

A STUDY ON PURCHASING BEHAVIOR OF CUSTOMERS TOWARDS ANDROID AND APPLE SMARTPHONE

Submitted in partial fulfilment of the requirements for the award of

MASTER OF BUSINESS ADMINISTRATION

by

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**DEPARTMENT OF BUSINESS ADMINISTRATION
SCHOOL OF MANAGEMENT STUDIES**

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade “A++” by NAAC I 12B Status by UGC I
CATEGORY - 1 UNIVERSITY BY UGC I Approved by AICTE
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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the Bonafide work of **STEPHEN JEBAKUMAR P 42410201** who carried out the Project Training “**A STUDY ON PURCHASING BEHAVIOR OF CUSTOMERS TOWARDS ANDROID AND APPLE SMARTPHONE**” under my supervision from October 2023 to Decem2023.

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DECLARATION

I **STEPHEN JEBAKUMAR P (42410201)** hereby declare that the Project Report entitled “**A STUDY ON PURCHASING BEHAVIOR OF CUSTOMERS TOWARDS ANDROID AND APPLE SMARTPHONE**” done by me under the guidance of **Dr. R. JEYA RANI** is submitted in partial fulfilment of the requirements for the award of Master of Business Administration degree.

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TABLE OF CONTENT

S.NO	PARTICULARS	PAGE NO
CHAPTER-1		
1.	INTRODUCTION	1-3
2.	INDUSTRY PROFILE	4-9
3.	COMPANY PROFILE	10-13
CHAPTER-2		
4.	OBJECTIVE OF THE STUDY	14
5.	NEED OF THE STUDY	15
6.	SCOPE OF THE STUDY	16
7.	LIMITATIONS OF THE STUDY	17
CHAPTER-3		
8.	REVIEW OF LITERATURE	18-24
9.	RESEARCH METHODOLOGY	25-26
CHAPTER-4		
10.	DATA ANALYSIS AND INTERPRETATION	27-52
CHAPTER-5		
11.	FINDINGS	53
12.	SUGGESTIONS	54
CHAPTER-6		
13.	CONCLUSION	55
	REFERENCE	56-57
	ANNEXURE	58-59

LIST OF TABLES

S.NO	PARTICULARS	PAGE.NO
4.1	Gender of respondents	27
4.2	Age of the respondents	28
4.3	Occupation distribution of the respondents	29
4.4	Smartphone operating system does you currently use	30
4.5	How long have you been using your current smartphone	31
4.6	How would you rate your overall satisfaction with your current smartphone	32
4.7	How important is brand loyalty in your decision to purchase a smartphone	33
4.8	Factors contribute most to your brand loyalty for your current smartphone	34
4.9	How satisfied are you with the user interface of your current smartphone	35
4.10	What features do you consider most important in a smartphone	36
4.11	How often do you upgrade your smartphone	37
4.12	What influences your decision to purchase a new smartphone the most	38
4.13	How would you rate the affordability of your current smartphone	39
4.14	Would you be willing to pay a premium for a smartphone with additional features or better brand reputation	40
4.15	When choosing a smartphone, how important is the reputation of the brand's customer service and support	41
4.16	How likely are you to switch to a different smartphone operating system in the future	42

4.17	How influential are advertisements in your decision to purchase a smartphone	43
4.18	Which platform do you find most influential in shaping your perception of Android or Apple products	44
4.19	How important are exclusive apps or features to you when choosing a smartphone	45
4.20	How satisfied are you with the level of customization options available in the user interface of your current smartphone	46
4.21	How likely are you to consider a smartphone based on its gaming performance and capabilities	47
4.22	How much do brand loyalty and familiarity influence your decision when purchasing accessories for your smartphone	48
4.23	How satisfied are you with the level of innovation in the latest smartphones available in the market	49

LIST OF CHARTS

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4.1	Gender of respondents	27
4.2	Age of the respondents	28
4.3	Occupation distribution of the respondents	29
4.4	Smartphone operating system does you currently use	30
4.5	How long have you been using your current smartphone	31
4.6	How would you rate your overall satisfaction with your current smartphone	32
4.7	How important is brand loyalty in your decision to purchase a smartphone	33
4.8	Factors contribute most to your brand loyalty for your current smartphone	34
4.9	How satisfied are you with the user interface of your current smartphone	35
4.10	What features do you consider most important in a smartphone	36
4.11	How often do you upgrade your smartphone	37
4.12	What influences your decision to purchase a new smartphone the most	38
4.13	How would you rate the affordability of your current smartphone	39
4.14	Would you be willing to pay a premium for a smartphone with additional features or better brand reputation	40
4.15	When choosing a smartphone, how important is the reputation of the brand's customer service and support	41
4.16	How likely are you to switch to a different smartphone operating system in the future	42
4.17	How influential are advertisements in your decision to purchase a smartphone	43
4.18	Which platform do you find most influential in shaping your perception of Android or Apple products	44
4.19	How important are exclusive apps or features to you when choosing a smartphone	45
4.20	How satisfied are you with the level of customization options available in the user interface of your current smartphone	46
4.21	How likely are you to consider a smartphone based on its gaming performance and capabilities	47

4.22	How much do brand loyalty and familiarity influence your decision when purchasing accessories for your smartphone	48
4.23	How satisfied are you with the level of innovation in the latest smartphones available in the market	49

ABSTRACT

In the ever-evolving landscape of the smartphone industry, consumer preferences play a pivotal role in shaping market dynamics. This research project investigates the purchasing behaviour of customers towards Android and Apple products, two major players dominating the global market. Employing a mixed-methods approach, the study examines factors such as brand loyalty, user experience, pricing sensitivity, and demographic influences. Through quantitative surveys and qualitative interviews, the research aims to unravel the intricate web of consumer motivations, shedding light on the nuances that drive individuals to choose one ecosystem over the other. The project aspires to contribute valuable insights to both academia and industry, offering a comprehensive understanding of the factors influencing consumer choices in the competitive realm of technology. As consumers navigate a landscape rich with options, this research endeavours to provide actionable recommendations for businesses, policymakers, and marketers, facilitating informed decision-making in a rapidly evolving technological era.

This research explores the purchasing behaviour of consumers in the Android and Apple product ecosystems. Through a mixed-methods approach involving surveys and interviews, the study investigates factors such as brand loyalty, user experience, pricing sensitivity, and demographic influences. By delving into these aspects, the research aims to uncover key drivers influencing consumer choices between Android and Apple products. The findings aspire to contribute insights that inform industry strategies, aiding businesses and policymakers in navigating the competitive landscape of the smartphone market.

In the rapidly evolving landscape of the smartphone industry, understanding the intricate dynamics of consumer purchasing behaviour is paramount for businesses seeking to navigate the competitive markets dominated by Android and Apple. This research project aims to comprehensively explore and analyse the multifaceted factors influencing consumers' choices between these two major ecosystems.

INTRODUCTION

In an era dominated by technological advancements and rapid innovation, the choices consumers make regarding their electronic devices play a pivotal role in shaping the dynamics of the global market. Two major players, Android and Apple, have been at the forefront of the smartphone industry, captivating a significant share of consumers worldwide. Understanding the purchasing behaviour of customers in the context of these two competing ecosystems is not only academically intriguing but also holds substantial implications for marketers, manufacturers, and policymakers.

The rivalry between Android and Apple is emblematic of the diverse preferences and priorities that consumers bring to the table when selecting their smartphones, tablets, and other digital gadgets. This research seeks to unravel the intricate web of factors influencing consumer decisions, from brand loyalty and user experience to pricing strategies and demographic considerations.

As technology continues to evolve, so do the expectations and demands of consumers. The stakes are high for Android and Apple, each vying for supremacy in a market where innovation and user satisfaction are the key drivers. By delving into the purchasing behaviour of customers within these ecosystems, this research aims to provide valuable insights that not only contribute to the academic understanding of consumer behaviour but also offer practical implications for businesses navigating the ever-changing landscape of the tech industry.

Through a comprehensive examination of factors such as brand loyalty, user experience, price sensitivity, and demographic influences, this study endeavours to paint a detailed picture of why consumers choose Android over Apple or vice versa. By doing so, it aspires to contribute to the broader discourse on market trends, challenges, and opportunities in the context of these two technological giants.

In the pages that follow, we will explore the nuances of consumer decision-making, the impact of brand perception, and the role of emerging technologies in shaping the preferences of a tech-savvy global population. Join us on this journey into the intricacies of the purchasing behaviour of customers towards Android and Apple products, where the choices made by individuals resonate far beyond the realm of personal preference, influencing the very landscape of the digital age.

Buyer Behaviour:

Buyer behaviour is “all psychological, Social and physical behaviours of potential customers as they become aware of evaluate, purchase, consume and tell others about product & service.

Consumer buying behaviour refers to the mental and emotional process and the observable behaviour of consumers during searching, purchasing and post consumption of a product or service. It involves study of how people buy, what they buy, when they buy and why they buy. It blends the elements from psychology, sociology, socio- psychology, anthropology and economics. It also tries to assess the influence on the consumer from groups such as family, friends, reference groups and society in general. There are several factors affecting consumer buying behaviour, which can be broadly classified as: -

Social Factors- Which refer to forces that other people exert and which affect consumer's purchase behaviour. These social forces include culture and subculture, roles and family, social class and reference groups.

Psychological Factors- Which are internal to an individual and generate forces within that influence his/her purchase behaviour. The major forces include motives, perception, learning, attitude and personality.

Personal Factors- Which include those aspects that are unique to a person and influence purchase behaviour. These factors include demographic factors, lifestyle and situational factors.

Thus, there are different driving factors that make the customers to develop their attitude towards choosing a brand for a product by a consumer has different steps like recognizing the need, search for the required information, evaluating the results, decision towards a particular product and post purchase behaviour. All these steps are really common in most of the consumers and the market search plays a vital role in decision of a particular brand for a particular product.

The decision process holds five key steps and in most of the cases, all these steps are not followed by the consumers and that too during the purchase of daily commodities, where the customers skip the search information and evaluation phase in general. These five stages are passed by a customer when they are making the purchase for the first time and if they successfully pass the five steps and even satisfied with the post purchase attitude, the corresponding consumers develops a positive corner towards a particular brand and try to be in the same corner always.

Involvement of the customer during the purchase period also plays a vital role in deciding the brand and in most of the cases, the level of involvement shown by the customers when buying a big product is not shown in case of smaller ones. Customer can be categorized based on their choice when buying a new product for the first time and few customers always like to take an experiments and rest of the customers follow the decisions of the first category customers.

