

A STUDY ON CUSTOMER PREFERENCE AMONG COLLEGE STUDENTS ON APPLE IPHONE SERIES 12 &13

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Abstract: *When Apple CEO Steve Jobs said in January 2007 that a revolutionary iPhone will be released five months subsequently, consumers awaited with baited breath for a phone that would combine all of the capabilities of their iPods with the functionality of a smart phone. As June neared, anticipation mounted, just as Jobs predicted. The event would go down in history as one of Apple's most anticipated technological product launches, thanks to the company's superb media make-up. The development, pricing, creation, and distribution of the iPhone is an assignment for marketers all across the world. Investors in Apple were also pleased with the outgrowth.*

Keywords: *Iphone, shifting tendency, features, Android phone*

Introduction

Customer satisfaction is taking total care of guests by furnishing them with comprehensive information about the product and all of its features. The end consequence of your connection with the consumer is customer satisfaction. We can claim that the customer is satisfied if we give the swish customer service and ensure that the customer receives the swish resolution at the end of the discussion, indeed if the consumer does not express it verbally. Guests, in my opinion, are those who pay(payment). Customer satisfaction is the most important factor in retaining a customer for future business. The dealer must give complete information and answer each and every question. We can state that a customer is satisfied if they remember you for future business." Customer satisfaction" is defined as" the number of consumers, or chance of total guests, whose reported experience with a establishment, its products, or its services(conditions) surpasses established satisfaction targets," according to Harold E Edmondson. Customer satisfaction is measured by whether or not a customer will do business with you or your association again. Customer satisfaction is told by a variety of aspects, including customer

service, product quality, and ease of doing business. Customer happiness must be taken into account when calculating a customer's continuance value

Objects of the study

- The following are the objects of the study
- To find shifting tendency of council scholars from Android to Apple phone.
- To anatomize the swish features available in apple.

Compass of the study

Customer perception is seen as a critical differentiator in a competitive request setting where businesses fight for guests. It's common knowledge that retiring being guests is preferable to targeting on- guests. The check aims to assess all situations of customer satisfaction with the iPhone. This disquisition aids in determining the position of customer perception among iphone stoners.

Limitation of the study

The following are the limitations of the study

- The study is limited to 50 members only
- The primary data was collected in St. Francis De Sales College, Huskur gate
- Time duration of study is December 2021 to January 2022

Significance of the study

Utmost marketers believe that the purpose of marketing is to maximise customer happiness rather than consumption. Every company exists because it produces particulars or services that the consumer requires. As a result, it's critical that the company's products meet the conditions of its guests.

Review of literature

Dr Maheshwari V(2015) stated in their study that bitty original players analogous as micro outside, karbonn, lava, lenono, spice, and others will have to directly rethink their product, marketing, and service approach in order to put their house in order in small cosmopolises like Chidambaram. The publication also stated that, in addition to furnishing low prices and icing the quality of mobile phones, mobile phone enterprises' target cult should be geared toward the youthful age. The important actors in the mobile phone request, as well as the criteria for brand selection among mobile phone stoners in Chidambaram megacity, were stressed in the study. The check also looked into how satisfied people were with their mobile phones in the study area.

Prasad S(2016) tried to determine the stations of Indian buyers regarding Android and Windows- predicated smart phones. For this, the author was chosen from among India's 400 technical and non-specialized scholars and directors. The author gathered the necessary information via a questionnaire. Nearly 20 statements on various smart phone enterprises revealed the intelligence of Indian guests in a straightforward manner. International Journal of Research in Management, Economics, and Commerce, ISSN 2250- 057X, Impact Factor 6.384, Volume 08 Issue 02, February 2018. Shashidhara D.etal., International Journal of Research in Management, Economics, and Commerce, ISSN 2250- 057X, Impact Factor 6.384, Volume 08 Issue 02, February 2018.

