



A STUDY ON ANALYSIS OF THE CONSUMER SATISFACTION TOWARDS IPHONE IN MADURAI CITY

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ABSTRACT:

This study aims to analyse consumer satisfaction towards the iPhone in Madurai City, focusing on key factors such as product quality, brand perception, pricing, customer service, and overall user experience. As one of the most recognized and premium smartphone brands globally, Apple's iPhone has garnered a loyal customer base. However, with increasing competition from Android smartphones, understanding the factors driving consumer satisfaction becomes essential. The research uses a survey methodology to gather data from a sample of iPhone users in Madurai, assessing their levels of satisfaction across various aspects including device performance, design, features, and after-sales service. The findings suggest that the iPhone's superior build quality, seamless user experience, and brand prestige are significant contributors to customer satisfaction. On the other hand, concerns about pricing, battery life, and repair costs were identified as areas for improvement. The study also examines the influence of demographic factors such as age, income, and usage patterns on consumer satisfaction levels. The insights gained can help Apple refine its marketing strategies, customer service offerings, and product development, particularly in the Indian market. Additionally, the research provides valuable data for other smartphone manufacturers seeking to enhance their competitive advantage. Overall, this study contributes to a deeper understanding of consumer preferences and behaviours towards premium smartphones in the Indian context.

KEYWORDS:

CONSUMER SATISFACTION, BRAND PERCEPTION, PRODUCT QUALITY, CUSTOMER SERVICE, MOBILE TECHNOLOGY.

INTRODUCTION

The smartphone industry has evolved into one of the most competitive and fast-paced markets globally, with numerous brands vying for consumer attention and loyalty. Among these, Apple's iPhone has consistently maintained a dominant position due to its innovative features, brand prestige, and high customer satisfaction. Consumer satisfaction plays a critical role in the success of any product, particularly for premium devices like the iPhone, where price sensitivity is relatively low, and customers expect superior performance, design, and usability. This study focuses on understanding the factors influencing consumer satisfaction towards the iPhone, specifically in Madurai City, a prominent urban centre in Tamil Nadu.

STATEMENT OF THE PROBLEM

The problem addressed in this study is the increasing need to understand the factors influencing consumer satisfaction towards the iPhone in Madurai City, a key market in Tamil Nadu. Despite the iPhone's strong brand presence and loyal customer base, there is a growing competition from other smartphone brands offering similar features at competitive prices. As consumer

preferences evolve, particularly with regard to value for money, performance, and customer service, it becomes critical to assess how well the iPhone meets the expectations of its users in this specific region. The study seeks to identify the key determinants that contribute to or detract from consumer satisfaction, such as product quality, pricing, after-sales service, and overall user experience. By analysing these factors, the research aims to offer insights into areas where Apple can improve its offerings and customer engagement strategies, as well as provide a deeper understanding of consumer behaviour in the context of premium smartphones in Madurai City.

OBJECTIVE OF THE STUDY

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

RESEARCH DESIGN

A research design is a master plan specifying the methods

and procedures for collecting and analysing the needed information. It is a frame work 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 design to ensure that the information collected is appropriate for solving the problem

PRIMARY DATA -Questionnaire given to 100 respondents.

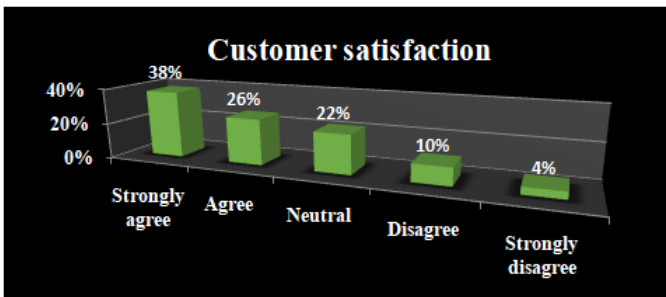
SECONDARY DATA -Websites and online journals, Published reports &Review of literature from published articles.

DATA ANALYSIS

TABLE 1: CUSTOMER SATISFACTION AGAINST APPLE IPHONE SERVICES.

S NO	PARTICULARS	NO OF RESPONDENT	PERCENTAGE
1.	Strongly agree	38	38
2.	Agree	26	26
3.	Neutral	22	22
4.	Disagree	10	10
5.	Strongly disagree	4	4
	Total	100	100

CHART 1: CUSTOMER SATISFACTION AGAINST APPLE IPHONE SERVICES.



INTERPRETATION:

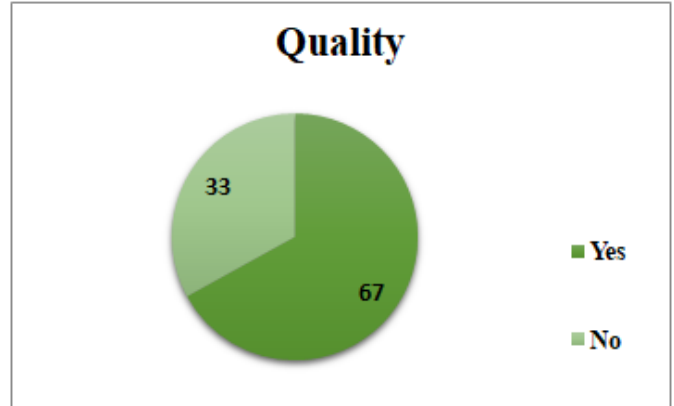
From the above table it is interpreted that the 38% of respondents are strongly agree, 26% of respondents are agree and 4% of respondents are preferred Strongly disagree.

TABLE 2: TABLE SHOWING THE CUSTOMER SATISFACTION TOWARDS THE PRODUCT QUALITY.

S NO	PARTICULARS	NO OF RESPONDENT	PERCENTAGE
1.	Yes	67	67
2.	No	33	33
	Total	100	100

CHART 2: CHART SHOWING THE CUSTOMER

SATISFACTION TOWARDS THE PRODUCT QUALITY.



INTERPRETATION:

From the above table it is interpreted that the 67% of respondents are said yes, 33% of respondents are said no.

FINDINGS

- The finding indicates that a significant majority 38% of respondents have a positive perception. Only 4% of respondents expressed disagreement, suggesting minimal opposition.
- The findings show that 67% of respondents support the idea, indicating strong approval. Meanwhile, expressed disagreement, suggesting some level of concern of hesitation.

SUGGESTIONS

- The majority of respondents 38% have a positive perception, indicating strong support. To further improve engagement, focus on addressing the concerns of the 4% who preferred to disagree.
- With 67% saying yes, the majority supports the idea, but the 33% who said no should be further analysed. Addressing their concerns could help improve overall acceptance.

CONCLUSION

APPLE: From the result of the statistical tests, many Apple's users are trendy and some of them are short-term users. In order to keep these customers, Apple should always produce new products to avoid losing them. Besides the result reveals 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 smartphone they think. Apple could attract young buyers by lowering its price. For instance, Apple can produce new smartphones with lower cost and hence lower the price. As a result, Apple could increase its market share, even attract the users of different brands of smartphones. 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 excellent customer 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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