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A Study on Customer Preference and Economic Value of IPHONE and One Plus

Mr. S. Srivathsan[1], Mrs. R. Mythily[2]
[1]*Department of Commerce Professional Accounting, Bharathiyar University*
[2]*M. Com, M.Phil., Assistant professor, Department of Commerce Professional Accounting.*

I. CHAPTER-I

A. Introduction

A mobile, cellular phones, mobile phones, cell phone or just phone, is a portable telephone that can make and receive calls over a radio frequency link while the user is moving within a telephone service area. The radio frequency link establishes a connection to the switching systems of a mobile phone operator, which provides access to the public switched telephone network. The first handheld mobile phone was demonstrated by Martin Cooper of Motorola in New York City in 1973, using a handset weighing 2 kilograms. Mobile phones are considered an important human as it has been one of the most widely used and sold pieces of consumer technology. The growth in popularity has been rapid in some places, for example in the UK the total number of mobile phones overtook the number of houses in 1999. Today mobile phones are globally ubiquitous and in almost half the world's countries, over 90% of the population own at least one. In 2001, the third generation (3G) was launched in Japan by NTT DoCoMo on the WCDMA standard. This was followed by 3.5G, 3G+ or turbo 3G enhancements based on the high-speed packet access (HSPA) family, allowing UMTS networks to have higher data transfer speeds and capacity. By 2009, it had become clear that, at some point, 3G networks would be overwhelmed by the growth of bandwidth-intensive applications, such as streaming media. Consequently, the industry began looking to data-optimized fourthgeneration technologies, with the promise of speed improvements up to ten-fold over existing 3G technologies. The first two commercially available technologies billed as 4G were the WiMAX standard, offered in North America by Sprint, and the LTE standard, first offered in Scandinavia by TeliaSonera. Feature phone is a term typically used as a retronym to describe mobile phones which are limited in capabilities in contrast to a modern smartphone. Feature phones typically provide voice calling and text messaging functionality, in addition to basic multimedia and Internet capabilities, and other services offered by the user's wireless service provider. A feature phone has additional functions over and above a basic mobile phone, which is only capable of voice calling and text messaging

B. Statement Of Problem

The usage of the smart phones in the day-to-day life has been duly increased. The features, design, quality and experience are different from one brand to another brand. The usage of premium brand mobiles is increasing rapidly. By considering the above element the study is made to identify customer preference and economic value of iPhones and One plus.

C. Objective Of The Study

Every organization has to achieve its organization goals. For this it is very essential for an organization to know about the view of the consumers and their competitive products. This survey research may be also aimed as to estimate potential buyer for the product. The objective of the study is an under

1) To study the difference between the performance of IPHONE and ONEPLUS.
2) To study customer buying behaviour and factors which influence the purchase decision process.
3) To study the of IPHONES and ONEPLUS.
4) To study the market position of the two companies and their products.
5) To know about the service centre facility being available to its customers.

D. Scope Of Study

1) The main aim is to examine the different factor influencing the customers towards iPhone and one plus mobile.
2) This help to understand the literacy level of customers and analyse the pricing levels and performance of those brands.
3) It helps to know the customers satisfaction level on both Brands.
4) It helps to check the pricing levels of both brands.

E. Research Methodology And Sampling Design

Research methodology is the Procedure adopted for conducting the research study. Research methodology should be carefully planned as the accuracy reliability and adequacy of results is totally depending on the Research Methodology followed. It gives the researcher a guideline by which he/she can decide which techniques and procedures will be applicable to a given problem. Moreover, it helps in the evaluation of research by other also. So, for the research to be successful, purposeful and effective the researcher should plan the Research Methodology before preceding the study.

The following aspect should be considered while designing a Research Methodology

- Data collection
- The task of data collection begins after a research problem has been defined and research design has been chalked out while decided about the method of data collection to be used for the study, we must know that there are basically two types of data Primary data and Secondary data.

1) *Primary Data:* Primary data is the data which is collected through surveys and questionnaires.
2) *Secondary Data:* Secondary data is the data which is collected through internet, magazines, newspapers, journals, broachers, television etc.
3) *Sampling Unit:* It gives the target population that will be sampled. This was carried in Coimbatore. There were 133 respondents.
4) *Tools For Analysis*
a) Simple percentage method.
b) Weighted average method
c) Chi-square method.

5) *Research Approach:* The research approach is survey method which is a widely used method for data collection and best suited for description type of research survey includes. Research instrument like questionnaire which can be structured and unstructured.

F. Limitations Of The Study

1) The present study is based only on the sample selected.
2) The result of the analysis in the study are fully depend on the information given by the respondents only.
3) With an intention to study the electronic industries the research is restricted to the area of iPhone and one plus only.
4) This study does not share the experience of the people. It shows the preferences of people on iPhone and one plus.
5) The data was collected from the mobile users of Coimbatore. So, the findings of the study may not be considered for other places.

II. CHAPTER-II

1) According to Ajax Persaud, Irfan Azar (2012) concluded that the brand loyalty and trust, customer's way of shopping style, and the value of the brand are the key motivators for involving in mobile marketing through their respective smartphones. In order to build strong relationship, encouraging purchase level, building long term loyalty, the marketer should use various marketing tactics in order to sustain their position in the competitive world. Smartphone adoption by consumers is increasing rapidly. The capabilities of smartphones have opened-up new possibilities for marketing that were previously not available. The real estate industry is a heavy service- and information-oriented industry, which makes it well suited for mobile marketing.[1]

2) Lynda Andrews, Judy Drennan, Rebekah Russell-Bennett (2012) Examined that customers' impression of the worth value they get from the ordinary day to day utilization of smart phones and how portable advertising (m-promoting) can possibly improve these worth recognitions. The discoveries feature approaches to tailor mshowcasing procedures to supplement purchasers' view of the worth value offered through their smart phones. A study of this nature seems particularly appropriate for mobile communication technologies in marketing where the interactions between the various constituents that create value-in-use will be the key to enhancing consumer perceived value.[2]

3) Ehtisham Mohammad (2012)- While making the purchase decision, a consumer is influenced by several social, cultural and economic factors surrounding him. The factors that determine mobile phone handset purchase vary from one age to another, between male and female, one ethnic group to another and from various psychographic and behavioural patterns. It is also noted that the all factors- whether technological, design, brands, purposes and social reference groups played a role in influencing consumer behaviour in selection of mobile phone handsets.[3]

4) Malviya et al (2013) found that people in Indore are buying Smartphones irrespective of its prices. He also added that features like brand, social image, technology and durability are playing major role in buying decisions of consumers in Indore. The study using the confirmatory factor analysis model concluded that people are buying Smartphones irrespective of its prices. It is important to highlight that the results of this paper can provide new marketing dynamics to the leading mobile companies for a market, that is very soon be contributing a major share in the revenue of these companies.[4]

5) Sata (2013) showed that in case of mobile purchase price and product features are important followed by brand name and durability in Ethiopia. The purpose of this study is to investigate the factors affecting the decision of buying mobile phone devices. From the analysis, it was clear that consumer's value price followed by mobile phone features as the most important variable amongst all and it also acted as a motivational force that influences them to go for a mobile phone purchase decision.[5]

6) Rani and Sharma (2014) found that the maximum users purchased the Smartphone for work related purpose. The price, performance, design and quality factors play an important role for smartphone purchase. They also wanted to know how people receive; store and use consumption related information, so that they could design marketing strategies to influence consumption decisions. In regards to finding related to consumer behaviour towards usage of Smartphone, a case study of Rohtak city, there are several measures through which Smartphone companies improve their market share and satisfaction level.[6]

7) Sathya and Varunapriya (2015) in their study had attempted to identify the customer's awareness towards android mobile phones. To find out the factors which influence them to purchase android mobile phones. For this study questionnaire has been collected among sample sizes of 120 respondents. Simple percentage analysis, Chi-square analysis have been used for the study. They should get the feedback report from the customer in order to fulfil the customers need and wants. They should reduce the price in order to gain more customers and to beat their competitors.[7]

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[1] Ajax Persaud and Irfan Ashar ... The mobile phone is one of a handful of consumer products to have gained global ... Revised 1 February 2012.
[2] Andrews, Lynda, Drennan, Judy, & Russell-Bennett, Rebekah (2012) Link-. Ing perceived value of mobile marketing with the experiential
[3] Ehtisham Mohammad (2012)-A study on the consumer preference on smartphone While making the purchase decision, a consumer is influenced by several social
[4] Malviya et al (2013) Cited by 4 — Price plays an important role in creating customer value and deciding customer purchase intention (*Malviya et al., 2013*). Demand for smartphones.
[5] . *Sata*; *Published* 2013*;* Business. The purpose of this study is to investigate the factors affecting the decision of buying mobile phone devices in Hawassa.
[6] Rani and Sharma (2014) — A marketing strategy is proposed to help marketers understand customer buying behaviour based on the analysis. This will further enable a focused.
[7] https://eprajournals.com › article › download J. Sathya and K. Varunapriya (*2015*) in their study had attempted to identify the customer's awareness towards android mobile phones. To find out the factors.

8) Deepa Gurira (2015) in their study attempts to identify the factors affecting consumer preference for Smartphone and to study the relationship of consumer preference with demographic variables in regard to usability of Smartphone. For this study questionnaire has been collected among 80 respondents on the basis of convenience sampling from Solan town of Himachal Pradesh were collected to find the solution. Percentage method, total weightage method and also Chi-square test and F test for analysing had been used for the study. Thus, Smartphone companies must focus mainly on usage ease, processing speed, applications and technological needs so as to build strong preference for Smartphone and give an edge to a particular brand. [8]

9) Kaushal, SK and Kumar Rakesh (2016) they find out presence of any significant difference between factors like Compatibility, Product Features, Price, Brand, relative advantage, dependency, social influence and convenience that affect consumer's (male or female) purchase of Smartphone. Results of the study revealed that only Compatibility, Dependency and Social Influence had a significant effect on purchase intention of Smartphone users. Only convenience factor showed a significant difference between male and female purchase intention and inferred that the consumers are using or want to purchase Smartphone because their social circle is using it and hence, they are also motivated and inspired to use Smart phone.[9]

10) Savitha Nair, Nivea Nelson N and Karthik R (2016) made a study on "Consumer preference towards mobile phones: An empirical analysis" found that quality of the product is the most important factor influencing the choice, followed by mobile phone features. Actual need triggers the need to purchase mobile phones. Touch screen and design and style are the most preferred aspects of the „look and feel" of the mobile phones. The results of the study provide insights to the players in the market in finetuning their product, pricing and promotional strategies accordingly.[10]

11) Prasad S (2016) in their study attempts to study about the role of customers using smartphones and factors responsible to select the smartphones on the basis of android or windows. For this study questionnaire had been collected among sample size 400 technical and nontechnical students and executives in India and the solution were found. The SEM of customer preferences has developed through the factor analysis of 20 statements on the different smartphone companies and used for the study to find that the consumer buying a variety of smart phones which satisfy his wants and they are always influenced by his purchasing activities by some considerations which led him to select a particular brand or a particular operating system in preferred to others.[11]

12) Misratah Begum. M and Maheswari. R (2017) in their study attempts to know about the consumers' choice in the selection of mobile phones and SIM cards and to estimate the customer satisfaction on the various cell phone services. For this study questionnaire has been collected among carried out among 62 males and 38 females, totalling the sample size to be 100 were collected from various countries like Russia, China, India, Korea, Malaysia, Indonesia, Philippines and Taiwan has been used for the study. The results of the survey show that economy is the most influencing factor for the mobile subscribers. The manufacturers of mobile phones should consider this when designing mobile phones to attract all segments of the economy. [12]

13) Puneet Walia and Dr Lalit Singla (2017) had made research on "The study of analysis of factors influencing consumer purchase decision of cellular phones". The expansion of communication technology such as cellular phones, global positioning system and wireless internet are continuously evolving and advancing and the needs of a consumers. The main motive of the research is to analyse the highly influencing factors for cellular phone purchase decision in Patiala, Punjab. The data are collected 300 respondents with certain questionnaire. Now a day's cellular phones have tremendous improvements in the several factors include in the cellular phones[13]

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[8] Deepa Gurira (2015)" A Study on customers' preference and satisfaction towards android mobiles with reference to Coimbatore.

