

# Apple inc designs and markets customer electronics essay sample

[Business](#), [Company](#)



## 1. 1 INTRODUCTION TO THE STUDY

Consumer Perception is how information is collected and categorized.

Perception is affected by the amount of contact to an incentive and by individual interpretation. If the same consumer encountered that information often and from many sources, then the consumer's attitude toward dairy products might change enough to influence how often the consumer chose yogurt as a breakfast food. The next step is exploring what these consumers will buy. The importance of customer satisfaction diminishes when a firm has increased bargaining power. IMPORTANCE OF CONSUMER PERCEPTION

The success of a business depends upon its ability to attract and retain customers that are willing to purchase goods and services at prices that are profitable to the company. Consumer perception describes how customers and potential customers view a company and its products and services.

Consumer perception is important to businesses since it can influence consumer behavior, which ultimately affects the profitability of a business.

Many businesses spend large amounts of resources to influence consumer perceptions. Businesses often conduct market research to gain insight into consumer perceptions and preferences. Understanding how and why consumers make the choices they do is integral to providing products and services that will be in demand and promoting those products and services effectively. Factors affecting consumer perception

Although a consumer's perception of a product or service is at least partially based on his actual experience with the good, a significant amount of market research suggests that a consumer's view of a product is also conditioned by

a variety of other factors. From very concrete factors of price and quality to less tangible factors such a consumer's view of the manufacturer's reputation, experience with service and the quality of packaging and branding, a number of complex and interrelated psychological factors determine a consumer's perception of goods and services. Factors affecting consumer perception are as follows:

- > Price
- > Quality
- > Service quality
- > Packaging and branding
- > Reputation

## 1. 2 PROFILE OF THE COMPANY

Apple Computer, Inc is an American multinational corporation that designs and markets customer electronics, computer software, and personal computers. The company's best-known hardware products include the Macintosh line of computers, the iPod, the iPhone and the iPad. As of July 2011[update], the company operates 357 retail stores in ten countries, and an online store where hardware and software products are sold. As of September 2011[update], Apple has recently been the largest publicly traded company in the world by market capitalization, and the largest technology company in the world by revenue and profit. APPLE PRODUCTS

### 1. Mac Pro

The Mac Pro is a Intel Xeon-based workstation computer manufactured by Apple Inc. The Mac Pro, in most configurations, is the fastest computer that Apple offers, and is one of three desktop computers in the current Macintosh lineup, the other two being the iMac and Mac Mini. The machine is also the basis for the Mac Pro Server, which bundles the Mac Pro hardware with Mac OS X Server as a replacement for the Xserve line of servers. 2. Mac Book Pro

The MacBook Pro is a line of Macintosh portable computers introduced in January 2006 by Apple Inc., and now in its third generation. Replacing the PowerBook G4, the MacBook Pro was the second model, after the iMac, to be announced in the Apple-Intel transition. It is also the high-end model of the MacBook family and is currently produced with 13- and 15-inch screens, although a 17-inch version has been offered previously. 3. iPad

The iPad is a line of tablet computers designed and marketed by Apple Inc., primarily as a platform for audio-visual media including books, periodicals, movies, music, games, apps and web content. Its size and weight fall between those of contemporary smartphones and laptop computers. The iPad runs on iOS, the same operating system used on Apple's iPod Touch and iPhone, and can run its own applications as well as iPhone applications. 4. iPod

iPod is a line of portable media players created by and marketed by Apple Inc. The product line-up consists of the hard drive-based iPod classic, the touchscreen iPod touch, the compact iPod nano and the ultra-compact iPod shuffle. iPod classic models store media on an internal hard drive, while all

other models use flash memory to enable their smaller size (the discontinued mini used a Microdrive miniature hard drive). As with many other digital music players, iPods can serve as external data storage devices. iPhone

The iPhone is a line of smartphones designed and marketed by Apple Inc.

The iPhone runs Apple's iOS mobile operating system, originally named iPhone OS. The first iPhone was released in 2007;<sup>[1]</sup> the most recent iPhone, the 6th-generation iPhone 5, was released on September 21, 2012.<sup>[2]</sup> The user interface is built around the device's multi-touch screen, including a virtual keyboard rather than a physical one. The iPhone has Wi-Fi and cellular connectivity (2G, 3G and 4G (iPhone 5 only)).

Apple TV is a digital media receiver developed and sold by Apple Inc. It is a small form factor network appliance designed to play digital content from the iTunes Store, Netflix, Hulu Plus, YouTube, Flickr, iCloud, MLB. tv, NBA League Pass, NHL GameCenter or any Mac OS X or Windows computer running iTunes onto an enhanced-definition or high-definition widescreen television.