Research methodology

The analysis is primarily predicated on the primary data collected through the check. The researcher took a sample size of 50 guests who held Yamaha motorcycles and utilised a simple arbitrary slice approach to choose samples from the entire population. A researcher is someone who engages in a thorough and regular process of inquiry in order to uncover, interpret, and revise data, events, or propositions in order to apply those data and propositions in practical ways. The design used both primary and secondary data collection styles. Primary data was attained for the first time using a structured questionnaire that included a number of questions in written form. It included both open- concluded and unrestricted- concluded behavior questions.

Findings

Analyses and interpretation of data collected to know the shifting tendency of the council scholars from android to apple iphone and to analyses the swish features available in apple iphone.

Shifting tendency of college students from android to apple

Students preference towards apple iphone

To know how many students prefer apple iphone. The following analyses as been done.

Table 1: Preference of iphones

| Mobile | Number of Respondent | Percentage |
|---------|----------------------|------------|
| Iphone | 41 | 82 |
| Android | 09 | 18 |
| Total | 50 | 100 |

Chart-1: Preference of iphones

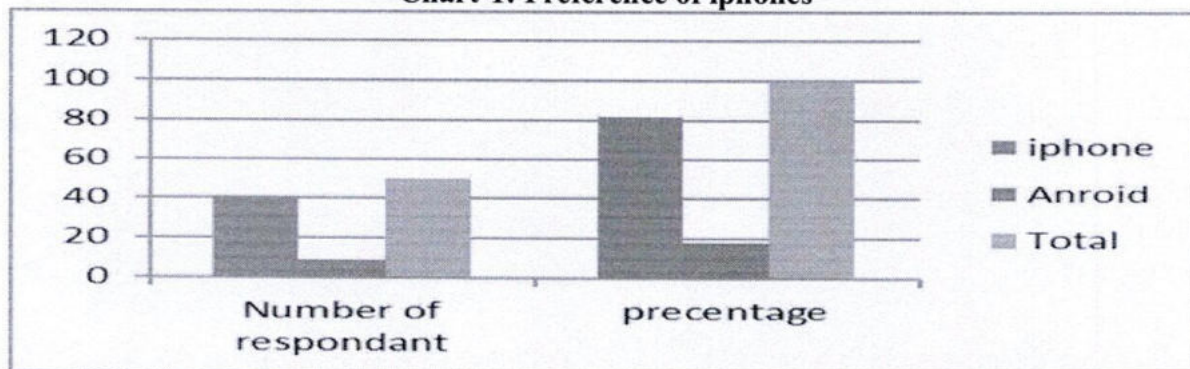


Table 1 and chart 1 show the preference of iPhone. Out of 50 respondents 41 respondents prefer iPhone and 9 respondents prefer Android.

Reasons for changing android to iPhone

Most of the students are attracted towards iPhones rather than Android to know the reason for this changing the following analysis has been done.

Table 2: Reasons for changing android to iPhone

| Options | No of Respondents | Percentage |
|-----------------|-------------------|------------|
| Safety features | 23 | 46 |
| Camera Quality | 17 | 34 |
| Battery life | 03 | 6 |
| Brand name | 10 | 14 |
| Total | 50 | 100 |

