

Exploring Consumer Behavior in Apple Product Purchases

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Abstract

Founded in 1976 by Steve Jobs and Steve Wozniak, Apple rapidly ascended to market leadership by 1980 through its innovative designs and ideas. This study explores the consumer behavior surrounding Apple products, focusing particularly on the Indian market where iPhones are seen as status symbols. Despite high prices, iPhones are increasingly popular, with significant sales during events like the Flipkart Big Billion Days. This research utilizes descriptive methodology, gathering data from 100 respondents to understand demographics, education levels, and professions. Findings indicate a strong male dominance among Apple users, with a majority being graduates and students. The study concludes that Apple's sustained innovation and strategic marketing have reinforced its position as a leading tech company. However, there are areas for improvement, such as the transition from Lightning to USB-C connectors and enhancements to the FaceTime application, to better meet consumer expectations and maintain its competitive edge.

Keywords: Apple products; Consumer perception; Consumer behaviour; Apple in India.

1. Introduction

Apple was founded in 1976 by Steve Jobs and Steve Wozniak. But with its unique design and innovative ideas, Apple quickly became the market leader by 1980. Today, Apple, Become the most profitable company in history. Throughout its history, Apple has released revolutionary products such as the Macintosh, iPod, iPhone, iPad and Apple Watch. The company also develops popular applications and systems such as iOS and Apple Pay to meet customer needs. Going forward, Apple plans to expand into unknown markets such as automobiles and cables. Despite losing its founder Steve Jobs, the company continues to innovate under the leadership of CEO Tim Cook. In India, it is not seen as a status symbol and people who own iPhones are considered to be of high status, so people who cannot afford to buy iPhones buy iPhones from EMI just to show off. iPhone 2023 broke the record for the best-selling iPhone at the Flipkart Sale in India. Data shows that iPhone sales in India will cross 9 million units by 2023, with most iPhones sold during the 'Flipkart Big Billion Days'.

However, the popularity of Apple products is increasing in India Day by Day as the iPhone is not considered a status symbol in India and it's considered that person having iPhone is a high-status Person because of which people who are unable to afford iPhone are also buying the iPhone through EMI just for showing off. In 2023 iPhone Created a record by selling most iPhone in India at the Flipkart Sale. According to data iPhone sold over 90lakh units in India in 2023 in which most of iPhone were sold during "Flipkart Big Billion Days".

These were the iPhone Prices in “Flipkart Big Billion Days”.

Flipkart Big Billion Days iPhone Prices 2023

iPhone 12 (64 GB)	Rs.39,999
iPhone 13 (128 GB)	Rs.51,999
iPhone 14 (128 GB)	Rs.54,999
iPhone 15 (128 GB)	Rs.79,900

1.1 Apple Vision Statement

As per Apple's Product Feedback page:

"Apple strives to bring the best personal computing experience to students, educators, creative professionals, and consumers around the world through its innovative hardware, software, and internet offerings."

Tim Cook, then Chief Operating Officer, during a conference call with investors in 2009 Said:

"We believe that we are on the face of the earth to make great products and that's not changing. We are constantly focusing on innovating. We believe in the simple not the complex. We believe that we need to own and control the primary technologies behind the products that we make and participate only in markets where we can make a significant contribution. We believe in saying no to thousands of projects, so that we can really focus on the few that are truly important and meaningful to us. We believe in deep collaboration and cross-pollination of our groups, which allow us to innovate in a way that others cannot. And frankly, we don't settle for anything less than excellence in every group in the company, and we have the self-honesty to admit when we're wrong and the courage to change. And I think regardless of who is in what job those values are so embedded in this company that Apple will do extremely well."

These were the Apples new Vision Statement under the leadership of Tim cook.

1.2 Apple List of Products

Though Apple deals with a lot of products here are few ones:

1. iPhone
2. iPad
3. MacBook (including MacBook Air and MacBook Pro)
4. iMac
5. Mac Pro
6. Mac Mini
7. Apple Watch
8. iPod (including iPod Touch, iPod Nano, and iPod Shuffle)
9. Apple TV
10. Air Pods (including Air Pods Pro)
11. Apple Pencil

These are just a few examples of the wide range of products offered by Apple. Apple also offers various services and a lot of software too.

1.3 Apples Innovation to Their Products

Apple, the king of technology in the world, has changed the meaning of technology and made it easier for consumers to use its products. Apple continues to update its products so that customers find them easy to use and the design attracts customers. Steve Jobs' vision was for Apple products to be powerful yet beautifully designed. Over the years, Apple has continued to create new products to benefit consumers,

the latest example of which is the iPhone 15 Pro, the first iPhone made from aerospace-grade titanium, using the same alloy used by spacecraft on Mars missions. metal alloy.

