

A STUDY ON CUSOMER SATISFACTION ON APPLE I PHONE

Submitted in partial fulfillment of the requirement for the award of

Bachelor of Business Administration

By

MYTHILY . D

(Reg No: 39280020)



DEPARTMENT OF BUSINESS ADMINISTRATION

SCHOOL OF MANAGEMENT STUDIES

SATYABAMA

INSTITUTE OF SCIENCE AND TECHONOLGY

(DEEMED TO BE UNIVERSITY)

Accredited with Grade “A” by NAAC

JEPPIAR NAGAR, RAJIV GANDHI SALAI, CHENNAI- 600 119

MARCH-2022

BONAFIED CERTIFICATE

This is to certify that this project report is the bonafide work of
D.MYTHILY(39280020) Who carried out the project entitled “A STUDY
OF CUSTOMER SATISFACTION ON APPLE I PHONE” under my
supervision from January 2022 to march 2022

DR.SHETTY DEEPA THANGAM GEETA M.Com; B.Ed; Ph.D
(Internal guide)

DR. BHUVANESHWARI G.,MBA.,PH.D.
Dean-School of Management studies

Submitted for viva voce examination held on . _____

Internal Examiner

External Examiner

DECLARATION

I AM D. MYTHILY (39280020) hereby declare that the project report entitled “ A STUDY OF CUSTOMER SATISFACTION ON APPLE I PHONE” done by me under guidance of Ms. DR. SHETTY DEEPA THANGAM GEETA M.Com; B.Ed; Ph.D is submitted in partial fulfillment of the requirements for the award of Bachelor Of Business Administration degree.

PLACE: CHENNAI

DATE: 21:04:2022

D. MYTHILY

Signature of the candidates

ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to board of management of SATHYABAMA for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

I convey my thanks to Dr. bhuvaneshwari, MBA., Ph.D., Dean-School of management studies and Dr. Palani, M.COM., M.Phil., MBA., Ph.D., Head of Department, dept.of business administration for providing me necessary support and details at the right time during the progressive reviews.

I would like to express my sincere and deep gratitude to my guide Ms. DEEPA SHETTY THANGAM GEETA M.Com; B.Ed; Ph.D assistant professor, school of management studies for her valuable guidance, suggestions and constant encouragement paved way for the successful completion of my project work.

I wish to express my thanks to all teaching non- teaching staff members of the department of Business Administration who were helpful in many ways for the completion of the training.

MYTHILY.D

ABSTRACT

This report contains the work done during the period which was held in A STUDY OF CUSTOMER SATISFICATION ON APPLE IPHONE. It not only provides a different environment, but also helps to get some knowledge about the different kinds of jobs in that environment.

PREFACE

Field study work is a part of management studies which is very important for each and every management student. The purpose of the field work is to enhance the knowledge and skills of the student and generate scope for the implementation of his/her acquired skills and knowledge during his/her BBA course. It also helps to acclimatize the student with the organization and the industry in which this organization exists. The objective of the summer training is to see how an organization works and gain knowledge of the happenings in the business world. Management trainees are trained to manage the matters of the organization in a planned and systematic manner.

This study has helped us a lot in sharpening our knowledge and has also made us aware about the happenings of the business world. This learning experience has increased our competence which would help us in the management of corporate sector.

The main objective of this study was the “A Study on Customer Satisfaction towards Apple iPhone”.

TABLE OF CONTENT

Sr. No.	Particulars	Page No
1.	CHAPTER :1 Introduction	1-2
2.	Consumer buying decision process	3-5
3.	CHAPTER: 2 Company Profile	6
4.	CHAPTER: 3 Objectives	7
5.	CHAPTER: 4 Research Methodology	8
6.	CHAPTER: 5 Literature of review	
7.	CHAPTER: 6 Data Analysis	9
8.	CHAPTER: 7 Recommendations	21
9.	CHAPTER: 8 Conclusion	22
10.	Bibliography	23
11.	Annexure	24

CHAPTER 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.