Estimating the buying behaviour of the customers of a particular country is really a tedious job and cross culture issues also play a vital role in deciding the internal buying behaviour of the customers. Thus, there are different factors that decide the buying behaviour of the customers and the impact of branding on the purchasing behaviour of the customer.

Consumer Buying Decision Process

There are following five stages in consumer buying decision process.

1. Problem identification:

The buying process starts when the buyer recognizes a problem or need. The need can be triggered by internal or external stimuli. Marketers need to identify the circumstances that trigger a particular need. By gathering information from a number of consumers, Marketers can identify the most frequent stimuli that spark an interest in a product category. They can then develop marketing strategies that trigger consumer interest.

2. Information Search:

The consumer tries to collect information regarding various products/service. Through gathering information, the consumer learns about competing brands and their features. Information may be collected from magazines, catalogues, retailers, friends, family members, business association, commercial, chamber of commerce, telephone directory, trade fair etc.

3. Evaluation of alternative:

There is no single process used by all consumers by one consumer in all buying situations. There is several First, the consumer processes, some basic concepts are:

First, the consumer is trying to satisfy need. Second, the consumer is looking for certain benefits from the product solutions. The marketer must know which criteria the consumer will use in the purchase decision.

4. Purchase:

From among the purchase of alternatives the consumer makes the solution. It may be to buy or not to buy. If the decision is to buy. The other additional decisions are:

Which types of bikes he must buy? From whom to buy a bike

How the payment to be made? And so on. The marketer up to this stage has tried every means to influence the purchase behaviour, but the choice is properly consumers. In the evaluation stage the consumer forms preferences among the brands in the choice set. The consumer may also form an intention to buy the most preferred brand.

5. Post Purchase Evaluation:

After purchase the product, the consumer will experience the same level of product. The Marketer's job not end when the product is buying must monitor post-purchase satisfaction, post purchase action, post-purchase use and disposal.

INDUSTRY PROFILE

What is Android

Android is a software stack for mobile devices that includes an operating system, middleware and key applications. Google Inc. purchased the initial developer of the software, Android Inc., in 2005. Android's mobile operating system is based on the Linux kernel. Google and other members of the open handset alliance collaborated on android development and release.

The Android Open-Source Project (AOSP) is tasked with the maintenance and further development of Android. The Android operating system is the world's best-selling smartphone platform.

Android has a large community of developers writing applications ("apps") that extend the functionality of the devices. There are currently over 200,000 apps available for Android. Android market is the online app store run by Google. Developers write primarily in the java language, controlling the device via Google-developed Java libraries.

The Android open-source software stack consists of java application running on a Java based object-oriented application framework on top of Java core libraries running on a Dalvik virtual machine featuring JIT compilation. Libraries written in C include the surface manager, Open Core media framework, SQ Lite relational database management system, OpenGL ES 2.0 3D graphics API, Web Kit layout engine, SGL graphics engine, SSL, and Bionic lib. The Android operating system, including the Linux kernel, consists of roughly 12 million lines of code including 3 million lines of XML, 2.8 million lines of C, 2.1 million lines of Java, and 1.75 million lines of C++. The Android operating system is used on Smartphone's, netbooks, tablets, Google TV, and other devices.

Android Market

Android Market is an online software store developed by Google for Android devices. An application programs ("app") called "Market" is preinstalled on most Android devices and allows users to browse and download apps published by third-party developers, hosted on Android Market. Users can also search for and read detailed information about apps from the Android Market website.

Android market is one source for the users to get applications for their devices with ease and provides them with full information on its usage. It is well developed store which categorizes every application for the simplicity of users and to provide them with maximum utility.

Global Dominance:

Android has been the leading mobile operating system globally for several years. Its open-source nature, versatility, and widespread adoption by various device manufacturers contribute to its significant market share.

Variety of Devices:

One key factor contributing to Android's market share is its availability across a wide range of devices, including smartphones, tablets, smartwatches, and other smart devices. Numerous manufacturers, ranging from industry giants to smaller players, use Android for their products.

Diverse Ecosystem:

Android's open ecosystem allows for customization and adaptation to different hardware configurations. This diversity in both devices and customization options has broadened its appeal, attracting users with various preferences and budgets.

Market Share Fluctuations:

While Android consistently maintains a substantial global market share, the specific percentage can vary over time. Competing with other operating systems, particularly iOS, market share can be influenced by factors such as device releases, technological innovations, and regional preferences.

Global Reach:

Android's market share is particularly strong in emerging markets and regions with diverse consumer needs. Its presence extends across Asia, Europe, Africa, North America, and Latin America.

Fragmentation Considerations:

One challenge associated with Android's market share is the fragmentation caused by the presence of multiple versions of the operating system in the market. This fragmentation can impact the uniformity of the user experience and the timely delivery of updates.

Ecosystem:

The Android ecosystem includes the Google Play Store, where users can download a vast array of applications, games, and other digital content. The ecosystem is designed to be flexible and adaptable, catering to the needs of both developers and users.

Android Operating System:

At the core of the Android ecosystem is the Android operating system itself. It serves as the software foundation for a variety of devices, including smartphones, tablets, smartwatches, smart TVs, and more.

Open-Source Nature:

Android is an open-source platform, allowing device manufacturers to customize and modify the operating system to suit their hardware and design preferences. This open nature has contributed to the widespread adoption of Android across a diverse range of devices.

Google Play Store:

The Google Play Store is the primary marketplace for Android applications, games, movies, music, and other digital content. Users can download and install apps from the Play Store onto their Android devices.

Application Development:

Android provides a robust and versatile development framework for building applications. Developers can create apps using programming languages such as Java and Kotlin. The Android Software Development Kit (SDK) includes tools and resources for app development.

Google Play Services:

Google Play Services is a set of APIs and services that facilitate integration with various Google features. It includes services like Google Maps, Google Drive, authentication services, and more. Many Android apps rely on these services for functionality.

Device Manufacturers:

The Android ecosystem encompasses a wide array of device manufacturers producing smartphones, tablets, and other devices running the Android operating system. Popular manufacturers include Samsung, Huawei, Xiaomi, LG, and others.

Google Services Integration:

Android devices often come preloaded with Google services such as Gmail, Google Maps, Google Drive, and Google Photos. These services provide users with seamless integration and access to a unified ecosystem of productivity and communication tools.

Customization and Fragmentation:

The open nature of Android allows device manufacturers to customize the user interface (UI) and user experience (UX) of their devices. However, this customization has led to a degree of fragmentation, with different devices running different versions of the Android OS.

Security Features:

Android includes security features such as app sandboxing, app permissions, and the Google Play Protect service, which scans apps for potential malware. Regular security updates are released to address vulnerabilities.

Google Assistant:

Google Assistant is an AI-powered virtual assistant integrated into Android devices. It provides voice-activated assistance, smart home control, and personalized recommendations.

Wear OS (for Wearables):

Wear OS is Google's operating system for wearable devices such as smartwatches. It extends the Android ecosystem to the realm of wearable technology.

Integration with Other Devices:

Android's ecosystem extends beyond smartphones and tablets to include integration with other smart devices, including smart TVs, cars (Android Auto), and IoT (Internet of Things) devices.

Updates and Version Releases:

Google regularly releases updates to the Android operating system, introducing new features, security enhancements, and improvements. The updates are rolled out to supported devices, but the timing may vary due to factors such as device manufacturers and carriers.

What is Apple iOS

iOS is Apple's mobile operating system. Originally developed for the iPhone, it has always extended to support other Apple, Inc. devices such as the iPod touch, iPad and Apple TV. Apple, Inc. does not license iOS for installation on third-party hardware. As of May 31, 2011, Apple, Inc.'s App Store contains more than 500,000 iOS applications, which have collectively been downloaded more than 15 billion times. In the last quarter of 2010, it had a 26% share of the smartphone operating system market in terms of units sold, behind Google's Android and Nokia's Symbian. As of May 2010, it accounted for 59% of mobile web consumption including both the iPod Touch and the iPad.

Apple iOS Store

The Apple/iOS App Store is a digital application distribution platform for iOS developed and maintained by Apple. The service allows users to browse and download applications from the iTunes Store that were developed with the iOS SDK or Mac SDK and published through Apple Inc. Depending on the application, they are available either for free or at a cost. The applications can be downloaded directly to a target device, or downloaded onto a PC or Mac via iTunes. 30% of revenue from the store goes to Apple, and 70% go to the producer of the app.

Market Capitalization:

Apple's market value is often measured by its market capitalization, which is the total market value of its outstanding shares of stock.

Apple has historically been one of the largest publicly traded companies by market capitalization.

Financial Performance:

Apple's market value is closely tied to its financial performance, including revenue, net income, and earnings per share.

The company has consistently reported strong financial results, driven by sales of its hardware products, services, and other offerings.

Product Portfolio:

Apple's market value is influenced by its diverse product portfolio, including the iPhone, iPad, Mac, Apple Watch, and other devices. The introduction of new products and updates to existing ones can impact Apple's market value.

Services and Ecosystem:

Apple's expanding services segment, including the App Store, Apple Music, iCloud, and Apple TV+, contributes to its overall market value.

The strength of the Apple ecosystem, where hardware seamlessly integrates with services, is a key factor.

Innovation and Brand Image:

Apple's reputation for innovation and a strong brand image contributes to its market value. New product releases and technological advancements can positively impact investor confidence.

Global Presence:

Apple's market value is influenced by its global presence and sales in various regions. The company has a significant market share in key markets, including the United States, China, and Europe.

Stock Performance:

Apple's stock performance, reflected in its share price, plays a direct role in determining its market value.

Investor sentiment, influenced by factors such as product launches, financial results, and broader market conditions, can impact the stock's valuation.

Investor Confidence:

Apple's market value is also affected by investor confidence in the company's future prospects, strategic initiatives, and management decisions.

Apple iOS v/s Google Androids

Android and iOS are very similar. They both are based hugely on their massive application support and media. Digging beyond the skin and deep into the guts of the operating systems, they begin to differ some, but for what most of the people purchasing them are going to use them for, they will serve the exact same purpose.

Apple's iOS is and always will be based on simplicity. You pick up an iPhone for the first time and you already know how to use it. Minutes after you purchase the phone, you scavenge the App Store for the best applications and all of the ones your friends told you to download. This is where some of those differences come into play. Not only is the iPhone simple to use, but most of the applications in the App Store are visually beautiful. iOS is largely a media driven operating system and the App Store and users have a higher expectation of graphics and visuals in their applications.