Chart 2: Reasons for changing android to iPhone

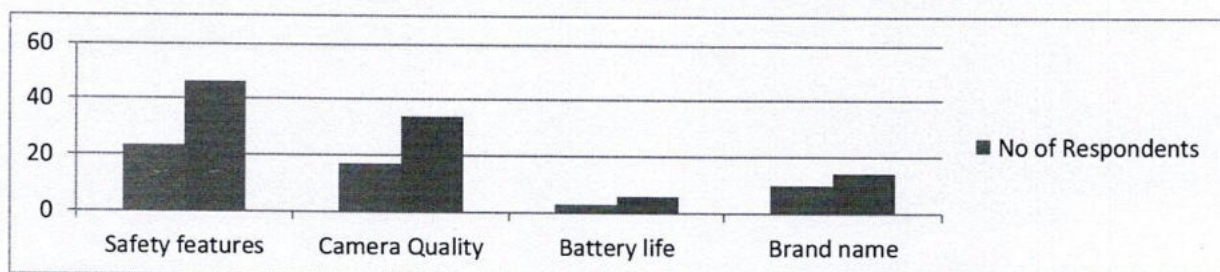


Table 2 and chart 2 shows reason to change from Android to Apple. Out of 50 respondents, 23 of respondents are chosen safety features, 17 of respondents are chosen camera Quality, 3 of respondents are chosen battery life, 10 of respondents are chosen brand name.

Factors influencing the purchase of iphone

There are many factors which influence the students to purchase the iphone

Table 3: Factors influencing the purchase of iphone

| Features | No of Respondents | Percentage |
|--------------|-------------------|------------|
| Logo brand | 15 | 30 |
| Design | 03 | 06 |
| Price | 05 | 10 |
| Features | 27 | 54 |
| Total | 50 | 100 |

Chart 3: Factors influencing the purchase of iphone

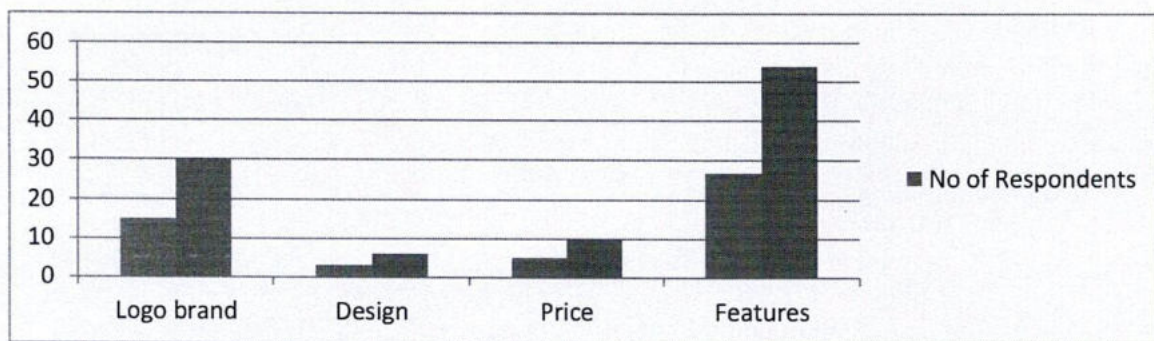


Table 3 and chart 3 shows the factors that influence the purchase of iphone. Out of 50 respondents, 15 respondents attracted towards logo brand, 3 respondents attracted towards design, 5 respondents attracted towards price and 27 respondents attracted towards features.

Using the brand of iphone to showcase Social status

Most of the students prefer iphone as a social status Table 4 and chart 4 shows the analysis part of social status whether the respondent are agree or not

Table 4: Using the brand of iphone to showcase Social status

| Items | No of Respondents | Percentage |
|--------------------|-------------------|------------|
| Strongly Agreed | 16 | 32 |
| Agreed | 17 | 34 |
| Strongly disagreed | 03 | 06 |
| Disagreed | 14 | 28 |
| Total | 50 | 100 |

Chart 4: Using the brand of iphone to showcase Social status

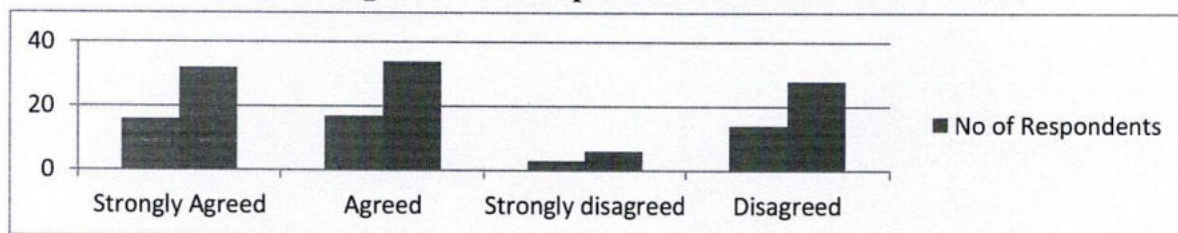


Table 4 and chart 4 shows the using of brand of Androids and iphone to showcase social status, from 50 respondents 16 are respond strongly agreed, 17 are agreed, 3 are strongly disagreed and 14 are disagree

Rating of iphone

To know on which basis students prefer iphone the following analysis has been done.

