

Czech University of Life Sciences Prague

Faculty of Economics and Management

Department of Management



Diploma Thesis

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**The Impact of Gender on the Consumer's Purchasing
Behaviour**

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CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

Faculty of Economics and Management

DIPLOMA THESIS ASSIGNMENT

Sahil Bhilota

Economics Policy and Administration
Business Administration

Thesis title

Impact of Gender on Consumer Purchasing Behavior

Objectives of thesis

The diploma thesis aims to analyze relevant secondary data on Consumer Purchasing Behavior. This analysis will be combined with original primary reconnaissance aiming to analyze current impact of gender on particular product consumer purchasing behavior in particular market aiming to suggest improvements in marketing mix for concerned company.

Methodology

“Literature Review” part will be elaborated based on relevant secondary data analysis and synthesis.

“Analysis” part will result from relevant secondary data and original primary reconnaissance combination.

Recommended structure:

1. Introduction
2. Goals and Methodology
3. Literature Review
4. Analysis
5. Results and Discussion
6. Conclusions
7. References
8. Appendices

The proposed extent of the thesis

60-80 pages

Keywords

Purchasing Behavior, Consumer Behavior, Marketing Mix, Gender

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Declaration

I declare that I have worked on my diploma thesis titled “Impact of Gender on Consumer Purchasing Behaviour” by myself and I have used only the sources mentioned at the end of the thesis. As the author of the diploma thesis, I declare that the thesis does not break copyrights of any their person.

In Prague on 31/03/2021

Sahil Bhilota

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I would like to thank Ing. Michal Chocholoušek, Ph.D. and all other persons, for their advice and support during my work on this thesis.

Abstract

This research is solely based on client behaviour and impact of gender towards Apple Inc. Customer behaviour is a profoundly held commitment to re-buy or re-patronize supported assistance or item persistently inside the future, causing redundant equivalent brand or equivalent symbol set buying, regardless of situational impacts and promoting and advertising endeavours. Apple's customer purchase behaviour and steadfastness were growing consistently as the years progressed, mirroring how purchasers see the logo from their strong relationship management. Quite possibly, the most successive reason customers don't accept something – explicitly an exceptionally estimated or specific item – is pressure roughly whether or no longer it'll fill in as it needs to. Other than that, Apple clients also comprehend that they can depend upon Apple-approved merchants and Apple Repair Centres if the Genius Bar is certifiably not another option that gives high-end satisfaction rather, they are men or women.

It has been found that female consumers are more exploring than men and they have different consumer behaviour towards a product than men. Their profession has also indulged in distinctive gender consumer behaviour. It is also important to consider that Apple Inc. operates in various countries and most of them have gender pay gap issues. This makes females more inclined towards less expensive products than men from various parts of the world.

Keywords: customer loyalty, relationship marketing, brand trust, customer satisfaction, purchasing behaviour, WoM,

Abstraktní

Tento výzkum je založen výhradně na oddanosti a loajalitě klientů vůči společnosti Apple Inc. Věrnost zákazníků je hluboce zakořeněným závazkem re-buy nebo repatronizace podporované pomoci nebo položky trvale v budoucnosti, což způsobuje nadbytečnou ekvivalentní značku nebo ekvivalentní sadu symbolů bez ohledu na dopady situace a propagace a reklama. Věrnost a vytrvalost zákazníků společnosti Apple neustále rostly, jak roky postupovaly, což odráží to, jak kupující vidí logo ze své silné správy vztahů. Je docela pravděpodobné, že nejnáslednějším důvodem, proč zákazníci něco nepřijímají - výslovně mimořádně odhadovanou nebo konkrétní položku - je tlak zhruba na to, zda se již bude vyplňovat podle potřeby. Kromě toho klienti Apple také chápou, že se mohou spolehnout na obchodníky schválené společností Apple a na střediska oprav Apple, pokud Genius Bar není ověřitelnou alternativou, která poskytuje špičkovou spokojenost. Očekává se, že do roku 2020 si kupující budou libovat, pokud jde o oddělení odznaků, překoná poplatky a položky. Apple je navíc, než zařídil. Výzkum je dostatečný k odhalení počtu klientů Apple, kteří jsou spokojeni s konkrétními setkáními, která jim značka poskytla - například výměna mobilního telefonu bez nákladů, protože zákazník stál příliš dlouho, aby byl problém rozpoznán. Se vší snahou společnosti Apple Inc. dosáhla velké loajální zákaznické základny, která má tendenci používat pouze své produkty, pokud jejich produkty začaly používat. Hodnota značky, klíčové strategie, přístup zaměřený na zákazníka, produkty a služby zaměřené na hodnotu za peníze, vysoce spolehlivé služby, marketing vztahů a komunitní komunikace jsou některé centrální postupy, které pomohly společnosti Apple splnit její cíle.

Klíčová slova: loajalita zákazníků, marketing vztahů, důvěra ve značku, spokojenost zákazníků, nákupní chování, WoM,

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LIST OF ABBREVIATIONS

Inc. – Incorporation

USA – United States of America

IT – Information Technology

CEO – Chief Operating Officer

R and D – Research and Development

LCD – Liquid Crystal Display

PC – Personal Computer

App – Application

WoM – Word of Mouth

1. Introduction

Consumer behaviour is related to understanding the behaviour of consumers and the procedure they adopt to select, use and dispose of the goods and services together with consumer's mental, behavioural and emotional responses. Consumer behaviour started with the ideas of different sciences comprise of economics, chemistry, biology, and psychology. It includes all those actions taken by the consumers when he is at the marketplace and the primary motives or factors behind those actions (Karimi *et al.* 2015). Those companies which are successfully able to understand the purchasing behaviour of the consumers operate successfully in the industry. Unless the behaviour of the consumers is not identified, it becomes difficult for the company to establish a systematic and logical relationship between the consumer and industry, as a result, these companies and organizations will become in a better position to develop and adjust their strategies so that the need of the consumers will be identified (Chen *et al.* 2016).

People especially males have become more obsessed to select their mobile phones thus, this study will help the author to understand more about the behaviour of consumers. The electronic market has become very competitive where the mobile phones at cheap to expensive are available but still, there is a huge demand and trend of purchasing expensive mobile phones of Apple, etc., (Marriott and Williams, 2018). Several factors including marketing, price, quality, word-of-mouth, brand, social reputation, and many more are the several factors that affect the perception of the consumers before purchasing the mobile phone (Madan and Yadav, 2018). Different consumers are having various characteristics in their life that influence purchasing behaviour such as social factors, personal factors, and others which even hold the possibility of manipulating the purchasing behaviour at the final decision.

Background Research

The electronic market is mainly influenced by the perception of the customers towards the product. It is usually found that the consumer behaviour of the males is different from the females when it comes to purchasing the mobile phone (Djarmiko and Pradana, 2016). This thesis will help the mobile phone company i.e. Apple Inc. to understand their customers and their preferences while selecting mobile phones based on gender. After understanding their need and purchasing behaviour, the company will become more competitive in the industry

and holds a major market share in the electronics market. This thesis will provide a wide spectrum to an electronic company to bring certain real-life changes in their marketing strategy and marketing mix as per the characteristics and perception of the male consumers (Cao *et al.* 2015).

Research Objective

Objective of this research is to identify different factors considered by the male consumers at the time of purchasing mobile phones of Apple Inc. Also, to examine the role of gender played in buying the electronic stuff from Apple Inc. Also, it will be supported with some recommend strategies and approaches to Apple Inc. to understand more about consumer behaviour.

Significance

This thesis is only limited to finding the consumer purchasing behaviour only at the time of purchasing mobile phones in context to only gender i.e., based on males. However, it does not include any other factors which affect their purchasing behaviour and also it includes the loyal customers of the Apple who does not want to switch to other brand and have complete knowledge of the features and qualities of mobile phones of Apple Inc., Alnawas and Aburub, 2016). In addition to this, it is very difficult for the researcher to identify the impact of the consumer behaviour only based on gender, it is because there are several other factors that are associated and affect their behaviour and this cannot be measured separately.

2. Goals and Methodology

2.1 Goals

The increasing trend and interest of males towards mobile phones is the core reason that has augmented to know more about this theme. The objective of this study is to understand the behaviour of male consumers purchasing the mobile phones of Apple Inc. The research then will be segmented into small questions to accomplish the main motive. So, the segmented objectives of this study will be achieved with the help of the research questions set for the study like what are the different factors which are considered by the male consumers at the time of purchasing mobile phones of Apple Inc.?, To what extent the gender play role in buying electronic stuff from Apple Inc.? And what marketing strategies and approaches of Apple Inc. can affect the gender's behaviour on electronics?

2.2 Methodology

In order to achieve the purpose of carrying out this study and getting desired results, the most appropriate research strategy will be both secondary and primary methods. Secondary research is an approach that comprises the investigation and research of data that has been accumulated and incorporated by essential sources. It will be collected from published sources like books, articles, journals, business reports of Apple, magazines including the information about the users and their purchasing habits, websites, and articles given by different authors on the success story of Apple. etc., Mihaela, 2015).

The primary method will help in analysing the impact of gender on the purchasing behaviour of the smartphones of Apple. This helps in analysing different factors that contribute to maintaining the customer loyalty and rapport that they built over the years to maintain its large customer base by communicating its brand image, features, and connecting with them with its different marketing campaigns. This primary data will be collected through a survey questionnaire which includes identical questions related to the theme of the study (Cassell, 2015). The respondents of this questionnaire will be both males and females so that it becomes easy for representatives of Apple to identify the factors that make the products more attractive to males as compared to females.

This questionnaire will include identical and relevant questions with the main purpose of achieving the objectives of this study. This questionnaire will help in understanding the characteristics and behaviour of its loyal customers that affect their purchasing decision and maintaining loyalty with Apple (Groat and Wang, 2013). This questionnaire will be close-ended where a list of multiple questions will be given to respondents which will be supported with the data obtained from the secondary sources so that it will help in establishing the validity and reliability of the collected data. The purchasing decision of the consumer of smartphones is affected by several factors but to stick loyally with the premium smartphone brand raises the need to examine the behaviour, perception, and image of consumers towards Apple.

The main focus of this study is to examine the role played by gender while consumers take the purchasing decision. These are affected by several factors including financial capabilities, the utility of the smartphone of Apple, social status, profession, a requirement of the product, and so on. Thus, these factors will help in understanding the consumer pattern while making a purchasing decision. Mainly, these reasons will show the reasons behind the success story of Apple and how it develops loyalty among its user's mainly male users.

3. Literature Review

3.1 Consumer Behaviour

Consumer behaviour can be illustrated as an act involving purchase, consumption, experience, and exchanging ideas and serving as a purchase unit. The foundation of marketing activities lies in consumer behaviour analysis, a must for developing future marketing approaches (Zhong, *et al.* 2019). Consumers' purchasing decisions are personal and complex, behaviours which are evolved through (Chen, *et al.* 2015). Consumers' needs, motivations, habits, and psychological processes can be analysed using consumer purchasing behaviour, thus making it conducive for the formulation of strategies required for marketing (Fan *et al.* 2012). It is the main component in surveying the existing market to better identify and select the target market by the companies and contribute to formulating effective marketing strategies (Zhong, *et al.* 2019). Below mentioned is the Maslow Hierarchy model showcasing the diverse needs of humans:

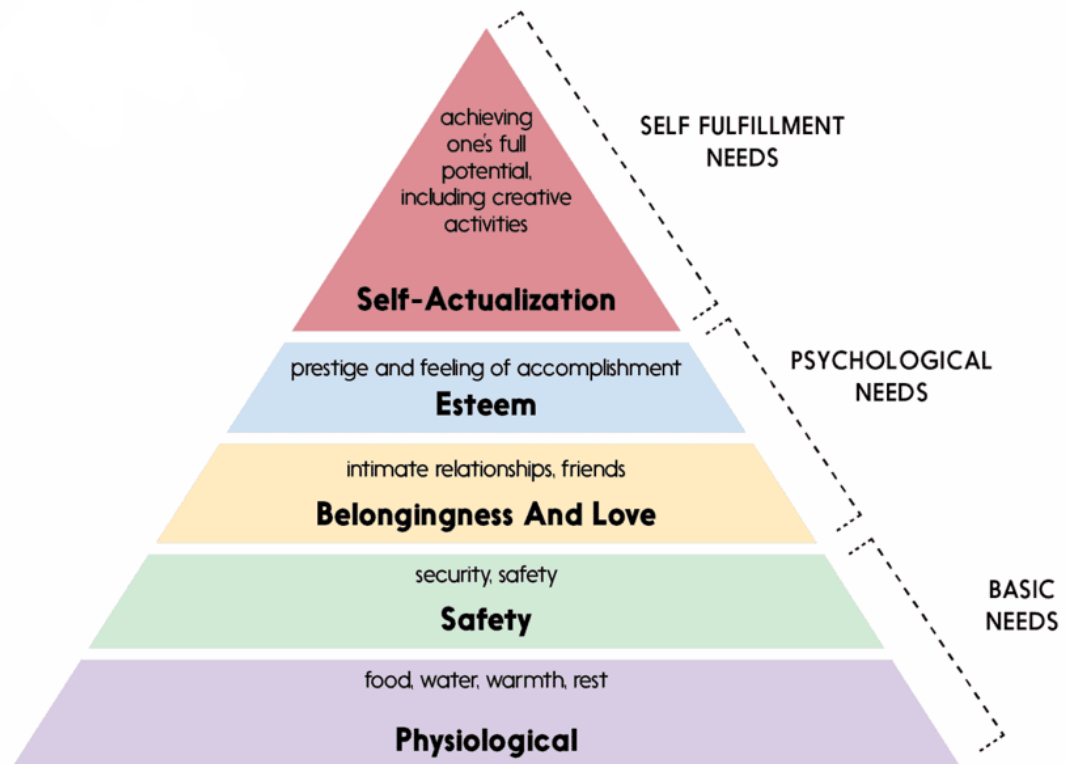


Figure 1: Maslow Hierarchy of Consumer Needs

The development of technologies and mobile phones has been a stretched history of advancements and innovation cropped up due to changes in dynamics in consumer's preferences and needs. In recent times, mobile phones have become an important part of the life of humans and also for personal communication in the entire world (Hew *et al.* 2017). However, in the current highly competitive market of mobile phones, several companies are fighting to add innovative, differentiated, and unique elements to secure the leading position in the market. Consumer behaviour towards mobile phones is mainly affected by several factors and in order to ease the process of understanding the behaviour of consumers towards mobile phones, these companies also segment the whole market based on gender i.e. males and females. It is because it has been identified that the consumer behaviour of the males is somewhat different from the females (Pantano and Priporas, 2016).

Individuals perform several functions mostly in purchasing decision-making mechanism, as they first entertain the idea of buying a product and the services. Then they gradually move to the next stage where they attempt to persuade and influence others about the product and services. The third stage is of decider where they decide to whether purchase the goods or services. The next stage is of buyer who performs the final trade and pays for the goods and services. And last stage is known as the user, one who utilizes the product or services (Tekin, *et al.* 2016).

Furthermore, Vainikka, (2015) states, although some of the steps are related with in particular ways by advertising manuals and customer analysts, the consumer behaviour places an emphasis on each of these seven steps and how a multitude of variables affect each phase of a customer's choice.

Need identification and issue awareness

- Knowledge gathering
- Alternatives assessment prior to purchase•
- Purchase
- Consumption
- Post-Consumption Evaluation
- Divestment

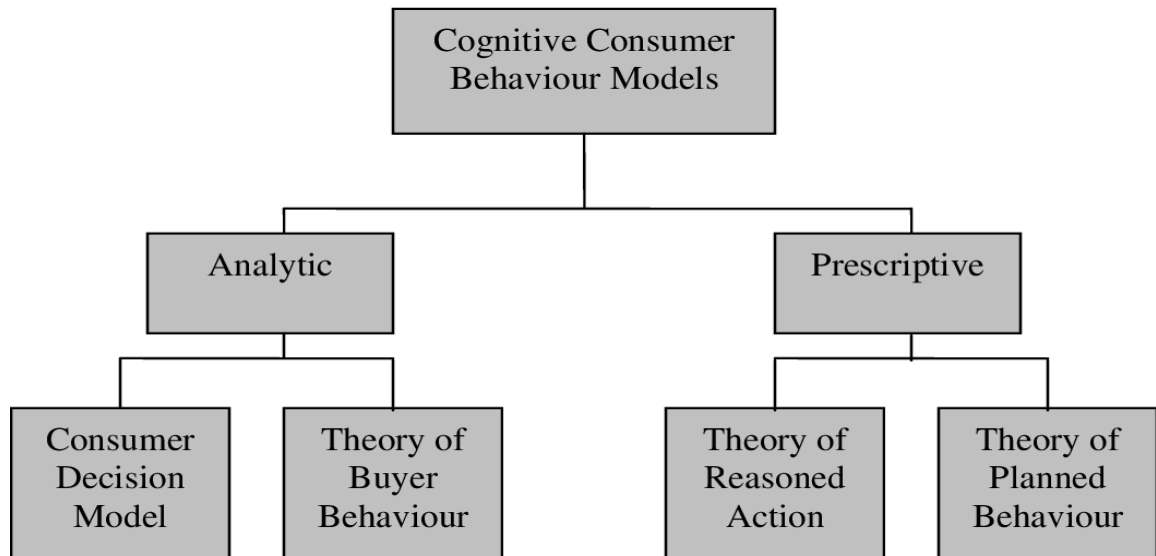


Figure 2: Cognitive Consumer Behaviour Models

Source: Bray (2008)

Any aspect of human life circles around the purchasing goods and services, so consumer behaviour could be thought of as everything. Since it reflects on the whole consumption experience, including problems that affect a customer before, during, and after a transaction, the area of consumer behaviour spans a broad range of topics. All the human activities are related to consumption in some form. People are explicitly or implicitly engaged in market activity whether they are driving, dining, or surfing the internet (Gupta and Gentry, 2016).

This can be described as that of the mechanisms that people go through as they choose, buy, and use goods or services to meet their wants and needs. Any of these considerations has an effect on a buying decision. The customer starts by seeking to classify which goods he would want to purchase, and then chooses just those goods that give greater usefulness. Following the collection of products, the buyer estimates the amount of funds he has left to buy.

