

“A STUDY ON ANALYSIS OF THE CONSUMER SATISFACTION TOWARDS iPHONE”

Submitted in partial fulfillment of the requirement for the award of

Bachelor of Business Administration

By

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**DEPARTMENT OF BUSINESS ADMINISTRATION
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SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade “A” by NAAC | 12B Status by UGC | Approved by AICTE
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MARCH - 2021



SATHYABAMA

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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **B.RAMU (38280072)** who carried out the project entitled "**A STUDY ON ANALYSIS OF CONSUMER SATISFACTION TOWARDS iPhone**" under our supervision from January 2021 to March 2021.

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Submitted for Viva voce Examination held on _____

Internal Examiner

External Examiner

DECLARATION

I **B.RAMU (reg no. 38280072)** hereby declare that the project report entitled "**THE STUDY OF ANALYSE THE CONSUMER SATISFACTION TOWARDS IPHONE**" done by me under the guidance of **Ms.Sivapriya.M M.com., M.phil, PGDCA** at **SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY** is submitted in partial fulfillment of the requirements for the award of bachelor of business administration degree.

DATE: 30-04-2021

PLACE: CHENNAI

B.RAMU

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B.RAMU

ABSTRACT

iPhone platform involves several and amazing technologies that makes programming it a cool activity for experienced programmers willing to know the goodness of a mobile device, and a great option for students or novices to learn programming. Both of them will find the power of the iPhone libraries and development tools amazing to quickly start building powerful iPhone apps. We will be using Xcode under Mac OS X as our IDE, and Objective-C and iPhone API as our programming tools to create iPhone applications (from basic to medium level), which finally can be loaded into the iPhone device. We'll start with the classical "Hello World" and continue to develop applications using graphical user interfaces, handling multi-touch and motion detection, communication interfaces, and different media.

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

Customer satisfaction means taking complete care of customer by giving them complete knowledge about the product and about all the feature of that particular product

Customer satisfaction is the end result of your interaction with the customer. By giving the best customer service and making sure that the customer was given the best resolution at the end of the call, then we can say that the customer is satisfied even if it's not verbally said.

According to me customers are those who pay (salary). Satisfaction is the key to hold the customer for future business. Complete knowledge must be given; each and every query must be clarified by the seller. If a customer remembers you for future business then we can say that customer is satisfied.

1.1.1 DEFINITION

According to Harold E Edmondson "Customer satisfaction" is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals."

Customer satisfaction is defined by whether the customer chooses to do business with

you or your company in the future. Many factors play a role in customer satisfaction, including customer service, product quality and the ease of doing business.

Companies must consider customer satisfaction as an important role in the lifetime value of a customer. The main aim of marketing is meet and satisfy target customers need and wants buyer behavior refers to the peoples or organization conduct activities and together with the impact of various influence on them towards making decision on purchase of product and service in a market. The field of consumer behavior studies how individuals, groups and organization select, buy, use and

dispose of goods, service, ideas, or experience to satisfy their needs and desire under standing consumer behavior and knowing customer are never simple. The wealth of products and service produced in a country make our economy strong. The behavior of human being during the purchase is being termed as "Buyer Behavior". Customers say one thing but do another. They may not be in touch with their deeper motivations. They are responding to influences that change their mind at the last minute. A buyer makes take a decision whether save or spend the money.

1.1.2 Buyer Behavior:

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

1.1.3 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 completing 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.

Marketers should find out the source of information and their relative degree of importance to the consumer. Personal Sources: Family, friends, neighbor, acquaintances. Commercial Source: Advertising, sales persons, dealers, packaging, displays. Public sources: mass media, consumer rating organizations. Experimental sources: Handling. Examine, using the product.

3. Evaluation of alternative:

There is no single process used by all consumers by one consumer in all buying situations. There are 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 type of bike he must buy? From whom to buy a bike How the payment to be made and soon. The marketer up to this stage has tried every means to influence the purchase behavior, 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.

1.2 COMPANY PROFILE

Apple Inc. is an American multinational technology company headquartered in Cupertino, California, that designs, develops, and sells consumer electronics, computer software, and online services. The company's hardware products include the iPhone smartphone, the iPad tablet computer, the Mac personal computer, the

iPod portable media player, the Apple Watch smartwatch, the Apple TV digital media player, and the HomePod smart speaker. Apple's software includes the MacOS and iOS operating systems, the iTunes media player, the Safari web browser, and the life and work creativity and productivity suites, as well as professional applications like Final Cut Pro, Logic Pro, and Xcode. Its online services include the iTunes Store, the iOS App Store and Mac App Store, Apple Music, and iCloud.

Apple was founded by Steve Jobs, Steve Wozniak, and Ronald Wayne in April 1976 to develop and sell Wozniak's Apple I personal computer. It was incorporated as Apple Computer, Inc., in January 1977, and sales of its computers, including the Apple II, grew quickly. Within a few years, Jobs and Wozniak had hired a staff of computer designers and had a production line. Apple went public in 1980 to instant financial success. Over the next few years, Apple shipped new computers featuring innovative graphical user interfaces, such as the original Macintosh in 1984, and Apple's marketing commercials for its products received widespread critical acclaim. However, the high price tag of its products and limited software titles caused problems, as did power struggles between executives at the company. In 1985, Wozniak stepped away from Apple, while Jobs resigned and founded a new company — next — with former Apple employees.

