Methods of Sampling

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IB-1A

An attempt at Convenience Sampling!
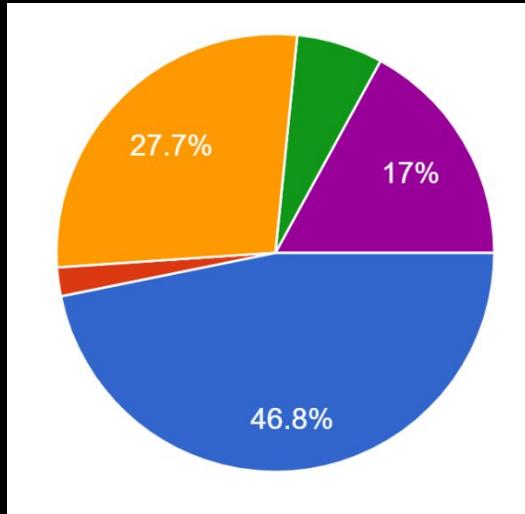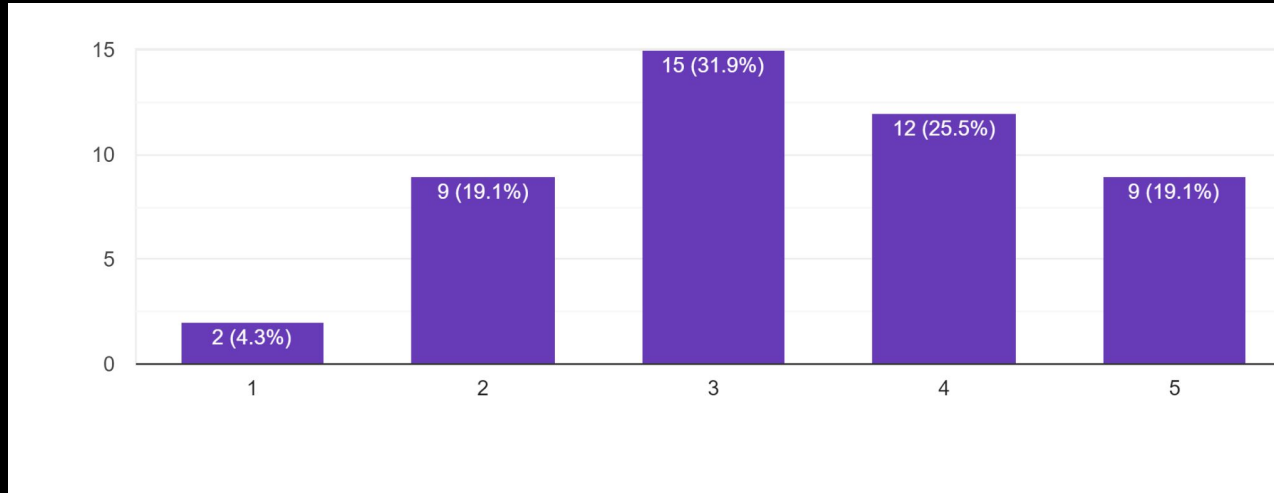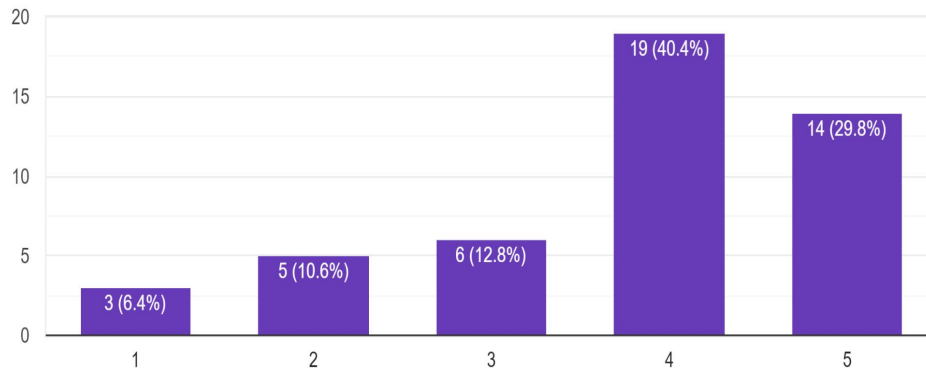
Ages the survey included