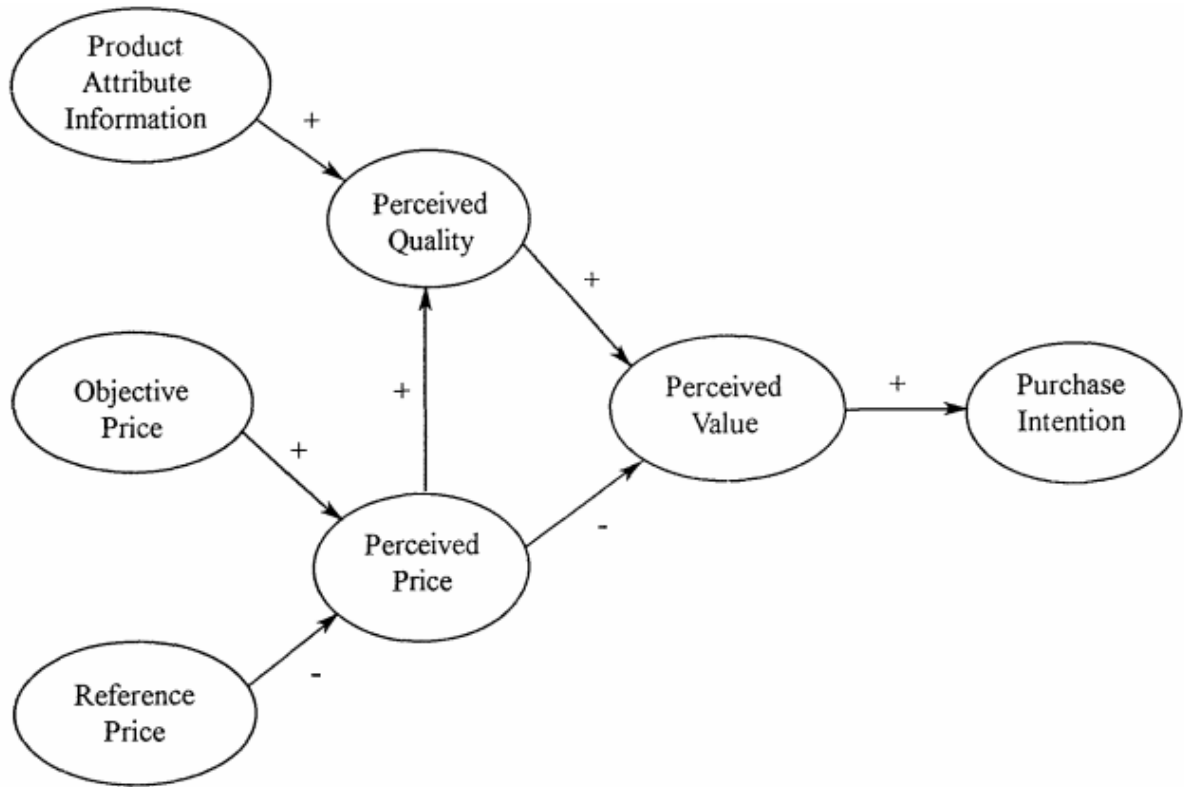


Figure 3: The fundamental model adopted from Tung-Zong Chang and Albert Wildt (1994)

Source: Neon Digital Agency Ltd (2021)

Finally, the buyer assesses current commodity prices and chooses on which goods he can buy. In the meantime, a variety of several other variables, such as social, political, and economic considerations, influence customer transactions (Ramya and Ali, 2016).

3.2 Role of Gender in Purchasing Behaviour

Gender is a cultural variable for commercial research since differences in them influence attitudes toward purchasing behaviour. For instance, products' functional characteristics strongly motivate males to purchase the product (Chen, *et al.* 2015). Similarly, gender plays a crucial role in forming consumer attitudes (Jones III, *et al.* 2017). The variances in gender are significant in building a correlation between purchase intentions with social influence. Moreover, gender is found to influence the relationship between experience, trust, and purchase intention. Men tend to have stronger brand loyalty due to their earlier engagement

with the products or services. Whereas, females tend to have more perceived risk engagement.

3.3 Role of Gender in Purchasing Electronic Products

Studies on gender affecting consumer behaviour and decision making are inadequate. The impact of trust on the expectation to buy more grounded for females than for men because of the difference in their personalities and desires. Women tend to be more network-oriented, and men tend to be task-oriented (Lin, *et al.* 2019). These investigations demonstrate the contrast in consumer adoption and their decision making. Men are more influenced by intuitiveness and interaction with the product. While, women tends to be more affected by vividness, analysis of the details and the perceived risk (Pascual, *et al.* 2017). Companies nowadays identifies it target customer base on the basis of income, personality, and lifestyle rather than gender or ethnicity (Nagamia, 2015).

A study conducted in Norway found that men were more inclined to buy electronics online than purchasing it in stores. The study also suggested that for men the organizations could take up ‘targeted ads’ as a means of direct advertisements in their campaigns to increase revenues (Smoliana, 2017). A study by Roux, *et al.*, (2017) demonstrates that for women the refinement of the self-consciousness is more important and strong than in men. However, for men the novelty of the product and its status quo in the society is prioritized as compared to women. Hence, the particularity of the product and elitism are more important for men in their buying products. While purchasing smart phones or any gadgets, men rely on information available on internet and research thoroughly about the intended product of purchase such as phone, laptop and tablet. The dependability on internet can be gauged due to the comprehensive data on the product, which is available on the internet. However, differences in personal preferences affect the way consumers perceive risk and evaluate the products. The consumers may react positively to the benefits of the products but the perceived risks are vary due to the perceived value of the product.

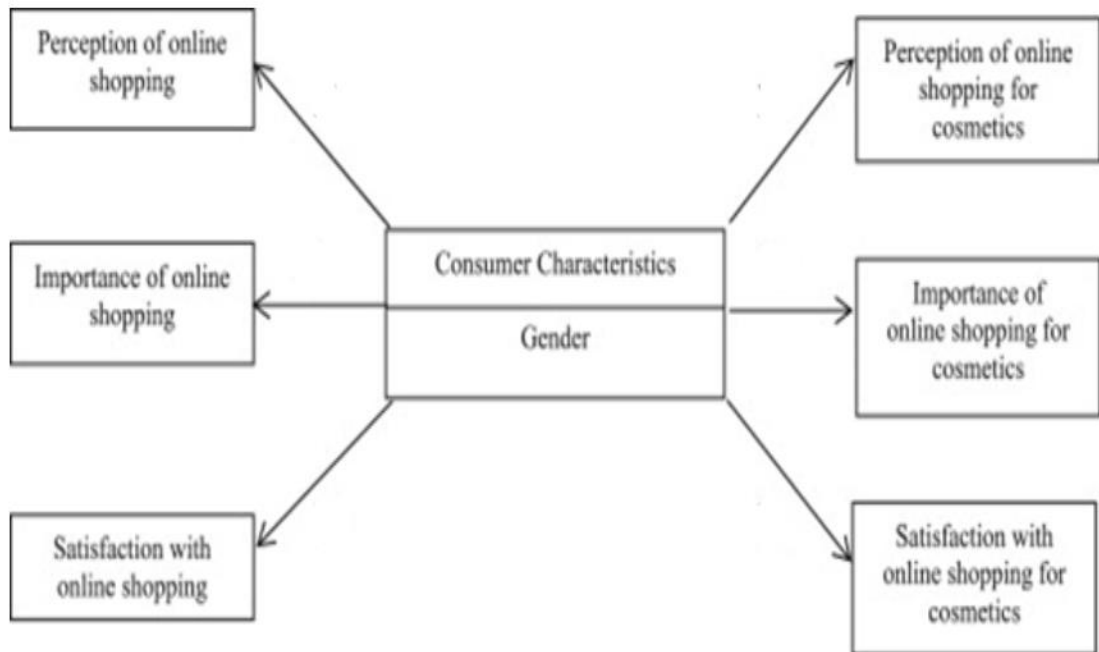


Figure 4: Framework to study perception of gender on purchasing behaviour

Source: Liu, et al. 2013)

A difference has been observed between the internet usages of men and women. Women are more likely to use internet for communications with their peers, family friends and colleagues, while men preferred to use search engines to surf the internet. Previous research conducted in the dawn of the internet also showed that young females favoured the internet for its communicative function. According to Erikson, *et al.* 2018), there are visible variations when it comes to the preferences and usages of internet and attitudes among men and women. Men's personality traits regarding technologies have a heavy effect on them, whereas females are affected with collective beliefs and social regulation. Customers generally often put a higher emphasis on potential benefit when determining whether or not to buy a smartphone

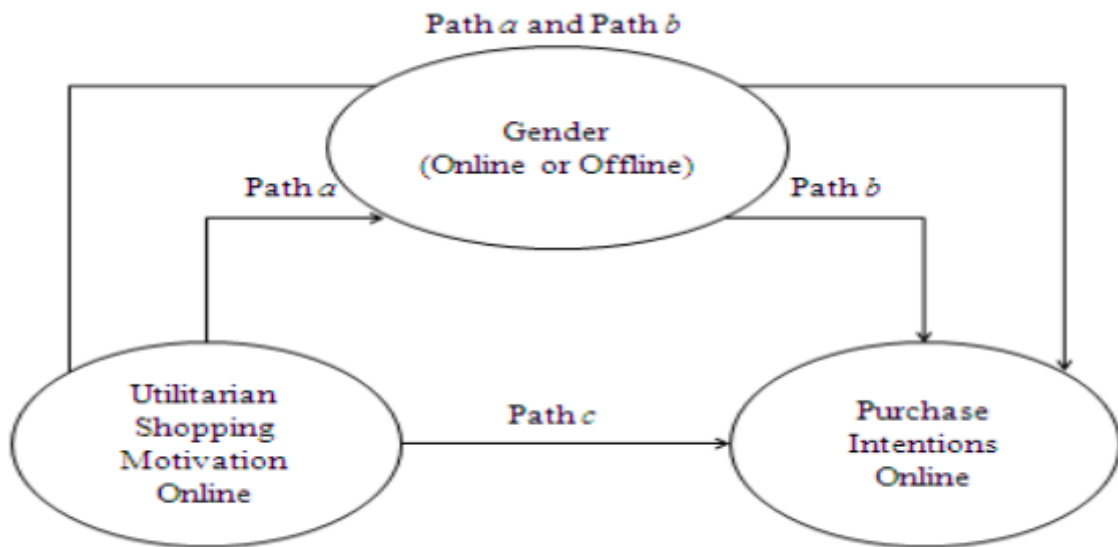


Figure 5: Conceptual model to understand gender behaviour

Source: Davis, et al. 2017)

When it comes to shopping for products a stark difference is observed. Men and women they both differ in their usage of technology to research about the product before buying. The information about the product affects the buying behaviour and purchase intention in retail shopping scenarios.

The same study also opines that electronics is the primary forte for men to shop and they tend to quickly finish buying than women. Whereas, women spend more time in retail stores by constantly weighing options and evaluating products with respect to their features. It has been observed that brand commitment is more evident in women and their shopping habits can be characterized as impulsive with triggering short spanned happiness through their shopping behaviour. Thus, a smartphone can also be used to influence buying intention inside the retail store as well for different product categories.

3.4 Factors affecting Consumer choice of Mobile Phones

Consumer purchasing behaviour is deemed to be a complicated process. It is affected and stimulated by external forces such as the customer's social setting and internal factors such as the customer's psyche. Therefore, the result is dynamic, diverse, impulsive, and transactional (Li, 2019).

Moreover, product quality and price also have a significant and constructive outcome on the purchase decision making where the aspects like product quality, brand image, and perceived intentions have correlated to customer trust (Suhaily and Darmoyo, 2017). Consumers' perceptions, attitudes, feelings, and behaviours often significantly vary due to the differences in different cultural characteristics (Merz, *et al.* 2019). According to the study by Madan and Yadav (2018), age and gender moderate and affect the users' motivation on the purchase of mobile phones. In Smartphone markets, the customer purchasing decision is heavily influenced by their perception of a product's quality or of the brand (Wollenberg and Thuong, 2014).

When it comes to gadgets and devices colours, it has been found that women and men prefer colour aesthetics which overlaps with the traditional norms of gender, which however is in accordance with the cultural background of the consumer. The design, style and colour combine form the aesthetics (Roux, *et al.* 2017).

A study conducted by Atulkar and Kesari (2018) implies that impulse buying behaviour of the consumers can be easily guided by the retail managers through effectively planning sales promotion plans. They can increase the sales by the organizing events, or offering discounts, rebates, gifts and awards while managing to ensure the profit margins. These variables can be easily tapped into to increase the impulse purchases. The study also opines that retail store can create a friendly and trustworthy environment for highly involved customers to ensure multiple and re-purchasing intentions.

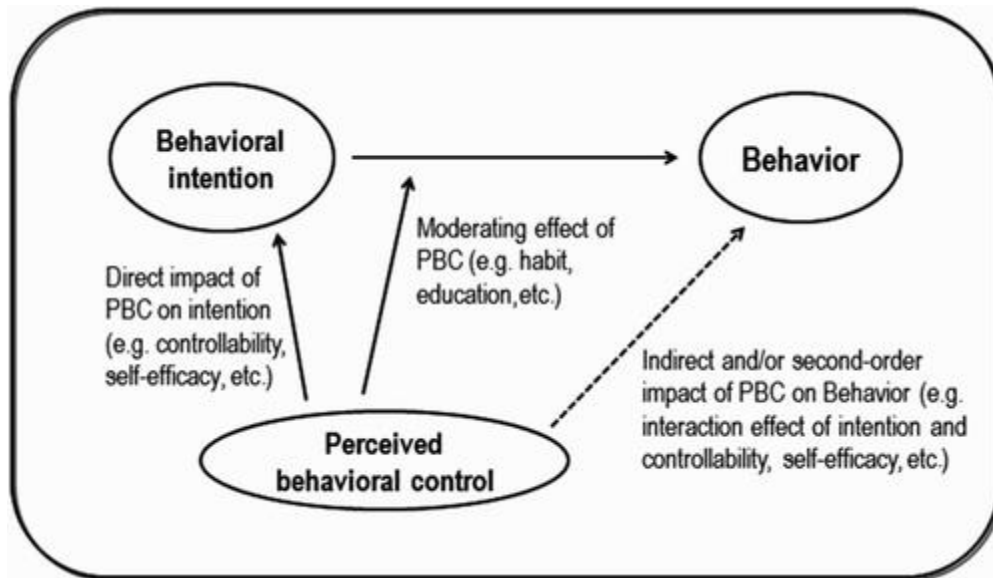


Figure 6: Relationship between behavioural intention and behaviour

Source: Lee and Lee (2015)

According to a study by Arekar, *et al.* 2018) Social media has a positive impact on the buying behaviour. The social networking sites affect all the types of behaviour such as seeking, disagreement, usual buying, composite buying and impetuous buying. Retailers and manufactures can boost customer loyalty and satisfaction through inculcating a deeper understanding of the consumer buying preferences when it comes to electronic appliances. Vendors would get more information, which will assist in the development of commodity advertising campaigns. It would also improve internet shopping activity as well as the selling of consumer devices.

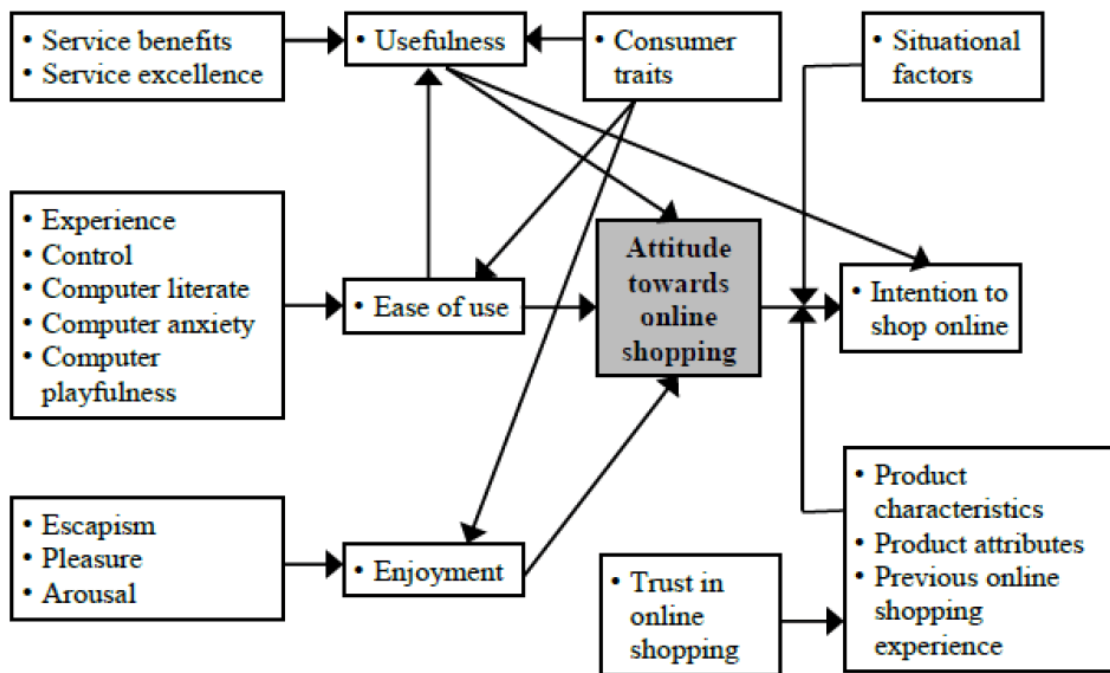


Figure 7: Framework for shoppers' intention to buy apparel online Adopted and modified from Monsuwe et al. 2004)

Source: Hirst and Omar (2007)

According to a study by Akkucuk and Esmaili (2016), graduates' choices to retain their phones are affected by that of the utility, device connection, and functionality. Although relatively lower loyalty and psychological effects trigger them to momentarily abandon their devices, depletion of worth leads people to finally abandon mobile phones. Surprisingly, product and cost have very little effect upon disposition decisions, implying that perhaps the phone's role, instead of the product themselves, is much more important in disposition decisions.

As a result, the research contributes to the understanding of customer behaviour and its consequences for social sustainability. Workable meaning, value consciousness, added recognition, and brand image often have a significant impact on mobile purchase intention, according to the findings. The findings reveal that, of the two factors, age strengthens the motivational construct allegiance and social benefit retention links but diminishes the noticeable allegiance connection. Gender, on the other hand, doesn't really play a part in

influencing mobile brand loyalty. The findings of this research have some relevant explanatory and functional consequences for the managing of mobile brand (Yeh, *et al.* 2016)

3.5 Brand Image

A brand can be defined as “a product or service which a customer perceives to have distinctive benefits beyond price and functional performance” (Knox and Bickerton, 2003, p.999). Brand image consists of brand affiliations framed in the purchaser mind. Numerous examinations about the impact of the brand picture on buying choices have been done from different perspectives (Kato and Tsuda, 2018). Marketers should give their brands importance and pertinence by making a 'position' in the consumer's psyche for their products to stand apart. A research by Watson *et al.* 2015) determined the effects of brand value on purchasing decisions; the results supported a significant positive influence on consumer purchasing decisions by brand image (Neupane, 2015).

