

**CONSUMER PERCEPTION TOWARDS APPLE IOS AND ANDROID SMARTPHONES WITH
SPECIAL REFERENCE TO CHENNAI CITY**

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 Approved by AICTE

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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **JEFFREY SHADRACH S 42410232** who carried out the Project Training "**CONSUMER PERCEPTION TOWARDSAPPLE IOS AND ANDROID SMARTPHONES WITH SPECIAL REFERENCE TO CHENNAI CITY**" under my supervision from September 2023 to October 2023.

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DECLARATION

I **JEFFREY SHADRACH S (42410232)** hereby declare that the Project Report entitled “**CONSUMER PERCEPTION TOWARDS APPLE IOS AND ANDROID SMARTPHONES WITH SPECIAL REFERENCE TO CHENNAI CITY**” done

by me under the guidance of **DR.T. PRIYANKA** is submitted in partial fulfilment of the requirements for the award of Master of Business Administration degree.

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ABSTRACT:

The extending meaning of Smartphone has set off outrageous contention among development like Symbian, Google, Microsoft and Apple. With steady appearance of new phones reliably there exist an angry competition among android and apple mobiles. For specific features android beats apple mobiles while with surprising security and camera quality apple concurred the characters of compact and contraption sweethearts. This Paper presents a short review and assessment of the Android working System from Google and iPhone working System from Apple. The Comparison is done dependent on their establishment, their presentations and the improvement in versatile land. The Salient new key Features introduced in Android and IOS are moreover depicted. The purpose of this assessment is done from the Indian perspective especially people from Chennai how might they see these two things and which PDA defeat the other in Chennai market.

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CHAPTER 1 INTRODUCTION

1.1 INTRODUCTION OF THE STUDY

Phone industry is the speediest creating region in the correspondences business. Personal Digital Assistants especially have become part of various people's ordinary day by day presence, and precisely, it will in general be said that Personal Digital Assistant s are maybe the best gift to mankind. In any case, the best proceed onward the Personal Digital Assistant business, which changed the way that customers survey Personal Digital Assistants, was madeby Apple when they introduced their first iPhone in 2007. Starting now and into the foreseeablefuture, the phone business is impacting and developing reliably. By 2021, it is broadened that 40% of the absolute people will have a mobile phone. In 2016, just Apple alone sold more than210 million iPhones around the planet, and with its working system, it has around 15 percent of the total slice of the pie. According to Deloitte, 92 percent of adults in Switzerland own Personal Digital Assistants, stood out from 91 percent in Europe; and 54 percent of cell ownersrebought another contraption inside 18 months. Customer tendencies have changed basically throughout late years. In the beginning of the Personal Digital Assistant time frame, customerspicked their Personal Digital Assistants reliant on worth, size, screen, amassing, etc. While competition and cost extended, associations put a more all-around focus on the customerexperience to keep their necessities satisfied, offering some different option from a fair size and quality. Regardless, a couple of fragments like worth, thing, and correspondence have notbeen evaluated simultaneously in buying phones. Thus, which of these portions greatest affects the customer, has not been totally seen now. Subsequently, with PDAs getting maybe the mostused things from people, customer buying conduct has changed through and through. Notwithstanding the way that associations need customers to buy their things and augmentationtheir advantage, concerning their definitive target, associations are more based on making a strong relationship with their customers to make them purchase the brand again; thusly, make brand dependability.

APPLE IOS V/S GOOGLE ANDROIDS

Apple's iOS is based on simplicity, and will always be. You're the first to pick up an iPhone and you already know how to use it. You scavenge the App Store for the best apps minutes after you buy the phone and all the ones your friends have told you to try. This is where certainof those distinctions come into play.

The iPhone is not only easy to use, but most of the apps are visually stunning in the App Store.IOS is largely a media-driven operating system and in their apps, the App Store and consumershave a higher expectation of graphics and visuals.

Android is not there yet, though. It is an open source operating system and the Android Marketis far more vulnerable to horrendous graphics for low-quality software and applications. With transparency in mind,

Google's Android was constructed. The major difference between the two mobile platforms, customization, is described in one word.

There are now a number of comparative studies conducted in the past from the viewpoint of the consumer, in which it is not an easy task to select an iPhone or Android phone when you search for a new smartphone. Although there are many fantastic features on both phones, they can seem so similar that it's difficult to differentiate between them. However, if you look closely, you'll discover that there are some key variations. Some of these differences have been investigated.

Hardware is the first place where the iPhone and Android differences become apparent. The only company that makes iPhones is Apple, which gives it incredibly close control of how the software and hardware work together. Google, on the other hand, provides its Android.

1. 2 INDUSTRY PROFILE:

APPLE IOS:

Apple's iOS is a dominant force in the smartphone industry, powering the iPhone, iPad, and iPod Touch. It has secured a substantial share of the global smartphone market, known for its closed ecosystem, seamless user experience, and hardware integration. The App Store, the platform for iOS applications, is a thriving marketplace with millions of apps, attracting developers due to its profitability. iOS excels in security and privacy, with features like Touch ID and Face ID. It's widely adopted in the enterprise sector for its robust security and management capabilities. However, iOS faces challenges related to its closed system reputation and control over the App Store. Apple's continuous innovations, such as augmented reality features and widgets, keep iOS at the forefront of the mobile industry.

ANDROID:

Android, developed by Google, is a dominant player in the global mobile operating system market. Known for its open-source nature, Android powers a vast array of smartphones and other devices, offering a highly diverse ecosystem. This openness has led to its widespread adoption by various smartphone manufacturers, making it the most widely used mobile OS globally. The Google Play Store, Android's primary app marketplace, boasts millions of applications, giving users a wide range of choices. While Android's open nature offers customization options and flexibility for both users and manufacturers, it can also lead to fragmentation issues, with different devices running various Android versions and custom user interfaces. Nevertheless, Android continues to evolve and innovate, offering features like Google Assistant and seamless integration with Google's suite of services, ensuring its prominent position in the mobile industry.

1.3 COMPANY PROFILE

APPLE IOS:

Apple Inc. is a multinational technology giant headquartered in Cupertino, California, known for its exceptional net worth and significant global influence. Founded in 1976 by Steve Jobs, Steve Wozniak, and Ronald Wayne, Apple has emerged as an iconic force in the tech industry. The company's extensive product portfolio spans a wide range of consumer electronics, software, and services. Most notably, the iPhone, iPad, Mac computers, and Apple Watch have redefined their respective markets, setting the bar for design and user experience.

Apple's unwavering commitment to design excellence is ingrained in the sleek, intuitive, and aesthetically pleasing nature of its products. The company's ecosystem, which includes the App Store, iCloud, and iTunes, creates a seamless and interconnected user experience. This ecosystem has been a key driver of customer loyalty and engagement.

Beyond innovation, Apple prioritizes core values such as user privacy and environmental sustainability. It has consistently advocated for robust privacy measures and has made strides in reducing its carbon footprint. These principles have made Apple a pioneer in corporate social responsibility and sustainability efforts.

Apple's enduring success and remarkable net worth can be attributed to its dedication to quality, relentless pursuit of innovation, and a profound commitment to customer satisfaction. The company's substantial financial resources have enabled it to invest in research and development, acquisitions, and infrastructure to maintain its competitive edge and global presence.

As of my last knowledge update in September 2021, Apple's net worth fluctuated over time and was valued at hundreds of billions of dollars. For the most current and accurate financial details, please refer to the latest reports and financial statements available.

ANDROID SMARTPHONE:

One of the prominent Android smartphone manufacturers is Samsung. Founded in 1938 in South Korea, Samsung Electronics has evolved into a global technology giant, with a strong focus on producing cutting-edge Android smartphones. Samsung's commitment to innovation is evident in its flagship Galaxy series, which boasts the latest advancements in mobile technology, including high-resolution displays, powerful processors, and advanced camera systems. The company's diverse product range caters to a wide spectrum of consumers, offering options from premium devices to mid-range and budget-friendly models.

Samsung's smartphones are renowned for their sleek designs and innovative features, with the Samsung Galaxy S and Note series being particularly noteworthy. The company also actively contributes to the Android ecosystem by developing its user interface, known as One UI, providing a distinct and user-friendly experience.

In addition to hardware, Samsung has made significant investments in software, services, and ecosystem integration. Samsung's partnership with Google ensures seamless access to the Android operating system and the Google Play Store, offering an extensive library of applications and services.

Samsung's commitment to sustainability and corporate social responsibility is reflected in its various initiatives, such as responsible sourcing, recycling programs, and efforts to reduce the environmental impact of its products.

As of my last knowledge update in September 2021, Samsung was a dominant player in the Android smartphone market, competing with other industry leaders like Apple. For the most up-to-date information and financial details, please refer to the latest reports and statements from the company.

1.4 Statement of the problem

1. Ecosystem Loyalty: Many consumers develop strong brand loyalty towards either Apple's iOS or the Android platform. The problem lies in understanding what drives this loyalty, whether it's the seamless integration of hardware and software in Apple's case, or the diverse range of choices offered by Android.
2. Price and Affordability: Consumer perception can be shaped by the cost of the devices. Apple products are often perceived as premium and costly, whereas Android smartphones come in a wide price range. The problem is to gauge how consumer perception affects their purchasing decisions in terms of affordability and value for money.
3. Customization vs. Consistency: Android provides users with extensive customization options, while iOS offers a more consistent and controlled user experience. The problem is to determine how these differing philosophies influence consumer preferences and satisfaction.
4. Security and Privacy: Perceptions around security and data privacy play a significant role in consumers' choices. Apple is often lauded for its emphasis on privacy, while Android's open nature can lead to concerns. The problem is to analyze how these factors impact consumer trust.
5. App Ecosystem: The availability and quality of apps on each platform can shape consumer perceptions. This problem involves understanding how the app ecosystems impact the user experience and satisfaction.
6. User Experience: User-friendliness, intuitiveness, and user experience are critical factors. The problem is to evaluate how these aspects influence the overall perception of a smartphone's operating system.
7. Updates and Longevity: iOS devices typically receive longer software updates and support, which can positively affect consumer perceptions.

8. **Marketing and Branding:** Effective marketing and branding strategies by Apple and various Android manufacturers can significantly impact consumer perception. The problem is to understand how these strategies shape consumer attitudes.

9. **Innovation and Features:** The introduction of new features and technological innovations in smartphones can sway consumer perceptions. This problem involves analyzing how consumers perceive and value these innovations.

10. **Reviews and Word of Mouth:** Consumer reviews and word-of-mouth recommendations from friends and family often influence smartphone choices. The problem is to determine how these external factors affect consumer perceptions and decision-making.

Understanding the nuances of these factors and their influence on consumer perceptions towards Apple iOS and Android smartphones is essential for both manufacturers and marketers to adapt and cater to evolving consumer preferences.

1.5 Need for study

Studying consumer perception towards Apple iOS and Android smartphones is essential for businesses and smartphone manufacturers. It provides invaluable insights into how consumers perceive and distinguish between these two major smartphone ecosystems, informing marketing and product development strategies. Understanding consumer loyalty and attachment to iOS or Android, along with the factors driving this loyalty, is crucial for brand management. Additionally, consumer perceptions greatly influence purchasing decisions, and by comprehending their preferences and biases, companies can tailor their offerings and messaging effectively. Furthermore, such studies shed light on the strengths and weaknesses of both ecosystems, aiding in user experience enhancements. In a competitive market, knowledge of how iOS and Android are perceived allows businesses to position themselves effectively. Utilizing research methods such as surveys, focus groups, online analysis, interviews, and observational research, one can gain comprehensive insights into these consumer perceptions, enabling data-driven decision-making. Regularly updating these studies is essential to remain in tune with evolving consumer preferences and technological advancements.

1.6 Objectives for study

1. Analyze the purchase behavior of an Indian consumer towards buying a smartphone.
2. Consider various external and internal influences which determine the purchase process of the customer
3. To Study the perception of the consumer regarding various smartphone brands
4. To Study the current market strategies of smartphone makers and smartphone dealers
5. To examine the factors that influences satisfaction of customer.

1.7 Scope of the study

- This research will assist with understanding the purchasing behavior of individual groups of customers and help to oversee item portfolio better. This study is an endeavor to break down the buyer purchasing preferences and inclinations towards the utilization of the product and the buyer's level of satisfaction.
1. This research assists with knowing the components which affecting the buyer to buy Mobile Phones. Science, Technology and Development
 2. This research is for the brand inclination for cell phones of android and apple and the attitude of buyers, which belongs with low, middle and high income groups are taken in Chennai city.

1.8 Limitation of the study

1. The limited resources, i.e. time and money, impose a study limit.
2. The respondents who have extensive knowledge on the subject due to different reason, the researcher may not contacted them.
3. Due to the differences, the responses of the respondents may suffer from there could be mistakes in the findings.

CHAPTER 2 REVIEW OF LITERATURE

1. This section audits the writing for client purchasing conduct in relationship with consumer loyalty, repurchase expectation and brand faithfulness. To start with, the fundamental client purchaser model from **Kotler (2002)** is utilized and is adjusted for the point of this proposition
2. Consumer Perception dated quite a while past, along with the advertising idea. Buyer Perception recommends that, with the end goal for organizations to have achievement and benefit, they ought to comprehend the requirements of their clients and stay near them. Besides, organizations ought to give items and administrations that clients are bound to buy.
3. Another significant move in the idea of Consumer Perception is the increment of significance in the nature of the client and advertising research. The new innovation today offers organizations freedoms to see where their Customers are and how they can interface all the more intimately with them (**Peter and Olson, 2010**).
4. **Hawkins and Mothers Baugh, (2016)** Consumer Perception is a multidimensional and complex cycle. The choices of clients are vigorously affected by various factors like socioeconomics, way of life and social qualities. Besides, their choices are additionally impacted by circumstance and item class.
5. **Kotler (2002)** the cycle of the Consumer Buying Behavior begins with an improvement that triggers the client. As the model shows, promoting upgrades trigger the principal activity in the purchaser awareness. These elements are otherwise called the 4P's of advertising, which are: items and administrations, value, conveyance, and correspondence.
6. **Martin (2014)** the advertising blend is a significant device to assist better with understanding what the item and administrations can offer and furthermore to execute a fruitful promoting methodology. Promoting blend can fulfill both, the client and the vender.
7. **Goi (2009)** However, the advertising blend will fluctuate dependent on the clients' necessities. Choices of the clients are not affected simply by one factor of the showcasing blend, yet additionally from joining one with another.
8. According to **Kotler and Armstrong (2018)**, item is characterized as whatever can be offered to a business opportunity for consideration, securing, use or utilization that may fulfill a need or a need.

Items cover something beyond unmistakable items, for example, a vehicle or a cell phone. They can likewise be administrations, occasions, spots, associations and a combine of all these as one.

9. **Slaughter (2018)** every item has its ascribes which can be unique in relation to each other. The absolute most significant ascribes of an item are item quality, item includes, item style and plan. Every one of these ascribes can fundamentally affect the purchasing choice interaction of the clients.
10. **Peter and Olson, 2010)** Customers can know about different kinds of characteristics. Thusly, it is the work of the advertiser to characterize which are the most significant credits that make a difference to the client.
11. A examination about purchaser conduct of cell phones led by **Singh (2015)** dissected six ascribes of a cell phone that can impact Consumer Perception. The outcomes showed that actual credits and assurance of the item were viewed as the most when buying a cell phone.
12. Another hypothetical examination about the effect of item credits on client conduct led by **Mjeda, Tomisa, and Kurecic (2019)** showed that the item ascribes altogether affect the client's decision of the brand, as these days clients are given better data about the item. In addition, the view of nature of the item changes over the long haul. This is because of the expansion of rivalry or changing assumptions for the client.
13. Another hypothetical examination about the effect of item credits on client conduct led by **Mjeda, Tomisa, and Kurecic (2019)** showed that the item ascribes altogether affect the client's decision of the brand, as these days clients are given better data about the item. In addition, the view of nature of the item changes over the long haul. This is because of the expansion of rivalry or changing assumptions for the client.
14. **Satyendra (2016)** A will be a gathering of attributes which decide the capacity of the item to meet the detail prerequisites of a client. The nature of the item contrasts from another item and ought to be at first checked during the assembling cycle to make it clear if there should be an occurrence of any deformity.
15. **Kotler and Armstrong (2018)** However, these days, item quality is more worried about making worth and fulfilment to the client, as it is appeared as a significant component that addresses their issues and wants. For this situation, item quality methods execution quality, which alludes to the item's capacity to play out its capacities.