Android, however, is not there yet. It is an open-source operating system and the Android Market is much more susceptible to low-quality applications and applications with horrendous graphics. Google's Android was built with openness in mind. One word describes the major difference between the two mobile platforms, customization.

Now there are a lot of comparative studies done in the past with the customer's perspective wherein when one looks for a new smartphone, choosing an iPhone or Android phone isn't a simple task. While both phones offer a lot of great features, they may seem so similar that it's hard to distinguish between them. If you look closely, though, you'll find that there are some key differences.

A few of those differences are examined Hardware is the first place that the differences between the iPhone and Android become clear. Apple is the only company that makes iPhones, giving it extremely tight control over how the software and hardware work together. On the other hand, Google offers its Android software to many phone makers (Samsung, HTC, LG, and Motorola, among others, offer Android phones). As a result, Android phones vary quite a bit in size, weight, features, user experience, and quality.

COMPANY PROFILE

Company profile of ANDROID:

Founding of Android:

Android, Inc., was founded in October 2003 by Andy Rubin, Rich Miner, Nick Sears, and Chris White.

The company's initial goal was to develop an advanced operating system for digital cameras.

Shift to Mobile Operating System:

In 2005, recognizing the potential of a mobile operating system, Android shifted its focus to creating an operating system for mobile devices.

Acquisition by Google:

In August 2005, Google Inc. acquired Android, Inc., a move that marked Google's entry into the mobile operating system space.

The acquisition was led by Andy Rubin, who continued to spearhead the development of Android within Google.

Open Handset Alliance (OHA):

Google, along with several other mobile and technology companies, formed the Open Handset Alliance (OHA) in November 2007.

OHA aimed to promote open standards for mobile devices and collaborated on the development of the Android platform.

Release of the First Commercial Android Device:

The first commercial device running the Android operating system was the HTC Dream (also known as the T-Mobile G1), released in October 2008.

The HTC Dream marked the beginning of Android's presence in the consumer market.

Open-Source Nature:

Android is known for being an open-source operating system, allowing device manufacturers to customize and adapt it for their hardware.

The open nature of Android contributed to its widespread adoption across a diverse range of devices.

Evolution and Dominance:

Android has since evolved through various versions, each named after desserts, and has become the dominant mobile operating system globally.

It powers a vast array of smartphones, tablets, wearables, and other devices manufactured by different companies.

Ongoing Development:

Google continues to oversee the development of Android, regularly releasing updates with new features, security enhancements, and improvements to the user experience.

Key Points Regarding Google's Role:

Android Development: Google oversees the development of the Android operating system, regularly releasing updates, and providing a comprehensive ecosystem of services and applications.

Google Play Store: Google operates the Google Play Store, the primary marketplace for Android apps. It offers a vast array of applications, games, and digital content for Android users.

Google Services: Android devices often come preloaded with various Google services such as Gmail, Google Maps, Google Drive, and Google Assistant. These services contribute to the seamless integration of Android devices with Google's ecosystem.

Hardware: While Google is not a traditional hardware manufacturer, it has been involved in the production of devices like the Pixel smartphones, Pixel book laptops, and Nest smart home products. These devices serve as showcases for the Android operating system and Google services.

Android Open-Source Project (AOSP): Google oversees the Android Open-Source Project, which maintains the open-source codebase of Android. This openness allows device manufacturers to use and customize Android for their hardware.

Company profile of apple iOS:

This review starts with the company that started everything namely Apple. Apple was established in 1976 by Steve Jobs and Steve Wozniak. It is international corporation that designs and markets consumer electronics, computers software, and personal computers. [Business Insider, 2011]. The company's best known hardware products include the Macintosh series of computers, the iPod, the iPhone and the iPad.

Apple has been building up a very big reputation and a very strong brand. Apple is known for their product integration and it is the only computer company that creates all of its own hardware and software. Apple handles each device with care, emphasizing the little details like font choice, icon design, and thinks about how it all fits together.

Each device Apple creates plays a part in the overall ecosystem. Today Apple is the world's most admired company [CNNMoney, 2011] and the leader of phone market in revenue [InformationWeek, 2011]. In total, Apple sold 23,24 million mobile computing products this year. The iPhone alone was responsible for \$ 12.3 billion of Apple's \$24.67 billion in quarterly revenue. That is just a pinch over half of Apple's business. Add in the iPad, and its iOS devices represent about \$15 billion, or 60 %, of Apple's earnings. This means that Apple has become the world's largest phone vendor by revenue in January-March, overtaking Nokia for the first time ever [Reuters, 2011].

Analysts believe that the reason for these massive revenues is the so-called Halo effect. The basic term of the Halo-effect is that consumers who buy an iPod for instance become hooked on Apples products and their ease of use, and then buy a Macintosh as their primary or secondary computer. Analysts also believe that the Halo-effect has been synonymous with Apple since 2004 and that Apple has done much to push the idea of such effect, but there has been little evidence to prove it for example survey results or consumer demographic data.

Apple App stores growth

The App Store has exploded since its introduction in 2008 and downloads from the App Store have grown at an exponential rate. By end of 2009, the number of application available for download topped 100, 000, and in January this year, Apple reached 10 billion downloads of software from the App Store, [Apple Insider, 2011].

As the App Store grows, it has required reconfiguration several times to future segment the apps into logical groups where buyers can more easily connect with sellers. Apple has improved the search capabilities of the store, added sub categories and added Top Paid Apps and Top Free Apps columns to search to each of the individual categories. No matter what is done to improve the App Store, the challenge for developers and consumers will always be the same, the app developers concern is how to get their app noticed, while the consumers concern is how to find a good app among all the apps on the App Store. It is clear that many iOS developers struggle at what price to sell their app. A free app can bring downloads but might not give them much profit. Another technique that app developers are using is known as the in-app purchase. This can either be used from a free app to drive sales to a selling version of apps, or developers can create add on-options into their paid apps to help drive app sale. A report from [Distomo, 2011] suggests that in-app purchase is the way to go if you want to make money in the App Store. The report showed that freemium apps, that is, a free app to drive sales to a selling version of the apps have increased by 34% since 2010 while paid downloads only grew 7% in the same time frame. Although Distomo's research only covered the Top 200 in each category, it is still a strong selection of the App Store's money makers. The report also showed that it is freemium games that take up several sports, but comic apps and Magazines are also taking advantage of the freemium-pricing model.

Because of the huge completion in the App Store, it is critical for the developers to understand how the consumers behave in the App Store. By understanding their behaviour, they can target their market and focus on their message to the right audience. If we use the four-buying decision process theory that is need recognition, information search, evaluation of alternatives and the actual purchases and apply it on the app consumers we get framework to describe the marketing place from the consumer's perspective.

A consumer who uses the App Store has several options to search and find apps before a purchase. The consumer can either use none personal source that is, searching on different websites or use the App Store itself to find what he/she is looking for or use the personal source such as asking friends or experts.

Consumers in the App Store, can search for apps and evaluate them before purchase by read what other customers have written about the app in the customer reviews, see the ratings of the app and even see what other customers have bought.

This is a contradiction to what [Zeithaml, 2007] stated, about consumer's evaluation of services. He stated that consumers evaluate services less than they evaluate goods before purchase. However, when a consumer purchases an app from the App Store it is the service that is used during the consumption phase. After the purchase the app can be assessed whether it met the customers expected experience or not. Nevertheless, since the free alternatives in the App Store are presented beside the paid apps, it is difficult to say whether consumers would actually choose to pay for the apps.

The iPhone SDK (Software Development Kit) for iPhone OS allows developers running Mac OS X on an Intel Mac to create applications using Xcode that will natively run on the iPhone, iPod Touch and iPad. Developers who publish their applications on the App Store will receive 70 % of sale revenue, and will avoid paying the distribution costs for the application. However, an annual fee is required to use the iPhone SDK and upload application to the store [Apple, Inc, 2011].

In February 2011 Apple launched a new subscription service for magazines, newspapers, videos and music. Previously, new magazine or news releases would be sold on a pre-release basis. This new service allows publishers to sell their content through their apps allowing users to revive a new content over specified period of time. More interesting is that Apple will allow publishers not only to sell from iTunes where revenue will be share (70% for the publisher, 30 % for Apple), but they also allow publisher to distribute their subscriptions directly from their websites where no revenue will be share with Apple [New York-Reuters, 2011].

OBJECTIVES OF THE STUDY

PRIMARY OBJECTIVE:

To Analyse and Compare Purchasing Patterns:

Examine the factors influencing customers when choosing between Android and Apple products.

Understand the key considerations that impact the decision-making process during the purchase of smartphones and other devices.

SECONDARY OBJECTIVE:

To Explore Brand Perception and Loyalty:

Investigate how customers perceive the brands (Android and Apple) and explore the loyalty factors that influence repeat purchases.

To Examine Price Sensitivity:

Analyse the role of pricing in the purchasing decision and explore the price sensitivity of customers towards Android and Apple products.

To Investigate Feature Preferences:

Identify the features and functionalities that customers prioritize when selecting between Android and Apple products.

To Assess Customer Satisfaction and Post-Purchase Behaviour:

Evaluate customer satisfaction levels post-purchase and understand how this satisfaction influences brand advocacy and future buying intentions.

To Study Influencing Factors from Marketing and Advertising:

Examine the impact of marketing strategies and advertising on customers' perceptions and purchasing decisions regarding Android and Apple products.

To Explore Demographic Variations:

Investigate whether demographic factors such as age, income, and geographical location influence the purchasing behaviour towards Android and Apple products.

To Analyse Trends Over Time:

Study how purchasing behaviour has evolved over time, considering trends, technological advancements, and changes in consumer preferences.

NEED FOR THE STUDY

- Understand consumer preferences to help Android and Apple stay competitive by aligning products with market demands.
- Uncover factors driving brand loyalty to retain and attract customers effectively.
- Inform strategic marketing decisions by identifying effective strategies that resonate with consumer preference.
- Guide product innovation by understanding features valued by consumers, ensuring alignment with market expectations.
- Identify market segments and demographic variations to explore opportunities for targeted marketing and market expansion.

SCOPE OF THE STUDY

- Investigate and compare the factors influencing purchasing decisions between Android and Apple products.
- Explore how age, income, education, and geographic location impact consumer preferences and choices.
- Examine consumer preferences regarding specific technological features and usability in Android and Apple products.
- Evaluate the impact of brand perception and marketing strategies on consumers' decisions to choose Android or Apple.
- Assess post-purchase behaviour, including customer satisfaction levels and the likelihood of brand loyalty or switching.