Sample size: 50

Do you think Apple products are overpriced for their subjective utility?
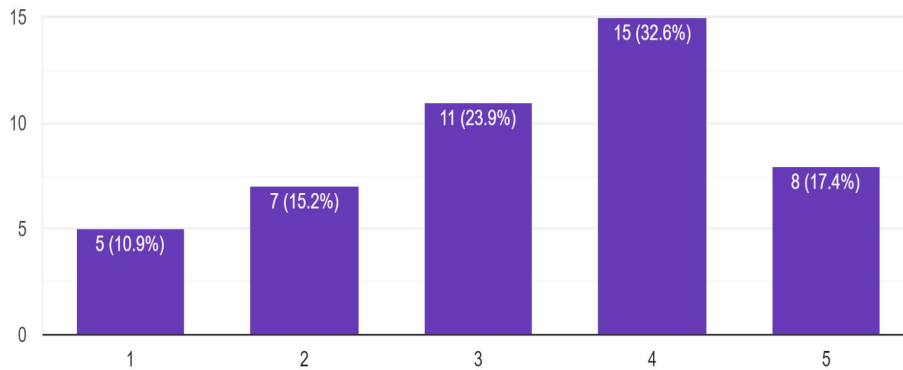
Do you think consumers of Apple products should be better informed of their purchases by the company itself to ensure the price tag is justified?
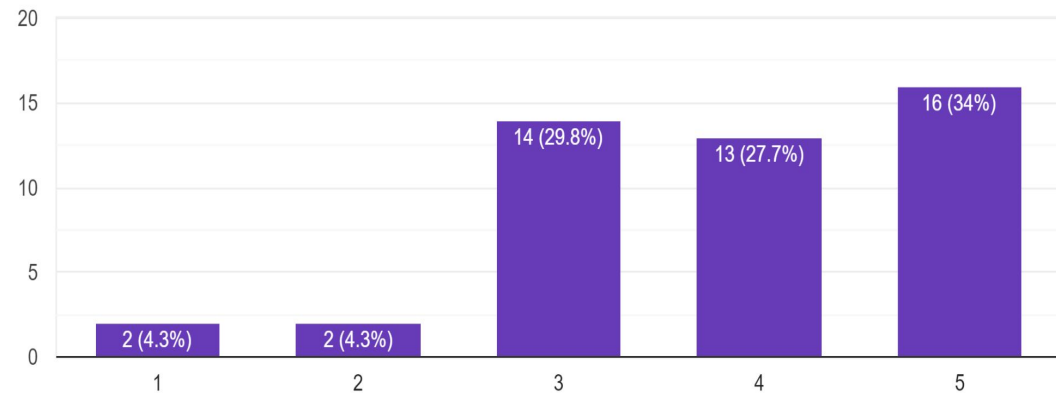
Do you think that the brand impact of the logo is what normalizes the overpriced nature of all Apple products to the point where it is now an expectation?
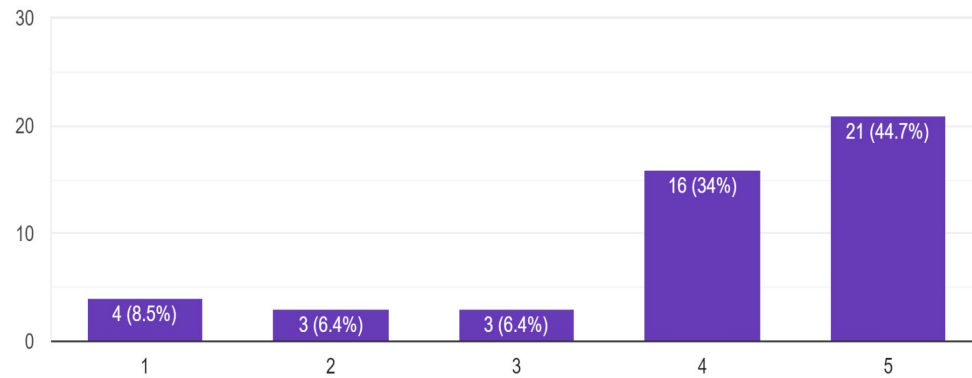
Do you think Apple is diversifying its product range to appeal to different needs of its very loyal target audience?

When you see an Apple product, do you automatically assume superior quality in any aspect?

Conclusion

Based on the responses I received, I can conclude that:

1) Some people [31.9%] have tentative views about the utility of Apple products being worth its price. Most people [44.6] believe that the satisfaction they gain from using Apple products is not worth the price and that Apple products are indeed overpriced while very few [23.4%] believe that Apple is not overpriced for its subjective utility and is actually worth the price.
2) Most people [40.4%] believe that consumers should be more informed about the nitty gritties of the products they're purchasing by the company itself while a select few [6.4%] also think that this provision of information is not required.
3) A majority of people [44.7%] think that the logo of the company positively impacts the sales of the product to a great extent while a minority of 14.9% think that the logo has nothing to do with the sales revenue Apple generates.
4) Precisely half the people think that Apple is indeed diversifying its product range in order to cater to the needs of its target audience, while others [26.1%] think that Apple is sticking to its set portfolio and not expanding into new ventures and sectors.
5) Finally, 91.5% of people assume superior quality when they see an Apple product while 8.5% of people believe that the automatic assumption of superior quality does not apply to them.

*Note: These conclusions have been drawn based on the views and opinions of particular respondents and won't necessarily translate into the real world since the sample size [50] is clearly not large enough.

Thank you!