16. **Agyekum, Haifeng, and Agyeiwaa, (2015)** On the other hand, clients have various sentiments on how they characterize quality. For certain clients, excessive cost or brand picture is identified with superior grade and for different clients, nation of beginning and the maker characterizes the nature of the item.
17. In an examination led by **Mohd Puad et al. (2016)** about item appearance in Samsung cell phones, it showed that item usefulness was viewed as the main factor in their buy choice. Along these lines, it tends to be said that item is perhaps the main components of the advertising blend and the beginning stage of each advertiser.
18. **Kotler and Keller (2018)** Products can be offered with various highlights. An organization chooses the highlights that are recognized as significant for its clients, to make important gadgets for them. Advertisers should know which the principle includes that a client needs are and what amount of time it requires for them to present those highlights.
19. When it comes to cell phones, there are some significant highlights that each producer ought to consider. As indicated by **Richter (2019)**, the main highlights for a cell phone to have are battery life, usability, stockpiling, toughness and camera quality.
20. **Spoonauer (2019)** However, no particular brands were expressed in the examination. Apple iPhone is as yet thought to be the least demanding cell phone to use, as it works basically equivalent to in 2007 when it was first presented.
21. **Kotler and Armstrong (2018)** Product style and plan not at all like style, which essentially depicts the presence of the item, plan is more intricate and dives deep into the item. Making a decent plan implies understanding the necessities of the client, just as the item use insight.
22. In an investigation about car brand directed by **Bettencourt (2017)**, showed that the ergonomic plan lead to higher piece of the overall industry. In this way, organizations ought not invest energy and financial plan just as the item, yet in addition consider the manner in which clients will utilize it.
23. Research from **Dospinescu and Florea (2016)** estimated the effect of plan on the client purchasing conduct of two significant cell phone brands: Apple and Samsung. The outcomes showed that plan essentially affects Consumer Perception. Besides, they expressed that the plan components that had an effect were appraised as following first, the brand, second was shape, third was the size followed by material, shading and camera.

24. **Kotler and Armstrong (2018)** Product Services have various attributes, for example, administration immaterialness, which implies that administrations can't be tasted, seen or felt; administration indistinguishability, which implies that administrations need to oblige the item and not be isolated; administration fluctuation and administration perishability.
25. **Manik (2016)** for cell phone organizations, support administrations are vital, as cell phone clients will in general visit the store for an issue in any event once in a time of 2-3 years. The separation is made by Apple and Samsung, which are exceptionally positioned with regards to after-deals administrations. For instance, Apple will in general supplant the telephone if there should be an occurrence of a major issue instead of fixing it, which positions Apple considerably higher on the support administrations list.
26. **Kotler & Keller (2018)** Customers have various perspectives with regards to costs. Organizations and administrators will in general make evaluating procedures to address the issues of the clients. One of those procedures is esteem estimating. To acquire dependability from their clients, organizations lately have embraced esteem evaluating. At the end of the day, organizations will utilize a low cost for a top notch offering.
27. In an examination led by **Sata (2013)**, which estimated Consumer purchasing Behavior of cell phone gadgets, cost was one of their principle contemplations when choosing to purchase their cell phone. Besides, she expressed that cost ought to never be disregarded as a factor of Consumer Behavior.
28. **Walia and Singla (2018)** in the client's point of view, cost is connected emphatically with conduct expectations, in light of the fact that in the eye of the client, cost sets up a brand's picture. Accordingly, an excessive cost for a brand addresses top caliber, while a low cost addresses inferior quality.
29. **(Kotler and Keller, 2018)** In request for advertisers to execute their correct correspondence programs, they need to know precisely which specialized device will for the most part affect the Consumer Buying Behavior. Notwithstanding, clients react distinctively to the data they get from the organization and the specialized apparatuses. For the clients, everything conveyed from the organization is an interaction. In the first place, they need to get the data given by the organization about their contribution. Second, clients need to investigate and comprehend its significance.

30. **Kotler and Armstrong (2018)** contend that clients have various inclinations about market contributions. In this way, they need to assess all the touch focuses that trigger the brain of the client and what experience will each stage have on their Buying Decision. The correspondence cycle that the client experiences when assessing market contributions. The two most significant components of this interaction are the sender and the recipient.
31. **(Kotler and Armstrong, 2018)** Elements in the correspondence cycle for this interaction to be effective, the sender's message should coordinate the beneficiaries' deciphering cycle. Generally, the message is a word or an image which later is decoded by the beneficiary, and afterward a reaction is given (Kotler and Keller, 2018).
32. **(Kotler, 2002)** The correspondence components of the promoting blend are perplexing and cover a lot more advances. Be that as it may, one of the objectives of this exploration is to examine the advancement instruments and their effect on the Buying choice of cell phones. Hence, the means of the specialized apparatuses are not canvassed in detail. Thus, the following part incorporates four of the main apparatuses of correspondence. These devices are publicizing, advertising, deals advancement and individual selling.
33. **(Greenspan, 2015)** Apple has a solid spotlight on correspondence blend instruments. With the end goal for them to convey the brand picture and premium quality, they center vigorously around various apparatuses of the showcasing blend to arrive at all the contacting focuses that matter for the clients.
34. **Keller (2013)** characterizes publicizing as any paid or non-individual introduction and advancement of thoughts, merchandise, or administrations by a distinguished support." Furthermore, he expressed that despite the fact that promoting is a powerful apparatus in the correspondence blend, it is difficult to quantify and foresee it.
35. **Fill and Jamieson, (2014)** A critical preferred position of publicizing is that it can contact a wide crowd as it is seen everywhere on the world. In any case, huge publicizing efforts can be exorbitant and require a major financial plan. Hence, publicizing ought to be completed cautiously and with clear targets. In spite of the fact that promoting is exceptionally quick and can arrive at many individuals rapidly, it is indifferent and

ordinarily, it is just a single direction correspondence with the crowd, which some of the time can bring down the reactionpace of the clients (Kotler and Armstrong, 2018).

36. **(Hazelden, 2019)** Recently, organizations utilizing publicizing as their specialized device, attempt to convey various messages to their crowd. By doing this, organizations are picking all potential channels through which they can arrive at their clients, from papers and magazines to web-based media. The primary focuses of the organizations through promoting are to energize deals, separate the item from their rivals by showing their advantages, and to make the crowd mindful when new items are delivered.
37. **(Enberg, 2019)** another significant ongoing pattern in showcasing specialized apparatuses is computerized promoting. Out of the blue, in 2019, advanced spending will surpass customary promotion spending and by 2023, computerized will outperform 66% of the complete consumptions in media. Just in 2019, overall computerized spending will increment by 17.6%). The latest media types utilized for promoting are portable publicizing, print publicizing, guerilla publicizing, broadcast promoting and so on (Suggett, 2019). With all thesepublicizing devices, clients need to settle on a choice relying upon the message they got and ifthe promoting effort was fruitful to acquire their consideration. Various investigations have been led to quantify the effect of promoting on Consumer Behaviour.
38. A examination directed by **Haider and Shakib (2018)** estimated the effect of publicizing on the Consumer purchasing Behaviour. The outcomes showed that clients are bound to buy an item when they see an advertisement some place.

CHAPTER 3

3.1 METHODOLOGY:

Each study has something to be analysed or some goals to be achieved. Doing research without any research goals is like aimlessly drifting. It is called Research Methodology when a set of steps are taken to study the research goals so that they can be evaluated in depth. It addresses not only the methods of analysis, but everything from the research holes in the literature review to the full achievement of the goals.

A synopsis of what steps are being taken in this research study to solve the research problem in detail is included in this very chapter. It provides the research goals and techniques adopted for the analysis of the data collected, sampling design, sample size, data collection methods, development of questionnaires and their reliability and validity.

The present research study is carried out based on exploratory and descriptive in nature. It is dedicated to Study the distinctive idea of celebrity-endorsed buying actions through ads.

3.2 RESEARCH DESIGN:

Descriptive Research Design

Descriptive research is a study designed to depict the participants in an accurate way. More simply put, descriptive research is all about describing people who take part in the study.

3.3 SAMPLING TECHNIQUE:

Convenience sampling method

A convenience sample is one of the main types of non-probability sampling methods. A convenience sample is made up of people who are easy to reach.

3.4 SOURCES OF DATA:

In this research, internal and external source of data are used. Collected raw materials through facts and figure of researcher's works. Collecting data from company records and document, these are all internal data and other data are external.

In data collection, there are 2 types

➤ **Primary Data**

It is a source of collecting data by first-hand information through observation, direct communication or personal interviews of respondent's customers. In this, questionnaire is used for conducting personal interviews and for collecting the data.

➤ **Secondary Data**

It is collected from standard books, internal sources, magazines and newspapers and also collecting data from external and internal sources from the company annual reports, company additional profile and company internal website.

3.5 STRUCTURE OF QUESTIONNAIRE:

The questionnaire for studying consumer perception of Apple iOS and Android smartphones is designed to gather valuable insights. It covers demographics, brand perception, user experience, brand loyalty, purchase decision factors, and user experiences with both operating systems. This structured survey aims to help businesses understand consumer preferences and enhance their strategies.

- Basic Introduction
- Personal Details
- Research related Questions
- Perception Questions
- Likert Scaling Questions
- Suggestion Question

3.6 SAMPLE SIZE:

After completion of questionnaire, the sample size was determined as --- in order to collect valid questionnaire from the respondents a total of 120 samples have been collected after scrutinizing the responses the final no of data used for analysis and interpretation is based on the --- samples.

3.7 PERIOD OF STUDY:

The period of the study is to determine that research process is carried out for 2 months.

3.8 AREA OF STUDY:

The place which is covered under the research is Chennai city. It is a metropolitan city where people not only from whole Tamil Nadu but also whole of India live here. So it has been decided to choose Chennai as an ideal place for collection of data in order to carry out the research.

3.9 HYPOTHESIS

Null Hypothesis (H₀):

There is no significant difference in consumer perception between Apple iOS and Android smartphones. In other words, consumer perceptions of both platforms are equal.

Alternative Hypothesis (H₁):

There is a significant difference in consumer perception between Apple iOS and Android smartphones. This suggests that consumer perceptions of iOS and Android smartphones are not equal and may vary significantly.

3.10 TOOLS FOR ANALYSIS:

Questionnaire was created in order to receive the necessary response required from the sample to achieve the research objective. The tools used for this are

3.10.1. PERCENTAGE ANALYSIS

Research questions are always answered with a descriptive statistic: generally, either percentage or mean. Percentage is appropriate when it is important to know how many of the participants gave a particular answer. Generally, percentage is reported when the responses have discrete categories.

3.10.2. ANALYTICAL TOOLS (SPSS)

Tool for testing the Hypothesis (SPSS)

- a) Anova
- b) Correlation

ANOVA TEST

One-Way ANOVA ("analysis of variance") compares the means of two or more independent groups in order to determine whether there is statistical evidence that the associated population means are significantly different. One-Way ANOVA is a parametric test. This test is also known as: One-Factor ANOVA

CORRELATION

Correlation analysis in research is a statistical method used to measure the strength of the linear relationship between two variables and compute their association.

PEARSON CORRELATION

The Pearson correlation coefficient (r) is the most common way of measuring a linear correlation. It is a number between -1 and 1 that measures the strength and direction of the relationship between two variables.

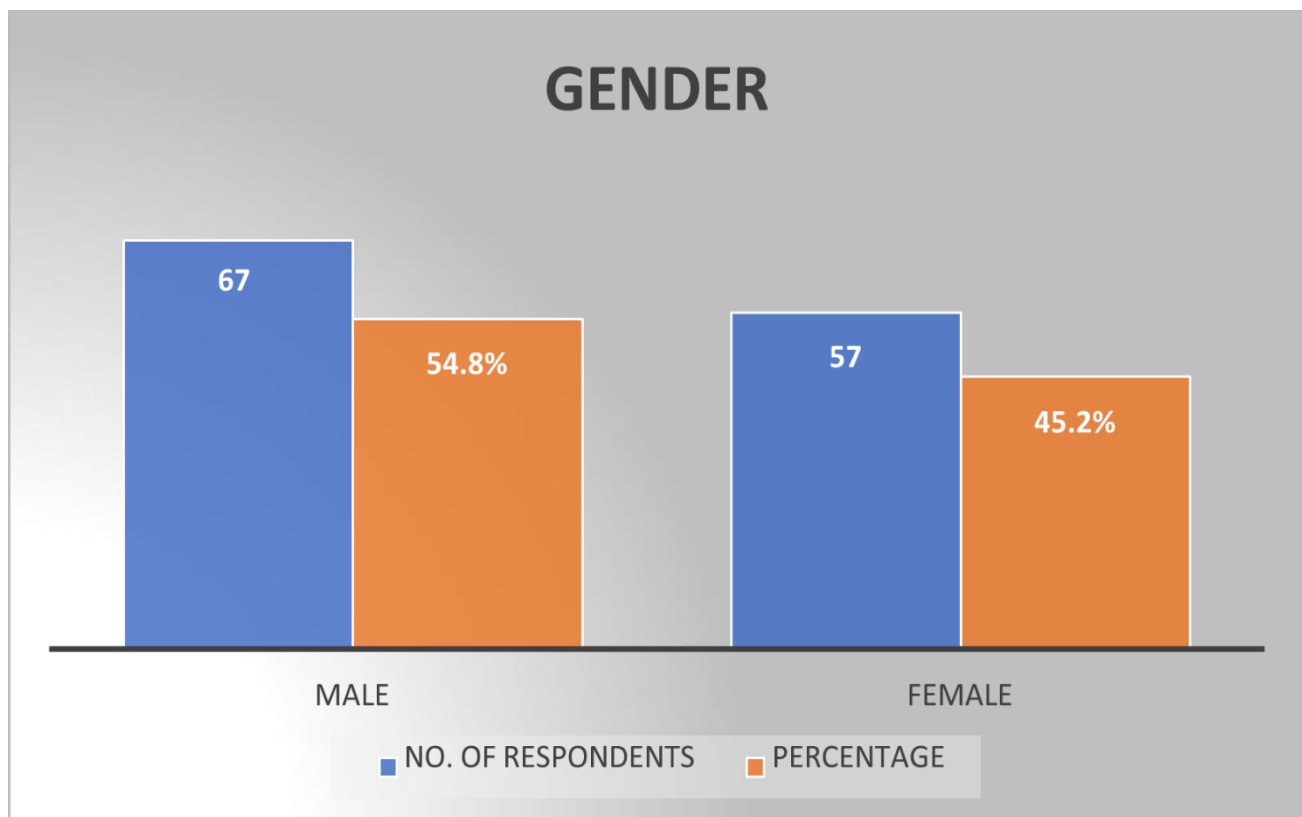
CHAPTER 4

DATA ANALYSIS AND INTERPRETATION:

TABLE NO: 4.1 TABLE SHOWING THE GENDER OF THERESPONDENTS

GENDER	NO. OF RESPONDENTS	PERCENTAGE
MALE	69	54.8
FEMALE	57	45.2
TOTAL		100

CHART NO: 4.1

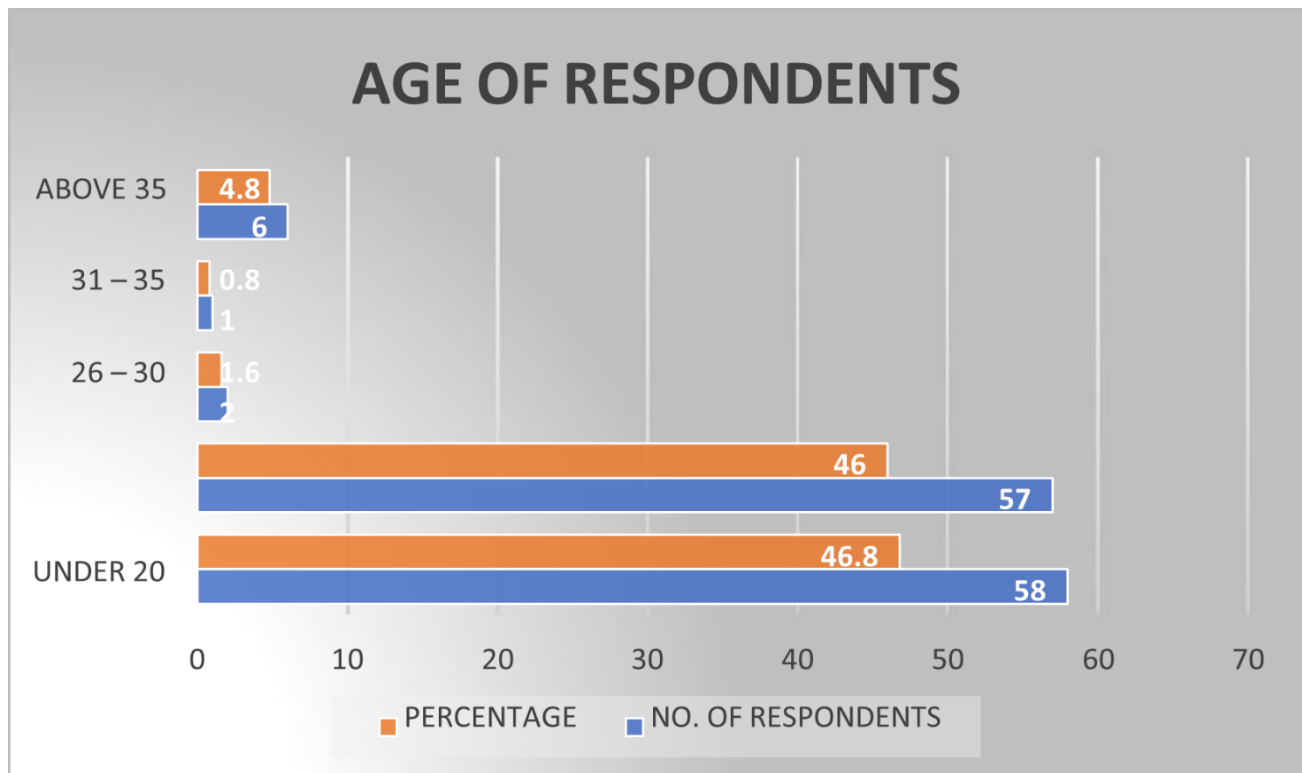


INTERPRETATION: From the above table it is understood that of the total 126 sample collected 69 are male respondents and 57 are female respondents. Male respondents account for 54.8% of the total sample collected and female respondents account for 45.2%. From this study it is understood that both gender had shown equal interest in participating in the research activity.