CHAPTER 2

REVIEW OF LITERATURE

2.1 LIST OF REVIEWS:

Christian J. D'Orazio [1] et.al. said that, Mobile devices and apps such as cloud apps are a potential attack vector. Advanced Persistent Threat (APT) incident, due to their capability to store sensitive data (e.g. backup of private and personal data in digital repositories) and access sensitive resources (e.g. compromising the device to access an organizational network). These devices and apps are, thus, a rich source of digital evidence. It is vital to be able to identify artifacts of forensic interest transmitted to/from and stored on the devices. However, security mechanisms in mobile platforms and apps can complicate the forensic acquisition of data. In this paper, we present techniques to circumvent security mechanisms and facilitate collection of artifacts from cloud apps. We then demonstrate the utility of the circumvention techniques using 18 popular iOS cloud apps as case studies. Based on the findings, we present the first iOS cloud app security taxonomy that could be used in the investigation of an APT incident.

David Zimbra [2] et.al. Discusses that Micro blogging Word Of Mouth (MWOM) using Twitter has been found to impact the success of experiential products such as movies. However, the influence of the type of device or platform used for tweeting (iOS or Android) on the relationship between well-established tweet metrics - valence, volume, and time period of tweeting - and movie performance is not yet known. Furthermore, it is not known if users of these platforms differ in the aspects of movies they discuss and how that may influence tweet metrics. In this study, we investigated these gaps by analyzing more than four million tweets for 29 movies from both iOS and Android users and conducted a robustness check on another 8 movies. Results from mixed model estimations show that valence of tweets on Android is for a movie's release and volume of tweets

on iOS after the release significantly influence the revenues of a movie. Results also show that Mentions of director and script are more important in the case of Android users whereas mentions of production and music are more important in the case of iOS users. Finally, results show that it may be more productive for movie studios and advertisers to reach the more prolific Twitter users on Android but relatively fewer Twitter users on iOS. These findings have significant implications for movie studios as well as mobile advertisers to target their promotions to these platform users accordingly.

Christian J.D’Orazio [3] et.al. Described those SSL/TLS validations such as certificate and public key pinning can reinforce the security of encrypted communications between Internet-of- Things devices and remote servers, and ensure the privacy of users. However, such implementations complicate forensic analysis and detection of information disclosure; say, when a mobile app breaches user’s privacy by sending sensitive information to third parties. Therefore, it is crucial to develop the capacity to vet mobile apps augmenting the security of SSL/TLS traffic. In this paper, we propose a technique to bypass the system’s default certificate validation as well as built – in SSL/TLS validations performed in iOS apps. We then demonstrate its utility by analyzing 40 popular iOS social networking, electronic payment, banking, and cloud computing apps.

Luis Gomez-Miralles [4] et.al. Tells that Smartphones and mobile devices nowadays accompany each of us in our pockets, holding vast amounts of personal data. The iPhone and iPad are between the most important players in this new market, especially in enterprise environments due to the supposed higher level of security of the iOS platform. Recent research has exposed a number of iOS services that are used by forensic tools to extract information from the devices, and are also prone to being abused by malicious parties. iOS platform tool to prevent this abuse by disabling unnecessary services, and analyze its anti-forensic consequences, the privacy implications, and the possible countermeasures (anti-forensic).

M Ragupathi, G Prabu (2015) a study on customer satisfaction towards iPhone

users today, communication is one of the gifts of man. It acts as a repository of wisdom, a propeller for the advancement of knowledge and the telescope to view the vision of the future. Therefore, communication is linchpin of a business. The research focuses on customers' satisfaction towards smart phone users particularly college students. Descriptive research method has been used for this study. The data related to Smartphone users were collected through Questionnaire method. Convenience sampling method was used by the researcher to collect the data. The sources of data were primary as well as secondary. The size of sample is 50. The data collected were edited, coded and processed with the help of (SPSS) software. The statistical tools are used for T-Test, F-Test, and Factor analysis. There is a significant difference between the satisfaction level of Smartphone users and gender of the respondents.

Nayana V, Dr. R. Reka A LITERATURE SURVEY ON IPHONE OPERATING SYSTEM (iOS)

iOS is Apple's mobile operating system developed originally for the iPhone, and later deployed on the iPod Touch and iPad as well. It is derived from Mac OS X, with which it shares the Darwin foundation, and is therefore a Unix-like operating system, by nature. In iOS, there are four abstraction layers: the Core OS layer, the Core Services layer, the Media layer, and the Cocoa Touch layer. The operating system uses roughly 500 megabytes of the device's storage. Version 4, announced in April 2010, introduced multitasking as well as several business-oriented features, including encryption for email and attachments. At the WWDC 2010 keynote on June 7, 2010, Apple announced that iPhone OS had been renamed iOS. Apple licenses the trademark for "iOS" from Cisco Systems (who own IOS), the same company with which Apple had earlier settled a dispute over the "iPhone" trademark.

