

Service Quality Perception Of Apple Company

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I am making this project not only for marks but to also increase my knowledge.

THANKS, AGAIN TO ALL WHO HELPED ME.

(Signature of student)

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Service quality perception of apple company

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STUDENT CERTIFICATE

Certified that this report is prepared based on the Project Report under taken by me **Service Quality Perception Of Apple Company** from 2nd January, 2024 to 11th March, 2024 under the able guidance of Dr.Sarveshwar Pande in partial fulfillmen tof the requirement for award of Degree of BBA fromAmity University, Uttar Pradesh.

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ABSTRACT

Customers usually buy goods instead of the features themselves because of the ultimate advantages that these traits provide, which in turn satisfy ultimate ideals. Apple is a unique kind of business that combines a unique understanding of its customers with innovative thinking. For this reason, iPhone was rated as the #1 most innovative company among the Top 50.

The purpose of this essay is to ascertain how customers see what are the guiding principles of Apple's goods and services? The 12 variables I believe have the largest influence on how customers behave when purchasing Apple products are outlined in post.

I utilized 100 sample sizes to complete this report, and the Malwa area was the study's site. To prepare the factors, I used the Factor Analysis Test.

Keywords:- Apple products, Factor affecting consumer perception.

INTRODUCTION

The most valuable and quickly expanding sector of the global economy is technology, and Apple Inc. is a part of it. Both hardware and software are significant subsectors of the technology industry. One side of the hardware is represented by Xiaomi, Lenovo, Samsung, Intel, Sony, and Dell. Their employment involves using various electronic devices such as music players, tablets, smartphones, and personal computers. The software industry does, however, have rivals like Microsoft, IBM, and Android. Apple Inc. and Google are two of the few other businesses operating in these markets. All major companies in the technology sector that are successful adopt similar tactics related to quality, pricing, innovation, globalization, and consumer spending.

As science advances, more businesses are investing in the technology sector. Furthermore, there is a rise in the amount of rivalry among businesses in both developed and emerging markets. Steve Jobs and Steve Wozniak founded Apple in 1976. Initially, Apple Inc. created solely PCs that were easy to use for the PC business. Since 1980, Apple Inc. has dominated the industry because to its creative concepts and unique aesthetic. Apple Inc. made a successful IPO debut in the same year. The most valuable firm in the planet's history is Apple Inc. at the moment. Apple Inc. produced a variety of groundbreaking gadgets, including the Macintosh, iPod, iPhone, iPad, and Apple Watch. Additionally, customers got access to some fantastic goods and services from this business, such as Apple Pay and iOS. Soon, Apple Inc. will make its debut.

Apple's Corporate Mission Statement

Throughout time, Apple Inc.'s goal has changed. Business considers how its potential is affected by the constantly changing business environment. Business is conscious of how the market and industry are evolving. The current mission of Apple is to "produce the greatest personal computers in the world, including Macs, OS X, iLife, and iWork." Apple, with its iPods and iTunes online store, is driving the digital audio revolution. With the revolutionary iPhone, the App Store, and the iPad's leadership in the future of handheld media and computing devices, Apple has completely redefined the mobile phone.

Apple's Corporate Vision Statement

The corporate vision of Apple Inc. influences the strategic management decisions that managers make to position the company for future leadership in the different markets in which it competes. Apple released a new mission statement under Tim Cook's guidance, which said as follows:

"We continue to genuinely believe that our purpose for being here on Earth is to create amazing products. We continuously give priority to innovation. Simplicity is more valued by us than complication. We think that in order to successfully manufacture items, we need to own and control the underlying technology and that we should only enter markets where we can have a substantial impact. In order to focus on the few projects that are actually substantial and vital, we think it's imperative to reject tens of thousands of other ideas. We value intimate group interaction together with cross-pollination.

They enable us to innovate in a way that sets us apart from others. We have the integrity to own up to our mistakes and the guts to make changes. We also demand nothing less than excellence from every group inside the company. Additionally, I believe Apple will prosper tremendously regardless of who holds what job because the company's ideals are so deeply engrained.

