

**A STUDY ON BRAND LOYALTY – WITH SPECIAL REFERENCE TO APPLE
PRODUCTS IN ERNAKULAM DISTRICT**

Project Report

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Under the guidance of

Ms. LEKSHMI C.

In partial fulfilment of the requirement for the Degree of

BACHELOR OF COMMERCE



ST. TERESA'S COLLEGE ESTD 1925

ST. TERESA'S COLLEGE (AUTONOMOUS), ERNAKULAM

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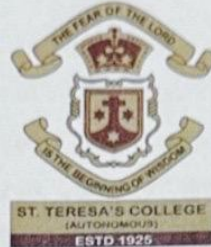
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CERTIFICATE

This is to certify that the project titled "**A STUDY ON BRAND LOYALTY – WITH SPECIAL REFERENCE TO APPLE PRODUCTS IN ERNAKULAM DISTRICT**" submitted to Mahatma Gandhi University in partial fulfillment of the requirement for the award of Degree of Bachelor of Commerce is a record of the original work done by **Ms. Fathima Sharfudheen, Ms. Gowri R. Menon and Ms. Swathika M. Pradeep** under my supervision and guidance during the academic year 23-24.

Project Guide

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External Examiner(s)

DECLARATION

We Ms.Fathima Sharfudheen, Ms. Gowri R. Menon and Ms. Swathika M. Pradeep final year BCom students, Department of Commerce (SF), St. Teresa's College (Autonomous) do hereby declare that the project report entitled “**A STUDY ON BRAND LOYALTY – WITH SPECIAL REFERENCE TO APPLE PRODUCTS IN ERNAKULAM DISTRICT**” submitted to Mahatma Gandhi University is a record of the work done under the supervision and guidance of Ms. Lekshmi C., Assistant Professor of Department of Commerce (SF), St. Teresa's College (Autonomous) and this work has not previously formed the basis for the award of any academic qualification, fellowship, or other similar titles of any other university or board.

PLACE: ERNAKULAM

DATE:

FATHIMA SHARFUDHEEN

GOWRI R. MENON

SWATHIKA M. PRADEEP

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First of all, we are grateful to God Almighty for his blessings showered upon me for the successful completion of my project.

It is our privilege to place a word of gratitude to all persons who have helped me in the successful completion of the project.

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FATHIMA SHARFUDHEEN

GOWRI R. MENON

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CHAPTER 1

INTRODUCTION

1. Introduction:

- Brand Loyalty

Jacoby and Olson's explanation for brand loyalty is the most comprehensive (1970). According to their definition, brand loyalty is the mental process of buying that arises from customers' consistent, non-random behaviour. In simple terms, a customer's repurchasing behaviour towards a certain product or service is considered brand loyalty. When a consumer has an option between multiple brands, brand loyalty is taken into account. Brand loyalty is the state in which a customer intends to purchase a brand as their first choice.

Consumers that exhibit brand loyalty have a tendency to get devoted to a certain brand or product and make repeat purchases over time. The emotionally driven choice made by a customer to repeatedly buy a specific brand is known as brand loyalty. The customer believes that the specific brand will live up to their expectations and that it resonates with them personally.

- Brief history of **Apple® Inc.**

On April 1, 1976, Steve Jobs, Steve Wozniak, and Ronald Wayne formed the Apple® Computer Company as a partnership. Wozniak designed and built the Apple® I computer by hand, which was the company's first product. Jobs sold his Volkswagen Bus and Wozniak sold his HP-65 calculator to raise the funds needed to create it. While neither got the full selling price, they did make a total of \$1,300, or \$6,700 in 2022.

In July 1976, Wozniak gave a demonstration of the first Apple® I prototype at the Homebrew Computer Club. The Apple® I was offered as a base kit that would not yet be marketed as a full-fledged personal computer, consisting of a motherboard with CPU, RAM, and basic textual-video chips. Soon after its presentation, it was put on sale for \$666.66, which is comparable to \$3,400 in 2022.

2. Statement of the problem:

This research has been conducted to identify the outcome of brand quality, customer satisfaction and a brand image on customer's brand loyalty. The main purpose of this study is to understand why iPhone® people's favourite brand despite its disadvantages.

Since there is a big war of technology going on in this era of generation there are a lot of substitutes available in the market, this research will help to acknowledge how to keep customers loyal and understand consumer preferences. There is a need to identify the relation of perceived brand quality, customer satisfaction and brand image with customer's brand loyalty.

3. Objectives of the study:

The objectives of the study are relevantly divided into two – Primary Objective and Secondary Objective.

Primary Objective

To study the importance of brand loyalty – with special reference to apple products in Ernakulam district.

Secondary Objectives

- To study the importance of quality assurance in sales over marketing.
- To study the importance of creating brand identity.
- To study the influence of apple products in the market

- To study the commitment of users towards the product.
- To study the influence of apple brand on their purchase decisions.
- To study how the general public reacts to these brands and products both success and failure.

4. Significance of the study:

The significance of our study lies in its ability to provide valuable insights into consumer behaviour within the technology market. Understanding why customers remain loyal to Apple offer strategic advantages for both academia and industry, informing marketing strategies, product development, and brand management practices

5. Research & Methodology:

A research methodology describes the techniques and procedures used to identify and analyse information regarding a specific research topic. It is a process by which researchers design their study so that they can achieve their objectives using the selected research instruments.

- **Research Design**

It is the set of methods and procedures used in collecting and analysing measures of the variables specified in the research problem. The research design applied here is purely descriptive.

- **Sample Design**

Sampling design is how the researcher selects the sample unit from the population.

Convenience sampling is used in this study.

❖ DATA COLLECTION

The sources for data collection include:

- Primary data
- Secondary data

1. Primary data

Primary data is the data that is collected for the first time through personal experiences or evidence, particularly for research. It is also described as raw data or first-hand information. The primary data required for this project was collected through a convenient sampling method using questionnaires. This method consisted of preparing detailed questions covering the relevant questions required for the study which was distributed to customers who were randomly selected.

Questions in the form of *google form* is sent to the sample for the collection of the required data for the questionnaire.

2. Secondary data

Secondary data refers to data that is collected by someone other than the primary user. These data are obtained from published project works, bulletins, online websites and magazines.

❖ TOOLS & ANALYSIS USED FOR DATA ANALYSIS AND PRESENTATION

In order to analyse and interpret data mathematically, the statistical tools used in this study are:

TOOLS FOR DATA ANALYSIS

1. Percentage analysis

It refers to a special kind of rate or percentage used for making comparisons between two or more series of data.

$$\text{Percentage} = (P/N) * 100$$

where, P = No. of observations of variables,

N = Total number of observationS

TOOLS FOR DATA PRESENTATION

1. Table

A statistical table is a method used to present statistical data by arranging the numbers systematically and describing some mass processes.

2. Bar Graph

A bar graph is the representation of numerical data by rectangles (or bars) of equal width and varying height.

3. Pie chart

A pie chart, sometimes called a circle chart, is a way of summarizing a set of nominal data or displaying the different values of a given variable (e.g. percentage distribution).

TOOLS USED FOR PRIMARY DATA COLLECTION

1. Questionnaire

A questionnaire is a research instrument that consists of a set of questions or other types of prompts that aims to collect information

from a respondent. As google forms are easy and less expensive mode for collecting data by circulation, Google forms have been used here to collect the relevant data from the users.

SAMPLE SIZE

The purpose of the study is to understand the brand loyalty of iPhone® users in Kochi. The study was conducted using primary as well as secondary data. The primary data was collected from 50 respondents through a structured questionnaire.

- **Period of the Study**

The study was conducted in 6 months.

- **Area of the Study**

The area of the study is confined to “Kochi”

6. Scope of the study:

Brand recognition and trust are two variables that can prolong a business idea or a product long into the future and set it apart from the competition. Creating customer loyalty both benefits the manufacturer and the customers with a sense of pride and standard. This report will lay a foundation on business development and brand manufacturing with the example of a mega tech conglomerate, the **Apple® Inc.**

7. Limitations

- Age groups over the margin of the age of 45 and above are difficult to survey since it is difficult to reach a large audience of this population with the limited time and resources.
- Interviews with the creator of brand and core members of the company are quite difficult due to limitations in contacting them

- Impact of Covid-19 crisis is affecting consumer behaviour as well as making it difficult to collect data.
- Due to time constraints, our project had limited time for completion and to collect data from more users.

1. Pinson, Caroline, and Deborah JC Brosdahl. "The Church of Mac: Exploratory examination on the loyalty of Apple customers." *Journal of Management and Marketing Research* 14 (2014): 1.

An online survey was utilized for data collection, encompassing questions related to demographics, reputation, brand identification, personality, and loyalty. Overwhelming agreement among respondents was observed regarding Apple's favourability, distinctiveness, and aesthetic appeal. The findings substantiate the proposition that brand identity significantly and positively influences reputation. Despite evidence supporting the favourable relationship between brand identification and brand personality congruence, congruence between brand personality and an individual's persona does not appear to be prevalent.

The study's results indicate that, notwithstanding respondents expressing price sensitivity to technology, a substantial majority expressed an inclination to purchase more Apple items. Both Apple brand identification and brand personality congruence exhibit positive correlations with Apple brand loyalty.

2. Pinson, Caroline. "What Makes Apple Consumers Brand Loyal? The Effects of Brand Personality, Reputation, and Brand Identity on Brand Loyalty." (2012).