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.

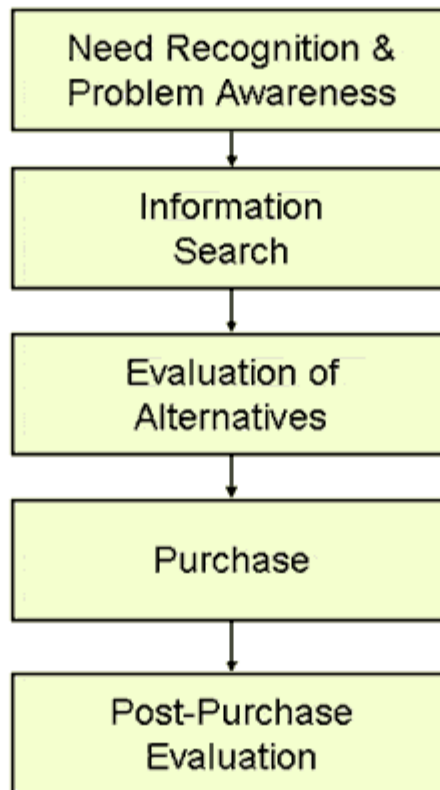
The main aim of marketing is meet and satisfy target customers need and wants buyer behaviour refers to the peoples or organization conduct activities and together with the impact of various influence on them towards making decision on purchase of product and service in a market. The field of consumer behaviour studies how individuals, groups and organization select, buy, use and dispose of goods, service, ideas, or experience to satisfy their needs and desire sunder standing consumer behaviour and knowing customer are never simple. The wealth of products and service produced in a country make our economy strong. The behaviour of human being during the purchase is being termed as “Buyer Behaviour”. Customer says 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.

Buyer Behaviour:

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

Consumer Buying Decision Process

There are following five stages in consumer buying decision process.



1. Problem identification:

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

2. Information Search:

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

Marketers should find out the source of information and their relative degree of importance to the consumer.

Personal Sources: Family, friends, neighbour, 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 so on. The marketer up to this stage has tried every means to influence the purchase behaviour, but the choice is properly consumers. In the evaluation stage the consumer forms preferences among the brands in the choice set. The consumer may also form an intention to but 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.

CHAPTER 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 iLife and iWork 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 3

OBJECTIVES OF THE STUDY

- To study consumer motivation for buying a smart phone.
- To analyze the consumer preference for brands of smart phone.
- 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 smart phone.

CHAPTER 4

RESEARCH METHODOLOGY

Research design -The **research design** refers to the overall strategy that you choose to integrate the different components of the study in a coherent and logical way, thereby, ensuring you will effectively address the **research** problem; it constitutes the blueprint for the collection, measurement, and analysis of data.

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.

Universe- Lucknow

Sample Area – Chinhhat and BBD Campus, Lucknow

Sample Size- 100

Sample Unit: Individuals

Data source- Primary data & Secondary Data

The two main sources of data for the present study have been primary data and secondary data.

CHAPTER 5

REVIEW OF LITERATURE

The Performance of iPhone

The Performance of iPhone is the highlight for a buyer to choose the phone with their lifestyle that important about a decision for overall when customer looking for product and service. According to Chen and Yang (2012, customer can select the performance of the product, including product, price, networks, system, and design, etc. To support consider decision-making when customers purchase a product or service. In our research concern by four sentences:

- iPhone made by excellent materials that make user can use its effectively.

- I felt satisfied with the features of the iPhone.
- I felt satisfied with ease of use of iPhone.
- I felt satisfied with the online support and iService.
- I felt satisfied with the options of iPhone.

