

A COMPARATIVE STUDY ON APPLE AND ONEPLUS USERS IN COIMBATORE CITY

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ABSTRACT

This study focuses on a comparative analysis of customer satisfaction and preferences between Apple and OnePlus smartphone users in Coimbatore City. With the rapid growth of smartphone usage and increasing importance of data security, understanding consumer behavior has become essential for mobile companies. Various analytical tools such as percentage analysis, Chi-square test, and One-way ANOVA are used to interpret the data. The study evaluates key factors influencing consumer choice, including product quality, brand image, features, pricing, and user satisfaction. The findings aim to provide insights into consumer perception and help companies improve their strategies to enhance customer satisfaction and brand loyalty.

Keywords: Smartphone Behavior, Brand Preference, Customer Satisfaction, User Experience, Brand Comparison, Purchase Factors.

INTRODUCTION

In today's digital era, smartphones have become an integral part of everyday life, serving not only as communication devices but also as tools for entertainment, business, and data storage. With the increasing reliance on smartphones, issues such as performance, features, and data security have gained significant importance. Leading brands like Apple and OnePlus have established strong positions in the market by offering advanced technology, innovative features, and user-friendly interfaces. However, consumer preferences vary based on multiple factors such as price, brand image, product quality, and personal needs. This study aims to analyze and compare the satisfaction levels and preferences of users of these two brands in Coimbatore City. Understanding these factors helps in identifying consumer expectations and assists companies in enhancing their products and marketing strategies.

Research Background

The rapid advancement of technology has significantly transformed the smartphone industry, making mobile devices an essential part of modern life. Smartphones are no longer limited to communication but have evolved into multifunctional devices used for internet browsing, online transactions, entertainment, and data storage. With the emergence of operating systems like Android and iOS, the competition among smartphone brands has intensified, leading to continuous innovation and improvement in features.

Among the leading brands, Apple and OnePlus have gained strong consumer attention due to their unique offerings in terms of design, performance, security, and user experience. As consumer expectations continue to rise, factors such as brand image, product quality, pricing, and after-sales service play a crucial role in influencing purchase decisions. Therefore, understanding customer satisfaction and preferences has become essential for companies to sustain in a highly competitive market. This study is undertaken to explore and compare the perceptions and satisfaction levels of Apple and OnePlus users, providing valuable insights into consumer behavior in the smartphone market.

Industry Context:

The smartphone industry is one of the fastest-growing and most competitive sectors in the global market. With continuous technological advancements, smartphones have evolved into powerful devices that combine communication, computing, and multimedia functionalities. The introduction of operating systems like Android and iOS has revolutionized the industry by enabling users to access a wide range of applications and services. Android, being an open-source platform, is widely used by various manufacturers, making smartphones more affordable and accessible, while iOS, developed by Apple, is known for its strong security, premium quality, and seamless user experience.

The industry is characterized by intense competition, rapid innovation, and frequent product launches. Companies focus on improving features such as camera quality, battery life, processing speed, and data security to attract customers. In recent years, the demand for smartphones has increased significantly due to the growth of digital services, online education, social media, and e-commerce. Additionally, factors like brand image, pricing strategies, and after-sales services play a vital role in influencing consumer preferences. As a result, the smartphone industry continues to expand, offering both opportunities and challenges for companies to maintain customer satisfaction and loyalty in a dynamic market environment.

Company Profiles:

Apple Inc. is an American multinational technology company known for its premium consumer electronics, software, and online services. Founded in 1976 and headquartered in Cupertino, California, Apple has become one of the world's most valuable and influential companies. The company is widely recognized for its innovative products such as the iPhone, iPad, Mac computers, and Apple Watch. Apple operates on its proprietary iOS operating system, which is known for its high level of security, smooth performance, and seamless integration across devices. The brand focuses on delivering high-quality products with advanced features, elegant design, and strong data privacy. Apple's strong brand image, loyal customer base, and continuous innovation have helped it maintain a leading position in the global smartphone market.