LIMITATIONS OF THE STUDY

- Findings may not be universally applicable due to diverse consumer preferences, limiting the generalization of results.
- Rapid changes in technology and market dynamics may quickly render study findings outdated.
- Self-reported data may be influenced by personal biases and subjective opinions, impacting the accuracy of insights.
- Uncontrollable external factors like economic conditions can influence purchasing behaviour, introducing potential confounding variables.
- Reliance on participants' recall of purchasing experiences may introduce recall bias and impact the reliability of the study.

REVIEW OF LITERATURE

1.Kim and Ko (2012): "Analysing the Impact of Brand Loyalty and Brand Perception on Customers' Choices between Android and Apple Products"

Year: 2012

Focus: Kim and Ko's study investigates the influence of brand loyalty and brand perception on consumers' choices between Android and Apple products. By exploring factors that contribute to customer preferences in the smartphone market, the research provides valuable insights into the dynamics of brand loyalty and perception.

2.Wong and Chen (2013): "Impact of Product Recalls on Brand Loyalty: A Case Study of Android and Apple"

Year: 2013

Focus: Wong and Chen's study explores how product recalls or controversies impact consumer trust and brand loyalty. The research uses case studies of Android and Apple product recalls to understand their implications on purchasing behaviour.

3.Kumar and Singh (2013): "The Influence of User Experience and Interface Design on Consumer Preferences: A Case Study of Android and Apple Devices"

Year: 2013

Focus: Kumar and Singh's study emphasizes the critical role of user experience and interface design in shaping consumer satisfaction and preferences. By comparing Android and Apple devices, the research contributes to understanding the significance of usability in purchasing behaviour.

4.Reyes et al. (2014): "Innovation Adoption Theories and the Smartphone Market: A Comparative Study of Android and Apple Users"

Year: 2014

Focus: Reyes et al. delve into innovation adoption theories to understand how consumers adopt new features in Android and Apple products. The study contributes to the broader understanding of how innovation influences purchasing decisions within the smartphone market.

5.Kim and Lee (2014): "Word of Mouth and Viral Marketing: A Comparative Study of Android and Apple Users"

Year: 2014

Focus: Kim and Lee's research investigates the influence of word-of-mouth and viral marketing in shaping consumer opinions and purchasing decisions. The study provides insights into the role of social influence in the smartphone market.

6. Patel and Singh (2014): "The Role of Influencers in Tech: An Analysis of Influencer Marketing on Android and Apple Consumers"

Year: 2014

Focus: Patel and Singh's research investigates the growing influence of tech influencers and bloggers in shaping consumer opinions and purchasing decisions. The study explores the impact of influencer marketing strategies on the preferences of Android and Apple users

7. Kim and Chen (2014): "The Influence of Augmented Reality on Consumer Choices: A Comparative Study of Android and Apple Users"

Year: 2014

Focus: Kim and Chen's study investigates how augmented reality features influence consumer choices between Android and Apple devices. The research explores the impact of AR on user experience and preferences.

8. Smith et al. (2015): "The Role of Price Sensitivity in Shaping Consumer Decisions between Android and Apple Products"

Year: 2015

Focus: Smith et al. delve into the intricate relationship between price sensitivity and consumer decisions when choosing between Android and Apple products. The research aims to understand how pricing strategies impact customer choices and whether perceived value aligns with the set price points for each brand.

9. Nguyen and Kim (2015): "Customer Reviews and Ratings: Unravelling the Impact on Android and Apple Purchasing Decisions"

Year: 2015

Focus: Nguyen and Kim explore the influence of customer reviews and ratings on online platforms in shaping consumer perceptions and aiding decision-making processes. The study provides insights into the role of user-generated content in the context of Android and Apple products.

10. Sharma and Singh (2015): "Retail Environment Impact on Smartphone Choices: A Comparative Study of Android and Apple Users"

Year: 2015

Focus: Sharma and Singh examine the impact of the retail environment, including store layout and customer service, on consumer perceptions and choices when purchasing Android or Apple products. The study provides insights into the role of the physical retail space.

11.Kim and Lee (2015): "Legal and Ethical Considerations in Smartphone Choices: A Comparative Study of Android and Apple Users"

Year: 2015

Focus: Kim and Lee's study examines the legal and ethical considerations that influence smartphone choices. The research explores how factors like data privacy policies, ethical business practices, and legal concerns impact the decisions of Android and Apple users.

variations in consumer preferences and the factors influencing these trends.

12.Patel and Gupta (2016): "The Evolution of Consumer Trends in the Smartphone Market: A Longitudinal Study of Android and Apple Purchasing Behaviour"

Year: 2016

Focus: Patel and Gupta's longitudinal study traces the evolution of consumer trends in the smartphone market over time. By examining shifts in preferences and decision-making factors, the research offers insights into the dynamic nature of consumer behavior related to Android and Apple products.

13.Zhang and Wang (2016): "Gender-Based Differences in Smartphone Preferences: A Comparative Analysis of Android and Apple Users"

Year: 2016

Focus: Zhang and Wang's research explores gender-based differences in preferences and decision-making related to Android and Apple products. The study provides insights into how gender may influence consumer choices within the smartphone market.

14.Gupta and Sharma (2016): "Customer Support and After-Sales Services: A Comparative Study of Android and Apple Users"

Year: 2016

Focus: Gupta and Sharma's study delves into the importance of customer support and after-sales services in shaping consumer perceptions and loyalty. The research compares the customer service experiences of Android and Apple users.

15.Garcia and Rodriguez (2016): "Brand Collaboration and Consumer Choices: A Comparative Analysis of Android and Apple Products"

Year: 2016

Focus: Garcia and Rodriguez's research explores the impact of brand collaborations on consumer choices. The study investigates how partnerships and co-branded products influence preferences between Android and Apple devices.

16.Li and Wang (2016): "Post-Purchase Behaviour: A Longitudinal Analysis of Customer Satisfaction and Loyalty among Android and Apple Users"

Year: 2016

Focus: Li and Wang's longitudinal analysis explores post-purchase behavior, including customer satisfaction and brand loyalty among Android and Apple users. The study examines how positive experiences impact long-term brand allegiance.

17.Wong and Tan (2016): "The Influence of Social Media Advertising on Purchase Intent: A Study of Android and Apple Users"

Year: 2016

Focus: Wong and Tan's research explores the influence of social media advertising on purchase intent among Android and Apple users. The study investigates the effectiveness of social media campaigns in shaping consumer decisions.

18.Li and Chen (2017): "Impact of Technological Advancements on Consumer Choices: A Study of Android and Apple Products"

Year: 2017

Focus: Li and Chen explore how technological advancements influence consumer choices between Android and Apple products. The study assesses the impact of features like AI integration, augmented reality, and other innovations on purchasing behaviour.

19.Lee and Park (2017): "The Impact of Technological Features on Consumer Preferences: A Comparative Analysis of Android and Apple Products"

Year: 2017

Focus: Lee and Park's study concentrates on the significance of technological features, such as operating system functionality, app availability, and hardware specifications, in influencing consumer preferences between Android and Apple products. The research provides insights into the factors that drive consumer choices based on technology-related attributes.

20.Santos and Oliveira (2017): "Ecosystem Lock-In Effects: A Comparative Study of Android and Apple Users"

Year: 2017

Focus: Santos and Oliveira investigate ecosystem lock-in effects, where consumers are influenced by the interconnectedness of devices and services within the Android and Apple ecosystems. The research explores how ecosystem considerations impact brand loyalty.

21.Patel and Gupta (2017): "Cross-Platform App Usage: A Comparative Study of Android and Apple Users"

Year: 2017

Focus: Patel and Gupta investigate the patterns of cross-platform app usage among Android and Apple users. The study explores how app preferences and usage behaviours may influence overall purchasing decisions.

22.Nguyen and Kim (2017): "The Role of Nostalgia in Smartphone Choices: A Comparative Analysis of Android and Apple Users"

Year: 2017

Focus: Nguyen and Kim delve into the role of nostalgia in shaping consumer choices between Android and Apple devices. The study explores how sentimental attachments and historical brand experiences influence purchasing behaviour.

23.Chen and Wang (2018): "Demographic Variances in Consumer Preferences: A Study on Android and Apple Purchasing Behaviour"

Year: 2018

Focus: Chen and Wang's research explores the impact of demographic variables, such as age, income, and education level, on consumers' choices between Android and Apple products. By analysing demographic variances, the study sheds light on distinct preferences within different consumer groups.

24.Chen and Li (2018): "Privacy Concerns and Consumer Choices: A Comparative Analysis of Android and Apple Approaches to User Data"

Year: 2018

Focus: Chen and Li's research focuses on privacy concerns and how they impact consumer choices between Android and Apple. The study compares the approaches of the two platforms in handling user data, providing insights into the role of privacy in purchasing decisions.

25.Patel and Sharma (2018): "Legal and Regulatory Impact on Smartphone Purchasing Behaviour: A Case Study of Android and Apple"

Year: 2018

Focus: Patel and Sharma examine the impact of legal and regulatory factors, such as antitrust concerns or privacy regulations, on consumer choices between Android and Apple products. The study explores how legal considerations influence purchasing decisions.

26.Li and Wang (2018): "Economic Conditions and Smartphone Purchasing Behaviour: A Longitudinal Analysis of Android and Apple Users"

Year: 2018

Focus: Li and Wang's longitudinal analysis explores how economic conditions influence smartphone purchasing behaviour. The study assesses how factors such as income levels and economic stability impact choices between Android and Apple products over time.

27.Garcia and Rodriguez (2018): "The Role of Cultural Values in Mobile Gaming Preferences: A Cross-Cultural Study of Android and Apple Users"

Year: 2018

Focus: Garcia and Rodriguez's research delves into the role of cultural values in mobile gaming preferences, conducting a cross-cultural study of Android and Apple users. The study explores how cultural factors influence entertainment choices on smartphones.

28.Lee and Park (2019): "Voice Assistant Technology and Consumer Adoption: A Study of Android and Apple Users"

Year: 2019

Focus: Lee and Park investigate the adoption of voice assistant technology among Android and Apple users. The study explores how the integration of voice assistants influences user behaviour and preferences.