According to recent rankings, Apple has been identified as the world's most valuable firm. A portion of that recognition can be attributed to the devoted and sizable fan base of Apple. In light of the competitive landscape where

companies are introducing products with similar features, the importance of brand loyalty is escalating.

This article employs social identity theory as the conceptual framework to investigate brand identity, brand personality, and reputation, aiming to discern the factors contributing to Apple's popularity and the dedication of its customers. The study utilizes regression analysis to establish that these

identified characteristics significantly enhance brand loyalty, as indicated by the findings.

3. Hokky, Liowina Adlin, and Innocentius Bernarto. "The role of brand trust and brand image on brand loyalty on Apple iPhone smartphone users in DKI Jakarta." *Enrichment: Journal of Management* 12, no. 1 (2021): 474-482.

The aim of this study was to analyse the following:

- The positive effect of brand image on brand loyalty.
- The positive effect of brand trust on brand loyalty.
- The positive effect of brand image on brand trust.
- The effect of brand trust in mediating the relationship between brand image and brand loyalty.

Data collection was conducted through an online questionnaire distributed via Google Form. The target population for this study comprised Apple iPhone smartphone users in DKI Jakarta, aged at least 18 years, who had purchased the product at least twice within the period of November 2020. A total of 200 samples were determined for the study, utilizing purposive sampling as the sampling technique. Data analysis was carried out using the Partial Least Square-Structural Equation Modelling (PLS-SEM) approach with SmartPLS software.

The results indicated that brand image has a positive effect on brand loyalty. Additionally, brand trust demonstrated a positive effect on brand loyalty. Moreover, brand image exhibited a positive effect on brand trust. Finally, it

was observed that brand trust acts as a mediator in the relationship between brand image and brand loyalty

- 4. Lee, Michael SW, and Ian Soon. "Taking a bite out of Apple: Jailbreaking and the confluence of brand loyalty, consumer resistance and the co-creation of value." *Journal of Product & Brand Management* 26, no. 4 (2017): 351-364.**

This paper delves into the phenomenon of jailbreaking Apple iPhones, a unique scenario where a business actively inhibits its dedicated customers from co-creating value and personalizing their products. To comprehend the factors contributing to consumers rejecting a brand to which they are fervently devoted, this study undertook a qualitative content and topic analysis of online jailbreaker discourse.

The motivations for jailbreaking can be categorized into three themes: anti-hegemony, individual freedom of expression, and enhanced experience. Additionally, two other themes—liberating the masses and status and notoriety—clarify the diverse motivations that drive hacktivists to develop the "exploits" subsequently utilized by jailbreakers. The consumer activists discussed in this report remain committed to the brand and product they oppose, opting to support the brand rather than migrating to a competing one. Notably, the company aggressively suppresses these devoted customers' attempts to modify and, at times, enhance their offerings.

In summary, this report illustrates the contradictory relationship between Apple and certain customers, demonstrating how co-creation, resistance/activism, dissatisfaction, and brand loyalty can coexist within a single consumer-brand relationship.

- 5. Lew, Yoke Peng. "A study of brand loyalty of Apple products in Malaysia." PhD diss., UTAR, 2022.**

The primary objective of this research project is to investigate the factors influencing brand loyalty among Malaysian consumers towards Apple products. To achieve this, several criteria, including perceived quality, perceived value, and brand recognition, will be examined. Brand loyalty among consumers of Apple products is anticipated to be impacted by the brand's personality, connotations, and originality.

A straightforward sample methodology is employed, involving the distribution of 200 survey questionnaires to Malaysian consumers of Apple products through the quantitative method approach.

The target respondents are to receive all 200 softcopy surveys via a Google form. Data obtained from the survey questionnaire is evaluated using the Statistical Package for Social Science (SPSS). According to the SPSS results, all independent variables exhibit a significant connection with the dependent variable. However, no discernible correlation is found between the variables of perceived quality and brand association with the brand loyalty of Apple product owners. Recommendations for future researchers are provided based on the research findings, and the report discusses the limitations encountered during the project's execution.

- 6. Tunjungsari, Hetty Karunia, Jhanghiz Syahrivar, and Chairy Chairy. "Brand loyalty as mediator of brand image-repurchase intention relationship of premium-priced, high-tech product in Indonesia." *Jurnal Manajemen Maranatha* 20, no. 1 (2020): 21-30.**

The purpose of this study is to ascertain whether brand loyalty plays a moderating role in the relationship between the brand image of a high-end, high-tech product and its likelihood of being repurchased in Indonesia. The Apple brand was selected for investigation following a preliminary analysis

involving 50 respondents. The self-administered survey indicated that Apple was perceived as a high-end, high-tech product. Subsequently, 210 consumers of Apple products participated in the survey.

Utilizing Hayes' Macro Process version 3.3 model 4 and IBM SPSS Statistics version 24, linear regression was employed to assess the hypotheses. The findings of the study reveal that all hypotheses were substantiated by the data: brand loyalty acts as a mediator in the impact of

brand image on repurchase intention, and brand image significantly and positively influences repurchase intention. Detailed coverage of research implications is provided in this article.

7. Ayunda, Thasia Revinsky. "What makes people loyal to apple products." *Journal of Entrepreneurial Management* 1, no. 1 (2022).

The objective of this study is to investigate (1) the impact of emotional experiences on brand loyalty among Apple users, (2) the influence of cognitive experiences on brand loyalty among Apple users, (3) the effect of lifestyle congruence on brand loyalty among Apple users, and (4) the impact of hedonistic motivation on brand loyalty among Apple users. The study's population comprises all individuals who have purchased and utilized Apple products, defining the sample as all Apple users.

The sample size for the study comprised 281 respondents. SmartPLS software was employed for data processing, and data collection was executed through the distribution of online questionnaires.

The study's findings indicate the following:

- (1) Emotional experiences exert a positive and significant impact on brand loyalty for Apple users

(2) Cognitive experiences do not exhibit a discernibly positive impact on brand loyalty among Apple users. (3) Lifestyle congruence demonstrates a favorable and noteworthy impact on brand loyalty for Apple users. (4) Hedonic motivation significantly and positively influences brand loyalty among Apple users.

8. Nahum, Bryan. "Measuring the impact on consumer loyalty of extending the product lifecycle through the offering of technological upgrades, a case study of Apple." (2016).

To date, unwavering customer loyalty has been a hallmark of the Apple brand, particularly in relation to its flagship product, the iPhone. Over the years, this iconic phone model has undergone multiple advancements,

resulting in the introduction of nearly ten successive variants that consistently captivate consumer interest. The effectiveness of this brand strategy prompts an exploration of the key factors contributing to this enduring attachment and an examination of both the product's and consumers' future perceptions.

The investigation into our inquiry involves a consideration of two primary theories that synergistically explain the imperative of continuously introducing new products to win over customers. The research aims to delve into these theories to unravel the answers to our questions.

To accomplish this, the approach involves an initial exploration of theory followed by an examination of customer opinions regarding our inquiry, scrutinizing their behavior to discern the mechanisms and reasons behind their attachment to the product. Consequently, the primary objective of this research is to employ technological means to analyze a sample of iPhone users and acquire the requisite data to address our research query.

Information Technology company

Information technology (IT) businesses have emerged as the backbone of contemporary society in the twenty-first century, significantly influencing and changing a wide range of facets of our day-to-day existence. IT companies are important in almost every industry, from communication and entertainment to healthcare and education. This article highlights the ways in which these businesses have transformed our world while examining the complex effects of information technology on modern society.

1. Communication Revolution:

The revolution in communication is one of the most important things that IT businesses have contributed to modern society. The way we communicate, share information, and do business has changed with the introduction of the internet and the widespread use of smartphones. Our Social fabric has been woven together by social media platforms, which are created and maintained by IT behemoths like Facebook, Twitter, and Instagram and allow for real-time global connection. A more interconnected and interdependent world has resulted from IT businesses' facilitation of accessibility and immediacy of communication, which have transcended geographical boundaries.

2. Economic Transformation:

Businesses that provide information technology have been essential in promoting innovation and economic success. In addition to amassing enormous riches, tech behemoths like Apple, Google, and Microsoft have also given rise to a whole ecosystem of startups and business owners. Traditional business models have been altered by the growth of e-commerce, cloud computing, and digital payment systems, which have improved accessibility and efficiency of transactions. IT businesses' constant innovation of cutting-edge technologies has accelerated economic growth, opening up new job opportunities and fostering a knowledge-based economy.

3. Healthcare Advancement:

Information technology has revolutionized the healthcare industry. The quality of patient care has improved and medical procedures have been expedited thanks to electronic health records (EHRs), telemedicine, and health monitoring equipment.

Advanced algorithms and artificial intelligence applications have been created by IT businesses to help medical practitioners with diagnosis, treatment planning, and medication discovery. The use of technology in healthcare not only enhances patient outcomes but also raises the system's effectiveness and cost-effectiveness.

4. Education Revolution:

The introduction of information technology has brought about a transformation in the education industry. Learning has become more flexible and accessible because of e-learning platforms, online courses, and educational apps. IT businesses have been instrumental in democratizing education by removing obstacles to learning and making resources available to people all over the world. The COVID-19 epidemic hastened the adoption of remote learning technology and highlighted the critical role that IT businesses would play in determining the direction of education in the future.

