolution in India's Telecommunications Industry" published in Economic and Political weekly. February 17.2007 has studied telecommunication industry and its history<sup>4</sup>. He studied further ownership pattern and financing of private communication pattern. This includes the growth and emergence of digital electronic technologies in the case of fix line and mobile technology. He stated that a village telephone is not of much use unless its unable villagers to talk to friends and relatives. In addition to it he further stated what is required to commitment developing the mobile systems providing and connecting the backward area including village to forward area. In short, a significant break in trend has occurred in the mobile technology in the recent year.

### 7.1 Research gap

A research gap is a question or a problem that has not been answered by any of the existing studies or research within your field. Sometimes, a research gap exists when there is a concept or new idea that hasn't been studied at all. Sometimes you'll find a research gap if all the existing research is outdated and in need of new/updated research.

The above research paper they didn't analyse about difference between various demographic factors with customer satisfaction .In this study I made a survey about difference between satisfaction level of consumers about bike and various demographic factors. And also, in the above research conducted by researchers will change according to current demand so that it was analysed in my research.

## 8. Analysis and Interpretation of Data

Data analysis is the process of bringing order structure and meaning to the mass of collected data. The purpose of it is to identify, transform, support decision making and bring a conclusion to research. The data analysis is an important step and heart of research in research work.

The statistical tool is: -

- Simple Percentage method

### 8.1 Simple Percentage method

**Table no 1**

Table showing gender wise classification.

S.No	Particulars	No of respondents	Percentage
1.	Male	72	60%
2.	Female	48	40%
	Total	120	100%

#### Interpretation:

The table 8.1.1 shows the gender wise classification of the respondents out of the total 120 respondents 72 male respondents who comprising 60% and 48 female respondents who comprising 40%. Hence it can concluded that Majority 60% of the respondents belong to Male Gender.

**Table no 2**

Table showing the residential area of the respondents

S.No	Particulars	No of respondents	Percentage
1.	Urban	84	70%
2.	Rural	20	16.7%
3.	Semi-urban	16	13.3
	TOTAL	120	100%

#### Interpretation:

The table 8.1.2 shows the Residential Area of the respondents out of the total 120 respondents 84 respondents from Urban Area who comprising 70% and 20 respondents from Rural Area who comprising 16.7% and 16 respondents from Semi-urban Area who composing 13.3%. hence it can be concluded that Majority 70% of the respondents belongs to Urban Area.

**Table No: 3**

Table Showing the no of members in the family.

S.No	Particulars	No of respondents	Percentage
1.	2	5	4.2%
2.	3	35	29.2%
3.	More than 3	80	66.7%
	<b>Total</b>	<b>120</b>	<b>100%</b>

**INTERPRETATION**

The above table shows that 4.2% of respondents are 2 member in the family, 29.2% of respondents are 3 member in the family, 66.7% of respondents are More than 3 members in the family. Hence it can be concluded that Majority 66.7% of Respondents have more than 3 members in a Family.

**Table no : 4**

Table showing the family income of the respondents.

S.No	Particulars	No of respondents	Percentage
1.	Less than 10,000	4	3.3%
2.	20,000-40,000	40	33.3%
3.	40,000-60,000	68	56.7%
4.	Above 60,000	8	6.7%
	<b>Total</b>	<b>120</b>	<b>100%</b>

**INTERPRETATION**

The above table shows that 3.3% of respondents have Family Income less than 10,000; 33.3% of respondents are between 20,000 to 40,000; 56.7% of respondents are between 40,000 to 60,000; and 6.7% of respondents are above 60,000. Hence it can be concluded that Majority 56.7% of the respondents of family income are belongs to 40,000 – 60,000.

**9. Findings and Suggestions****Percentage Analysis**

- Majority 70.8% of the respondents belong to the age category 18-24.
- Majority 60% of the respondents belong to Female Gender.
- Majority 70% of the respondents belongs to Urban Area.
- Majority 56.7% of Respondents belongs to Joint Family.
- Majority 66.7% of Respondents have more than 3 members in a Family.
- Majority 56.7% of the respondents of family income are belongs to 40,000 – 60,000.
- Majority 38.3% Occupation of Respondents belongs to both Student and Business Person.
- Majority 46.7% belongs to who use their smart phone 2-3 hours a day.
- Majority 34.2% is used for entertainment purpose its been a main reason for using smart phone.
- Majority of 41.7% 2 years long have been used their Apple smart phone.
- Majority 44.2% prefer storage capacity feature. It values more in their smart phone.
- Majority 63.3% of respondents prefer that the price of apple smart phone is too expensive.
- Majority 61.7% prefer respondents somewhat important is having latest technology in a smart phone.
- Majority 44.2% often upgrade their smart phone every 3 years.
- Majority 84.2% has issue with their Apple smart phone.
- Majority 59.2% of respondents are somewhat satisfied with the resolution of the issue.
- Majority 89.2 respondents have recommended Apple smart phone to others.
- Majority 35% Recommend to others due to the quality of the Apple smart phone.
- Majority 40.8% of respondents they don't recommend the Apple products to others due to Personal Experience.
- Majority 81.7% of respondents have owned the Apple products.
- Majority 41.7% of respondents have owned the Apple products.
- Majority 51.7% respondents are some what satisfied about the Apple Products.
- Majority 74.2% of respondents accepts that owning an Apple smartphone gives you a social status symbol.