Shweta Sharma Vikas Chauhan (2020) A STUDY OF CUSTOMER SATISFACTION TOWARDS SMARTPHONE USERS

Customers are becoming more dependable on the smartphones. Now a day's people seems to become more dependent towards smartphone due to its convenience, reliability, durability, adorable camera features,

fast installation of various apps and the most important factor is that it can do entire functions that computer performs. The major objective of this research study undertakes on identifying the various brands of smartphones that are preferred by the customers to analyze the satisfaction level of customers towards smartphone usage. The Sample size taken under the research study is of 60 respondents to get an idea about how many consumers are satisfied using smartphone.

P. Jimpaul Joshua, S. Karpagalakshmi (2019) A STUDY ON CONSUMER SATISFACTION AND PREFERENCES TOWARDS SMARTPHONES, AT SARAVANAMPATTI, IN COIMBATORE Smartphones are a class of mobile phones and of multi-purpose mobile computing devices. They are distinguished from feature phones by their stronger hardware capabilities and extensive mobile operating systems, which facilitate wider software, internet (including web browsing over mobile broadband), and multimedia functionality (including music, video, cameras, and gaming), alongside core phone functions such as voice calls and text messaging. This article studies the consumer satisfaction and preferences towards smartphones in saravanampatti area, Coimbatore. In this study the survey method is used as a research technique. For the purpose of proper survey, there is need of perfect research instruments like percentage analysis, ANOVA tests had been used. The sample size is 150 respondents. From this study it is concluded that there is no significant difference between opinion about the provided service of the smartphone company and opinion about the price of smartphones. The satisfaction level of respondents on the usage of smartphones in saravanampatti area is high and it may be increased. The sales promotion strategies followed by smart phone companies are at satisfactory level. To make it more popularize, the companies have to introduce more innovative features to attract the customers.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 NEED FOR STUDY

Research methodology is mainly needed for the purpose of framing the research process and the designs and tools that are to be used for the project purpose. Research methodology helps to find the customer experience base for the product. This time research methodology is framed to manage THE STUDY OF ANALYSE THE CONSUMER SATISFACTION TOWARDS IPHONE”

3.2 SCOPE OF THE STUDY

- To study consumer motivation for buying a smart phone.
- To analyze the consumer preference for brands of smartphone.
- To determine whether there is a significant difference between preferences for features of smart phones on the basis of gender.
- To identify the most effective medium for advertisement of smartphone.

3.3 OBJECTIVE OF THE STUDY

This project is designed mainly to identify and evaluate the customer’s response and to manage the study of analyse the consumer satisfaction towards iPhone.

3.3.1 Primary objective:-

To Study on the study of analyse the consumer satisfaction towards iPhone.

3.3.2 Secondary objective:-

- To study about the iPhone

- To investigate the consumer satisfaction of iPhone
- To analyse the consumers expectation and developments in iPhone
- To examine the effectiveness of iPhone.

3.4 RESEARCH DESIGN

A research design is a master plan specifying the methods and procedures for collecting and analyzing the needed information. It is a framework or blueprint that plans the action for the research project. A research design is defined as “the specification of methods and procedures for acquiring the information needed”. It is a plan for doing the study and collecting the data. The objectives of the study determined during the early stages of research are included in the design to ensure that the information collected is appropriate for solving the problem.

3.4.1 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.

3.5 SOURCES OF DATA

Data collection is the term used to describe a process of preparing and collecting data.

3.5.1 Primary data –Questionnaire given to 130 respondents

3.5.2 Secondary data –Websites and online journals, Published reports & Review of literature from published articles

3.6 STRUCTURE OF QUESTIONNAIRE

The questionnaire was design to know the general opinions of customers, and their experience with maruti Suzuki and to manage the study of analyse the consumer satisfaction towards iPhone.

3.7 SAMPLING TECHNIQUE

3.7.1 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.

3.8 PERIOD OF STUDY

The duration of study is from January 2021 to March 2021 which is a three months of study.

3.9 LIMITATIONS OF THE STUDY

- The data is collected only from respondents living in Chennai city, so it can not represent the whole population
- Time constraint is the mainlimitation.
- The sample size of the study is limited to 130 respondents.