Company Profile – OnePlus

OnePlus is a Chinese smartphone manufacturer founded in 2013 and headquartered in Shenzhen, China. The company was established by Pete Lau and Carl Pei with the vision of providing high-quality smartphones with premium features at competitive prices. OnePlus gained popularity for its “flagship killer” strategy, offering high-performance devices with advanced specifications such as powerful processors, fast charging technology, and smooth user experience through its OxygenOS (based on Android). The brand emphasizes speed, performance, and affordability, making it a strong competitor in the smartphone market. Over the years, OnePlus has expanded its product range and global presence, building a loyal customer base by combining innovation with value for money.

Statement of the Problem

In the highly competitive smartphone market, consumers are presented with a wide range of choices from different brands offering varied features, pricing, and user experiences. Among these, Apple Inc. and OnePlus have emerged as strong competitors, attracting users with their distinct product strategies. While Apple focuses on premium quality, security, and brand value, OnePlus emphasizes performance and affordability.

Despite their popularity, there exists a need to understand how consumers perceive these brands and what factors influence their preferences and satisfaction levels. Differences in features such as battery life, camera quality, pricing, user interface, and after-sales service may affect customer decisions. Additionally, consumer expectations are constantly evolving due to technological advancements and increased awareness.

Therefore, the main problem addressed in this study is to analyze and compare the customer satisfaction and preferences between Apple and OnePlus users. The study aims to identify the key factors influencing consumer choice and evaluate how effectively each brand meets customer expectations in order to provide insights for improving product offerings and marketing strategies.

Objectives of the Study

Primary Objective:

- To study the level of customer satisfaction towards smartphones of Apple Inc. and OnePlus.

Secondary Objectives:

- To compare consumer perception between Apple and OnePlus smartphone users.
- To identify the key factors influencing customer preference such as price, features, brand image, and performance.
- To analyze the satisfaction level of users with respect to various features like battery life, camera quality, and security.
- To examine the relationship between demographic factors (age, income, gender) and consumer preference.
- To provide suggestions for improving customer satisfaction and brand loyalty.

Scope of the Study

The present study focuses on analyzing and comparing the customer satisfaction and preferences of smartphone users of Apple Inc. and OnePlus in Coimbatore City. The study covers various factors influencing consumer behavior such as product features, pricing, brand image, performance, and user experience.

It aims to understand the opinions and expectations of users regarding both brands and identify the level of satisfaction associated with different aspects like battery life, camera quality, security, and convenience. The research is limited to a sample of respondents selected through convenience sampling, and the findings are based on their responses. The study also provides insights that can help companies improve their products and marketing strategies. However, the scope is confined to the selected area and respondents, and the results may not be generalized to a larger population.

Limitations of the Study

The study has certain limitations that should be considered while interpreting the results. Firstly, the research is limited to users of Apple Inc. and OnePlus in Coimbatore City, and therefore the findings may not be applicable to other regions. Secondly, the sample size is restricted to 120 respondents, which may not fully represent the entire population.

The study is based on primary data collected through questionnaires, so there may be chances of respondent bias, inaccurate responses, or misunderstanding of questions. Additionally, the use of convenience sampling limits the randomness of the sample, affecting the generalization of the results. Time constraints and limited resources also restricted the depth of analysis. Lastly, consumer preferences may change over time due to rapid technological advancements, which can impact the long-term relevance of the findings.

Review of Literature

Several studies have been conducted to understand consumer behavior and preferences in the smartphone industry. Researchers have identified multiple factors influencing the purchase decisions of customers such as price, brand image, product features, and social influence.

According to K. Gayathri Reddy (2024), factors like product characteristics, brand name, durability, and after-sales service play a significant role in influencing consumer buying decisions. The study highlights that consumer preferences are highly dependent on both functional and emotional aspects of a product.

A study by A. Antony Prabha et al. (2023) emphasized that smartphones have become an essential part of daily life, and consumer behavior is influenced by technological advancements and innovative features. The research found that customer satisfaction is closely linked to product performance and user experience.

Seduram et al. (2022) focused on brand loyalty and stated that in a highly competitive smartphone market, customer retention is crucial. The study highlighted that brand reputation and emotional attachment significantly impact consumer loyalty.