29.Wong and Tan (2019): "Global Market Trends in Smartphone Preferences: A Comparative Analysis of Android and Apple"

Year: 2019

Focus: Wong and Tan's research investigates global market trends, analysing the competitive landscape and market share dynamics between Android and Apple. The study explores regional

30.Garcia and Rodriguez (2019): "Sustainable Consumer Behaviour: An Analysis of Eco-Friendly Considerations in Android and Apple Purchasing"

Year: 2019

Focus: Garcia and Rodriguez explore how sustainable and eco-friendly considerations influence the purchasing behavior of consumers in the context of Android and Apple products. The study assesses the impact of environmental concerns on brand preferences.

31.Patel and Gupta (2019): "The Role of Gamification in Smartphone Apps: A Comparative Analysis of Android and Apple Platforms"

Year: 2019

Focus: Patel and Gupta delve into the role of gamification in smartphone apps, providing a comparative analysis of Android and Apple platforms. The study explores how gamified elements influence user engagement and purchasing decisions.

32.Chen and Wang (2019): "Smartphone Ownership and Cultural Identity: A Study of Android and Apple Users"

Year: 2019

Focus: Chen and Wang's research explores the relationship between smartphone ownership and cultural identity. The study investigates how owning Android or Apple devices may be linked to cultural identity and self-expression.

33.Garcia and Rodriguez (2020): "Social Influences and Peer Effects in Smartphone Choices: A Comparative Study of Android and Apple Users"

Year: 2020

Focus: Garcia and Rodriguez examine the role of social influences and peer effects in shaping consumer decisions between Android and Apple devices. The study investigates how recommendations from peers and online reviews impact the purchasing behaviour of smartphone users.

34.Xu and Chen (2020): "Impact of Cultural Values on Smartphone Preferences: A Cross-Cultural Analysis of Android and Apple Users"

Year: 2020

Focus: Xu and Chen's study explores how cultural values impact consumer choices, conducting a cross-cultural analysis of Android and Apple users. The research sheds light on how cultural

35.Kim and Lee (2020): "Biometric Security Features and Consumer Trust: A Comparative Analysis of Android and Apple Devices"

Year: 2020

Focus: Kim and Lee's study examines the impact of biometric security features on consumer trust, conducting a comparative analysis of Android and Apple devices. The research assesses how security measures influence purchasing behaviour.

36.Park and Kim (2021): "Mobile Operating System Trends: A Comprehensive Analysis of Android and Apple"

Year: 2021

Focus: Park and Kim's research investigates current trends in mobile operating systems, providing a comprehensive analysis of Android and Apple. The study explores shifts in consumer preferences, market share dynamics, and the impact of software updates.

37.Yang and Wu (2021): "Smartphone Addiction and Consumer Choices: A Contemporary Analysis of Android and Apple Users"

Year: 2021

Focus: Yang and Wu's study delves into the phenomenon of smartphone addiction and its impact on consumer choices between Android and Apple devices. The research provides insights into how addictive behaviours may influence brand preferences.

38.Chen and Wang (2021): "Smartphone Customization and User Preferences: A Comparative Study of Android and Apple"

Year: 2021

Focus: Chen and Wang's research focuses on smartphone customization features and their impact on user preferences. The study explores how the flexibility to personalize devices influences consumer choices between Android and Apple.

39.Patel and Sharma (2022): "The Impact of Remote Work Trends on Smartphone Preferences: A Study of Android and Apple Users"

Year: 2022

Focus: Patel and Sharma's research explores how the rise of remote work influences smartphone preferences. The study investigates whether features related to remote work productivity impact the choices between Android and Apple devices.

RESEARCH METHODOLOGY

Research methodologies are the techniques and tools by which you research a subject or a topic. Research methodology involves the learning of various techniques to conduct research and acquiring knowledge to perform tests, experiments, surveys, and critical analysis. Research methodology simply refers to the practical “how” of any given piece of research. It’s about how a researcher systematically designs a study to ensure valid and reliable results that address the research aims and objectives.

RESEARCH DESIGN:

A research design is in the framework of a plan for a study that guide in the collection and analysis of data. Descriptive research was used for the research. The descriptive research determines who, what, where, how, of a topic it makes a note of bias and extravagance that may creep at every state of the study. Formulating the object, design methods, selecting the sample, collecting processing and analysing the data and reporting the findings.

Research objectives:

- Determine the key factors shaping customers' decisions when choosing between Android and Apple products.
- Assess and compare customer satisfaction levels between Android and Apple users.
- Evaluate the influence of marketing strategies on customer preferences for Android or Apple products.
- Investigate the role of brand loyalty in customers' decisions to repurchase Android or Apple smartphones.
- Understand the impact of social media, peer recommendations, and online reviews on purchasing decisions.
- Identify specific product features affecting customers' preferences for Android or Apple smartphones.
- Assess customer expectations and satisfaction levels regarding after-sales support and services.

SAMPLING TECHNIQUE

• SAMPLING METHOD:

The convenience sampling contains information which is obtained in an easy and researcher has selected the sample. The sample elements using some convenient method without going through a rigorous sampling method. The researcher may make use of any convenient base to select the required number of samples.

• SAMPLE SIZE:

The total sampling size of the study is 109 which is selected through convenience sampling method.

• **SAMPLE AREA:**

Sample size: 109 respondents

Location: Chennai

Target people: Public

DATA COLLECTION METHODS:

There are mainly two types of data collection primary data sources and secondary data services:

Primary data sources: The method of collecting data from the public directly by interview through interviews, questionnaires, and type of data collection process. The data is directly collected from the respondent which is true based on the knowledge of the respondent. In the study, I have selected the primary data sources,

Example: A questionnaire that includes all the user data of the respondent, advertisement experience data, satisfaction of product/service, etc

Secondary data sources: This is the method of collecting data, from secondary sources such as journals, magazines, the internet, books, research reports, etc. This type of data only contains historical data.

TOOLS USED FOR DATA COLLECTION:

The unstructured questionnaire tools are been used with the list of question which is to be taken from the respondent also contains suitable space where, the answers can be recorded. It also helps in translating the observed data. This will lead to from the data inputs for the decision.

Descriptive Statistics:

Mean: Calculate the average satisfaction level with Android and Apple products.

Standard Deviation: To Measure the variability of responses.

Frequency Distribution: To Understand the distribution of responses for categorical variables.

Comparative Analysis:

T-TEST: Compare means between two groups.

ANOVA: Compare means across more than two groups.

Coefficient of Correlation (Pearson)

CHAPTER-4

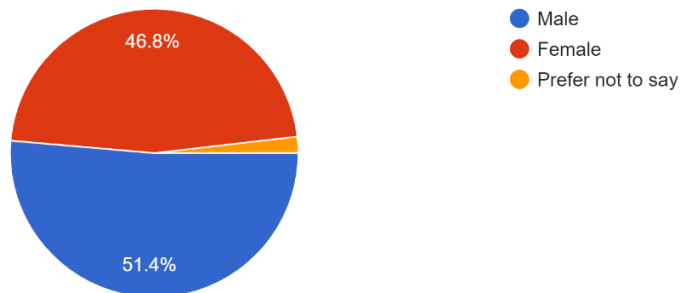
DATA ANALYSIS AND INTERPRETATION

PERCENTAGE ANALYSIS

4.1 GENDER OF THE RESPONDENTS

OPINION	NO. OF RESPONDENTS	PERCENTAGE (%)
MALE	56	51%
FEMALE	51	48%
PREFER NOT TO SAY	2	1%
TOTAL	109	100

Gender
109 responses



Interpretation

The above chart interpreted that 51% are male and 48% female and 1% not prefer to say.

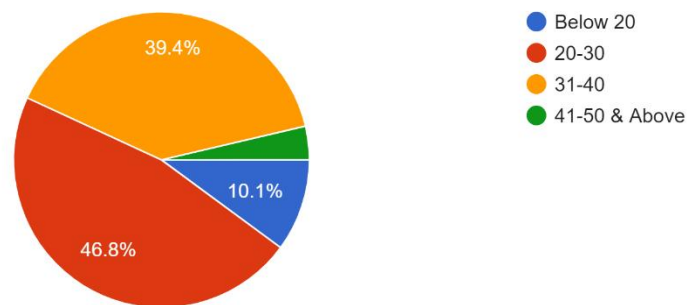
Inference

Majority of the respondents are male 51%

4.2 AGE GROUP OF THE RESPONDENTS

AGE	NO. OF RESPONDENTS	PERCENTAGE (%)
Below 20	11	10%
20-30	51	47%
31-40	43	39%
40-50 & above	4	4%
Total	109	100

Age
109 responses



Interpretation

From the above table it is interpreted as 10% opted for below 20 age group, 47% opted for the age group between 20-30, 39% opted for the age group 31-40 and 4% opted for 40-50 above.

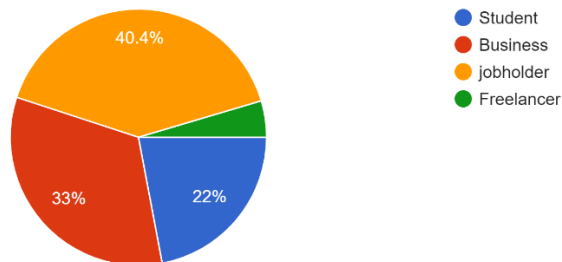
Interference

Majority of the respondents are 47% are aged between 20-30

4.3 OCCUPATION OF THE RESPONDENTS

OPINION	NO. OF RESPONDENTS	PERCENTAGE (%)
Student	24	22%
Business	36	33%
Jobholder	44	40%
Freelancer	5	5%
Total	109	100

What do you do ?
109 responses



Interpretation

From the above table it is interpreted that 22% are students, 33% are business, 40% jobholder, 5% freelancer.

Interference

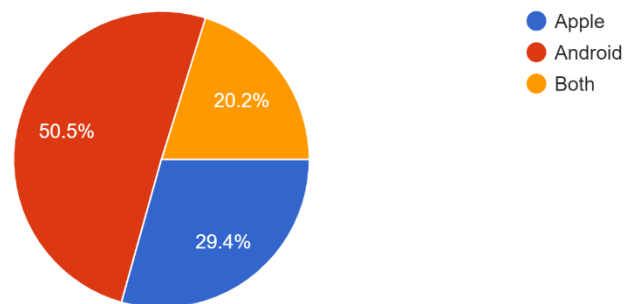
Majority of the respondents 40% are jobholder.

4.4 Smartphone operating system do you currently use

OPINION	NO. OF RESPONDENTS	PERCENTAGE (%)
Apple	32	29%
Android	55	51%
Both	22	20%
Total	109	100

Which smartphone operating system do you currently use?

109 responses



Interpretation

From the above table it is interpreted that 29% of apple user, 51% of android user and 20% both user.

