

**STUDY ON EFFECT OF BRANDING ON CUSTOMERS BUYING BEHAVIOURS
TOWARDS APPLE IN KOTTAYAM AND ERANAKULAM TOWN**

Project report submitted to

MAHATMA GANDHI UNIVERSITY, KOTTAYAM

*In partial fulfillment of the requirements for the award of the degree of
BACHELOR OF COMMERCE*

Submitted by

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Under the guidance of

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DEPARTMENT OF COMMERCE

**MARYGIRI COLLEGE OF ARTS AND SCIENCE
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Manushankar PM



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CERTIFICATE

This is to certify that this project report titled "**STUDY ON EFFECT OF BRANDING ON CUSTOMERS BUYING BEHAVIOURS TOWARDS APPLE IN KOTTAYAM AND ERANAKULAM TOWN**" submitted by **Manushankar PM (Reg No: 190021052552)** is a bonafide record of original work done under my guidance and supervision submitted to M.G University, Kottayam for the award of the degree of Bachelor of Commerce.

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DECLARATION

I, **Manushankar PM**, student of **B.Com (Finance and Taxation)** hereby declare that this project titled "**STUDY ON EFFECT OF BRANDING ON CUSTOMERS BUYING BEHAVIOURS TOWARDS APPLE IN KOTTAYAM AND ERANAKULAM TOWN**" is a bonafide work done by us under the guidance of **AIWA ALIAS**, Asst.Professor, Department of Commerce, Marygiri College of Arts & Science, Koothatukulam.

Place: Koothatukulam

Manushankar PM

Date:

TABLE OF CONTENTS
DETAILS

CHAPTERS	TITLE	PAGE NO.
1	INTRODUCTION	1
1.2	STATEMENT OF THE PROBLEM	1
1.3	OBJECTIVE OF THE STUDY	2
1.4	SCOPE OF THE STUDY	2
1.5	SIGNIFICANCE OF THE STUDY	2
1.6	RESEARCH AND METHODOLOGY	3
1.7	LIMITATIONS OF THE STUDY	3
1.8	CHAPTERISATION	4
2	REVIEW OF LITERATURE	5
2.2	THEORETICAL FRAMEWORK	7
2.3	CUSTOMER SATISFACTION	8
2.4	COMPANY HISTORY	8
2.5	CUSTOMERS BUYING BEHAVIOUR ON BRAND	9
2.6	MARKET SIZE	10
3	DATA ANALYSIS AND INTERPRETATION	11-31
4	FINDINGS, SUGGESTION AND CONCLUSION	32-34
	BIBLIOGRAPHY	35
	ANNEXURE	36-40

LIST OF TABLES
DETAILS

TABLE NO:	TITLE	PAGE NO
3.1	AGE WISE CLASSIFICATION	11
3.2	GENDER OF RESPONDENCE	12
3.3	PREFERENCE OF BRAND ON PURCHASING PREMIUM PRODUCT	13
3.4	TIME PERIOD OF USING THE PRODUCTS OF APPLE BRAND	14
3.5	PREFERENCE ON APPLE BRAND	15
3.6	RELEVANT FACTORS ON CHOOSING BRAND	16
3.7	APPLE BRAND AS A STATUS SYMBOL	17
3.8	CUSTOMERS BEING LOYAL DUE TO "APPLE LOYALTY PROGRAM"	18
3.9	STRATEGY OF APPLE FOR ACHIEVING CUSTOMER BRAND LOYALTY	19
3.10	HIGHER SATISFACTION ON INCREASED LEVEL OF BRAND LOYALTY	20
3.11	APPLE MAINTAINING BRAND LOYALTY THAN OTHER BRANDS	21
3.12	CORE REASONS ON SATISFACTION ON APPLE BRAND	22
3.13	APPROACH OF APPLE PRODUCTS TO CUSTOMERS EXPECTATIONS	23
3.14	SATISFACTION ON APPLE PRODUCTS BY MEETING NEEDS OF USERS	24
3.15	SERVICE PROVIDED BY APPLE ON CUSTOMER SERVICE	25
3.16	COMFORT OF USING APPLE PRODUCTS AGAINST ANDROID PRODUCTS	26

3.17	DEFECT ON APPLE BRAND PRODUCTS	27
3.18	PROBLEM FACED WITH APPLE PRODUCTS	28
3.19	RESTRICTIVE APP STORE AS A DEFECT	29
3.20	MOST DEFECTIVE APPLE PRODUCTS	30
3.21	OVERALL SATISFACTION GIVEN BY APPLE PRODUCTS	31

CHAPTER 1

INTRODUCTION

1.1 Introduction

Branding is the process of giving a meaning to specific organization, company, products or services by creating and shaping a brand in consumers' minds. The objective is to attract and retain loyal customers and other stakeholders by delivering a product that is always aligned with what the brand promises.

The brand effect is the ability of reputations to influence people's future behavior. For businesses, this means branded companies sell more at higher prices, but the power of a strong brand can also affect people's desire to buy things of that brand and will also make another person desirable towards the products of that brand.

Brand will make an impact on consumer's buying pattern and behaviour. These association will affect your decision positively if the brand image is positive, from this way the customer purchases the product again and again and repeat its purchase; and also will be recommending the products of this brand so positively to others.

Certain type of branding create hard loyalty on the brand so that the customers will be temptingly buying the product of the brand. Branding shapes human perception of attraction and familiarity. Brands become assets by fostering loyal consumers and ongoing sales. A strong brand reputation lays a foundation of trust between marketers and consumers. From this foundation, you can expect to influence the purchasing behavior of consumers.

From the side of a customer brands influence consumer behavior by clicking with the "self-image" of the consumers. Adverts show levels of happiness and types of lifestyles that consumers want to have, and customers always want them to be judged by others on the basis of the brand's they hold by them; those act as symbols of what the brand represents.

Customers can also be influenced by branding through positive brand perception; means consumers are more likely to choose your business over a competitor. It also means that they're likely to bring in new customers to your business since 60% of customers will refer friends and family to their favorite brands.

So, the effect of branding on buying behaviours of consumers affect a lot on the customers and they end up in buying a certain product who's brand makes the customer loyal and promise able towards it.

1.2 Statement of the problem

Branding is important because it not only makes a memorable impression on consumers but it also allows your customers and clients to know what to expect from a company. It is a way of distinguishing yourself from the competitors and clarifying what it is you offer; that makes you the better choice from others.

It helps your consumers know what to expect from them by making your products easy-to-choose. Brands provide consumers with reasons to choose their products or services. A company that communicates a clear brand promise and actually constantly delivers this promise over time, will probably build a solid number of loyal customers; which make them a successful brand of all time that keeps their promise like what they said.

Branding is such an important factor in the case of both consumer and a company where for a company branding is the main thing that influences consumers for there products which creates loyalty along customers and for a consumer branding provides or ensures and promises trustfulness of there products where they can buy there brand products with good faith.

As a results, the present study tries to examine the effect of branding on customers buying behaviour towards apple brand with special reference to Kottayam and Eranakulam Town.

1.3 Objective of the study

1. To study the effect of branding on the consumers buying behaviour towards Apple.
2. To estimate the consumer loyalty towards the brand.
3. To find out the level of satisfaction among the customers on buying the product.
4. To find out the defect of apple products.

1.4 Scope of the study

The topic Effect of branding on customers buying behaviour has a very wide dimension consequent to the vast nature of the topic. Therefore, the researcher restricts his study specifically to Apple inc. The researcher also limits his research works with reference from the web and also various statistical techniques have been also used in order to make the findings more relevant and to make it more accurate.

1.5 Significance of the study

This study is focused on the effect of branding on consumer buying behaviour. In this present, scenario The brand has a major influence on the mind of the consumer thus the topic covers all the important terms of the consumer buying behaviour like the effect of branding, consumer loyalty etc thus this research paper has a lot of importance in this present period. Apple is the most relevant brand nowadays thus I chose this brand for our study.

1.6 Research and Methodology

1.6.1 Sources of data

The validity of any research is based on the systematic method of data collection and analysis of this data is collected directly from Kottayam and Eranakulam City. The study is mainly used on primary data. The secondary data is also used in this study. Secondary data is collected from Books, Journals and Websites and the primary data is collected straight from customers who use Apple Brand in Eranakulam and Kottayam Town using questionnaires.

1.6.2 Sample size

The required population of the study was collected from 100 Apple customers in Kottayam and Eranakulam Town. The response of the sample correspondence are collected through questionnaire method by using convenient sampling method.

1.6.3 Sampling methods and techniques

The research design is adopted for the study is both descriptive and analytical in nature .The sample is collected through questionnaire method by convenient sampling techniques.

1.6.4 Tools for analysis

The data collected has been classified and tabulated. The tables and graphs have been used to present the data. Simple statistical tools like percentage method is applied.

1.7 Limitations of the study

The present study has the following limitations,

1. The data was limited due to the ongoing pandemic.
2. Most of the correspondence are incompletely answered the questionnaire.
3. The correspondence attitude and opinion may change in future, so future relevance of the study cannot be assured.
4. The sample size is limited only to the 100 correspondence.

1.8 Chapterisation

Chapter 1: Introduction

Chapter 2: Review of literature

Chapter 3: Analysis and interpretation of data

Chapter 4: Findings, Suggestions and conclusion

CHAPTER 2

REVIEW OF LITERATURE

2.1 Review of literature

Zhang YI (2015)

He said that here brand equity which refers to the consumers general perception and feeling about the brand and has an influence on the consumer behaviour. The most studies measure brand equity from perspective of consumer or from the company itself.

Thomas Semon (1993)

In his research he suggests the inclusion of brand loyalty and response style in customers satisfaction. The author suggest that may of the brand switch triggers are based on communication rather than personal experience

Tam (2007)

He said that brand use as valuable asset and attractive trick to capture consumers for specific goods. Customer behaviour can be inspected on the base of brand consciousness, relationship and loyalty

Doostar (2012)

He said that brand fairness has a positive impact on buying decision, customers feel by heights of brand equity for the first time after use and then tend to make buying decisions, they use brands that is slightly aware with its name and express value that this worth has made for them

Malik (2013)

He mentioned that brand image has solid progressive control on customer purchasing behaviour as it's an implied method that can modify people's purchasing behaviours positively and youngsters in Gujranwala are becoming more attentive for brand named goods to show off their character sign.

Akhlagh and abadi (2012)

He said that brand is important tool that helps out to corporation to receive a competitive advantage. Brand strength is multidimensional structure with customer opinion. Brand assets with distinguish quality and rate of dairy goods have a progressive and direct link with customer purchasing behaviour.

Y.L Fayrene Chiang, Lee Chai Goi (2011)

In his studies the customer based brand equity is evaluating the consumer response to brand name. the consumer based brand equity is an asset of four dimensions that are brand awareness. Brand loyalty the consumers perception of the overall superiority of a product caring that brand name when compared to other brands.

Romanuk and Sharp (2003)

In his study he tested tree hypotheses about the relationship between brand perception and loyalty. They found a. there was little evidence that any particular attributes are more related to customer loyalty than other nor b. that there were specific brand positions that were uniquely associated with higher loyalty.

Khaniwale (2015)

He states that psychological factors are referred to as different perspectives, motivations, learnings, beliefs and attitudes of consumers as an individual. It describes their views and perceptions towards needs, wants and desires. This perception affects the consumer attitude towards, for example, advertising, products or services.

Kotler (2001)

According to him, consumer behavior is examined as a study of how individuals select, purchase, or use products or services and how different experiences or ideas satisfy the consumer's needs and wants.

Backhaus et al (2007)

Suggested that purchase decision is one of the important stages as this stage refers to occurrence of transaction. In other words, once the consumer recognized the need, searched for relevant information and considered the alternatives he/she makes decision whether or not to make the decision.

Schofield (2020)

On his study many organizations give high importance to understanding consumer behavior and the set of decisions of what they buy, why they buy it, when do they buy it, and how much and how often do, they buy. Organizations focus on the needs and want, the latest trends, and potential opportunities in the market. Marketers must know how their consumers react to different products, price changes, advertisement patterns to hold their competitive advantage.

de Chernatony and Riley; cited by Issac (2000)

Brands exist because they are of value to customers. Brands act as a shorthand, in consumers minds, of the set of functional and emotional associations of trust, so that they do not have to think much about their purchase decisions.

Berry (2000)

Consumers have a wide range of choice to choose from when they enter a shop. It is found that consumers' emotions are one of the major determinants which affect their buying behaviour.

Aaker (1999; Fennis and Pruyn, (2006)

From the consumers' perspective, brand is a guarantor of reliability and quality in consumer products (Roman et al., 2005). Added to this, consumers would like to buy and use brand-name products with a view to highlight their personality in different situational contexts

Murphy (1998)

A brand is also composed of products, packaging, promotion, advertising, as well as its overall presentation.

2.2 Theoretical framework

Apple's India story is over two decades old. But its portfolio of premium products, adorned with the famous bitten-apple logo, kept it on the fringes of the consumer electronics market, while the likes of Xiaomi, Samsung, vivo and Oppo dominated the smartphone market, and HP Inc., Dell, Lenovo, Acer and Asus lorded over the PC market. India was a market that Apple could not ignore. But there was little it could, or did, do.