- Majority 60.8% respondents says that its very important to notice the Brand name while purchasing a smart phone.

### Suggestions

- Apple products are not reaching much among the middle-class people as their earning is just average while considering the price of the apple products.
- The apple products must be available to the middle-class people also so that the slogan "only rich can bear apple products" will be changed in future. So, the apple company must take care of their customers and strongly build a relationship where they will automatically choose apple products.
- To build customer loyalty is not so easy job customer switch to other brand very easily if other company offers much better product than yours. To build customer loyalty do not only mean to make customer buy your product again and again but attach customer emotionally so they never switch to another brands.
- Availability of apple products can be geographically widened towards the interior region of the state such as apple stores can be setup for easy accessibility not only online as an option.

### Conclusion

- In conclusion, the study on customer behavior towards smartphone with reference to Apple products revealed some interesting insights. The majority of respondents were young adults (18-24 years old), females, urban residents, from joint families, and with a family income of 40,000 - 60,000. They used their smart phones primarily for entertainment purposes and valued storage capacity as the most important feature in a smart phone.
- The majority of respondents preferred Apple products, but they also considered them to be too expensive. Respondents had issues with their Apple products, but most of them were somewhat satisfied with the resolution of their issues. They recommended Apple products to others based on the quality of the product.
- The study also found that owning an Apple smart phone has become somewhat of a social status symbol, and brand recognition and loyalty are important factors for consumers when purchasing a smart phone. Apple should continue to focus on maintaining their brand reputation and customer satisfaction while adapting to the changing needs and preferences of their target market.
- Based on these findings, it is recommended that Apple consider offering more affordable options while still maintaining their quality, improving their customer service, and offering more storage capacity options. These steps will help Apple to continue to maintain customer loyalty, positive word-of-mouth recommendations, and brand recognition in a competitive market

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### Annexure

1. Name
2. Age
  - Under 18
  - 18-24
  - 25-34
  - 35 and above
3. Gender
  - Male

- Female
  - other
4. Residential Area
    - Urban
    - Rural
    - Semi-urban
  5. Type of family
    - Joint family
    - Nuclear family
  6. No of members in a family
    - 2
    - 3
    - More than 3
  7. Family income
    - Less than 10,000
    - 20,000-40,000
    - 40,000-60,000
    - Above60,000
  8. Occupation
    - Employee
    - Student
    - Business profession
    - Professional
  9. How often do you use your smartphone in a day?
    - Less than 1 hour
    - 1-2 hours
    - 2-3 hours
    - 3 hours and above
  10. How often do you use your smartphone in a day?
    - Communication (calls, texts, emails)
    - Entertainment (games, videos, music)
    - Social media
    - Productivity (work, studying, organization)
  11. How long years are you using the apple smart phone?
    - Less than one year
    - 1 year
    - 2 years
    - 3 years and more
  12. What features do you value the most in a smartphone?
    - Camera quality
    - Battery life
    - Storage capacity
    - Brand reputation
  13. What is your opinion on the price of Apple smartphones?
    - Too expensive
    - Just right
    - Not expensive enough
  14. How important is having the latest technology in a smartphone to you?
    - Very important
    - Somewhat important
    - Not very important
    - Not at all important
  15. How often do you upgrade your smartphone?
    - Every year
    - Every 2 years
    - Every 3 years
    - Every 4 years or more
  16. Have you ever had any issues with an Apple smartphone?
    - Yes
    - No
  17. If yes, how satisfied were you with the resolution of the issue?
    - Very satisfied
    - Somewhat satisfied
    - Neutral
    - Somewhat dissatisfied
  18. Have you recommended an Apple smartphone to others?
    - Yes
    - No
  19. If yes, why did you recommend an Apple smartphone?
    - Quality of the product
    - Brand reputation

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- Personal experience
  - Recommendation from others
20. If no, why have you not recommended an Apple smartphone?
- Price
  - Features
  - Personal experience
  - Recommendation from others
21. If yes, which Apple products have you owned?
- yes
  - no
22. Have you ever owned an Apple product before (e.g. iPhone, iPad, Macbook, etc.)?
- iPhone
  - iPad
  - Macbook
  - Apple Watch
  - other
23. How satisfied were you with your experience using Apple products?
- Very satisfied
  - Somewhat satisfied
  - Neutral
  - Somewhat dissatisfied
24. Do you think owning an Apple smartphone gives you a social status symbol?
- Yes
  - No
25. How important is the brand name when purchasing a smartphone?
- Very important
  - Somewhat important
  - Not very important
  - Not at all important
26. Suggestion