Consumers are exposed to humongous amounts of information in the current marketplace driven by technology. Thus, marketers must provide relevance and meaning to the brand by creating a credible and valuable position in the customers' minds (Payne, 2017 According to a study by Das and Ahmed, a high level of brand awareness and related recognition for brand products was observed among customers recently. Organisations now leverages their brand image to distinguish itself from the other products available to achieve a high number of sales. Other brands find themselves in a challenging position to compete with each others for supreme position created by their brand image over the years (Das and Ahmed, 2014).

3.6 Influence of Products on Buying Habits/Purchasing Behaviour

3.6.1 WoM

Personal innovativeness and perceived risk play assume a significant part in choosing to utilise versatile shopping habits. Consumers who are exceptionally creative and with an advanced utility of Smartphones are immune to high costs as they hesitate to compromise on quality (Tien, *et al.* 2019). This WoM of the innovators plays a crucial role in the mobile

shopping decisions (Vahdati, *et al.* 2016). Consumption experience concerning a product refers to realizing the emotions and awareness produced by the senses about the product or services and remembering it for the future (Li, 2019). Thus, creating a desire amongst the individual to refer it to their acquaintances further. The Customer purchase decisions regarding mobile phones are heavily influenced by family, friends, and referral groups. According to a study by Nagamia (2015), people from affluent class buy iPhones due to the hype and branding created by their family and peers.

Word of mouth can bring up consumers' attentiveness to try the new item more efficiently than advertisements thus, affecting their decision. It has been noticed that word of mouth is nine times more effective in converting unfavourable or neutral perceptions about a product than through advertising (Wollenberg and Thuong, 2014).

Companies nowadays had broadened and diversified its endeavours to remain the top IT tech giant by continually adding new items, products, and services since 2010 (e.g., Siri and Watch) and strives to provide the most recent gadgets and upgraded renditions of the existing ones to their customer base and to attract more loyal customers (Rialti, *et al.* 2017).

Further, companies have created a niche market for itself and demarcated itself from other tech giants through the proactive way of doing business. It has fuelled and incentivized its progress and growth (Scassillo, 2016). The expansiveness and nature of the user interface are likewise reassuring some PC clients to change to Macintoshes (Tambini, 2018). Being one of the industry leaders, the company has to compete with other big companies to survive and grow in the marketplace. The stiff competition is met through brand's image strong brand built through its exceptional quality, service, and product performance (Lochmaly, 2017).

3.6.2 Brand Appeal

For those previously possessing an iPhone, the requirement for uniqueness isn't that significant, yet the quality confirmation is (Arruda, *et al.* 2010). Hence, the company needs to continue to console iPhone owners with upgrading the quality of its products and services. There is a social comparison between smartphone owner's users, which suggest the

importance of the social appeal of using smartphones amongst their peers (Sun, *et al.* 2020). Since product attributes and satisfaction is positively and directly related to purchasing expectations, the perceived value certainly moderates the satisfaction from the product and buying intention through brand image. Besides, when estimating the apparent worth is higher, the positive pertinence between product attributes and brand image will be fortified (Chen, *et al.* 2018).

The behaviour of consumers affects the brand loyalty and lifestyle. These are generally transactional (Lochmaly, 2017). According to a study by Das and Ahmed, customers are emotionally stable and intellectually more curious than other smartphone users, and it is a substantial note that repeated buying of product indicates high levels of brand loyalty.

3.6.3 Emotional Effects

Emotional marketing is new concept of marketing for all, concentrated on the significance of the enthusiastic linking the organisation and the consumer, which is further influenced by the system of values and needs of consumers, which, in turn, forms a new image utilisation culture (Rytel, n.d.) In earlier studies, it has been noted that for the same product, consumers show varying levels of emotional attachments and exhibit multiple degrees of inclinations in their attention levels (Zhong, *et al.* 2019). So, it can be understood that the service quality, quality assurance, reliability, etc. and the customer service environment surges the positive emotional satisfaction for customers.

While, positive emotional satisfaction prompts a high view of item quality, high proposal, support aim, and procurement probability (Ladhari, *et al.* 2017). In recent marketing strategies, brands has adopted an emotion-based positioning strategy to sell a lifestyle (Payne, 2017). Hence, the advertisements contain more imagery to touch customers' emotional appeal and make the imagery memorable rather than emphasizing the product's feature.

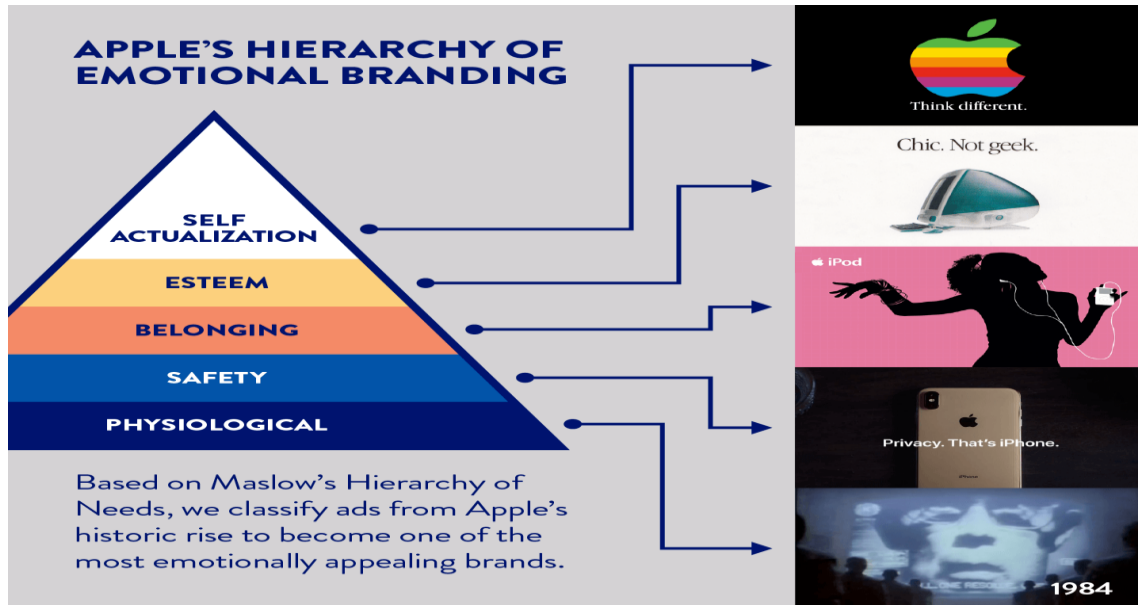


Figure 8: Hierarchy of Emotional Branding

Source: Page (2021)

3.6.4 Influence of Feature on Purchasing Decision

The technical aspects of a Smartphone assist the consumer in purchasing the phone. Product attributes must fulfil buyers' expectations when using the product, utilising and applying the product (Rahim, *et al.* 2010). The research by Lay-Yee, *et al.*, 2013), hardware also affects the scalability of the gadgets which constitute the attributes of smartphone such as, size, weight, colour as well design of the brand. Regarding the software although iOS pioneered and revolutionised the digital space since its inception, it is currently facing stiff competition from other technological giants. Although, companies nowadays have a high number of loyal customers, it needs to continue creating path breaking technological advancement.

When analysing, famous 'Think different' campaign, the message focuses on consumer self-image that transcends product features (Payne, 2017). The idea of absolute positioning given by Ries and Trout was made defunct in today's market place after the success of 'Think different' campaign. The conditional positioning has become more relevant (Wolfe and Sisodia, 2003) than the product's absolute positioning. It allows the consumer to define the marketplace and supports pull marketing strategies (Payne, 2017).

3.6.5 Product Lines and Business Strategy

Companies' abilities to combine extreme operating productivity is highest in efficiency standards when compared to its competitors. The addictive product design and excellent creativity command premium pricing and are capable of redefining the markets. This is a core feature of its business strategy. It is believed that a company's competitive edge, which is based on excessive productivity, will outperform the competition, growth and success defies this traditional notion (Heracleous, 2013).

The unique ability to design and develop its own operating systems for its hardware and application software to users can give brands an advantage over others. It equips the company to provide better services and a seamless experience to its customers for easier usages. The seamless integration of innovative design is the key to capitalize on the convergence of the personal computer, digital consumer electronics, and mobile communications. It can be achieved through consistent investment in research and development. However, as with many other businesses that offer a diverse range of products and services, some evaluating and adjusting the product/service portfolio is required regularly (Johnson, *et al.* 2018).

3.7 Role of Gender in Buying Habits

Men rely on the user ratings and reviews on the device's performance. Information available on TV is the second source in influencing purchase intention amongst men. However, they play a crucial role in offering brand advocacy and product launch for creating awareness amongst the consumer. Lastly, Newspapers have become rather obsolete for consumers as a reliable source of information to influence the purchase intention amongst the male consumers.

However for women, targeted TV Ads are the most reliable form of information to influence their purchase intentions, since, most of the TV ads are designed to target females. Hence, information through TV ads has a stronger influence for women purchasing behavior. The assumed reason for targeting ads is women take up different roles of life and has decision

making power about buying and consuming products for the maintenance of house and upbringing of the family which includes products required for carrying out day to day activities. Comparing to men the women less prioritizes the internet as the source of information and it plays lesser importance in influencing their purchase intention. In case of retail shopping women get easily influenced by the retailers influence as they tend to believe them as a credible source of information. For women, the last informative source influencing the purchase intention is the newspaper.

The world is constantly evolving with respect to digitalization and technology yet gender difference in adoption of it can be easily visible. According to a study by Kotze *et al.*, 2016) shows that women despite the technological advancements still show apprehensively in adopting high-technological gadgets. Women tend to avert buying gadgets with high perceived risk than men. This can be attributed to the factor that they undergo higher levels of cognitive processing regarding purchase intention than men. Hence, the foremost challenge is to support and encourage adoption of technology in mitigating perceived risk in purchase intention.

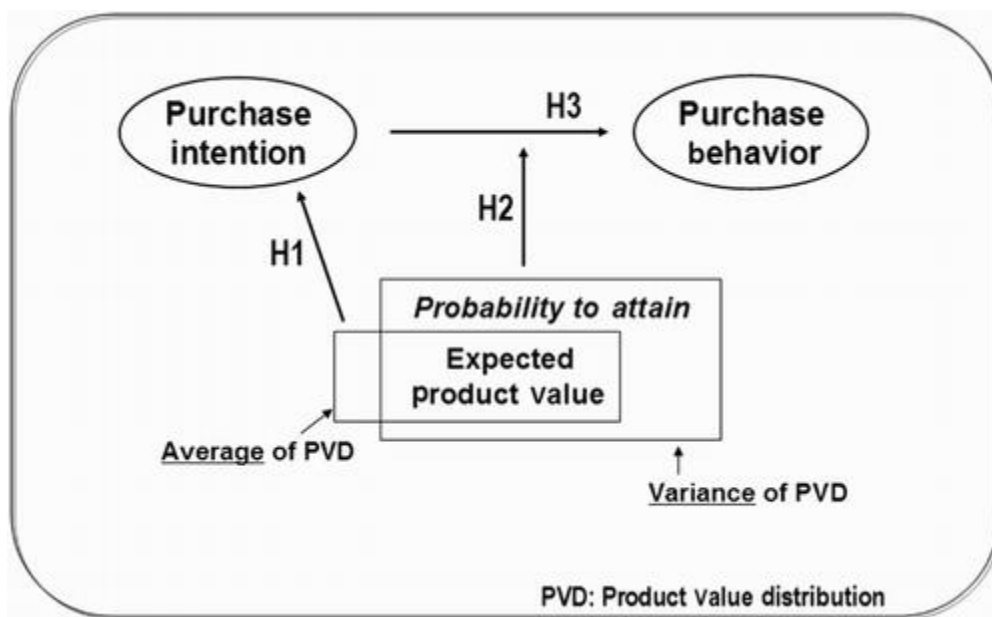


Figure 9: Research model for understanding purchase behaviour

Source: Lee and Lee (2015)

People who buy smart phones are often cost aware and consider cost to be the secondary in the consideration. Targeted improvement, camera quality, pixel density, internal storage, and mobile device multi - tasking were all considered as the primary factor along with brand image. According to customers the third most important factors is functionality and the aesthetics including the colour, style, design and look of the gadgets (Akkucuk and Esmaeili 2016).

Women, in comparison to men, place a greater emphasis on advertising in their judgement and, as previously mentioned, women are just the main focus demographic for many of these advertisements. Such commercials often remembered mostly in minds of women when buying, and this is why they play a significant role in the selection. However, for both men and women, when it comes to buying a mobile phone, the value proposition is a critical factor to remember because a company's brand image has been a strategic edge in vying with its competitors There is also a correlation regarding brand value and consumers' perceived value, when consumers cause people to equate their identity with the company's brand depending on the brand's popularity. As a result, in the case of smartphones, brand is highly significant (Chander and Raza, 2015).

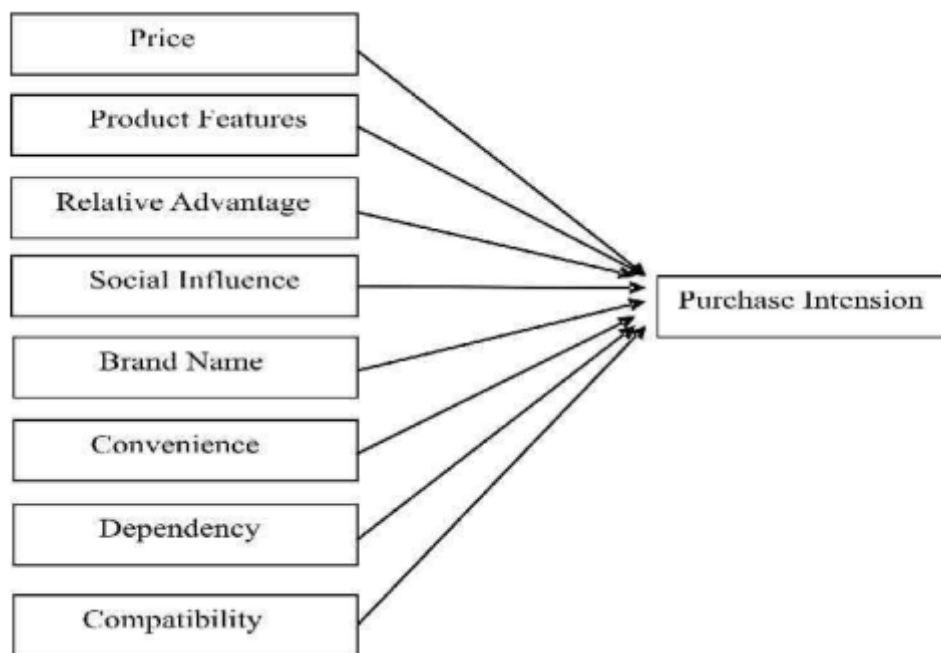


Figure 10: Study framework for determination of purchase intentions of buyers

Source: Kaushal and Kumar (2016)

4. Analysis

4.1 Apple Inc. Introduction

Apple Inc. is a multinational manufacturer of smartphones, personal computers, computer software, tablet computers, etc. The company started its operations in the year 1976 which was initiated by Steve Jobs and to date, it expanded into various segments of the consumer electronics market. The company holds a unique reputation in this industry where it can easily attract its potential customers through the unique design and features of mobiles.

Apple Inc. is an American multinational technology company based in California. Macintosh presented the iPhone as a progressive device off- a handheld computer cum-telephone with a built-in touch-screen internet browser, camera, music player, a note-taker, and many more. This progressive item opened up additional opportunities and merged useful undertakings, social signalling and indulgence (Oulasvirta, *et al.* 2011). A research on Apple's mobile phones showed that the design, features, and even price specify the ability that can influence customers purchasing decision in a positive direction by the brand value and position in the market. Apple continues to expand its high-end iPhone smartphone markets in the USA, Europe, China, Japan, and other countries (Zhong, et al, 2019).

4.1.1 The Global Dominance of Apple Inc.

In the first quarter of 2020, the quarterly income Apple was of \$91.8 billion, a record. Over the last decade, Apple's iPhone has been transformed from an innovative product to a predominant financial supremacy for consumers. Apple has sold over 1.35 billion iPhones in the last decade and as per the marketing forecasts, it is likely to dominate the mobile marketing planes in future also. So, the last decade could be seen as the iPhone (Apple's) decade (CNBC, 2019).

Apple or Android Nation?

Mobile operating systems market share in selected countries (as of July 2020)

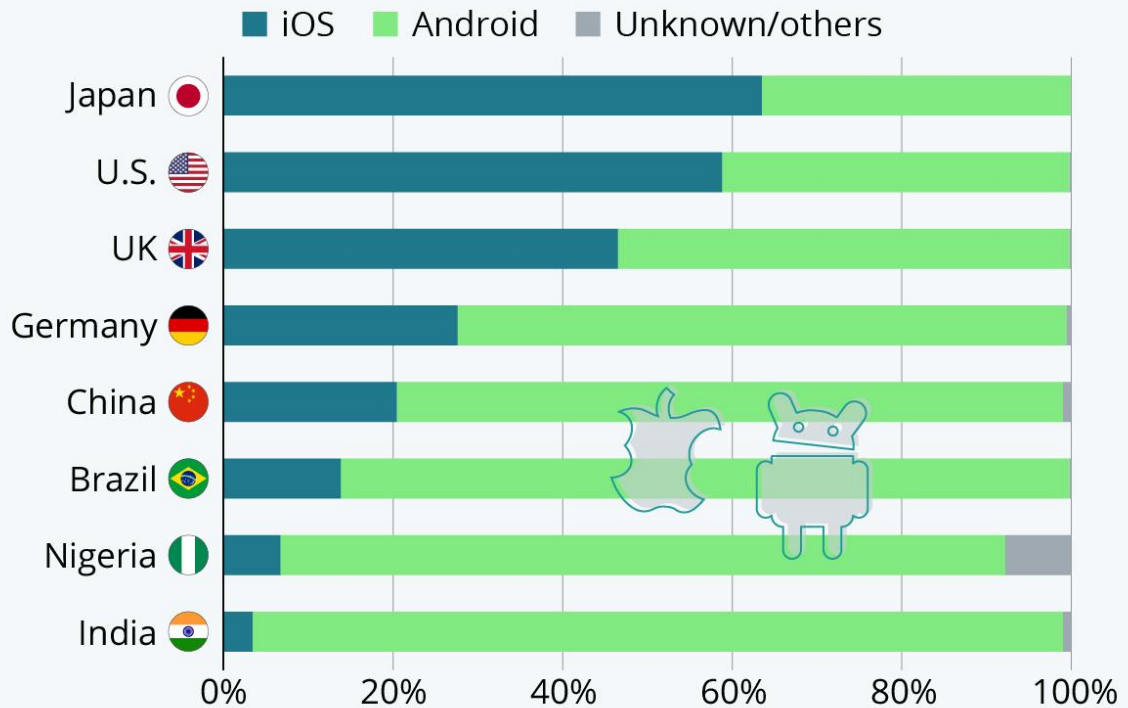


Figure 11: Apple iOS vs. Google's Android: Market share of popular operating systems globally

Source: Siddiqui (2020)

4.1.2 Vision of Apple Inc.

Apple, Inc.'s vision is as follows: "Apple is committed to bringing the best personal computing experience to students, educators, creative professionals and consumers around the world through its innovative hardware, software and Internet offerings" (Apple, Inc., 2018).