[9] Kaushal, SK and Kumar Rakesh (2016)— According to Kaushal (2016) and Kumar (2016), smartphone in this era is a necessity that must be fulfilled by most people.

[10] Nivea Nelson N and Karthik R (2016) Consumer preference towards mobile phones: An empirical analysis. Author(s) Savitha Nair, Nivea Nelson N and Karthika R. Abstract Today, mobile phones are used.

[11] Prasad S (2016) in their study attempts to study about the role of customers using smartphones and factors responsible to select the phone.

[12] R Maheswari · 2017 — To study consumers choice in the selection of mobile phones and SIM cards. 2. To estimate the customer satisfaction on the various cell phone services.

[13] Puneet Walia and Dr Lalit Singla (2017) There are various studies conducted based on analysis of factors influencing consumer purchase decision on cellular phones.

14) Revathi Rajasekaran, S. Cindhana and C. Ananda Priya Department (2018) Smartphone usage has proliferated in recent years. Nowadays people seem to become dependent towards Smartphone due to its convenience, great camera Features, easy applications installations, and more importantly, it can do most of the computer functions on the go. The study result about the majority of the customers is satisfied with the one plus mobile but also there is a drawback such as hike in price and other factor like models of the product.[14]

15) Gaurav Verma and Dr. Binod Sinha (2018) had made their "A study on brand positioning of One plus mobiles: qualitative analysis". The one plus plays a very important role in the online selling. The objective is to satisfy the level of consumers, who uses this mobile. One plus is the first-hand set launched in markets. Its series 38 countries and regions around the world. Through this the one plus, shows a maximum satisfaction to the customers. They managed to get a space in the minds of the consumer and the brand projected out, got positioned. [15]

16) P Jim Paul Joshua, S Karpagalakshmi (2019). Smart phone is a mobile phone which offers advanced technologies with functionality similar as a personal computer. There is no significant difference between age of the respondents and satisfaction with usage experience of smartphones. The satisfaction level of respondents on smartphones has been moderately high and it may be increased. The sales promotion strategies followed by smartphone companies are in the satisfactory level. From this study it is concluded that there is no significant difference between opinion about the provided service of the smartphone company and opinion about the price of smartphones and there is no significant difference between age of the respondents and satisfaction with usage experience of smartphones. The satisfaction level of respondents on smartphones has been moderately high and it may be increased.[16]

17) Mrs Kaneenika Jain, (2020). India is the world's second largest mobile phone manufacturer after China. The important reasons for choosing a particular brand were better storage, faster processing and better camera specifications among youth of Jaipur city. It can be summarized that the consumption of mobile phones among college students. The usage pattern of mobile phones among both males and females was similar. The important reasons for choosing a particular brand were better storage, faster processing and better camera specifications among youth of Jaipur city. It can be summarized that the consumption of mobile phones among college students has increased very much. They use mobile phones for studying and project preparation also. The students find it comfortable to handle various tasks like messaging, chatting, calling, surfing, listening music, watching videos etc. with help of Smartphone.[17]

18) I Diputra, NN Yasa (2021) - This study aims to examine and explain the effect of product quality, brand image, brand trust on customer satisfaction, and loyalty of Samsung brand smartphones in Denpasar. Satisfaction has a positive and significant effect on customer loyalty. The implications of the results of this study indicate that product quality is found to be the main factor in increasing customer satisfaction so that it leads to a sense of customer loyalty. The results of this study are expected to contribute to the development of theories and concepts about consumer behaviour in creating customer satisfaction so as to create consumer loyalty. The empirical findings of this study have implications for the theory of consumer behaviour, the variables of product quality, brand image, trust have a positive and significant effect on customer satisfaction and increase consumer loyalty.[18]

19) J Liao, M Li, H Wei, Z Tong (2021) - Recent years have witnessed the increasingly fierce competition amongst smartphone brands. Hence, smartphone firms urge to prevent current consumers. This study enriches the brand switching literature and offers significant implications for customer retention. Results show that regret is a push factor that enhances consumers' switching intentions. Moreover, two pull factors, subjective norms and alternative attractiveness positively influence consumers' switching intentions. Finally, switching costs, emotional commitment and brand community engagement are mooring factors that negatively affect brand-switching intention, whereas consumers' variety seeking has a positive effect.[19]

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[14] Cindhana *and* C. Anandha *P*riya Department *(*2018*)* Smartphone usage has proliferated *in* recent years. Nowadays people seem *to* become dependent towards Smartphone

[15] Gaurav Verma and Dr Binod Sinha (2018), A Study on Brand Positioning a Study on Brand Positioning of One Plus Mobiles: Qualitative Analysis.

[16] Smart phone *is* a mobile phone *which* offers advanced technologies with functionality similar as a personal computer. While offering a standardized platform for.

[17] Mrs Kaneenika Jain, (2020). India is the world's second largest mobile phone manufacturer after China. And with the current pace of growth, India is not far from becoming the leading.

[18] NN Yasa (2021) This study aims to examine and explain the effect of product quality, brand image, brand trust on customer satisfaction, and loyalty

[19] J Guo · 2021 · Cited by 19 — These findings provide useful implications and insights for smartphone brands to develop competitive strategies for customer relationship

20) DT Ratnayake (2021) - As Generation Y is considered to be a lucrative segment for emerging devices, this study investigates the effect of emotional brand attachment, from the brand, his study makes a significant contribution by examining emotional attachment and brand loyalty of Generation Y consumers, which has been less investigated. Furthermore, both attitudinal and behavioural brand loyalty has been considered in this study, which has largely been overlooked in similar studies. Examining the gender difference in the above relationship is an additional contribution. Rapid advancement of technology backed by innovations has driven mobile phone industry to a new era where consumers seek for much sophistication in products. Smart Phones are mobile phones which are equipped with advanced technology which comprises of functions such as media players, digital cameras and Global Positioning System (GPS).[20]

21) L Seduram, AA Mamun, AA Salameh (2022) - Rapid advances in mobile technology with high product diversity have led to high levels of smartphone brand switching among users. Hence, customers' brand loyalty is the key to a smartphone manufacturer's survival in this highly competitive market. This study developed Oliver's four-stage loyalty model by integrating major constituents of each loyalty stage with the incorporation of brand reputation as a moderator. Therefore, understanding the formation of mobile phone brand loyalty is of utmost importance and it is the main concern of this study.[21]

22) YY Huang, L Li, RC Tsaur - Mathematics (2022) - In this era of information explosion, smartphones have become a necessary device in our daily life. In order to select a better smartphone most users try to collect more attributes to help them purchase their own smartphones, including the brand image from the advertisements, features from the specifications, word-of-mouth from their peers, and the average sales from some secondary data webs. The results of this study can remind the marketing managers should have some positive to improve the consumer the brand effect. In addition to discussions through academic research, we can take some coping strategies to enhance the consumer brand performance.[22]

23) AC Castillo, AM Flores, LM Sanchez (2022)- The goal of this research is to identify if there is a moderating impact on brand preference, brand equity, and purchase intention on the smartphone's country of origin. To determine the link between the factors, the researchers investigated six hypotheses. According to the researchers, consumer brand preferences and purchasing intentions are positively influenced by brand equity. At the same time, brand preference also positively influences purchase intent. On the other hand, the researchers also proved that in terms of brand preference, the country of origin does not have any significance on brand equity. [23]

24) MM Rahman, JJ Juna (2022)- The consumer has different values, perceptions, and behaviour patterns due to various environmental influences. Demographics, leisure habits, health factors, and lifestyle have a significant role in affecting the buying behaviour of a customer. Research helps to track cultural shifts that might suggest new ways to market and sell products to consumers. In order to build the brand and actively manage sales traffic, it is essential to emphasize the need for these facilities to be strengthened. The study focused on a small number of variables, but as customers' tastes change quickly, more variables may come into play in the future.[24]

25) CE Song, A Sela (2022) - Smartphones have become a key medium for making purchase decisions, alongside PCs and other electronic devices. Although emerging evidence suggests that the type of device used may influence how consumers decide, the exact causal nature of this influence is still largely unknown. The current research indicates that using a personal smartphone rather than a personal PC may lead consumers to choose more unique and self-expressive options. This effect appears to be driven by elevated private self-focus when using a personal smartphone.[25]

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[20] DT Rathnayake · 2021 · Cited by 10 — Purpose: As Generation Y is considered to *be a* lucrative segment *for* emerging devices, *this* study investigates *the* effect *of* emotional.
[21] Salameh (2022)-This study intends to enrich the current literature by investigating the relationship *between* green hotel practices and consumer revisit intention, with the phones
[22] YY Huang · 2022 · Cited by 1 — Abstract. In this era of information explosion, smartphones have become a necessary device in our daily life. In order to select a better phone.

