

Appendix

Survey Questionnaire

Can you tell me your gender?

Male
Female
Others
Prefer not to say

Can you tell me your age?

17 Or Younger
18-20
21-29
30-39
40-49
50 or above

How many years have you been using apple product(s) for? (In years)

Less than 1 year
1 years
2 years
3 years
More than 3 years

What products do you own from the below mentioned Apple products? Select all if you owned every product?

iPhone
iPad
MacBook

Apple watch
Air Pods
Apple TV

How satisfied are you with your apple product on a scale of 1 to 5? (Where 1 means least satisfied and 5 means most satisfied)

1
2
3
4
5

Why you select Apple Inc over the other brand?

User Friendly
Smart Connectivity
Customer Service
Brand reputation presence
Customer Recommendation
Other

Would you like to use Apple product(s) long time?

Yes
No
Maybe

If you don't want to switch to other brand from Apple, the reason for that would be?

Cause the nominal cost
Time Consuming activity
No other better Competitor
Customer services of Apple is best than other brands

All of Above

I am satisfied with the Apple product(s) and its customer service?

Strongly Agree

Agree

Neutral

Disagree

Strongly Disagree

I trust Apple Inc and its products because?

It focuses on customer interest

The brand image and reputation of Apple are trustworthy

Because of the policies and practices of the company
--

Services provided by Apple Inc.

Quality, latest technology and hassle-free updates
--

All the above

Do you agree that Apple Inc. provides timely customer services?

Strongly Agree

Agree

Neutral

Disagree

Strongly Disagree

According to you. Do Apple Inc. really need to do more advertising or promotions to attract more customers?

Yes

No

Maybe

As per your opinion. Please select the options of activities done by Apple Inc. for customer satisfaction.

Understanding the issue
Willingness to help
Ability to complete a transaction
Level of satisfaction with the resolution

If you could choose one aspect that Apple could improve in, what would it be?

Price policies
By ensuring high quality products
Creating new products and reaching new market
Personalized services

Other than Apple, what brands do you purchase?

Samsung
LG
Google
None

Which element would be attractive for you to switch to another brands?

Price Reduction
Popular Trend
Improved performance
Recommendation
Disappointed user experience
I like my brand; I will not change to another brand