4.1.3 History of Apple Inc.

In 1976, Apple Computer Company was founded by Steve Jobs and Steve Wozniak. After successfully building their first computer circuit board, they got sales orders for 200 units (Wozniak and Smith, 2006; Young and Simon, 2005). They collected the funds for their venture by selling Wozniak's HP calculator and Job's van. The company was named after Job's farm in Oregon, where he was a joint owner. Wozniak was a brilliant engineer, and Jobs was a creative genius together; they dreamt of introducing an elementary and powerful computer in the market (Yoffie and Slind, 2008). Apple II was a huge success and marked as a significant product establishment (a simplistic computer system that folks used right out of the box) for the company; some 100,000 units were sold. By 1980, Apple started selling publicly available stocks. After a decrease in the net revenue deficit of 17 percent in 1984, Jobs was compelled to abandon Apple. From 1980-84 Apple launched the Macintosh computer ('Mac').

It had a svelte and user-friendly design; it failed to collect revenues, which was one of the major reasons leading to Jobs's initial departure from the company. Other significant explanations for the revenue crisis were slower response time and incongruent operating systems. John Scully replaced Steve Jobs; his objective was to optimize Mac computers' effectiveness to provide a more user-friendly alternate solution to IBM-compatible devices users and direct the technology sector in desktop publishing. Apple was able to cut costs whilst altering most of its manufacturing under the guidance of Scully. Apple's board of directors appointed a new company president after the gross profit for Apple devices tumbled to a decade low in 1993. Michael Spindler and Gilbert Amelio were the company's two new CEOs spanning a time period of 1993 to 1997.

Spindler concentrated on the (K-12) education and desktop publishing industries for which Apple controlled 60% and 80% of market shares, respectively. Spindler prioritized foreign expansion because 45 percent of the revenue for the financial year 1992 came from countries other than the United States. In the year 1995, Apple reduced its budget for RandD by 16 percent and reduced its workforce by 16 percent to cut down the expenses (Yoffie, 2005). Apple suffered serious losses despite the efforts. Apple's suffered a \$69 million loss after the first fiscal quarter of 1996 (Kehoe, 1996). After succeeding Spindler as CEO, Gilbert Amelio recognized the need for a new Mac operating system for its growth. He hence purchased

'NeXT Tech Company' from Steve Jobs in the year 1996. Steve Jobs was appointed as a part-time advisor initially, but when Amelio was dismissed due to poor performance, they became Apple's provisional CEO. Apparently, Apple suffered losses of \$1.6 billion during Amelio's tenure. After reclaiming Apple's management in 1997, Steve Jobs spent some time recovering the losses bore previously by Apple.

Steve Jobs struck a \$150 million deal with Microsoft ensuring Apple's products be compatible with Microsoft Office. The reason for doing so was to increase Apple's sales by combining it with a popular product enjoyed by many users then (Moisescot, 2008). This allowed consumers to use "plug and play" peripherals for Windows-based machines. During this time, Jobs turned Apple's brand image into a "cool" alternative by offering computers with tightly integrated user interfaces and cutting-edge interfaces (Edwards and Burrows, 2007). Under Job's innovative guidance, the business flourished.

The company produces, creates, and markets several technological communication and information devices, personal computers, software, facilities, third-party digital content, and applications. The following tangible products are available: iPad, iPhone, Mac computer, AirPods, Apple Watch, Apple TV, and HomePod. These are provided by Apple and specialized software applications like operating systems - iOS, macOS, and watchOS, and tvOS, Cloud storage facilities like iCloud. Payments feature like Apple Pay are some of the products or services offered by Apple.

The iTunes Store, App Store, Mac App Store, TV App Store, Book Store, and Apple Music (collectively "Digital Products and Services") are produced and distributed as digital services and information. Apple sells and markets its goods through direct sales at the outlets, online stores, third-party telecommunications network providers, distributors, suppliers. The Company offers a range of third-party Apple-compatible items, such as application software and various accessories, through its retail and online stores.

4.1.4 Products by Apple Inc.

iPhone

The iPhone is Apple's range of smartphones that run on the iOS platform and eligible computers; the iPhone contains Siri, a patented virtual assistant, making the user interface much easier. In 2018, Apple released three new iPhones - iPhone XS, Xs Max, and iPhone XR. iPhone Xs and Xs Max boasted a Super Retina OLED display, glass body design, an improved camera, and equipped fast processors. The iPhone XR was launched in October 2018 with a Liquid Retina LCD and a glass and aluminium build body. Among the company's previous smartphone versions iPhone 8, 8 plus, 7, and 7 Plus are noteworthy.

IPad

The iPad is a series of multi-purpose tablets, including the iPad, iPad Pro, iPad Air, and iPad mini, based on Apple's iOS operating system. Siri, Touch ID, and Apple Pay are all available on various versions of the iPad. In 2018, the company unveiled an iPad with Apple Pencil compatibility. The same year Apple launched a new iPad Pro, compatible with Smart Keyboard and Apple Pencil. Face ID was integrated into the latest iPad Pro (11-inch and 12.9-inch) variants with a Liquid Retina LCD and aluminium and glass body by Apple. iPad downloads, organizes, and plays games and loads digital content via the App Store, iTunes Store, Apple Music, and Book Store.



Figure 12: Apple product strategies

Source: Zamzam (2013)

Mac

Mac is a series of Apple’s desktop and portable computers, which runs on a macOS operating system. Mac is enabled by Siri, Apple Pay, and Touch ID. The iMac (21.5-inch) variant, iMac (27-inch), iMac Pro, Mac Pro, and Mac mini are Apple's desktop computers. MacBook, MacBook Air, MacBook Pro, and MacBook Pro with Touch Bar are their portable computers. MacBook’s are the series of laptops produced and sold by Apple.

4.1.5 Operating systems by Apple Inc.

IOS

It is Apple's operating system for smartphones, which is used to control all iOS devices. iOS systems that are enabled and compatible with devices containing Mac and Windows operating software. The iOS is regularly updated for better performance, enhanced communication features, and a quicker response time with better implementation of augmented reality and smart pairing with third-party apps through Siri.

MacOS

MacOS is the Firm's operating system for desktops and PCs, It offers a streamlined, intuitive experience to the users, and the foundation of the OS is built on an open-source UNIX code. The customer can access any content through iCloud with iOS-enabled devices, Macs, and other compatible devices. Users can also access and download content and apps. The recent macOS Catalina is the 16th major update of macOS, which merges iPad apps into the Mac, the iPad functions as the second screen. It also has an improved and enhanced Photos and Notes App. macOS also provides improvements to the desktop through cross-platform support for third-party apps.

WatchOS

Apple Watch operates on watchOS, which is Apple's operating system specifically designed for watches. The firm launched watchOS 5 in 2018, which includes new features such as auto- workout detection, activity sharing with others, advanced running features, Apple Podcasts, and third-party applications such as Siri watch face to help users stay safe and linked.

TvOS

Apple TV's operating system is known as tvOS. It is based on Apple's iOS. The tvOS allows app developers to build Apple TV-specific applications and games, which can then be sold to Apple consumers. Siri is integrated into tvOS, allowing users to search through applications and services.

4.1.6 Services Digital Content and Services

Customers can rent or purchase movies, buy or download or stream music and TV shows, and download free podcasts via iTunes Store, available on all iOS devices, Mac and Windows laptops, and Apple TV. The applications in App Store are enabled with in-app purchases for downloading and enjoying content by users. However, to download and install Mac computer applications, users need to download and navigate Mac App Store. In Apple TV, users need to access applications and games through the TV App Store. Many e-books from a wide range of authors and publishers can be accessed through the Book Store, available on both iOS and Macs.

Apple Music is available for streaming and listening to music. It is a streaming service that is subscription-based. It provides access to the Apple Music library it creates a curated list matching the user's previous listening experience. It continually evolves with the user's playing or downloading behaviour.

iCloud

Apple's cloud service is known as iCloud; it stores all types of documents such as music, images, contacts, calendars, mail, and documents. It regularly updates the database; it can be accessed through various linked Mac, compatible Windows computers, iOS devices, and Apple TV.

AppleCare

AppleCare is a service provided by Apple Inc. Customers can choose from a variety of service services provided by the company. These include built-in software support, manuals, electronic product, and online support with technical assistance and extensive details on products; phone support eligibility and hardware repair coverage are some of the utilities extended through subscription-based AppleCare+ and the AppleCare protection plan ("APP"). AppleCare+ includes extra protections for unintended injury and is only available in some countries and for particular goods. In the United States, iPhone's AC+ covers losses due to theft.

Apple Pay

It is a cashless payment service developed by Apple; it is currently available in few selected countries and provides a quick, safe, and private payment mode. Users may use Apple Pay for transactions and in stores that support contactless payments and purchases made inside apps on eligible devices. It partners with major credit and debit card networks and loyalty schemes, and store-issued credit and debit cards. Apple Pay Cash was introduced in the United States in December 2017, enabling peer-to-peer payments using Apple Pay.

4.1.7 Other Products

Apple TV

Apple TV gives users direct access to digital content for streaming video, music, and sports and viewing images through connecting to the TVs. From Apple Music and other media services can be accessed through Apple. It supports multimedia content from Mac and Windows computers to stream via Home Sharing and allows streaming on compatible Mac and iOS devices via Airplay. It is based on apps designed for television and runs on Apple's tvOS operating system. The content can be accessed using voice through Siri enabled in the Apple TV remote. Apple TV and Apple TV 4K, which support 4K and HDR content, are available.

Apple Watch

The Apple Watch blends the watchOS user experience with innovations built exclusively for a smaller computer, for example, Digital Crown. It is a navigation tool that enables users to seamlessly navigate while zooming and creating compact structures on the watch. Another app, Force Contact, is a system that uniquely differentiates between a tap and a click, allowing users to navigate between the apps seamlessly. One of the peculiar features is users can chat from their wrists, fitness with exercise and workout, and monitor their health. The current series has an upgraded design that includes a wider display screen and a smaller shell, and new health-tracking features.

Other

Some other features that Apple Inc. is providing are Air Pods, HomePod, Beats products, and iPod touch. Air Pods are affordable headphones that communicate with the help of Siri. High-fidelity portable smart speakers that communicate with Siri are known as Home Pod. These were launched in February 2018.

Apple Inc. has become a household name and cultural force through the persistent effort of Steve Jobs since 2001 (Deutschman, 2000). A variety of personal computing products, including computer and compact machines, peripherals, and related devices, are marketed by Apple. Mac OS X (proprietary Mac operating system technology), cloud technology and related solutions, technical software applications, user education, and industry software applications are all examples of computing products. Apple also manufactures, produces, and sells the iPod, portable music players, iPhone mobile networking systems, and associated hardware and utilities, such as online content delivery via the Apple iTunes Store, to Mac and Windows consumers. Apple Inc. has become a financially profitable technological firm of the past decade due to its diverse product offerings (Malin and Finkle, 2011).

According to the annual Apple Inc. report of 2018, Apple's corporate plan is to "bring the best personal computing, portable digital music, and mobile communication experience to customers, teenagers, educators, companies, and government agencies through revolutionary hardware, applications, peripherals, services, and Internet offerings".

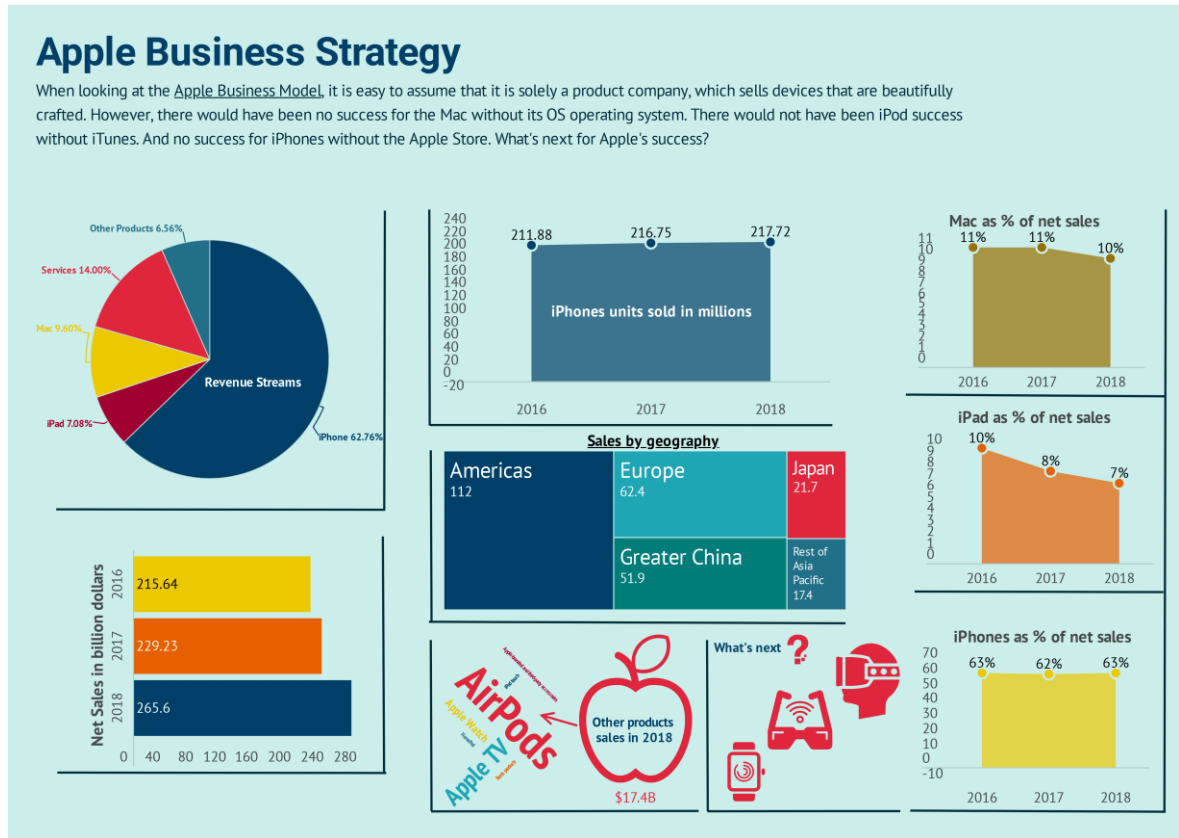


Figure 13: A Look at Apple's Business Strategy for the Coming Years

Source: Cuofano (2021)

Apple's immense popularity can be traced to the iPod and iPhone's promotion and distribution techniques which are also their best selling and innovative products. Apple products' marketing plan is to develop unique and creative services and products with a unique style and design and elegant and appealing direct-to-consumer communications (Yoffie and Slind, 2008).

Apple's promotional policy is to portray their goods as chic, fashionable, and hip, for example, vignettes of people dancing with headphones and listening to songs iPod headphones or users conversing with friends while actively accessing famous iPhone "apps." It is cool and prestigious to own Apple goods. Both the iPod and the iPhone were launched into a saturated market. In the early 1980s, "walkman," a portable music device, allowed users to listen to music on the go. On the other hand, the iPod revolutionized how music could listen with its ability to store up to 1000 tracks and retrieve them as per convenience.

The iPod was responsible for Apple's exponential growth as a corporation by 2008 (Malin and Finkle, 2011).

Interestingly, the iPod was originally a flop when it was released in 2001. Some people believe it was a commodity that was way ahead of its time. One factor may be because the internet speeds were originally prolonged, making high-speed music downloading impossible before broadband became more popular. Furthermore, Apple focused on word of mouth and spent relatively little money on the iPod's initial marketing and advertisement.

When iPhone made an entrant to the competitive cell phone market, it wasn't just a competition to other cell phones with basic features like making calls and sending emails (Heracleous, 2013). Rather, Apple produced a game-changing device that was praised as being five years ahead of its rivals by others. It was further cemented as a one-of-a-kind device through its sleek design, trendy style, and touch screen interface, further bridging the gap between a cell phone and a laptop.

The status of owning and using an iPhone has been a driving force behind customer adoption. Its exponential growth in market share has inspired other businesses to clone its features (e.g., the Android) (Nik, 2019). Because of its founder's competitive nature toward ingenuity and invention, the organization has a good reputation (Schmeiser, 2008). However, Apple's iPhone launch was marred by a series of publicity blunders. For one thing, the original price of the iPhone was \$599. The price was lowered to \$399 within three months of the product's launch. Although early adopters received rebates, Apple's most loyal consumers may have felt deceived. Furthermore, Apple's focus on the iPhone and iPod, which account for the bulk of total revenue, is one of its weak points (Khan, *et al.* 2015). If imitation is the sincerest type of flattery, Apple's in-store distribution plan is on the right track. Microsoft and Sony, two big tech giants, have started to imitate Apple's department store worlds.

Even if it is a world-class business, market danger, operating risk, liquidity risk, and credit risk cannot be avoided. Macroeconomic indicators such as GDP, inflation, unemployment risk, interest rate, and exchange rate also impact. The company's operations, operating performance, financial situation, and growth will all be affected by the risks it faces (Nik, 2019). Apple was declared one of the largest publicly traded corporations globally by market capitalization in the year 2018 and was also ranked 4th on Fortune 500 by total revenue in

2018. The following study will analyse these product marketing, market risks, and pits' influence on the consumers' purchasing habits.

4.2 Methods of Analysis

The author schedule and conduct an online survey questionnaire to understand more about the impact of gender on the purchasing behaviour of loyal customers of Apple. This questionnaire mainly targets the male as well as female candidates and their perception towards the technology and benefits given by Apple through their products (Lochmiller and Lester, 2015).

