A STUDY ON A BRAND LOYALTY AND CONSUMER PREFERENCE TOWARDS APPLE IPHONE WITH SPECIAL REFERENCE TO COIMBATORE CITY

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ABSTRACT

Smart phones are popular among young generation especially college students. Majority of the students have smart phones in their hand. This study aims to find out the preference of smart phones among college students in Salem city. The main objective of the study is to concentrate deeply on the various features that affect the students to prefer a particular smart phone. The population for this research was college students in the Salem city and according to the convenience of the researcher to reach the students convenience sampling method was adopted. A constructive questionnaire was framed and variables such as demographic, technical attributes, features in the smart phones were included. This was used to collect the primary data from the respondents and secondary data were also used for this study. Statistical tools such as descriptive analysis and chi-square test were used.

KEYWORDS : *Brand preference, Brand Loyalty, Features, Satisfaction.*

INTRODUCTION

Brand loyalty is the favor given by a consumer in order to buy a specific brand in a particular product category. Consumer who give a type of preference for a brand, have the following mindset: "I am committed to this brand', "I am willing today a higher price for this brand over other brands" and "I will recommend this brand to other" ' (Giddiness, 2002). A good loyalty can lead to various and numerous benefits such as an improved market share, lower marketing cost and improved opportunities for brand extension (Martin Evans, 2006). The amount of money that consumers will spend on various brands in different product categories would change from one customer to another one but one thing thatremains constant is that each brand evokes set of positive feelings for the consumer such as confident,

young, stylish etc. As a consequence of this, nowadays it is vital for the brand to do more than just satisfy a need or service. It must create and be able to maintain an emotional connection with its customers. By inducing positive feelings among them, the customers will keep.

STATEMENT OF THE PROBLEM

This research has been conducted to identify the effect of brand quality, Perceived Brand Quality, Customer Satisfaction, and Brand Image on customer's brand loyalty. As there is a war of technology going on in this era of generation there are a lot of substitutes are available in the market, this research will help to understand how to keep customers loyal and understand the customer preferences. There is a need to

identify the relation of Perceived Brand Quality, Customer Satisfaction, and Brand Image with customer's brand loyalty.

SCOPE OF THE STUDY

Since the mid-1990s, the mobile phone industry has sought widespread adoption of mobile data services, envisioning a new "mobile Internet" with its own complex value network delivered through Smartphone terminals. With its iphone, Apple rapidly gained Smartphone market share while spurring widespread adoption of mobile data services in Coimbatore.

OBJECTIVES OF THE STUDY

- To promote level of customer awareness towards apple iphone
- To find out the factors which influence to purchase of apple iphone
- To study the relationship between customer behaviour and brand loyalty
- To know the problems faced by apple iphone to promote brand loyalty in market.
- To offer better suggestion based on the result of study.

TOOLS FOR ANALYSIS

The primary data were coded, classified, tabulated and analysed. The statistical tools used for analysis of the study are:

- Simple percentage Analysis
- Ranking Correlation
- Chi-square Analysis

LIMITATION OF THE STUDY

- The survey was limited to Coimbatore city only, so it cannot be generalizes to all the centres.
- The sample size is limited to 125 due to time constraint.
- Time is one of the major limitations.

REVIEW OF LITERATURE

Noor-Ul-Ain Nawaz and Ahmad Usman (20ll)" in their study "What Makes Customers Brand Loyal: A Study on Telecommunication Sector of Pakistan" found that. The Study is focus on loyalty concept in advices sector. Brand loyalty It receiving great deal of attention in telecommunication sector. Since quality, satisfaction, commitment and trust are major antecedents of brand loyalty for telecommunication sector and for other similar markets.

Jessy John (20ll) in his study "An analysis on the customer loyalty III telecom sector: Special reference to Bharath Sanchar Nigam limited, India" concluded that, the purpose of this paper was to Investigate the factors that influence customer loyalty of BSNL customers. Even though the name provided by BSNL is very cost effective it is still loosing its customer base.

Sivarthina Mohan. R and Manganathan.(2011) at their study "Conceptual framework of Mobile Marketing : Spamming the consumer around the world" found that, Mobile phones can also be an extremely cost effective communication channel well as an efficient way of delivering a marketing message. Promotion through mobiles has emerged as an integral pan of any brand's marketing campaign today.