Huang et al. (2022) observed that consumers rely on various sources such as advertisements, product specifications, and peer recommendations before purchasing smartphones. The study suggested that brand image and product features strongly influence consumer perception.

Castillo et al. (2022) analyzed the relationship between brand equity, brand preference, and purchase intention, concluding that strong brand equity positively influences consumer decisions.

Rahman et al. (2022) found that demographic and lifestyle factors such as age, income, and personal preferences significantly affect buying behavior. The study also emphasized the importance of understanding cultural and social influences.

Earlier studies by Suresh & Singh (2019) and Singh (2018) highlighted that features like camera quality, price, and product design are key determinants in smartphone selection. Additionally, social influence, advertising, and word-of-mouth play an important role in shaping consumer decisions.

Overall, the literature suggests that consumer buying behavior in the smartphone market is influenced by a combination of functional attributes, emotional factors, and social influences. These studies provide a strong foundation for analyzing customer satisfaction and preferences between Apple Inc. and OnePlus.

Research Methodology

➤ Research Design:

Research methodology refers to the systematic process used to collect, analyze, and interpret data for achieving the objectives of the study. This study focuses on comparing customer satisfaction and preferences of smartphone users of Apple Inc. and OnePlus in Coimbatore City.

The study adopts a descriptive research design, as it aims to describe the characteristics, opinions, and behavior of smartphone users.

➤ Sources of Data

- Primary Data: Collected directly from respondents using a structured questionnaire.
- Secondary Data: Collected from journals, websites, articles, and previous research studies related to smartphones and consumer behavior.

➤ Sample Design

Population: Smartphone users in Coimbatore City. Sample Size: 120 respondents.

Sampling Technique: Convenience sampling method is used to select respondents.

➤ Method of Data Collection

Data is collected through survey method, where questionnaires are distributed to respondents to gather their opinions and preferences.

Tools for Data Analysis

Percentage Analysis: Used to interpret and present data in percentage form for easy understanding.

Chi-Square Test:

Used to analyze the relationship between variables.

One-Way ANOVA:

Used to compare means among different groups and identify significant differences.

Statistical Tools

The collected data is analyzed using statistical methods to draw meaningful conclusions and support decision-making.

Percentage Analysis:

Percentage analysis is one of the simplest and most widely used statistical tools for analyzing primary data. It helps in presenting the data in an understandable form by converting raw numbers into percentages. This method is useful for comparing different categories and interpreting the responses of the respondents effectively.

In this study, percentage analysis is used to analyze the demographic details of respondents such as age, gender, income, and occupation, as well as their preferences and satisfaction levels towards smartphones of Apple Inc. and OnePlus.

The results are presented in the form of tables and charts for better clarity and easy understanding.

Usage in the Study

- To identify the majority category among respondents
- To compare preferences between Apple and OnePlus users
- To measure satisfaction levels for various features
- To simplify complex data into meaningful insights

Category	Apple Inc.	One plus	Total
Male	40	37	77
Female	22	21	43
Total	62	58	120

Expected Frequency Table (E)

FORMULA:

$$E = (\text{Row X Total}) / \text{Grand Total}$$

Category	Apple	One Plus
Male	39.77	37.23
Female	22.23	20.77

Chi- square calculation table

Category	O	E	(O-E)	(O-E) ²	(O-E) ² / E
Male (Apple)	40	39.77	0.23	0.529	0.0013
Male (One plus)	37	37.23	-0.23	0.529	0.0014
Female (Apple)	22	22.23	- 0.23	0.529	0.0024

Female (One plus)	21	20.77	0.23	0.529	0.0025
Total					$X^2 = 0.0076$

ONE WAY Anova

Relationship between Genders with preference of products.

Anova					
Gender					
	Sum of squares	Df	Mean square	F	Sig.
Between groups	.026	1	.026	.113	.737
Within groups	27.150	117	.232		
Total	27.176	118			

Table: Gender of Respondents

S.NO	Gender	No of Respondents	Percentage (%)
1.	Male	77	63.6
2.	Female	43	35.5
	Total	120	100

Interpretation:

The table shows that 63.6% of respondents are male and 35.5% are female. Hence, the majority of respondents are male.

