

# A STUDY ON CONSUMER BUYING BEHAVIOR AND SATISFACTION TOWARDS PURCHASE OF APPLE PRODUCTS

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## Abstract

The global consumer electronics market has witnessed a growing shift toward premium and lifestyle-focused technology brands, with Apple Inc. consistently standing at the forefront. This study investigates the buying behavior and satisfaction levels of consumers toward Apple products, particularly focusing on a Tier-II city—Raipur, India. The aim is to understand what drives customers to invest in high-end technology despite the presence of more affordable alternatives.

A structured survey was conducted with 60 respondents at an Apple-authorized reseller (iGallery, Raipur) using a detailed questionnaire. The study analyzes critical factors such as consumer expectations, perceived value, affordability, service experience, product loyalty, and marketing effectiveness. It was found that while Apple continues to benefit from strong brand appeal and product design, concerns regarding after-sales service, pricing transparency, and localized relevance were frequently noted.

This research highlights a clear gap between Apple's global positioning and the local expectations of consumers in emerging markets. The findings point toward a need for region-specific marketing strategies, better service infrastructure, and mid-tier product offerings to satisfy a wider customer base. The insights gathered can benefit marketers, retailers, and brand strategists in better tailoring offerings for semi-urban and developing regions.

## 1. Introduction

Apple Inc., founded in 1976 by Steve Jobs, Steve Wozniak, and Ronald Wayne, has evolved into one of the most influential technology companies in the world. Known for its groundbreaking innovations like the iPhone, MacBook, iPad, and Apple Watch, the company has set a benchmark for quality, design, and brand value. Apple's ecosystem of products is not just seen as functional devices but also as lifestyle symbols, reflecting a unique blend of technology and status.

In India, Apple holds a niche yet strong position. Despite intense competition from cost-effective brands like Xiaomi, Samsung, and OnePlus, Apple continues to grow its market presence—especially among upper-middle-class and urban populations. According to Counterpoint Research (2024), Apple's market share in India's premium smartphone segment has risen to over 25%, with a significant year-on-year increase in sales. However, this growth is primarily concentrated in metropolitan cities.

The real test of Apple's brand strength lies in smaller cities like Raipur, where purchasing decisions are often influenced by income levels, product durability, value for money, and service accessibility. Consumers in these regions may aspire to own premium gadgets but tend to evaluate the practicality of their investment more critically.

This research seeks to examine:

- What drives consumers in Raipur to buy Apple products?
- How satisfied are they post-purchase?
- What expectations are being met or missed?
- And how does Apple's brand positioning align with regional market dynamics?

By focusing on these questions, the study contributes valuable insights into the unique buying patterns and satisfaction factors that Apple must consider when strategizing for India's growing Tier-II and Tier-III markets.

## **2. Literature Review**

Extensive research has been conducted globally on brand loyalty, product perception, and consumer decision-making, especially in the electronics sector. Most of these studies, however, are centered around urban populations or Western economies. Very little literature captures the views of consumers in smaller Indian cities like Raipur.

This study fills that gap by focusing on localized consumer experiences. It aims to uncover how brand appeal, cost sensitivity, and service quality influence satisfaction in non-metro areas, providing useful insights for brands looking to strengthen their regional strategies.

## **3. Research Methodology**

This research employs a descriptive design and uses both primary and secondary data sources.

- **Primary Data:** Collected via a structured questionnaire administered to 60 consumers at iGallery, an Apple-authorized reseller in Raipur.
- **Secondary Data:** Derived from Apple's official website, online articles, and previous consumer behavior studies.

- **Sampling Technique:** Convenience sampling
- **Sampling Size:** 60 respondents
- **Research Tools:** Multiple-choice questions and Likert scale items
- **Data Presentation:** Tables, charts, and percentage analysis

## **4. Analysis and Interpretation**

- Brand Usage:**
  - 35% use Apple, 38% use Samsung, 27% use other brands.
  - Indicates strong competition from Samsung.
- Reasons for Preference:**
  - 44% cited promotional pricing, 41% durability, 15% quality.
- Purchase Influencers:**
  - 44% prioritized need, 41% focused on price.
- Buying Location:**
  - 52% preferred Apple's official outlets over other retailers.
- Replacement Cycle:**
  - 50% upgrade their Apple products within 3–5 years.

- vi. Complaint Handling:
  - 40% rated it excellent, 39% very good, 21% poor.
- vii. Perception of Value:
  - 41% feel Apple isn't value for money.
- viii. Sales Support Experience:
  - Mixed reviews; 38% satisfied, 38% dissatisfied.
- ix. Need for More Models:
  - 44% felt the current range was enough.
- x. Improvement Areas:
  - 43% suggested service improvements, 33% better tech, 24% product changes.
- xi. Marketing Feedback:
  - 44% rated Apple's marketing as average.
- xii. Attractive Offers:
  - 46% were most influenced by discounts.
- xiii. Resale Value:
  - 44% rated it as average.
- xiv. Major Competitor:
  - 39% named Sony, 33% Panasonic, 28% Samsung.

## 5. Findings and Discussion

- Consumers in Raipur prefer Apple for its durability and perceived status.
- Pricing and offers significantly affect decision-making.
- Many users are skeptical about whether Apple delivers true value.
- Customers trust official outlets but feel after-sales service could be more responsive.
- There is a need for region-specific models and marketing to build a stronger connection with non-metro buyers.

## 6. Recommendations

- Improve After-Sales Support: Quicker complaint resolution and better staff training are essential.
- Explain Pricing Clearly: Consumers should understand what justifies the cost.
- Local Promotions: Offer special discounts or exchange deals for regional festivals.
- Better Sales Staff: Train staff to be more helpful and informed.
- Mid-Range Product Line: Launch affordable models for price-sensitive users.
- Localized Advertising: Use regional languages and local platforms to boost visibility.

## 7. Limitations

- Small sample size (60 respondents) may not represent the entire city.
- Responses were limited to one location (iGallery, Raipur).
- Some customers were hesitant or rushed while filling out the survey.

- The study captures short-term satisfaction and not long-term usage behavior.
- Cultural and economic factors may limit the generalization of results to other regions.

## **8. Conclusion**

Apple products are highly admired in Raipur, particularly for their design and durability. However, the research shows that there are growing concerns about value for money and service quality. Consumers in smaller cities are becoming more informed and demand not just a brand name, but tangible value and reliable service.

To maintain its competitive edge, Apple must go beyond branding and deliver a complete experience—before, during, and after the purchase. By incorporating local preferences into its business model, Apple can continue to expand and lead the market even in emerging regions.

## **9. References**

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