TABLE NO: 4.2 TABLE SHOWING AGE OF THE RESPONDENTS

AGE	NO. OF RESPONDENTS	PERCENTAGE
UNDER 20	58	46.8
21 – 25	57	46.0
26 – 30	2	1.6
31 – 35	1	0.8
ABOVE 35	6	4.8
TOTAL		100

CHART NO: 4.2

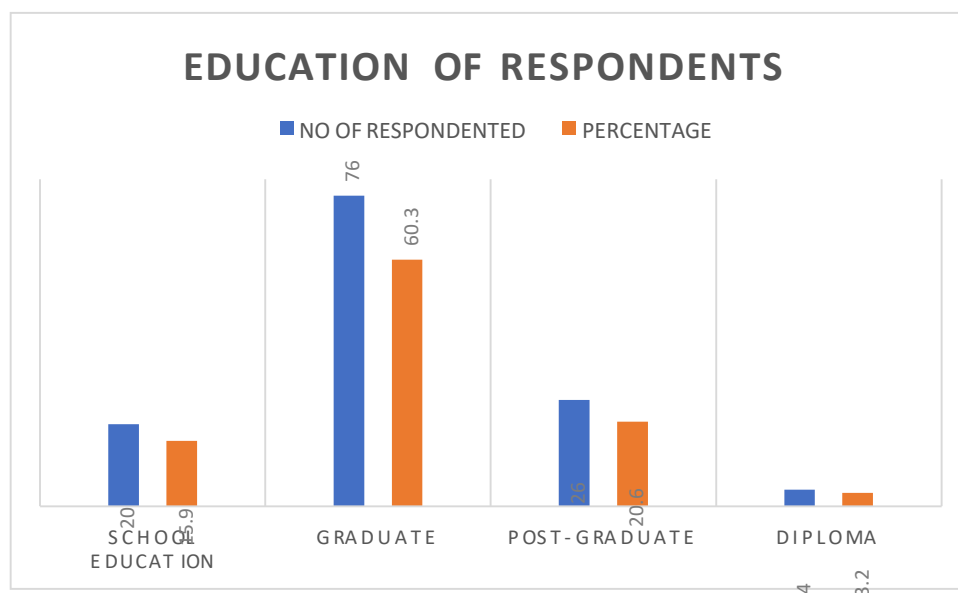


INTERPRETATION: From the above table it is identified that 46.8% of the respondents belong to the age category of less than 20 years of age, followed by 46% of the respondents belonging to the category of 21-25 years old, 4.8% of the respondents belonging to the age group of above 35 years, while 1.6% of the respondent population are within the age group of 26-30 years and the rest 0.8% belonging to the category of 31-35 years old.

TABLE NO: 4.3 TABLE SHOWING EDUCATION OF RESPONDENTS

EDUCATION	NO OF RESPONDENTS	PERCENTAGE
School education	20	15.9
Graduate	76	60.3
Post-graduate	26	20.6
Diploma	04	3.2
Total		100

CHART NO: 4.3



INTERPRETATION: From the above table it is clearly identified that 60.3% of the respondents have graduated while 20.6% of them have completed post-graduation, 15.9% of the respondent population have done school education and the final 3.2% have finished diploma.

TABLE NO: 4.4 TABLE SHOWING MONTHLY INCOME OF RESPONDENTS:

INCOME	NO. OF RESPONDENTS	PERCENTAGE
a) Up to 25000	96	76.2
b) 25,000 to 50,000	15	11.9
c) 50,000 to 75,000	8	6.3
d) Above 75,000	7	5.6
TOTAL		100

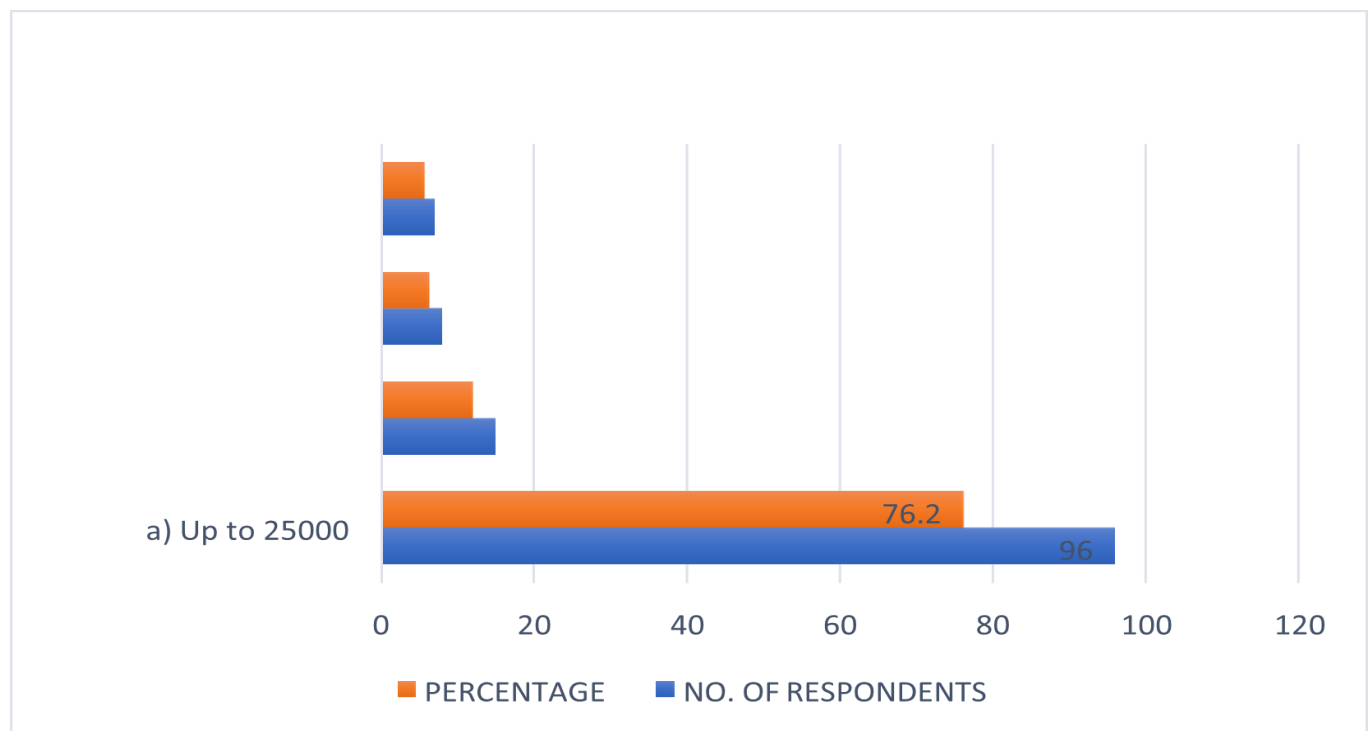


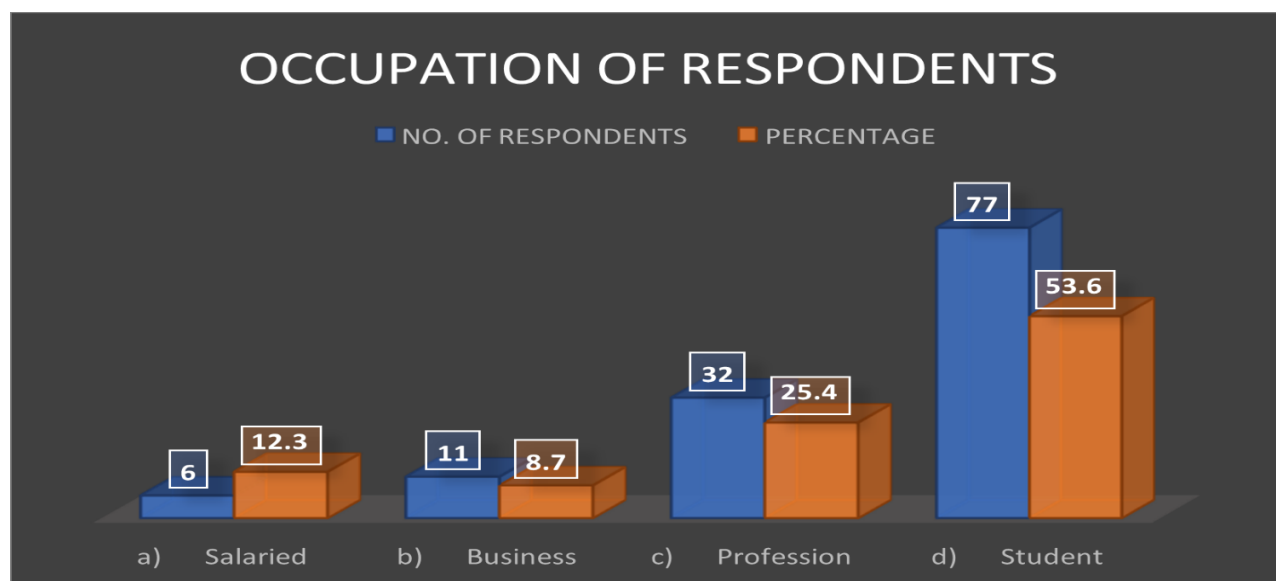
CHART NO: 4.4

INTERPRETATION: From the table it is revealed that majority of the respondents belong to the income category of up to 25,000 with 76.2% followed by 25,000-50,000 with 11.9% share followed by 50,000-75,000 with 6.3% and above 75,000 with 5.6% of the respondents.

TABLE NO: 4.5 OCCUPATION OF THE RESPONDENTS

OCCUPATION	NO. OF RESPONDENTS	PERCENTAGE
a) Salaried	06	12.3
b) Business	11	8.7
c) Profession	32	25.4
d) Student	77	53.6
TOTAL		100

CHART NO: 4.5

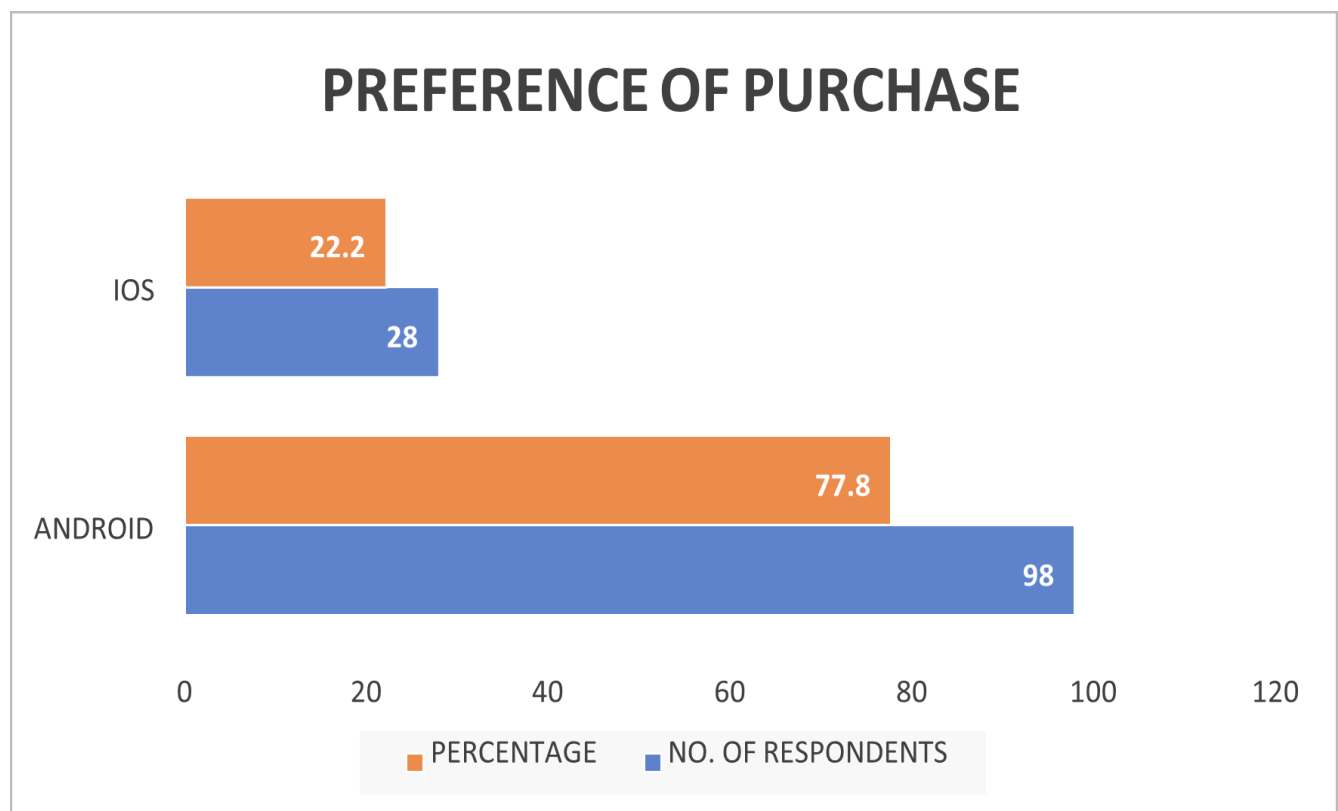


INTERPRETATION: From the above table it is found that 53.6% of the respondents are students while 25.4% of the respondents are in professional jobs, 8.7% being business persons and the final 12.3 % of them are salaried.