CHAPTER 4

DATA ANALYSIS AND INTERPERTATION

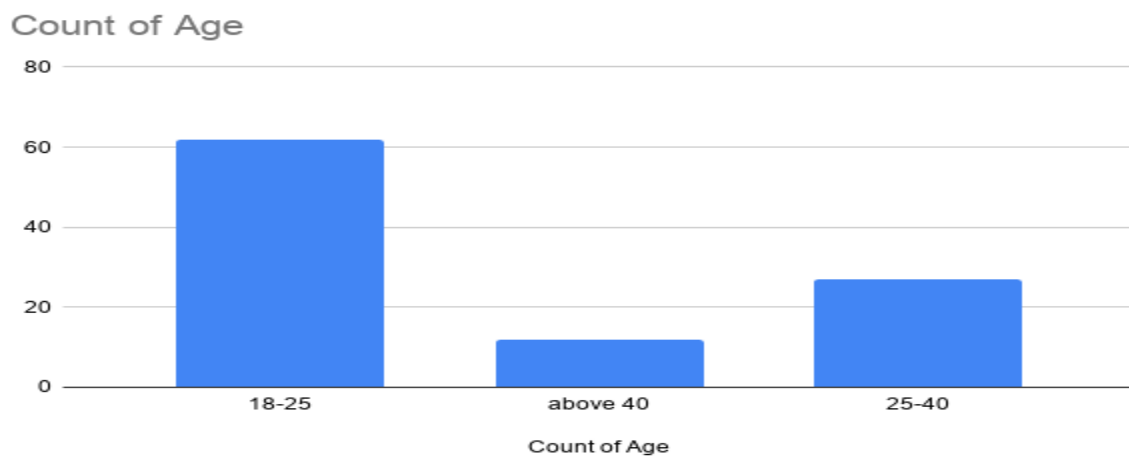
4.1. PERCENTAGE ANALYSIS

TABLE 4.1.1: AGE OF THE RESPONDENTS

S NO	PARTICULARS	NO OF RESPONDENT	PERCENTAGE
1	18 TO 25	78	62.3
2	25 TO 40	35	26.9
3	ABOVE 40	17	10.8
	TOTAL	130	100

SOURCE: Primary data

CHART 4.1.1: AGE OF THE RESPONDENTS



INTERPRETATION

From the above table it is interpreted that the number of respondent between 18-25 age of respondent are 62.3%, between 25-40 age of respondent are 26.9% between above 50 age of respondent are 10.8%.

INFERENCE

Majority (62.3%) of the respondent are age between 18-25 years

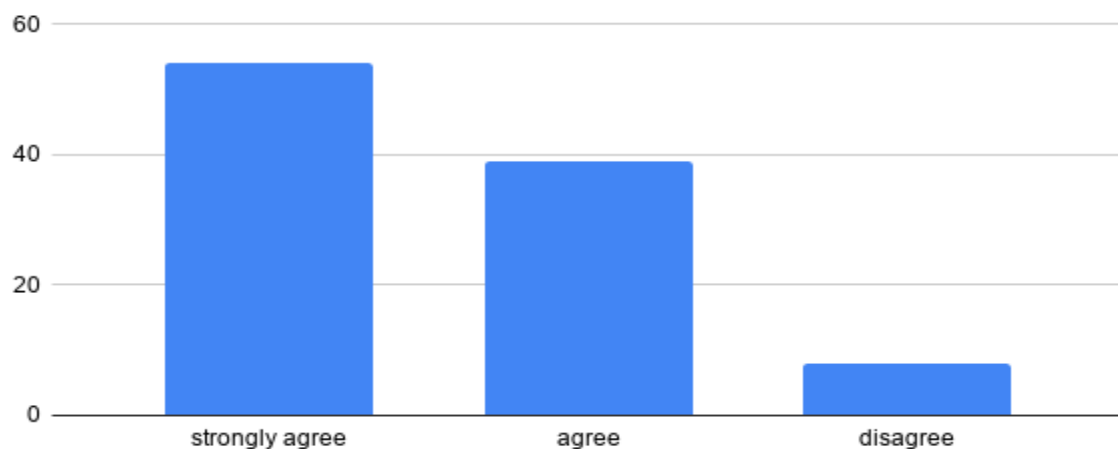
TABLE 4.1.2:Customer satisfaction against apple iPhone services

S NO	PARTICULARS	NO OF RESPONDENT	PERCENTAGE
1	Strongly agree	61	46.2
2	Agree	58	43.2
3	Disagree	14	10.6
	TOTAL	133	100

SOURCE: Primary data

CHART4.1.2:Customer satisfaction against apple iPhone services

Count of Do you agree that customers were happy about the services of apple iphones ?



Count of Do you agree that customers were happy about the services of apple iphones ?

INTERPRETATION

From the above table it is interpreted that the 46.2% of respondents are strongly agreed, 43.2 of respondents are agreed, and 10.6% of respondents are preferred disagreed.

INFERENCE

Majority (46.2%) of the respondent are strongly agreed.

TABLE 4.1.3: CUSTOMER SATISFACTION TOWARDS PRODUCT QUALITY

S. NO	PARTICULARS	NO OF RESPONDENT	PERCENTAGE
1	Yes	102	75.9
2	No	22	24.1
	TOTAL	124	100

SOURCE: Primary data

CHART 4.1.3: CUSTOMER SATISFACTION TOWARDS PRODUCT QUALITY



INTERPRETATION

From the above table it is interpreted that the 75.9% of respondents are said yes, 24.1 of respondents are said no.