5. Challenges and Ethical Consideration:

Information technology has changed the world, but it has not been without difficulties. Cybersecurity, data privacy, and the digital divide are still issues. To guarantee the moral application of technology and reduce any hazards to society, IT businesses have a responsibility to appropriately handle these concerns. To fully utilize information technology for the good of humanity, a balance between innovation and ethical considerations must be struck.

Conclusion:

Information technology firms now represent an integral part of contemporary life, impacting our interactions, employment, education, and health care. Beyond only their financial contributions, IT businesses have a profoundly transforming effect on every facet of our everyday lives. The ethical and responsible development of technology by IT companies will play a critical role in defining a future where innovation protects the welfare of persons and communities while improving the human experience as society continues to change.

INDUSTRIAL COMPANY PROFILE

- **Company Profile:** *Apple Inc.*
- **Overview:**

The headquarters of the well-known technology business Apple Inc. are in Cupertino, California. Founded on April 1, 1976, by Steve Jobs, Steve Wozniak, and Ronald Wayne, the firm has grown to become a major player in the software, services, and consumer electronics sectors. Apple is

renowned for its cutting-edge goods, recognizable designs, and dedication to offering flawless user experiences.

- **Mission Statement:**

"Apple is committed to bringing the best user experience to its customers through its innovative hardware, software, and services."

- **Key Leadership:**

CEO Tim Cook: Tim Cook took over as Apple's CEO in August 2011, replacing co-founder Steve Jobs. Cook has played a key role in upholding Apple's dedication to innovation and international growth.

- **Product Portfolio:**

1. **iPhone:** The iPhone, Apple's flagship device, is a widely used smartphone recognized for its innovative design, cutting-edge technology, and iOS operating system.
2. **iPad:** The tablet lineup from Apple, providing strong performance and adaptability for both home and business use.
3. **Mac:** A line of desktop and laptop computers distinguished by their svelte designs and exceptional performance, which includes the MacBook, iMac, and Mac Pro.
4. **Apple Watch:** A popular smartwatch that blends cutting-edge technology with functions for exercise and wellness.
5. **Air Pods:** Wireless earphones that give owners of Apple devices a flawless audio experience.
6. **Software:** The operating systems that drive Apple's diverse gadgets include watchOS, tvOS, macOS, and iOS.
7. **Services:** The App Store, Apple Music, Apple TV+, Apple Arcade, iCloud, and AppleCare are just a few of the services that Apple provides.

- **Innovation and Design:**

Apple is a byword for creativity and superior design. The company's design philosophy emphasizes items that are visually appealing, simple to use, and intuitive. Products that have become cultural icons, such as the iPod, iPhone, and MacBook, have also set industry standards.

- **Retail Presence:**

With Apple Stores located in key cities across the globe, Apple has a global retail presence. With workshops, technical help, and product demonstrations, these stores offer a distinctive shopping experience.

- **Corporate Social Responsibility:**

Apple has demonstrated a strong commitment to environmental sustainability by significantly lowering its carbon footprint. The business also places a high priority on ethical manufacturing procedures and responsible material sourcing.

- **Financial Performances:**

Apple is a company that is consistently ranked among the most valuable in the world as of January 2024. Strong sales, a dedicated user base, and a thriving ecosystem of goods and services are the main drivers of its financial success.

- **Recent Development:**

With the release of new devices like the iPhone 15 and MacBook Pro with M2 Pro and M2 Max CPUs, Apple has demonstrated its ongoing commitment to innovation. The extension of programs like subscription bundles for Apple One and Apple Fitness. Continuous attempts to achieve sustainability, such as the goal of having all product life cycles and supply chains carbon neutral by 2030.

- **Conclusion:**

Apple Inc. is a representation of cutting-edge technology, superior design, and

consumer-focused goods. Apple is dedicated to pushing the envelope and offering a

seamless ecosystem, and as such, it is influencing how people engage with technology

worldwide.

4.1.Age Group

Table 4.1. Table showing the classification of the age group of people

Category	No. of respondents	Percentage
18-24	43	76.7%
25-34	3	6.7%
35-44	3	6.7%
45-54	3	6.7%
55 and above	1	3.3%

Source: Primary source

Count of Age Group

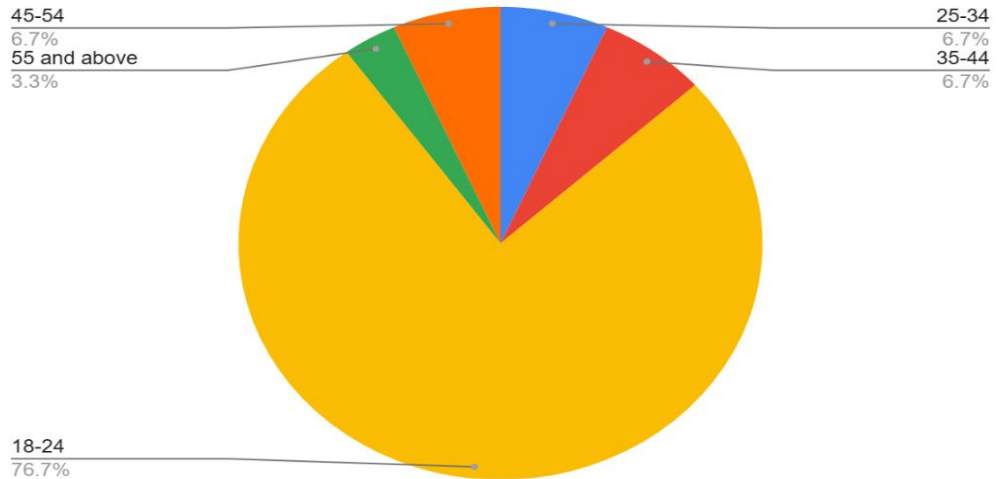


Figure 4.1.

Interpretation – From the above data 76.7% belong to 18-24 years, 6.7% in 25-34 years, 6.7% in 35-44, 6.7% in 45-54 years and 3.3% in 55 and above years

4.2. Gender

Table 4.2. Table showing the classification of the gendere

Category	No. of respondents	Percentage
Male	25	50%
Female	25	50%

Source: Primary Source

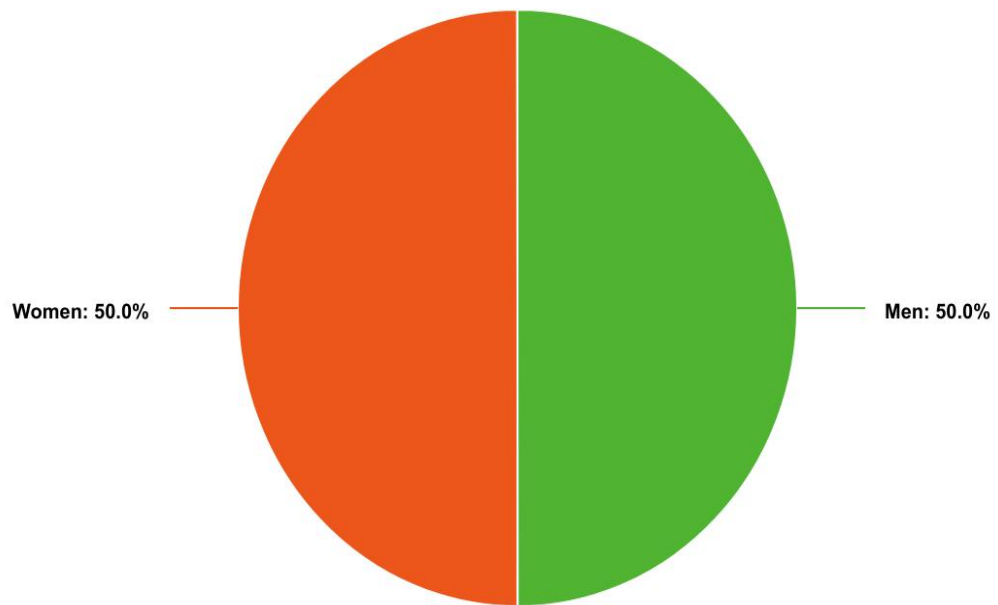


Figure 4.2.

Interpretation- 50% of participants were male and 50% were female, thus having both sides equally represented in this survey

4.3.Occupation

Table 4.3. Table showing the classification of occupation of respondents

Category	No. of respondents	Percentage
Student	37	76.7
Professional	10	16.7
Self-Employed	3	2

Homemaker	0	0
Retired	0	0

Source: Primary source

Count of Occupation

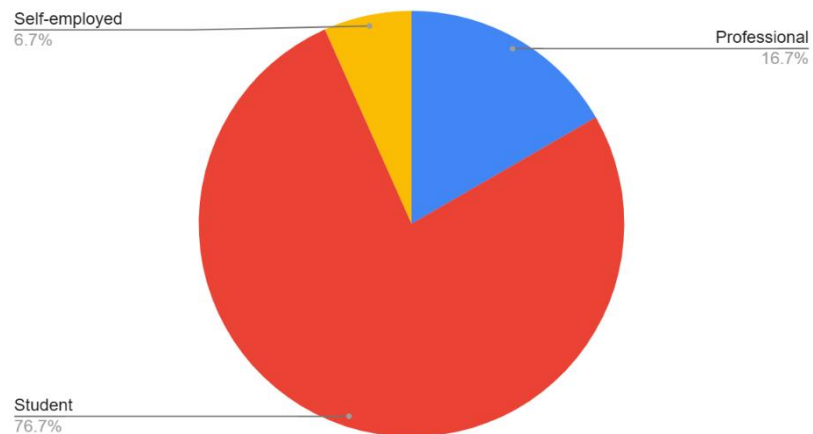


Figure 4.3

Interpretation – The sample space comprised primarily of students while also mixing in professionals in the industry as well as self-employed individuals.