TABLE NO: 4.6 PREFERENCE OF CONSUMER TO PURCHASESMARTPHONE:

PURCHASE	NO. OF RESPONDENTS	PERCENTAGE
Android	98	77.8
iOS	28	22.2
TOTAL		100

CHART NO: 4.6

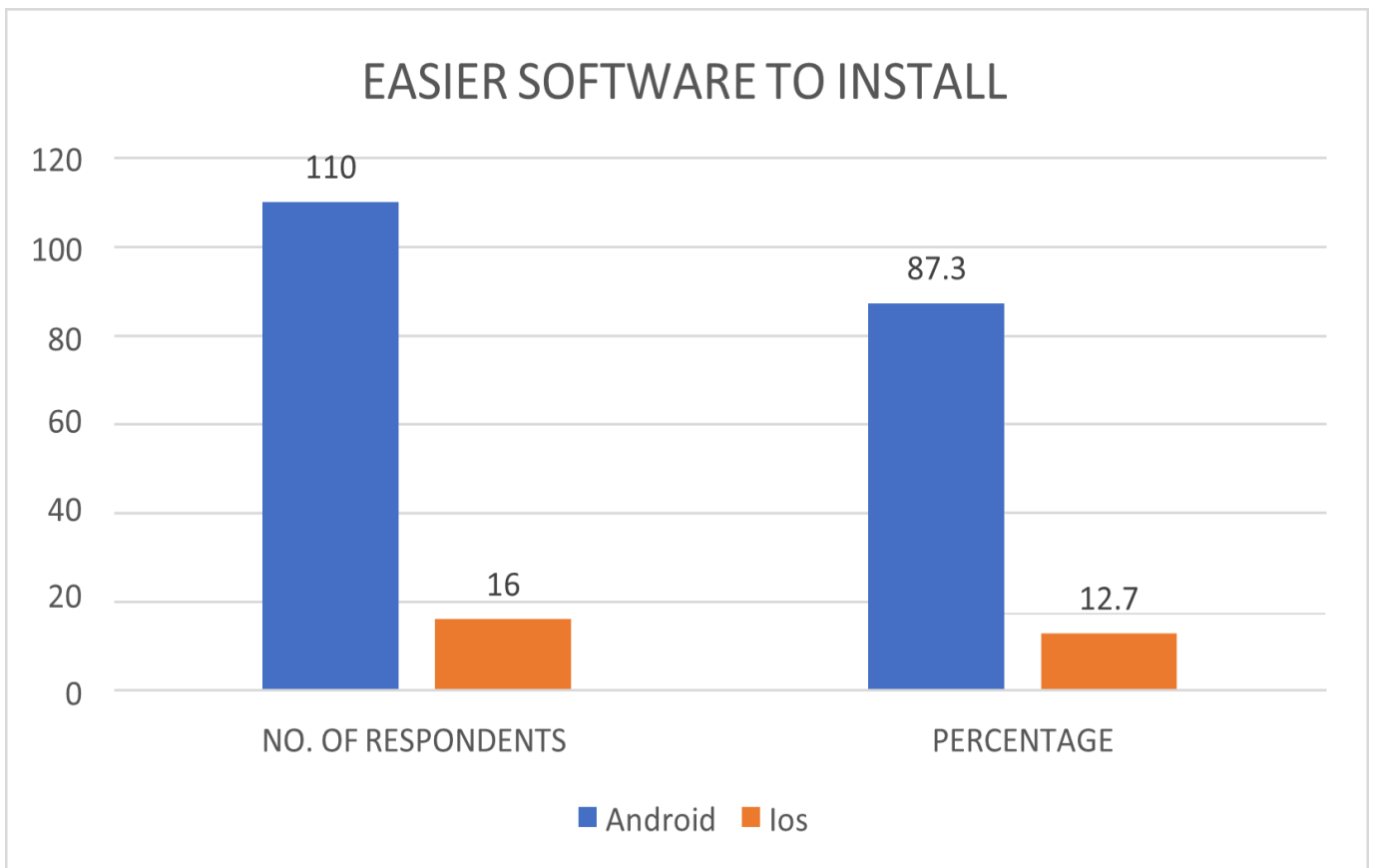


INTERPRETATION: The above chart clearly shows that 77.8% of the respondents are in favour of purchasing android smartphones and 22.2% of the respondent population prefer topurchase iOS phones over android smartphones.

TABLE NO: 4.7 THE EASIEST SOFTWARE TO INSTALL:

SOFTWARE	NO. OF RESPONDENTS	PERCENTAGE
Android	110	87.3
iOS	16	12.7
TOTAL		100

CHART NO: 4.7

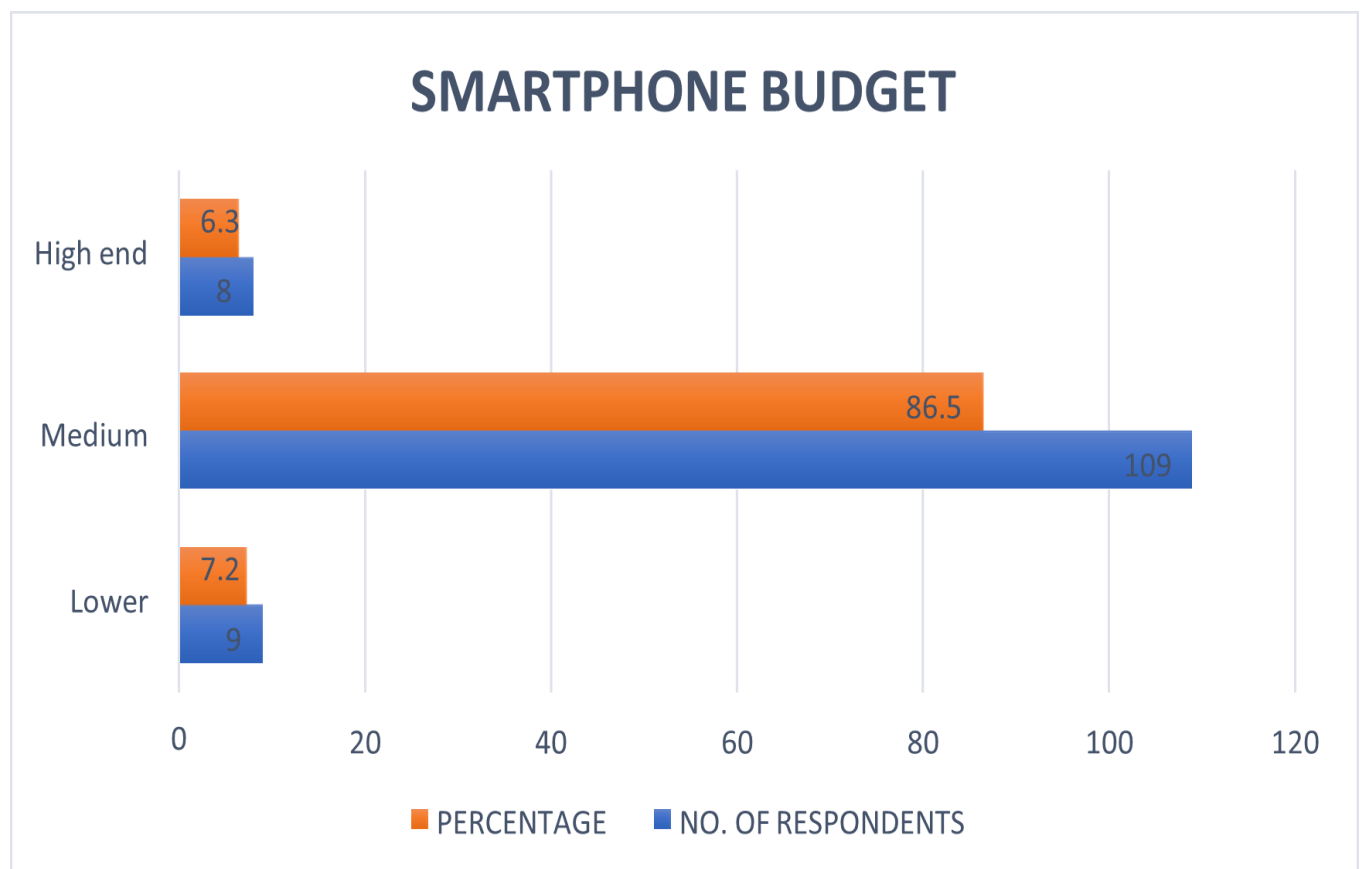


INTERPRETATION: The interpretation of data in the above table clearly indicates that 87.3% of respondents feel that it is easier to install software in android and the remaining 12.7% of them said that it is easier to install software in iOS phones.

TABLE NO: 4.8 BUDGET PERFERRED TO PURCHASESMARTPHONE

BUDGET	NO. OF RESPONDENTS	PERCENTAGE
Lower	9	7.2
Medium	109	86.5
High end	8	6.3
TOTAL		100

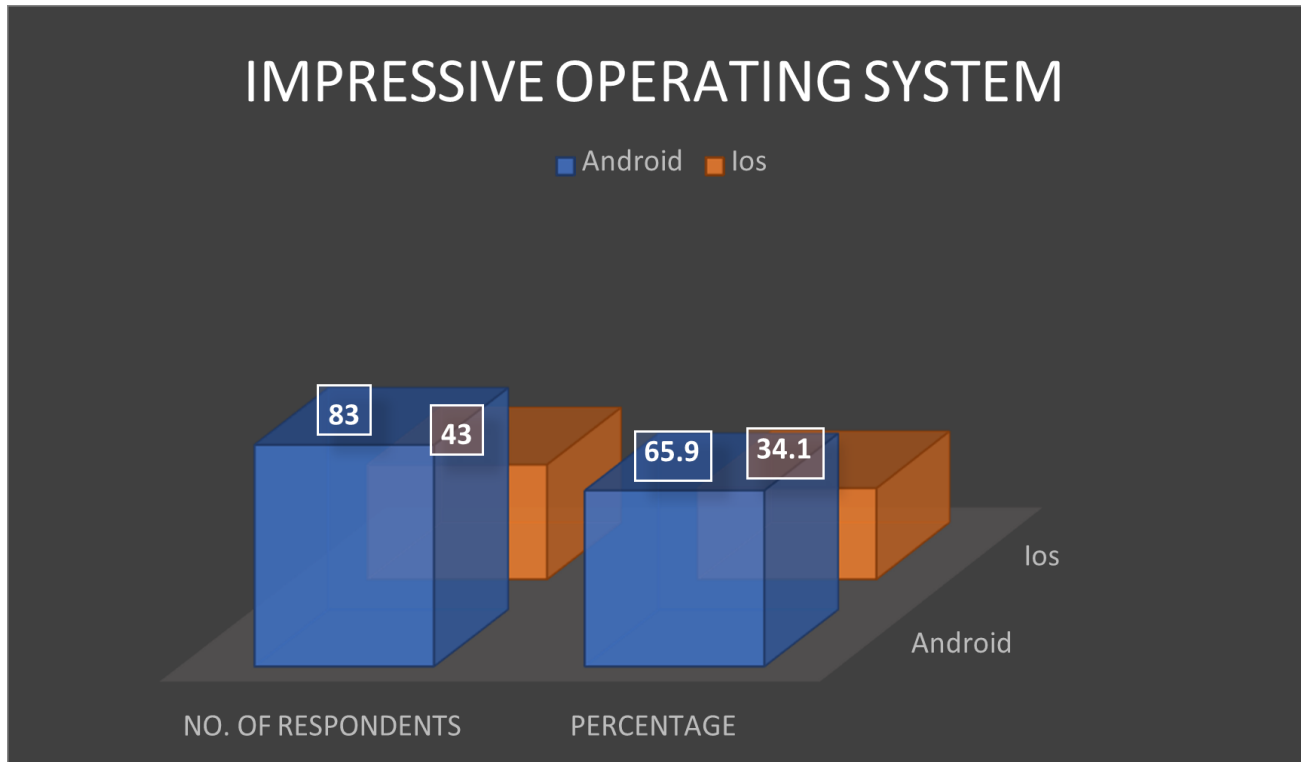
CHART NO: 4.8



INTERPRETATION: This research found that 86.5% of respondents prefer medium budget to purchase a smartphone, 7.3% of them chose lower budget and 6.3% of the respondents said they prefer high budget to purchase a smartphone.

TABLE NO: 4.9 WHICH OPERATING SYSTEM IS IMPRESSIVE:

OPERATING SYSTEM	NO. OF RESPONDENTS	PERCENTAGE
Android	83	65.9
IOS	43	34.1
TOTAL		100

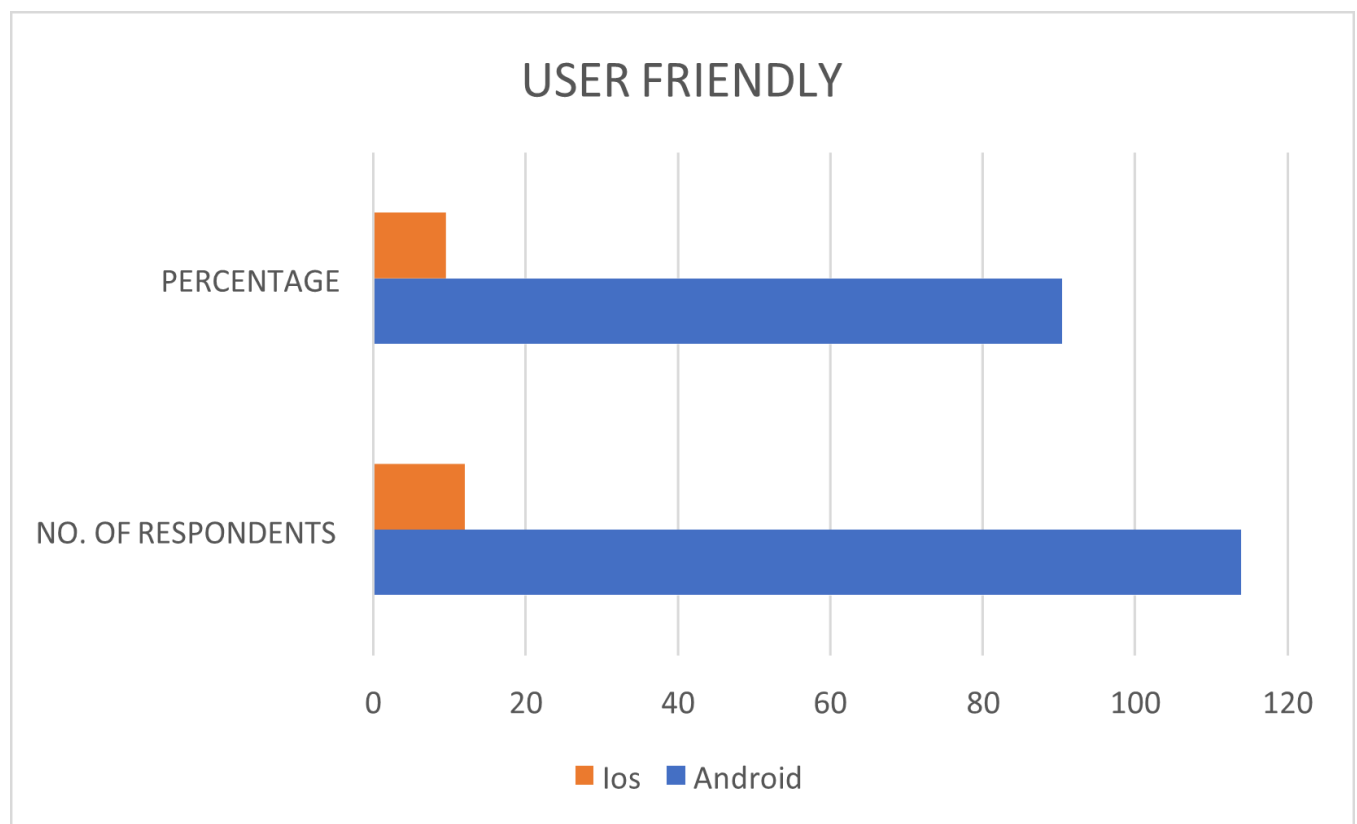


INTERPRETATION: The bar diagram shows that out of 126 respondents 65.9% of the respondents find the operating system of androids impressive with 83 of them voting for it and 34.1% of them said iOS impressed them with 43 respondents choosing it.