INFERENCE

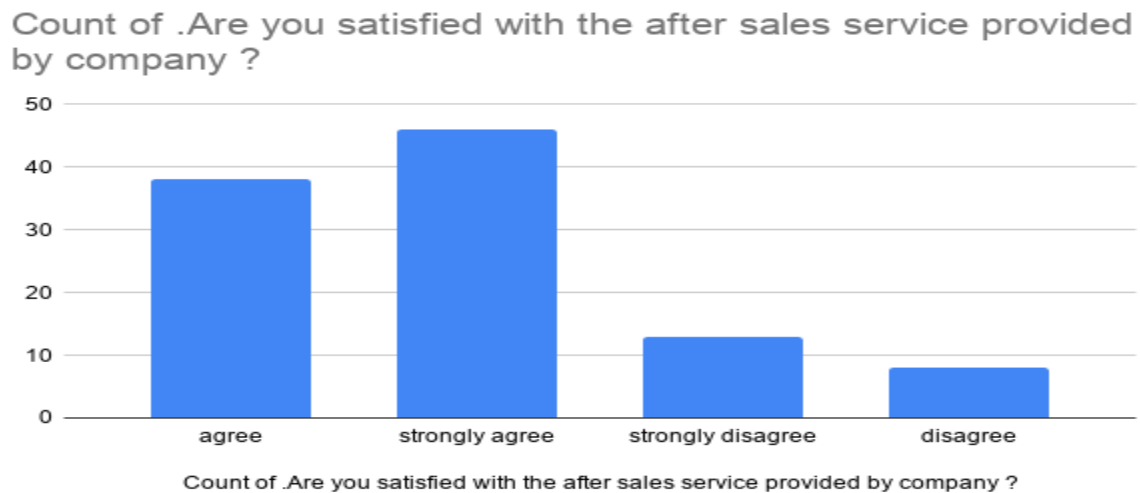
Majority (75.9%) of the respondent are said yes.

TABLE 4.1.4: CUSTOMER SATISFACTION TOWARDS WITH THE AFTER THE SALES COMPANY

S. NO	PARTICULARS	NO OF RESPONDENT	PERCENTAGE
1	Strongly Agree	45	33.8
2	Agree	56	42.2
3	Disagree	12	9.0
4	Strongly Disagree	20	15.0
	TOTAL	133	100

SOURCE: Primary data

CHART 4.1.4: CUSTOMER SATISFACTION TOWARDS WITH THE AFTER THE SALES COMPANY



INTERPRETATION

From the above table it is interpreted that the 33.8 % of respondents are strongly agreed, 42.2% of respondents are agreed, and 9.0% of respondents are disagreed, 15.0% of respondents are strongly disagreed.

INFERENCE

Majority (42.2%) of the respondent are agreed

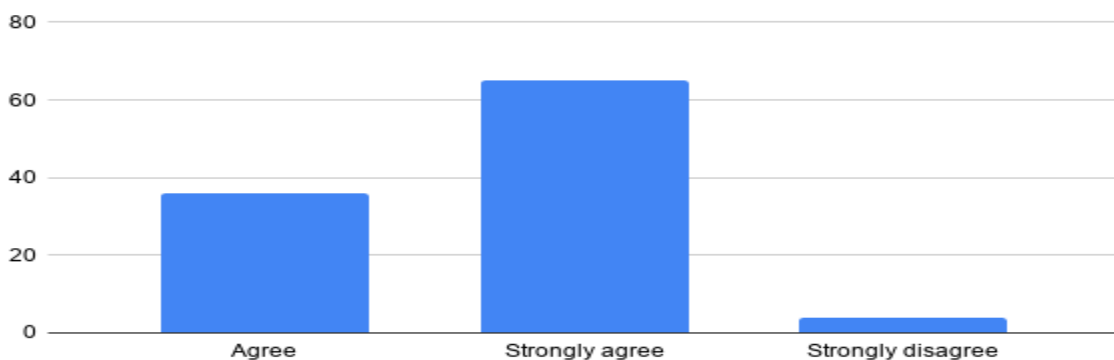
TABLE 4.1.5: HOW INTERNET ADVERTISEMENT MAKE CUSTOMER TO BUY IPHONE EVEN IN IT UNNECESSARY

S. NO	PARTICULARS	NO OF RESPONDENT	PERCENTAGE
1	Strongly Agree	65	68.8
2	Agree	32	31.2
3	Strongly Disagree	4	5.7
	TOTAL	101	100

SOURCE: Primary data

CHART 4.1.5: HOW INTERNET ADVERTISEMENT MAKE CUSTOMER TO BUY IPHONE EVEN IN IT UNNECESSARY

Count of Do you agree internet advertisement of iphone attract you to buy Mobile even it is unnecessary for you ?



Count of Do you agree internet advertisement of iphone attract you to buy Mobile even it is

INTERPRETATION

From the above table it is interpreted that the 68.8 % of respondents are strongly agreed, 31.2% of respondents are agreed, and 5.7% of respondents are strongly disagreed.