The behavior intention

As report by Nyadzayo and Khajehzadeh (2016), when the company develop their product and maintain their quality, then the customer will be loyalty and know more about the product and the company. In addition, customer who has good experience of the performance of product and service they will be more loyalty. In definition, loyalty is faithfulness to commit for long or short term that the vision in the organization for product and service to maintain high quality and development in the future. A study by Kim, Wong, Chang, and Park (2016), customers can make suggestions to other people. In our research concern by five sentences:

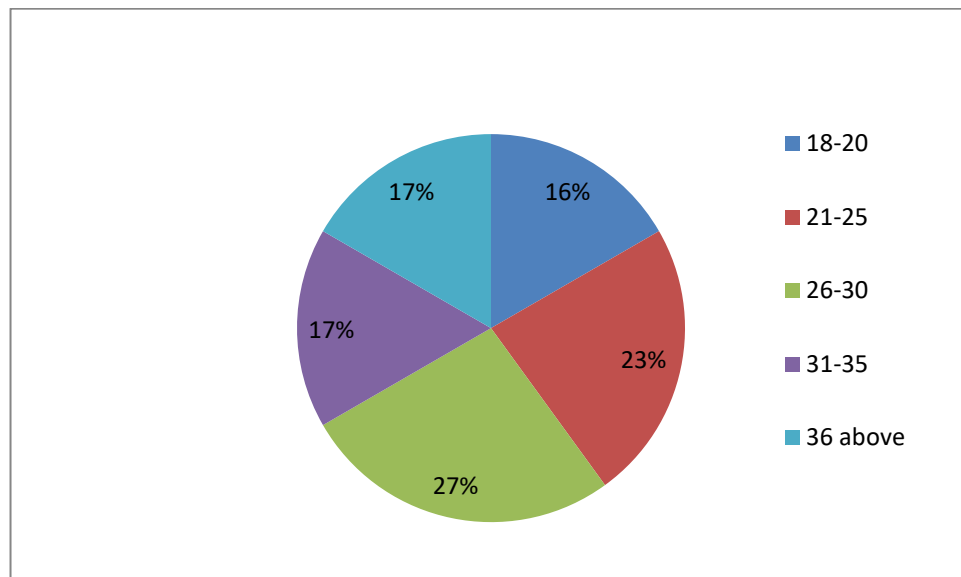
CHAPTER 6

DATA ANALYSIS AND INTERPRETATIONS

TABLE 1

age group

OPINION	FREQUENCY	PERCENTAGE
18-20	10	16%
21-25	14	23%
26-30	16	26%