Apple Products

1. Although it would be hard to include every Apple product, here are a few of the more notable ones:
2. iPhone plus Air Pods
3. Mac products such as iMac, Mac Pro, MacBook Air, MacBook Pro, plus Mac mini.
3. touch, nano, shuffle, plus original iPod models. iPad
4. Apple Watch
5. Apple TV

Additionally, there are tonnes of software programs, primarily for Mac OS X plus iOS, such as Logic Pro, iTunes, Pages, Keynote, plus Numbers.

Innovation plus Apple's Ideology

The Apple brand was founded on the premise of making products that let people do things they couldn't do before. The portrait illumination setting on the iPhone X is one example. It took specialized gear and a professional photographer to accomplish this in the past. Still, taking high-quality pictures is now quite easy with the iPhone X. Beyond only capturing pictures, the iPhone X has other capabilities. There are various parts. The development of AR kit has made it possible for us to eliminate the labor-intensive components of augmented reality and include them into the operating system, enabling thousands of developers to incorporate AR into their apps in the future. A few will significantly and drastically change people's lives. That is something I am absolutely positive about.

A new feature in iOS 11 allows Apple to detect when you are in a car and automatically disable texts and notifications. That is a large "Brother." We now have a tool from Apple to help us behave appropriately. As long as you're a passenger and not the driver, you can override it. In order to assist customers in making the best decisions, Apple wants to evaluate as many of those options as possible. Employees at Apple Inc. are dedicated to improving the world.

"Time is a truly unique entity. To put it plainly, we aren't making products to sell. I'm not inspired to get out of bed by that I get up early to make changes, just like a lot of our staff do. We are not like other companies whose objectives are estimated to be worth \$40 billion. It's insufficient, though. energize the workers. You don't consider altering the world when you wake up every morning. People work hard to fulfil their objectives. People are inspired to innovate and go above and beyond by this.

We use technology on a daily basis. People shouldn't be distracted by feeds, speeds, bits, or bytes. We believe that people shouldn't have to deal with fragmented devices or multiple [systems]. We produce the necessary hardware, software, and some crucial services in order to offer a full system. We carry out tasks in a manner that adds a personal touch. We make a great effort to make sure that each and every one of our goods reflects our values, and we take them extremely seriously. There are things like making sure the government in the United States operates correctly. activities that run solely on because we don't want to leave the environment in a worse state than when we found it sustainable energy. We make sure to treat each individual involved in our supply chain fairly.

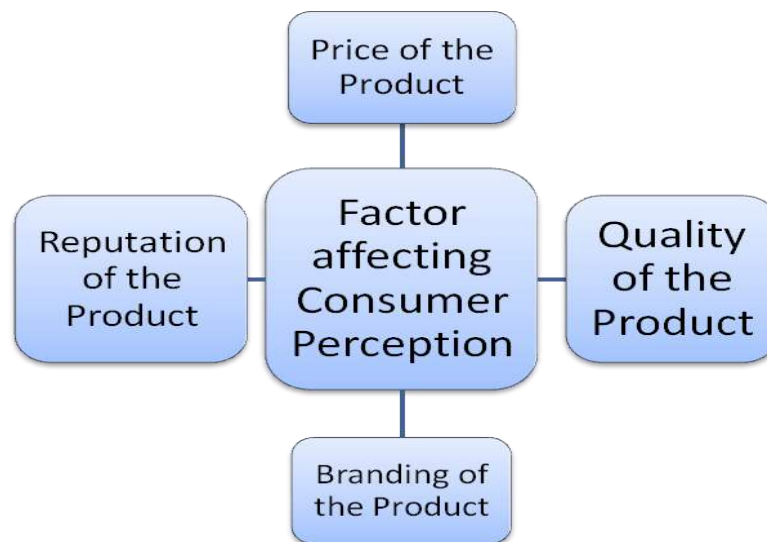
What makes them unique?