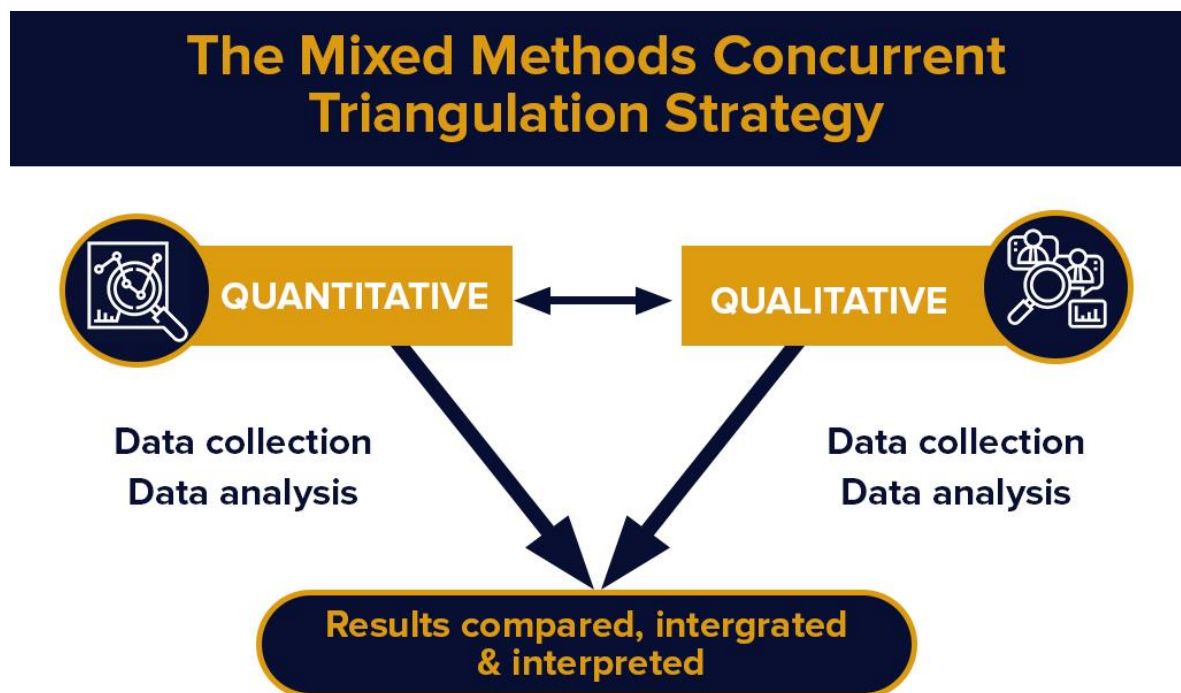


Figure 14: Mixed Methods

Source: Bouchrika (2020)

Primary

Primary data is the information collected from the respondents to collect relevant and specific information. The primary data will be collected from the questionnaire which is

directed to the loyal customers of Apple. The primary data collected from these respondents will be proved and complemented by the secondary data as the choices given to respondents on the questions will be obtained from the secondary source of data. It will be close-ended questions where multiple-choice questions will be given to respondents (Palvia *et al.* 2015). The researcher did not plan to collect the answers through open-ended questions to limit the scope of the study and also, he did not feel the requirement of collecting the explicit data for this study.

Survey Questionnaire

The questionnaire will be conducted electronically where it will be shared through different platforms like Facebook, Instagram, email, etc. to reach the target audience effectively. The reason for sharing it on a different platform is the fact behind this that all respondents did not fill the questionnaire willingly so that any incorrect or incomplete questionnaire found by the researcher will get eliminated to maintain the quality of the study (Mun *et al.* 2017).

The questionnaire will be close-ended and include different types of questions to collect detailed information on the habits, behavior, and perception of male users of the smartphone of Apple (Heerman *et al.* 2017). This questionnaire will be based on different types of questions so that the researcher will understand more about the male respondents and their behaviour and habits towards purchasing the products of Apple. It will be multiple-choice questions where the close-ended questions with adequate, appropriate, and suitable answers will be given to respondents so that they can relate their behavior with the given options.

This questionnaire will be arranged on the online platform where different social media and email will be used to send it. However, it must be brought to the notice that these online platforms will only accept complete questionnaires i.e. the respondents are required to fill the answers to each question to participate in the survey.

The main reason for collecting the data on the behavior of male customers towards the products of Apple is to assist the representatives of Apple to develop the marketing campaign and marketing strategy in such a way that their loyalty will be maintained. Furthermore, the questionnaire is designed in such a way that it elicits information on both consumer behavior and the use of features of the product. This online questionnaire will be translated into the local language for its simplicity and easy understanding (Keusch, 2015).

In this study, the questionnaire was pre-tested on particular respondents who possess similar attributes with the actual respondents i.e. males and their loyalty to products of Apple in order to make sure that the meanings and instructions given in the questions were clear, simple, beneficial, and unambiguous to the subjects. Therefore, a sample of 100 respondents has partaken in the pilot survey and the researcher made necessary changes as per the inputs given by these individuals while designing the actual questionnaire.

Secondary

In the secondary data, individuals were not involved in collecting and interpreting the collected data. Secondary data mainly collected from the published data from different sources or it may be dependent on the original data.

Secondary data are available in some published form where it is mainly used to prove the accuracy of data collected from the primary research. Several researchers and authors have an emphasis on identifying the impact of gender on the purchasing behaviour of customers towards smartphones that help the smartphone companies including Apple to develop their marketing strategy and maintain their rapport as well as the loyalty of the current customer base (Johnston, 2017).

There are several experts and authors who had focused on understanding the behaviour of males towards selecting the products of Apple over its competitor's products. The sources used by the researcher to collect secondary data are published papers, magazines, case studies, books, the internet, manuals, documents, etc. Books written by famous authors of marketing like Kotler, Simon Sinek, etc. give valuable information in relation to understanding the behaviour of the customers through different ways. Apart from this, several authors whose papers were published in different academic journal sites helped in identifying the impact of gender and it becomes a part of the success of Apple.

Quantitative and Qualitative Data

Quantitative data includes numerical data which can be measured. The value of the data can be counted on the numbers where every data-set has a distinct numerical value related to it. This quantitative data can be used for statistical analysis likewise making the real-life decisions derived from the mathematical derivations. Quantitative data is mainly used to get

answers to questions like, how often, how many, how much? The data collected with this approach can be verified or interpreted easily by using appropriate mathematical techniques or statistical tools. However, the main emphasis of this study is given to understanding the consumer behaviour of male consumers, where their loyalty in terms of the number of total units purchased by them of the smartphones of Apple define their loyalty and brand reputation (Miles *et al.* 2018).

As mentioned above that the source which will be used to collect the quantitative data will be a questionnaire where a customized question will assist in getting better consideration of the factor that influences the consumer behaviour, brand as well as marketing success of the company.

Whereas, qualitative data did not focus on numbers and is used to understand the views, perception, and opinion of people. This data is comparatively difficult to measure and interpret as it is written in descriptive words where the meaning of the words or sentence can be different for the reader or writer. Quantitative data is better described as data that assist in collecting characterized and approximate data. Thus, as per the nature of the research, the researcher decides to use qualitative data to collect the relevant data. It will help in analyzing the patterns and trends between the consumers (Miles *et al.* 2018).

The questionnaire was done absolutely anonymously as the researcher did not select those respondents who were not comfortable giving answers or personal information for the study. It is because the answers given by the respondents contribute a lot to decide the fixed trends i.e. the behaviour or perception of male consumers towards the smartphone of Apple and its features. This is essential to maintain the significance and reliability of the data and to get the right answers to the questions (Mackey and Gass, 2015).

There are several studies conducted on the success of Apple. Hence, this is the reason for using secondary data to validate the consistency of primary data. As mentioned above that primary data will help in identifying the factors that will be validated and proved by the secondary data.

4.3 Qualitative Analysis

The research conducted for exploring the impact of Gender on consumer behaviour is delivered in the report towards developing an understanding of the purchasing behaviour of Apple Inc. customers. The research demonstrated a company overview in detail where Apple Inc.'s background is summarised. It is identified that Apple Inc. has a mission and vision to cater to the demands of customers in a product that can make a difference in society as well. Apple Inc. has always been able to pioneer technology that brings a new level of IT to the market (Luchs and Mooradian, 2012). The uniqueness of the company and its products focus to influence consumer behaviour in the market. The company is having a global dominance and has been considered a luxury brand in all parts of the world. The competition to the brand has been increased in the past few years but the brand image is still intact among the loyalty of customers (Luchs and Mooradian, 2012).

The mentioned information in the research is based on delivering the history view of Apple Inc. along with the top listed products of the company. All the products with the features have been explained in the research to connect with consumer behaviour towards its purchase (Kolyesnikova *et al.* 2009). It has been identified that these products offer unique and quality assured features which attract customers towards the product even at high prices. Loyal customers tend to have this brand for a reason of convenience, security, functions, and business purpose (Kolyesnikova *et al.* 2009). The brand introduces with some advanced software updated in its phones and electronics which performs useful functions better than any other brand till date.

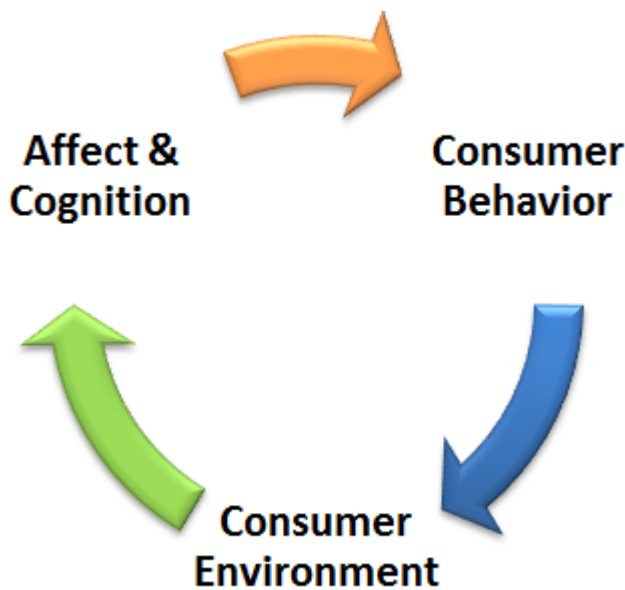


Figure 15: How Apple Uses Consumer Behaviour Marketing to Win

Source: Stephen Zoeller's Marketing Blog (2021)

A brand-conscious consumer has been defined in the research who is loyal to the brand because of quality, personal experience, vision, purpose, and complete package. It is mentioned in the research report that the company is having its software and hardware processes and systems which makes it convenient for brand-conscious customers. They are expected to use only Apple products and services (Herter *et al.* 2014). This is also one of the concerns which identified that customers using Apple Inc. Products are forced to use its other services as it does not support many applications which android supports. This makes customer's even ditch the brand because of the unavailability and usefulness of the product. The brand is considered to be a luxurious product and is mostly used by High-end customers in most parts of the world (Herter *et al.* 2014). Whereas, it is recorded that company has its maximum sales in the world than any other brand.

Further research report informed in the collected data that consumer behaviour completely depends on the customer perception towards a brand. The perception can be changed which is focused by the companies while advertising and promoting their brands (Martens, 2009). Consumer behaviour depends on the needs and motivation to buy any product. Focusing which the marketing strategies of the companies takes place in the market. The research objective is to understand the factors which influence consumer behaviour, the gender

impact on customer's purchase, and the marketing strategies of Apple Inc to influence customer behaviour (Martens, 2009).

It has been assessed in the report that Gender plays an important role in purchasing behaviour of a customer. This is because men and women have different perceptions and attitudes towards their needs and requirements. This generally applicable to every society in the world that women and men are way different while it comes to consumer behaviour (Richa, 2012). Women tend to like more soft music advertisements whereas men are more inclined towards the humorous and technical aspects of the advertisement. Both the gender has emotional context towards a brand.

However, it is also important to notice that experience from any brand affects the same level of consumer behaviour. As the report ascertained, many factors make gender influence customer behaviour. The income of a customer is one of the greatest reasons which Apple Inc. identified (Radojka and Filipović, 2017). Due to the lower-income status of women in many parts of the world, their behaviour towards purchasing is different from men. As the products are expensive in Apple Inc., it has been seen that they tend to purchase less from Apple store as compared to men. There are reasons for personality to have different consumer behaviour. Personality comes under gender as women have a different personality, thought process, and desire than men. This brings out distinctive consumer behaviour. The lifestyle of women and men is distinctive in every part of the world. Women are more network-oriented, whereas men are considered to be task-oriented (Radojka and Filipović, 2017). These different features and personality traits in a person deny their consumer behaviour.

4.4 Quantitative data analysis

Question 1- What is your gender?

Table 1: Gender of respondents

| OPTIONS | RESPONSES |
|----------------|------------------|
| Male | 50 |

| | |
|--------|----|
| Female | 50 |
|--------|----|

Source: Author Work (2021)

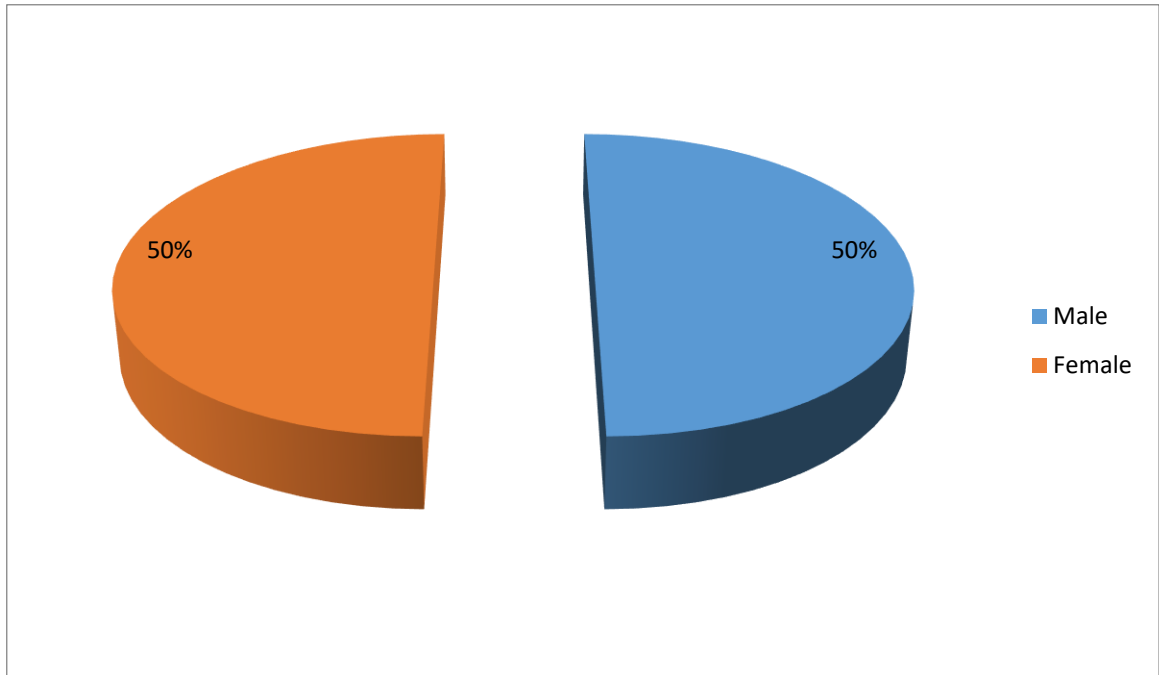


Figure 16: Gender of respondents

Source: Author Work (2021)

It is evident from the survey conducted that the total respondents undertaken for filling the questionnaires were 50% males and 50%, females.

Question 2- In which age group you are?

Table 2: Age group of respondents

| OPTIONS | RESPONSES |
|---------|-----------|
|---------|-----------|

| | |
|-------------|----|
| Below 18 | 7 |
| 18-25 | 12 |
| 26-30 | 18 |
| 31-35 | 25 |
| 36-40 | 13 |
| 41-45 | 15 |
| 45 or above | 10 |

Source: Author Work (2021)

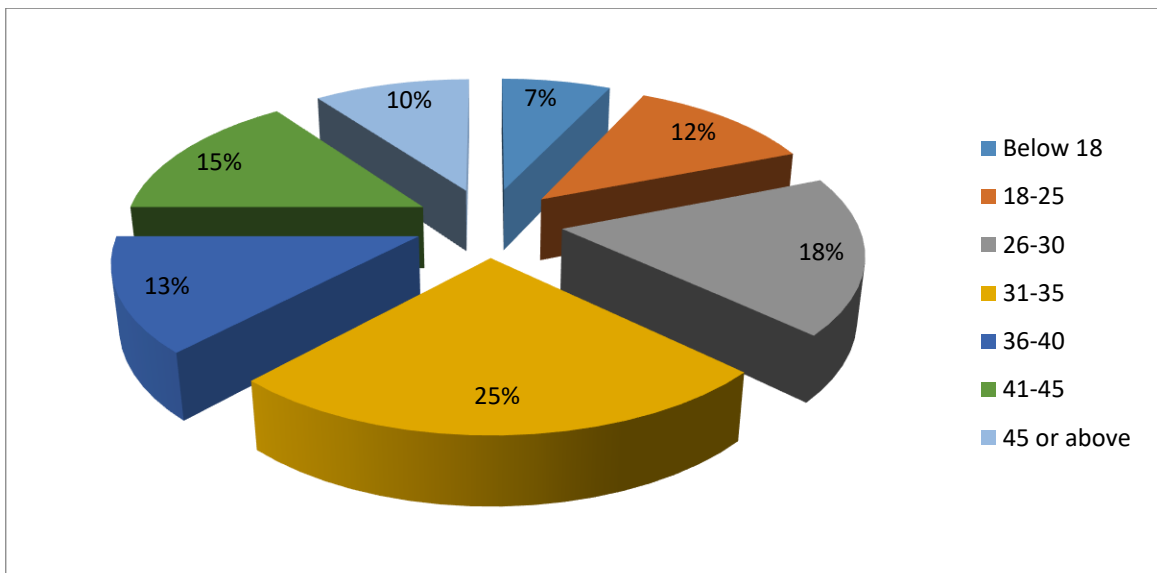


Figure 17: Age group of respondents

Source: Author Work (2021)

It was evident from the survey conducted that a major chunk of the respondents that were 25% belonged to the age group of 31-35 years. Then 18% of the respondents belonged to the age group of 26-30 years, and then a further 15% of the respondents came under the bracket of 41-45 years of age. Moreover, 13% of the respondents were taken from the age group of 36-40 years and then the rest belonged to the age groups of 45 or above and below 18 years.

Question 3- How much is your monthly income?