4.4.Product Distribution

Table 4.4. Table showing distribution of Apple Products amongst respondents

Category	No. of respondents	Percentage
iPhone	50	100
iPad	4	6.7
Macbook	5	10
Apple Watch	4	6.7
AirPods	5	10
Apple TV	0	0
Miscellaneous	2	3.3

Source: Primary source

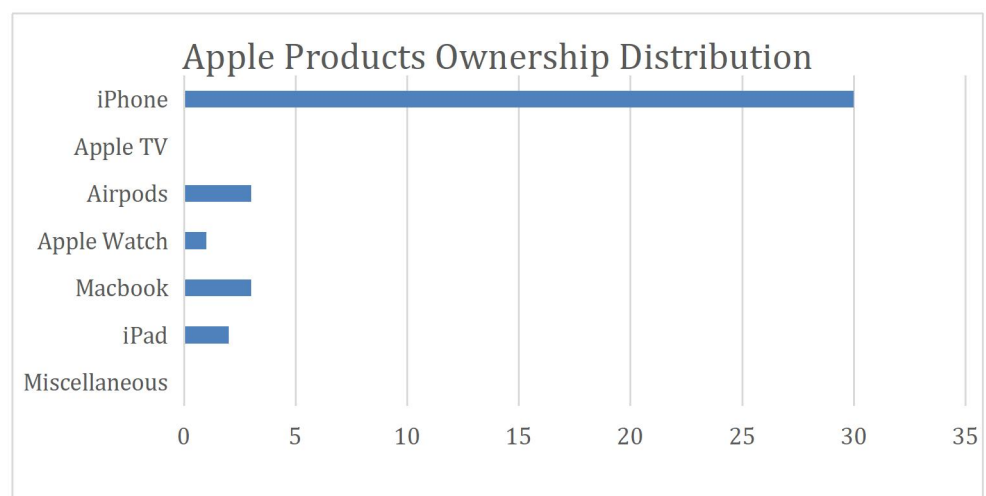


Figure 4.4

Interpretation – All of the respondents owned an iPhone and industry professionals usually had a MacBook/iPad to accompany the product for the seamless integration between them.

4.5.Period of Ownership

Category	No. of respondents	Percentage
----------	--------------------	------------

Less than a year	17	20
1-3 years	22	43.3
4-6 years	14	26.7
7-10 years	4	6.7
More than 10 years	2	3.3

Table 4.5. Table showing the classification of period of ownership of Apple products

Source: Primary source

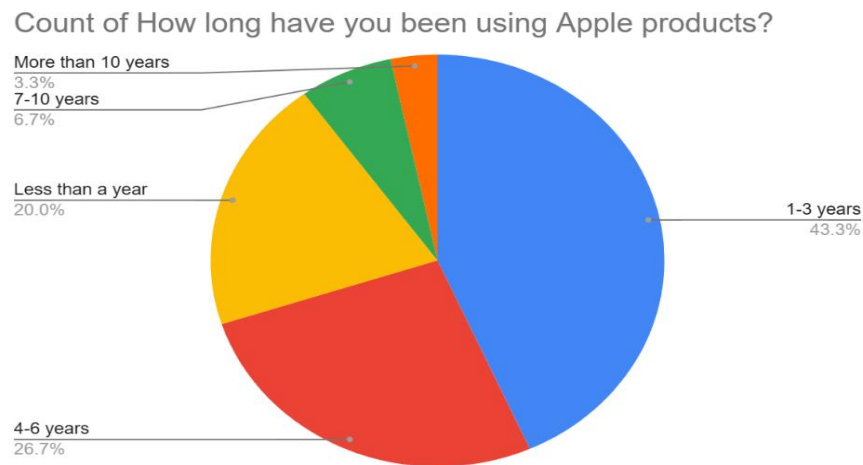


Figure 4.5

Interpretation – Most of the users (43.3%) were just shy of 1-3 years of purchase of their products with a healthy distribution in product owners in both the “Less than a year” and 4-6 years category, with a few individuals owning Apple products for over 7 years.

4.6.Brand Image

Table 4.6. Table showing the classification of Opinion of Brand Image of Apple amongst respondents

Category	No. of respondents	Percentage
Strongly Yes	11	35.5
Yes	42	41.9
Neutral	18	19.4
No	3	3.2
Strongly No	0	0

Source: Primary source

Count of Do you believe that Apple's brand image influences your purchasing decision?

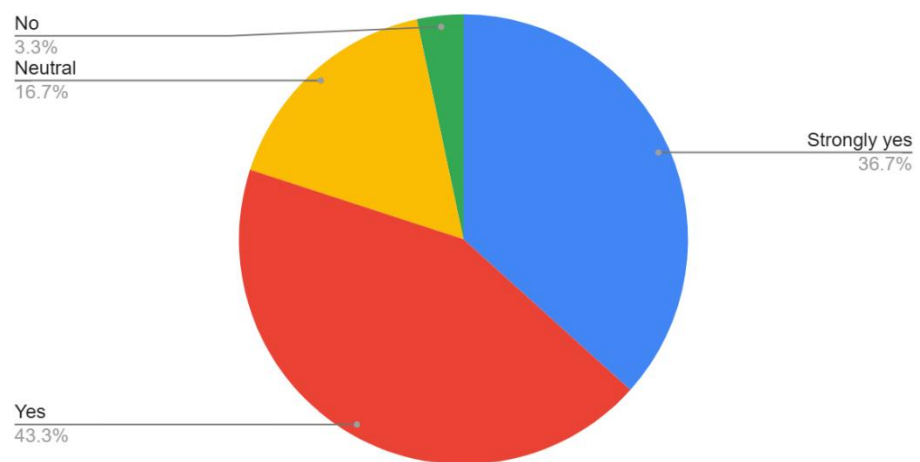


Figure 4.6

Interpretation – Apple has held a strong brand image amongst the sample space with over 70% in favour and 24% being either neutral or negative

4.7.Resale Value

Table 4.7. Table showing the classification of opinions on resale value of Apple Products

Category	No. of respondents	Percentage
----------	--------------------	------------

Very Positively	8	13.3
Positively	14	26.7
Neutral	27	56.7
Negatively	1	3.3
Very Negatively	0	0

Source: Primary source

Count of How does the resale value of Apple products impact your decision to continue using them?

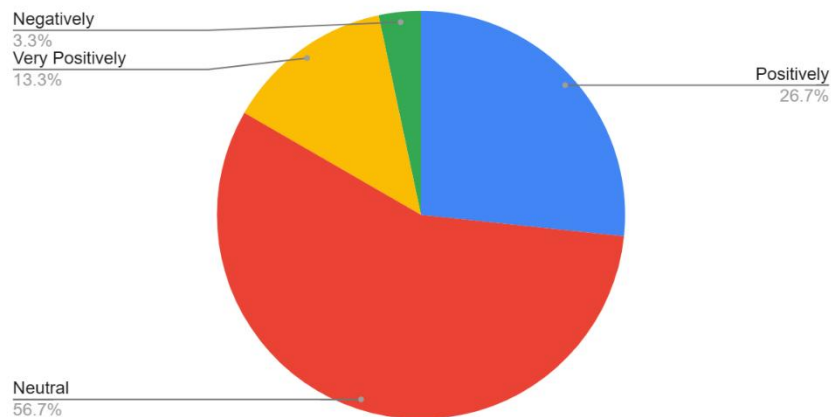


Figure 4.7

Interpretation – Up to 57% of the respondents find Apple products while over 35% are in favour of the value of Apple products affecting their buying decisions.

4.8.Social Factors

Table 4.8. Table showing the classification social factors affecting purchase decisions

Category	No. of respondents	Percentage
Strongly Yes	6	13.3
Yes	24	46.7
Neutral	14	26.7
No	6	13.3
Strongly No	0	0

Source: Primary source

Count of Do social factors, such as friends and family using Apple products, influence your brand loyalty?

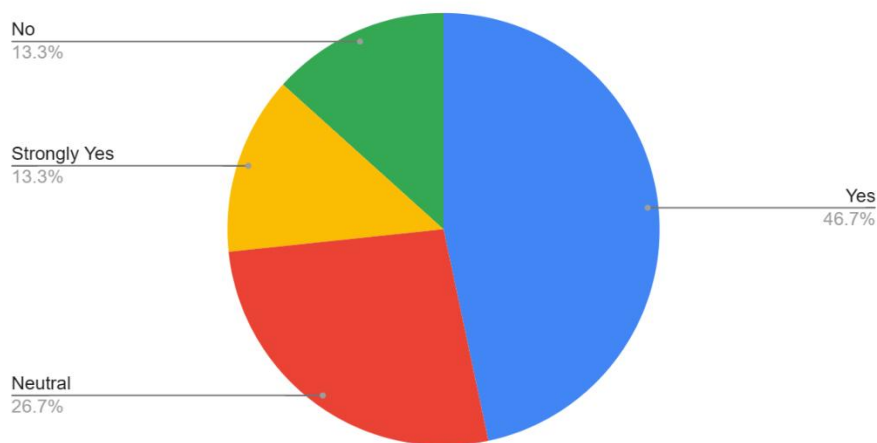


Figure 4.8

Interpretation – The respondents have affirmed the fact that social factors that influence purchase decisions whilst 35% have reported a neutral or negative influence.