Titanium has the best materials that make iPhone lighter and you will notice the difference when you hold your iPhone in your hand. Apple is constantly working on its cameras and iPhones are known for their great cameras.

2. LITERATURE REVIEW

Awng Di (2008), conducted study in Bangkok compares consumer perceptions between superstores (such as Big C, Carrefour, and Tesco-Lotus) and family-run stores. Utilizing a quantitative research approach with survey questionnaires, data was collected from 400 shoppers in Bangkok. Quantitative statistical methods were employed to analyse variables and test hypotheses. The findings indicate that competition between superstores and family-run stores yields more benefits for customers. Although customers are aware of family-run stores closing due to superstores, they prefer free and fair competition. However, consumers expressed a desire for government restrictions on superstore expansion and support for family-run stores. Despite this, superstores were deemed essential for consumers, while family-run stores were perceived as not well-suited for consumers in Bangkok. Consumers reported higher satisfaction with various marketing factors in superstores, such as product quality, variety, and stable prices. Additionally, they preferred the store environment of superstores over family-run stores. Moreover, consumers believed that superstores contribute more to the economy and society compared to family-run stores.

Kotler et al. (1999), Kotler referring to emphasizes the significant role of psychological factors in influencing consumer buying choices. These factors include motivation, perception, learning, beliefs, and attitudes, among others. Perception, in particular, is highlighted as a critical factor, which is not solely dependent on physical stimuli but also on the context in which the stimuli are presented and the individual's conditions. Perception is defined as the process of receiving, organizing, and attributing meaning to information or stimuli detected through the human senses, approximating reality. The brain attempts to interpret the stimuli it receives, resulting in the assignment of meaning. However, this process can vary among individuals due to pre-perceptual processes such as selective attention, selective distortion, and selective retention.

Karthik. A.S. (2008), highlighted a crucial point about the evolving dynamics of customer perception and its impact on the business landscape. In today's intensely competitive environment, understanding and catering to customer needs is not solely the responsibility of retail businesses but extends to all entities within the supply chain. This necessitates a shift towards a more integrated approach where organizations collaborate seamlessly to sense and respond promptly to consumer demands. By aligning their efforts in this manner, businesses can enhance their competitiveness and adaptability in the market.

Lee (2005) carried out study to learn the five stages of consumer decision making process in the example of China. The researcher focuses on the facts that affect the consumer 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 consumer decision making process indicate that impact of family members on the consumer decision making process of purchasing imported health food products was significant.

Lakshmi and Akhila (2009) conducted a survey in a direct selling organization. It envisages the need to study the factors that influence the quality of work life of employees in the Company. The primary data

was collected from the salesmen of this organization, using a questionnaire. Non-probability convenience sampling technique was adopted to select the respondents. The study reveals a number of factors which influenced the quality of work life, which could form the vital inputs for retention strategies.

Khajehzadeh (2018) in his study stated from the analysis of the result attained that the company develop their product and maintain their quality, then the consumer will be loyalty and know more about the product and the company. In addition, consumer who has good experience of the performance of product and service.

Harshit Sharma (2019) has stated that apple's differentiation strategy has resulted in the huge success of its products in the past decade but now a new market of cost leadership is raising especially in the east.

Smithson (2020)-This is one of Apples biggest draws when customers are deciding on what brand to purchase. Apples sleek design throughout all of its products is also another selling point that customer are drawn to when deciding what products to purchase.

Bhasin (2021)- Apple could also create more accessories for their products. The accessories market is never ending and if Apple expanded into this market, they could see bigger profits from customers. Apple faces many threats in the market of which the biggest are Android and Samsung.

3. Research Methodology

3.1. Research objectives

To understand consumer perception towards Apple Products.

To understand post purchase behaviour of consumer after using Apple products.

3.2. Research Design

This project involves descriptive research design as my project is questionnaire based. Descriptive research includes survey and fact- finding enquiries kinds. The major purpose is to understand consumer perception for Apple Products under Various circumstances.

3.3 Sample Design

3.3.1. Sampling Techniques

The sampling technique used is the convenience and judgmental sampling.

3.3.2. Sample Size

For this study the Sample Size are 100 people from which the data was collected.

3.3.3. Sources of Data

The research may be based on primary or secondary data or on both. In this report I have used the information gathered through secondary data. Secondary data collect from the questionnaire.