[23] AC Castillo · 2022 · Cited by 1 — RESEARCH ARTICLE. The Moderating Effect of the Country of Origin on Smartphones' Brand Equity and Brand. Preference on Customer.
[24] MB Rahman · 2022 · Cited by 3 — This descriptive study aimed to determine the factors that affect customers' preferences to buy a cellular phone.
[25] A Sela (2022) · Cited by 4 — In deciding to purchase a smartphone, the people of different ages and levels especially the young consider some factors like-product features,

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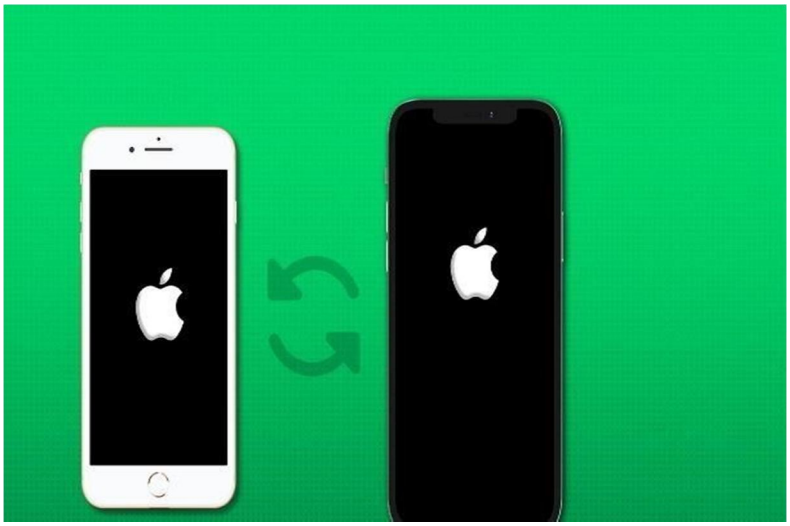
A. Research Gap

The researchers say the main motive to buy the premium product mobiles is for the prestige and the significant features provided by the brand. This study emphasis the features provided by the iPhone and One plus are satisfied by the customers. Whether the consumer is satisfied by the products produced by iPhone/ One plus.

III. CHAPTER-III

A. Iphone

The iPhone is a line of smartphones designed and marketed by Apple Inc. These devices use
Apple's iOS mobile operating system. The first-generation iPhone was announced by thenApple CEO Steve Jobs on January 9, 2007. The iPhone was the first mobile phone with multitouch technology. Since the iPhone's launch, it gained larger screen sizes, video-recording, waterproofing, and many accessibility features. The iPhone is one of the two largest smartphone platforms in the world alongside Android, and is a large part of the luxury market. The iPhone has generated large profits for Apple, making it one of the world's most valuable publicly traded companies. The first-generation iPhone was described as a "revolution" for the mobile phone industry and subsequent models have also garnered praise. The first-generation iPhone was described as a "revolution" for the mobile phone industry and subsequent models have also garnered praise. A prominent part of macOS's original brand identity was the use of Roman numeral X, pronounced "ten" as in Mac OS X and also the iPhone X, as well as code naming each release after species of big cats, or places within California. The iPhone is one of the two largest smartphone platforms in the world alongside



Android, and is a large part of the luxury market. The iPhone has generated large profits for Apple, making it one of the world's most valuable publicly traded companies. The firstgeneration iPhone was described as a "revolution" for the mobile phone industry and subsequent models have also garnered praise. The iPhone has been credited with popularizing the smartphone and slate form factor, and with creating a large market for smartphone apps, or "app economy". As of January 2017, Apple's App Store contained more than 2.2 million applications for the iPhone.
In 2019, Apple investigated reports that some Foxconn managers had used rejected parts to build iPhones. In India, Apple pays Wistron, a Taiwan-based manufacturer with a plant near Bangalore, to assemble iPhones to sell in the region.
In 2022, Apple announced that a portion of iPhone 14 would be manufactured in Tamil Nadu, India, as a response to China's "zero-COVID" policy that has negatively affected global supply chains for many industries. Apple has stated that they plan to shift 25% of iPhone production to India by 2025.
The iPhone beta was created in 2004 to test the device and its functions. The beta version enabled Apple to develop the phone's capabilities before launching a final product. While it may technically have been the first iPhone that was created, it was never released to the public, so it has not been considered the first iPhone.

In an effort to bypass the carriers, Jobs approached Motorola. On September 7, 2005, Apple and Motorola collaborated to develop the Motorola ROKR E1, the first mobile phone to use iTunes. Steve Jobs was unhappy with the ROKR, among other deficiencies, the ROKR E1's firmware limited storage to only 100 iTunes songs to avoid competing with Apple's iPod nano. iTunes Music Store purchases could also not be downloaded wirelessly directly into the ROKR E1 and had to be done through a PC sync. Apple therefore decided to develop its own phone, which would incorporate the iPod's musical functions into a smartphone.

Feeling that having to compromise with a non-Apple designer (Motorola) prevented Apple from designing the phone they wanted to make, Apple discontinued support for the ROKR in September 2006, and, after creating a deal with AT&T (at the time still called Cingular), released a version of iTunes that included references to an as-yet unknown mobile phone that could display pictures and video. This turned out to be the first iPhone (iPhone 2G).

On June 29, 2007, the first iPhone was released. The iPod Touch, which came with an iPhonestyle touchscreen to the iPod range, was also released later in 2007. The iPad followed in 2Apple has filed more than 200 patent applications related to the technology behind the iPhone.

LG Electronics claimed the design of the iPhone was copied from the LG Prada. Woo-Young Kwak, head of LG Mobile Handset R&D Centre, said at a press conference: "we consider that Apple copied Prada phone after the design was unveiled when it was presented in the if Design Award and won the prize in September 2006." Conversely, the iPhone has also inspired its own share of high-tech clones.

On September 3, 1993, Info gear filed for the U.S. trademark "I PHONE" and on March 20, 1996, applied for the trademark "iPhone". "I Phone" was registered in March 1998, and "iPhone" was registered in 1999. Since then, the I PHONE mark had been abandoned. Info gear trademarks cover "communications terminals comprising computer hardware and software providing integrated telephone, data communications and personal computer functions" (1993 filing), and "computer hardware and software for providing integrated telephone communication with computerized global information networks" (1996 filing).

In 2000, Info gear filed an infringement claim against the owners of the iPhones.com domain name. The owners of the iPhones.com domain name challenged the infringement claim in the Northern District Court of California. In June 2000, Cisco Systems acquired Info gear, including the iPhone trademark. In September 2000, Cisco Systems settled with the owners of iPhones.com and allowed the owners to keep the iPhones.com domain name along with intellectual property rights to use any designation of the iPhones.com domain name for the sale of cellular phones, cellular phones with Internet access (WAP PHONES), handheld PDAs, storage devices, computer equipment (hardware/software), and digital cameras (hardware/software). The intellectual property rights were granted to the owners of the iPhones.com domain name by Cisco Systems in September 2000.

In October 2002, Apple applied for the "iPhone" trademark in the United Kingdom, Australia, Singapore, and the European Union. A Canadian application followed in October 2004, and a New Zealand application in September 2006. As of October 2006, only the Singapore and Australian applications had been granted.

In September 2006, a company called Ocean Telecom Services applied for an "iPhone" trademark in the United States, United Kingdom, and Hong Kong, following a filing in Trinidad and Tobago. As the Ocean Telecom trademark applications use exactly the same wording as the New Zealand application of Apple, it is assumed that Ocean Telecom is applying on behalf of Apple. The Canadian application was opposed in August 2005, by a Canadian company called Comwave who themselves applied for the trademark three months later. Comwave has been selling VoIP devices called iPhone since 2004.

Shortly after Steve Jobs' January 9, 2007, announcement that Apple would be selling a product called iPhone in June 2007, Cisco issued a statement that it had been negotiating trademark licensing with Apple and expected Apple to agree to the final documents that had been submitted the night before. On January 10, 2007, Cisco announced it had filed a lawsuit against Apple over the infringement of the trademark iPhone, seeking an injunction in federal court to prohibit Apple from using the name. In February 2007, Cisco claimed that the trademark lawsuit was a "minor skirmish" that was not about money, but about interoperability

On February 2, 2007, Apple and Cisco announced that they had agreed to temporarily suspend litigation while they held settlement talks,[113] and subsequently announced on February 20, 2007, that they had reached an agreement. Both companies will be allowed to use the "iPhone" name in exchange for "exploring interoperability" between their security, consumer, and business communications products.

On October 22, 2009, Nokia filed a lawsuit against Apple for infringement of its GSM, UMTS and WLAN patents. Nokia alleges that Apple has been violating ten Nokia patents since the iPhone initial release.

In December 2010, Reuters reported that some iPhone and iPad users were suing Apple Inc. because some applications were passing user information to third-party advertisers without permission. Some makers of the applications such as Textplus4, Paper Toss, The Weather Channel, Dictionary.com, Talking Tom Cat and Pumpkin Maker have also been named as codefendants in the lawsuit.

In August 2012, Apple won a smartphone patent lawsuit in the U.S. against Samsung, the world's largest maker of smartphones;[118] however, on December 6, 2016, SCOTUS reversed the decision that awarded nearly $400 million to Apple and returned the case to Federal Circuit court to define the appropriate legal standard to define "article of manufacture" because it is not the smartphone itself but could be just the case and screen to which the design patents relate.

In Mexico, the trademark iPhone was registered in 2003 by a communications systems and services company, iPhone. Apple tried to gain control over its brand name, but a Mexican court denied the request. The case began in 2009, when the Mexican firm sued Apple. The Supreme Court of Mexico upheld that iPhone is the rightful owner and held that Apple iPhone is a trademark violation.

In Brazil, the brand IPHONE was registered in 2000 by the company then called Gradient Electronical S.A., now IGB Electronical S.A. According to the filing, Gradient foresaw the revolution in the convergence of voice and data over the Internet at the time. The final battle over the brand name concluded in 2008. On December 18, 2012, IGB launched its own line of Android smartphones under the tradename to which it has exclusive rights in the local market. In February 2013, the Brazilian Patent and Trademark Office (known as "Instituto Nacional da Proprieties Industrial") issued a ruling that Gradient Electronical, not Apple, owned the "iPhone" mark in Brazil. The "iPhone" term was registered by Gradient in 2000, seven years before Apple's release of its first iPhone. This decision came three months after Gradient Electronical launched a lower-cost smartphone using the iPhone brand. In June 2014, Apple won, for the second time, the right to use the brand name in Brazil. The court ruling determined that the Gradient's registration does not own exclusive rights on the brand. Although Gradient intended to appeal, with the decision Apple can use freely the brand without paying royalties to the Brazilian company.

In the Philippines, Solid Group launched the My Phone brand in 2007. Stylized as "my| phone", Solid Broadband filed a trademark application of that brand. Apple later filed a trademark case at the Intellectual Property Office of the Philippines (IPOPHL) against Solid Broadband's My Phone for "confusingly similar" to the iPhone and that it may likely "deceive" or "cause confusion" among consumers. Apple lost the trademark battle to Solid Group in a 2015 decision made by IPO director Nathaniel Arevalo, who also reportedly said that it was unlikely that consumers would be confused between the "iPhone" and the "My Phone". "This is a case of a giant trying to claim more territory than what it is entitled to, to the great prejudice of a local 'Pinoy Phone' merchant who has managed to obtain a significant foothold in the mobile phone market through the marketing and sale of innovative products under a very distinctive trademark", Arevalo later added.