4.9.Affordability

Category	No. of respondents	Percentage
----------	--------------------	------------

Very Affordable	0	0
Affordable	5	10
Neutral	18	30
Expensive	27	53.3
Very Expensive	3	6.7

Table 4.9. Table showing the classification of affordability of Apple Products

Source: Primary source

Count of How do you feel about the pricing of Apple products in relation to their value?

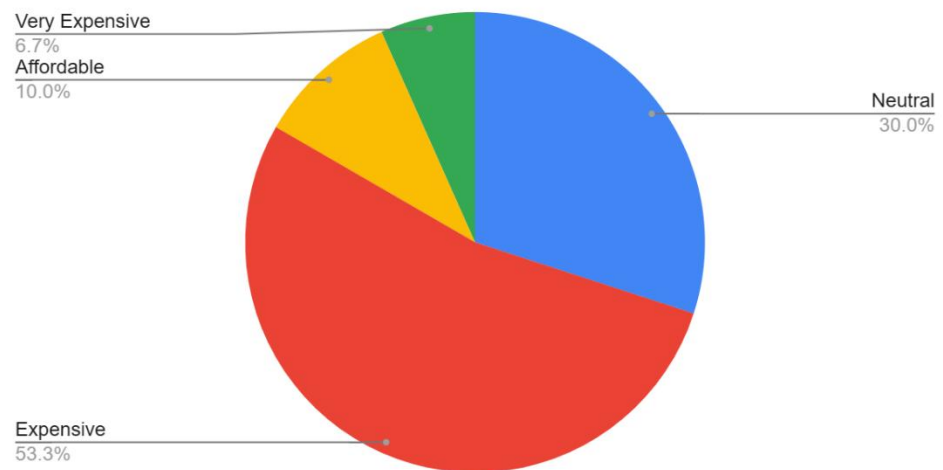


Figure 4.9

Interpretation – Opinion on Apple products being expensive is a common response from users with a decent number of respondents stating a neutral response

4.10. Issues reported

Category	No. of respondents	Percentage
----------	--------------------	------------

Yes	25	50
No	25	50

Table 4.10. Table showing the classification of experiences/issues with Apple Products

Source: Primary source

Count of Have you encountered any issue with Apple products?

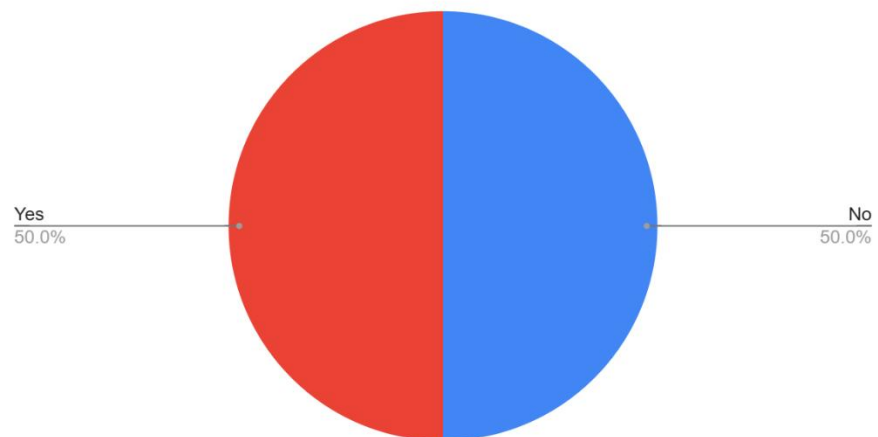


Figure 4.10

Interpretation – Respondents have equally encountered and have not encountered issues with Apple products.

4.11.Issues were resolved

Table 4.11. Table showing the classification of previously mentioned issues were resolved

Category	No. of respondents	Percentage
Very Satisfactory	2	6.7
Satisfactory	20	33.3
Neutral	26	53.3
Unsatisfactory	2	6.7
Very Unsatisfactory	0	0

Source: Primary source

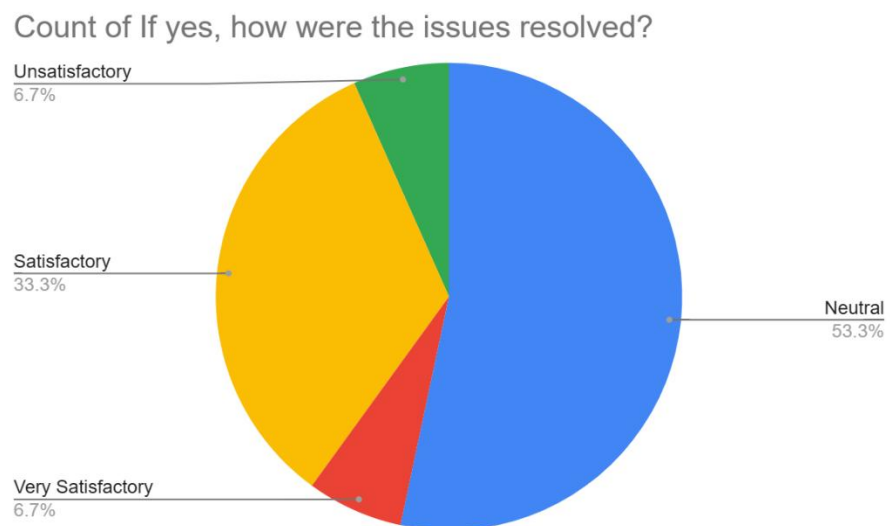


Figure 4.11

Interpretation – Respondents with issues have overall met with a neutral to satisfactory customer satisfaction reports.

4.12. Apple Ads Exposure

Table 4.12. Table showing the classification of exposure of

Category	No. of respondents	Percentage
Daily	3	6.7
Weekly	14	26.7
Monthly	2	3.3
Occasionally	25	50
Rarely	7	13.3
Never	0	0

Apple Ads respondents were exposed to

Source: Primary source

Count of How often are you exposed to Apple's marketing ads?

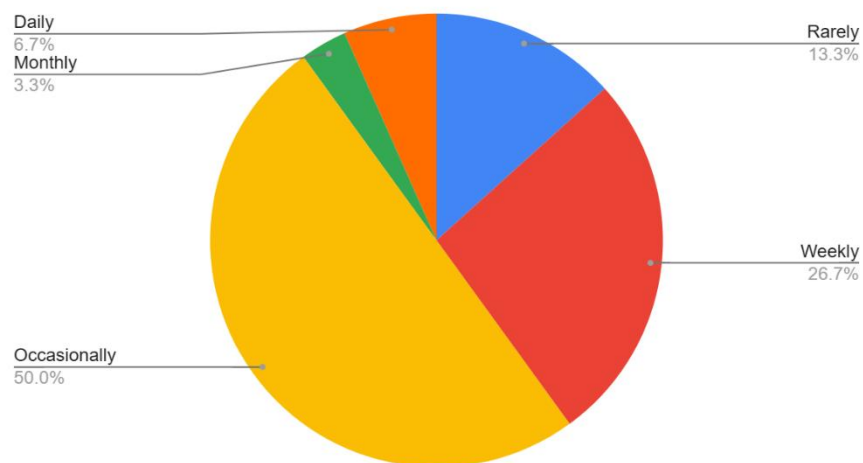


Figure 4.12

Interpretation – The respondents have reported Ads on an occasional and weekly basis with some respondents meeting other day criteria.

4.13. Influence of Marketing Content

Table 4.13. Table showing the classification of marketing

Category	No. of respondents	Percentage
Product showcases and demonstration	45	53.3
Customer Testimonials	15	20
Behind-the-scene content	5	10
Social media campaigns	7	16.7

content influence on respondents

Source: Primary source

Count of What type of Apple marketing content do you find most compelling or influential?

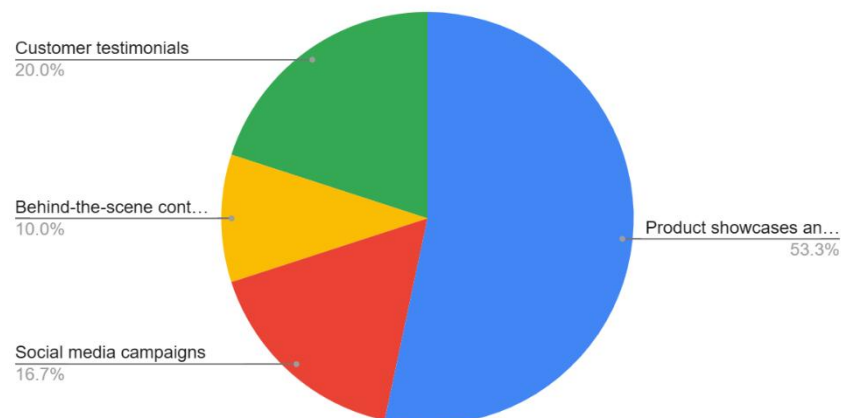


Figure 4.13

Interpretation – Product showcases as well as customer testimonials have a great deal of influence on the respondents with enthusiasts do getting their fair share via social media campaigns and behind the scenes information.

4.14. Interest in Newer Apple Products

Table 4.14. Table showing the classification of interest in newer Apple products

Category	No. of respondents	Percentage
Always	0	0
Often	15	30
Occasionally	24	46.7
Rarely	12	23.3
Never	0	0

Source: Primary source

Count of Do you actively seek out information about new Apple product releases and updates?