INFERENCE

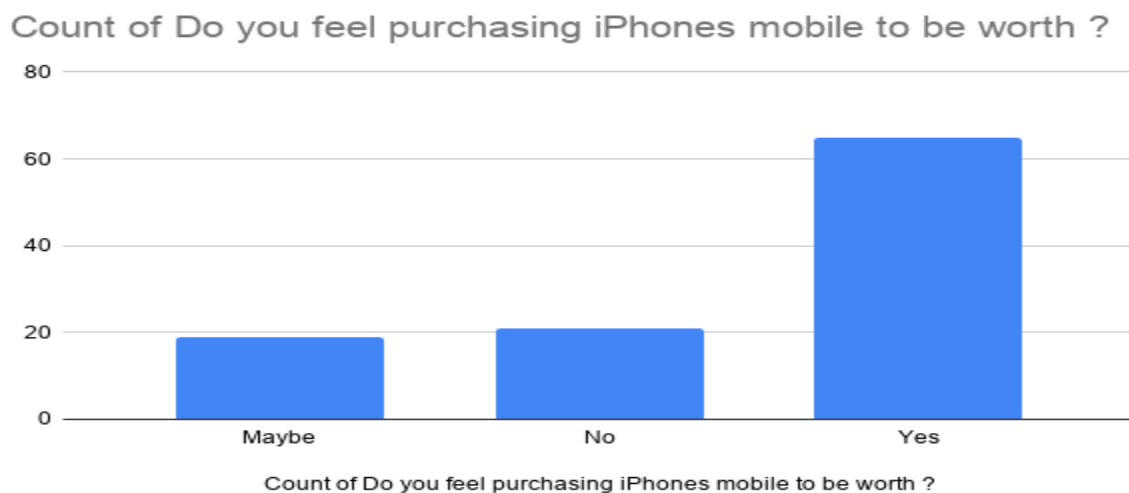
Majority (68.8%) of the respondent arestrongly agreed

TABLE 4.1.6: IS IT IPHONE ARE WORTH OF BUYING?

S. NO	PARTICULARS	NO OF RESPONDENT	PERCENTAGE
1	Yes	74	55.6
2	No	29	21.8
3	Maybe	30	22.6
	TOTAL	133	100

SOURCE: Primary data

CHART 4.1.6: IT IPHONE ARE WORTH OF BUYING?



INTERPRETATION

From the above table it is interpreted that the 55.6% of respondents are said yes, 21.8 of respondents are said no and 22.6 of respondents are said maybe

INFERENCE

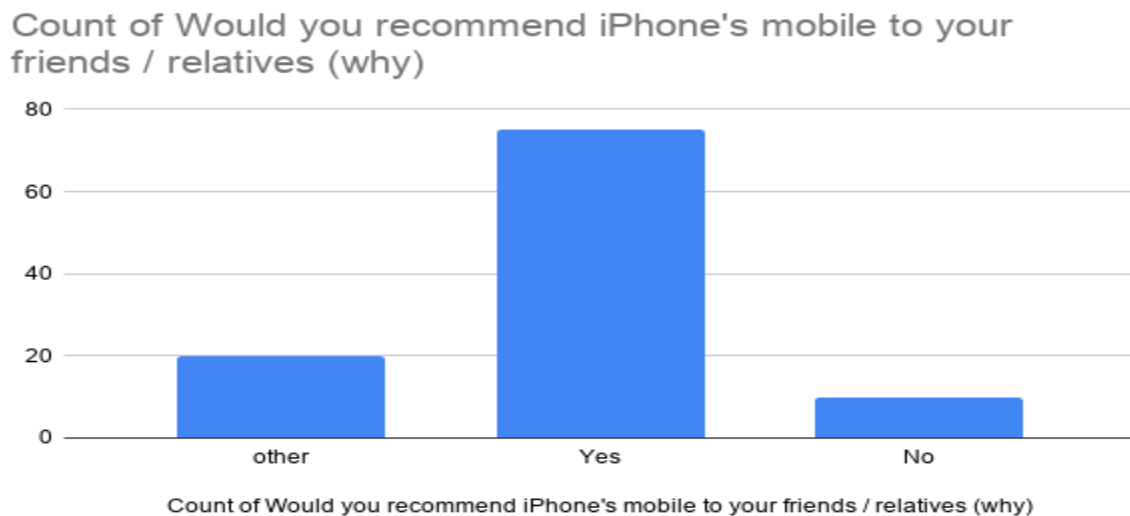
Majority (55.6%) of the respondent are said yes.

TABLE 4.1.7: WOULD YOU RECOMMENED IPHONES TO YOUR FRND

S. NO	PARTICULARS	NO OF RESPONDENT	PERCENTAGE
1	Yes	53	67.9
2	No	15	9.5
3	Other	22	22.6
	TOTAL	90	100

SOURCE: Primary data

CHART 4.1.7:WOULD YOU RECOMMENED IPHONES TO YOUR FRND



INTERPRETATION

From the above table it is interpreted that the 67.9% of respondents are said yes, 9.5 of respondents are said no and 22.6 of respondents are said other

INFERENCE

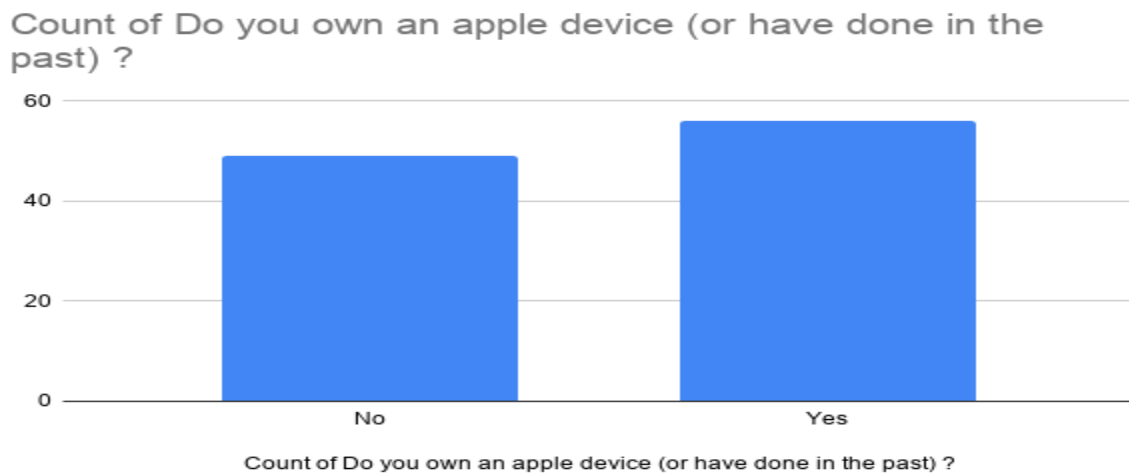
Majority (67.9%) of the respondent are said yes.