4. Data Analysis and Interpretation

As per the questionnaire data the data was collected from 100 persons and data was classified on various basis like demographic, Employment level, Gender, Profession's level and education Level.

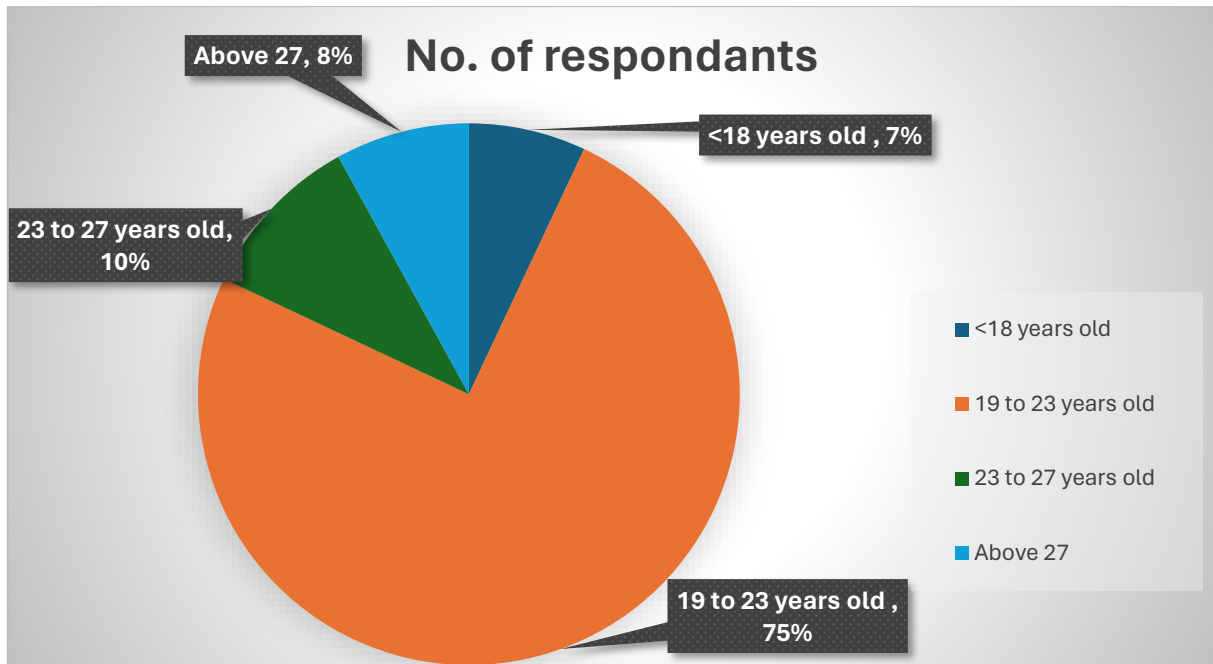


Fig-4.1- Based on Age

Bases on Gender-

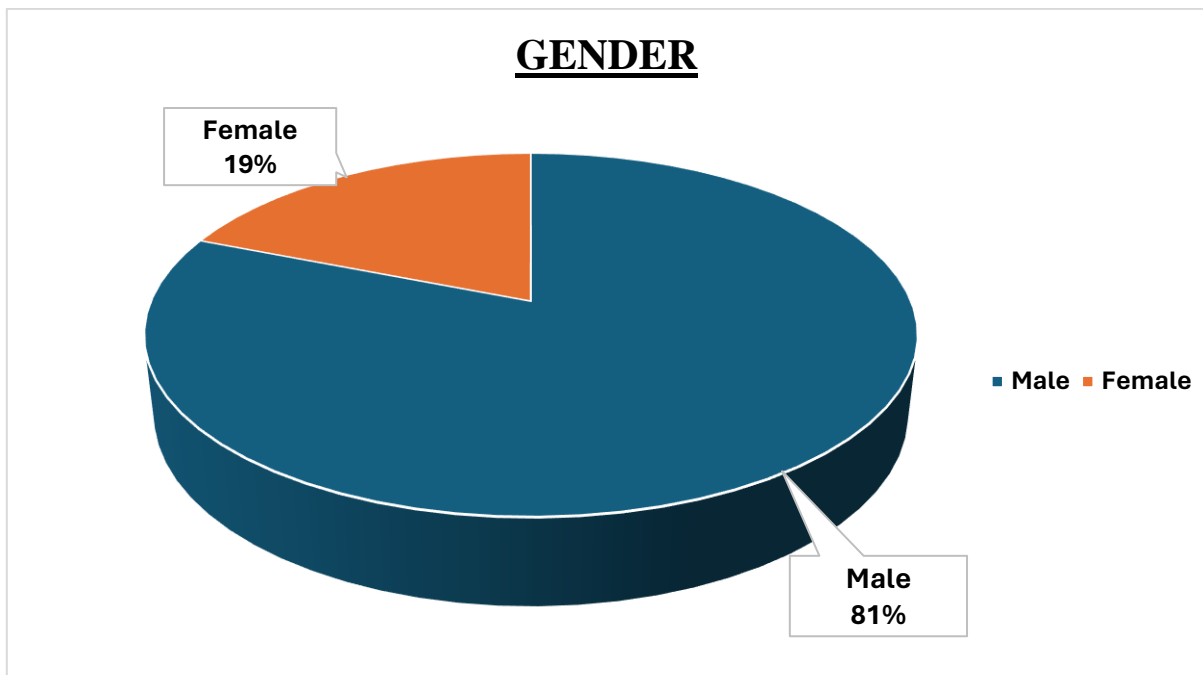