Around that time, India had become the second-largest smartphone market, displacing the US and trailing China. And its double-digit volume growth was unmatched by any other large market. But Apple's local business was plateauing, its revenue growth stagnating. On the other hand, Xiaomi went from strength to strength despite entering India only two years prior. The other Chinese brands and Samsung were also making hay in a booming smartphone market. This worried Apple's CEO Tim Cook enough to make his maiden visit to the country in May 2016. He held a series of meetings with the who's who of the industry and the administration to set Apple's ship back on course. Apple's new navigation strategy included three broad domestic ports of call. The first was to start assembling and manufacturing iPhones locally, dovetailing with the 'Make in India' programme the government was promoting heavily. The second was to start expanding its retail presence partly in response to other smartphone makers carpet-bombing the nation with physical stores and open its flagship Apple-branded online and offline stores down the line. The last was to gain market share by lowering prices, either through domestic manufacturing or by sacrificing margins.

Apple is best known as the maker of the iPhone, iPad, and Apple Watch, but it is under appreciated for its work in designing the chips that power its devices and allow them to be ever more powerful. Its A12 Bionic chip's 6.9 billion transistors lets it perform much faster than its predecessors while consuming less battery power. It also gives Apple the horsepower to enable itself and developers to explore the vanguard in photography, augmented reality, and machine learning.

For a company slagged for not having had a hit since the iPad in 2010, Apple had a notable 2017: Its wireless AirPods became ubiquitous around the country; the Apple Watch Series 3 is a best-seller; developers embraced ARKit, its AR framework; and even skeptics were blown away by the iPhone X. Apple became the world's most valuable company by being its preeminent maker of computing devices, from those you stick on a desk (Macs) to ones you strap to your wrist (the Apple Watch). So when people talk about the company as a creative force, they tend to assess its newest devices and judge how strikingly they improve on their predecessors.

But creativity is more than skin deep and Apple's approach to the hardware and software engineering that creates its experiences has never been more ambitious. Other makers of phones and tablets buy the same off the shelf chips as their competitors. Apple, by contrast, designs its own chips so an iPhone packs a processor designed specifically optimized for Apple's operating system, apps, display, camera, and touch sensor. The company has gotten so good at chip design that the A10 Fusion inside the iPhone 7 trounces rival processors in independent speed benchmarks.

Apple has also made major inroads in artificial intelligence, an area where the competition from companies such as Google couldn't be any more daunting. For instance, it uses AI techniques to wring as much life as possible out of the iPhone's battery. Because of Apple's privacy-driven decision to limit the amount of information it aggregates and analyzes in the cloud, it also does much of its AI right on the devices rather than using massive server farms. When it calls machines such as the iPad Pro "supercomputers," it isn't exaggerating.

The company has been expanding beyond its traditional consumer electronics roots and is growing an entertainment business with Apple Music and Apple TV. In March 2016, Apple announced CareKit, an open-source platform that makes it easier for developers to aggregate and share patients' medical information with their caregivers all with consent. Since its launch, CareKit has already been used to make apps to help patients manage diabetes (One Drop), monitor depression (Iodine), track reproductive health (Glow), and record asthma symptoms (Cleveland Clinic). Apple's approach to health is to operate behind the scenes by helping researchers, patients, and developers to make use of the health data collecting via a smartphone.

The brand image of Apple is tremendous amongst the vast majority of consumer groups. By means of skilled marketing, Apple has been able to get an affluent brand image constructed of a congregation of brand links in the perceptions of some customers, at least. It can be thought of differently by diverse customers for the links like user friendly, educational, fun, friendly, power book, graphics, creative, cool, Apple Logo, innovative, macintosh etc associated with Apple. The overall Apple revenue is found escalating although having some fluctuations

2.3 Customer Satisfaction

Customer satisfaction is defined as a measurement that determines how happy customers are with a company's products, services, and capabilities. Customer satisfaction information, including surveys and ratings, can help a company determine how to best improve or changes its products and services.

An organization's main focus must be to satisfy its customers. This applies to industrial firms, retail and wholesale businesses, government bodies, service companies, nonprofit organizations, and every subgroup within an organization.

Organizations should not assume they know what the customer wants. Instead, it is important to understand the voice of the customer, using tools such as customer surveys, focus groups, and polling. Using these tools, organizations can gain detailed insights as to what their customers want and better tailor their services or products to meet or exceed customer expectations.

2.4 Company History

Apple Inc. is an American multinational technology company that specializes in consumer electronics, software and online services. Apple is the largest information technology company by revenue (totaling US\$365.8 billion in 2021) and, as of January 2021, it is the world's most valuable

company, the fourth-largest personal computer vendor by unit sales and second-largest mobile phone manufacturer.

Apple was founded as Apple Computer Company on April 1, 1976, by Steve Jobs, Steve Wozniak and Ronald Wayne to develop and sell Wozniak's Apple I personal computer. It was incorporated by Jobs and Wozniak as Apple Computer, Inc. in 1977 and the company's next computer, the Apple II became a best seller. Apple went public in 1980, to instant financial success. The company went onto develop new computers featuring innovative graphical user interfaces, including the original Macintosh, announced in a critically acclaimed advertisement, "1984", directed by Ridley Scott. By 1985, the high cost of its products and power struggles between executives caused problems. Wozniak stepped back from Apple amicably, while Jobs resigned to found NeXT, taking some Apple employees with him.

As the market for personal computers expanded and evolved throughout the 1990s, Apple lost considerable market share to the lower-priced duopoly of the Microsoft Windows operating system on Intel-powered PC clones (also known as "Wintel"). In 1997, weeks away from bankruptcy, the company bought NeXT to resolve Apple's unsuccessful operating system strategy and entice Jobs back to the company. Over the next decade, Jobs guided Apple back to profitability through a number of tactics including introducing the iMac, iPod, iPhone and iPad to critical acclaim, launching memorable advertising campaigns, opening the Apple Store retail chain, and acquiring numerous companies to broaden the company's product portfolio. Jobs resigned in 2011 for health reasons, and died two months later. He was succeeded as CEO by Tim Cook.

Apple became the first publicly traded U.S. company to be valued at over \$1 trillion in August 2018, then \$2 trillion in August 2020, and most recently \$3 trillion in January 2022. The company receives criticism regarding the labor practices of its contractors, its environmental practices, and its business ethics, including anti-competitive practices and materials sourcing. The company enjoys a high level of brand loyalty, and is ranked as one of the world's most valuable brands.

2.5 Customers Buying Behaviour On Brand

As a complicated matter the buying behaviour of consumers depends and influences by a variety of matters. Social, cultural, psychological and personal factors in a broad sense influence consumers to purchase goods and services. In this regard the role of product brands in the purchasing decision of consumers play a significant role which is a matter of great interest to investigate. Brands provide "strong rational and emotional reasons for buying" (LePla and Parke, 2000, p. 257). Brand can be defined as a product "but one which adds many dimensions that differentiate it in some way from other products designed to satisfy the same need" (Keller et al., 2008). On a poll of 940 executives of 68 countries by Boston Consulting Group it was found that Apple is the number one brand among the most innovative brands list (Nussbaum, 2005). The brand of Apple is defined as cool, innovative and friendly (Adamson, 2008). It has a greater recognition of its brand's persona. It is reported that the customers of Apple are intellectually curious and more comfortable with emotions than average people (*Ibid*). The number of repeated buying of Apple products or related

customer loyalty is strong Kumar (2008). This is proven true in case of Apple Computers. Since Apple is widely renowned innovative brand, as a course of its innovative product development it successfully launched Apple i-phone in the market. It is a matter of great interest to know the response of the customers about this product and their buying behaviour.

2.6 Market Size

Apple's stellar performance of late is best reflected in how the iPhone has ground out a bigger share of India's highly competitive and price-sensitive smartphone market. Apple sold 3.2 million iPhones in 2020, equalling its 2017 record and giving it a 2.13 per cent market share, according to CyberMedia Research (CMR). The research agency estimates Apple will sell over 5 million iPhones in 2021, notching a record-high 3.5 per cent market share.

Apple's fortunes in the personal computer (PC) and tablet market also turned last year. Robust demand for its Mac portfolio helped it break into the top five for the first time ever, with its market share exceeding 2 per cent in 2020 and crossing 5 per cent in January- September 2021. Apple made a size able dent in the tablet market, which is predominantly the playground of low-priced products, only in late-2020, CMR data shows. It surprised many by capturing a 29 per cent market share in the first three months of 2021, dislodging Samsung and trailing only Lenovo. It has since slipped to the No. 3 spot, but CMR estimates Apple will end 2021 with a 22 per cent market share, eclipsing its previous best of 17 per cent in 2020.

"Driven by unprecedented consumer demand arising from work- from-home, learn-from-home and unwind-at-home requirements, Apple has seen a strong uptick for its devices,"

Apple just had its best year in India, shipping more than 5 million iPhones, and on track to notch a historic 4.4 per cent market share in a rather hyper-competitive smartphone market key to Apple's market performance is in the fact that it was able to manage and diversify its supply chains through the pandemic. In India, for instance, Apple is working with multiple ODMs to produce its flagship iPhone models.

With the potential launch of iPhone SE 2022 edition in the first half of 2022, and increased accessibility and affordability on its older-generation iPhones, Apple will be well-placed to turbocharge its India growth story, the potential launch of iPhone SE 2022 edition in the first half of 2022, and increased accessibility and affordability on its older-generation iPhones, Apple will be well-placed to turbocharge its India growth story. iPhone 13 is being assembled on trial basis at the Foxconn plant in Chennai, and will be available in the domestic market, as well as for exports from the country by early this year.

The iPhone 12 (with 40 per cent market share) was the most sought-after model in 2021 in India, followed by iPhone 11, SE (2020), iPhone 13 and iPhone 13 Pro Max models.

CHAPTER 3

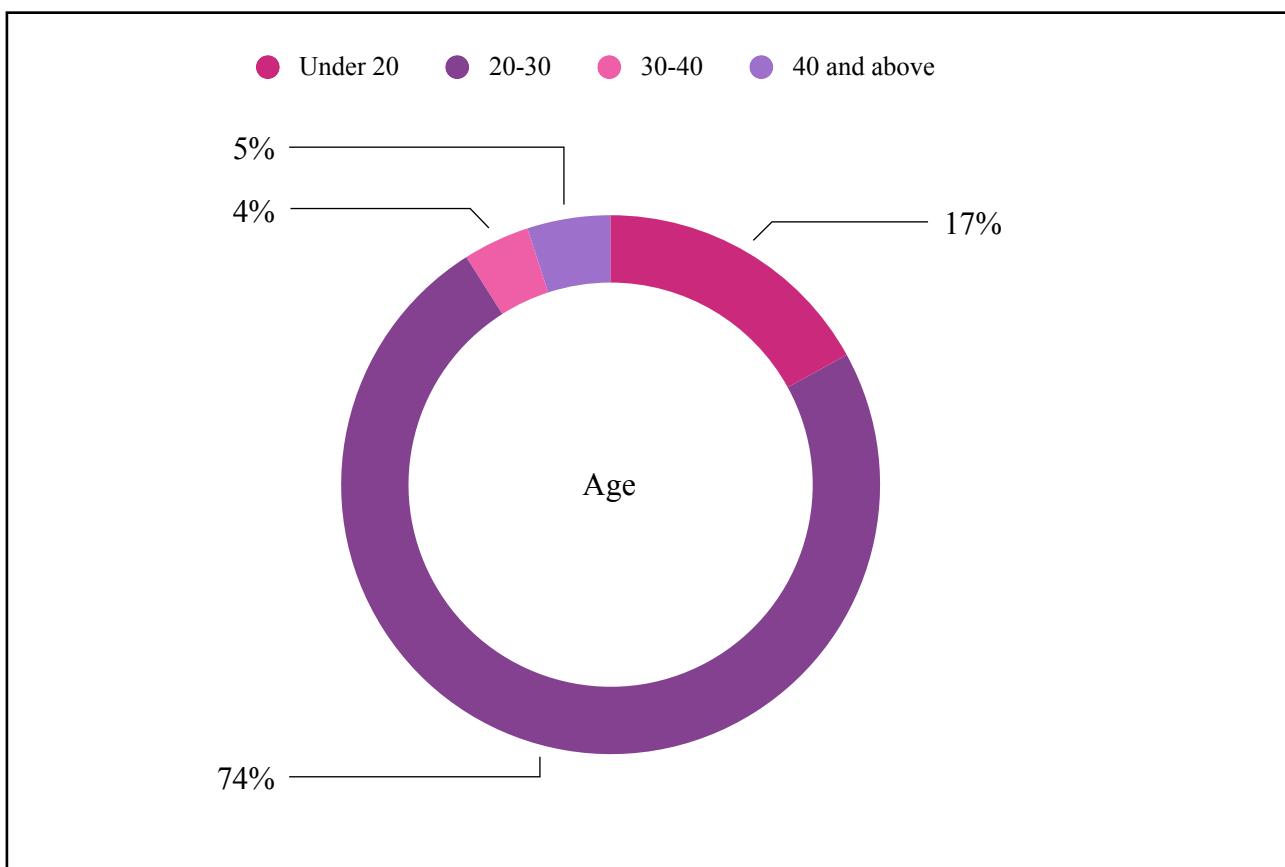
DATA ANALYSIS AND INTERPRETATION

Table No: 3.1
Age wise classification

Age Group	Frequency	Percentage
Under 20	17	17
20-30	74	74
30-40	4	4
40 and above	5	5
Total	100	100