1) What is the Controversy?

Apple claims that if the older phones make a big power demand from the battery, the battery sends current spikes to the processor. The processor has been designed to protect itself from such current spikes. The reaction of the processor is to shut down the phone to protect the processor and prolong its life. It is for this reason that sudden shutdowns are common amongst iPhones phones that are older.

Apple claims that the software upgrade was aimed at making the processor slower. This would mean that the processor would no longer be able to make a big power demand from the battery and the whole process can be avoided. Apple, therefore, claims that its actions were aligned with its values which put the customer's interest before anything else. Apple has rejected the claims that it purposely slows down the phones to cajole the users into buying newer products.

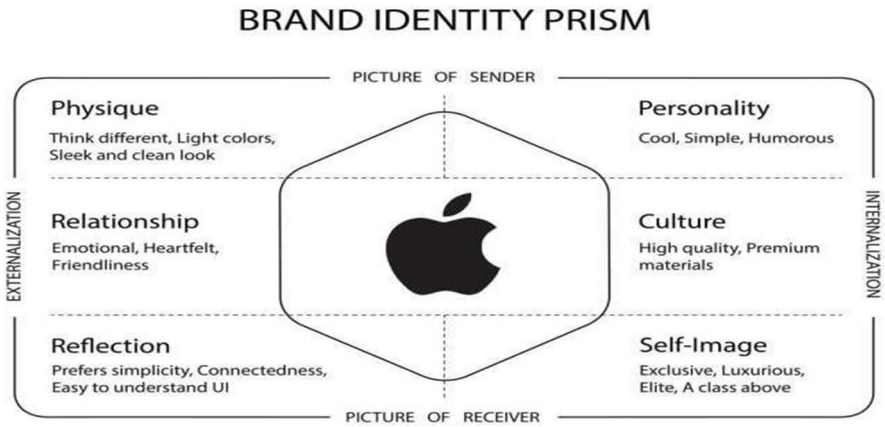
2) Court Cases

Questions arose about the legality of Apple's arrangement after the iPhone was released. Two class-action lawsuits were filed against the company in October 2007: one in Federal court and the other in state court. According to the suits, Apple's exclusive agreement with AT&T violated antitrust law.

The state-court suit, filed by the law office of Damian R. Fernandez on behalf of California resident Timothy P. Smith, sought an injunction barring Apple from selling iPhones with a software lock and $200 million in damages. In Smith v. Apple Inc., the plaintiffs said that Apple failed to disclose to purchasers its five-year agreement with AT&T when they bought iPhones with a two-year contract and cited the Sherman Act's prohibition of monopolies.

The second case was filed in the United States District Court for the Northern District of California. The plaintiff, Paul Holman, filed a complaint against Apple and AT&T Mobility that he could not switch carriers or change SIM cards without losing iPhone improvements to which he was entitled. Holman also cited a Sherman Act violation by the defendants. On July 8, 2010, the case was affirmed for class certification. On December 9 the court ordered a stay on the case, awaiting the Supreme Court's decision in AT&T v. Concepcion (disputed whether the state's basic standards of fairness were met by a clause in AT&T's contract limiting complaint resolution to arbitration). On April 27, 2011, the Supreme Court ruled that AT&T met the state's fairness standards.

In 2017, Apple was sued after they admitted to slowing down older phone models. The plaintiffs, Stefan Bogdanovic and Dakota Speaks, filed the lawsuit when their iPhone 6S was slower after an update. The plaintiffs were entitled to compensation due to the interferences and the economic damages they suffered.



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B. Oneplus

OnePlus Technology doing business as OnePlus, is a Chinese consumer electronics manufacturer headquartered in Shenzhen, Guangdong. OnePlus was founded by Pete Lau and Carl Pei on 16 December 2013 to develop a high-end flagship smartphone running Cyanogen Mod that would come to be known as the OnePlus One. OnePlus is still actively producing affordable priced phones ($200 ~ 749 USD) which as top of the line specs, comparable to leading Samsung phones, including 5G connectivity. One Plus is also partnered with T-Mobile to provide OnePlus Phone through T-Mobile to extend its legitimacy & reach. It is wholly owned by Oppo, which is in turn a subsidiary of BBK Electronics along with Vivo, Realme and *Iqoo*. The OnePlus One was introduced on 23 April 2014 as OnePlus' first smartphone. It differed from its competitors— largely flagship devices from larger phone manufacturers, in its usage of CyanogenOS, its openness to developers, and price-to-performance ratio in comparison to its hardware, although criticism was levied for technical issues. In order to reduce marketing costs, OnePlus relied instead on word of mouth and initially only allowed purchases via an invite system. Throughout early 2014, OnePlus would continue to expand, hiring Chinese celebrity author Han to help market its products in mainland China and expanding its operations to the European Union in March of that year. In December 2014, alongside the release of the OnePlus One in India exclusively through Amazon, OnePlus also announced plans to establish a presence in the country, with plans to open 25 official walk-in service centres across India. OnePlus releases two lines of smartphones: its flagship "OnePlus" line, and its budget-oriented Nord line. According to market research firm Counterpoint Research, OnePlus topped the Indian premium smartphone market last year with a 33 percent share, beating Samsung Electronics with 26 percent. In the IDC survey, OnePlus ranked third in India's market with more than $500 in the first quarter of this year after Apple and Samsung Electronics. And it ranked second after China's Vivo in the 300-500-dollar market. In India, OnePlus faced a temporary import and sales ban due to a lawsuit filed by home-grown mobile phone maker Micromax, which alleged exclusivity to the Cyanogen OS as the default operating system in its phones in India. The ban was, however, lifted later, and the company shipped the later iteration of its phones with custom-made Oxygen OS, now an integral part of OnePlus smartphones.

OnePlus is a relatively young company compared to a number of other mobile tech giants in the market, but this China-based company managed to rise extremely fast thanks to releasing extremely compelling flagship-grade smartphones at affordable price tags. The company has been using the “Never Settle” moto from the start. It has managed to sell quite a few devices to date, and establish itself as one of the best smartphone manufacturers in the market.

The company’s first smartphone, the OnePlus One made quite a splash in the tech community. OnePlus wasn’t exactly all that well-known back there, but all of that changed over the years. The company’s initial practice of invite-only purchases also changed. Such practice was in place due to low smartphone stock. If you’d like to take a trip down the memory lane, read on.

In this article we’ll take a look at OnePlus’ flagship smartphone one by one, starting with the OnePlus One. It is also worth noting that this article will be updated as new OnePlus flagship phones arrive.

1) Brand Ambassador

In May 2019, OnePlus made a deal with 'Avengers' actor Robert Downey Jr. to endorse OnePlus 7 Pro. Before him, it was Indian actor Amitabh Bachchan who used to endorse OnePlus in India.

2) Partnership with Hasselblad

On 8 March 2021, OnePlus announced a $150 million deal with Hasselblad to develop camera technology for OnePlus, which also included the new OnePlus 9 series phones that had improved colour processing and computational photography developed in partnership with Hasselblad

OnePlus would release a series of new products in 2020, including the OnePlus Buds and the OnePlus Nord in July, the latter being OnePlus' first budget device since the release of the OnePlus X in 2015. On 16 October 2020, Carl Pei resigned as the marketing director of OnePlus. In 2021, Oppo and OnePlus would begin to build a partnership, combining their hardware research teams in January of that year. In July 2021, OnePlus merged Oxygen OS, its Androidbased operating system used since the OnePlus X and Oppo's ColorOS. The software of both companies continues to remain separate and serve their individual regions with Oxygen OS for OnePlus phones globally and ColorOS on OnePlus and Oppo devices in China but share a common codebase, which OnePlus says should standardize its software experience and streamline the development process for future Oxygen OS updates.

Early phones were only available through a system whereby customers had to sign up for an invitation, which OnePlus called an invite, to purchase the phone at irregular intervals. The system was claimed to be necessary for the young company to manage huge demand. OnePlus ended the invitation system with the launch of OnePlus 3 on 14 June 2016. Announced via an interactive VR launch event, the OnePlus 3 initially went on sale within the VR app itself. OnePlus touted the event as the world's first VR shopping experience. The phone was made available for sale later that day in China, North America and the European Union on the OnePlus website, and in India on Amazon India. On 23 April 2014, OnePlus began its "Smash the Past" campaign. The promotion asked selected participants to destroy their phones on video to purchase the OnePlus One for $1 (US). Due to confusion, several videos were published by unselected users misinterpreting the promotion and destroying their phones before the promotion start date. OnePlus later revised the rules of its promotion by allowing consumers to donate their old phones. There were 140,000 entrants in the contest with 100 winners.

3) Ladies First" Controversy

For the launch of the OnePlus One in 2014, OnePlus hosted a contest to give invites which were hard to come by at the time—to their female forum members. Users were asked to post a photo of themselves with the OnePlus logo; images would be shared in the forum and could be "liked" by other forum members. This received major backlash for objectifying and degrading women, resulting in the contest being pulled within hours.

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4) Micromax Antitrust Lawsuit

On 16 December 2014, the Supreme Court of India and the Delhi High Court banned the import and sale of OnePlus One phones following a lawsuit by Micromax alleging it has exclusivity for shipping phones with Cyanogen OS software in India. On 21 December 2014, the ban was lifted, and the device continued to be shipped with Cyanogen OS. The following year a customized version of Android, specially designed by OnePlus and named OxygenOS was released, allowing later OnePlus devices to be sold in India.