Inference

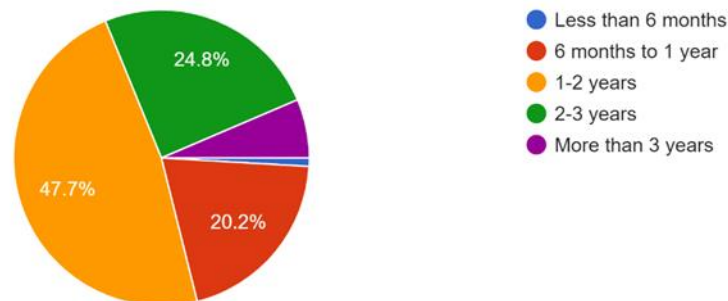
Majority of the respondent are 51% of android user.

4.5 How long have you been using your current smartphone

OPINION	NO. OF RESPONDENTS	PERCENTAGE (%)
Less than 6 months	1	1%
6 months to 1 year	22	20%
1-2 years	52	48%
2-3 years	27	25%
More than 3 years	7	6%
Total	109	100

How long have you been using your current smartphone?

109 responses



Interpretation

From the above table it is interpreted that 1% of them using for less than 6 months, 20% of them using 6 months to 1 year, 48% of them using 1-2 years, 25% of them using 2-3 years and 6% of them using more than 3 years.

Inference

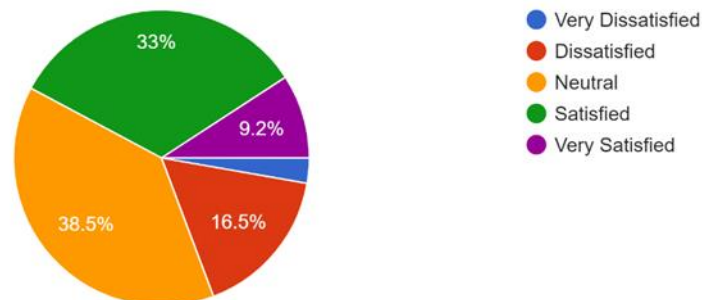
Majority of the respondents 48% of them using 1-2 years of there current smart phone.

4.6 How would you rate your overall satisfaction with your current smartphone?

OPINION	NO. OF RESPONDENTS	PERCENTAGE (%)
Very Dissatisfied	3	3%
Dissatisfied	18	16%
Neutral	42	39%
Satisfied	36	33%
Very Satisfied	10	9%
Total	109	100

How would you rate your overall satisfaction with your current smartphone?

109 responses



Interpretation

From the above table it is interpreted that 3% of them very dissatisfied, 16% of them dissatisfied, 39% of them neutral, 33% of them satisfied and 9% of them very satisfied.

Inference

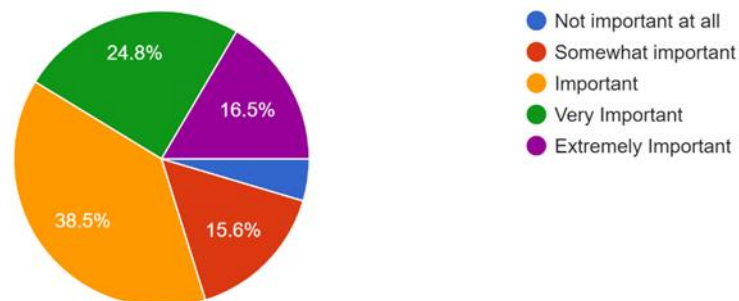
Majority of the respondents opted for 39% for neutral are overall satisfaction in using their current smartphone.

4.7 How important is brand loyalty in your decision to purchase a smartphone

OPINION	NO. OF RESPONDENTS	PERCENTAGE (%)
Not important at all	5	5
Somewhat important	17	16
Important	42	38
Very important	27	25
Extremely important	18	16
Total	109	100

How important is brand loyalty in your decision to purchase a smartphone?

109 responses



Interpretation

The above chart interpreted that 5% Not important at all, 16% Somewhat important, 38% Important, 25% Very Important and 16% Extremely Important.

Inference

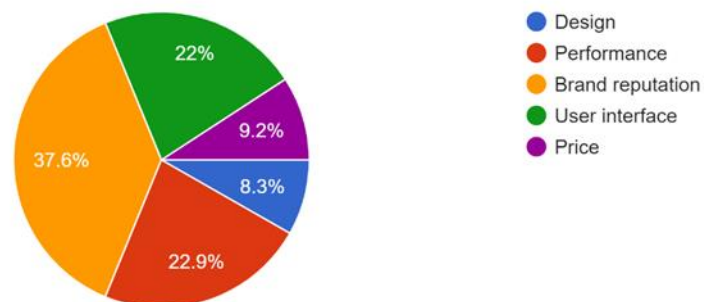
Majority of the respondents opted for 38% of them neutral in their brand loyalty in decision to purchase a smartphone.

4.8 Factors contribute most to your brand loyalty for your current smartphone

OPINION	NO. OF RESPONDENTS	PERCENTAGE (%)
Design	9	8%
Performance	25	23%
Brand reputation	41	38%
User interface	24	22%
Price	10	9%
Total	109	100

What factors contribute most to your brand loyalty for your current smartphone?

109 responses



Interpretation

From the above table it is interpreted that 8% of them design, 23% of them performance, 38% of them brand reputation, 22% of them user interface and 9% of them price.

Inference

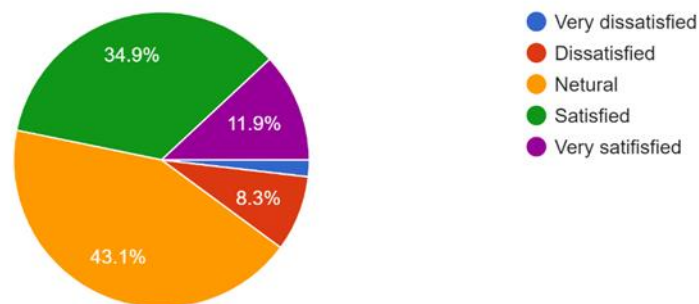
Majority of the respondents opted for 38% for brand reputation.

4.9 How satisfied are you with the user interface of your current smartphone

OPINION	NO. OF RESPONDENTS	PERCENTAGE (%)
Very dissatisfied	2	2%
Dissatisfied	9	8%
Neutral	47	43%
Satisfied	38	35%
Very satisfied	13	12%
Total	109	100

How satisfied are you with the user interface of your current smartphone?

109 responses



Interpretation

From the above table it is interpreted that 2% very dissatisfied, 8% dissatisfied, 43% neutral, 35% satisfied and 12% very satisfied.

Inference

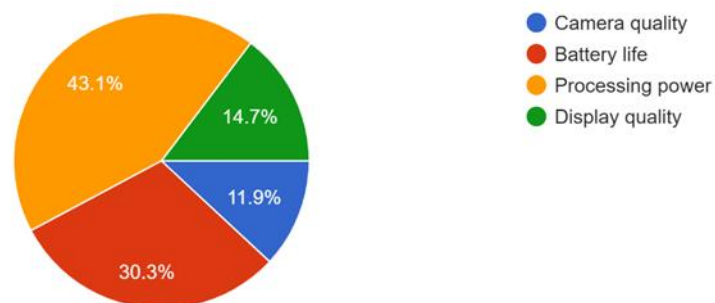
Majority of the respondents opted for 43% neutral with the user interface of their current smartphone.

4.10 What features do you consider most important in a smartphone

OPINION	NO. OF RESPONDENTS	PERCENTAGE (%)
Camera quality	13	12%
Battery life	33	30%
Processing power	47	43%
Display quality	16	15%
Total	109	100

What features do you consider most important in a smartphone?

109 responses



Interpretation

From the above table it is interpreted that 12% in camera quality, 30% in battery life, 43% in processing power, 15% in display quality.

Inference

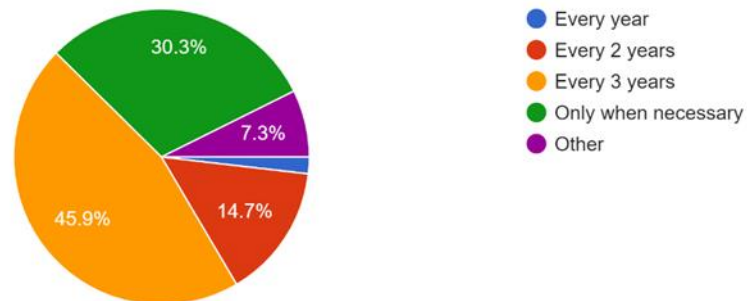
Majority of the respondents opted for 43% in processing power.

4.11 How often do you upgrade your smartphone

OPINION	NO. OF RESPONDENTS	PERCENTAGE (%)
Every year	2	2%
Every 2 years	16	15%
Every 3 years	50	46%
Only when necessary	33	30%
others	8	7%
Total	109	100

How often do you upgrade your smartphone?

109 responses



Interpretation

From the above table it is interpreted that 2 % every year, 15% every 2 years, 46% every 3 years, 30% only when necessary.

Inference

Majority of the respondents opted for 46% every 3 years.

4.12 What influences your decision to purchase a new smartphone the most

OPINION	NO. OF RESPONDENTS	PERCENTAGE (%)
Brand reputation	9	8%
Recommendations from friends/family	20	18%
Online reviews	49	45%
Price	22	20%
Features and specifications	9	8%
Total	109	100

What influences your decision to purchase a new smartphone the most?

109 responses



Interpretation

From the above table it is interpreted that 8% on brand reputation, 18% on recommendations from friends/family, 45% on online reviews, 20% on price and 8% on features and specifications.

Inference

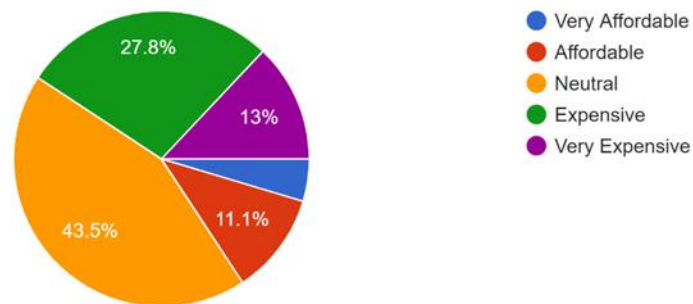
Majority of the respondents opted for 45% on online reviews.