DATA ANALYSIS AND INTERPRETATION

In this chapter the analysis and interpretation of "A study on a brand loyalty and consumer preference towards apple iphone with special reference to Coimbatore city", is presented based on the opinion of samples of 125 respondents selected from Coimbatore city through a questionnaire containing 20 questions. These were analysed through three different tools and they are as follows,

Simple Percentage analysis
Rank Correlation
Chi-square Analysis

SIMPLE PERCENTAGE ANALYSIS

Simple percentage analysis is the method to represent raw streams of data as a percentage for better understanding of collected data. Percentage analysis is applied to create a contingency table from the frequency distribution and represent the collected data for better understanding.

FORMULA:

$$Percentage = \frac{Number\ of\ respondents}{Total\ no.\ of\ respondents} \times 100$$

TABLE 1
TABLE SHOWING THE GENDER OF THE RESPONDENTS

GENDER	NO OF RESPONDENTS	PERCENTAGE (%)
MALE	62	49.6
FEMALE	63	50.4
TOTAL	125	100

(Source: Primary data)

INTERPRETATION

From the above table it is clear that out of 125 sample respondents 49.6% are male and 50.4% of respondents are female.

Majority, 50.4% of female respondent

TABLE 2
TABLE SHOWING THE EDUCATIONAL QUALIFICATION OF THE RESPONDENTS

EDUCATIONAL LEVEL	NO OF RESPONDENTS	PERCENTAGE (%)
HIGHER SECONDARY	25	20
UG	76	60.8
PG	15	12
OTHER	9	7.2
TOTAL	125	100

(Source: Primary data)

INTERPRETATION

From the table it is clear that out of 125 respondents 20% of the respondents are higher secondary, 60.8% of the respondents are UG, 12% of the respondents are PG, 7.2% are others.

Majority, 60.8 % of the respondents are under graduates.

TABLE 3
TABLE SHOWING THE OCCUPATIONAL STATUS OF THE RESPONDENTS

OCCUPATION	NO OF THE RESPONDENTS	PERCENTAGE (%)
SELF EMPLOYED	22	17.6
SALARIED	49	39.2
OTHERS	54	43.2
TOTAL	125	100

INTERPRETATION

From the above table it is clear that out of 125 respondents 17.6% of the respondents are self employed, 39.2% of the respondents are salaried, 43.2% are others.

Majority, 43.2% of the respondents are others.

RANK CORRELATION

A rank analysis is any of several statistics that measure an ordinal association, the relationship between ranking of different ordinal variables or different ranking of the same variables, where a "ranking" is the assignment of the labels "first", "second", "third", etc., To different observation of a particular variable. A rank analysis measures of similarity between two rankings, and can be used to assess the significance of the relation between them.

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It is not necessarily a total order of object because two different objects can have the same ranking. The ranking themselves are totally ordered.

TABLE 4
TABLE SHOWING THE FACTORS INFLUENCE THE RESPONDENTS TO SELECT APPLE IPHONES

FACTORS	I (8)	II (7)	III (6)	IV (5)	V (4)	VI (3)	VII (2)	VIII (1)	TOTAL	RANK
BRAND	53 (424)	33 (231)	14 (84)	8 (40)	7 (28)	7 (21)	3 (6)	0 (0)	834	I
BATTERY LIFE	21 (168)	26 (182)	37 (222)	15 (75)	7 (28)	9 (27)	8 (16)	2 (2)	720	II
DURABILITY	9 (72)	8 (56)	10 (60)	29 (145)	25 (100)	24 (72)	19 (38)	1 (1)	544	IV
SOUND QUALITY	7 (56)	8 (56)	17 (102)	29 (145)	19 (76)	20 (60)	21 (42)	4 (4)	541	V
CAMERA & MUSIC	6 (48)	11 (77)	15 (90)	6 (30)	25 (100)	35 (105)	22 (44)	5 (5)	499	VII
DISPLAY	9 (72)	8 (56)	11 (66)	19 (95)	26 (104)	18 (54)	31 (62)	3 (3)	512	VI
FEATURES	19 (152)	31 (217)	16 (96)	14 (70)	12 (48)	7 (21)	16 (32)	10 (10)	646	III
CELEBRITY ENDORSEMENT	1 (8)	0 (0)	5 (30)	5 (25)	4 (16)	5 (15)	5 (10)	100 (100)	204	VIII

INTERPRETATION

It is observed that, the factors influence the respondents to select smart phones all scored as follows Brand with the score of (834), Battery life with the score of (720) , Durability with the score of (544) , Sound Quality with the score of (541) , Camera & Music with the score of (499) , Display with the score of (512) , Features with the score of (646) , Celebrity Endorsement (204).

Hence, it is proved that BRAND is the main factor that influences the respondents to select Apple iphones.

