

Ipod research



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iPod Research The world of technology has witnessed a revolution since the turn of the century. While computers and networks continue to witness change on a daily basis, the world of consumer electronics has changed completely. From button operated gadgets, digital music players have evolved into devices that are driven by touch and can store a vast amount of content that includes music, photos and video. The change in this electronic sector has been led by the Apple Inc. which revolutionized the experience for music players by introducing the iPod. The iPod is viewed not just as a music device but as a gadget that can achieve many common tasks including connecting to the internet and providing directions.

Since being introduced in 2001, the iPod has witnessed surging sales and the brand has grown into a household name across the world. Besides high quality and ease of use, the iPod is a cheap device and fits everyone's budget. Although sales touched 100 million units in 2007, the financial crisis and changing consumer preferences have slowed down the growth of sales of iPods. Likewise, industry experts are of the opinion that Apple is using innovative ways to counter this declining trend. The study aims to study both these aspects through elaborate methods that include analysis of latest market data as well as conducting surveys and interviews with market research firms and experts. By studying information from both primary and secondary sources of information, the study aims to provide qualitative inferences that will elaborate on the most probable trends.