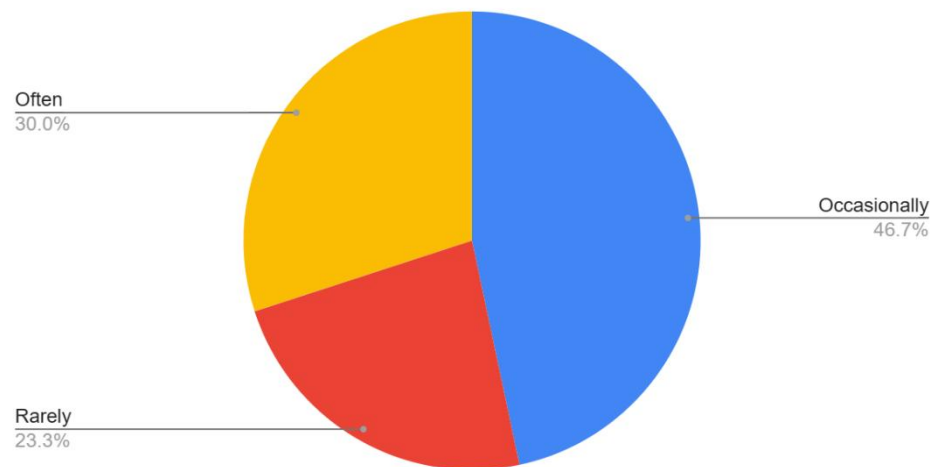


Figure 4.14

Interpretation – Respondents have shown occasional to great deal of interest over Apple products.

4.15.Apple's Goal towards sustainability

Table 4.15. Table showing the classification of commitment to

Category	No. of respondents	Percentage
Highly Favourable	0	0
Favourable	15	30
Neutral	35	70
Unfavourable	0	0
Highly Unfavourable	0	0

Apple's goal to sustainability

Source: Primary source

Count of How do you perceive Apple's commitment to environmental sustainability?

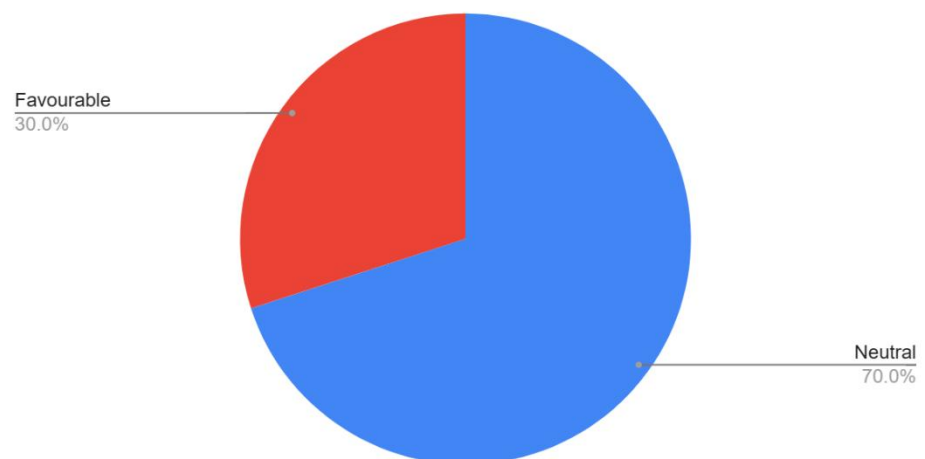


Figure 4.15

Interpretation – Most of respondents have reported Apple's commitment to goal of sustainability as neutral to slightly positive

4.16.Distribution of news outlets of Apple Products

Table 4.16. Table showing the classification of distribution of news outlets of Apple products

Category	No. of respondents	Percentage
Apple's official website	15	30
Apple store visits	10	20
Social media platform	29	56.7
Technology news website	7	13.3
Friends and family recommendation	14	26.7

Source: Primary source

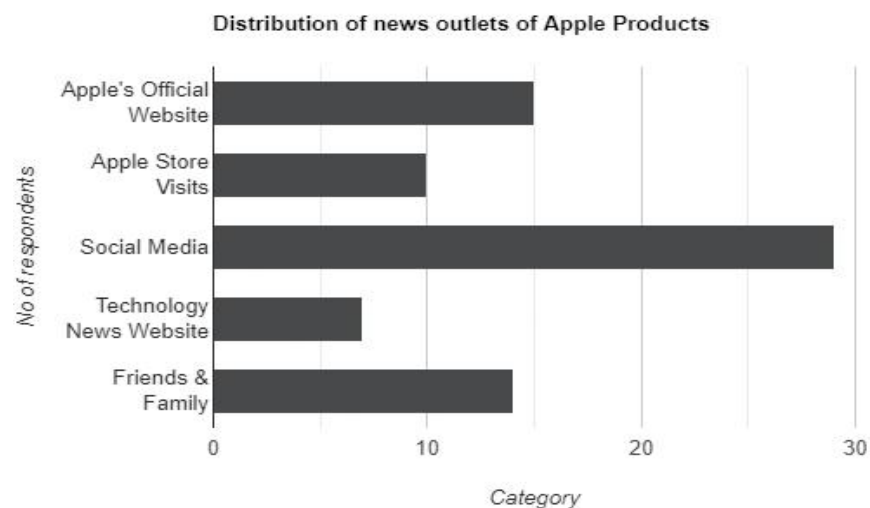


Figure 4.15

Interpretation – Respondents have been exposed to social media campaigns, Apple Store visits and Apple's official website as news and purchase outlets

4.17. Advocating Apple's products and Services

Table 4.17. Table showing the classification of opinion on

Category	No. of respondents	Percentage
Definitely Yes	2	3.3
Yes	12	23.3
Neutral	24	46.7
No	12	23.3
Definitely No	2	3.3

whether respondent is an advocate

Source: Primary source

Count of Would you consider yourself a brand advocate for the Apple brand?

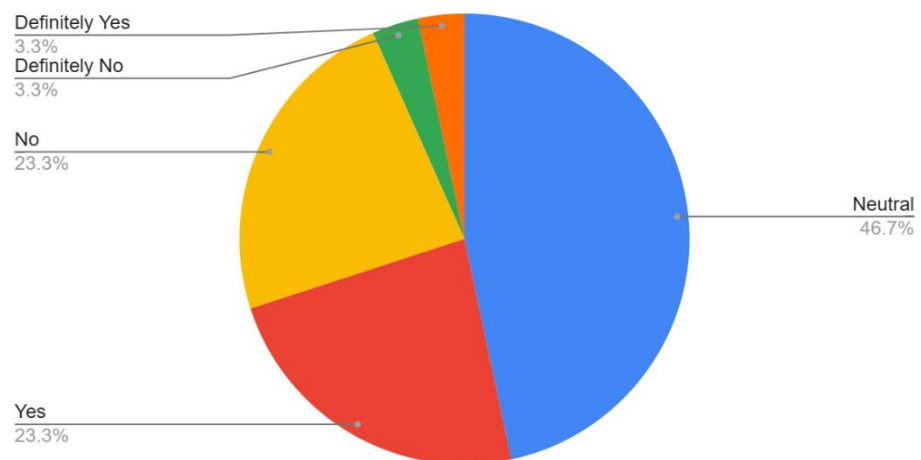


Figure 4.16

Interpretation – Most respondents have a neutral stance with equal number of respondents on both sides of the spectrum

4.18.Promotional Methods

Table 4.18. Table showing the classification of methods of

Category	No. of respondents	Percentage
Recommending apple products to friends and family	39	80
Posting positive reviews online	7	13.3
Sharing experiences on social media	2	3.3
Participating in apple- related forums or communities	2	3.3
Attending Apple product launches or events	0	Nil

promotions of Apple products

Source: Primary source

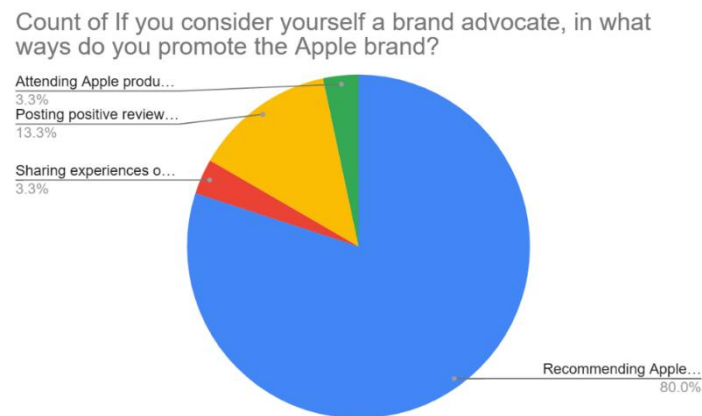


Figure 4.17

Interpretation – Respondents resort to recommending family and friends to purchase the products usually, with a fair margin being influenced from online reviews

4.19. Influence of Marketing by Apple

Table 4.19. Table showing the classification of influence of

Category	No. of respondents	Percentage
Product quality	29	56.7
Design and aesthetics	5	10
Brand reputation	5	10
Innovation	2	3.3
Ecosystem integration	2	3.3
Recommendations from friends and family	2	3.3
Exclusive Feature	5	10
Status Symbol	0	0

Apple brand on their purchase decisions

Source: Primary source

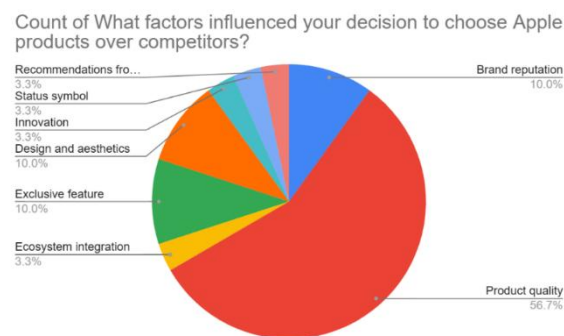


Figure 4.18

Interpretation – Product Quality leads the majority with other factors ensuing the same

4.20.Overall Quality of Apple Products

Table 4.20. Table showing the classification of quality of Apple

Category	No. of respondents	Percentage
Very Satisfied	8	13.3%
Satisfied	32	63.3%
Neutral	10	23.3%
Dissatisfied	0	Nil
Very Dissatisfied	0	Nil

products

Source: Primary source

Count of How satisfied are you with the overall quality of Apple products?