CHI-SQUARE ANALYSIS

A statistical test used to determine the probability of obtaining the observed by chance, under a specific hypothesis. It is used to test if the standard deviation of a population is equal to the specific value. Chi-square is a statistical significance test based on frequency of occurrence; it is applicable both qualitative and quantitative variables. Among its many uses, the most common are tests of hypothesized probabilities or probability distributions, statistical dependence or independence and common population. A chi-square is any statistical hypothesis test in which the test statistics has a chi-square distribution if the null hypothesis is true.

FORMULA

$$x^2 = (O-E)^2 / E$$

O= Observed frequency
E= Expected frequency

DEGREE OF FREEDOM

$$V = (r-l)(c-1)$$

TABLE 5

Relationship between the gender of the respondents and which factors does the respondents select while purchasing the appleiphones

Hypothesis:

Gender	Brand	Battery life	durability	Sound quality	Camera & Music	Display	features	total
Male	8	12	3	5	2	2	30	62
Female	11	12	3	3	6	2	26	63
Total	19	24	6	8	8	4	56	125

There is no significant between gender of the respondents and the factors selected by the respondents while purchasing the apple iphone.

To find out the association between gender and the factors selected by the respondents while purchasing the apple iphone, chi-square test is used and result is given below.

TABLE 5.1
Chi-Square Test

Calculated value	Degree of Freedom	Table Value	Result
3.252	6	18.548	accepted

INTERPRETATION
The calculated value of chi-square at 5% level of significance is lower than the table value. Hence the hypothesis is accepted so, there is no relationship between gender and the factors selected by respondents while purchasing the Appleiphones.

FINDINGS, SUGGESTIONS AND CONCLUSION
FINDINGS
SIMPLE PERCENTAGE ANALYSIS
- Majority, 62.4% of the respondents have selected may be for buying the same brand of Apple iphone Majority 33.6% of the respondents are between 20-24 years.
- Majority, 50.4% of female respondents.
- Majority, 43.2% of the respondents are others.
- Majority, 32.8% of the respondents are having monthly income Rs.35001 & above.
- Majority, 60.8 % of the respondents are under graduates
- Majority, 52.8 % of the respondents are using iphone 7plus.
- Majority, 69.6% of the respondents are spending 4 hours and above on Apple iphones.
- Majority, 84.8% of the respondents have selected no.
- Majority, 52.8% are using Apple iphones for more than 4 years.
- Majority, 38.4% of the respondents like Apple iphone 6s and other Apple iphones advertisement.
- Majority, 64.8% of the sample respondents are satisfied with the brand of the Apple iphone.

- in the future.
- Majority, 77.6% of the respondents have selected the factor better features.
- Majority, 52.8% of the respondents have selected self.
- Majority, 41.6% of the respondents prefers Apple iphone 7 plus.
- Majority, 44.8% of the respondents have preferred features.
- Majority, 49.6% of the respondents have selected Rs.21000-Rs.40000.
- Majority, 88% of the respondents have selected yes (i.e.) have got satisfied with the current Appleiphone they are using.
- Majority, 63.2% of the sample respondents have satisfied.

RANKING ANALYSIS
The factors that influence the respondents to select the Apple iphones
- Brand placed on I Rank
- Battery life placed on II Rank
- Features placed on III Rank
- Durability placed on IV Rank
- Sound quality placed on V Rank
- Display placed on VI Rank
- Camera & Music placed on VII Rank
- Celebrity Endorsement placed on VIII Rank

CHI-SQUARE
The calculated value of chi-square at 5% level of significance is lower than the table value. Hence the

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hypothesis is accepted so, there is no relationship between gender and the factors selected by respondents while purchasing the Apple iphones.

The calculated value of chi-square at 5% level of significant is higher than the table value. Hence hypothesis is rejected there is relationship between occupation and factors selected by the respondents while purchasing Appleiphone.

SUGGESTIONS

They wide scope for further development Apple iphones. The world of the smart phone field is not static, it is always subject to change the technology to keep abstracted of the technological improvement and the Appleiphone may need refinement.

- They should get the feedback report from the customer in order to fulfil customers' needs and wants.
- They should increase the battery backup.
- They should reduce the price in order to gain more customers and to beat their competitors.
- They should provide lot of new models to beat their competitors.
- It is suggested that faced same software of using all Appleiphones.
- It improves the after sales service.

CONCLUSION

This study is conducted from Coimbatore city, Apple iphones is a highly moving product, when compared to all other ordinary phones the study about various aspects of customer satisfaction on Apple iphone in Coimbatore city satisfied the following objectives,

- New technology in Apple iphones
- The quality of service provider in Apple iphones
- The application, brand name and price of Appleiphones etc..,

The survey conducted from Coimbatore city helps to make identification over is strength and weakness of Apple iphones.

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