Table 5 and chart 5 shows the rating of iphone.

Table 5: Rating of iphone

| Features | No of Respondents | Percentage |
|-------------------|-------------------|------------|
| Quality | 23 | 46 |
| Durability | 03 | 06 |
| Design attractive | 02 | 04 |
| Battery backup | 03 | 06 |
| Safety features | 19 | 38 |
| Total | 50 | 100 |

Chart 5: Rating of iphone

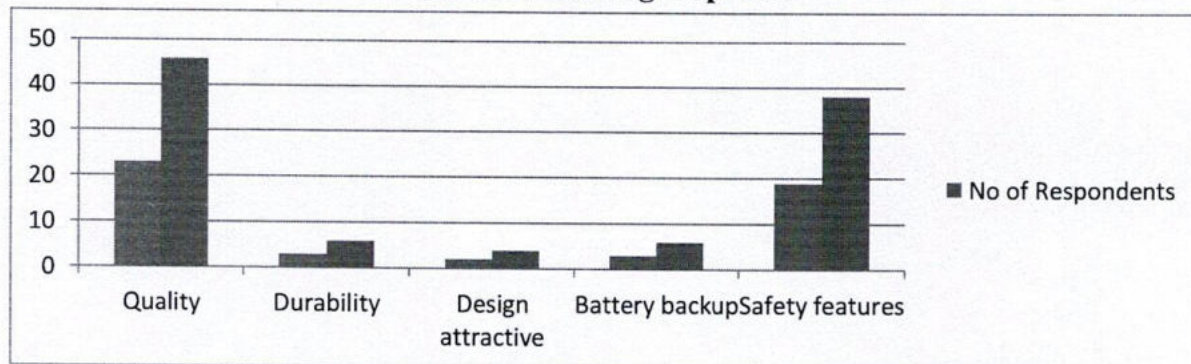


Table 5 and Chart 5 shows how will be rate iphone .Out of 50 respondents, 23of respondents are selected quality ,3 of respondents are durability, 2 of respondents are design attractive, 3 of respondents are battery backup and rest of the 19 of respondents are selected safety feature

To analyze the best features available in apple

Battery life

Comparing android battery durability with iphone to know which one will be preferred by college students. Table 6 and chart 6 shows the analysis part of battery life

Table 6: Battery life

| Opinion | No. of respondents | Percentage |
|----------|--------------------|------------|
| 24hours | 20 | 40 |
| 12hours | 20 | 40 |
| 28 hours | 03 | 06 |
| 08 hours | 07 | 14 |
| Total | 50 | 100 |