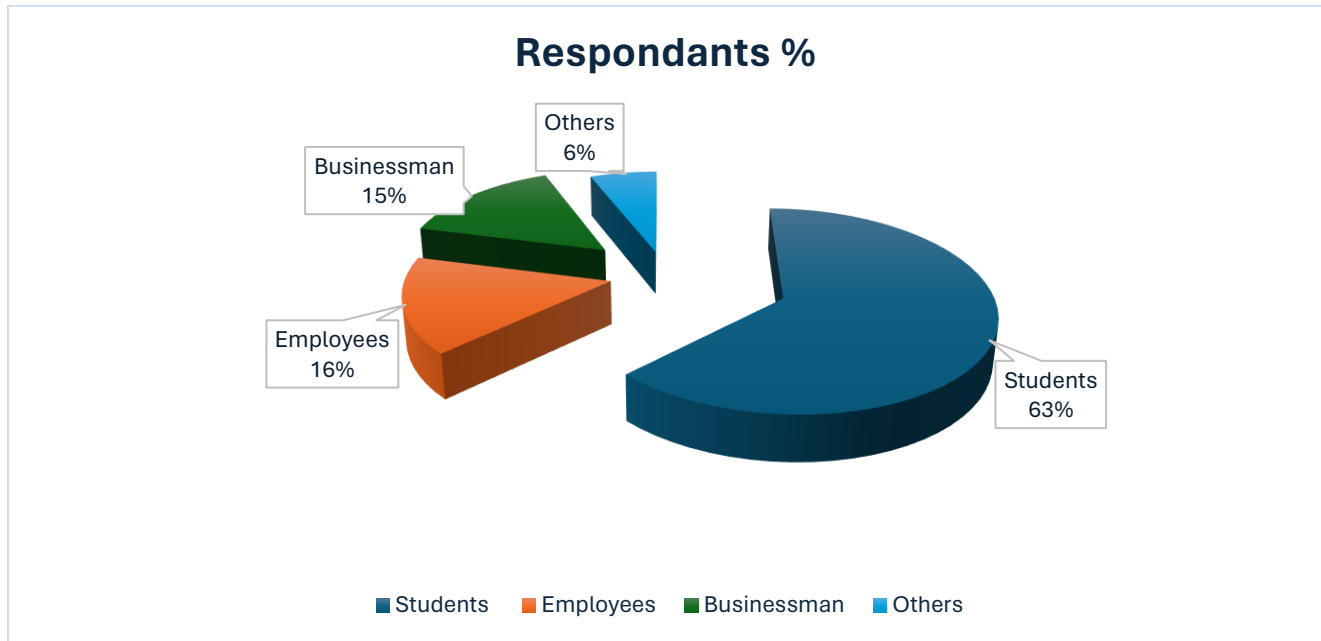


Fig-4.2- Based on Gender

According to the above graph 81% of respondents were male and 19% were female.

Based on Profession

Fig-4.3- Based on Profession



On the basis of above graph, 63% of respondents consisted of students, 16% were employees, 15% were businessman, and 6% were others.