5) OnePlus USB-C Cable Incident

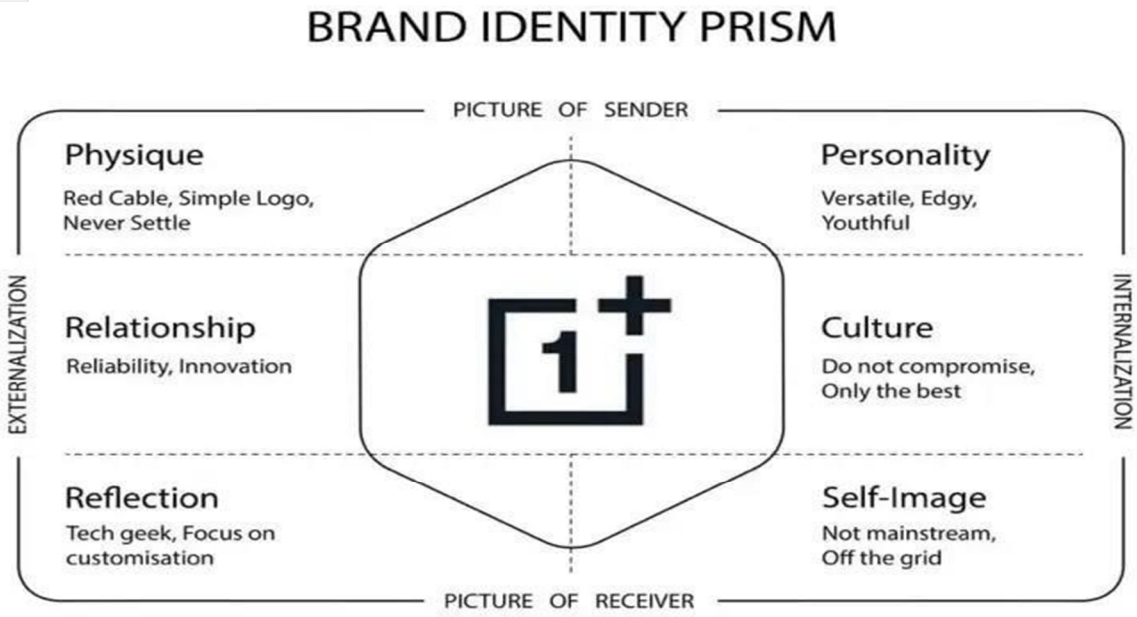
Throughout 2015, OnePlus received criticism for its manufacturing of its USB-C cables. After several weeks of customer complaints on OnePlus forums and on Reddit, Google engineer Benson Leung showed that the USB-C cable and USB-C to Micro-USB adapter offered by OnePlus at that time did not conform to the USB specification. OnePlus co-founder Carl Pei later admitted that the cable and adapter did not conform to the USB specification, and offered refunds (although not for cables bundled with the OnePlus 2 phone).

6) Customer Support

OnePlus' customer support has been the subject of criticism. In 2017, the company increased the number of customer service staff and set up customer service and repair centres in Asia, Europe, and the United States, greatly improving turnaround times for repairs and other issues

7) App Performance Throttling

In July 2021, the company was accused of and then admitted to throttling app performance. The throttling was uncovered by an investigation done by Anand Tech, discovering that the OnePlus 9 significantly diminished the performance of Chrome in an effort to "improve battery life



IV. CHAPTER-IV

A. Introduction

In this study three tools are used for analysis and interpretation to find the people's attitude towards iPhone/ one plus. They are

- Simple percentage method
- Weighted average method
- Chi-square method

1) Simple Percentage Method

The percentage method is used for comparing certain feature. The collected data respondents in the form of table and graphs in order to give effective visualization of comparison made.

$$\text{SIMPLE PERCENTAGE METHOD} = \frac{\text{No. of. Respondents}}{\text{Total no. of. Respondents}} \times 100$$

Table 4.1.1 showing the age of the respondent

Age	Frequency	Percent
Below 20	67	49
20-40	57	44
40-60	9	7
Total	133	100

Source: Primary data

- *Interpretation:* The above table shows that 49% of the respondent are below20 age and 44% of the respondent are between 20-40 ages and 7% of the respondent are between 40-60 ages.

Chart 4.1.1 showing the age of the respondent

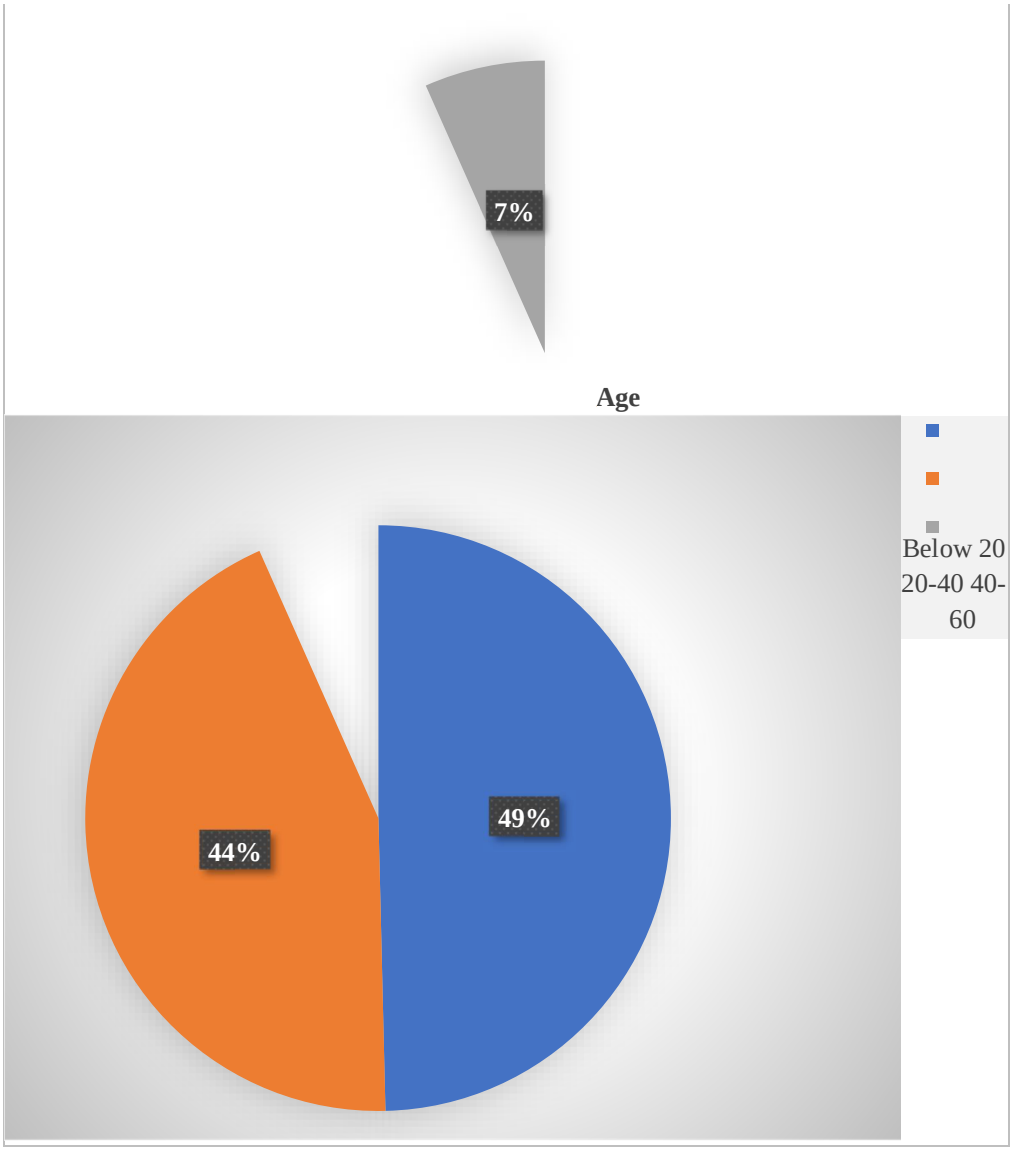


Table 4.1.2 showing gender of the respondents

Gender	Frequency	Percent
Male	69	52
Female	64	48
Total	133	100

Source: Primary data

- *Interpretation:* The above table shows that 52% of the respondent are male and 48% of the respondent are female.

Chart 4.1.2 showing gender of the respondents

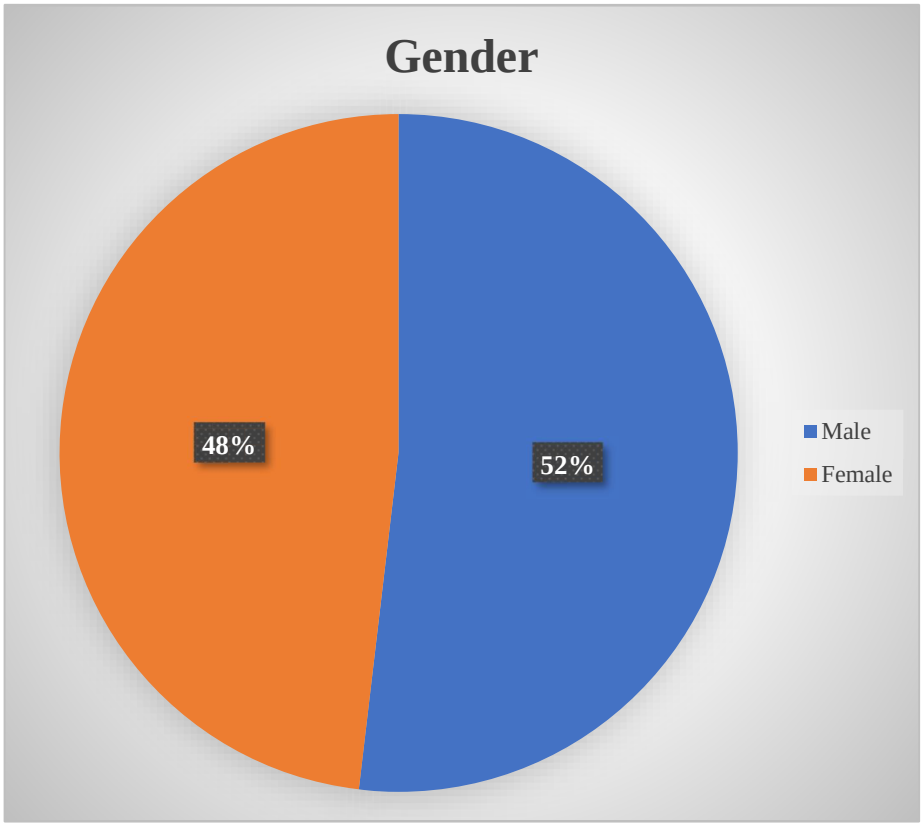


Table 4.1.3 showing the occupation of the respondent

Occupation	Frequency	Percent
Entrepreneur /A business man	28	19
Office	25	19
Student	74	57
Others	6	5
Total	133	100

Source: Primary data

- *Interpretation:* The above table shows that 57% of the respondent's occupation is students and 8% of the respondents are employee and the remaining 9% of them are business.