31-35	10	16%
36 above	10	16%
TOTAL	100%	100



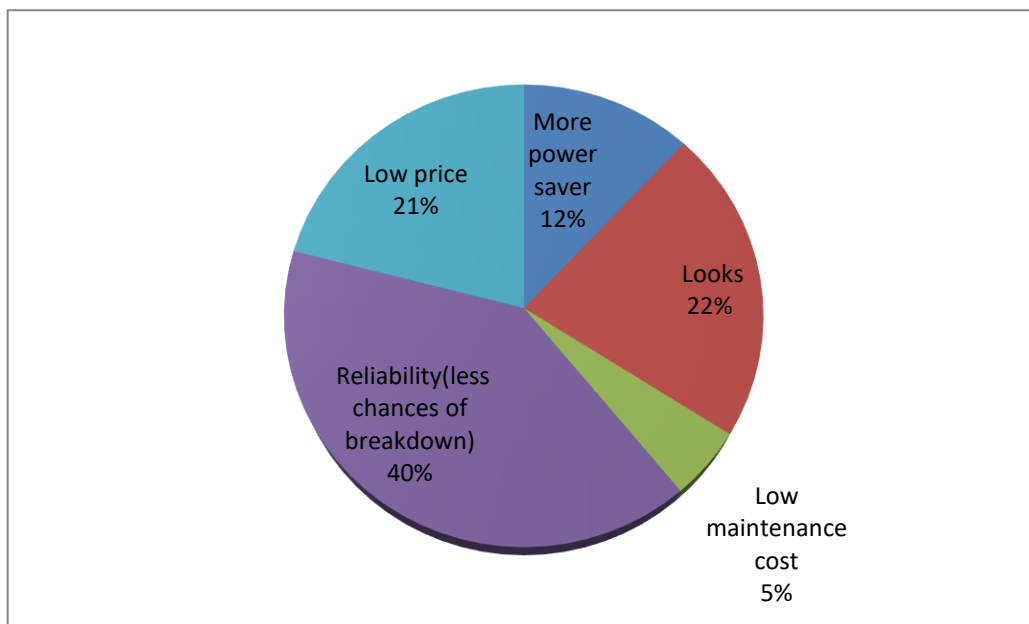
INFERENCE

Age Group between 21-25 & 26-30 uses maximum gadgets so main focus of the company should be on this age group.

TABLE 2

things that you look while purchasing a I Phone

OPINION	FREQUENCY	PERCENTAGE
More power saver	12	12%
<input type="checkbox"/> Looks	22	21%
<input type="checkbox"/> Low maintenance cost	5	5%
<input type="checkbox"/> Reliability	40	40%
Low price	21	21%
TOTAL	100	100%

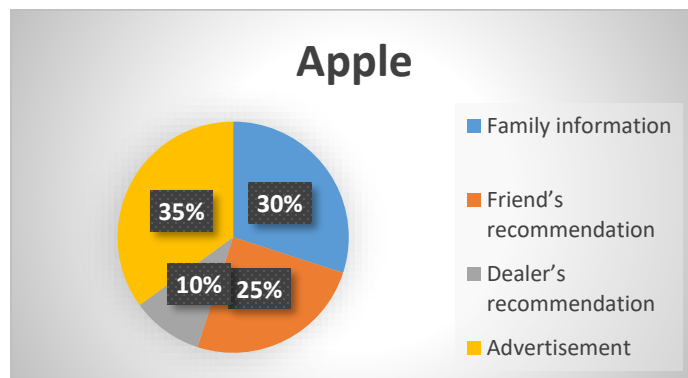


INTERPRETATION

Still Users prefer to purchase those cells which are good in reliability instead of features that cell has.

TABLE 3
you know about Apple

OPINION	FREQUENCY	PERCENTAGE
Family information	30	30%
Friend's recommendation	25	25%
Dealer's recommendation	10	10%
Advertisement	35	35%
TOTAL	100	100%