4.13 How would you rate the affordability of your current smartphone

OPINION	NO. OF RESPONDENTS	PERCENTAGE (%)
Very affordable	5	5%
Affordable	12	11%
Neutral	47	43%
Expensive	30	28%
Very expensive	14	13%
Total	109	100

How would you rate the affordability of your current smartphone?

108 responses



Interpretation

From the above table it is interpreted that 5% of them very affordable, 11% of them affordable, 43% of them neutral, 28% of them expensive and 13% of them very expensive.

Inference

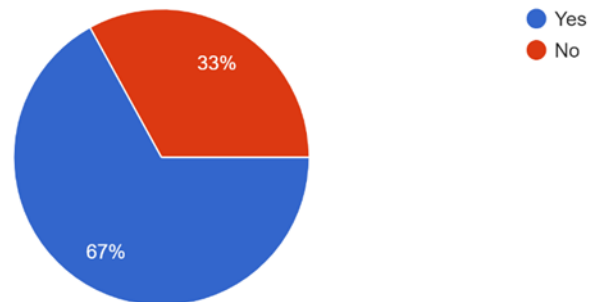
Majority of the respondents opted for 43% of them neutral.

4.14 Would you be willing to pay a premium for a smartphone with additional features or better brand reputation

OPINION	NO. OF RESPONDENTS	PERCENTAGE (%)
Yes	73	67%
No	36	33%
Total	109	100

Would you be willing to pay a premium for a smartphone with additional features or better brand reputation?

109 responses



Interpretation

From the above table it is interpreted that 67% of them yes and 33% no.

Inference

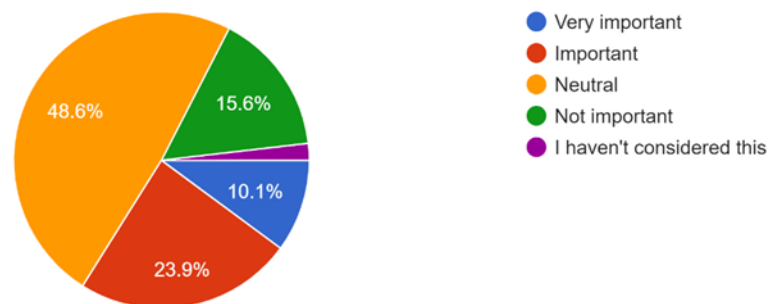
Majority of the respondents opted for 67% of them yes.

4.15 When choosing a smartphone, how important is the reputation of the brand's customer service and support

OPINION	NO. OF RESPONDENTS	PERCENTAGE (%)
Very important	11	10%
Important	26	24%
Neutral	53	49%
Not important	17	15%
I haven't considered this	2	2%
Total	109	100

When choosing a smartphone, how important is the reputation of the brand's customer service and support?

109 responses



Interpretation

From the above table it is interpreted that 10% of them very important, 24% of them important, 49% of them neutral, 15% of them not important and 2% of them I haven't considered this.

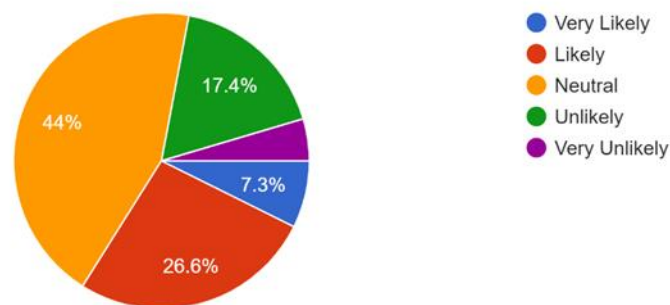
Inference

Majority of the respondents opted for 49% of them neutral.

4.16 How likely are you to switch to a different smartphone operating system in the future

OPINION	NO. OF RESPONDENTS	PERCENTAGE (%)
Very likely	8	7%
Likely	29	27%
Neutral	48	44%
Unlikely	19	17%
Very unlikely	5	5%
Total	109	100

How likely are you to switch to a different smartphone operating system in the future?
109 responses



Interpretation

From the above table it is interpreted that 7% of them very likely, 27% of them likely, 44% of them neutral, 17% of them unlikely and 2% of them very unlikely.

Inference

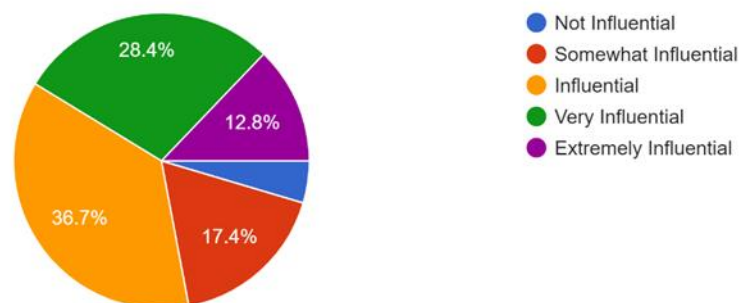
Majority of the respondents opted for 44% of them neutral.

4.17 How influential are advertisements in your decision to purchase a smartphone

OPINION	NO. OF RESPONDENTS	PERCENTAGE (%)
Not influential	5	5%
Somewhat influential	19	17%
Influential	40	37%
Very influential	31	28%
Extremely influential	14	13%
Total	109	100

How influential are advertisements in your decision to purchase a smartphone?

109 responses



Interpretation

From the above table it is interpreted that 5% of them not influential, 17% of them somewhat influential, 37% of them influential, 28% of them very influential and 13% of them extremely influential.

Inference

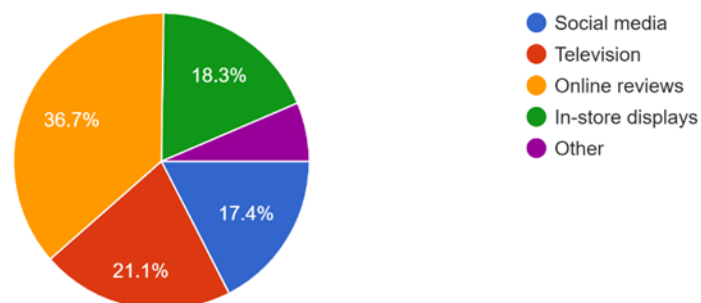
Majority of the respondents opted for 37% of them influential.

4.18 Which platform do you find most influential in shaping your perception of Android or Apple products

OPINION	NO. OF RESPONDENTS	PERCENTAGE (%)
Social media	19	18%
Television	23	21%
Online reviews	40	37%
In-store displays	20	18%
others	7	6%
Total	109	100

Which platform do you find most influential in shaping your perception of Android or Apple products?

109 responses



Interpretation

From the above table it is interpreted that 18% of them social media, 21% of them television, 37% of them online reviews, 18% of them in-store displays and 6% of them others.

Inference

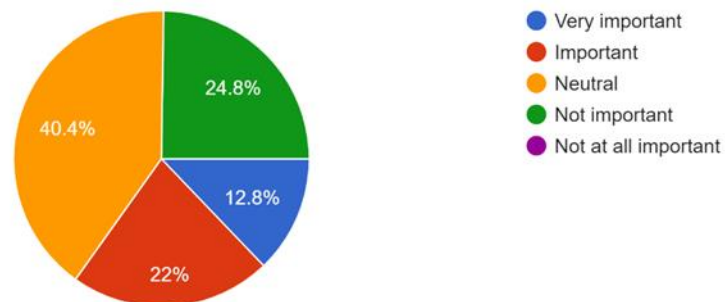
Majority of the respondents opted for 37% of them online reviews.

4.19 How important are exclusive apps or features to you when choosing a smartphone

OPINION	NO. OF RESPONDENTS	PERCENTAGE (%)
Very important	14	13%
Important	24	22%
Neutral	44	40%
Not important	27	25%
Not at all important	0	0
Total	109	100

How important are exclusive apps or features to you when choosing a smartphone?

109 responses



Interpretation

From the above table it is interpreted that 13% of them very important, 22% of them important, 40% of them neutral, 25% of them not important and 0% of them not at all important.

Inference

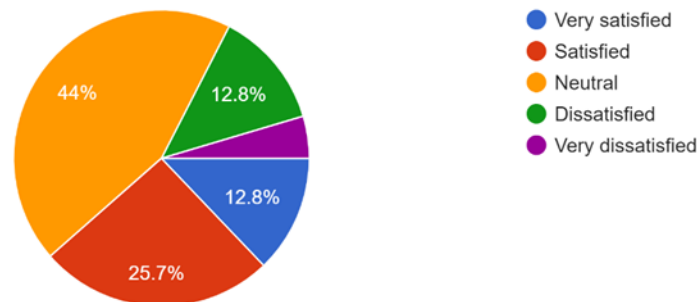
Majority of the respondents opted for 40% of them neutral.

4.20 How satisfied are you with the level of customization options available in the user interface of your current smartphone

OPINION	NO. OF RESPONDENTS	PERCENTAGE (%)
Very satisfied	14	13%
Satisfied	28	26%
Neutral	48	44%
Dissatisfied	14	13%
Very dissatisfied	5	4%
Total	109	100

How satisfied are you with the level of customization options available in the user interface of your current smartphone?

109 responses



Interpretation

From the above table it is interpreted that 13% of them very satisfied, 26% of them satisfied, 44% of them neutral, 13% of them dissatisfied and 4% of them very dissatisfied.

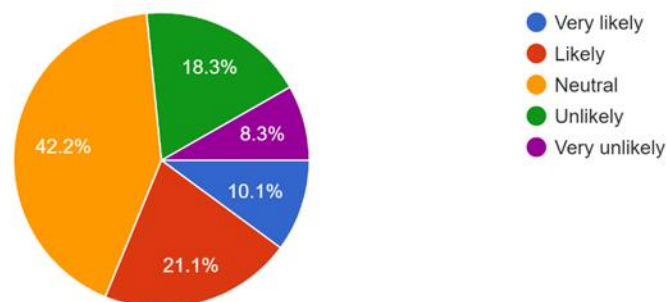
Inference

Majority of the respondents opted for 44% of them neutral.

4.21 How likely are you to consider a smartphone based on its gaming performance and capabilities

OPINION	NO. OF RESPONDENTS	PERCENTAGE (%)
Very likely	11	10%
Likely	23	21%
Neutral	46	42%
Unlikely	20	18%
Very unlikely	9	8%
Total	109	100

How likely are you to consider a smartphone based on its gaming performance and capabilities?
109 responses



Interpretation

From the above table it is interpreted that 10% of them very likely, 21% of them likely, 42% of them neutral, 18% of them unlikely and 8% of them very unlikely.

