

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 |