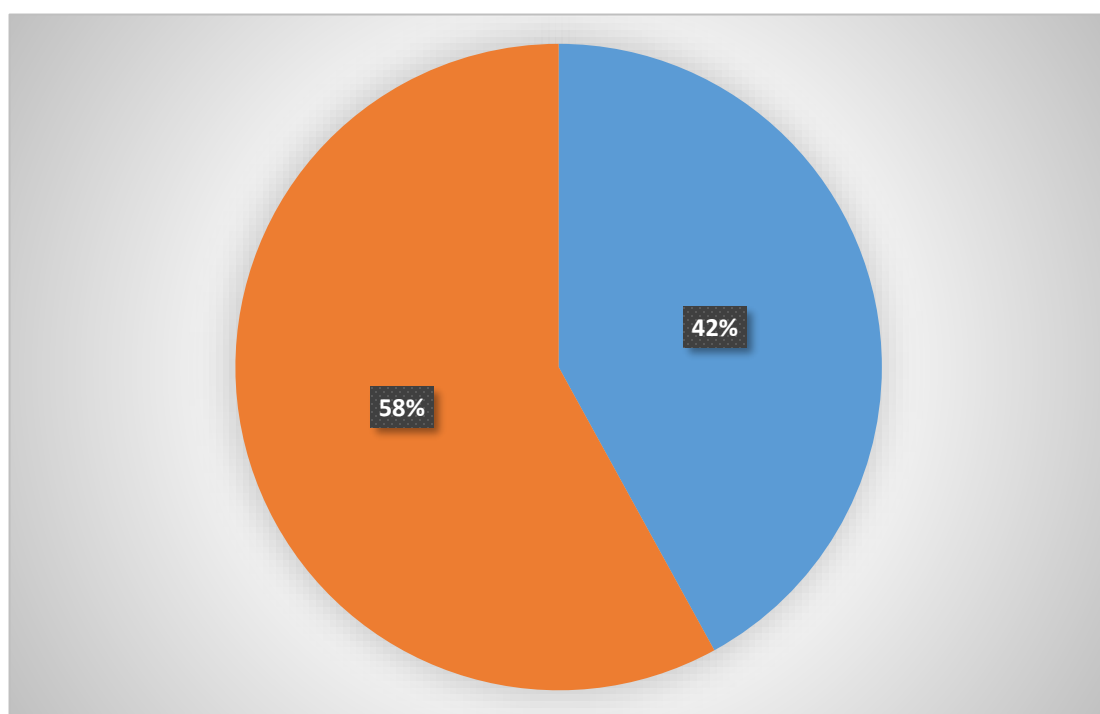
INTERPRETATION

Respondents get knowledge about the Apple through Advertisement , after that family Recommendations.

TABLE 4

satisfied with product quality

OPINION	FREQUENCY	PERCENTAGE
▪ Strongly satisfied	58	58%
▪ Satisfied	42	42%
TOTAL	100	100%

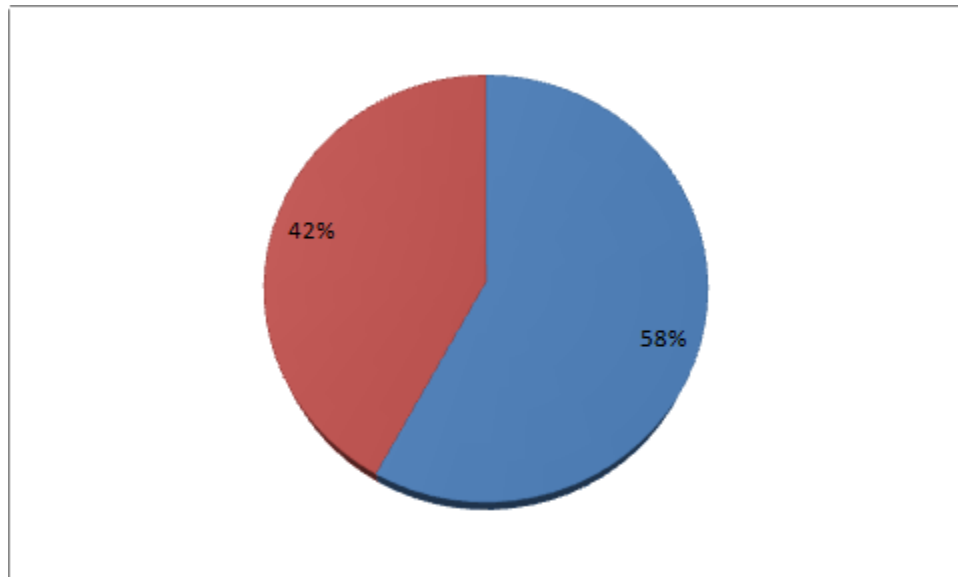


INTERPRETATION

From the ABOVE TABLE 58% of the respondent are strongly satisfied, and 42% of the respondent are satisfied.