Chart 6: Battery life

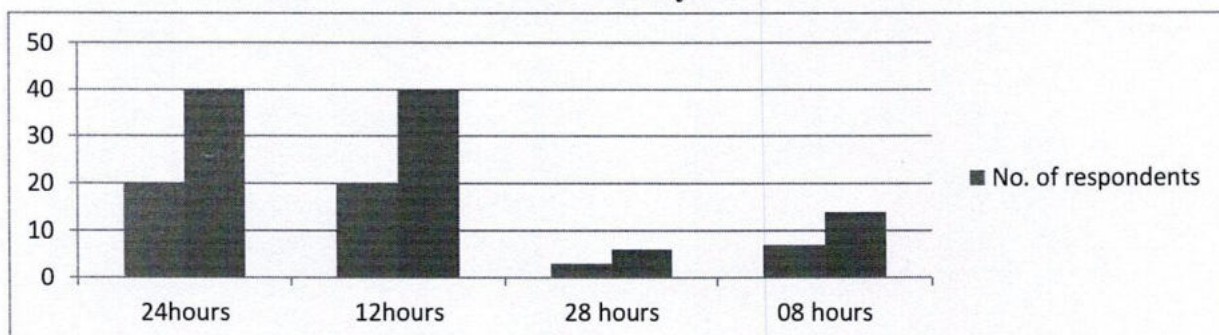


Table 6 and chart 6 shows the battery life of iphone .Out of 50 respondents, 20 of respondents are selected 24hours, 20 of respondents are 12hours, 3 of respondents are selected 28hours and 7 of respondents selected 8hours

Durability of iphone

Comparing android life durability with iphone to know which one will be preferred by college students. Table 7 and Chart 7 shows the analysis part of life durability

Table 7: Durability of iphone

| Years | No of respondents | Percentage |
|---------|-------------------|------------|
| 2 years | 17 | 34 |
| 3 years | 11 | 22 |
| 4 years | 10 | 20 |
| 5 years | 12 | 24 |
| Total | 50 | 100 |

Chart 7: Durability of iphone

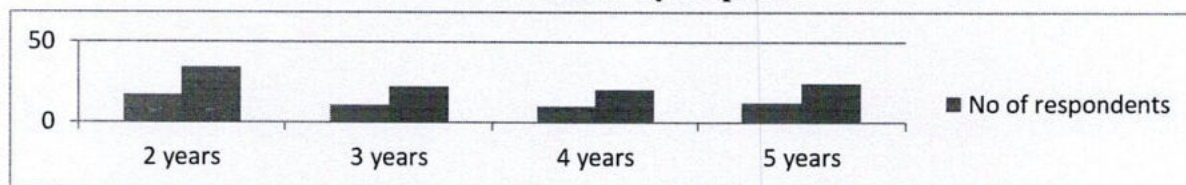


Table 7 and Chart 7 show the durability of iphone. Out of 50 respondents, 17of Respondents are selected 2year, 11of respondents are selected 3year, and 10 of respondents are selected 4year and 12 selected 5years

Sound Quality of the iphone

Comparing android sound quality with student’s opinion about iphone sound quality.

Table 8 and chart 8 shows the analysis part of sound quality

Table 8: Sound Quality of the iphone

| Opinion | No of respondents | Percentage |
|---------|-------------------|------------|
| Good | 41 | 82 |
| Bad | 03 | 06 |
| Average | 06 | 12 |
| Total | 50 | 100 |

Chart 8: Sound Quality of the iphone

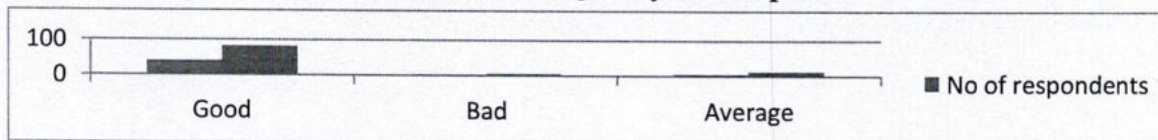


Table 8 and chart 8 shows the sound quality of iphone .Out of 50 respondents, 41of respondents are selected good , 3 of respondents are selected bad, 6 of respondents are selected average

Display quality of iphone

Comparing android display quality with iphone student’s opinion about iphone display quality. Table 9 and chart 9 shows the analysis part of display quality

Table 9: Display quality of iphone

| Opinion | No of respondents | Percentage |
|--------------------|-------------------|------------|
| Strongly agreed | 25 | 50 |
| Agreed | 22 | 44 |
| Strongly disagreed | 01 | 02 |
| Disagreed | 02 | 04 |
| Total | 50 | 100 |