TABLE NO: 4.10 WHICH PHONE IS USER FRIENDLY:

USER FRIENDLY	NO. OF RESPONDENTS	PERCENTAGE
Android	114	90.5
Ios	12	9.5
TOTAL		100

CHART NO: 4.10

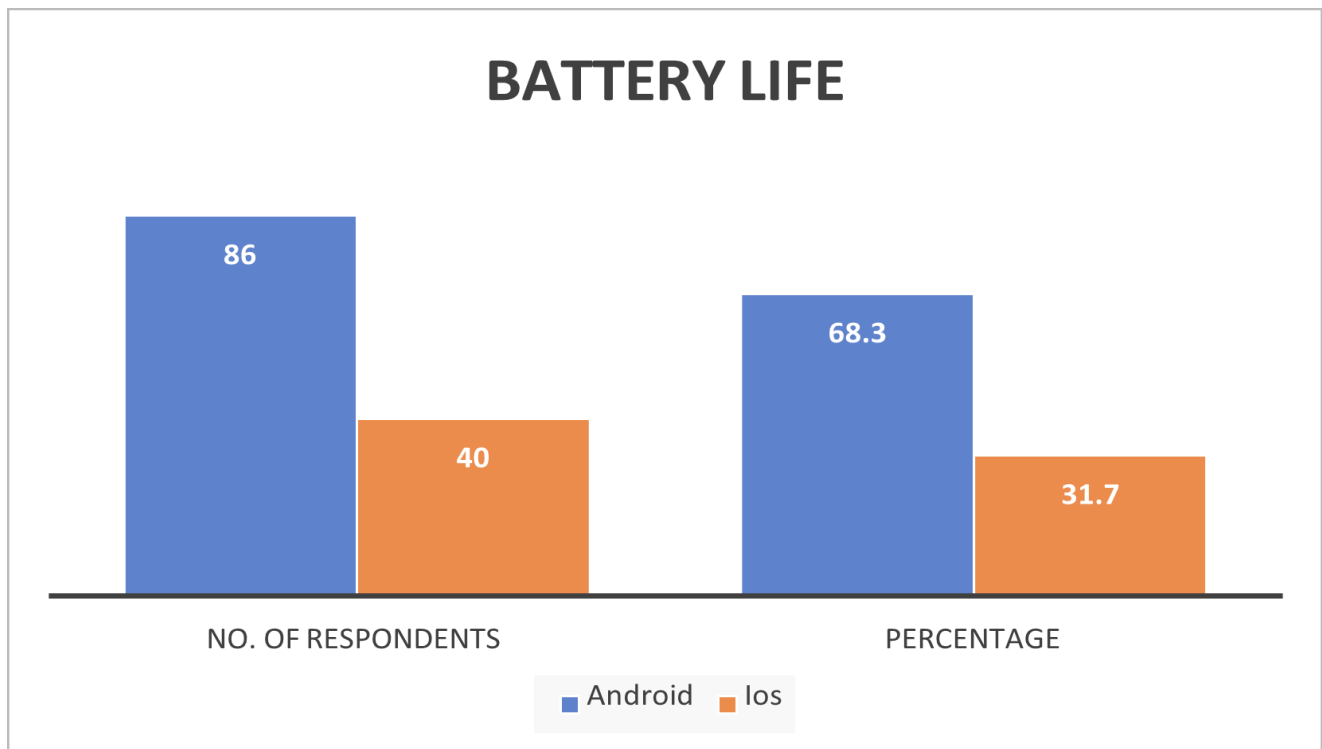


INTERPRETATION: This research found that 90.5% of the respondents said that androidmobile phones are user friendly and is easily compatible with Indian consumers and the rest 9.5% said iOS is more user friendly to Indians.

TABLE NO: 4.11 WHICH PHONE HAS BETTER BATTERY LIFE:

BATTERY	NO. OF RESPONDENTS	PERCENTAGE
Android	86	68.3
Ios	40	31.7
TOTAL		100

CHART NO: 4.11

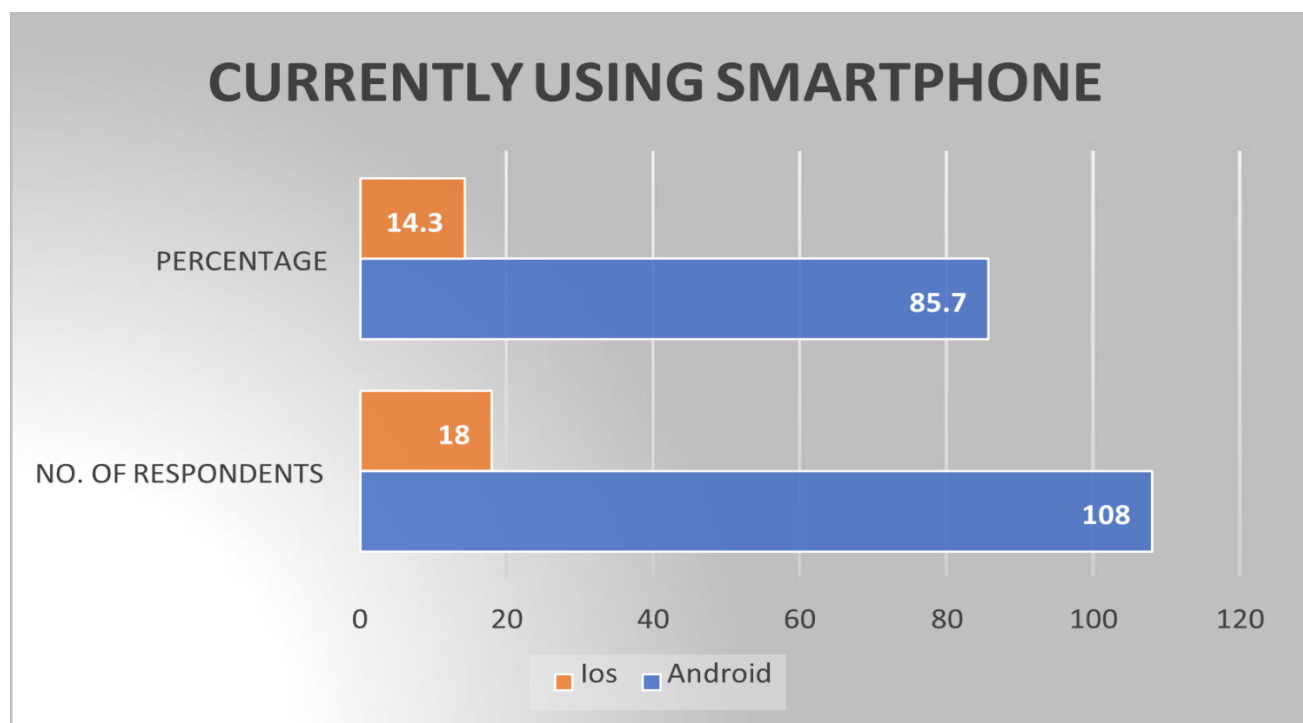


INTERPRETATION: From the data collected it is revealed that 68.3% of the respondents have voted that android phones have better battery life comparing with the latter and the rest 31.7% of the respondents said that iOS phones have better battery life

TABLE NO: 4.12 WHICH OPERATING SYSTEM THE RESPONDENT CURRENTLY USING:

CURRENTLY USING SMARTPHONE	NO. OF RESPONDENTS	PERCENTAGE
Android	108	85.7
Ios	18	14.3
TOTAL		100

CHART NO: 4.12

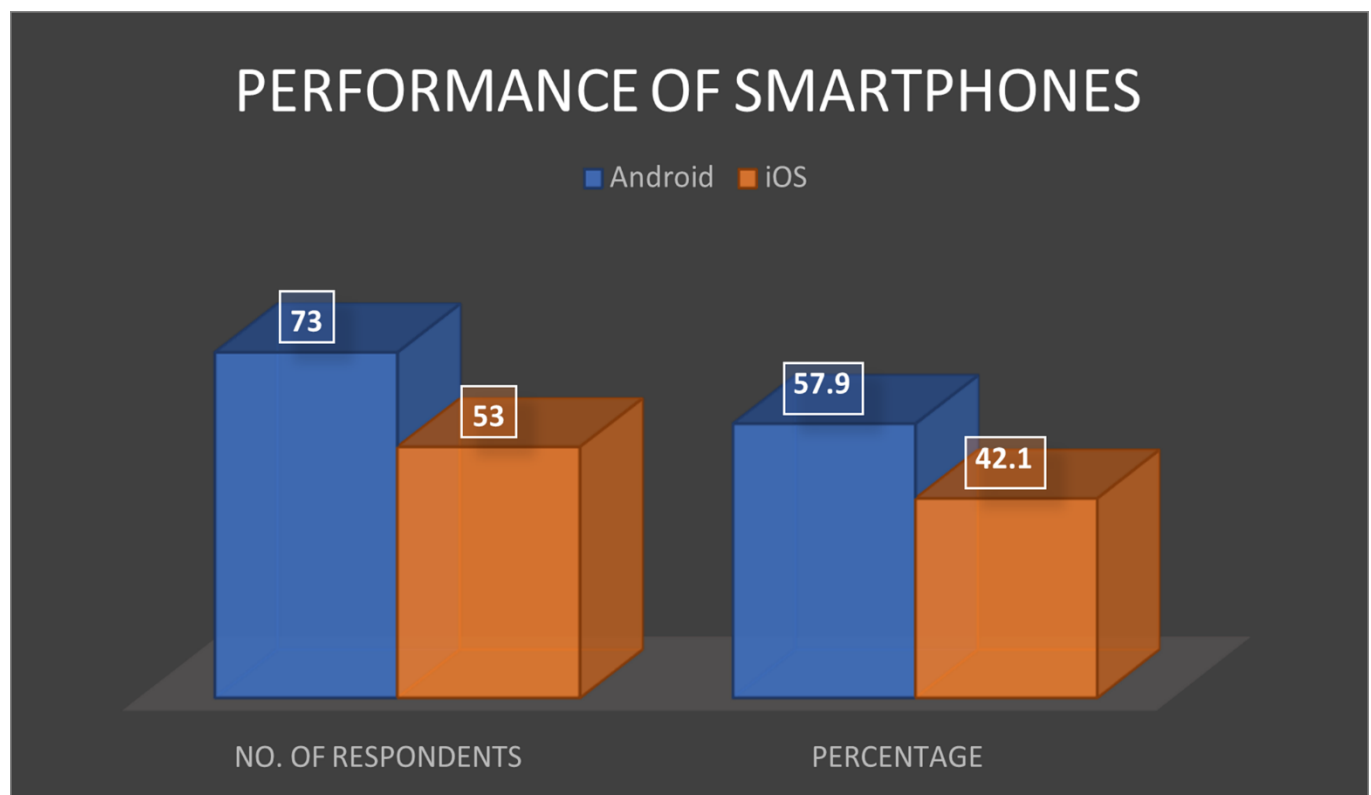


INTERPRETATION: The results of the above chart clearly shows that 85.7% of the respondents are currently using android smartphone while 14.3% of the respondents answered that they are currently using ios phones.

TABLE NO: 4.13 WHICH PHONE'S PERFORMANCE IS BETTER:

PERFORMANCE	NO. OF RESPONDENTS	PERCENTAGE
Android	73	57.9
iOS	53	42.1
TOTAL		100

CHART NO: 4.13

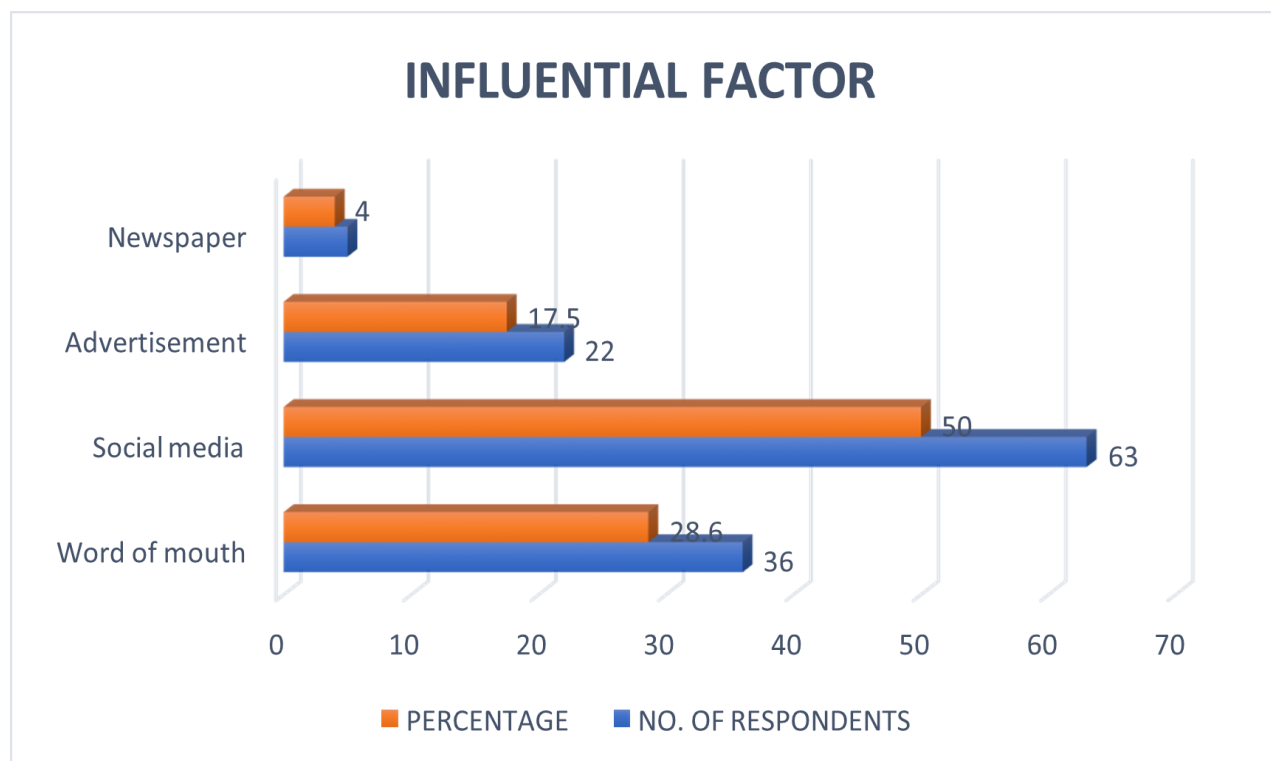


INTERPRETATION: The above bar diagram shows that 57.9% of the respondents feel that android mobile phones have better performance while 42.1% of them responded saying ios phones have better performance compared with the former.

TABLE NO: 4.14 THE FACTOR THAT INFLUENCED THEM TO PURCHASE THE SMARTPHONE:

PURCHASE	NO. OF RESPONDENTS	PERCENTAGE
Word of mouth	36	28.6
Social media	63	50.0
Advertisement	22	17.5
Newspaper	05	4.0
TOTAL		100

CHART NO: 4.14

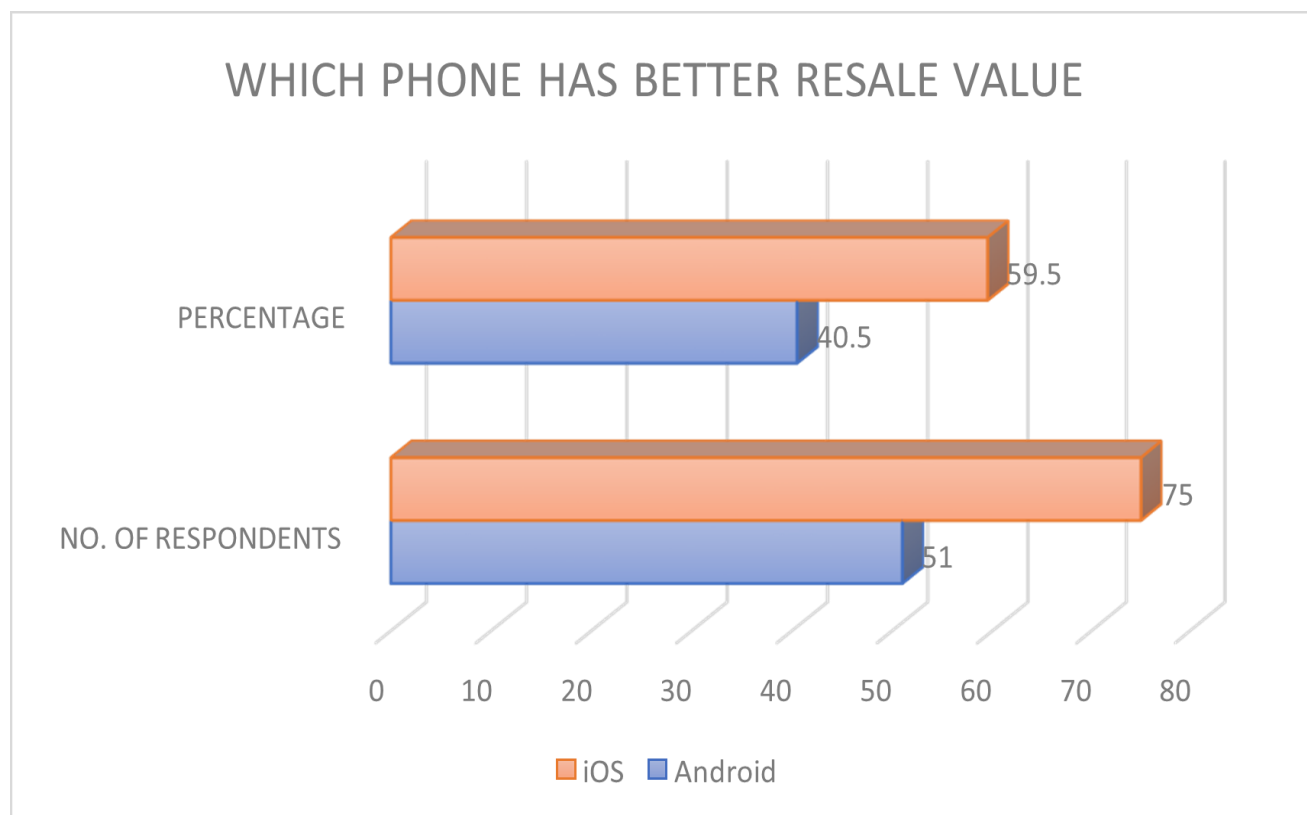


INTERPRETATION: The data collected from the respondents clearly show that social media influenced 50% of the respondents followed by 28.6% of the respondents who were influenced by word of mouth while 17.5% of them say advertisements influenced them and newspapers influenced 4% of the respondents to purchase the smartphone they are currently using.