Inference

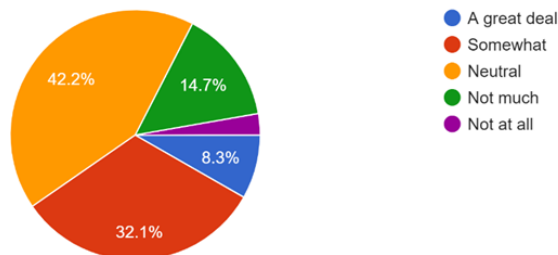
Majority of the respondents opted for 42% of them neutral.

4.22 How much do brand loyalty and familiarity influence your decision when purchasing accessories for your smartphone (e.g., cases, headphones)

OPINION	NO. OF RESPONDENTS	PERCENTAGE (%)
A great deal	9	8%
Somewhat	35	32%
Neutral	46	42%
Not much	16	15%
Not at all	3	3%
Total	109	100

How much do brand loyalty and familiarity influence your decision when purchasing accessories for your smartphone (e.g., cases, headphones)?

109 responses



Interpretation

From the above table it is interpreted that 13% of them a great deal, 26% of them somewhat, 44% of them neutral, 13% of them not much and 4% of them not at all.

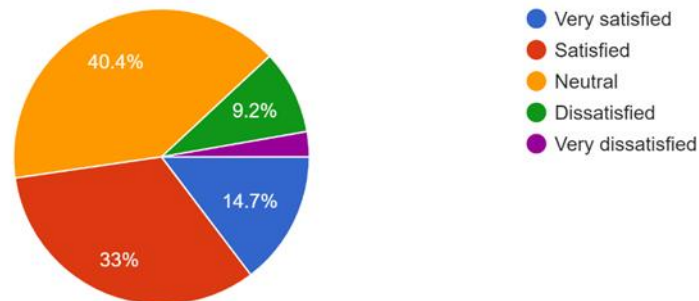
Inference

Majority of the respondents opted for 44% of them neutral.

4.23 How satisfied are you with the level of innovation in the latest smartphones available in the market

OPINION	NO. OF RESPONDENTS	PERCENTAGE (%)
Very satisfied	16	15%
Satisfied	36	33%
Neutral	44	40%
Dissatisfied	10	9%
Very dissatisfied	3	3%
Total	109	100

How satisfied are you with the level of innovation in the latest smartphones available in the market?
109 responses



Interpretation

From the above table it is interpreted that 15% of them very satisfied, 33% of them satisfied, 40% of them neutral, 9% of them dissatisfied and 4% of them very dissatisfied.

Inference

Majority of the respondents opted for 40% of them neutral.

TESTING OF HYPOTHESIS

TEST-1 AVOVA

NULL HYPOTHESIS (H0): There is significance relation between factors influencing customers when choosing between Android and Apple products.

ALTERNATE HYPOTHESIS (H1): There is no significance relation between factors influencing customers when choosing between Android and Apple products.

Descriptives

SMARTPHONE IN USE

SMARTPHONE IN USE

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for		Minimum	Maximum
					Mean			
					Lower Bound	Upper Bound		
BRAND REPUTATION	9	1.00	.000	.000	1.00	1.00	1	1
RECOMMENDATION	20	1.00	.000	.000	1.00	1.00	1	1
FROM FRIENDS/FAMILY								
ONLINE REVIEW	49	1.94	.242	.035	1.87	2.01	1	2
PRICE	22	2.59	.503	.107	2.37	2.81	2	3
FEATURES AND	9	3.00	.000	.000	3.00	3.00	3	3
SPECIFICATION								
Total	109	1.91	.701	.067	1.78	2.04	1	3

ANOVA

SMARTPHONE IN USE

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	44.948	4	11.237	143.666	.000
Within Groups	8.135	104	.078		
Total	53.083	108			

Interpretation: The variability between the groups (factors influencing customers) is statistically significant. The F-statistic of 143.666 is much larger than expected by chance alone, and the p-value is extremely low ($p < 0.001$).

Inference: The p-value associated with the F-statistic is highly significant ($p < 0.001$), suggesting that at least one of the factors influencing customers when choosing between Android and Apple products has a significant effect on the dependent variable.

H0 IS ACCEPTED

TEST-2CORRLATIONS

NULL HYPOTHESIS (H0): There is significant relation between responds brand loyalty over Android and Apple.

ALTERNATE HYPOTHESIS (H1): There is no significant relation between respondent's brand loyalty over Android and Apple.

Correlations		
	SMARTPHONE IN USE	BRAND LOYALTY
SMARTPHONE IN USE	Pearson Correlation	1
	Sig. (2-tailed)	.866**
	N	109
BRAND LOYALTY	Pearson Correlation	.866**
	Sig. (2-tailed)	1
	N	109

** . Correlation is significant at the 0.01 level (2-tailed).

Interpretation: The Pearson correlation coefficient (r) between "SMARTPHONE IN USE" and "BRAND LOYALTY" is 0.866. The p-value associated with the correlation coefficient is very low ($p < 0.001$). The sample size (N) for both variables is 109.

Interference: The correlation coefficient of 0.866 suggests a very strong positive linear relationship between "SMARTPHONE IN USE" and "BRAND LOYALTY." As one variable increases, the other variable tends to increase proportionally. The very low p-value ($p < 0.001$) indicates that the observed correlation is highly unlikely to have occurred by chance alone. Therefore, you have evidence to reject the null hypothesis of no correlation.

H0 IS ACCEPTED

FINDINGS

1. Majority of the respondents are male 51%
2. Majority of the respondents are 47% are aged between 20-30
3. Majority of the respondents 40% are jobholder.
4. Majority of the respondent are 51% of android user.
5. Majority of the respondents 48% of them using 1-2 years of their current smart phone.
6. Majority of the respondents opted for 39% for neutral are overall satisfaction in using their current smartphone.
7. Majority of the respondents opted for 38% of them neutral in their brand loyalty in decision to purchase a smartphone.
8. Majority of the respondents opted for 38% for brand reputation.
9. Majority of the respondents opted for 43% neutral with the user interface of their current smartphone.
10. Majority of the respondents opted for 43% in processing power.
11. Majority of the respondents opted for 43% in processing power is consider has most important features in a smartphone
12. Majority of the respondents opted for 46% every 3 years.
13. Majority of the respondents opted for 45% on online reviews.
14. Majority of the respondents opted for 43% of them neutral.
15. Majority of the respondents opted for 67% of them yes.
16. Majority of the respondents opted for 49% of them neutral.
17. Majority of the respondents opted for 44% of them neutral.
18. Majority of the respondents opted for 37% of them influential.
19. Majority of the respondents opted for 37% of them online reviews.
20. Majority of the respondents opted for 40% of them neutral
21. Majority of the respondents opted for 44% of them neutral.
22. Majority of the respondents opted for 42% of them neutral brand loyalty and familiarity influence your decision when purchasing accessories for your smartphone.
23. Majority of the respondents opted for 44% of them neutral level of innovation in the latest smartphones available in the market.

SUGGESTION

1. Ensure a more diverse respondent pool to get a comprehensive understanding of the smartphone market. This could include a more balanced gender representation and a wider age range.
2. Conduct follow-up questions or surveys to understand the reasons behind the neutral responses in satisfaction, brand loyalty, and user interface. This could provide insights into areas for improvement.
3. Investigate further into the reasons behind the 38% neutral response on brand loyalty and reputation. This could involve more specific questions related to brand perception and experiences.
4. Dive deeper into the factors that contribute to the neutral responses in user interface and processing power. This information can guide smartphone manufacturers in enhancing these aspects.
5. Explore the reasons behind the 46% preference for a new smartphone every 3 years and the 37% influence from online reviews. This can provide valuable information for marketing strategies and product development.

CONCLUSION

The majority of respondents express neutrality in overall satisfaction, suggesting that there might be room for improvement in smartphone features and services. The neutral responses in brand loyalty and reputation indicate that respondents may not strongly associate with a particular brand. Manufacturers should focus on building trust and positive perceptions. The neutral sentiments towards user interface and processing power may signal a demand for more innovative and user-friendly designs in smartphones. The preference for a new smartphone every 3 years and the influence of online reviews highlights the importance of consistent product innovation and positive online presence for manufacturers. The 37% of respondents finding influencers influential in their smartphone decisions suggest that influencer marketing could be a valuable strategy for smartphone brands. The prevalence of neutral responses across various categories presents an opportunity for smartphone manufacturers to identify and address specific pain points or areas for improvement. These suggestions and conclusions can guide further research or actions to enhance the smartphone experience for users and inform marketing strategies in the competitive smartphone market.

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ANNEXURE – QUESTIONNAIRE

A study on Purchasing behavior of customer towards android and apple smartphone

1. Gender

- Male
- Female
- Prefer not to say

2. Age

- Below 20
- 20-30
- 31-40
- 41-50 & Above

3. What do you do?

- Student
- Business
- jobholder
- Freelancer

4. What factors contribute most to your brand loyalty for your current smartphone?

- Design
- Performance
- Brand reputation
- User interface
- Price

5. Which smartphone operating system do you currently use?

- Apple
- Android
- Both

6. How long have you been using your current smartphone?

- Less than 6 months
- 6 months to 1 year
- 1-2 years
- 2-3 years
- More than 3 years

S.NO	QUESTIONS	5	4	3	2	1
1.	How would you rate your overall satisfaction with your current smartphone?					
2.	How important is brand loyalty in your decision to purchase a smartphone?					
3.	How satisfied are you with the user interface of your current smartphone?					
4.	What features do you consider most important in a smartphone?					
5.	How often do you upgrade your smartphone?					
6.	What influences your decision to purchase a new smartphone the most?					
7.	How would you rate the affordability of your current smartphone?					
8.	Would you be willing to pay a premium for a smartphone with additional features or better brand reputation?					
9.	When choosing a smartphone, how important is the reputation of the brand's customer service and support?					
10.	How likely are you to switch to a different smartphone operating system in the future?					
11.	How influential are advertisements in your decision to purchase a smartphone?					
12.	Which platform do you find most influential in shaping your perception of Android or Apple products?					
13.	How important are exclusive apps or features to you when choosing a smartphone?					
14.	How satisfied are you with the level of customization options available in the user interface of your current smartphone?					
15.	How likely are you to consider a smartphone based on its gaming performance and capabilities?					
16.	How much do brand loyalty and familiarity influence your decision when purchasing accessories for your smartphone (e.g., cases, headphones)?					
17.	How satisfied are you with the level of innovation in the latest smartphones available in the market?					