(Source: primary data)

Figure No: 3.1
Age wise classification



Interpretation

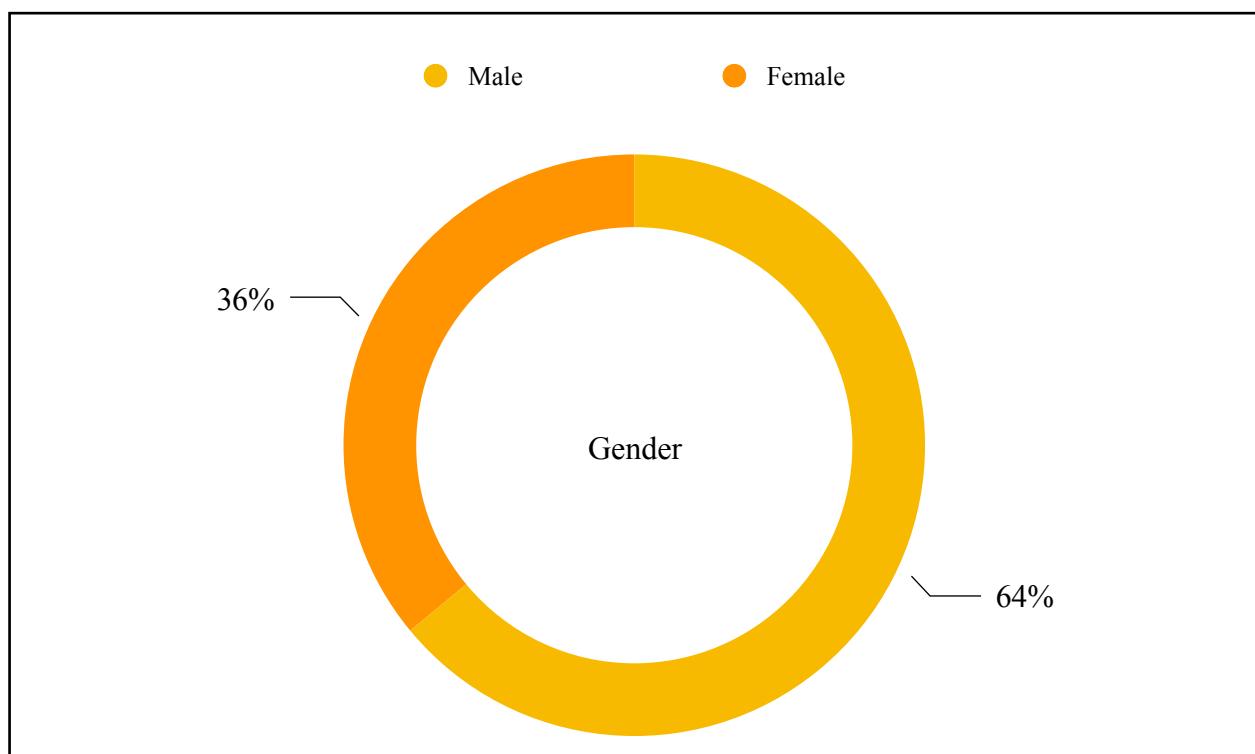
The above pie chart shows that respondents from 20-30 years old accounted for the most significant proportion 74% of all respondents. The respondents from the age of under 20 years old was following by 17% while the number of participants from age group of 30-40 years old and 40 above were 4% and 5% respectively.

Table No: 3.2
Gender of respondents

Gender	Frequency	Percentage
Male	64	64
Female	36	36
Total	100	100

(Source: primary data)

Figure No: 3.2
Gender of respondents



Interpretation

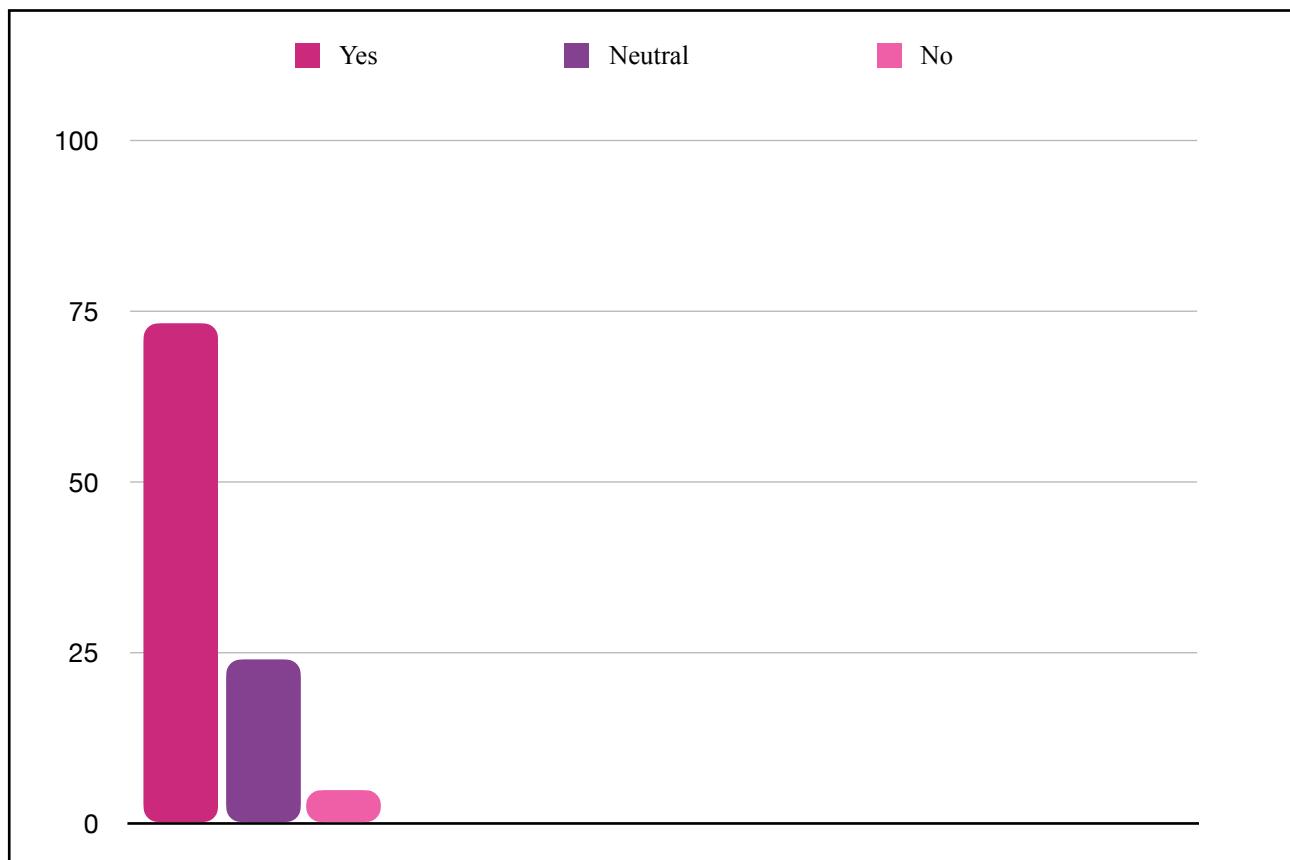
From the above chart it is clear that 64 percent are Male while 34 percent respondents are Female in gender responds towards apple brand.

Table No: 3.3
Preference of brand on purchasing premium product

Preference Level	Frequency	Percentage
Yes	73	73
Neutral	22	22
No	5	5
Total	100	100

(Source: primary data)

Figure No: 3.3
Preference of brand on purchasing premium product



Interpretation

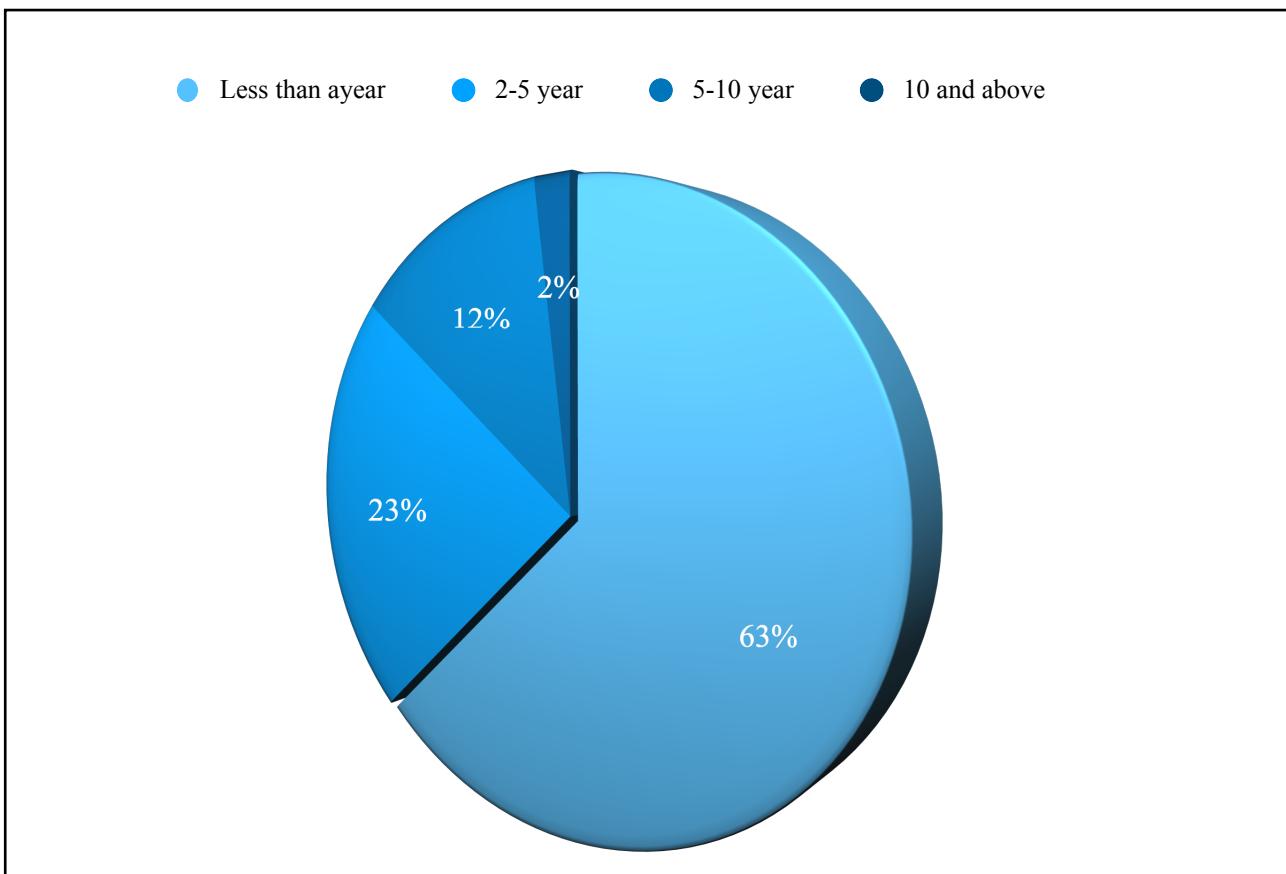
Major proportion 73% on sample were responded with a choice Yes, which is followed by Neutral category with a proportion of 22% and the last category of respondents choose No holding a percentage of 5%

Table No: 3.4
Time period of using the products of Apple brand

Time period	Frequency	Percentage
Less than a year	63	63
2 - 5 year	23	23
5 - 10 year	12	12
10 and above	2	2
Total	100	100

(Source: primary data)

Figure No: 3.4
Time period of using the products of Apple brand



Interpretation

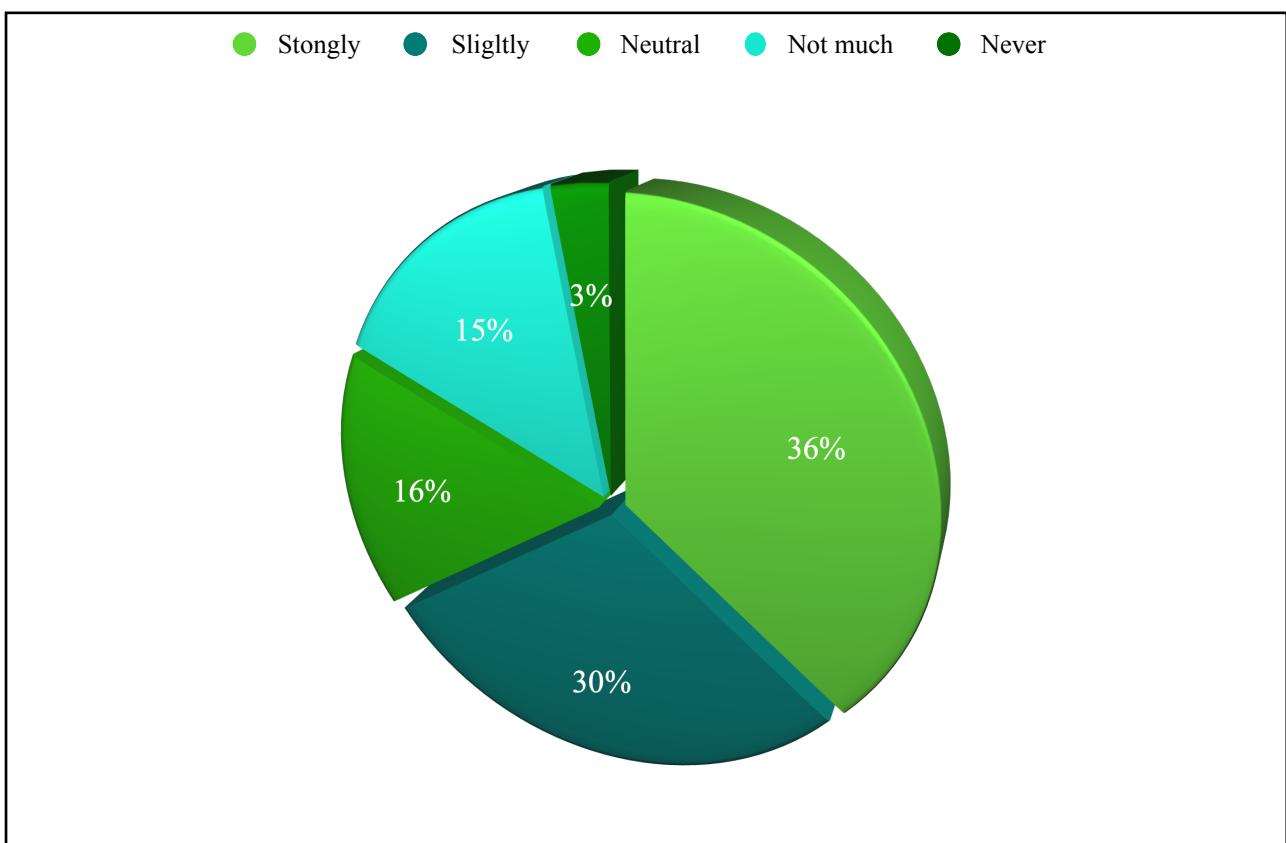
The majority respondents, that is 63% of users have been using apple product for less than a year, were 23% of them have been using it for past 2-5 years and 12% them have been using apple products for 5-10 years; rest of the 2% users have been using it for a long time for 10 years and above.