TABLE 5
Smartphone company is better in terms of marketing

OPINION	FREQUENCY	PERCENTAGE
▪ Apple	58	58%
• Samsung	42	42%
TOTAL	100	100%



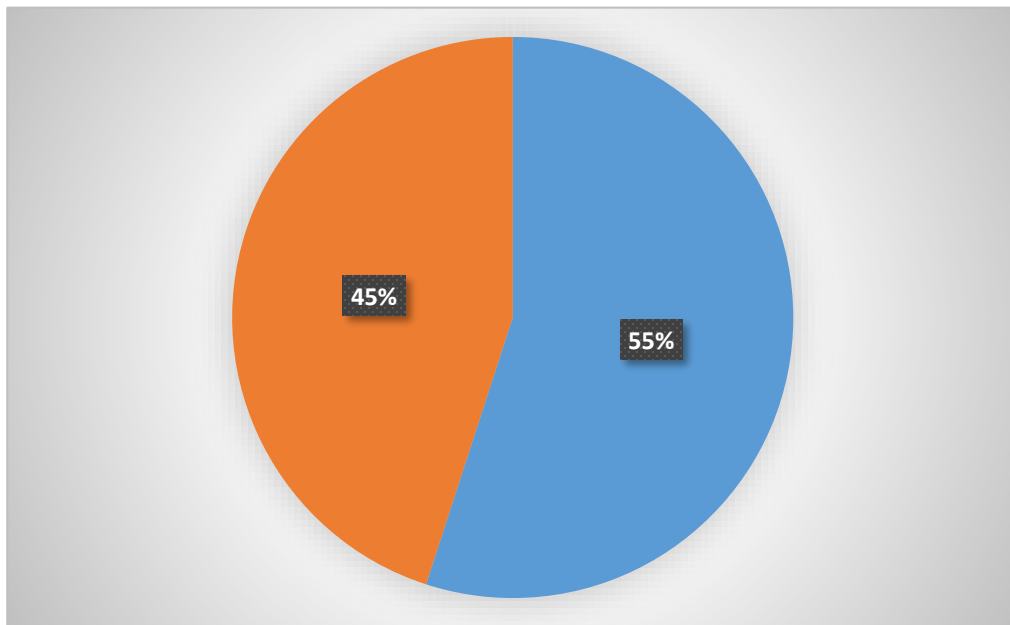
INTERPRETATION

Apple gives more marketing competition than Samsung as Apple is more creative in terms of clever advertisements than Samsung.