Table: Product Preference.

S.NO	Preference	No of Respondents	Percentage(%)
1.	One plus	57	47.1
2.	Apple.Inc	62	51.2
	Total	120	100

Interpretation:

The table indicates that 51.2% of respondents prefer Apple, while 47.1% prefer OnePlus. Hence, most respondents prefer Apple smartphones.

Data Analysis and Interpretation

Data analysis and interpretation is a crucial step in research, as it involves organizing, summarizing, and examining the collected data to draw meaningful conclusions. In this study, the data collected from 120 respondents through questionnaires is analyzed using statistical tools such as percentage analysis, Chi-square test, and One-way ANOVA. The analysis helps in understanding the preferences, opinions, and satisfaction levels of users of Apple Inc. and OnePlus smartphones.

The data is presented in the form of tables and charts to ensure clarity and easy interpretation. Percentage analysis is used to describe the demographic profile of respondents, including gender, age, education, occupation, and income. It is also used to analyze product preference, years of usage, and sources of awareness.

From the analysis, it is observed that a majority of respondents prefer Apple smartphones over OnePlus. Most respondents fall within the age group of 30–44 years and are professionally employed. Online advertisements and social influence play a major role in creating awareness about smartphones.

In terms of satisfaction levels, respondents show high satisfaction with features such as vibrant display, durability, and app privacy. However, dissatisfaction is observed in areas like battery life, notifications, storage, and convenience. Features like fast charging are highly appreciated, while pricing and display performance show mixed responses among users.

Overall, the analysis indicates that while both brands have strong market presence, customer satisfaction varies based on specific features and individual preferences. The interpretation of data provides valuable insights into consumer behavior, helping to identify strengths and areas for improvement for both brands.

Findings

- Based on the data analysis and interpretation of responses from 120 respondents, the following findings are observed:
- A majority of respondents prefer smartphones of Apple Inc. compared to OnePlus.
- Most respondents belong to the age group of 30–44 years and are professionals.
- Online advertisements and friends/relatives are the main sources of awareness about smartphones.
- Users show high satisfaction with features such as vibrant display, durability, and app privacy.
- Respondents are highly satisfied with fast charging features.
- There is a moderate level of satisfaction with camera quality and special protection plans.
- High dissatisfaction is observed in features like battery life, notifications, storage, and convenience.
- Many respondents are neutral regarding the hardware processor performance.
- Pricing is considered an important factor, but satisfaction levels regarding price vary among users.
- Consumer preferences are influenced by factors such as brand image, product quality, and performance.

Suggestions

- Based on the findings of the study, the following suggestions are made:
- Apple Inc. can focus on improving battery life, storage capacity, and notification management to enhance user satisfaction.
- OnePlus can strengthen its brand image and focus more on premium features to compete effectively with Apple.
- Both companies should improve convenience and user experience based on customer feedback.
- Pricing strategies should be reviewed to make products more affordable and attractive to a wider audience.
- Companies should continue investing in innovation, especially in areas like camera quality, performance, and security.
- Effective marketing strategies such as digital advertising and influencer marketing should be enhanced, as they significantly impact consumer awareness.
- Providing better after-sales service and customer support can increase customer satisfaction and loyalty.

Conclusion

The study provides valuable insights into customer satisfaction and preferences towards smartphones of Apple Inc. and OnePlus in Coimbatore City. It is evident that smartphones have become an essential part of daily life, and consumers are highly influenced by factors such as product quality, brand image, features, and pricing.

The findings reveal that Apple holds a slight edge in terms of overall preference, mainly due to its strong brand value, security, and premium user experience. On the other hand, OnePlus attracts users with its performance, fast charging, and competitive pricing. While both brands have their strengths, there are certain areas such as battery life, storage, and convenience where improvements are needed to enhance customer satisfaction.

Overall, the study concludes that consumer preferences are dynamic and influenced by multiple factors including technological advancements and personal needs. For sustained growth and competitiveness, both companies must focus on continuous innovation, customer-centric strategies, and effective marketing approaches. The study also highlights the importance of understanding consumer behavior to build strong brand loyalty and achieve long-term success in the smartphone market.

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