Chart 4.1.3 showing the occupation of the respondent

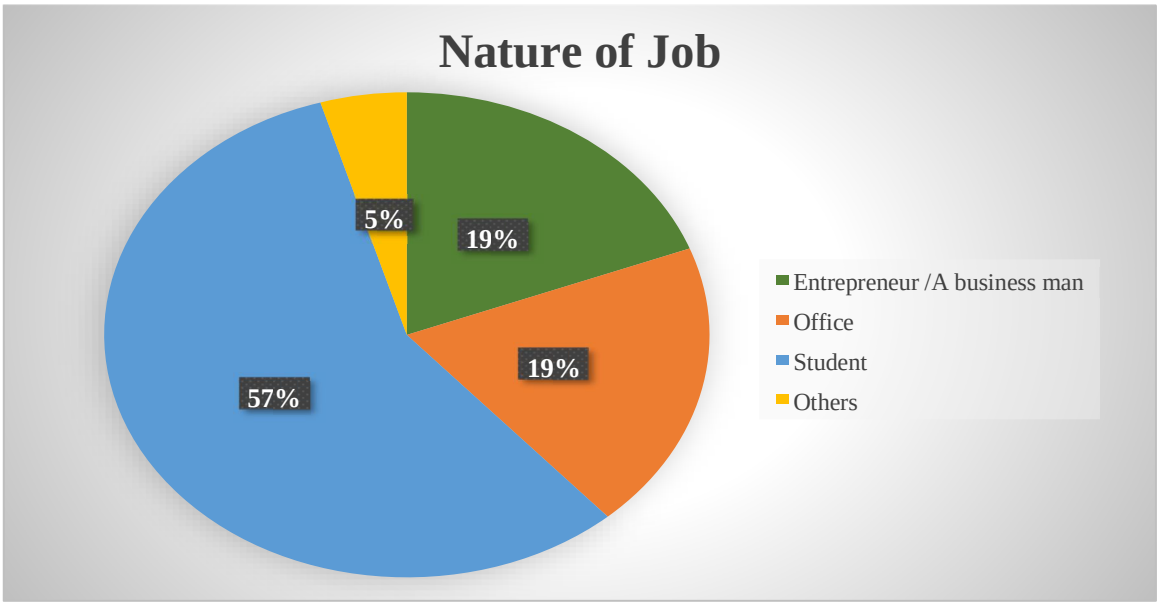


Table 4.1.4 showing the preference of the respondent

Preference	Frequency	Percent
iPhone	76	57
One plus	40	30
Both	17	13
Total	133	100

Source: Primary data

- *Interpretation:* The above table shows that 57% of the respondent prefer iPhone and 30% of them prefer One plus and 13% of them prefer both iPhone and one plus.

Chart 4.1.4 showing the preference of the respondent

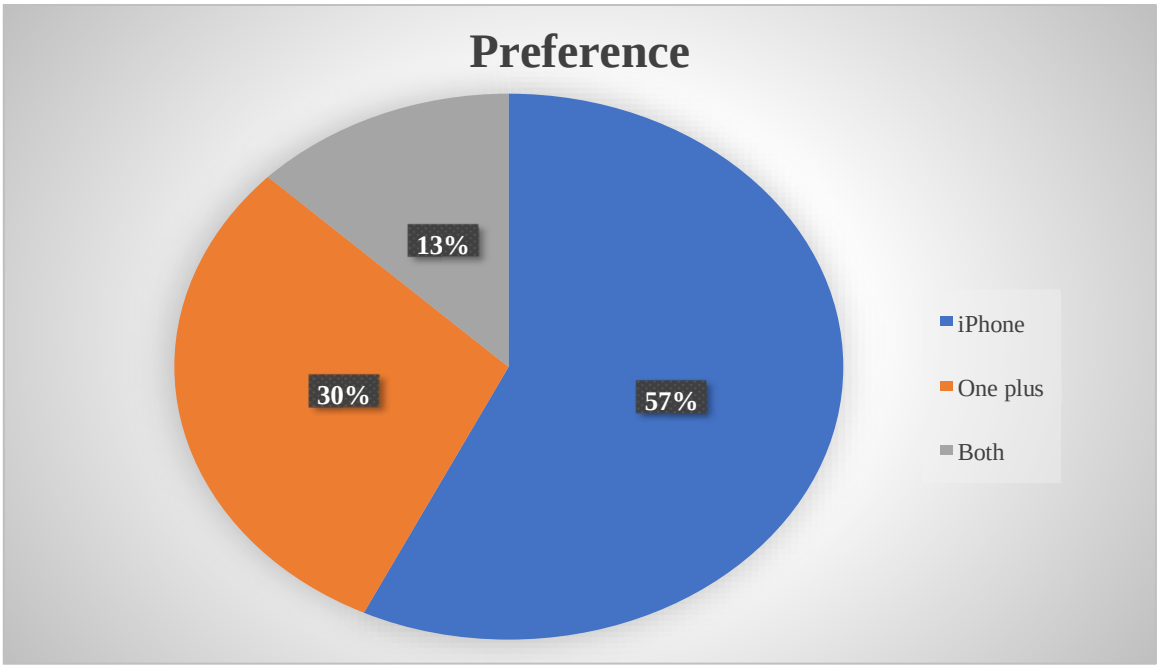


Table 4.1.5 showing the Preferences towards easy User interface

Easy UI	Frequency	Percent
iPhone	67	50
One plus	51	38
Both	15	11
Total	133	100

Source: Primary data

- *Interpretation:* The above table shows that 51% of respondent prefer iPhone and 38% of the respondent prefer one plus and 11% of respondent prefer both towards the easy user interface.

Chart 4.1.5 showing the Preferences towards easy User interface

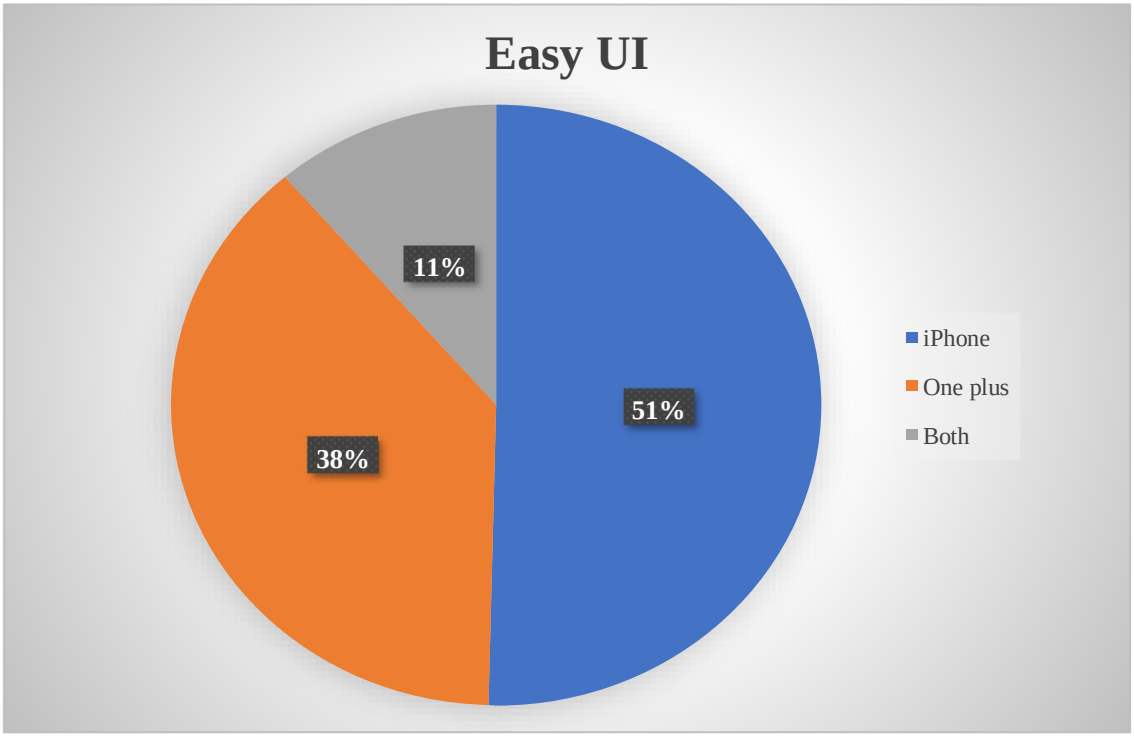


Table 4.1.6 showing the number of years of usage of the mobiles

Years of usages	Frequency	Percent
0-1years	12	9
1-2years	29	22
2-3years	65	49
Above3 years	27	20
Total	133	100

Source: Primary data

- *Interpretation:* The above table shows that 49% of the respondent use mobile phones more than 23years and 22% of the respondent use mobile phones more than 1-2 years and 20% of the respondent use mobile above3 years and 9% of the respondent use mobile less than 1years.

Chart 4.1.6 showing the number of years of usage of the mobiles

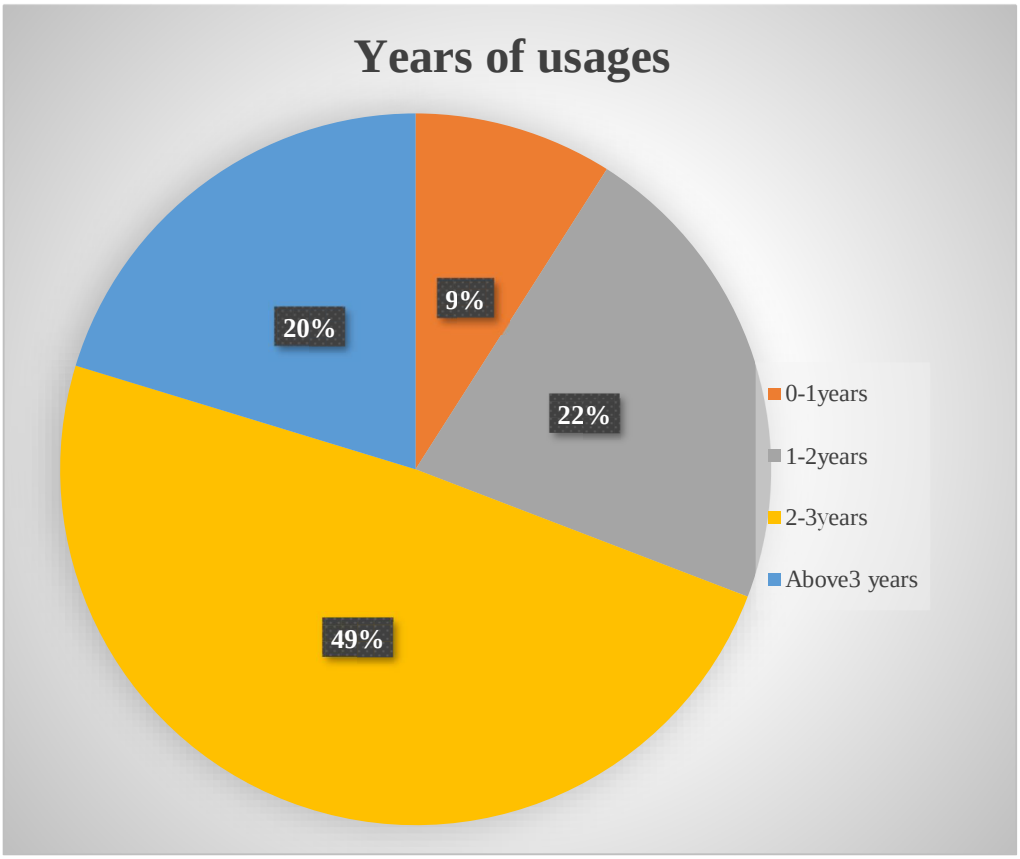


Table 4.1.7 showing the usage of iPhone / one plus by the respondent

Usage of iPhone/One plus	Frequency	Percent
Yes	119	89
No	14	11
Total	133	100

Source: Primary data

- *Interpretation:* The above table shows that 89% of the respondent has used either one plus or iPhone and 11% of the respondent didn't used either iPhone or one plus.