TABLE 6

Smartphone company better software customization features

OPINION	FREQUENCY	PERCENTAGE
▪ Samsung	45	45%
• Apple	55	55%
TOTAL	100	100%



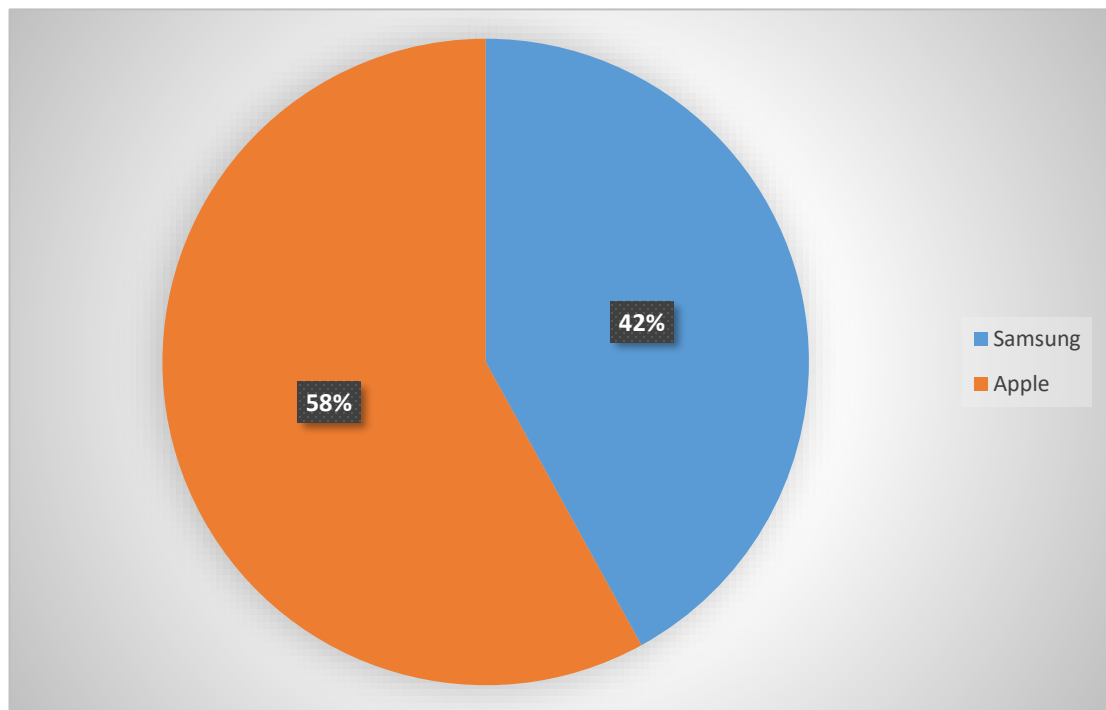
INTERPRETATION

Apple gives more attention towards software customization functions than Samsung. As Apple gives more software satisfaction levels than Samsung gives.

TABLE 7

company is better in terms of overall design architecture?

OPINION	FREQUENCY	PERCENTAGE
Samsung	42	42%
Apple	58	58%
TOTAL	100	100%

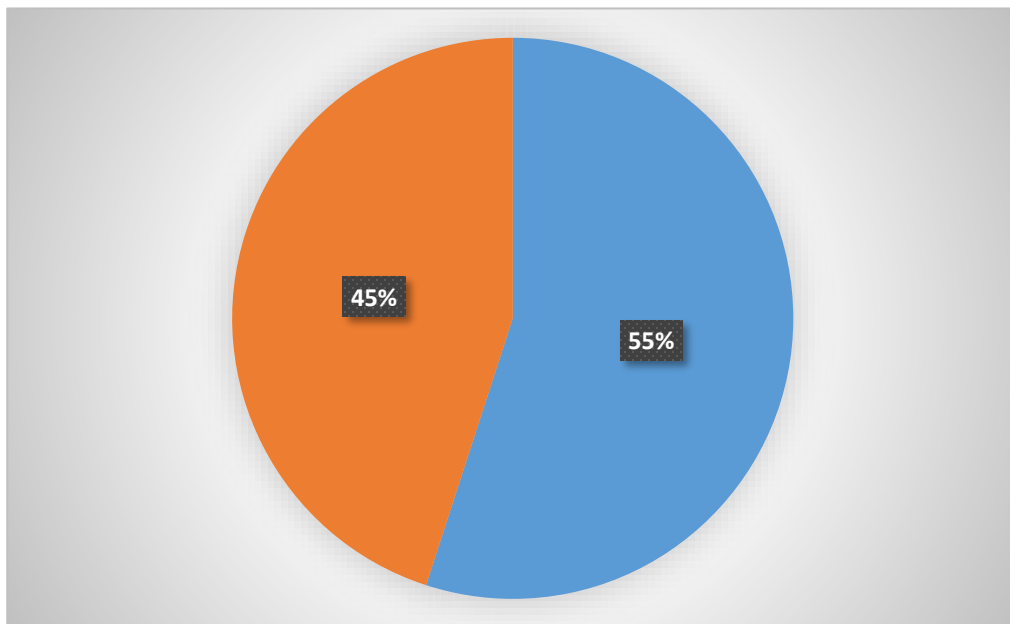


INTERPRETATION

Apple has better design architecture than Samsung. As Apple gives more attention towards design aspect than Samsung.