TABLE 4.1.8:DO YOU OWN AN APPLE DEVICE

S. NO	PARTICULARS	NO OFRESPONDENT	PERCENTAGE
1	Yes	66	52.0
2	No	59	48.0
	TOTAL	125	100

SOURCE: Primary data

CHART 4.1.8: DO YOU OWN AN APPLE DEVICE



INTERPRETATION

From the above table it is interpreted that the 52.0% of respondents are said yes, 48.0 of respondents are said no.

INFERENCE

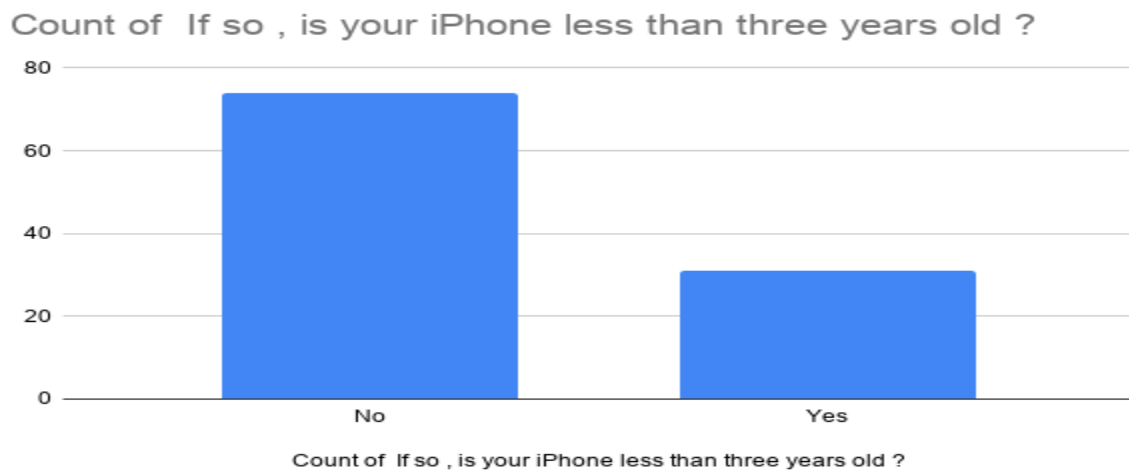
Majority (52.0%) of the respondent are said yes.

TABLE 4.1.9: IS YOUR IPHONE LESS THAN THREE YEARS OLD?

S. NO	PARTICULARS	NO OF RESPONDENT	PERCENTAGE
1	Yes	36	26.3
2	No	67	73.7
	TOTAL	103	100

SOURCE: Primary data

CHART 4.1.9: IS YOUR IPHONE LESS THAN THREE YEARS OLD?



INTERPRETATION

From the above table it is interpreted that the 26.3% of respondents are said yes, 73.7 of respondents are said no.

INFERENCE

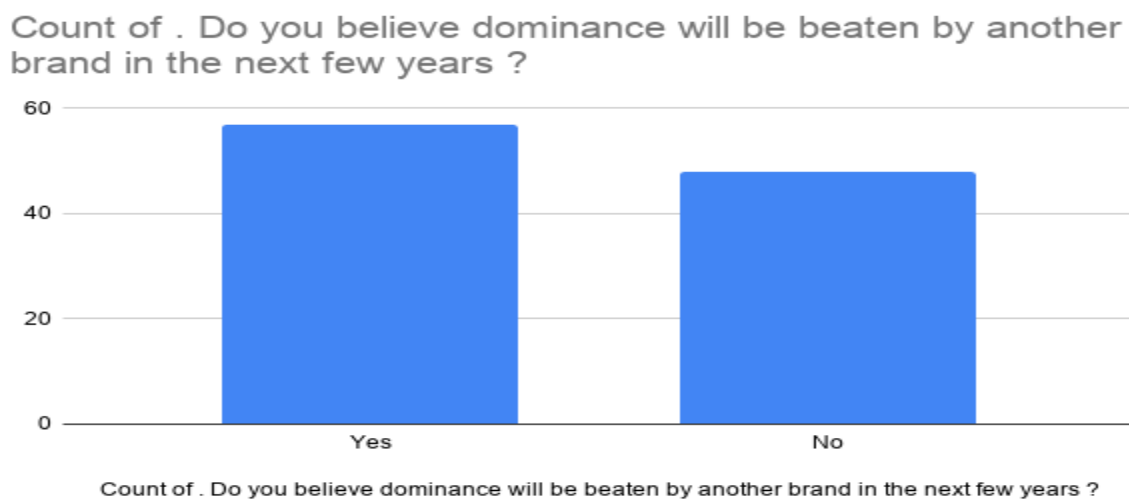
Majority (73.7%) of the respondent are said no.