Table 3: Monthly income

| OPTIONS | RESPONSES |
|------------------|------------------|
| Below 5000 | 5 |
| 5,000-10,000 | 8 |
| 10,000-20,000 | 12 |
| 20,000-30,000 | 20 |
| 30,000 and above | 55 |

Source: Author Work (2021)

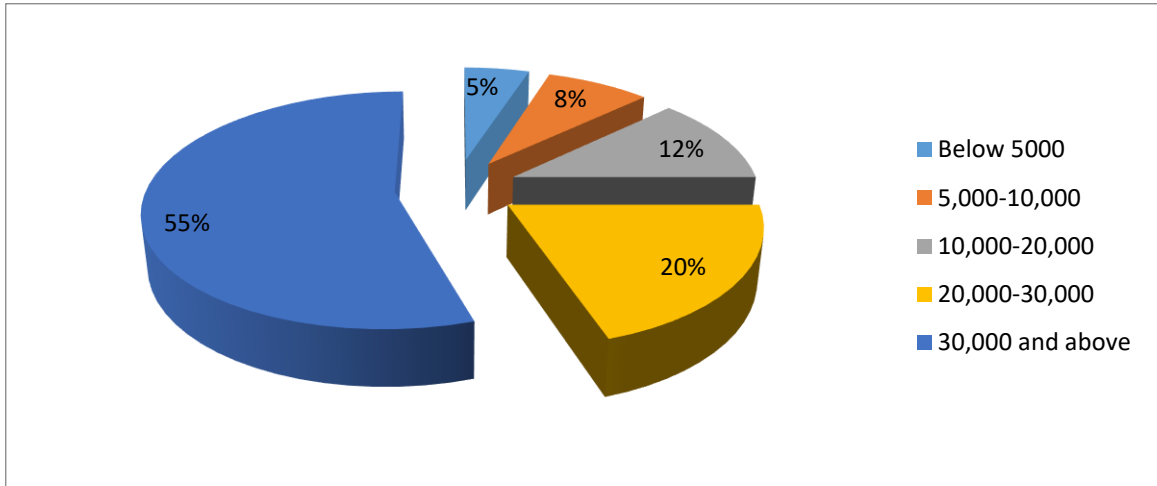


Figure 18: Monthly income

Source: Author Work (2021)

The respondents that were taken for the survey were from different income backgrounds wherein, the major chunk of the respondents that is 55% had an income of 30,000 or more. Then 20% of the respondents possessed an income of 20,000-30,000 and furthermore, 12% of the respondents earned an income between the brackets of 10,000-20,000. Moreover, the respondents were also taken from the income backgrounds of below 5,000 and 5,000-10,000 which accounted for 5% and 8% of the total respondents.

Question 4- Do you own any Apple products?

Table 4: Owns Apple products

| OPTIONS | RESPONSES |
|----------------|------------------|
| Yes | 100 |
| No | 0 |

Source: Author Work (2021)

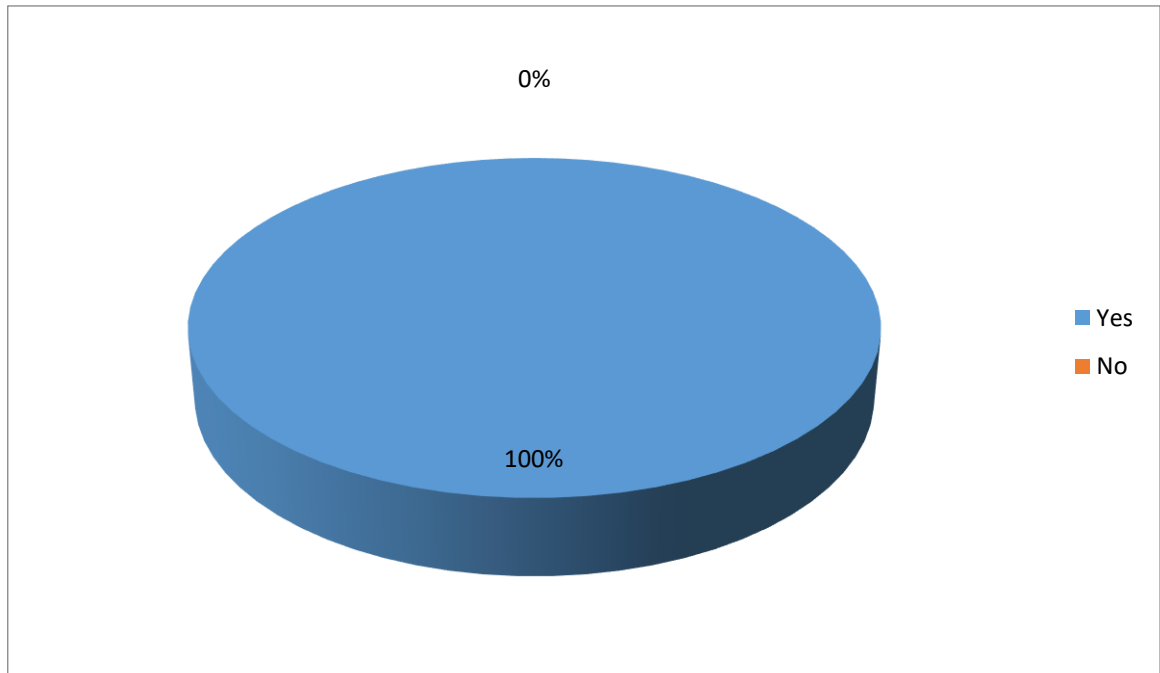


Figure 19: Owns Apple products

Source: Author Work (2021)

All the respondents that were taken into consideration for conducting the survey were totally from the chunk of the population that owned an apple product so, that they can answer the questions that were asked further in the questionnaire. Thus, 100% of the respondents owned an apple product on the basis of which further analysis was conducted.

Question 5- What product do you own?

Table 5: Product's owned

| OPTIONS | RESPONSES |
|---------|-----------|
| I phone | 45 |

| | |
|-------------------|----|
| I pad | 12 |
| I phone and I pad | 18 |
| I smartwatch | 10 |
| All of them | 15 |
| None of them | 0 |

Source: Author Work (2021)

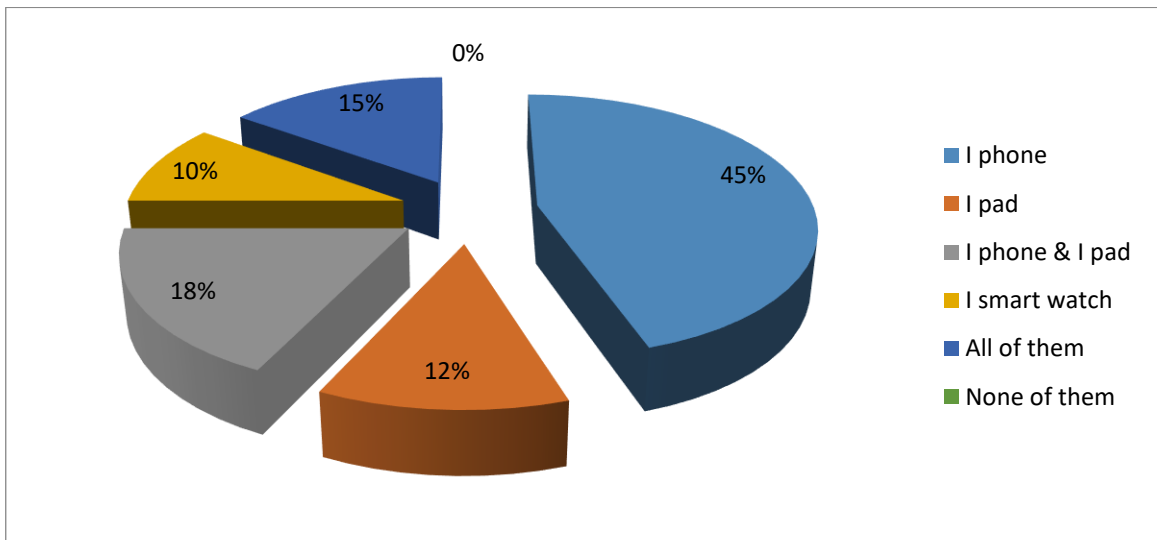


Figure 20: Product's owned

Source: Author Work (2021)

When the respondents were asked about the apple products, they owned then a majority of the respondents that is 45% said that they owned an iPhone. Then 12% of the respondents stated that they owned an iPad whereas, 18% of the respondents confirmed that they owned both an iPhone as well as an iPad. Furthermore, 15% of the respondents owned all the

products offered by Apple and 10% of them owned just a smartwatch. And finally, there was no respondent that did not own any apple product

Question 6- What is the colour of your Apple Product?

Table 6: Colour of product

| OPTIONS | RESPONSES |
|----------------|------------------|
| Black | 20 |
| Pink | 10 |
| Grey | 13 |
| White | 25 |
| Beige | 15 |
| Blue | 17 |

Source: Author Work (2021)

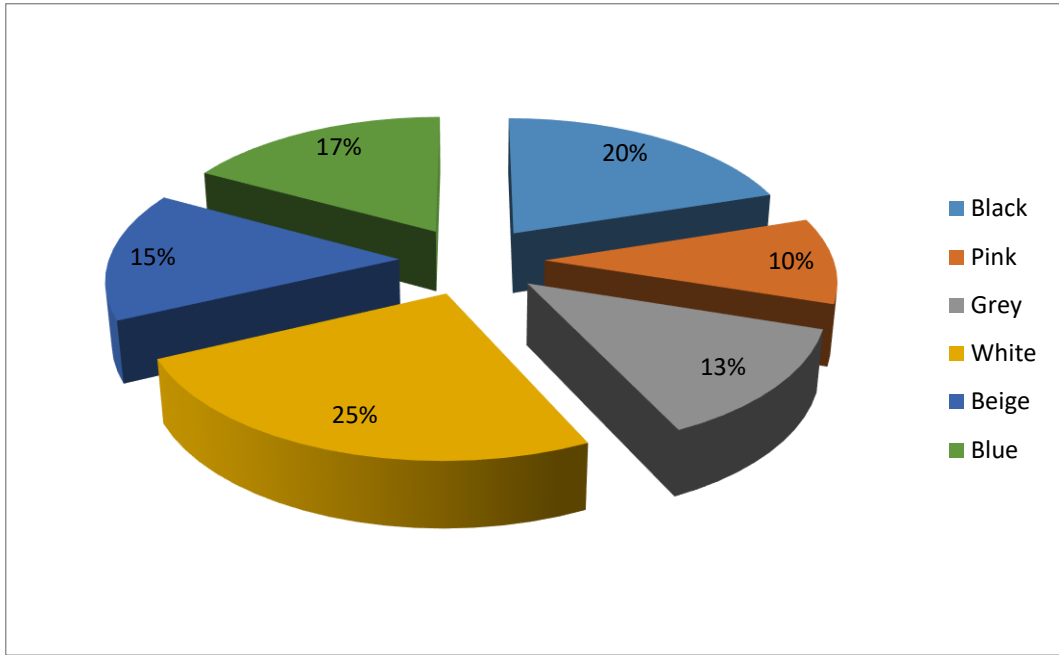


Figure 21: Colour of product

Source: Author Work (2021)

The next question that was posed to the respondents was regarding the colour that their apple product had wherein, a major chunk that is 25% of the respondent said that they had a white colour Apple product whereas, 20% stated that they had black coloured apple product. Moreover, 17% of the respondents owned a blue-coloured product whereas, 15% of respondents had a beige colour product of apple. Furthermore, the owners of a grey and pink product of apple were accounted to be 13% and 10% respectively.

Question 7- Do you agree, Apple products are worth their price as compared to the competition?

Table 7: Apple products are worth their price as compared to the competition

| OPTIONS | RESPONSES |
|----------------|------------------|
| Highly Agree | 35 |

| | |
|-----------------|----|
| Agree | 25 |
| Highly Disagree | 13 |
| Disagree | 10 |
| Neutral | 17 |

Source: Author Work (2021)

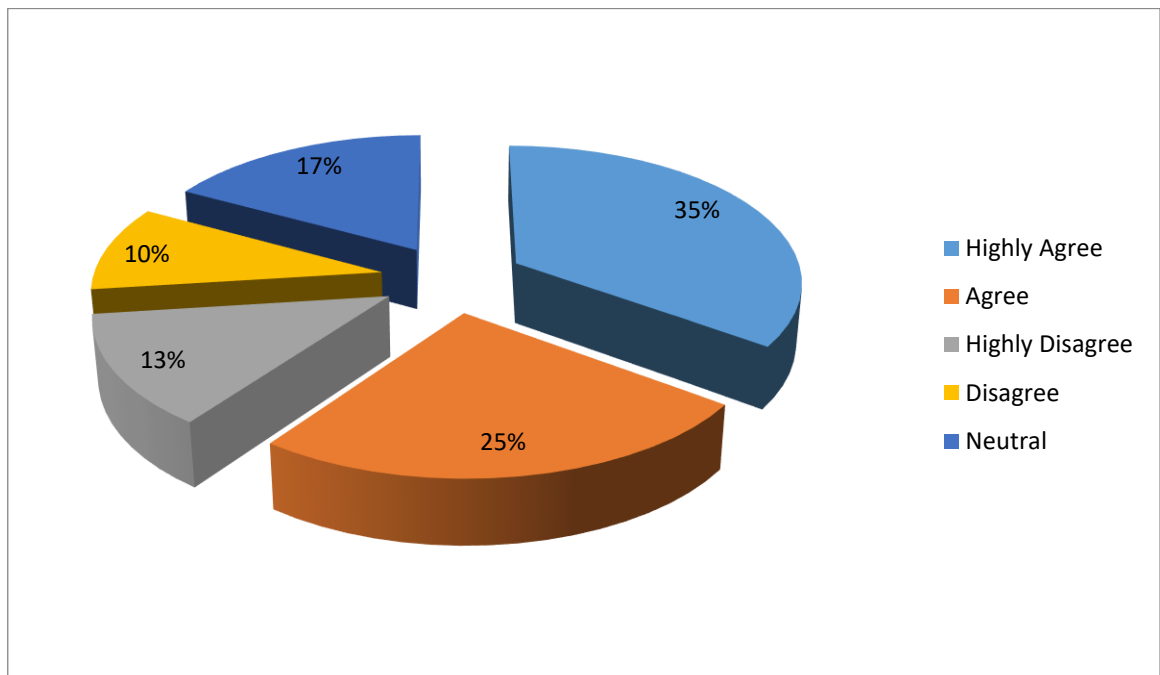


Figure 22: Apple products are worth their price as compared to the competition

Source: Author Work (2021)

Respondents were asked about the fact that do they agree that Apple products are worth the price when compared to its competitors then 35% of the respondents highly agreed to this

statement whereas, 25% of the respondents just agreed to this fact. Then further, 17% of the respondents were neutral about this statement but 13% of the respondents highly disagreed with this fact. And the rest 10% of the respondents just disagreed with this fact.

Question 8- What are the Apple products features influence you the most to purchase?

Table 8: Influence of product features of Apple on purchase

| OPTIONS | RESPONSES |
|-------------------------------|------------------|
| Visual Look | 16 |
| Camera | 25 |
| Internal unique features | 15 |
| Security and privacy features | 20 |
| Battery | 9 |
| Processor | 15 |

Source: Author Work (2021)

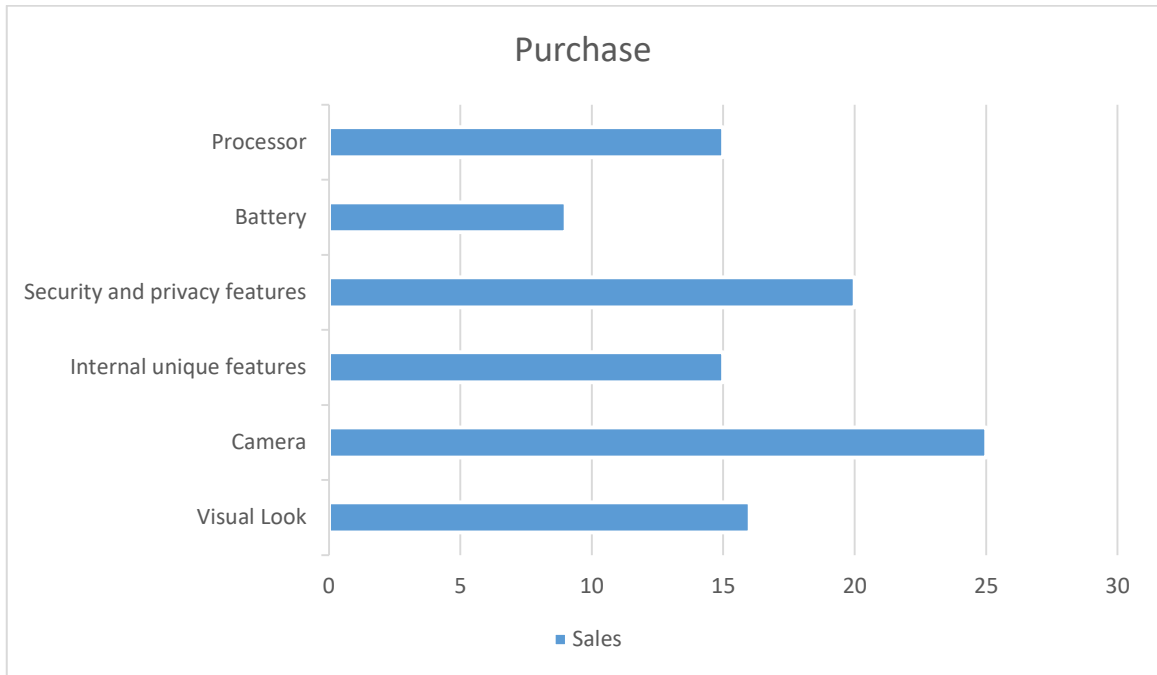


Figure 23: Influence of product features of Apple on purchase

Source: Author Work (2021)

It was evident from the above question that out of the total respondents 25% believed that the camera as an apple product feature has mostly influenced to purchase the apple product. Then, 10% of the respondents were influenced by its security features and 16% believed that its visual look influenced them to buy an apple product whereas, 15% of respondents believed that its processor and internal unique feature influenced their purchase. Then finally, only 9% of the respondents were influenced by its battery feature.

Question 9- Do you agree that Female customers mostly opt for Pink colour in comparison to men?