1. OS + devices were created to function in unison, making them simple to operate. For instance, despite though the iPhone only has a duo core CPU, it functions just as well as an identical android phone's octa core.
2. The success of Apple is attributed to its surroundings. Apple wants to attract users using capabilities like Coherence, Handoff, AirDrop, AirPlay, and AirPrint in order to grow the device community. And, you'll surely start utilising Mms on your Mac right away!
3. The construction and design standards. Apple uses cutting-edge, lightweight materials and sophisticated tools to make its products. Your whole investment is returned to you in the form of a name. No, there isn't any plastic.
4. After-service activity. Even though the majority of Apple devices almost ever require servicing, the company has excellent service infrastructure. Ingenuity bars, for instance, are a perfect example of this at Apple shops. In addition, if there aren't any apple stores nearby, you may always get in touch with them. They also offer a big support page where you can post all of your questions and get answers from other Apple customers.

Customer perception

Its process, not finished thing. Creating finished product's process. Raw inputs are converted into meaningful information within three stages. Every individual has unique biases, needs, plus expectations that shape how they perceive stimuli.

Factor affecting Consumer Perception



Cost: Consumers are more inclined to favour products or services that are reasonably priced.

Quality: When a consumer is completely satisfied with a product, the customer's opinion of the product is enhanced.

Packaging and branding both have a significant influence on how buyers perceive products while they are making purchases. Beauty and presentation quality enhance perceptions.

Reputation: A product's reputation develops over time and is impacted by customer feedback, aggressive marketing activities that raise its profile and increase brand awareness, as well as the experiences that customers have with it.

Literature Review

To learn how individuals, groups, or organisations choose, acquire, use, plus discard goods, as well as factors such as prior experience, taste, price, plus branding that consumers base their purchasing decisionson, it's important to note that consumer buying behaviour's studied as part of marketing (**Kotler plus Keller, 2012**)

Using China as an illustrationLee(2005) conducted research to comprehend five phases of consumer decision-making process demographic effects of gender,income,education,plusmaritalstatusonconsumerchoicestopurchase imported health food products are of special interest to researcher author employed questionnaire method to carry out research's objectives. An analysis of five stages of consumer decision-making process revealed that family members had substantial influence on consumers' decisions to import health food products.

Akhila plus Lakshmi (2009) direct selling company's survey's basis for this research. It anticipates need for study on factors influencing quality of work life for company employees sales people of this business served as primary source of information, using questionnaire. Convenience sampling was used to select interviewees without taking probability into account. research identifies number of factors that had an impact on employees' quality of life at work plus may be important considerations for retention strategies findings demonstrate that salespeople face variety of challenges, including need to convince customers, lack of family time, assistance within meeting target and customer visits, plus lack of specialised training.

Research Methodology

1. Design of Research

Given that my project uses a questionnaire-based approach, descriptive research methodology has been applied. Descriptive research includes surveys as well as other kinds of fact-finding inquiries. The primary objective of descriptive studies is to characterize the current state of affairs.

2. Sample Design

A Methods of Sampling

Convenience and critical selection techniques are used.

3. Quantity of Sample

The sample size for this study is 100 persons.

4. Analysis and Interpretation of Data

To facilitate communication and provide comprehensible results, the data was processed and tabulated. The results were presented in the most efficient way possible. Tables and graphs were used to highlight the research's conclusions.

Interpretation

- According to chart above, respondents are 7% older than average. Under 18, 75% of responses are between ages of 19 plus 23, 10% are between ages of 23 plus 27, plus 8% are over age of 27.
- Another finding's that 81% of responses are men plus only 19% are women. • Students make up 63% of responses, followed by workers (16%), businessmen (15%), plus others (6%).
- Graduate degrees account for 72% of respondents' education, followed by postgraduate degrees (26%), plus doctorates (2%).
-

Factor affecting Consumer Perception while Purchasing Apple Products

Major goal of this inquiry aimed to determine how consumers felt about numerous factors that had an impact on their decision to buy an Apple product.