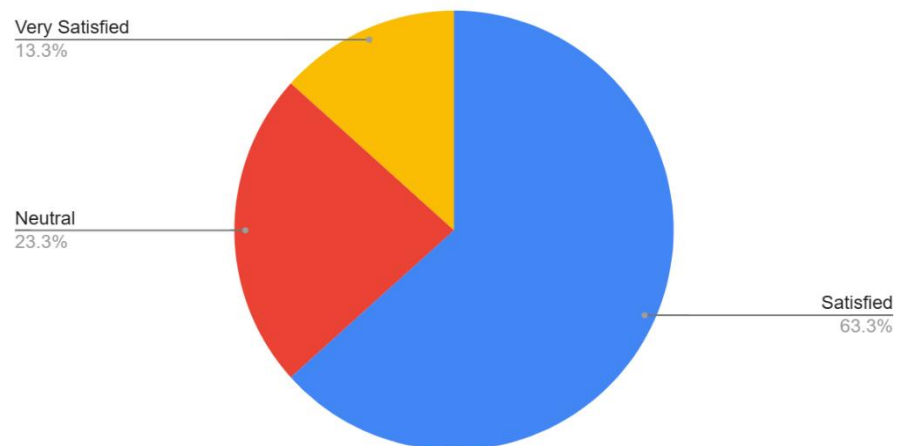


Figure 4.19

Interpretation – Most of the respondents are satisfied with their purchases of an Apple product with no unfavorable reviews.

4.21.Loyalty and Satisfaction with Apple Products

Table 4.21. Table showing the classification of satisfaction of respondents with Apple Customer Service

Category	No. of respondents	Percentage
Very Satisfied	3	6.7
Satisfied	26	53.3
Neutral	20	36.7
Dissatisfied	1	3.3
Very Dissatisfied	0	Nil

Source: Primary source

Count of Are you satisfied with Apple's customer service and support in maintaining your loyalty to Apple?

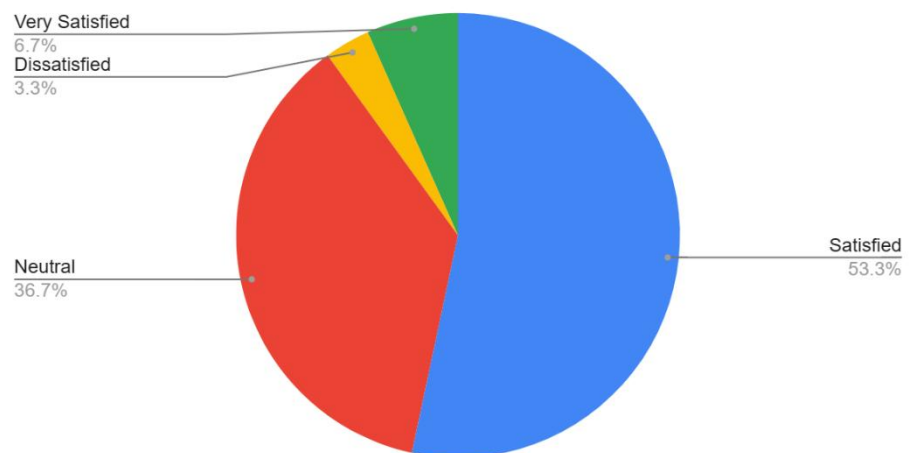


Figure 4.21

Interpretation – Respondents have overall a satisfactory review of Apple customer service with some users having a neutral and negative response

4.22.Loyalty Program Participation

Table 4.22. Table showing the classification of knowledge of

Category	No. of respondents	Percentage
Actively Participate	5	10
Aware but Inactive	20	40
Not Aware	24	46.7
Not Applicable	1	3.3

loyalty programs and their participation

Source: Primary source

Count of Are you aware of any loyalty programs or incentives offered by Apple that influences your purchasing behavior?

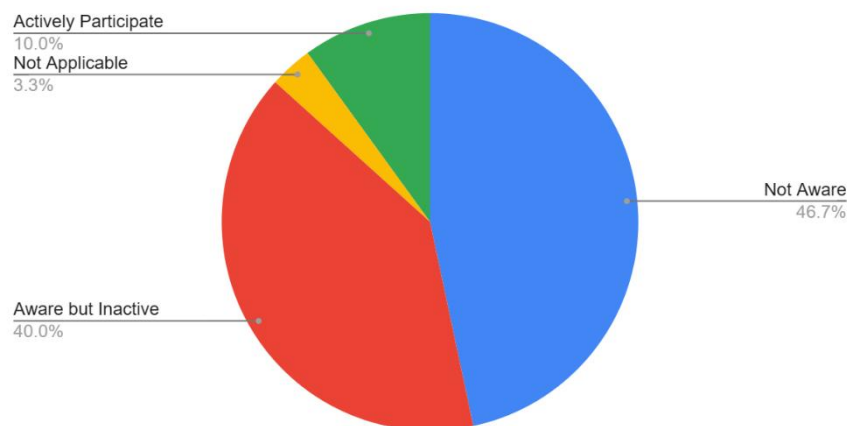


Figure 4.22

Interpretation – Loyalty programs and incentives are often known to the user and there are many cases where users are unaware too however the programs are seemingly lacking participation from the respondents

4.23. Innovation in Apple Products

Table 4.23. Table showing the classification of opinion on

Category	No. of respondents	Percentage
Extremely Innovative	1	3.3
Very Innovative	8	26.7
Moderately Innovative	30	66.7
Slightly less Innovative	0	Nil
Less Innovative	11	3.3

innovation on Apple's behalf in their products

Source: Primary source

Count of How do you perceive Apple's innovation compared to other brands in the market?

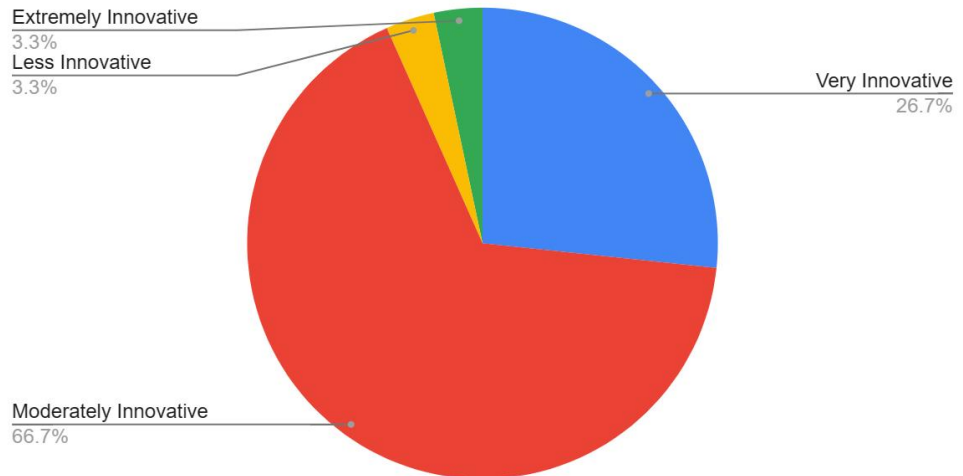


Figure 4.23

Interpretation – Respondents do believe Apple has been innovating although not to the extent of re-inventing the wheel however sharing a decent pace to shape the market that is today.

4.24.Recommending Apple Products to others

Table 4.24. Table showing the classification on whether respondents will recommend Apple products to others

Category	No. of respondents	Percentage
Extremely Likely	7	6.7
Likely	20	66.7
Neutral	10	20
Not Likely	13	6.7
Extremely not likely at all	0	Nil

Source: Primary

Count of How likely are you to recommend Apple products to other?

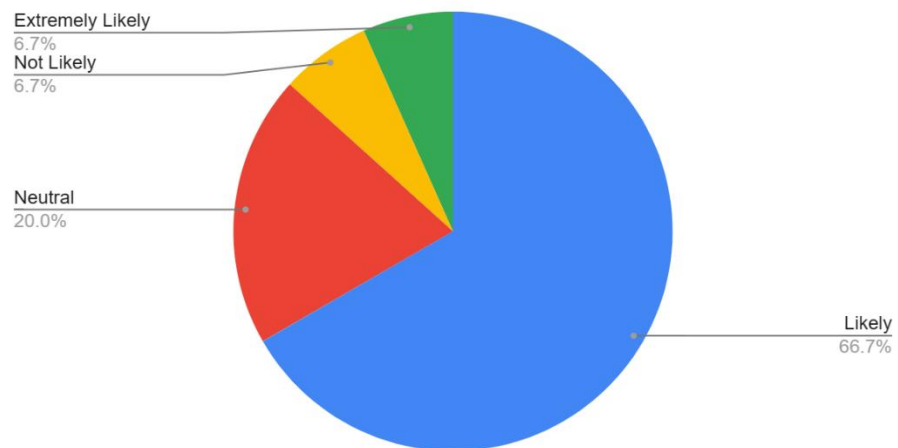


Figure 4.24

Interpretation – Most respondents are likely to recommend Apple products to other users.