Table 9: Determination of Female customers mostly opt for Pink colour in comparison to men

| OPTIONS | RESPONSES |
|-----------------|------------------|
| Highly Agree | 55 |
| Agree | 15 |
| Highly Disagree | 10 |
| Disagree | 5 |
| Neutral | 15 |

Source: Author Work (2021)

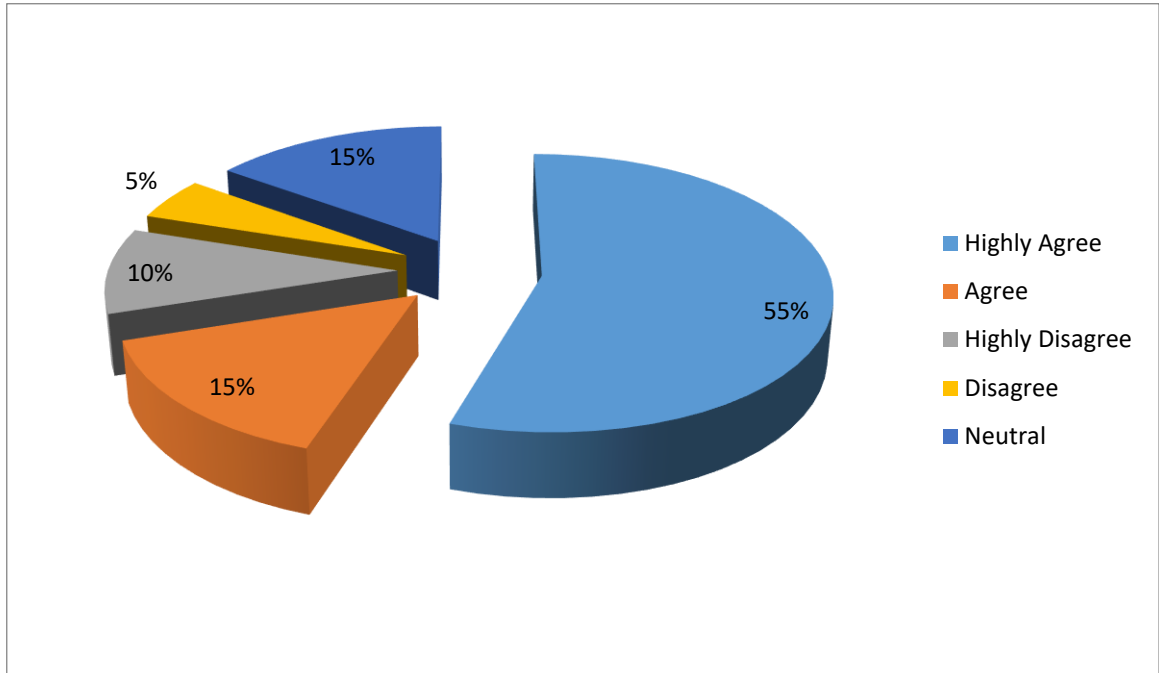


Figure 24: Determination of Female customers mostly opt for Pink colour in comparison to men

Source: Author Work (2021)

When respondents were asked about the fact that do they agree that female customers mostly opt for Pink colour in comparison to men, then 55% of the respondents highly agreed to this statement whereas, 15% of the respondents just agreed to this fact. But, 15% of the respondents were neutral about this statement and 10% of the respondents highly disagreed with this fact. And the rest 5% of the respondents just disagreed with this fact.

Question 10- What factors in Apple advertisements influence you the most?

Table 10: Factors in Apple advertisements influence you the most

| OPTIONS | RESPONSES |
|---------|-----------|
| | |

| | |
|------------------------------------|----|
| Detailed advertisement | 5 |
| Humorous advertisements | 25 |
| Class distinctive advertisements | 20 |
| Chatty style advertisements | 18 |
| Soft music advertisements | 15 |
| Aggressive approach advertisements | 17 |

Source: Author Work (2021)

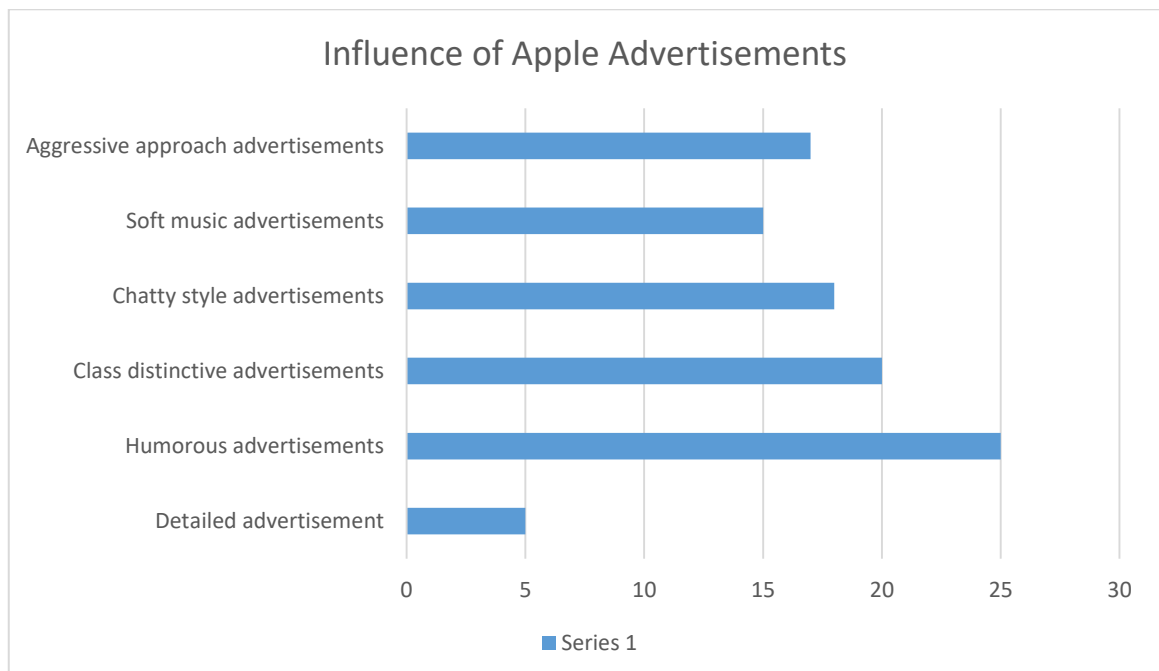


Figure 25: Factors in Apple advertisements influence you the most

Source: Author Work (2021)

The factors of apple advertisements that influenced a major chunk of the respondents were its humour used in the advertisement which accounted towards 25% of the total respondents. Furthermore, the classic distinctive advertisements influenced 20% of the respondents and 18% of the respondents were influence by the chatty style of advertisements. Then, 17% of the respondents were influenced by the aggressive approach used by apple advertisements, and 15% of the respondents were influenced by its use of soft music. Then the rest 5% were interested in its detailed kind of advertisement showcased.

Question 11- Was your Apple product a gift from someone?

Table 11: Gifted products

| OPTIONS | RESPONSES |
|----------------|------------------|
| Yes | 85 |
| No | 15 |

Source: Author Work (2021)

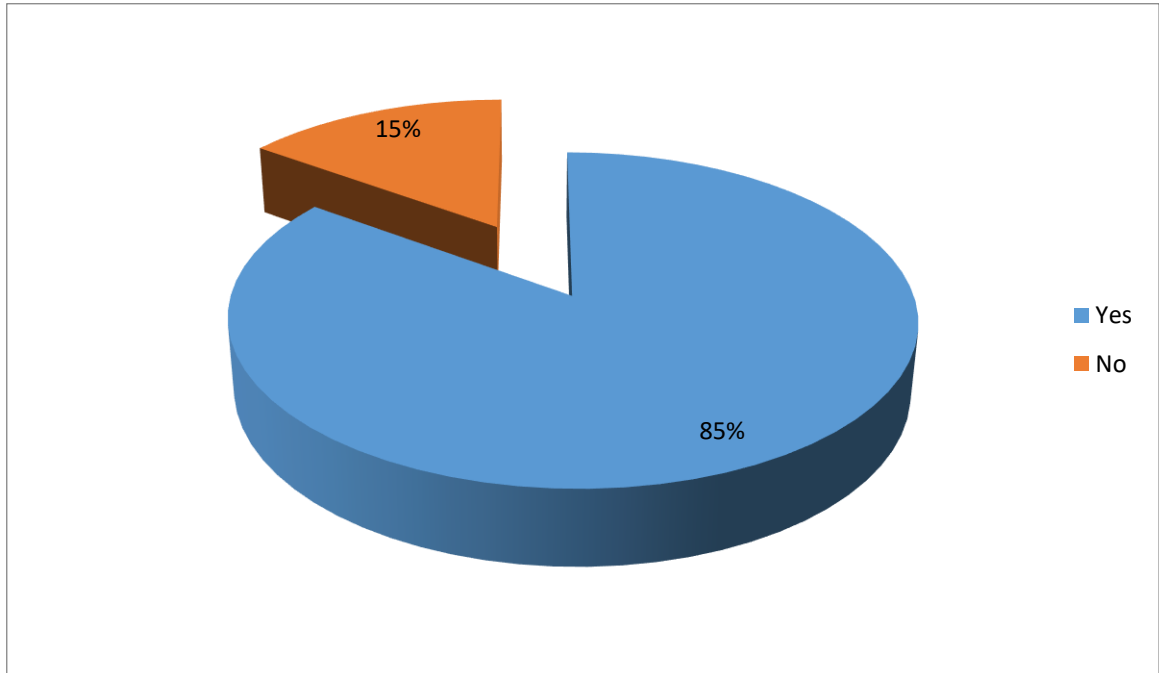


Figure 26: Gifted products

Source: Author Work (2021)

An analysis was made on the factor that was the product of apple was a gift from someone or was it owned by them only to which 85% of the respondents from the total stated that their apple product was a gift from someone and the rest 15% stated that their apple was not a gift from someone.

Question 12- Do you agree that Apple product is used by many of the customers for social status?

Table 12: Opinion about usage of Apple products for status

| OPTIONS | RESPONSES |
|----------------|------------------|
| Highly Agree | 30 |

| | |
|-----------------|----|
| Agree | 15 |
| Highly Disagree | 25 |
| Disagree | 20 |
| Neutral | 10 |

Source: Author Work (2021)

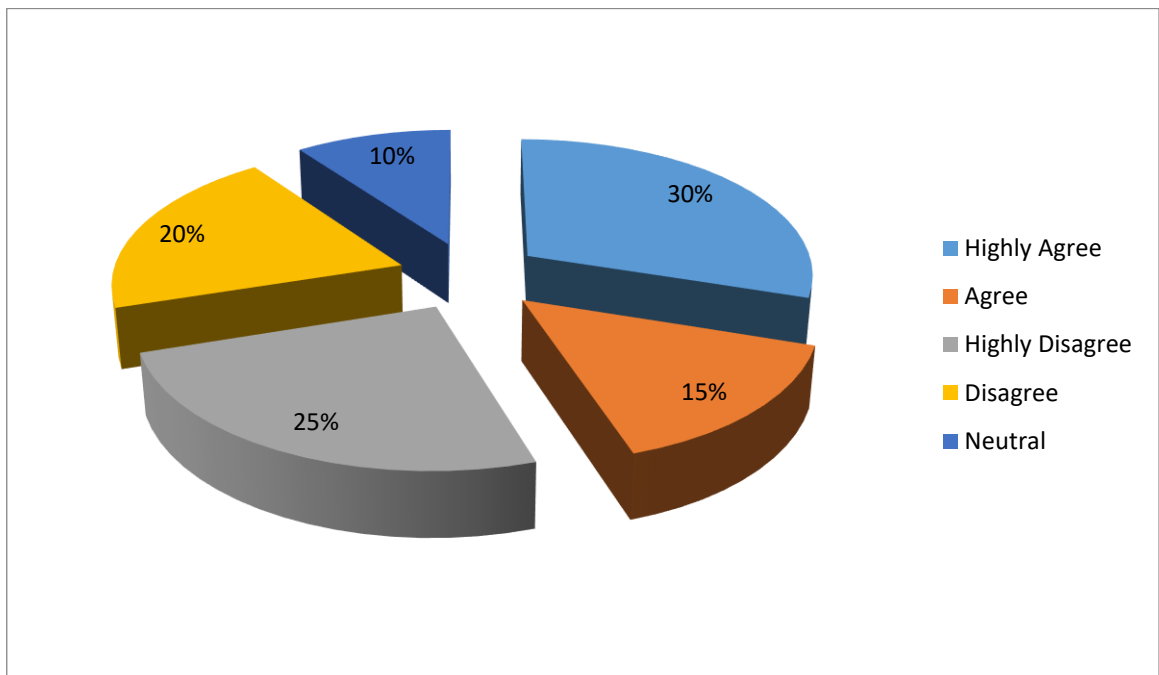


Figure 27: Opinion about usage of Apple products for status

Source: Author Work (2021)

When respondents were posed the statement that do they agree that Apple product is used by many of the customers for social status, then 30% of the respondents highly agreed to this statement whereas, 15% of the respondents just agreed to this fact. But, 25% of the respondents highly disagreed with this statement and 20% of the respondents just disagreed with this fact. But the rest 10% of the respondents were neutral regarding this statement

Question 13- Do you agree Quality is high in Apple products than any other products in the market?

Table 13: Agreement on Quality is high in Apple products than any other products in the market

| OPTIONS | RESPONSES |
|-----------------|------------------|
| Highly Agree | 45 |
| Agree | 24 |
| Highly Disagree | 5 |
| Disagree | 10 |
| Neutral | 16 |

Source: Author Work (2021)

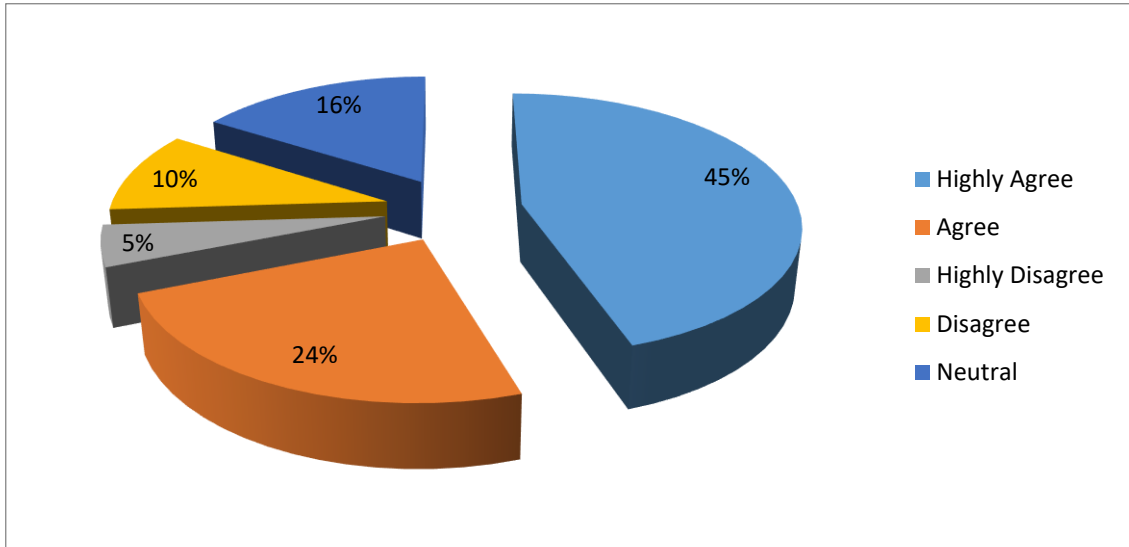


Figure 28: Agreement on Quality is high in Apple products than any other products in the market

Source: Author Work (2021)

When respondents were posed the statement that do, they agree that Apple Quality is high in Apple product than any other products in the market, then 45% of the respondents highly agreed to this statement whereas, 24% of the respondents just agreed to this fact. But, 5% of the respondents highly disagreed with this statement and 10% of the respondents just disagreed with this fact. But the rest 16% of the respondents were neutral regarding this statement

Question 14- Do you think Apple should bring more options for Female customers in the way of colours, product design, price, and features?

Table 14: Do Apple should bring more options for Female customers in the way of colours, product design, price, and features

| OPTIONS | RESPONSES |
|---------|-----------|
| | |

| | |
|---------------------------------|----|
| Yes | 25 |
| No | 20 |
| Why not | 30 |
| This could be offensive to some | 15 |
| I prefer not to say | 10 |

Source: Author Work (2021)

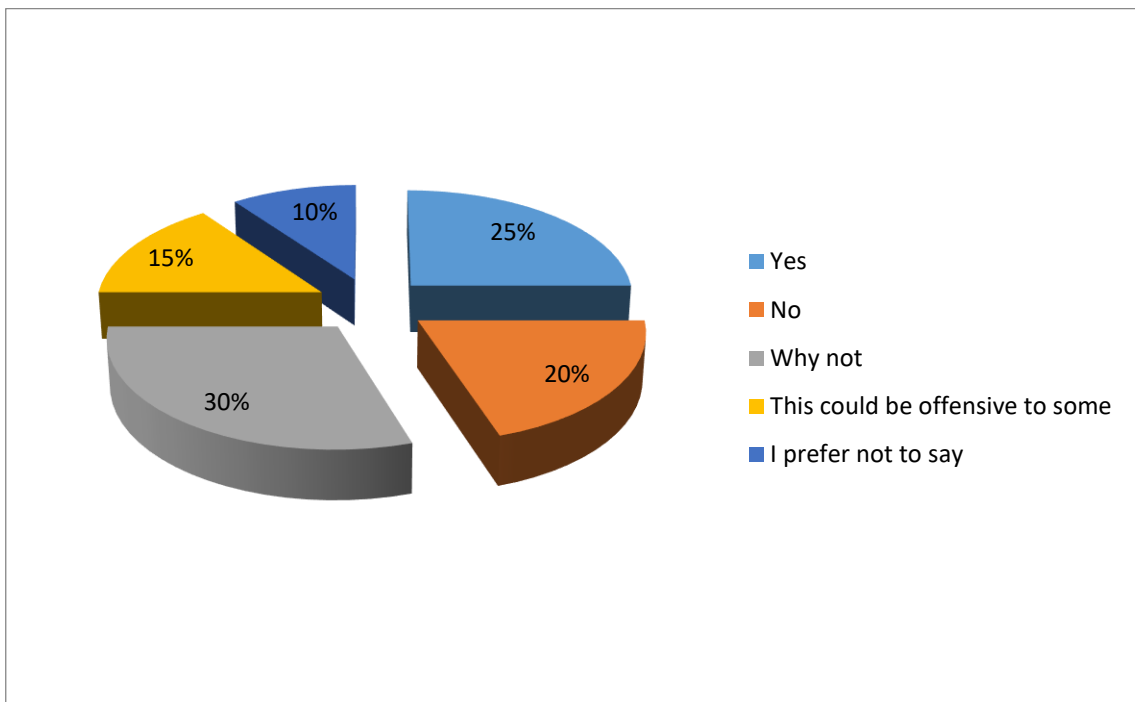


Figure 29: Do Apple should bring more options for Female customers in the way of colours, product design, price, and features

Source: Author Work (2021)

The respondents were asked about their thought on the fact that should apple bring more options for its female customers in the way of colours, product design, price, and features to which 30% of the respondents answered that why not apple should bring more options for females whereas, 25% respondents said yes to this statement then 20% of the respondents answered that apple should not do such thing. Then furthermore, 15% thought that this might be offensive for the rest of the population and the rest 10% preferred not to say anything about this statement.

Question 15- Do Apple products discriminate against gender in any way? What from below do you think?