Table No: 3.5
Preference on apple brand

Preference Level	Frequency	Percentage
Strongly	36	36
Slightly	30	30
Neutral	16	16
Not much	15	15
Never	3	3
Total	100	100

(Source: primary data)

Figure No: 3.5
Preference on apple brand



Interpretation

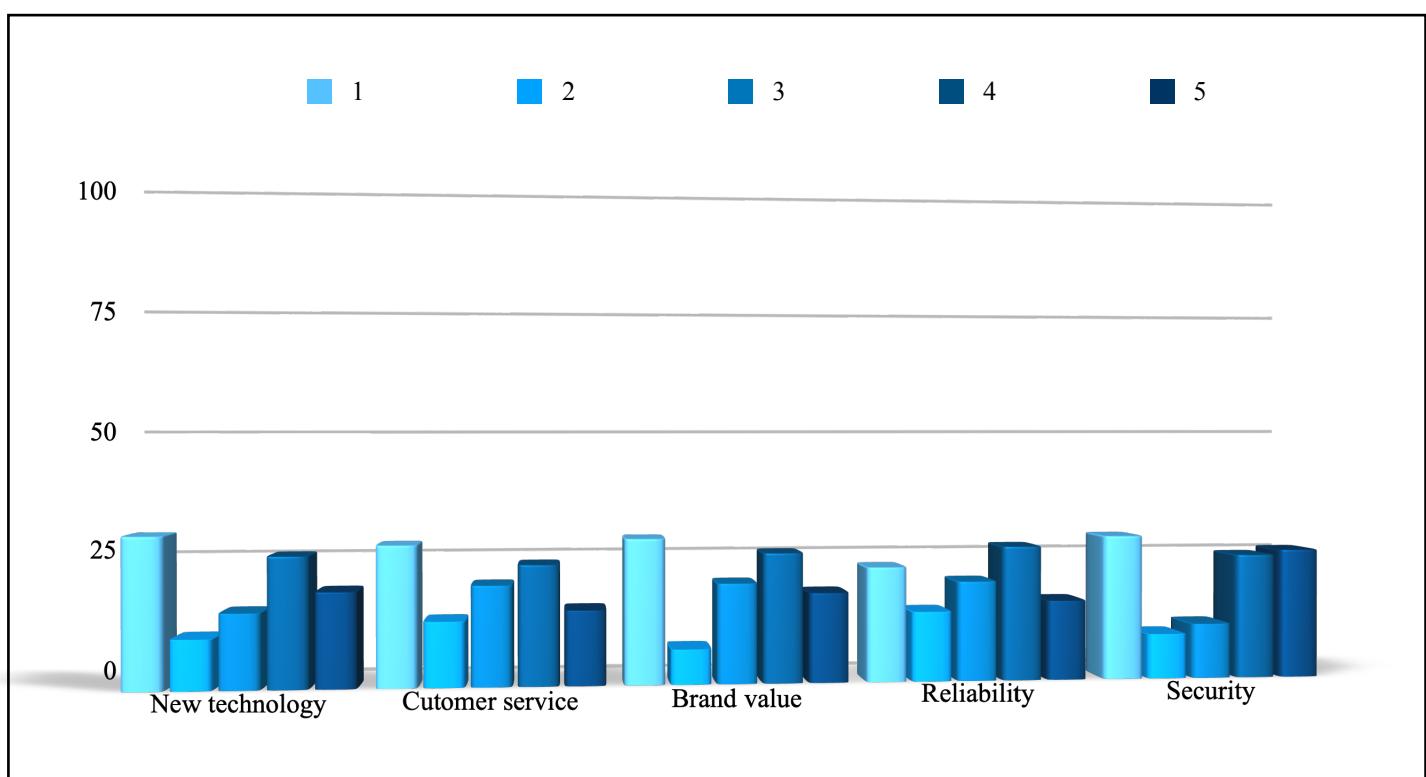
The graph shows that 36% of respondents prefer apple brand then comparing to other brand 30% of people are slightly preferring apple over other brands and around certain percentage of respondents are in neutral.

Table No: 3.6
Relevant factors on choosing brand

Rating	New technology	Customer Service	Brand value	Reliability	Security
1	30	28	29	23	29
2	10	13	7	14	9
3	15	20	20	20	11
4	26	24	26	27	25
5	19	15	18	16	26
Total	100	100	100	100	100

(Source: primary data)

Figure No: 3.6
Relevant factors on choosing brand



Interpretation

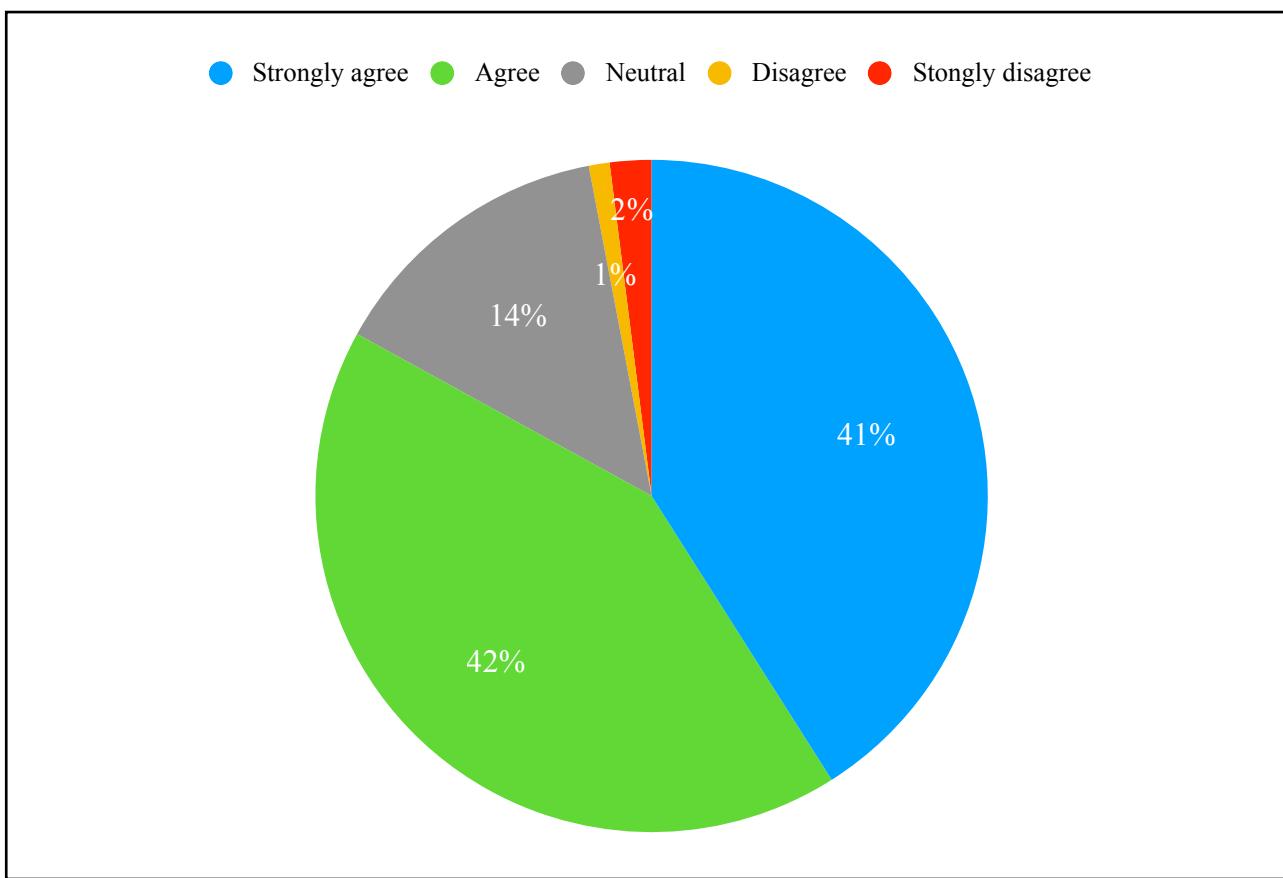
The bar graph shows that around 30% of respondents are concerned in the head New technology and 10% of the other respondents rated it as less concerned; Coming to the other head Customer service 28 % of consumers choose apple brand and 13% are not concerned about choosing this brand; and the following head Brand value 29% of respondents were rated the highest and 7% rated it lowest; and in the next factor Reliability 27% of respondents were ranked high and 14% rated it low; and coming to the final factor 29% of people rated high and 9% rated low.

Table No: 3.7
Apple brand as a status symbol

Acceptance	Frequency	Percentage
Strongly agree	41	41
Agree	42	42
Neutral	14	14
Disagree	1	1
Strongly Disagree	2	2
Total	100	100

(Source: primary data)

Figure No: 3.7
Apple brand as a status symbol



Interpretation

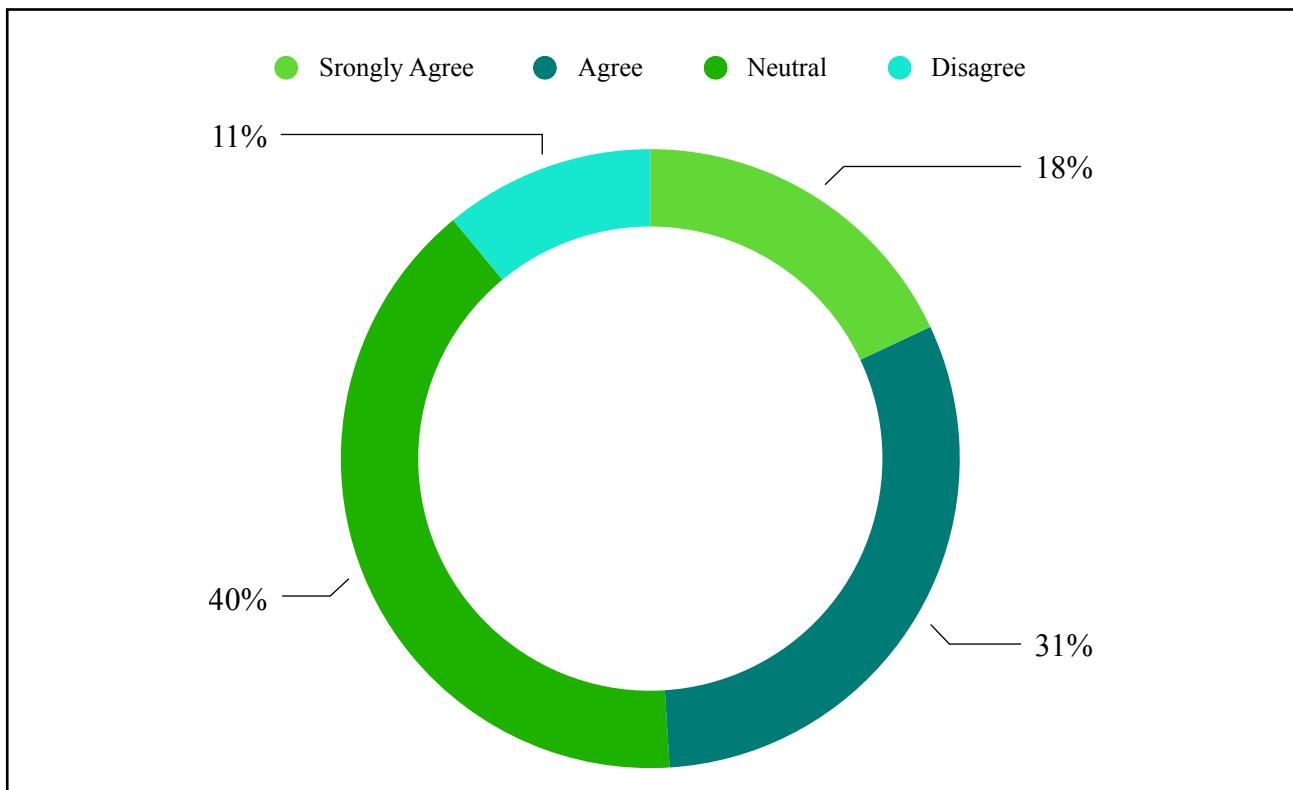
Out of 100 respondents 42% are Agreeing to the statement that is apple brand as a status symbol and the another 41% of them are strongly agreeing to the fact and the remaining 14% of the respondents are neutral to it; and a small percentage of respondents have Disagreed and Strongly disagreed on a percentage of 2% and 1%.