TABLE NO: 4.15 WHICH SMARTPHONE HAS BETTER RESALEVALUE:

RESALE VALUE	NO. OF RESPONDENTS	PERCENTAGE
Android	51	40.5
iOS	75	59.5
TOTAL		100

CHART NO: 4.15

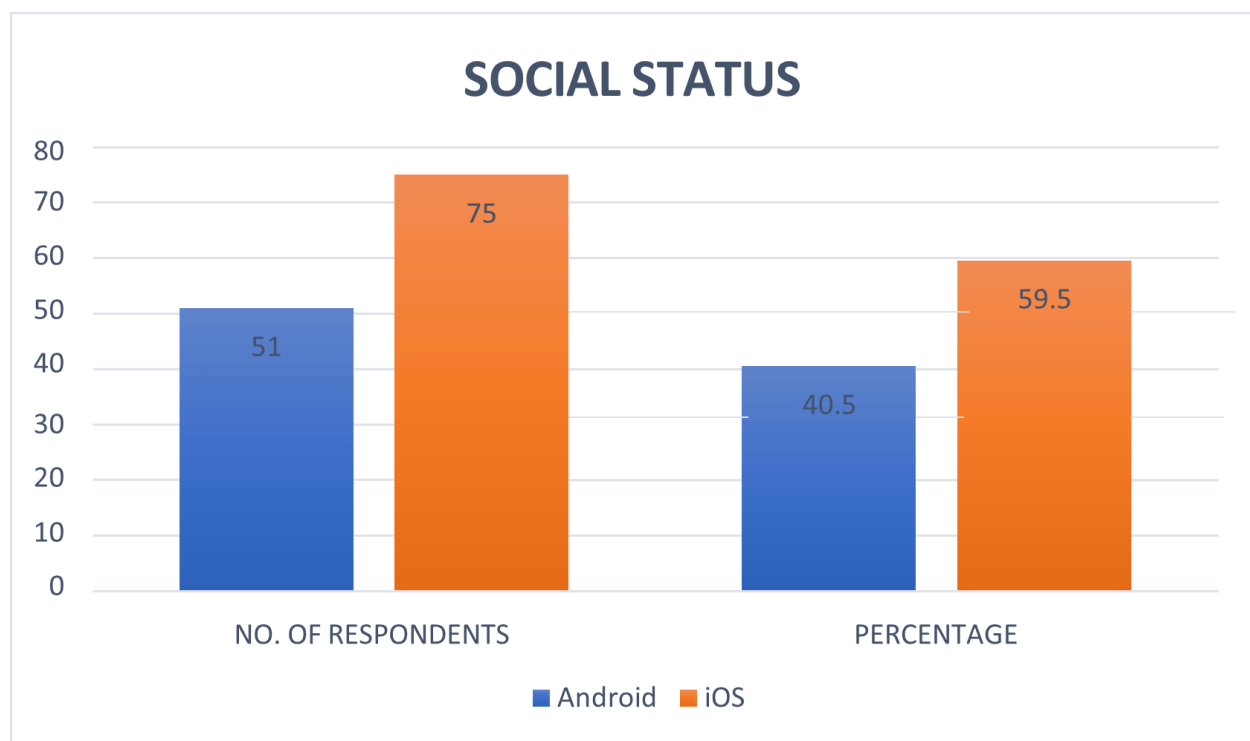


INTERPRETATION: The data collected from the respondents show that 59.5% of them responded that ios phone have better resale value and the rest 40.5% of them responded that android mobile phones have better resale value.

TABLE NO: 4.16 WHICH SMARTPHONE THEY WOULD PURCHASE TO SHOW THEIR SOCIAL STATUS:

SOCIAL STATUS	NO. OF RESPONDENTS	PERCENTAGE
Android	51	40.5
iOS	75	59.5
TOTAL		100

CHART NO: 4.16

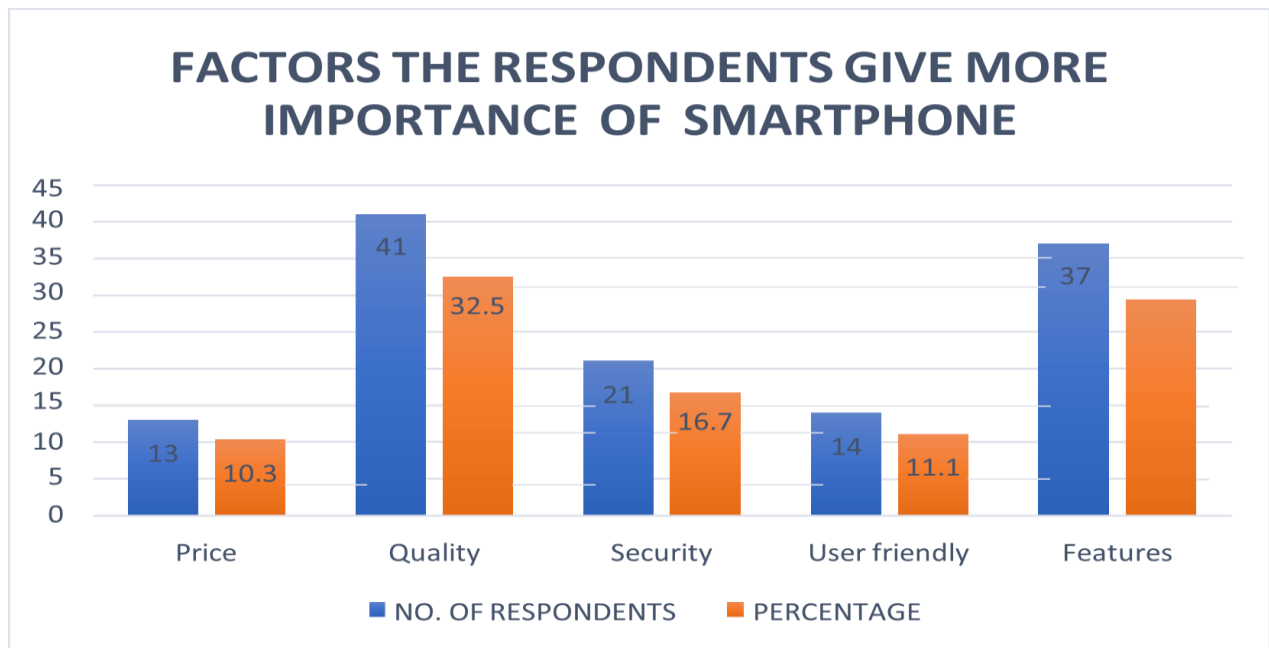


INTERPRETATION: The above bar diagram indicates that 59.5% of the respondents would prefer to purchase ios smartphones to show their social status while 40.5% of the respondents opted to choose android to showcase their social status.

TABLE NO: 4.17 WHICH FACTOR THE RESPONDENTS GIVE MORE IMPORTANCE:

IMPORTANCE	NO. OF RESPONDENTS	PERCENTAGE
Price	13	10.3
Quality	41	32.5
Security	21	16.7
User friendly	14	11.1
Features	37	29.4
TOTAL		100

CHART NO: 4.17

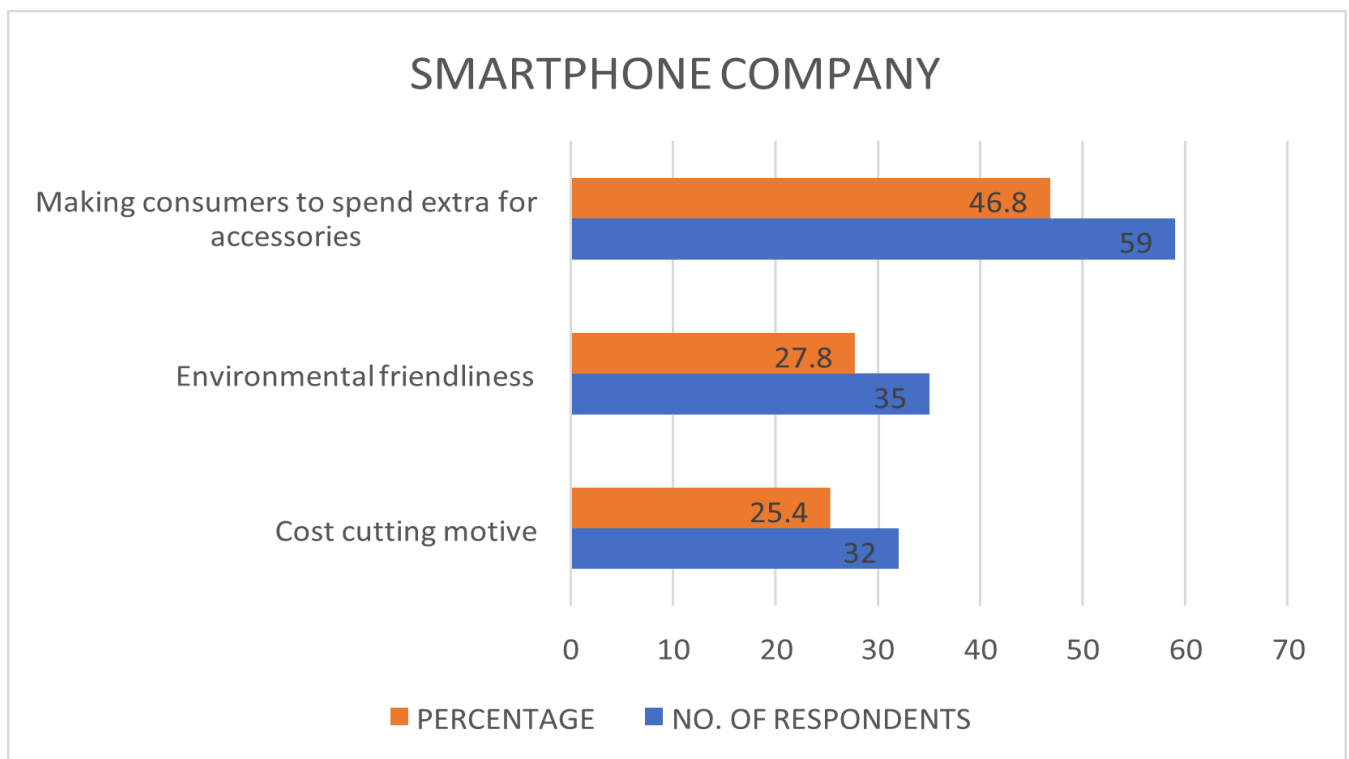


INTERPRETATION: The results of the data show that 32.5% of the respondents choose quality as their almost priority while preferring to purchase a smartphone followed by 29.4% of them said that features of the phone play an important role while purchasing a smartphone followed by 16.7% who choose a smartphone based on security followed by 11.1% of the respondents choose user friendliness as the important factor and the final 10.3% said price is a deciding factor.

TABLE NO: 4.18 THE MAIN MOTIVE OF THE SMARTPHONECOMPANY TO DELIVER PRODUCTS WITHOUT CHARGER:

SMARTPHONE COMPANY	NO. OF RESPONDENTS	PERCENTAGE
Cost cutting motive	32	25.4
Environmental friendliness	35	27.8
making consumers to spendextra for accessories	59	46.8
TOTAL		100

CHART NO: 4.18

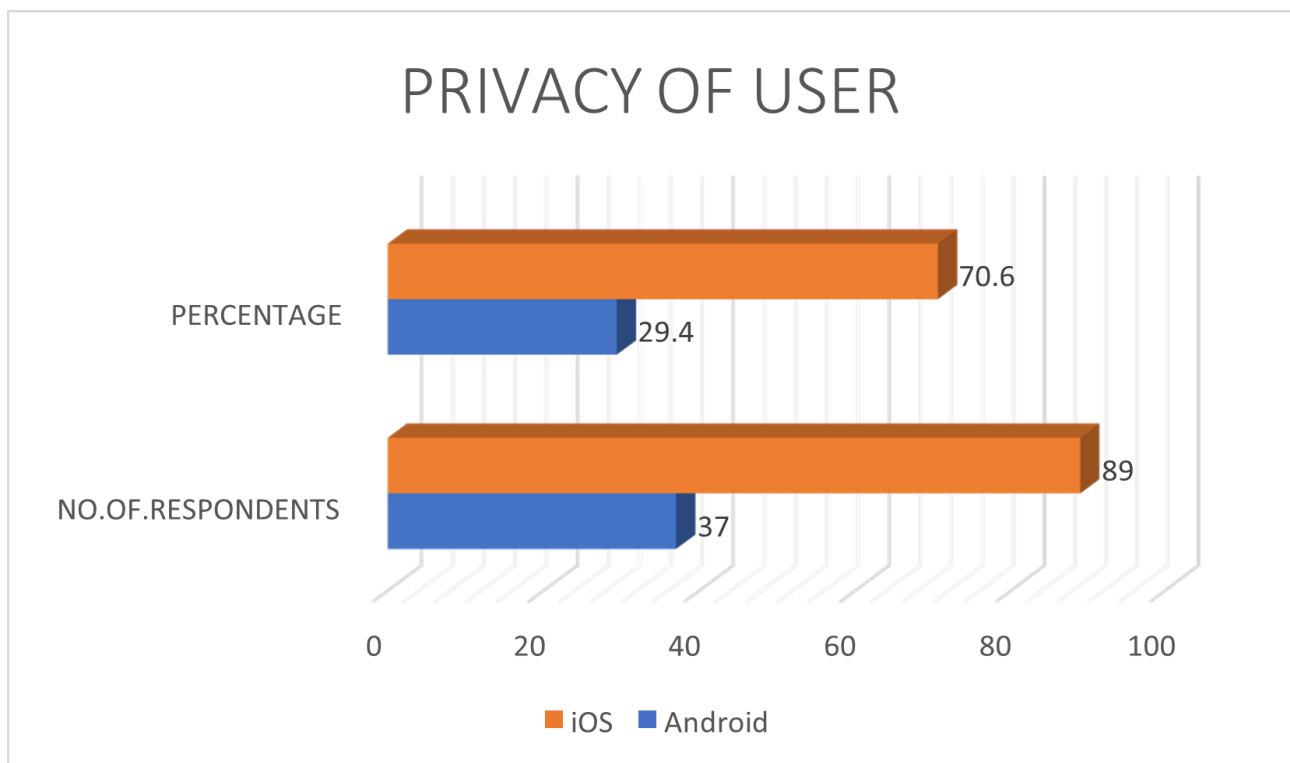


INTERPRETATION: From the above table it is found that 46.8% of the respondents think that the smartphones company is making consumers to spend extra for accessories while 27.8% of the respondents voted that it is for environmental friendliness and 25.4% of the respondents feel that it is a cost cutting motive by the company to supply phones without charger.