Table 15: Do Apple products discriminate against gender in any way

| OPTIONS | RESPONSES |
|---|------------------|
| Yes, it can be seen in the advertisement as well | 8 |
| No, Apple is just like other brand and no gender discrimination I felt ever | 65 |
| Yes, maybe in the products range | 12 |
| No, I think Apple products are more about personality, lifestyle, and brand consciousness than gender | 15 |

Source: Author Work (2021)

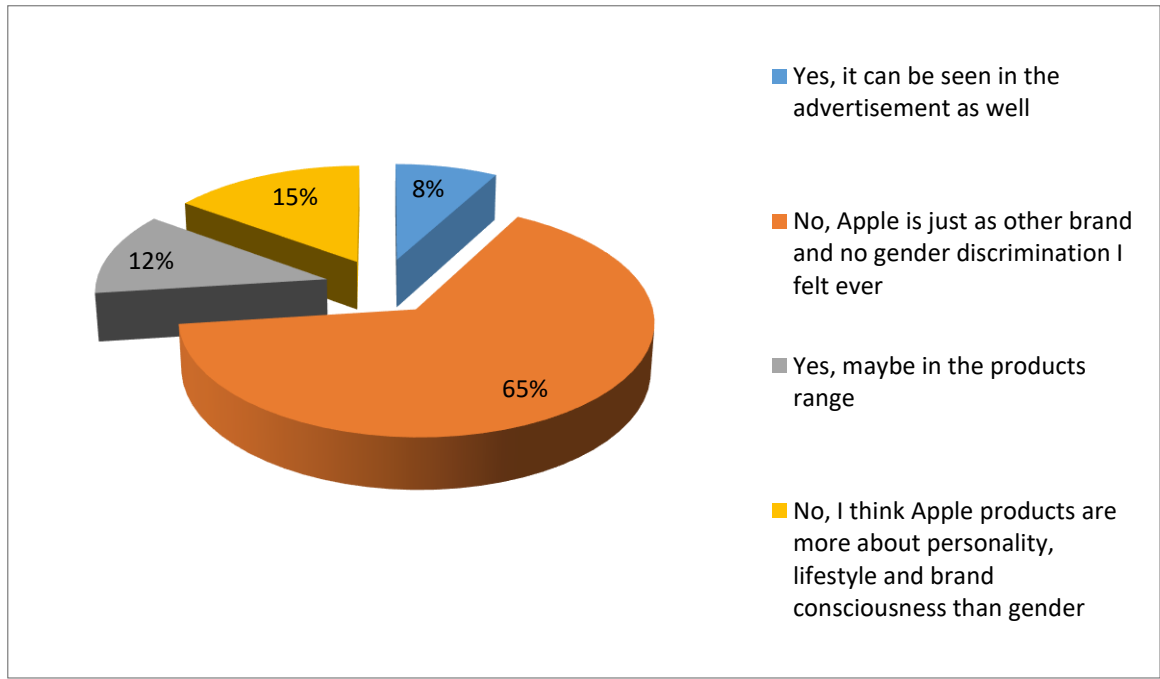


Figure 30: Do Apple products discriminate against gender in any way

Source: Author Work (2021)

The respondents were asked about the fact that do they think that Apple products discriminate gender in any manner so the majority of the respondents that is 65% said no, apple is just like other brands that do not do any kind of gender discrimination, then 12% thought that yes, apple might do gender discrimination in terms of its product range. Furthermore, 15% thought that Apple products are more about personality, lifestyle, etc. whereas, rest 8% believed that yes, the advertisements of apple showcase a discrimination factor.

5. Results and Discussion

Apple is an IT giant in terms of revenue and acquired assets. It is currently the second-largest phone manufacturer worldwide. To cater to the needs and provide services, Apple has 475 retail outlets and online retail stores globally (Chitharanjan, 2016). Since its inception, Apple has stood out in terms of pioneering technology, innovation, and services throughout its evolutionary phase. Furthermore, Apple has diversified itself within the IT market with a varied product portfolio over time. Therefore, by revolutionizing communication methods, Apple strives to make life simple, thoughtful, and efficient, enabling multi-tasking (Scassillo, 2016).

5.1 Findings from Quantitative Analysis

Studies have focused on gender purchasing behaviour as complex buying behaviour, variety seeking purchasing behaviour, and Habitual buying behaviour. This is found more in women than men. On the other hand, men look for need-based buying. Most of the men functions in the way it is without any second thought while purchasing (Radojka and Filipović, 2017). It is identified in the study that electronics and smartphones are more purchased depending on the decision of men. This could be knowledge of technicality and high-priced products but in most parts of the world, these are decided by men, almost. While consumer behaviour is influenced by various other aspects of the company (Radojka and Filipović, 2017). The prices of the product, the brand image of a company, quality, competition, social concerns, family and friends influence, customer service, and post-sale accessibility are some of the reasons which influence the customers mostly.

It has been evaluated that most customers are more conscious about the quality of a product. Apple Inc. where achieves customer loyalty because of the quality of the products, and that is why the price is a factor that does not affect the customer behaviour for its products. The customers are loyal and with the increasing number, every year motivates the company to focus on delivering better technology every time (Luchs and Mooradian, 2012). As reported, Features and product design makes an influencing or impactful change in consumer behaviour. Because of long-term investment in electronic and mobile phones, customers focus on getting maximum benefits and good product design. With this exceptional feature

to compete in the market is essential as per Apple Inc. various competitors are doing well in the market which makes the customer sets customer expectations higher (Luchs and Mooradian, 2012).



Figure 31: Shopper's Profile today

Source: Retail Perceptions Report (2015)

Further research analysed Apple Inc.'s product lines and strategies and found that consumer behaviour influence strategies by the company are effective. There are advertisements which the company focuses on to target its customers, mainly youth and a new generation. The company has also introduced many products which help to diversify those as per the choice of women and men but the intention does not consider to discriminate gender in the society. The product's design and colours are designed in a way that could be useful and attractive to every kind of individual.

5.2 Findings from Qualitative Analysis

The findings from quantitative analysis is solely based on the survey conducted above and suggests that ,when the respondents were asked about the apple products, they owned then a majority of the respondents that is 45% said that they owned an iPhone. Then 12% of the respondents stated that they owned an iPad whereas, 18% of the respondents confirmed that they owned both an iPhone as well as an iPad. Furthermore, 15% of the respondents owned all the products offered by Apple and 10% of them owned just a smartwatch. And finally, there was no respondent that did not own any apple product. While, when respondents were asked about the fact that do they agree that Apple products are worth the price when compared to its competitors then 35% of the respondents highly agreed to this statement whereas, 25% of the respondents just agreed to this fact.

On the effects of marketing by Apple, the factors of apple advertisements that influenced a major chunk of the respondents were its humour used in the advertisement which accounted towards 25% of the total respondents. Furthermore, the classic distinctive advertisements influenced 20% of the respondents and 18% of the respondents were influence by the chatty style of advertisements. Then, 17% of the respondents were influenced by the aggressive approach used by apple advertisements, and 15% of the respondents were influenced by its use of soft music. Then the rest 5% were interested in its detailed kind of advertisement showcased. Finally, the respondents were asked about the fact that do they think that Apple products discriminate gender in any manner so the majority of the respondents that is 65% said no, apple is just like other brands that do not do any kind of gender discrimination, then 12% thought that yes, apple might do gender discrimination in terms of its product range.

5.3 Summary

Apple has become a symbol of an era that marks the beginning of innovative technology, making technological devices essential to improve life quality so much that now they can monitor health status (Scassillo, 2016). Although it is a leading Tech giant, the current global smartphone industry indicates saturation in the US and European market demand. However, the emerging markets of developing nations in Asia and Africa have room for growth (Le and Truong, 2014). Apple's success can be attributed to the core values identified by its previous CEO, Steve Jobs. He led his company by adopting innovative methods through recent and modern techniques, inclusivity, and teamwork (Scassillo, 2016).

Men and women purchase decision is shaped by their individual preferences when it comes to buying gadgets and devices. Men are heavily opinioned regarding their products and hence they rarely steer away or let anyone influence their purchase decision. They trust their sources of knowledge for buying smartphones, laptops and other gadgets. For men the third most important factor which influences their purchase decisions is their friends and social circle. They take suggestions and opinions by family and suggestion groups as well (Chander and Raza, 2015).

Apple can be considered as a premium brand. Although many people prefer it but the cost of the products make its affordability difficult. For this reason, the study targeted key demographic categories of the respondents, which can be loosely categorized into young adults, people from early to mid-careers, people from mid to advanced careers.

From the data collected and analysed, researcher has found out that people in their early working careers preferred apple product which shows the high technological adaptation among respondents, which correlates to the theory of diffusion of innovation as discussed by the researcher in the above chapters. The analysis of data suggests that products and devices manufactured by Apple Inc. are robust and are trusted by the people. Secondly, the researchers has found that young people are more active consumers of apple products, this can be attributed to the sociological value and validation provided by the products among their peer and also denotes the high levels of technological adaptation by them. Another finding of the research shows that people from advanced stages in their careers are also actively using apple products though less in comparison to the people in the early stages of their careers. Thus, Apple should target these key demographics but the utility and appeal should be tailored accordingly

The respondents were from different income backgrounds wherein, the major chunk of the respondents had an income of 30,000 or more. Since, the respondents owned apple products the analysis of the research becomes more evident that apple products are owned and preferred by the individuals with medium to high income. This is in opposition to the traditional beliefs that Apple is a luxury brand and is owned by individuals who can shell out more money. Thus, Apple is aiming at families or people with middle to high income. As a result, Apple Inc.'s key demographic is unquestionably limited to customers of average to massive salaries.

Apple product consumers are more likely to always be metropolitan, have a college degree, and keep up with the technological updates on a routine basis. The regular Apple targeted customers would admit to being hooked to digital technology and relying on Apple products to keep their technical or administrative jobs.

When the respondents were asked about the apple products, majority of them said that they owned an iPhone followed by iPad. The consumers are presented with software that is one-of-a-kind, revolutionary, and distinctive. As a result, Apple customers grow enamoured of the device's operating style. The iPhone is widely regarded as the finest handset on the sector. As a result, the company's dedicated clientele is also a key market.

Whereas, 18% of the respondents confirmed that they owned both an iPhone as well as an iPad. This further consolidates the respondents owned all the products offered by Apple and only few of them owned just a smartwatch. And finally, there was no respondent that did not own any apple product change. From the study the researcher has found that iPhone as a product dominates the revenue and is a consumer favourite device. iPad is preferred by the people who want to have seamless connectivity between the devices while working.

Regarding the colour that their apple product had wherein, a major chunk of the respondent said that they had a white colour Apple product which shows an inclination towards showing that the product is simple, safe, and traditional. Black coloured apple product was the second choice, which is associated with high-end products as it is more premium. Moreover, the colour of preference was as follows Blue, Beige, Grey and Pink. These colours were in accordance to the psychological appeal of the respondents respectively.

Respondents agreed that Apple products are worth the price when compared to its competitors and very few opposing views were noticed. This can be attributed to the fact that Apple has premium Lifestyle branding and software which the respondents found to be better while using the products.

When speaking of the features the camera as an apple product feature has mostly influenced to purchase the apple product. Then the respondents were influenced by its security features and believed that its visual look influenced them to buy an apple product whereas, only few respondents believed that its processor and internal unique feature influenced their purchase. One of the respondents said, "Apple excels the most in this field. Their picture (post-

processing) capabilities are excellent. They are both the pioneers and newcomers. I believe they were the first to introduce portrait mode. They were the first, I believe, to carry multiple cameras. Apple is normally followed by everyone else. Apple has been associated with consistency and the awe element over decades.” Which indeed points out that camera is one of the key features to enhance iPhones sales.

When respondents were asked about the fact that do they agree that female customers mostly opt for the most agreed answer was the colour of pink in comparison to men, this shows the dominance of societal norms of gender.

Moving on, humour used in the advertisement was one of the key factors that enhance Apple’s sale. Furthermore, the classic distinctive advertisements and chatty style of advertisements were believed to be second most important ways to enhance the sales. Only few respondents agreed on the aggressive approach used by apple advertisements, whereas other influenced by its use of soft music.

When respondents were posed the statement that if they agree that Apple product is used by many of the customers for social status, most of them agreed. This shows that owning an Apple iPhone is a status symbol, since it is more costly than most smart phones on the market. Its the social symbol that can be carried anywhere. Most of the respondents agreed that Apple Quality is high in Apple product than any other products in the market, Apple built a software powerhouse by incorporating a variety of features: protection, gorgeous architecture, and user-friendly interfaces. Although being the most famous smartphone on the sector, the iPhone tends to reflect an exclusive experience for certain users.

Despite most of the colours available on the market, the respondents felt that Apple should bring more options for its female customers in terms of colours, product design, price, and features. Although, over the years Apple has been opting for minimalistic look for their products. It is only recently that their products have been experimenting with colours. The researcher also feels people choosing out various shades, shows that it has become prominent and they feel positive showing it in their homes, hands and offices for a long time.

When the respondents were asked if the Apple products discriminate gender in any manner so the majority of the respondents disagreed that Apple is just like other brands does not do any kind of gender discrimination, but then majority of them feel that apple might do gender

discrimination in terms of its product range. This can be attributed that products were targeted for certain demographic variable. Hence, there might be non-inclusivity over the years.

While speaking about the Apple products, there is a general sentiment that these are about personality, lifestyle, etc. At the end, researcher believes that Apple's competitors might be capable of producing a superior tablet, desktop, or virtual reality platform than Apple. Apple, on the other hand, has had years to develop an environment of brands that complement one another. Consumers buy iPhones not just because they like the technology, although this is a massive component of it, but because they're part of an ever-expanding network of apps and services that allows them to go on with the devices if they keep investing in it.

6. Conclusion

As the report completes the conclusion can be drawn towards the company and its products. Apple Inc. has been assessed to be a high-end brand that is offering a variety of products in electronics and technology. The company has a global presence which makes it a highly known brand. People around the world are familiar with Apple Inc. and its products and services. The report objectives were focused in the study to determine the Gender impact on Consumer behaviour identified by Apple Inc.

Various strategies which a company uses to influence its customers are discussed in this research to assess the factors influencing consumer behaviour toward luxury brand products. The report informs about consumer behaviour in detail and the factors which affect consumer behaviour. The collected facts provided a history of Apple Inc. and its products and services since it started operating. Various strategies which the company focuses on to promote the brand globally are different from one another as the customers from different locations are bound with different perceptions.

It is understood that companies must focus on customer's perception and requirement's the situational basis provide such information which can be utilised in innovating new and required products for the target customers. Apple Inc. is one of the leading companies globally and it is important to look upon the consumer behaviour Apple Inc. identified.

As reported in this research, Apple Inc. focuses on changes that influence buyer's behaviour. The requirements and needs of customers can be perceived from analysing the changing situations. However, the company has considered other various factors such as innovation and technology advancement for IT students, workers, and employees who can use the Apple Inc. products in an optimum way in daily life. Apple Inc. also recorded that Consumer behaviour is very dependent on product design, price, quality, and competitive brands.

The research motive is to identify the impact of gender as a factor on consumer behaviour towards products and services to purchase. As the research conducted is based on Apple Inc. the products and services are related to technology and electronics.

These types of products are more used by the age groups of 25-30 and above. The research explains consumer behaviour in detail within the context of Apple Inc. The factors that have

been identified for consumer behaviour are general. It has been assessed that consumers are more loyal to the Apple Inc. brand. Loyalty makes a factor in influencing consumer behaviour towards the purchase of Apple Inc. products.

The research conducted used mixed methodology which is the collection of data through the primary and secondary method and using quantitative and qualitative methods of collecting and analysing the information. The methods have been proved as effective in exploring various studies for review of the literature and conducting a survey for primary data collection.

The questionnaire was distributed among 100 random people and it came out that all of the 100 people are customers of Apple Inc. This theory has an impressive result as well. The questionnaire designed was based on analysing whether people think that gender impacts consumer behaviour. It has been found out that Gender impacts the purchasing behaviour of consumers as different people of different perspectives and sex have different desires.

Female consumers are more exploring than men and they have different consumer behaviour towards a product than men. Their profession has also indulged in distinctive gender consumer behaviour. It is also important to consider that Apple Inc. operates in various countries and most of them have gender pay gap issues. This makes females more inclined towards less expensive products than men from various parts of the world.

The theoretical explanation for the research informs various strategies of Apple Inc. and its consumer behaviour approaches. The products and services are not distinctive in Apple Inc. but target customers are approached strategically according to their personality.

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8. Appendices

8.1 Survey Questionnaire

Question 1- What is your gender?

- Male
- Female

Question 2- In which age group you are?

- Below 18
- 18-25
- 26-30
- 31-35
- 36-40
- 41-45
- 45 or above

Question 3- How much is your monthly income?

- Below 5000
- 5,000-10,000
- 10,000-20,000
- 20,000-30,000
- 30,000 and above

Question 4- Do you own any Apple product?

- Yes
- No

Question 5- What product do you own?

- I phone
- I pad

- I phone and I pad
- I smart watch
- All of them
- None of them

Question 6- What is the colour of your Apple Product?

- Black
- Pink
- Grey
- White
- Beige
- Blue

Question 7- Do you agree, Apple products are worth their price as compared to competition?

- Highly Agree
- Agree
- Highly Disagree
- Disagree
- Neutral

Question 8- What are the Apple product's feature influence you the most to purchase? Please rank on the scale of 1-6 (1- Lower influence, 6- Highest influence)

- Visual Look
- Camera
- Internal unique features
- Security and privacy features
- Battery
- Processor

Question 9- Do you agree that Female customers mostly opt for Pink color in compare to men?

- Highly Agree
- Agree
- Highly Disagree
- Disagree
- Neutral

Question 10- What factors in Apple advertisements influence you the most? Please rank on the scale of 1-6 (1- Lower influence, 6- Highest influence)

- Detailed advertisement
- Humorous advertisements
- Class distinctive advertisements
- Chatty style advertisements
- Soft music advertisements
- Aggressive approach advertisements

Question 11- Was your Apple product a gift from someone?

- Yes
- No

Question 12- Do you agree that Apple product is used by many of the customers for social status?

- Highly Agree
- Agree
- Highly Disagree
- Disagree
- Neutral

Question 13- Do you agree Quality is high in Apple product than any other products in the market?

- Highly Agree
- Agree
- Highly Disagree
- Disagree
- Neutral

Question 14- Do you think Apple should bring more options for Female customers in the way of colours, product design, price and features?

- Yes
- No
- Why not
- This could be offensive to some
- I prefer not to say

Question 15- Does Apple products discriminate gender in any way? What from below do you think?

- Yes, it can be seen in the advertisement as well.
- No, Apple is just as other brand and no gender discrimination I felt ever.
- Yes, maybe in the products range.
- No, I think Apple products are more about personality, lifestyle and brand consciousness than gender.