Table No: 3.8
Customers being loyal due to “Apple loyalty program”

Loyalty Level	Frequency	Percentage
Strongly Agree	18	18
Agree	31	31
Neutral	40	40
Disagree	11	11
Total	100	100

(Source: primary data)

Figure No: 3.8
Customers being loyal due to “Apple loyalty program”



Interpretation

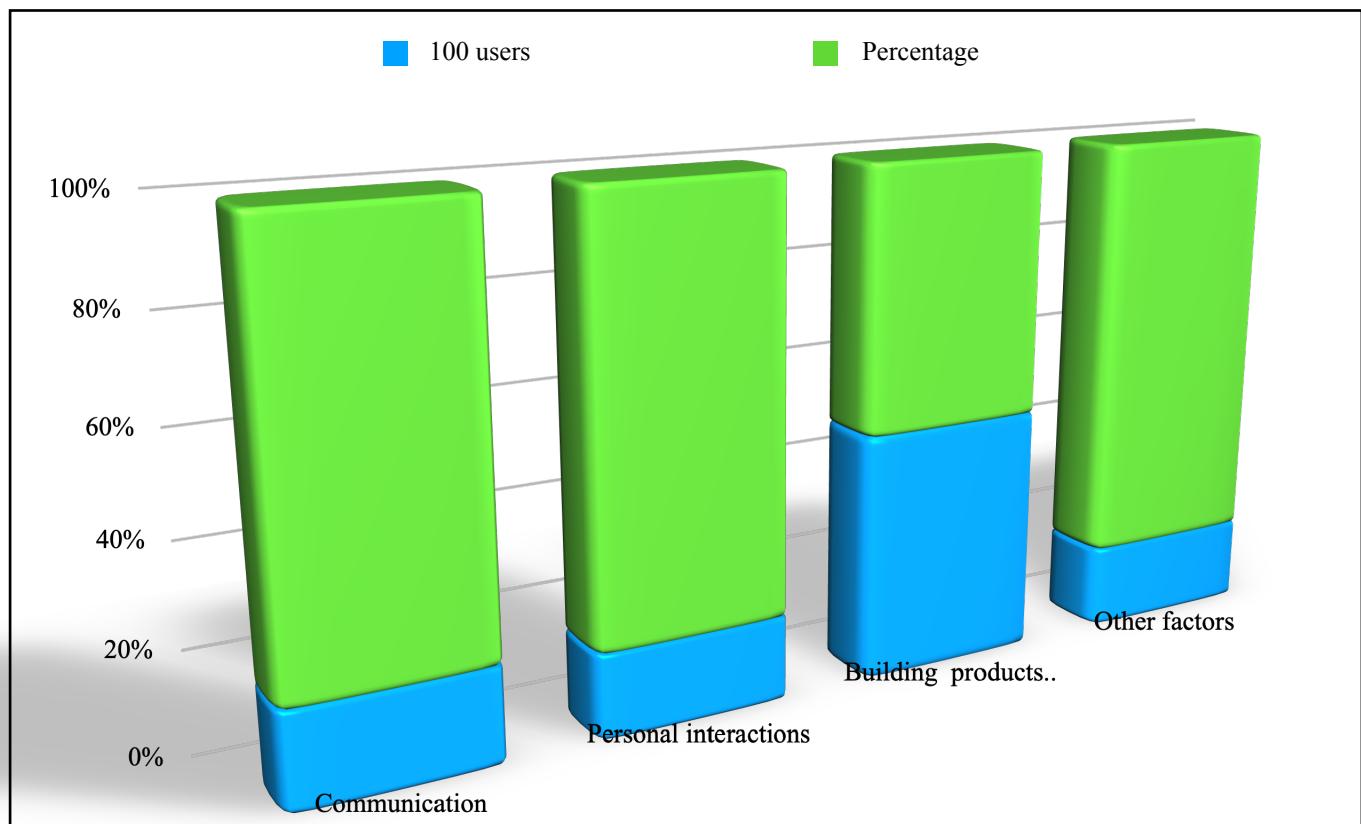
40% of respondents have selected Neutral choice on being loyal to apple through apple loyalty program; and 31% of respondents are agreeing to apple loyalty program; remaining 11% and 18% are disagreeing and strongly agreeing respectively.

Table No: 3.9
Strategy by Apple for achieving customer brand loyalty

Strategies	Frequency	Percentage
Communication	26	18.5
Personal interactions	23	16.5
Building products with attractiveness and new innovations	68	48.5
Other factors	23	16.5
Total	140	100

(Source: primary data)

Figure No: 3.9
Strategy by Apple for achieving customer brand loyalty



Interpretation

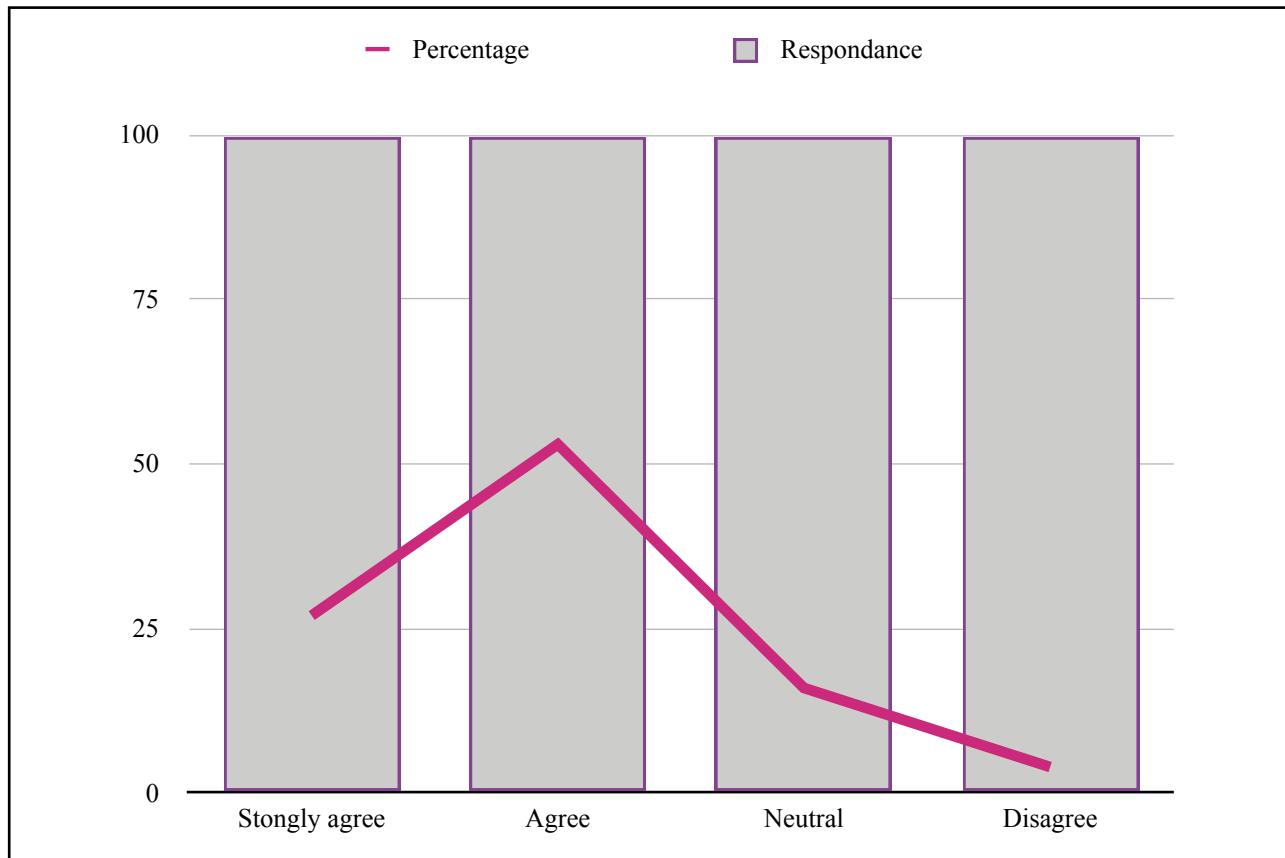
Above figure shows that out of 100 respondents 48.5% users agree on Building products with attractiveness and new innovation on strategy maintained by apple on brand loyalty and following 18.5% of respondents select Communication and remaining 16.5% on Other factors and Personal interaction.

Table No: 3.10
Higher satisfaction on increased level of brand loyalty

Satisfaction Level	Frequency	Percentage
Strongly Agree	27	27
Agree	53	53
Neutral	16	16
Disagree	4	4
Total	100	100

(Source: primary data)

Figure No: 3.10
Higher satisfaction on increased level of brand loyalty



Interpretation

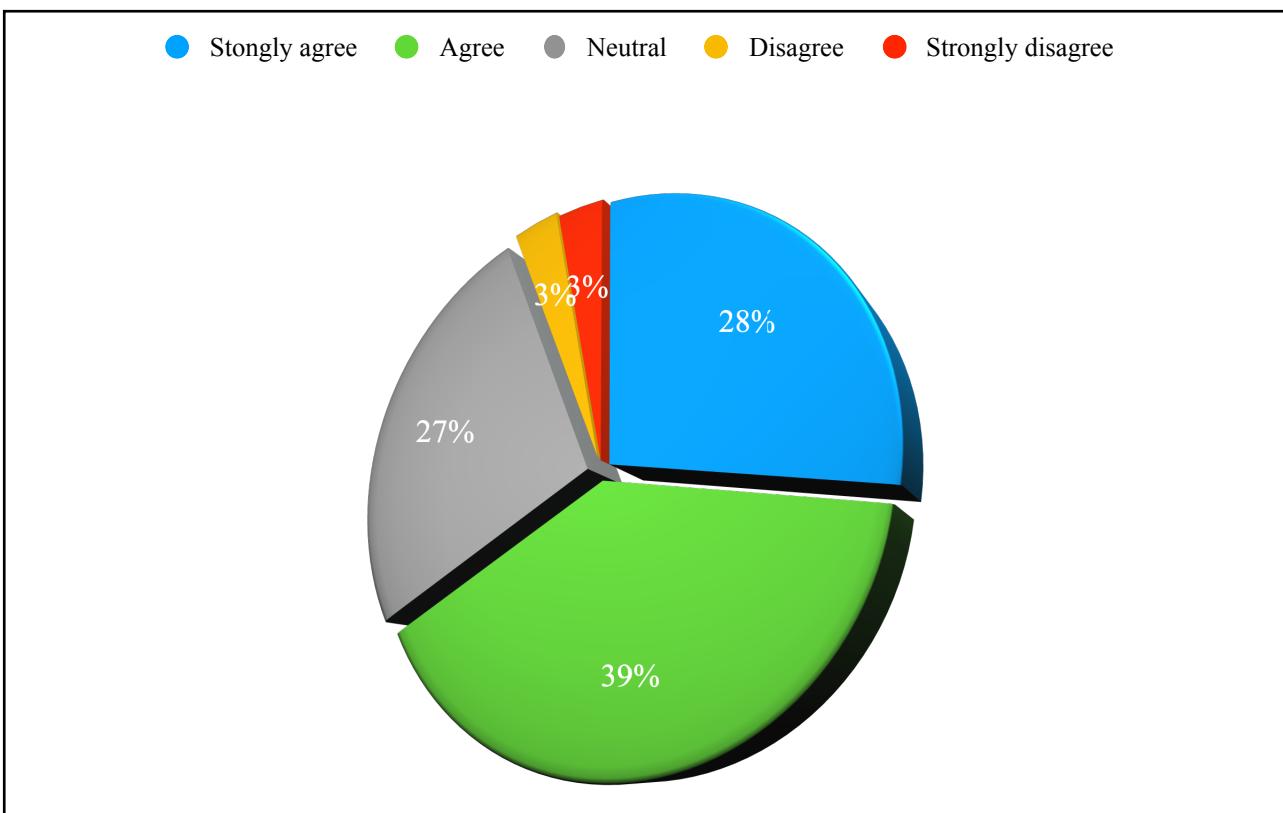
53% of users are Agreeing to the high satisfaction on level of brand loyalty followed by Strongly agree choice with 27 % and rest of the 16% and 4% on Neutral and Disagree category.