TABLE NO: 4.19 WHICH SMARTPHONE OFFERS BETTER SECURITY TO PROTECT THE PRIVACY OF USERS:

PRIVACY OF USER	NO.OF.RESPONDENTS	PERCENTAGE
Android	37	29.4
iOS	89	70.6
TOTAL		100

CHART NO: 4.19

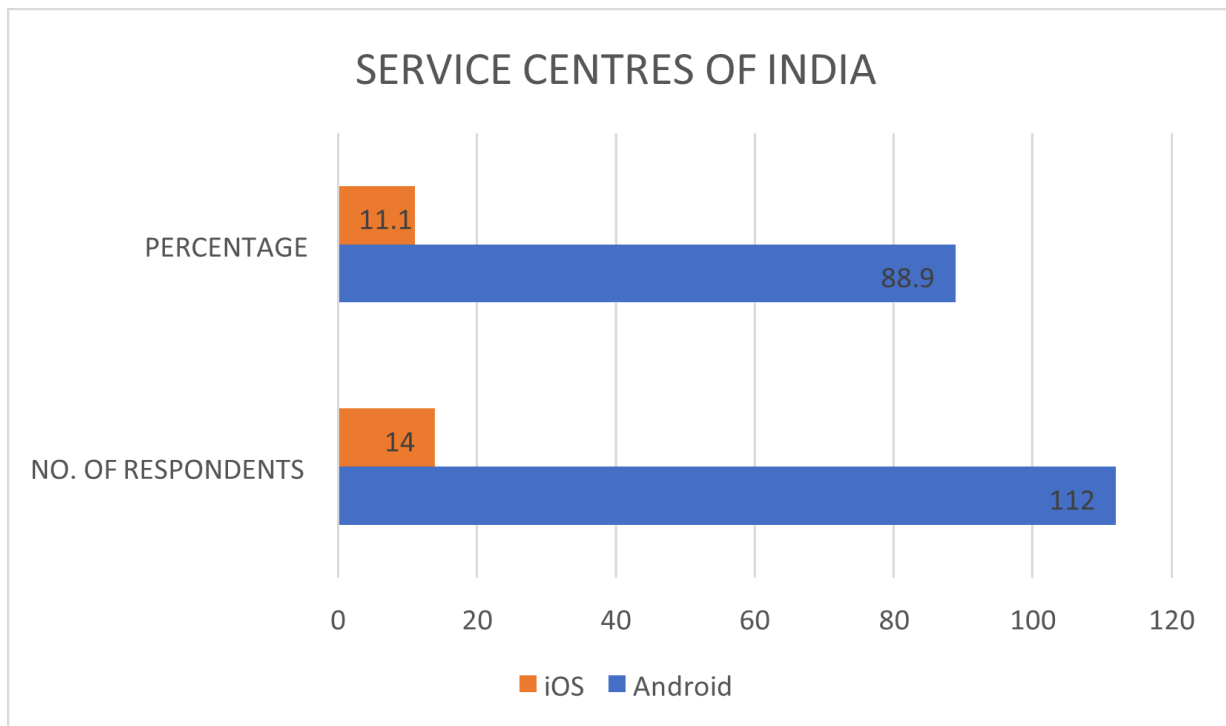


INTERPRETATION: The above table shows that 70.6% of the respondents said that iosphones offer better security to protect the privacy of users while 29.4% of the respondents saidthat android phones offer better security to protect the privacy of users.

TABLE NO: 4.20 WHICH SMARTPHONE HAS MANY SERVICECENTRES IN INDIA:

SERVICE CENTRES	NO. OF RESPONDENTS	PERCENTAGE
Android	112	88.9
Ios	14	11.1
TOTAL		100

CHART NO: 4.20

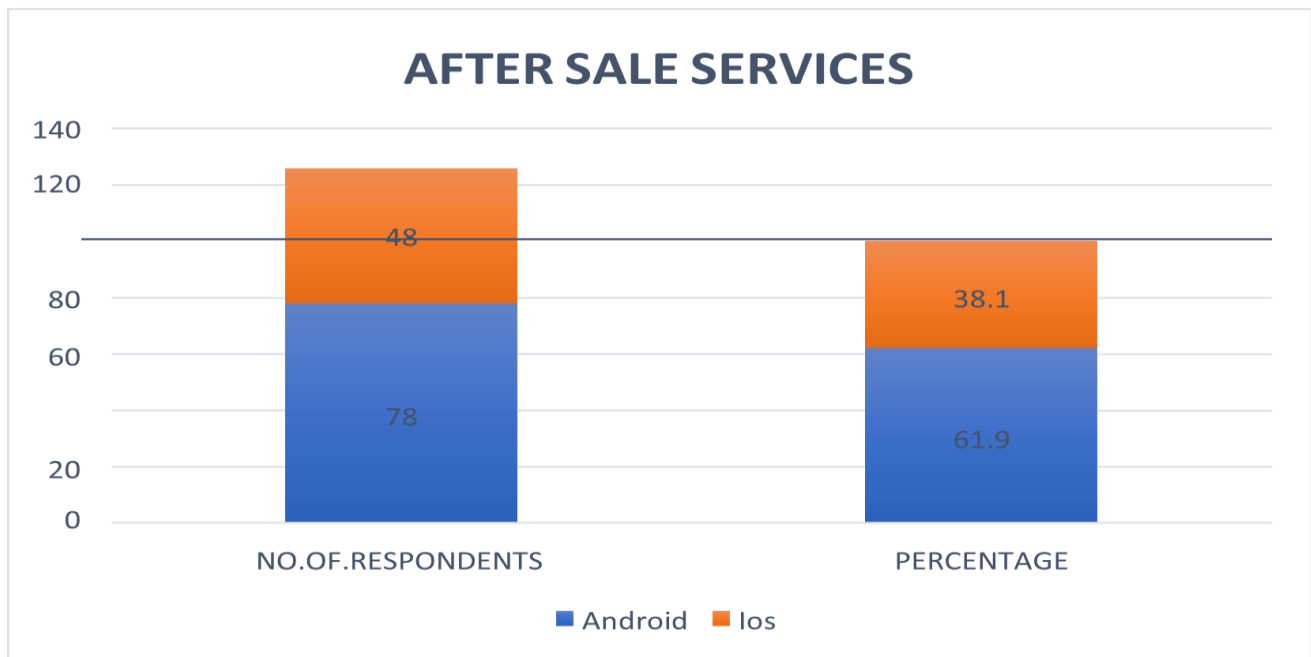


INTERPRETATION: The study shows that 88.9% of the respondents said that android phones have more service centres in India compared with iPhone and the remaining 11.1% of the respondents said that iPhone have many service centres in India compared with the former.

TABLE NO: 4.21 WHICH SMARTPHONE OFFERS BETTER AFTERSALES SERVICE:

AFTER SALES SERVICE	NO.OF.RESPONDENTS	PERCENTAGE
Android	78	61.9
Ios	48	38.1
TOTAL		100

CHART NO: 4.21

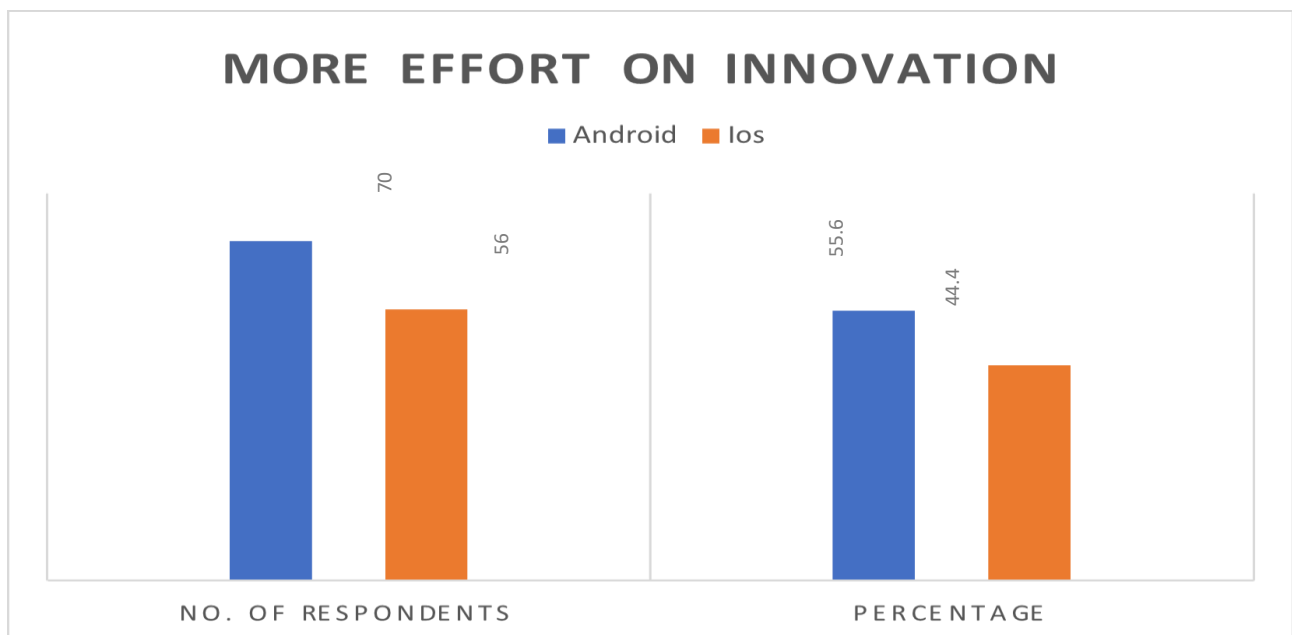


INTERPRETATION: Of the total respondents, 61.9% of the respondents have voted that android offers well after sales service and the rest 38.1% of them have opted to vote that iPhone offers better after sales service.

TABLE NO: 4.22 WHICH OPERATING SYSTEM PUTS MORE EFFORT ON INNOVATION:

INNOVATION	NO. OF RESPONDENTS	PERCENTAGE
Android	70	55.6
Ios	56	44.4
TOTAL		100

CHART NO: 4.22

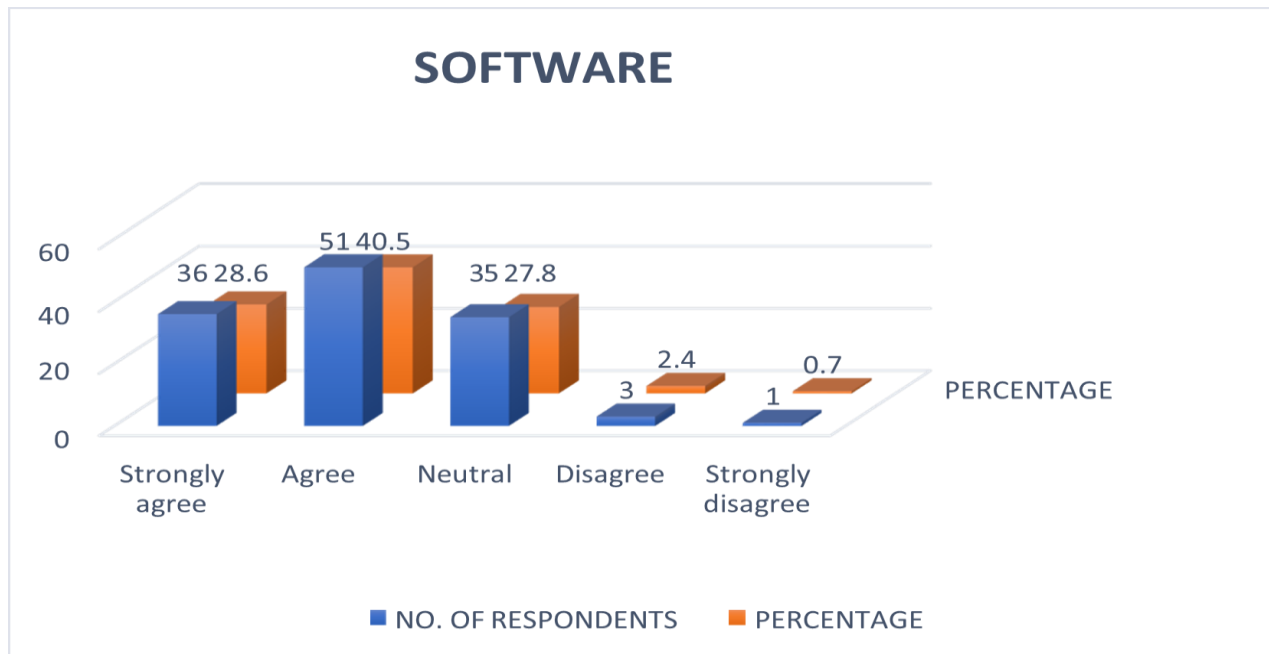


INTERPRETATION: The research shows that 55.6% of the respondents have selected that android puts in more effort on innovation when compared to iPhone while 44.4% of them have responded saying that iPhone puts in more effort on innovation.

TABLE NO.23 WHETHER SOFTWARE SYSTEM IMPROVES OVERALL PERFORMANCE OF THE SMARTPHONE:

SOFTWARE SYSTEM	NO. OF RESPONDENTS	PERCENTAGE
Strongly agree	36	28.6
Agree	51	40.5
Neutral	35	27.8
Disagree	03	2.4
Strongly disagree	01	0.7
TOTAL		100

CHART NO: 4.23

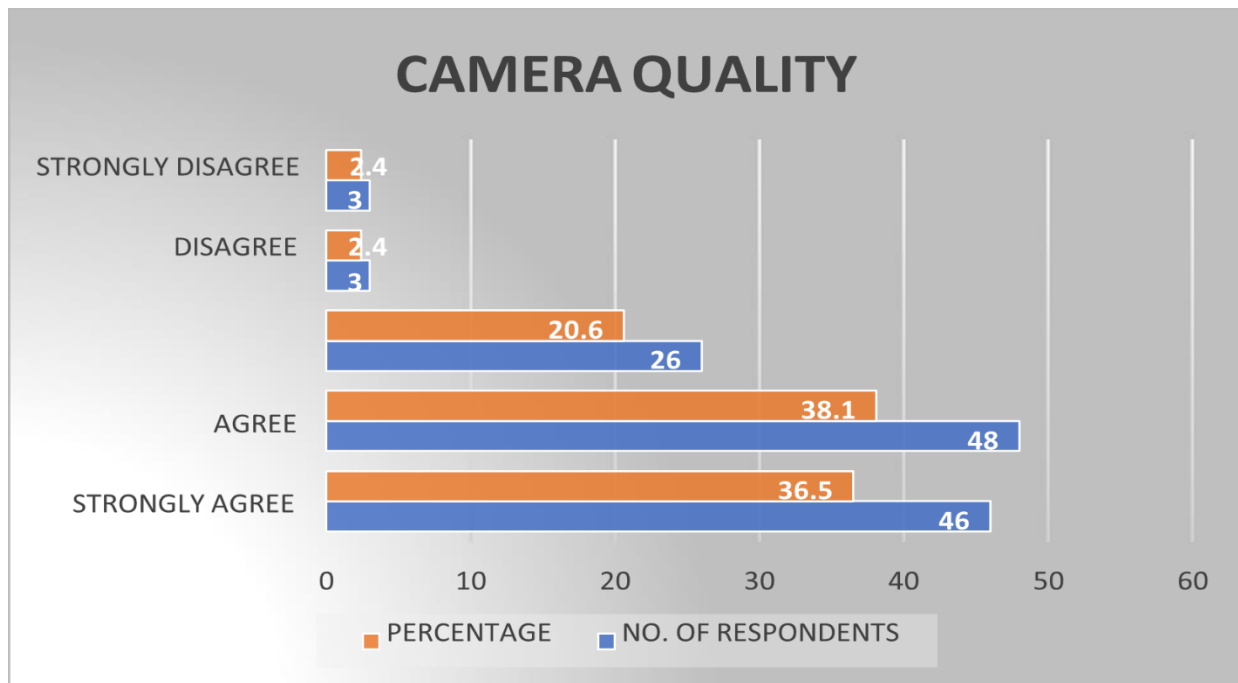


INTERPRETATION: The above chart clearly shows that 40.5% of respondents have agreed, 28.6% of them have strongly agreed, 27.8% of them remained neutral, 2.4% of them have disagreed and 0.7% of them have strongly disagreed to the fact that software system improves overall performance of the smartphones.