Chart 9: Display quality of iphone

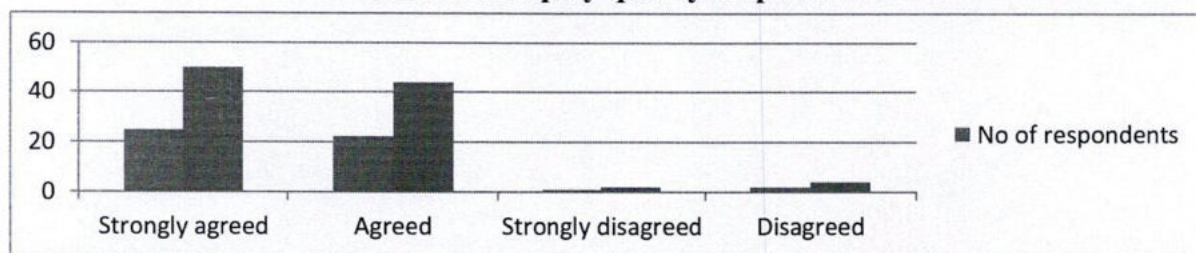


Table 9 and chart 9 shows the display quality of iphone .Out of 50 respondents, 25 of respondents are selected strongly agreed, 22 of respondents are selected agreed, 1 of respondents are selected strongly disagreed and 2 selected disagreed.

Camera Quality of iphone

Comparing android camera quality with student’s opinion about iphone camera quality. Table 10 and chart 10 shows the analysis part of camera quality

Table 10: Camera Quality of iphone

| Opinion | No of respondents | Percentage |
|---------|-------------------|------------|
| Good | 45 | 90 |
| Bad | 03 | 06 |
| Average | 02 | 04 |
| Total | 50 | 100 |

Chart 10: Camera Quality of iphone

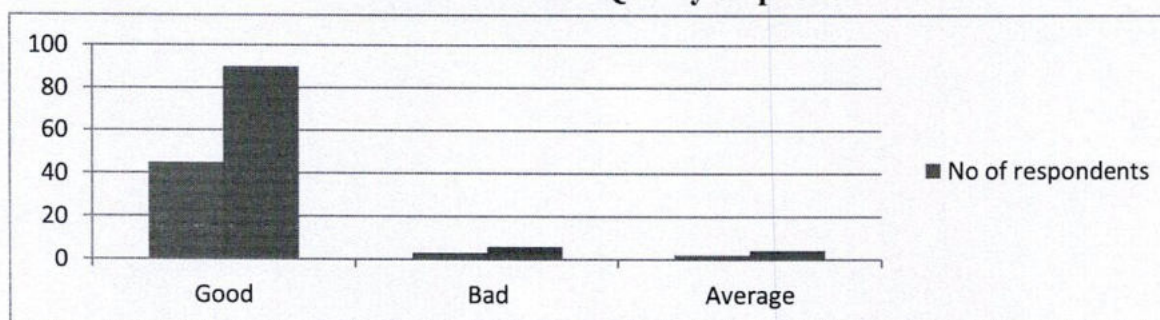


Table 10 and chart 10 shows the camera quality of iphone .Out of 50 respondents, 45 of respondents are selected good, 3 of respondents are selected bad, 2 of respondents are selected average.

Conclusion

Companies are scrambling to ameliorate client satisfaction and retain current consumers as the request shrinks, rather than earmarking further coffers to pursuing prospective new guests. The claim that it costs five to eight times as much to acquire new guests as it does to retain being bones, and that failing to retain being guests has a negative impact on a company's image and character, is critical to comprehending the drive toward benchmarking and shadowing client satisfaction. Guests are satisfied with the overall performance of the iPhone, according to the check. Despite the fact that overall consumer satisfaction is high, there are still some areas that need to be explored and delved. Similar areas have been linked, and suggestions to ameliorate client satisfaction have formerly been made. As a result, the company must maintain its current position of client satisfaction while while taking way to ameliorate it further.

Reference

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