Table No: 3.11
Apple maintaining brand loyalty than other brands

Loyalty Level	Frequency	Percentage
Strongly agree	28	28
Agree	29	39
Neutral	27	27
Disagree	3	3
Strongly Disagree	3	3
Total	100	100

(Source: primary data)

Figure No: 3.11
Apple maintaining brand loyalty than other brands



Interpretation

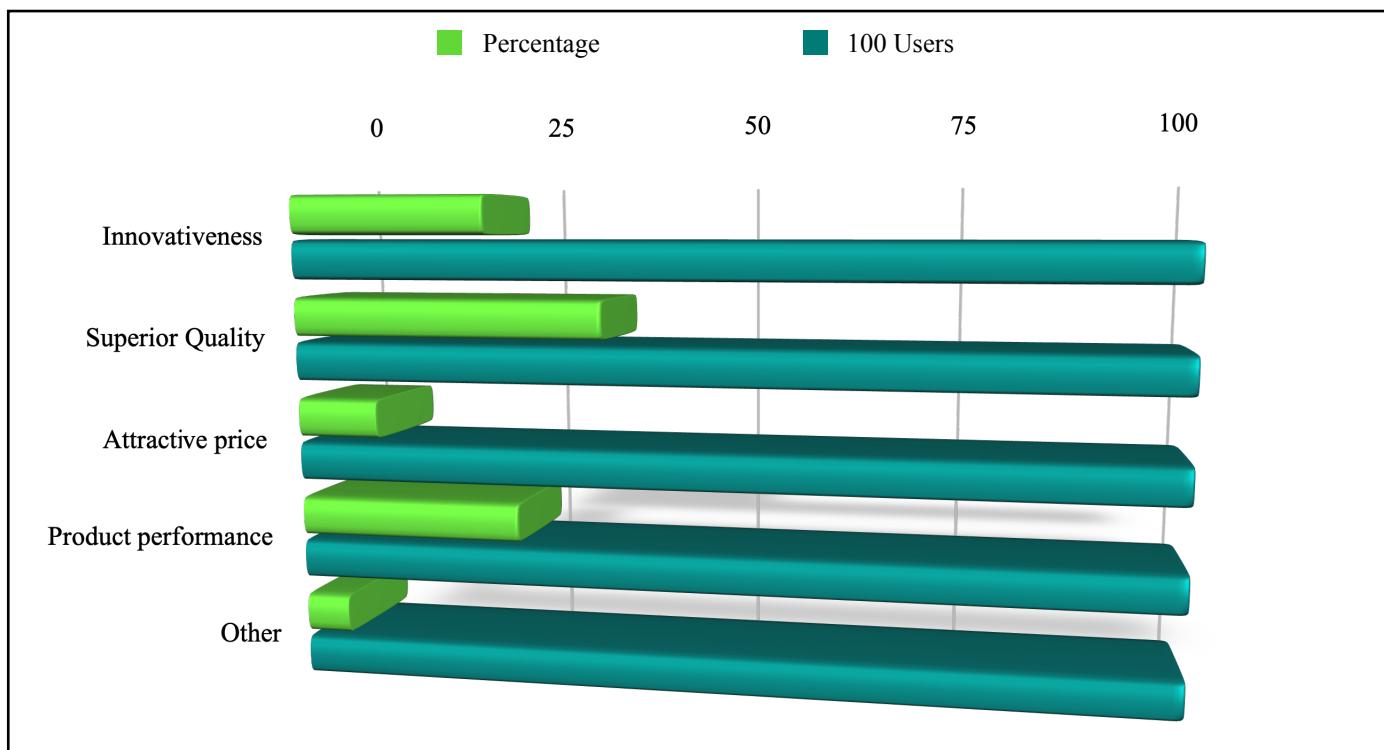
From the respondents of 100 apple users it is shown that around 39% of users agree and 2% users Strongly agreeing to it and 27 % of respondents have Neutral opinion and rest of the 6% is same for Disagree and Strongly Disagree option.

Table No: 3.12
Core reasons on satisfaction of apple brand

Reasons	Frequency	Percentage
Innovativeness	41	22.9
Superior quality	65	36.3
Attractive price	17	9.5
Product performance	47	26.2
Other	9	5.1
Total	179	100

(Source: primary data)

Figure No: 3.12
Core reasons on satisfaction of apple brand



Interpretation

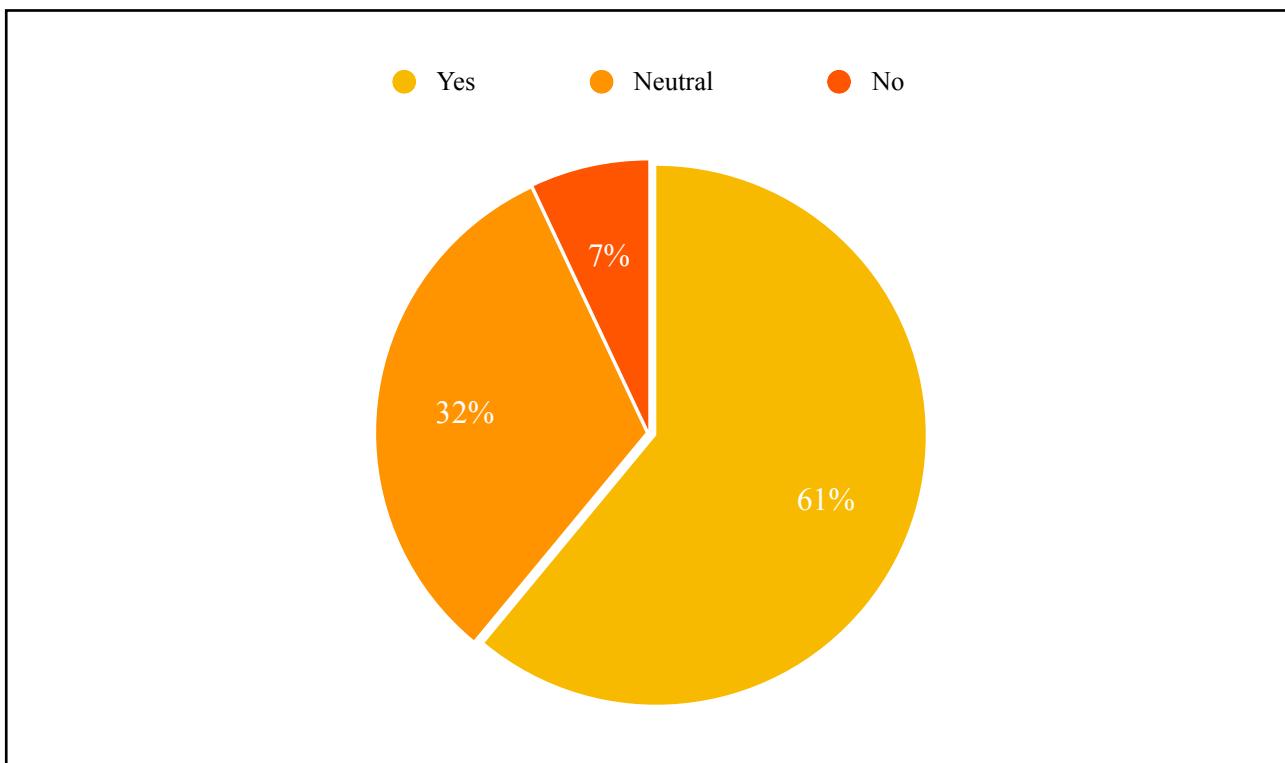
On analyzing this chart we can see that 36.3 percent of apple users preferred apple due to its superior quality of products where 26.2 percent of them prefer due to its product performance and other 22.9 and 9.5 percent users chose it due to its innovation and attractive price rest of 5.1 percent on other factor.

Table No: 3.13
Approach of apple products to customer expectations

Approach	Frequency	Percentage
Yes	61	61
Neutral	32	32
No	7	7
Total	100	100

(Source: primary data)

Figure No: 3.13
Approach of apple products to customer expectations



Interpretation

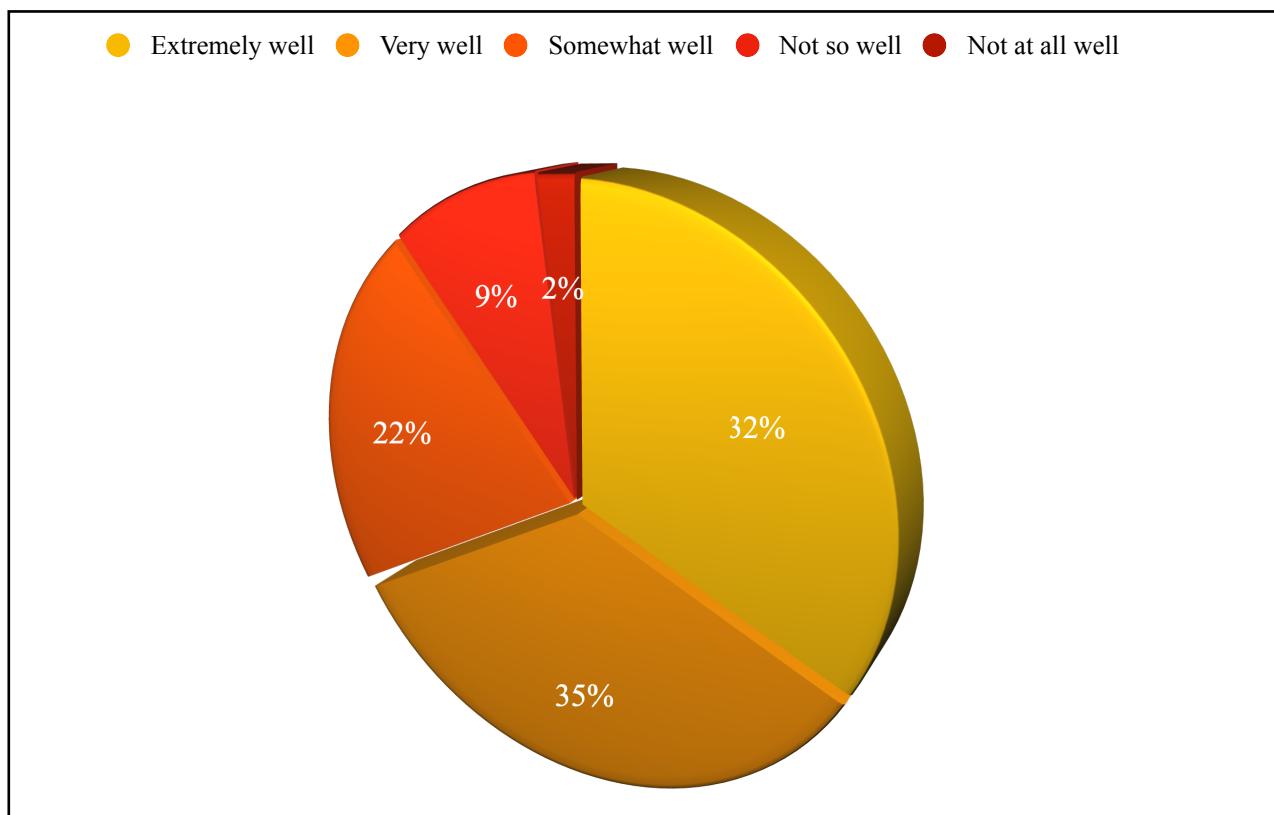
61% respondent agreed that apple brand meet their expectation and 32% are in neutral manner and 7% of them have a negative response.

Table No: 3.14
Satisfaction on apple products by meeting needs of users

Satisfaction Level	Frequency	Percentage
Extremely well	32	32
Very well	35	35
Somewhat well	22	22
Not so well	9	9
Not at all well	2	2
Total	100	100

(Source: primary data)

Figure No: 3.14
Satisfaction on apple products by meeting needs of users



Interpretation

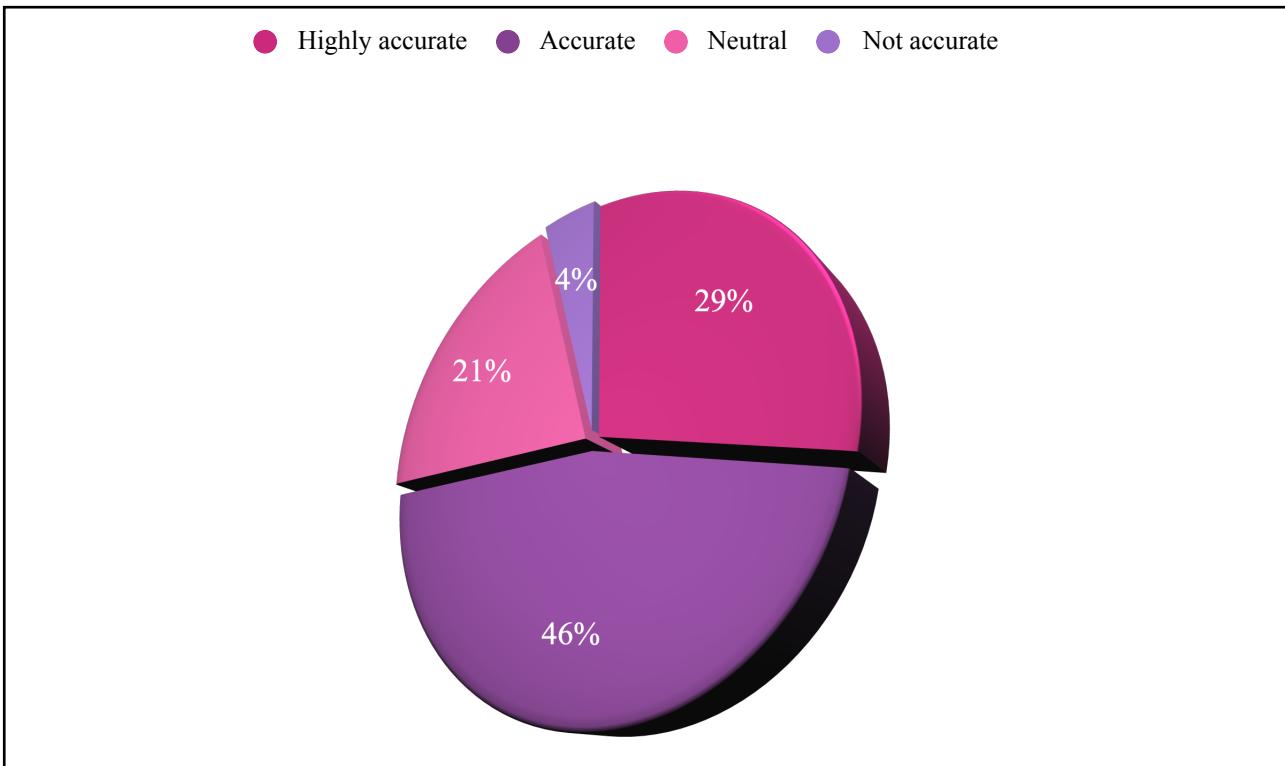
35% of the apple customers meets their needs on apple product Very well and 32% are in the opinion of Extremely well and the 22 % of users opt Neutral and remaining 11% opt for not at well choice.