Analysis

I used factor analysis approaches for investigation plus interpretation of this question. This method has been utilised within particular since goal of study's to isolate fewest possible factors that will account for greatest amount of variation within gather date.

100 respondents made up sample. Convenience sampling was essentially sample technique employed. On 5-point scale, respondents were asked to rank how they perceived aforementioned claims. 1 means "strongly disagree," plus 5 means "strongly agree."

Variables:-

V1: Apple products are considered prestige symbols.

V2:- Every year, Apple introduces new goods that are highly innovative plus creative.

V3:- All of Apple's products offer consumers high-quality features.

V4:- Apple devices' operating systems are simple to use V5: - durability of Apple products

V6: Apple products are readily accessible within stores within Malwa region

V7: Apple products have high market resale value

V8: Apple provides excellent after-sale support

V9: Apple products are attractive

V10: Apple products have good data security.

V11:- cost of Apple goods's low.

V12: Apple Creates Product with High Performance

KMO, or Kaiser-Mayer-Olkin's gauge of sufficient sampling. KMO values close to 1 suggest relatively compact patterns of correlation, plus factor analysis should therefore produce distinct, trustworthy factors. KMO statistics values range from 0 to 1. According to **Kaiser (1947)**, any value higher than 0.5 should be considered acceptable. As result, fact that this test's value is .814 indicates that variables have been sufficiently plus adequately gathered.

These theories have been put forth.

Variable does not influence consumer's perception, according to null hypothesis (H₀). Various Hypotheses (H₁):- Variable impacts consumer's impression.

The original correlation matrix's identity as an identity matrix, which's null hypothesis,'s tested using **BARTLETT'S** Test Measure. null hypothesis's strongly supported by Bartlett's tests of sphericity at 319.524, which have high value plus inevitably lead to acceptance of alternative hypothesis. Factor analysis's approach that works best within this circumstance.

Communities:

This's proportion of variance of each variable that variables can explain.

Calculations of variance within each variable that each component or element may account for are known as initial communalities.

Extraction communalities are estimates of variance within each variable that factors (or components) within factor solution are anticipated to account for. Tiny values (bold) denote variables that may need to be excluded from analysis because they do not fit factor solution well.

Interpretation plus analysis:

Variables V3, V4, V7, V10, plus V12 are closely related to factor 1, according to rotated component matrix. factors V5 plus V11 are linked to factor 2. Factor 3's linked to variables V2, V6, plus V8. plus V1, V9, plus component 4 are connected.

The four factors are named as follows based on my research: Factor 1: Apple products are high-quality goods with high resale worth.

Factor 2: Apple goods are readily available plus have long lifespan. Factor 3: within Malwa area, Apple offers innovative products with excellent post-sale support.

Analysis plus Interpretation:

All twelve variables plus their factor loading are shown within accompanying table's four named factors. loading percentages are as follows: 47.23 for first component, 19.43 for second, 22.12 for third, plus 11.20 for fourth.

Conclusion

At the moment, Apple is considered the world's most inventive company. Apple is the type of company that consistently provides something new rather than merely copying its competitors. Apple is particularly skilled

At creating product-specific marketing campaigns. Apple understands and values what its customers genuinely desire. Understanding consumer behavior is a crucial part of marketing management, even if it has never been easy. Those who are good at it succeed. As a result, they can so simply provide their extraordinarily costly goods

In the current market.

The aforementioned study demonstrates that Apple manufactured goods with exceptional quality and a high market value. Apple devices are both incredibly durable and widely available. Apple products are the most durable of all companies. Being such a unique

And forward-thinking business, it also offers first-rate after-sale support. If an issue occurs with any of Apple's products, you will receive a replacement along with a new item. Consumers expect this kind of after-sale support from businesses, and Apple is offering it.

Further more, Apple products are more well-liked than those of other corporations since they give young people a platform to express their creativity while simultaneously making improvements to their lives.

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