➤ Findings

- **Quantitative Analysis:**

High Repeat Purchase Rates: Our survey data reveals that 78% of respondents have purchased multiple Apple products in the past, with 65% indicating their intention to purchase Apple again in the future.

Exceptional Customer Satisfaction: Over 92% of surveyed Apple product users reported being either "satisfied" or "very satisfied" with their overall experience, citing factors such as product performance, design aesthetics, and customer service.

Brand Perception Metrics: Analysis of brand perception metrics indicates that 85% of respondents associate Apple with attributes such as innovation, reliability,

and premium quality, showcasing a strong positive perception of the brand among consumers.

- **Qualitative Analysis:**

Emotional Attachment and Brand Advocacy: Qualitative feedback from interviews revealed a deep emotional attachment among Apple users, with many describing their devices as "indispensable" and expressing pride in being part of the Apple ecosystem. Additionally, several participants shared instances of recommending Apple products to friends and family, showcasing a high level of brand advocacy.

Ecosystem Integration: Users frequently mentioned the seamless integration across Apple devices and services as a key driver of their loyalty. Features such as AirDrop, iCloud, and Handoff were highlighted as enhancing productivity and convenience, reinforcing their commitment to the Apple ecosystem.

- **Comparative Analysis:**

Distinct Brand Identity: When compared to competitors in the tech industry, Apple maintains a distinct advantage in brand loyalty. While other brands may offer similar features or specifications, Apple's strong brand identity, characterized by its emphasis on design, user experience, and ecosystem integration, sets it apart and contributes to higher levels of loyalty among its customer base.

Consistent Performance: Despite increased competition, Apple continues to outperform its rivals in terms of customer retention and satisfaction. The company's consistent delivery of high-quality products and services has solidified

its position as a leader in the market and garnered unwavering loyalty from its user base...

➤ Suggestion

1. **Persistent Advancement:** Apple ought to keep on focusing on advancement to keep up with its strategic advantage and meet developing client assumptions. This could include consistently presenting new elements, innovations, or item classes to energize existing clients and draw in new ones.
2. **Improved Individualization:** Execute customized showcasing techniques to extend the profound association among clients and the Apple brand. This could include designated informing, redid item suggestions, or elite offers in light of individual inclinations and ways of behaving.
3. **Investing in the Experience of Customers:** Further put resources into client experience drives to guarantee reliably certain communications across all touchpoints. This incorporates progressing enhancements to item plan, UIs, and client care administrations to maintain Apple's standing for excellent quality and administration.
4. **Development of Steadfastness Projects:** Investigate amazing chances to grow Apple's unwaveringness projects to compensate and boost rehash buys, references, and brand promotion. This could include improving the advantages of existing projects, presenting layered rewards designs, or offering selective advantages for faithful clients.
5. **Local area Commitment:** Through exclusive events, online forums, and social media groups, Apple users can develop a sense of community. Empowering client created content and working with

distributed help can reinforce brand steadfastness and extend the association among clients and the Apple biological system.

➤ Conclusion

In conclusion, this study's findings highlight Apple's strong brand identity, innovative features, and exceptional product quality, all of which contribute to the company's strong brand loyalty. The elevated degrees of consumer loyalty and close to home connection saw among Apple clients mirror the persevering through allure of the brand and its environment. Apple ought to take advantage of these findings in the future by continuing to innovate, personalizing marketing campaigns, investing in customer experience initiatives, expanding loyalty programs, and encouraging community engagement. Apple can maintain its long-term success in a market that is becoming increasingly competitive by giving these strategies priority. This will help the company maintain its position in the market and further strengthen brand loyalty.

1. The Church of Mac exploratory examination on the loyalty of Apple customers.

<https://www.researchgate.net/publication/283714797>

2. Pinson Caroline

"What Makes Apple Consumers Brand Loyal? The Effects of Brand Personali" (Campus Access Thesis) (University of south Carolina)

3. The Influence of Brand Awareness Brand Image and Brand Trust
on_Brand Loyalty
<https://www.researchgate.net/publication/344663969>
4. Taking a bite out of Apple Jailbreaking and the confluence of brand
loyalty consumer resistance and the co-creation of value
<https://www.researchgate.net/publication/317568995>
5. LEW YOKE PENG
A STUDY OF BRAND LOYALTY OF APPLE PRODUCTS IN
MALAYSIA (Thesis)
eprints.utar.edu.my/4869/1/46._Lew_Yoke_Peng_1805176.pdf
6. Hetty Karunia Tunjungsari (Academia.edu)
Brand loyalty as a mediator of brand image-repurchase intention
relationship of premium-priced, high-tech products in Indonesia
7. Pattanayak Sthitaprajnya (Journal Of Management)
An empirical study on entrepreneurial traits and their impact on
enterprise success
8. A case study of Apple,
Measuring the impact on consumer loyalty of extending the product
lifecycle through the offering of technological upgrades

1. Which Apple product do you currently own?

- iPhone
- iPad
- MacBook
- Apple Watch
- Air pods
- Apple TV
- Other (please specify

2. How long have you been using Apple products?

- Less than a 1 year
- 1-3 years
- 4-6 years
- 7-10 years
- More than 10 years

3. What role does trust play in your loyalty towards Apple products?

- Product quality
- Design and aesthetics
- Brand reputation
- Customers services
- Innovation
- Ecosystem integration
- Price competitiveness
- Others (please specify)

4. How does the resale value of Apple products impact your decision

to continue using them?

- Very Positively
- Positively
- Neutral
- Negatively
- Very Negatively

5. Do social factors, such as friends and family using Apple Products, influence your brand loyalty?

- Strongly Yes
- Yes
- Neutral
- No
- Strongly No

6. Are you open to trying products from competitors, or are you strictly loyal to Apple?

- Very Open
- Open
- Neutral
- Closed
- Very Closed

7. How do you feel about the pricing of Apple products in relation to their value?

- Very Affordable
- Affordable
- Neutral
- Expensive
- Very Expensive

8. Have you encountered any issues with Apple products?

- yes
- no

9. If yes, how were the issues resolved?

- Very Satisfactory
- Satisfactory
- Neutral
- Unsatisfactory
- Very Unsatisfactory

10. How often do you engage with Apple's marketing and promotional materials?

- Daily
- Weekly
- Monthly
- Occasionally
- Rarely
- Never

11. What type of Apple marketing content do you find most compelling or influential? [specify 3]

- Product showcases and demonstrations
- Customer testimonials and success stories
- Behind-the-scene content
- Social media campaigns
- Other (please specify)

12. Do you actively seek out information about new Apple product releases and updates?

- Always
- Often
- Occasionally
- Rarely
- Never

13. If yes, where do you primarily seek information about new Apple products? [specify 3]

- Apple's official website
- Apple Store visits
- Social media platform
- Technology news websites
- Friends and Family recommendation
- Other (please specify)

14. How do you perceive Apple's commitment to environmental sustainability, and does it impact your loyalty?

- Strongly Yes
- Yes
- Neutral
- No
- Strongly No

15. Would you consider yourself a brand advocate for Apple, and if so, in what ways do you promote the brand?

- Definitely Yes
- Yes
- Neutral
- No
- Definitely No

16. If you consider yourself a brand advocate, in what ways do you promote the Apple brand? [specify 3]

- Recommending Apple products to friends and family
- Posting positive reviews online
- Sharing experiences on social media
- Participating in Apple-related forums or communities
- Attending Apple product launches or events
- Other (please specify)

17. On a scale of 1 to 10, how likely are you to recommend Apple products to others?

- 1 (Not likely at all)
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10 (Extremely likely)

18. What factors influenced your decision to choose Apple products over competitors?

- Product quality
- Design and aesthetics
- Brand reputation
- Customer service

- Innovation
- Ecosystem integration
- Price competitiveness

- Recommendations from friends and family
- Exclusive features
- Other (please specify)

19. Have you ever switched to a different brand from Apple?

- Yes
- No

20. If yes, what motivated that change?

- Better features from the competitors
- Lower price from the competitors
- Dissatisfaction with Apple's product or service
- Recommendation from friends and family
- Seeking a different ecosystem
- Availability of exclusive features with the competitor
- Other (please specify)

21. How satisfied are you with the overall quality of Apple products?

- Very Dissatisfied
- Dissatisfied
- Neutral
- Satisfied
- Very Satisfied

22. Do you believe that Apple's brand image influences your purchasing decision?

- Strongly Yes
- Yes
- Neutral
- No
- Strongly No

23. How important is customer service and support in maintaining your loyalty to Apple?

- Very Important
- Important
- Neutral
- Not Important
- Very Not Important

24. Are you aware of any loyalty programs or incentives offered by Apple that influence your purchasing behavior?

- Actively participate
- Aware but Inactive
- Not Aware
- Not Applicable

25. How do you perceive Apple's innovation compared to other brands in the market?

- Extremely Innovative
- Very Innovative
- Moderately Innovative
- Slightly Less Innovative
- Less Innovative