Bases on Education Level-

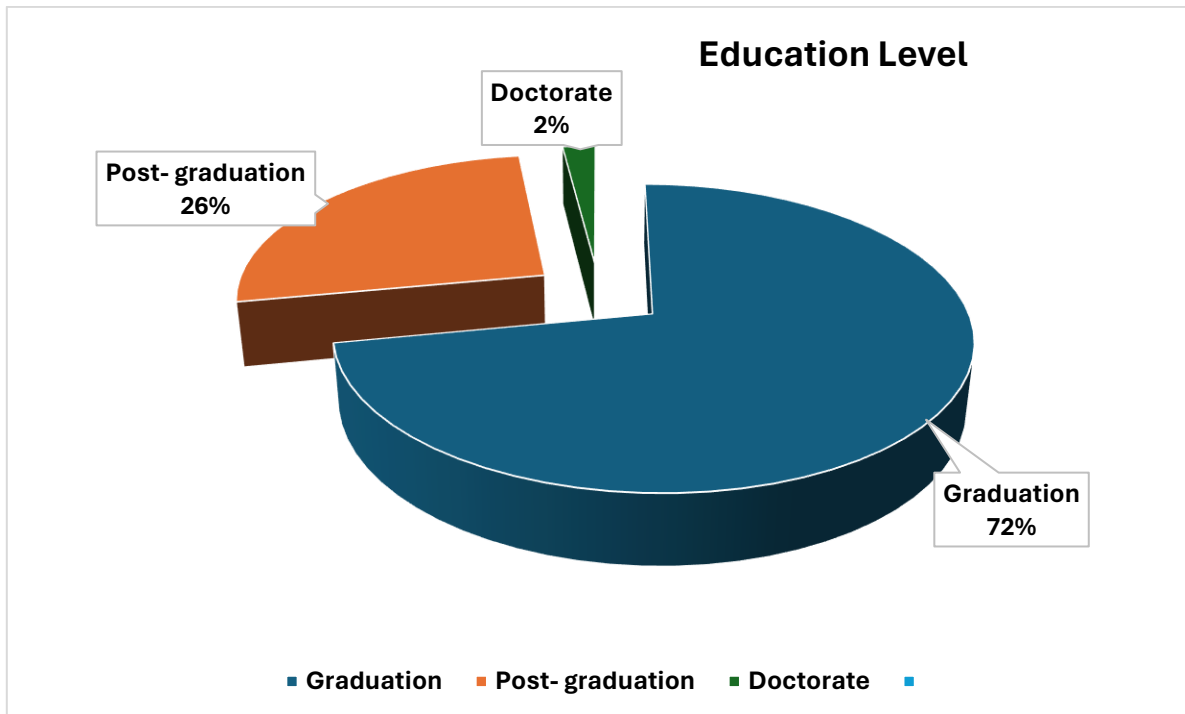


Figure.4.3- Based on Education Level

From the data from questionnaire, 72% of respondents were graduated, 26% were post graduated, and rest 2% were Doctorate.

5. Findings

From the above study, the findings shows that iPhones are highly popular in India because people view them as status symbols. This is especially true on occasions like Flipkart's Big Billion Days. With the iPhone 12 priced at Rs. 39,999 and the iPhone 15 priced at Rs. 79,900, the 2023 event had record-breaking sales. Studies on how consumers feel about Apple goods reveal a notable male predominance (81%) among users, the majority of whom are graduates (72%), and students (63%) of all ages.

6. Conclusion

Apple has secured its top position as one of the most innovative companies globally by consistently introducing ground breaking products, rather than merely following industry trends. Their adeptness in crafting effective marketing strategies stems from a profound understanding of consumer behaviour, a crucial aspect of successful marketing management. This comprehension enables Apple to effortlessly market their premium-priced products in today's competitive market landscape.

A key aspect of Apple's success lies in their commitment to producing high-quality products with excellent resale value. Their offerings are not only financially accessible but also boast remarkable durability, surpassing those of their competitors. Compared to some Android-centric competitors, the iPhone's rating is a bit low

However, the front-facing FaceTime camera needs some improvement. This must change. One of the most important is abandoning the Lightning connector in favour of USB-C charging and iTunes syncing. So far, we have only been able to make calls via Facetime, but it would be good if Apple

With Regular updates the Facetime application to support the video conferencing option. It will be good. It would be nice if Apple made a statement. The price is too high for Apple. To make the iPhone more attractive to customers, it needs to abandon the idea of a Lightning connector and opt for USB-C for charging and iTunes syncing. Apple needs to think about this. So far, we've only been able to make calls via Facetime, but it would be nice if Apple updates the Facetime app to support video chat. It will be good. A person from the middle class cannot afford Apple. Apple devices are seen as a social status symbol these days. Over the past few years, the popularity of iPhones has increased, and many who cannot afford them are now buying them on an installment plan. This demonstrates that owning an iPhone is now seen as a status symbol in today's world.

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