### 3. OBJECTIVES OF THE STUDY

> To study the consumer perception level towards the Apple products in Coimbatore city. > To study the level of satisfaction towards the quality of the Apple products. > To know the consumer opinion towards price offered by the Apple products.

### 1. 4 SCOPE OF THE STUDY

Apple is the most famous digitalize customer products company. The company's products and services include iPhone, iPad, Mac, iPod, Apple TV, a portfolio of consumer and professional software applications, the iOS and Mac OS X operating systems, iCloud, and a range of accessory, service and support offerings. The present study aims to study the consumer perception towards Apple products in Coimbatore city. The study is descriptive in nature. Only 90 respondents are taken for this study. This study also reveals quality, service, price, various functions and reason to prefer the Apple products etc.,

#### 1. 5 LIMITATIONS OF THE STUDY

> The study is confined to the respondents of Coimbatore city. > The study is conducted within a particular period of time. So the collection of information will not be suitable for all time. > Due to time constrain only 90 respondents are taken for this study.

#### CHAPTER - II

##### REVIEW OF LITERATURE

1) S. Ghose (2011) “ A study on consumer perception towards Apple products with special reference to Bangalore city”. The main objective of this study is to study the behavioural aspect of Apple products among the consumers and its overall satisfaction from the particular area. His study also reveals Apple was formed a new brand in a very competitive and fast-evolving industry. Tracking the development of that brand would be one of

the key challenges of the new company. After findings of this study he concluded most of the respondents are preferred the Apple iPhones.

2) S. Soma Sekar (2011) “ A study on consumer buying behaviour towards Apple products in Calicut”. The main objectives of this study is to know consumers buying behaviour of Apple products in the particular area. In this study he had surveyed 125 samples. He concludes that the long life is the main factor to choose the Apple Mac Book and Apple iPod.

3) Kumar (2012) “ A study on consumer perception towards various types of Apple products in Jaipur city”. The main objectives of this study is to know the level of satisfaction towards the Apple products in the particular town. His study reveals the company to become a lead thinking in mobile phones, mac books and iPod seizes 69% of the market, and become one of the top three in the industry. After findings of the study he concluded most of the respondents mostly preferred the Apple iPhone, iPod and Apple Tv.

4) G. Amith Singh (2012) “ A study on customer perception towards Apple 5g mobiles in Mumbai region”. In this study he had surveyed 175 Apple 5th generation mobile users. The main objective of this study to know the factors influencing to select the Apple 5g mobiles and its overall satisfaction. His study also reveals Apple 5g mobiles to be different, and to talk to customers not about handsets or fashion. He concluded most of the respondents are satisfied the Apple 5g mobile for its various options.

## CHAPTER – III

### RESEARCH METHODOLOGY

Research methodology is a way to systematically solving the research problem. It is a science of studying how research is done scientifically. It is necessary for the researcher to know not only the research method or techniques but also the methodology. MEANING OF RESEARCH:

Research refers to a search for knowledge. Research is a scientific and systematic search for pertinent information on a specific topics. In fact research is an art of scientific investigation. According to advanced learners Directory of Current English, Meaning of research has been laid down as “ A careful investigation or inquiry specially through search for new facts in any branch of knowledge”. DEFINITION:

According to Redman and Mory “ Research is defined as a systematized effort to gain new knowledge. RESEARCH DESIGN:

The study undertaken was descriptive in nature as it provides description of the state of affairs, as it exists at present to Study on a study on consumer perception towards Apple products in Coimbatore city. SAMPLE SIZE:

90 samples are taken for this study.

SAMPLE TECHNIQUE:

Simple random sample technique is used for this study.

NATURE OF DATA:

The data was collected by using both primary data and secondary data which is used for the study. METHOD OF DATA COLLECTION:

There are two types of methods of data collection used in the study. a)

Primary data



## b) Secondary data

### A) PRIMARY DATA:

Primary data was collected by directly meeting the respondents with the aid of a structured questionnaire. It is the data collected for the first time and it is the fresh data collection by the researcher himself. For the present study primary data was collected by means of a questionnaire. B) SECONDARY

### DATA:

The secondary data was collected from the magazines, books, journals reference and records and reports.

### TOOLS FOR ANALYSIS

> Simple percentage analysis

### SIMPLE PERCENTAGE ANALYSIS:

In this method, based on the opinion of the respondents percentage is calculated for the respective scale of each factor. Formula for simple percentage method:

Actual Respondents

Simple percentage method=  $\frac{\text{Actual Respondents}}{\text{Total Respondents}} \times 100$

Total Respondents