Table No: 3.15
Service provided by apple on customer service

Accuracy	Frequency	Percentage
Highly accurate	29	29
Accurate	46	46
Neutral	21	21
Not accurate	4	4
Total	100	100

(Source: primary data)

Figure No: 3.15
Service provided by apple on customer service



Interpretation

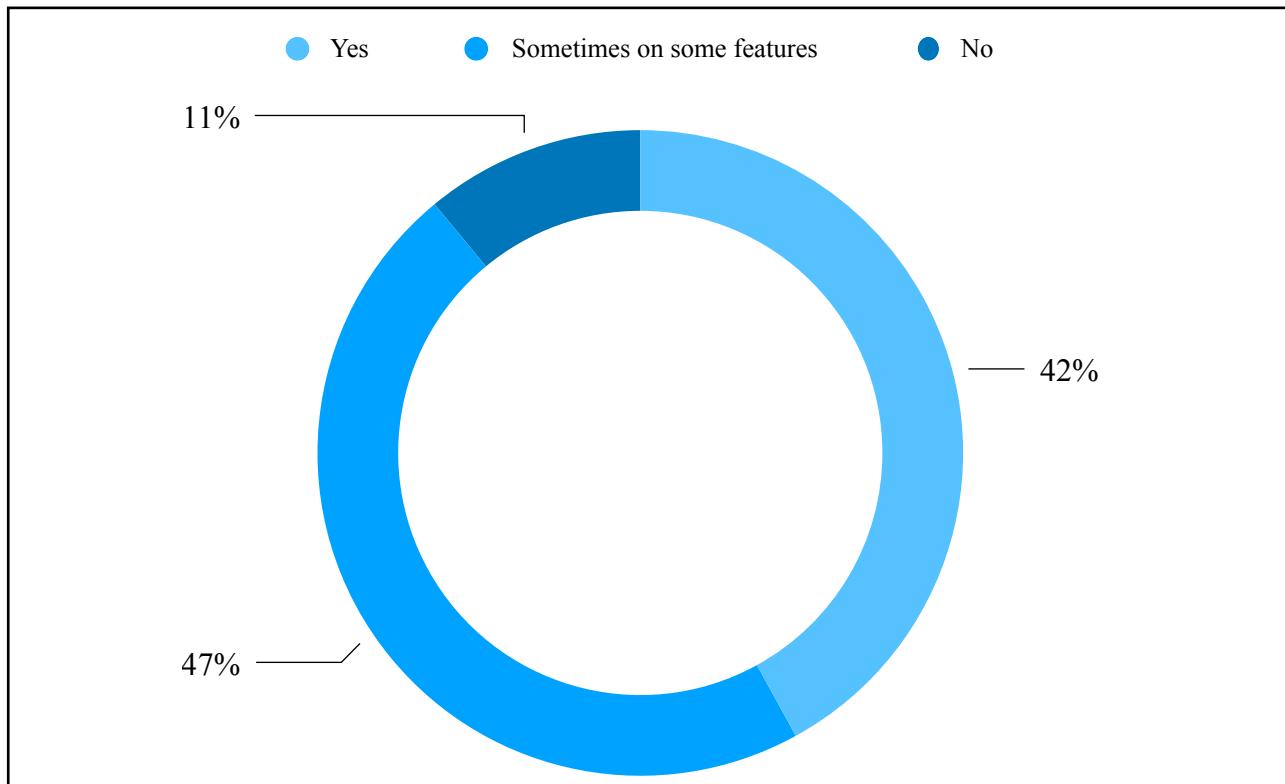
On this analysis on service provided by apple to customers 29% of the users opt Highly accurate followed by Accurate with a percentage of 46% and rest of them are neutral with 21% and other users responded not accurate option with 4%.

Table No: 3.16
Comfort of using apple products against android products

Comfortness	Frequency	Percentage
Yes	42	42
Sometimes on some features	47	47
No	11	11
Total	100	100

(Source: primary data)

Figure No: 3.16
Comfort of using apple products against android products



Interpretation

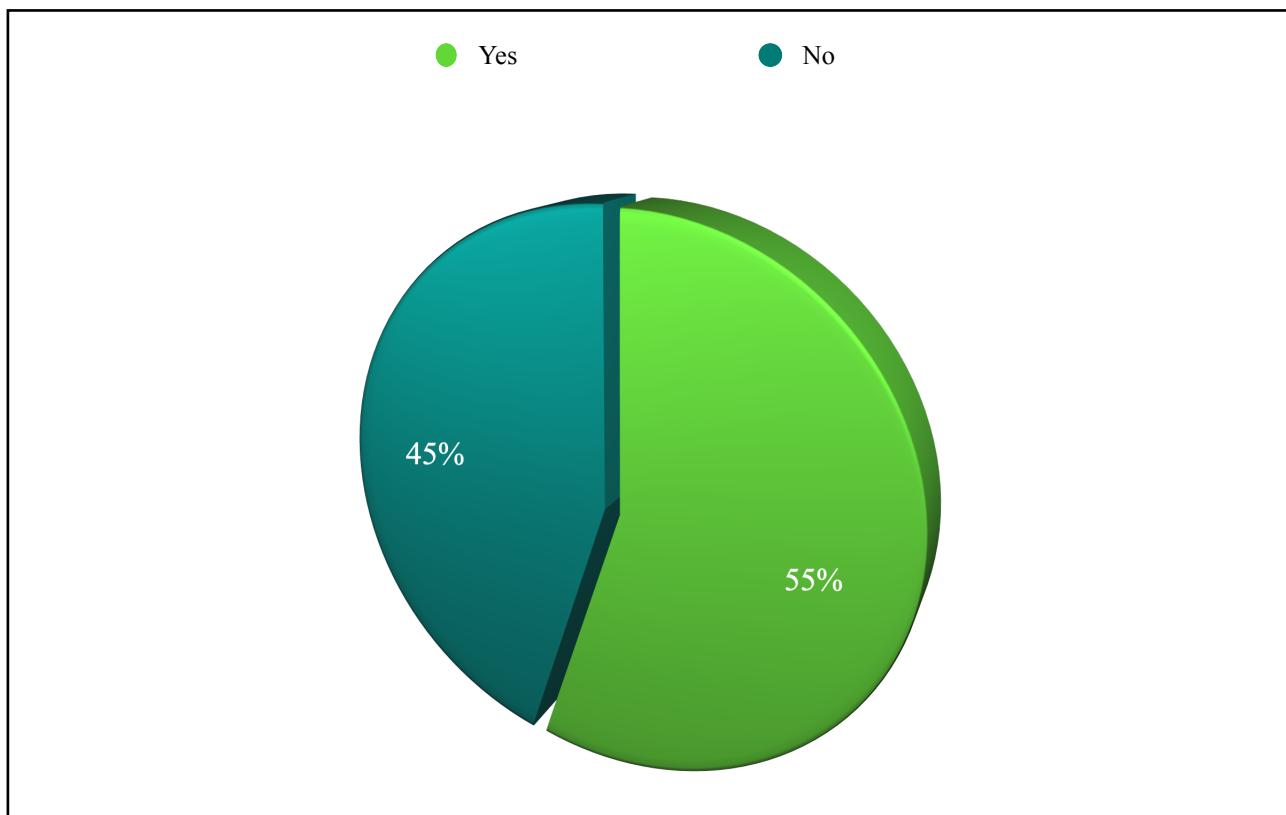
Out of hundred users 47% of users are comfort on using apple than android where 42% of other users opted sometimes on some features choice and rest of the 11% feel comfort on using android over apple.

Table No: 3.17
Defect on apple brand products

Defect Acceptance	Frequency	Percentage
Yes	55	55
No	45	45
Total	100	100

(Source: primary data)

Figure No: 3.17
Defect on apple brand products



Interpretation

55% of users found some sort of defect on products of apple brand while the other 45% of users haven't noticed any type of defect on apple products.

Table No: 3.18
Problem faced with apple products

Problems	Frequency	Percentage
Software complaint	16	11.9
Battery complaint	40	29.8
Apple ID login problems	33	24.6
Warranty problems	10	7.5
Others	35	26.2
Total	134	100

(Source: primary data)

Figure No: 3.18
Problem faced with apple products



Interpretation

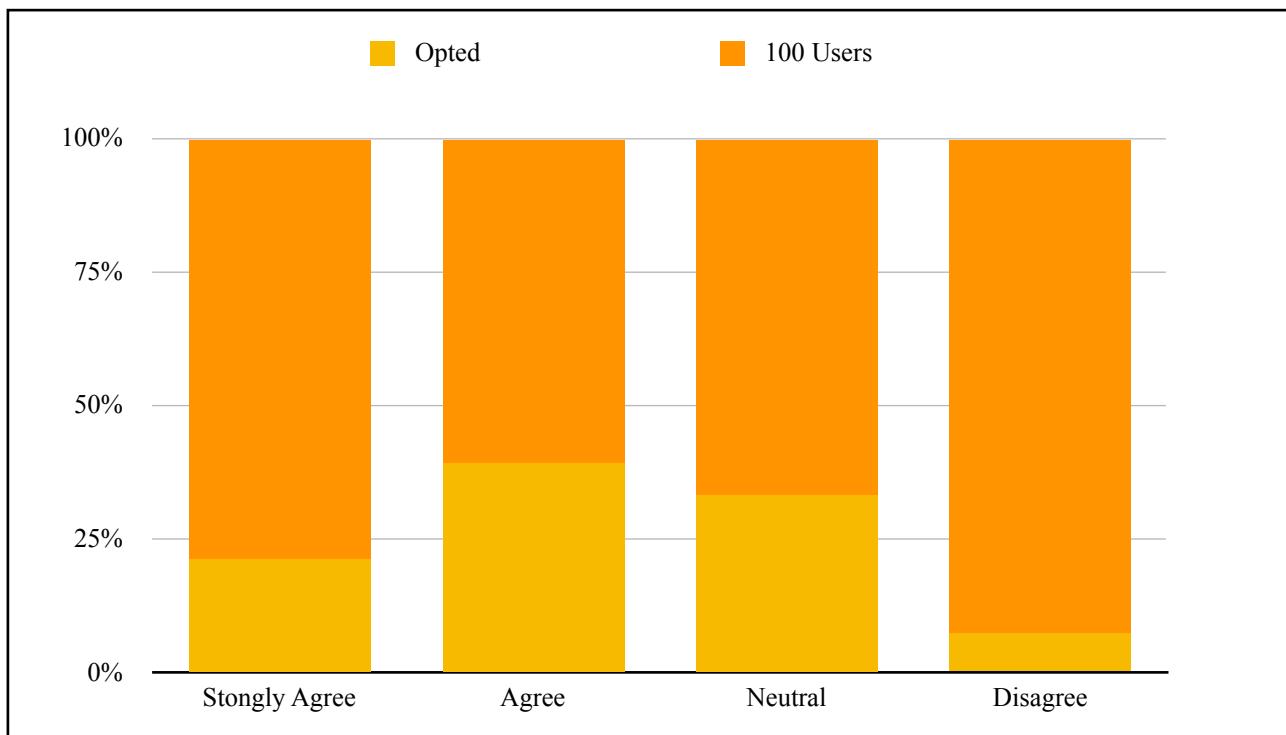
Battery complaint is the most opted defect of apple product with 29.8% of users accepting it; 24.6% of users tells Apple ID login problem as the third most affected defect on apple products and 26.2% choose other factor problems; and 11.9% of users opted software complaint as a defect of apple product; rest of 7.5% with Warranty Problem.