TABLE 8
better terms of better software compatibility

OPINION	FREQUENCY	PERCENTAGE
• Apple	55	55%
• Vivo	45	45%
TOTAL	100	100%



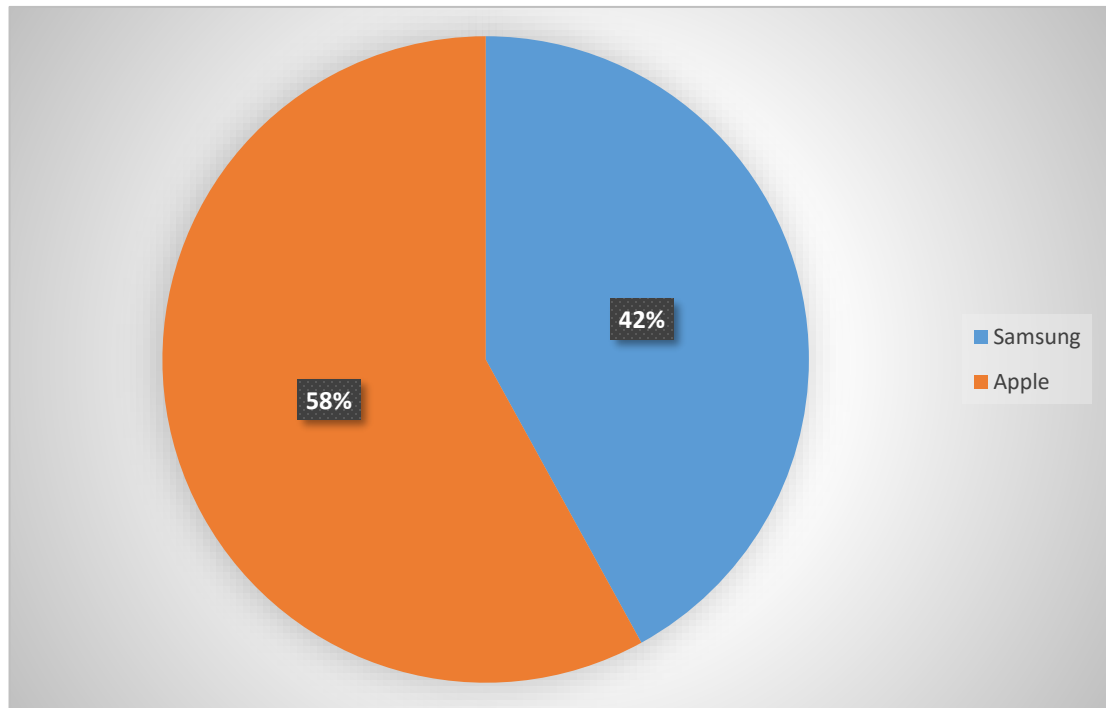
INTERPRETATION

In this race software compatibility apple is in a position to capture the whole market but they should also know that Samsung is not far away from Vivo.

TABLE 9

company provides better battery life

OPINION	FREQUENCY	PERCENTAGE
▪ Apple	58	58%
▪ Samsung	42	42%
TOTAL	100	100%



INTERPRETATION

Apple has better battery life than Samsung . As Apple gives more attention towards battery performance than Samsung .

CHAPTER 7

RECOMMENDATIONS

- Apple has good brand image in the field of MP3/PVP. But Apple is not popular in Laptops and Pcs. Company should also promote these products and utilize its brand image.
- Apple is not advertising much for its product frequently in television channel etc. advertising should be made frequent to let the people remembered the name of Apple.
- Relation between the customer and company is the base of growth for any company.
- Company should maintain good relationship with its big customers such as institution, corporate, school, colleges and should also have good relation with the end users.
- Company can send cards and invitation to the customer from time to time or on certain occasion.
- Hoarding of company product should be kept at prime location where maximum people can see it.
- Until and unless after sale service of the company is not good, it is not possible for the company to increase the sale.
- Apple though has very efficient and effective after sale service but there are areas of improvement.
- iPod is considered to be a trend setter and one of the most wanted items for the teenagers. This image must be enhanced to even adults owning an iPod and associating with it.
- It is also meant for people who like to be simple, and that is why the design of the iPod is simple. But this aspect is forgotten by the consumers and should be revived.

CHAPTER 8

CONCLUSION

APPLE : From the result of the statistic tests, many Apple's user are 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.

BIBLIOGRAPHY

Books Referred

- **Marketing Management** - by Phillip Kotler
- **Marketing Research** - by Naresh Malhotra
- **Business Statistic** - by Ken Black

Website Referred:

1. www.scribd.com
2. www.blackberry.com
3. www.htc.com
4. www.apple.com
5. www.wikipedia.com
6. www.google.com