TABLE NO: 4.24 WHETHER CAMERA QUALITY IS A MAINSOURCE OF ATTRACTION TO INDIAN CONSUMERS:

CAMERA QUALITY	NO. OF RESPONDENTS	PERCENTAGE
Strongly agree	46	36.5
Agree	48	38.1
Neutral	26	20.6
Disagree	03	2.4
Strongly disagree	03	2.4
TOTAL		100

CHART NO: 4.24

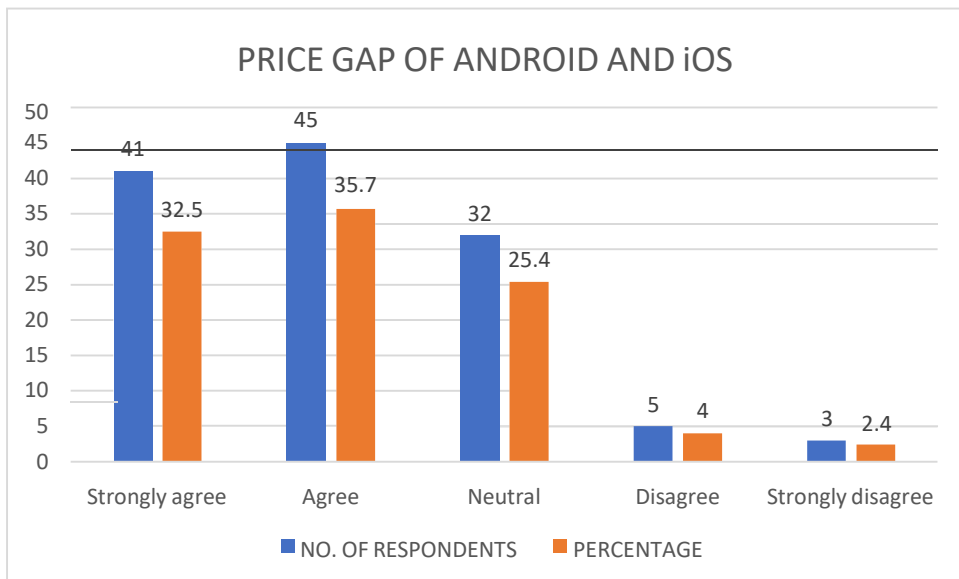


INTERPRETATION: From the above table it is clearly evident that 38.1% of respondents have agreed, 36.5% of them have strongly agreed, 20.6% of them remained neutral, 2.4% of them have disagreed and 2.4% of them have strongly disagreed to the statement that camera quality is a main source of attraction to Indian consumers.

TABLE NO: 4.25 PRICE GAP OF ANDROID AND IOS CAN BE REDUCED IF ALL THE MODELS ARE BEING MADE IN INDIA:

PRICE GAP OF ANDROID AND Ios	NO. OF RESPONDENTS	PERCENTAGE
Strongly agree	41	32.5
Agree	45	35.7
Neutral	32	25.4
Disagree	05	4.0
Strongly disagree	03	2.4
TOTAL		100

CHART NO: 4.25

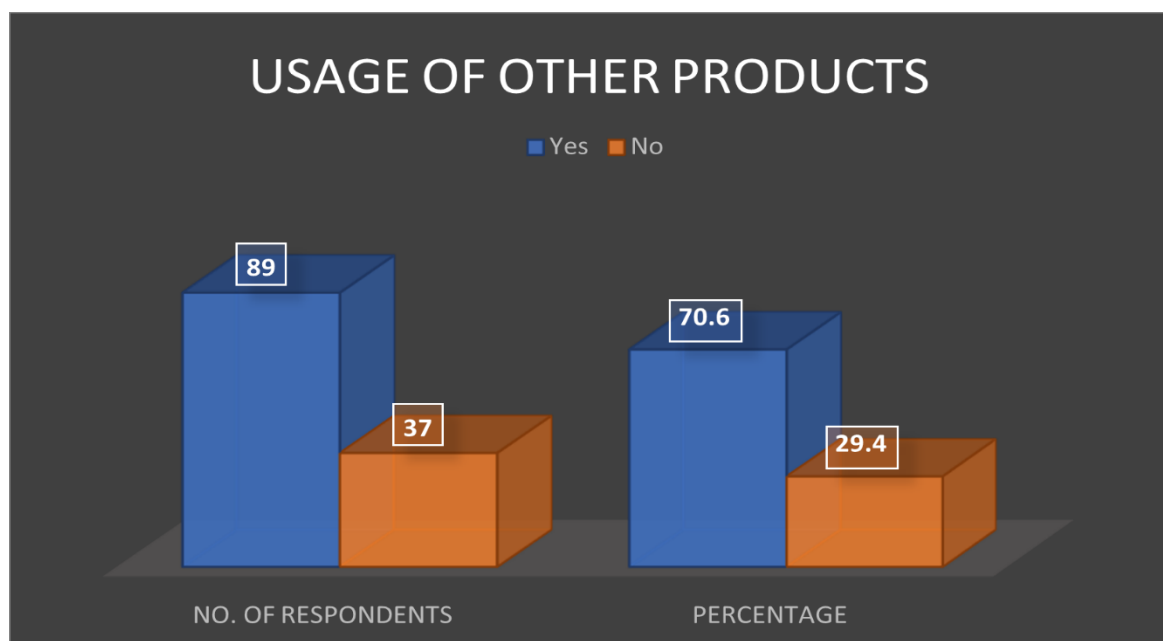


INTERPRETATION: The above chart clearly shows that 35.7% of respondents have agreed, 32.5% of them have strongly agreed, 25.4% of them remained neutral, 4% of them have disagreed and 2.4% of them have strongly disagreed to the question that price gap between android and iOS products can be reduced if all the models are being made in India.

TABLE NO: 4.26 WHETHER THE RESPONDENTS USE OTHER PRODUCTS FROM THE BRAND LIKE TAB, TV etc.

PRODUCTS BRAND	NO. OF RESPONDENTS	PERCENTAGE
Yes	89	70.6
No	37	29.4
TOTAL		100

CHART NO: 4.26



INTERPRETATION: The above bar diagram reveals that 70.6% of the total respondents use other products like tab, TV from the same brand and the remaining 29.4% said that they do not use any other products from the same brand.

HYPOTHESIS - 1

- H0 : There is no significant difference between the age and monthly income of the user
- H1 : There is a significant difference between the age and monthly income of the user

ANOVA

age					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	75.715	3	25.238	95.139	.000
Within Groups	31.833	120	.265		
Total	107.548	123			

INTERPRETATION

The p value is 0.000 which is greater than the significance value (0.05) hence null hypothesis (H0) is accepted. And H1 is rejected

INFERENCE

Therefore, there is a no significant difference between the age and income .

Correlations



Correlations

[DataSet0] C:\Users\91637\Documents\jeffrey.sav

Correlations

		age	monthlhyincome
age	Pearson Correlation	1	.806**
	Sig. (2-tailed)		.000
	N	124	124
monthlhyincome	Pearson Correlation	.806**	1
	Sig. (2-tailed)	.000	
	N	124	124

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

INTERPRETATION

The p value is 0.806 which is higher than the significance value (0.05) hence alternate hypothesis (H1) is rejected. Therefore, there is a significant difference between the age and monthly income of the user.

HYPOTHESIS – 2

- H0 : There is no significant difference between the income and spend to buy asmartphone of the user
- H1 : There is a significant difference between the income and spend to buy asmartphone of the user

INTERPRETATION

Oneway

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ANOVA

monthlhvincome					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	38.818	2	19.409	65.023	.000
Within Groups	36.118	121	.298		
Total	74.935	123			

The p value is 0.000 which is lesser than the significance value (0.05) hence nullhypothesis(H0) is rejected and H1 is accepted

INFERENCE

Therefore, there no is a significant difference between the income and spend to buy asmartphone.

CORRELATION

➔ Correlations

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Correlations

		monthlhyincome	howmuchyou arewillingtosp endto buyasm artphone
monthlhyincome	Pearson Correlation	1	.542**
	Sig. (2-tailed)		.000
	N	124	124
howmuchyouarewillingto spendto buyasmartphone	Pearson Correlation	.542**	1
	Sig. (2-tailed)	.000	
	N	124	124

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

Interpretation

The p value is 0.542 which is greater than the significance value (0.05) hence null hypothesis (H0) is accepted. Therefore, there is a significant difference between the income and spend to buy a smartphone.

CHAPTER 5

FINDINGS, SUGGESTION AND CONCLUSION:

This chapter discusses about the findings of the study entitled “consumer perception towards apple IOS and android smartphones with special reference to Chennai city. This section highlights the results of all the objectives collected through questionnaire and discusses about the suggestions or recommendations for the same.

FINDINGS

1. Both the genders took equal participation with 54.8% of them being male respondents while 45.2% of them being female respondents.
2. The survey shows that age group of below 20 (46.8%) had actively participated along with respondents of age group 21-25(46%).
3. The study had revealed that graduate and post-graduate had highly taken part in the survey. Graduates account for 60.3% and post-graduates account for 20.6%.
4. This research shows that respondents with monthly income up to 25,000 are majority participants of the survey with 76.2% followed by 11.9% respondents with income level of 25,000-50,000.
5. These results show that students (65.9%) and professionals (25.4%) contributed a major part in this survey.
6. The study proves that majority of the respondents (77.8%) preferred to purchase android smartphones.
7. The results revealed that majority of the respondent population (87.3%) find it easier to install software on androids.
8. Consumers prefer medium budget to purchase smartphones (86.5%).
9. Majority of the respondents (65.9%) think that android had an impressive operating system.

- 10.** The study reports show that 90.5% of the respondents opted to choose android as user friendly mobile.
- 11.** The result indicates that 68.3% of the respondents voted for android while comparing better battery life with iOS.
- 12.** Of the entire respondents 85.7% of the respondents are android users and 14.3% of them are iOS users.
- 13.** The study results revealed that android phone's performance is better than iOS phones with 57.9% responding to android and 42.1% opting iOS.
- 14.** The results show that social media dominates the other influencing factors with 50% while word of mouth plays an important role too with 28.6% and advertisements influence 17.5% of the respondents.
- 15.** iPhone stands out to have a better resale value with 59.5% while android accounted for 40.5%.
- 16.** The study clearly shows that consumers preferred to purchase iOS to showcase their social status with 59.5% responses while android managed to get 40.5%.
- 17.** The research shows that 32.5% of the respondents find quality as the important factor while features (29.4%) play a vital role in preference of smartphones.

18. The study research shows that 46.8% of the respondents think that the motive of the smartphone company to provide products without charger as making consumer to spend extra for accessories while 27.8% find it as environmental friendliness.
19. From the survey it is evident that 70.6% of the respondents find iOS to be more secure and private.
20. The results show that (88.9%) android has got many service centres in India.
21. The study reveals that (61.9%) android mobiles offer better after sales service while iOS had lesser preference (38.1%) when it came to after sales service.
22. The research clearly indicates that both android and iOS have gained equal amount of people's trust in innovation as android accounted for 55.6% and iOS accounted for 44.4%.
23. The results showed that 40.5% of the respondents agreed to the statement that software system improves overall performance of the phone while 28.6% of them strongly agreed.
24. The study showed that 38.1% of the respondents have agreed and 36.5% of the respondents have strongly agreed to the comment that camera quality is main source of attraction to Indian consumers.
25. The results showed that 35.7% of them agreed and 32.5% of the respondents strongly agreed while 25.4% of them remained neutral to the fact that price gap of android and iOS can be reduced if all the models are being made in India.
26. From the research it is found that 70.6% of the respondents have said that they use other products from the same brand. While 29.4% of them said they aren't using any other products from the same brand.

SUGGESTIONS:

1. Price of iOS inbuilt phones should be reduced so that it will attract Indian consumers to purchase them more.
2. Social media influences most of the people so that brand must take it into consideration to advertise more on social media platforms rather than newspaper which attracted only a less number of population.
3. Camera quality remains as a top preference to most of the consumers so both the brands must put in more effort to improve camera quality to attract Indian consumers.
4. Quality of the mobile was considered as an important factor so in order to gain more customers both the companies must try to improve the quality of the product being delivered.
5. Security breaches continue to threaten Indian consumers so android mobiles must concentrate on increasing their security and protecting the privacy of users as many consider it to be insecure when compared to iPhones.
6. iPhones must be made user friendly to Indian and should be easily compatible with them as many cannot afford it at such a high price.
7. The motive of the company to provide products without accessories has upsetted the consumers as they are pushed to spend extra money to purchase other accessories. So the companies should take real concern in solving this issue in order to retain their loyalty.
8. Consumers feel that it is easier to install software on android rather than IOS devices. So the iOS brand must resolve this issue to maintain their reputation.

9. Android phones have attracted customers towards themselves when it comes to better battery life so iOS has to take a step to look into this matter of concern arise from their customers to maintain their brand ecosystem compared to their competitors.
10. Compared with android iOS tends to have lesser service centres in India which makes the customers difficult to get the service done quickly and it is proven that android offers better after sales service compared with the latter. Thus, IOS Company must try to increase the service centres in India and offer better after salesservice in order to retain their loyalty.

CONCLUSION:

In this research, we have discussed on few features of both the Android and iOS mobile platforms. The security aspects in the android platform had become an issue. There are so many brands available in the market, among the available brands a study has been done in order to understand the brand preference between apple and android. On the other hand, these operating systems had made a huge impact in the way the students and individuals work every day. The dramatically reduced cost of mobile devices particularly android made people in India and many to show interest in mobile technology which indirectly boosted the innovation in mobile sector. Correspondence industry has developed overall today and the whole world has become a worldwide town. It was perceived that the respondent local area is happy with android brands. The examination results shows that the respondent populace inclines toward android gadget over iOS gadgets.

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ANNEXURE: I

CONSUMER PERCEPTION TOWARDS APPLE IOS AND ANDROID SMARTPHONES WITH SPECIAL REFERENCE TO CHENNAI CITY:

1. Gender:
 - a) Male
 - b) Female
2. Age
 - a) Under 20
 - b) 21-25
 - c) 26-30
 - d) 31-35
 - e) Above 35
3. Education:
 - a) School education
 - b) Graduate
 - c) Post-graduate
 - d) Diploma.
4. Monthly income:
 - a) Up to 25000
 - b) 25,000 to 50,000
 - c) 50,000 to 75,000
 - d) Above 75,000
5. Occupation of the respondent?
 - a) Salaried
 - b) Business
 - c) Profession
 - d) Student
6. Which one do you prefer to purchase?
 - a) Android (Samsung, vivo, xiomi etc.)
 - b) iOS (apple iPhone)

7. Which is easiest to install software?
 - a) Android
 - b) iOS
8. Budget you prefer to buy a smartphone?
 - a) Lower
 - b) Medium
 - c) High end
9. Which operating system do you find impressive?
 - a) Android
 - b) iOS
10. Which one do you think is user friendly to Indians and is easily compatible with Indians?
 - a) Android
 - b) Ios
11. In your opinion, which phone has better battery life?
 - a) Android
 - b) iOS
12. Which smartphone's operating system are you currently using?
 - a) Android
 - b) IOS
13. Overall, which phone's performance is better?
 - a) Android
 - b) iOS
14. Which of the following factor influenced you to purchase the smartphone you are using?
 - a) Social media
 - b) Word of mouth
 - c) Advertisement
 - d) Newspaper

15. Which smartphone has better resale value?
- a) ANDROID
 - b) IOS
16. Do you buy which smartphone to showcase your social status?
- a) IOS
 - b) ANDROID
17. Which factor do you give more importance?
- a) Price
 - b) Quality
 - c) Security
 - d) User friendly
 - e) Features
18. What do you think about the main motive of Smartphones Company's strategy to deliver products without chargers?
- a) Cost cutting motive
 - b) Environmental friendliness
 - c) Making consumers to spend extra for accessories
19. Which smartphone offers better security to protect the privacy of users?
- a) IOS
 - b) ANDROID
20. Which smartphone has high number of service centres in India?
- a) Android
 - b) IOS
21. Which smartphone provides better after sale services?
- a) ANDROID
 - b) IOS
22. Which operating system puts more effort on innovation?
- a) ANDROID
 - b) IOS

23. Do you think software systems improves overall performance of the smartphone?

- a) Strongly agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly disagree

24. Camera quality is the main source of attraction for Indian consumers?

- a) Strongly agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly disagree

25. Price gap of IOS and ANDROID can be reduced if all the models are being made in India?

- a) Strongly agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly disagree

26. Do you use other products like Tab, TV etc. from Android or IOS?

- a) Yes
- b) No