Table No: 3.19
Restrictive App store as a defect

Defect acceptance	Frequency	Percentage
Strongly agree	21	21
Agree	39	39
Neutral	33	33
Disagree	7	7
Total	100	100

(Source: primary data)

Figure No: 3.19
Restrictive App store as a defect



Interpretation

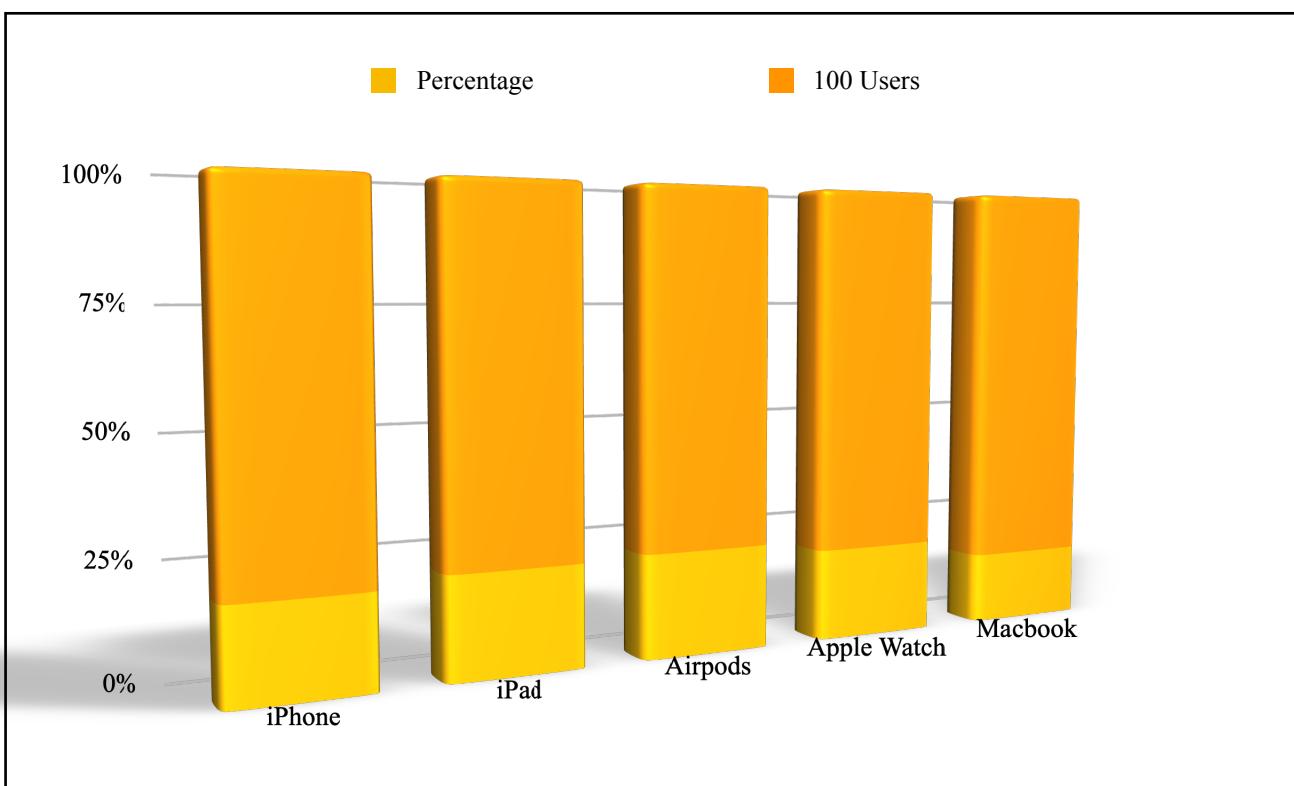
Majority respondents agree that restrictive app store is a defect that is 39% and only 7% disagree to this.

Table No: 3.20
Most defective apple product

Products	Frequency	Percentage
iPhone	32	20
iPad	35	21.9
AirPods	36	22.5
Apple Watch	32	20
Macbook	25	15.6
Total	160	100

(Source: primary data)

Figure No: 3.20
Most defective apple product



Interpretation

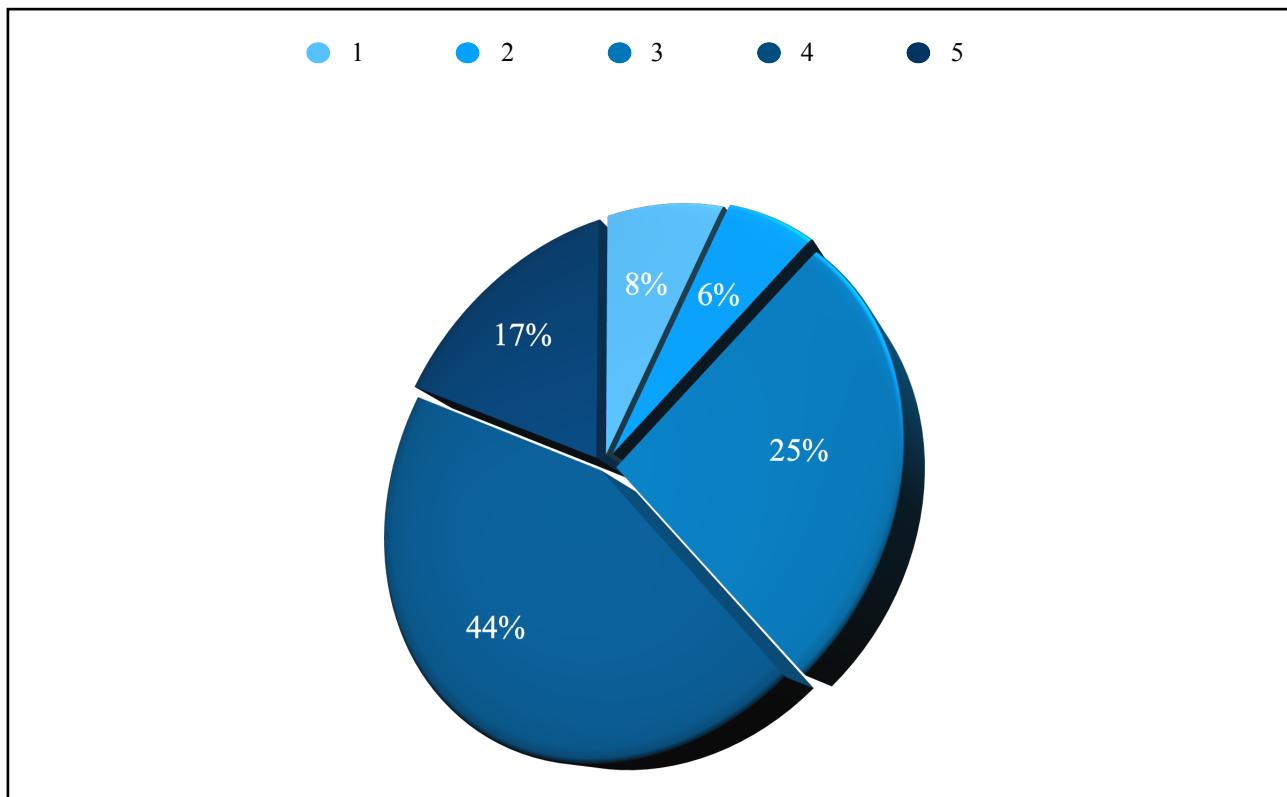
22.5% of apple product users agree that AirPods have the most defect and around 21.9% of total respondents are in the opinion that iPad is the second most defective product in apple product and with same percentage that is 20% the apple users reported that Apple watch and iPhone as defective precut of apple and rest 15.6 percent chose MacBook as the least defected apple product.

Table No: 3.21
Overall Satisfaction given by apple products

Rating	Frequency	Percentage
1	8	8
2	6	6
3	25	25
4	44	44
5	17	17
Total	100	100

(Source: primary data)

Figure No: 3.21
Overall Satisfaction given by apple products



Interpretation

Out of all the valuable responses given by the apple users from Kottayam and Eranakulam Town 44% of the total respondents gave the rating of 4 and 25% of the total respondents gave the rating of 3 followed by the rating 5 with 17% and the rest of the 8% and 6% with a rating of 1 and 2 respectively.

CHAPTER 4

FINDINGS, SUGGESTIONS AND CONCLUSION

4.1 FINDINGS

- From our findings the majority of respondents belongs to the age group of 20-30.
- The key result of the study on effect of branding on consumer buying behavior on apple shows that 83% of the total respondents believe that brand has become status symbol.
- Majority of the respondents are loyal towards apple brand.
- Most of the respondents are concerned about factors like new technology customer service brand value and reliability from the apple.
- From the survey the both male and female respondents are used to prefer branded products on and off brand apple.
- Apple customers majorly are satisfied with there products and have given an overall satisfaction rating of 4 on a majority of 44%.
- From the total findings for our respondents it's found that AirPods is the most defect product from apple.
- Actual response from the apple users shows that the main problem majority apple users faced is the battery complaint by apple products.
- When looking into the satisfaction side of apple brand it has a highly negative approach, when it comes to the restrictive app listing in app store.
- The brand apple is chosen by most of the apple product users is due to its highly efficient security and privacy.
- Most of the respondents prefer to buy premium products.

4.2 SUGGESTION

- Have to improve the performance on AirPods.
- Should concentrate on Battery performance on iPhones.
- Company need to really care about customer satisfaction.
- Have to come up with more local plants in various countries.
- From the findings, it is found that around a certain percentage of respondents are still not satisfied with the Apple brand thus, the company need to introduce better customer satisfaction strategies to accomplish the overall objectives.
- The findings show that the customer service provided by the company is still not satisfactory to the users therefore it is recommended that the company should improve its customer relationship by various strategies like giving loyalty rewards, seeking feedback from customers etc.
- From the study, it is found that the Apple loyalty program does not much influence the customer loyalty therefore the company must ensure the best loyalty programs to achieve loyal customers.

4.3 CONCLUSION

In this modern era, Apple is at number 1st place in World's most Innovative companies. Apple is a type of company who always bring something new to the table rather than just following his competitors. When it come to marketing strategy, Apple is very strong in creating it for their products very effectively. Apple understand their customer and know what they really want. Consumer buying behavior was never simple, yet understanding it is an essential task of marketing management and the one who is able to do it successfully, comes out as the winner. That's why they are so able to sell their highly expensive products easily in this modern-day market.

The above study shows that the apple made very high-quality products with good resale value. Apple products are easily affordable with good durability. The life span of apple products is longer than any other company's products. Being such a creative and innovative company, it also provides remarkable after sale service. If the defect arises in an apple product, it changes the whole product and provide you a new one. This is the type of after sale service consumer want from companies and apple is providing it to them. Moreover, apple is mostly preferred by youth because apple products allow them to do something creative and it is also enriching their lives.

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QUESTIONNAIRE

**STUDY ON EFFECT OF BRANDING ON CUSTOMERS BUYING
BEHAVIOURS TOWARDS APPLE IN KOTTAYAM AND ERANAKULAM
TOWN**

1. Name.

2. Gender

- Male
- Female

3. Age

- Below 20
- 20-30
- 30-40
- 40 and above

4. Is it necessary to focus on brand while purchasing a premium product ?

- Yes
- Neutral
- No

5. How long have you been using the products of Apple brand?

- Less than a year
- 2-5 year
- 5-10 year
- 10 and above

6. How much do you prefer apple brand than other brand?

- Strongly
- Slightly
- Neutral
- Not much
- Never

7. How relevant are the following factors while choosing a brand?

	1	2	3	4	5
New technology.	<input type="checkbox"/>				
Customer Service	<input type="checkbox"/>				
Brand value	<input type="checkbox"/>				
Reliability	<input type="checkbox"/>				
Security.	<input type="checkbox"/>				

8. The brand apple has now become a status symbol; Do you agree ?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly Agree

9. Is it the "Apples loyalty program" that makes customers loyal to apple products ?

- Strongly Agree
- Agree
- Neutral
- Disagree

10. Which of the strategies are maintained by Apple company to achieve customer brand loyalty?

- Communication
- Personal Interaction
- Building products with attractiveness and new innovation
- Other factors

11. Will the increased loyalty towards the brand lead to higher satisfaction?

- Strongly Agree
- Agree
- Neutral
- Disagree

12. Do you think that apple is a brand that maintains its brands loyalty the most than other brands?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

13. Which of the following case is the core reasons that often leads to satisfaction with the apple brand?

- Innovation
- Superior Quality
- Attractive Price
- Product performance
- Other

14. Did products of Apple brand meet your expectations?

- Yes
- Neutral
- No

15. How well do apple products meet your needs?

- Extremely well
- Very well
- Somewhat well
- Not so well
- Not at all well

16. How much accurate the apple provide the service to customers for solving problems?

- Highly Accurate
- Accurate
- Neutral
- Not Accurate

17. Did you feel comfortable using apple products compared to android products?

- Yes
- Sometimes on some features
- No

18. Have you faced any defect with the apple brand products?

- Yes
- No

19. What is the major problem that you have faced with apple products ?

- Software complaint
- Battery complaint
- Apple ID login problem
- Warranty problem
- Others

20. Apple is known to be restrictive when it comes to listing apps to App Store; do you see this as a defect for apple products?

- Strongly Agree
- Agree
- Neutral
- Disagree

21. Which of the apple product has the most defect?

- iPhone
- iPad
- AirPods
- Apple Watch
- Macbook

22. Overall how much will you rate on the satisfaction given by Apple products?

- 1
- 2
- 3
- 4
- 5