TABLE 4.1.10: DO YOU AGREE THAT DOMINANCE WILL BEAT BY ANOTHER BRAND SOONER?

S. NO	PARTICULARS	NO OF RESPONDENT	PERCENTAGE
1	Yes	63	54.0
2	No	57	46.0
	TOTAL	120	100

SOURCE: Primary data

CHART 4.1.10: DO YOU AGREE THAT DOMINANCE WILL BEAT BY ANOTHER BRAND SOONER?



INTERPRETATION

From the above table it is interpreted that the 54.0% of respondents are said yes, 46.0 of respondents are said no.

INFERENCE

Majority (54.0%) of the respondent are said yes.

CHAPTER 5

FINDINGS AND SUGESSTION

5.1 FINDINGS

1.Majority (62.3%) of the respondent are age between 18-25 years.

2.Majority (46.2%) of the respondent are strongly agreed.

3.Majority (75.9%) of the respondent are said yes.

4.Majority (42.2%) of the respondent are agreed.

5.Majority (68.8%) of the respondent are strongly agreed.

6.Majority (55.6%) of the respondent are said yes.

7. Majority (67.9%) of the respondent are said yes.

8.Majority (52.0%) of the respondent are said yes.

9.Majority (73.7%) of the respondent are said no.

10.Majority (54.0%) of the respondent are said yes.

5.2 SUGGESTION

I would like to offer suggestion about next iPhone tutorial. When I looked at Treehouse Library recently and I found that Treehouse is trying to bring different kinds of projects together, such as building up a website to promote iPhone project "Ribbit". So, it would be great to see next iPhone tutorial teach us how to build an e-commerce-like app, connecting iPhone to Treehouse Shop, query data and even make an order (communicating with MySQL through PHP, which is already a finished project). In this way, Treehouse projects have more integration by bring iOS, PHP and MySql together.

5.3 CONCLUSION

SAMSUNG: To compete with Apple, Samsung should focus on increase its value proposition in the smart phone market. Samsung could develop new products having stylish and modern design in order to attract buyers who expect stylish, trendy and fashionable smart phones on the other hand. Samsung should keep on producing the existing models of smart phones which are relatively less costly to tap the middle class and lower upper class of population. A strong focus on R&D and taking advantage of being the first mover in launching. As a result, the market share of Samsung would increase and has more strength in the competition with Apple

APPLE: From the result of the statistic tests, many Apple's user is trendy and some of them are short-term user. In order to keep these customers, Apple should always produce new products to avoid losing them. Beside the result reveal that there is a relationship between age group of the interviewer and the reasonable price they think. The lower age group of the reasonable price of a smart phone they think. Apple could attract young buyer by lowering its price. For instance. Apple can produce new smart phones with lower cost and hence to lower the price. As a result, Apple could increase its market share, even attract the users of different brands of smart phone. Apple's product line has grown rapidly in the past few years. What we have found to be the most interesting about Apple is how they are very innovative and early adapters. Samsung stands on the pillars of innovation and excellent customers services. Samsung and Apple have a good market share but they have to change their strategies for more coverage of market share.

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QUESTIONNAIRE

1. NAME _____
2. EMAIL ID _____
3. AGE A) 18 – 25 B) 25 – 40 C) ABOVE 40
4. DO YOU AGREE THAT CUSTOMERS WERE HAPPY ABOUT THE SERVICES OF APPLE IPHONES?

A) STRONGLY AGREE B) AGREE C) DISAGREE
5. ARE YOU SATISFIED WITH PRODUCT QUALITY?

A) YES B) NO C) OTHER
6. ARE YOU SATISFIED WITH THE AFTER SALES SERVICE PROVIDED BY COMPANY?

A) STRONGLY AGREE C) DISAGREE

B) AGREE D) STRONGLY DISAGREE

7. DO YOU AGREE INTERNET ADVERTISEMENT OF IPHONE ATTRACT YOU TO BUY MOBILE EVEN IT IS UNNECESSARY FOR YOU?

A) STRONGLY AGREE B) AGREE C) DISAGREE

8. DO YOU FEEL PURCHASING IPHONES MOBILE TO BE WORTH?

A) YES B) NO

9. WHICH PART OF THE IPHONES MOBILE ATTRACTS YOU?

10. WOULD YOU RECOMMENED IPHONE MOBILE TO YOUR FRIENDS / RELATIVES

11. DO YOU OWN AN APPLE DEVICE (OR HAVE DONE IN THE PAST)?

A) YES B) NO C) OTHER

12. IF SO, IS YOUR IPHONE LESS THAN THREE YEARS OLD?

A) YES B) NO C) OTHER

13. DO YOU BELIEVE DOMINANCE WILL BE BEAT BY ANOTHER BRAND IN THE NEXT FEW YEARS?

A) YES B) NO C) OTHER

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