Chart 4.1.7 showing the usage of iPhone / one plus by the respondent

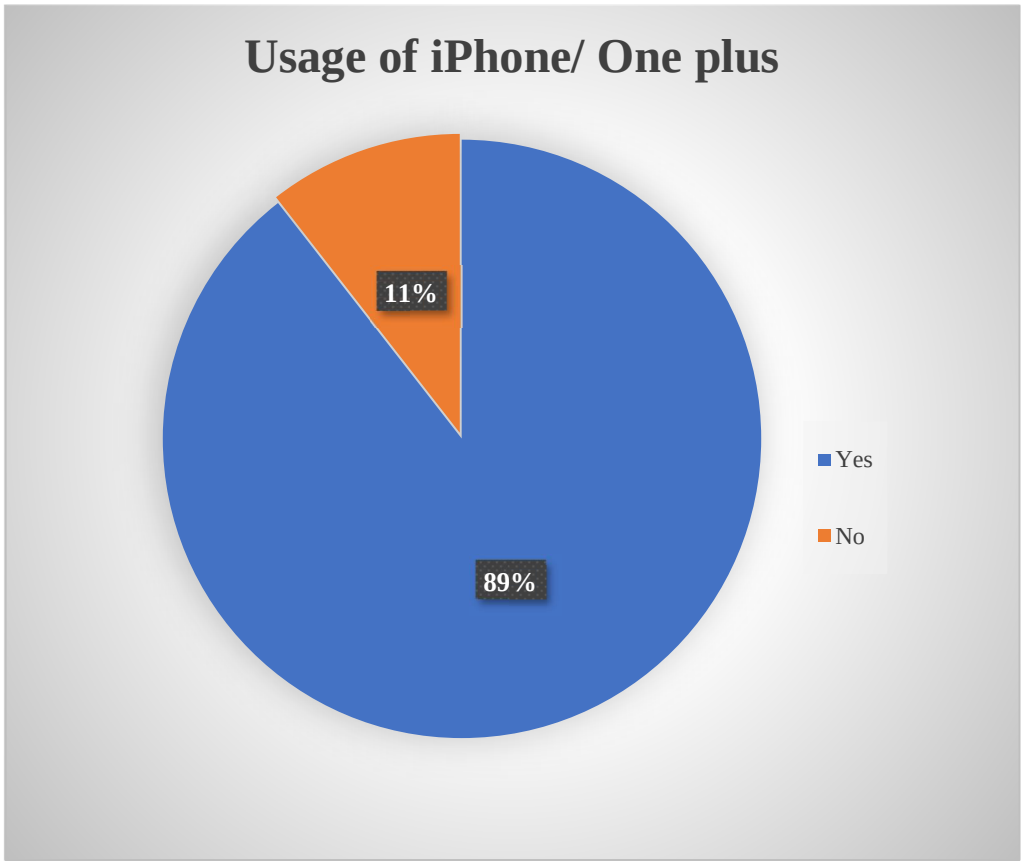


Table 4.1.8 showing the respondent towards the knowledge of the product

Knowledge of product	Frequency	Percent
Yes	96	72
No	37	28
Total	133	100

Source: Primary data

- *Interpretation:* The above table shows that 72% of the respondent have the full knowledge of the product and 28% of the respondent didn't have full knowledge about the product.

Chart 4.1.8 showing the respondent towards the knowledge of the product

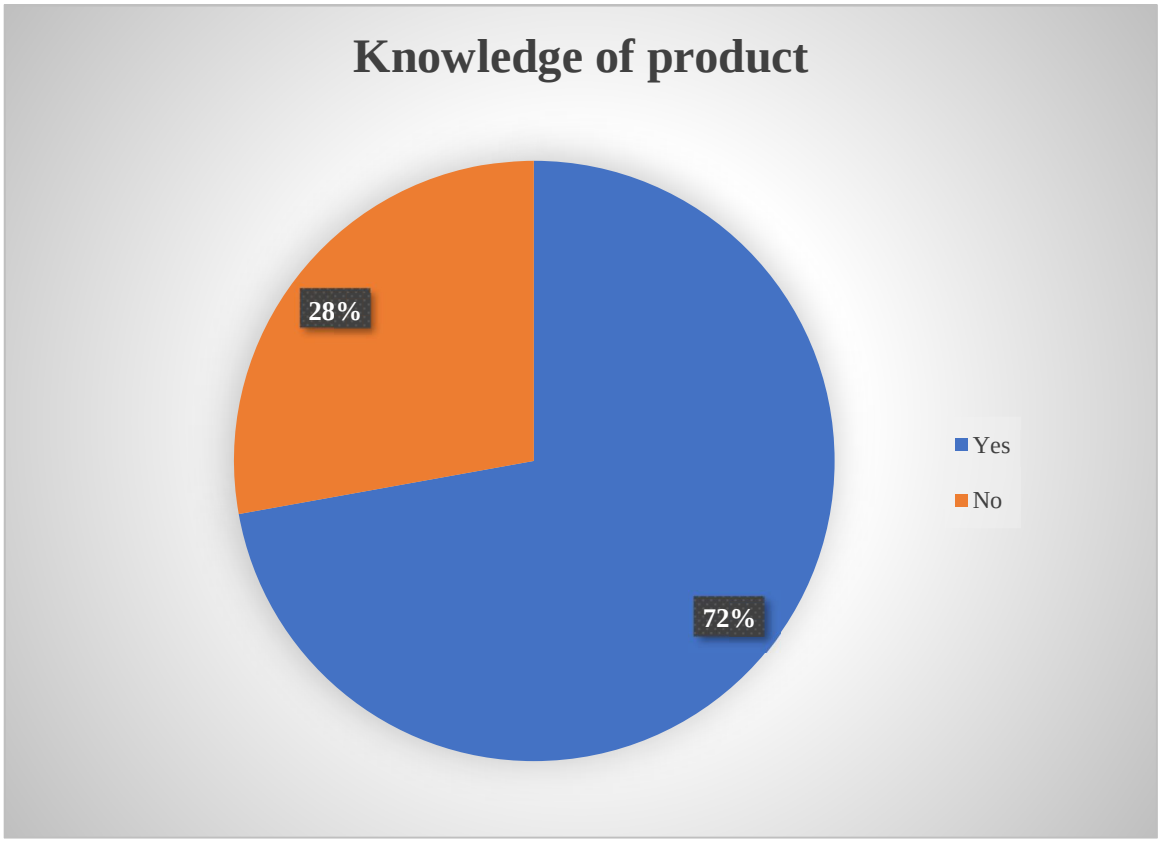


Table 4.1.9 showing the Source about the iPhone /one plus

Source	Frequency	Percent
Print ads	21	16
TV commercial ads	48	36
Through Friends	57	43
Others	7	5
Total	133	100

Source: Primary data

- *Interpretation:* The above table shows that 43% of the respondent know the product through friends and 36% of the respondent know the product through Tv commercial ads and 16% of the respondent know the product through print ads and 5% of the respondent know the product through other sources.

Chart 4.1.9 showing the Source about the iPhone /one plus

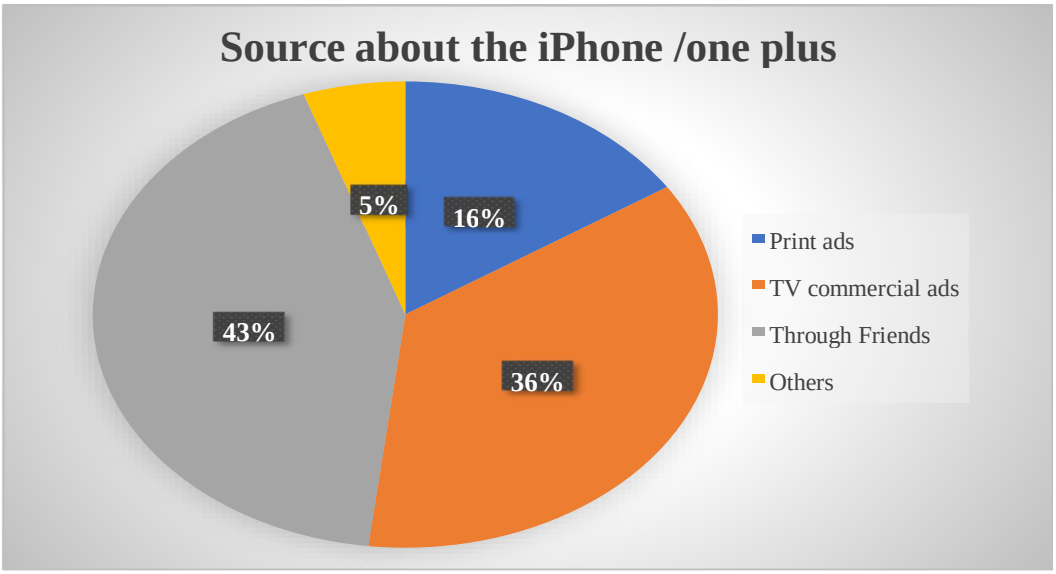


Table 4.1.10 showing the problem faced on iPhone / One plus

Problems Faced	Frequency	Percent
Tint issue	27	20
Quick battery	48	36
Over heating	38	29
Others	20	15
Total	133	100

Source: Primary data

2) *Interpretation:* The above table shows that 36% of the respondent faced battery draining issues and 29% of the respondent over heating issues and 20% of the respondent faced tint issues and 15% of the respondent faced others issues.

Chart 4.1.10 showing the problem faced on iPhone / One plus

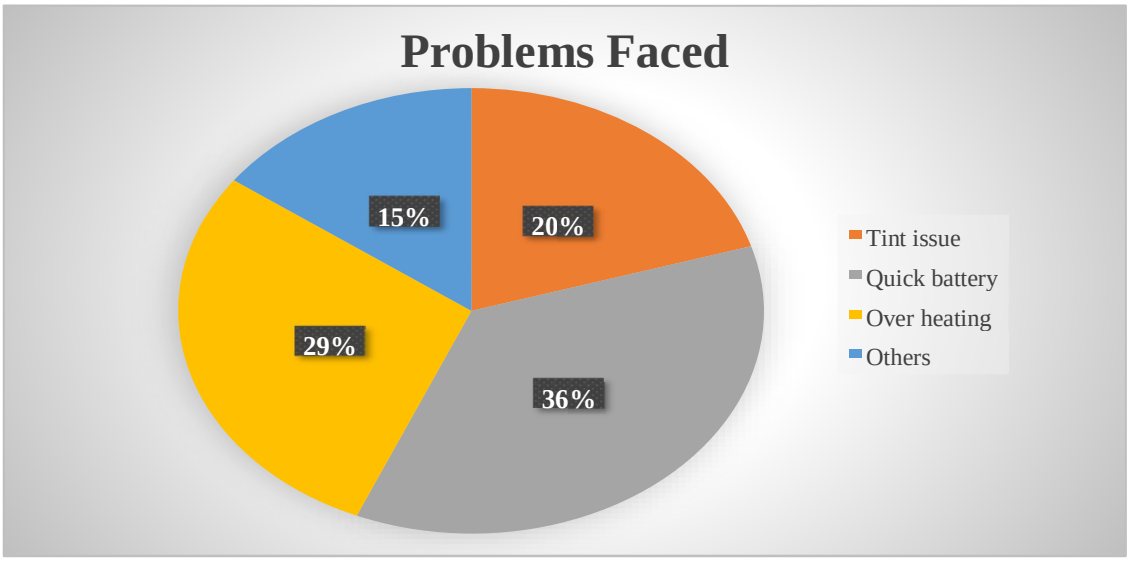


Table 4.1.11 showing the purpose for purchase the mobile phone

Purpose	Frequency	Percent
Joy purpose	19	14
Personal purpose	75	56
Official purpose	34	26
Others	5	4
Total	133	100

Source: Primary data

- *Interpretation:* The above table shows that 56% of the respondent purchase mobile for personal purpose and 26% of the respondent purchase mobile for official and 14% of the respondent purchase mobile for joy purpose and 4% of the respondent purchase mobile for other purpose.

Chart 4.1.11 showing the purpose for purchase the mobile phone

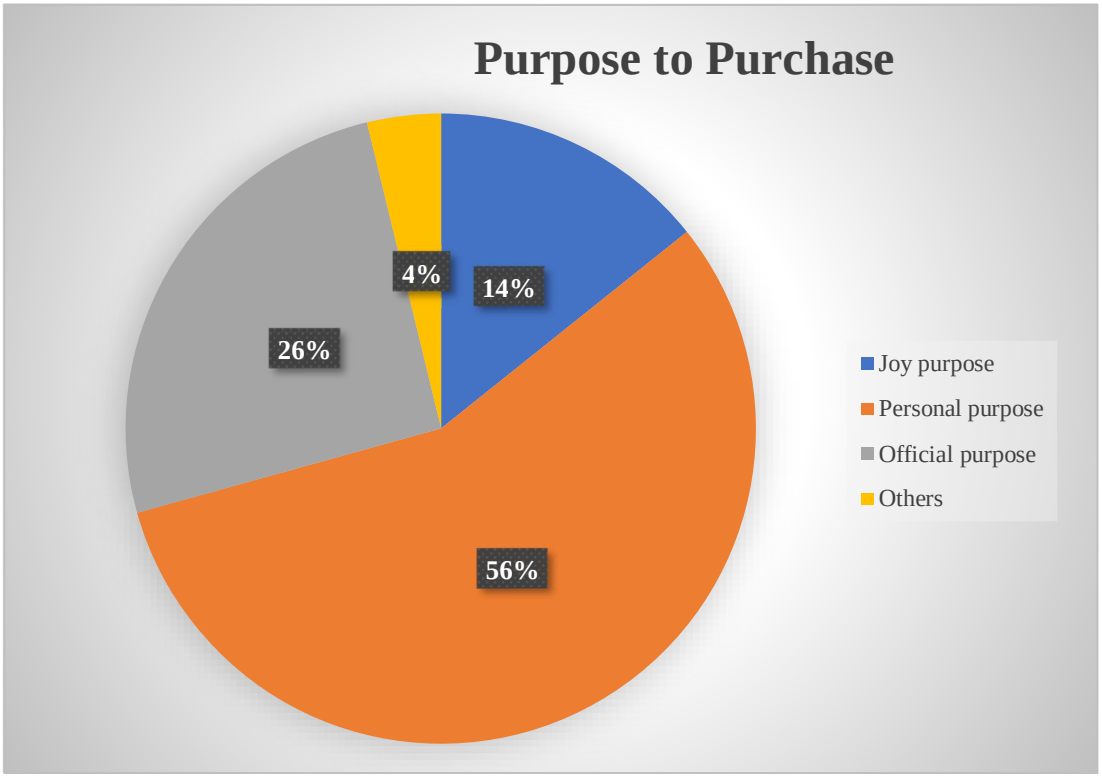


Table 4.1.12 showing the performance of iPhone and one plus in securities

Securities	Frequency	Percent
High protection	89	67
Medium protection	35	26
Low protection	9	7
Total	133	100.0

Source: Primary data

- *Interpretation:* The above table shows that 67% of the respondent experienced high protection on securities and 26% of the respondent experienced medium protection on securities and 7% of the respondent experienced low protection on securities.

Chart 4.1.12 showing the performance of iPhone and one plus in securities

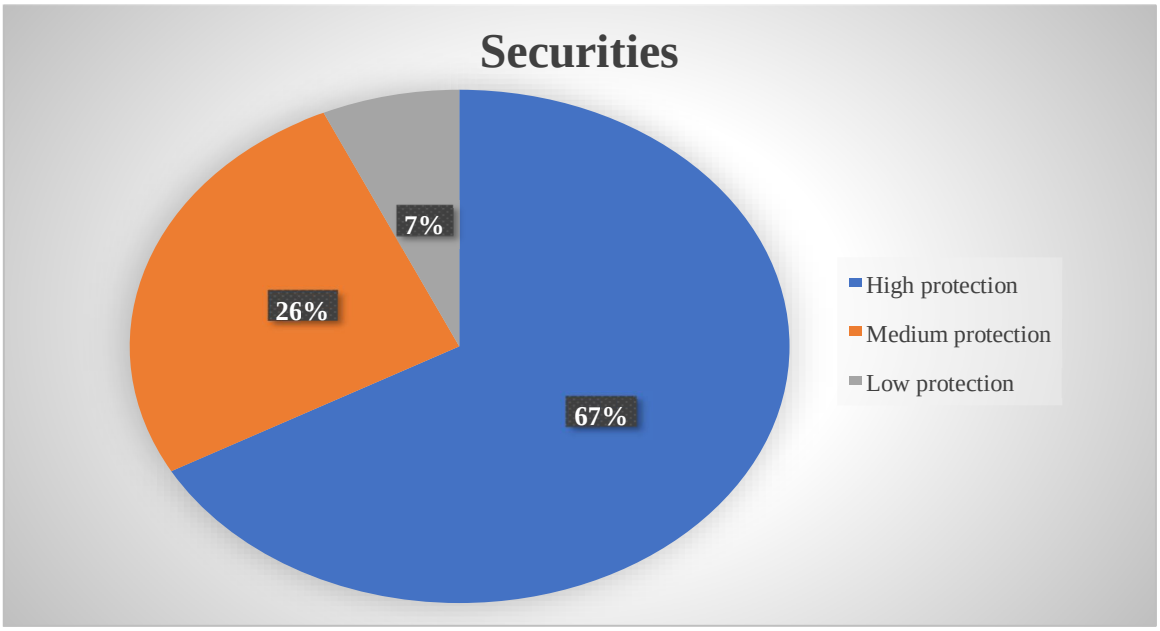


Table 4.1.13 showing satisfaction of amount paying for iPhone / one plus

Cost of the product	Frequency	Percent
Worth	70	53
Little high	44	33
Adjustable	14	10
Not worthy	5	4
Total	133	100

Source: Primary data

- *Interpretation:* The above table shows 53% of the respondent says worth for paying and 33% of the respondent says its little high and 10% of the respondent says its adjustable and 4% of the respondent says it's not worth for paying it.

Chart 4.1.13 showing satisfaction of amount paying for iPhone / one plus

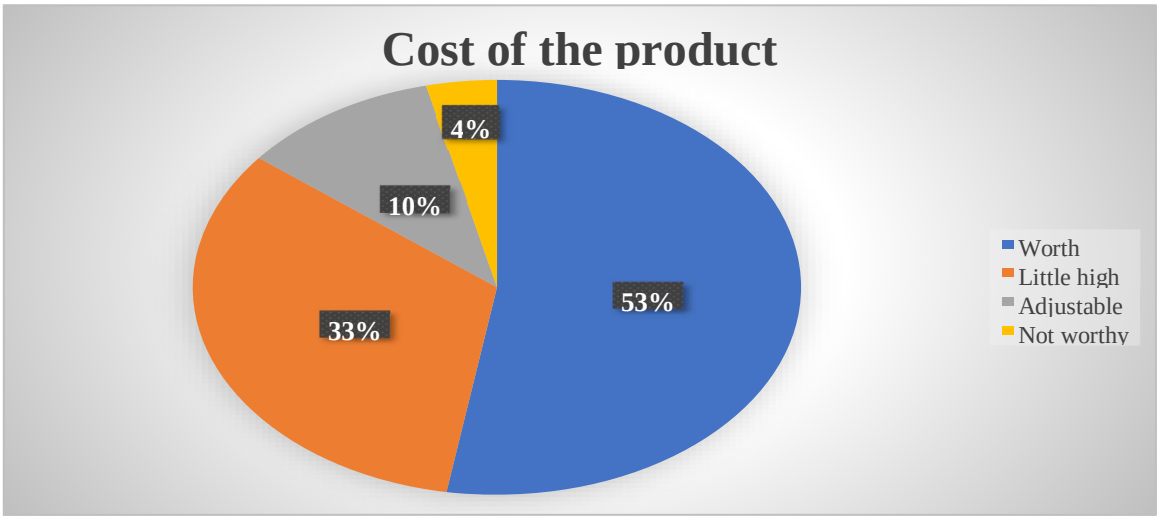


Table 4.1.14 showing the availability of service centre in their area

Service Centres	Frequency	Percent
Near my home	61	46
In main places of the cities	40	30
Only in limited areas	24	18
Not available	8	6
Total	133	100

Source: Primary data

- *Interpretation:* The above table shows that 46% of the respondent says the service centre are available near their home and 30% of the respondent says the service centre are available in the main place of their cities and 18% of the respondent says the service centre are available only in limited areas and 6% of the respondent says the service centre aren't available.

Chart 4.1.14 showing the availability of service centre in their area

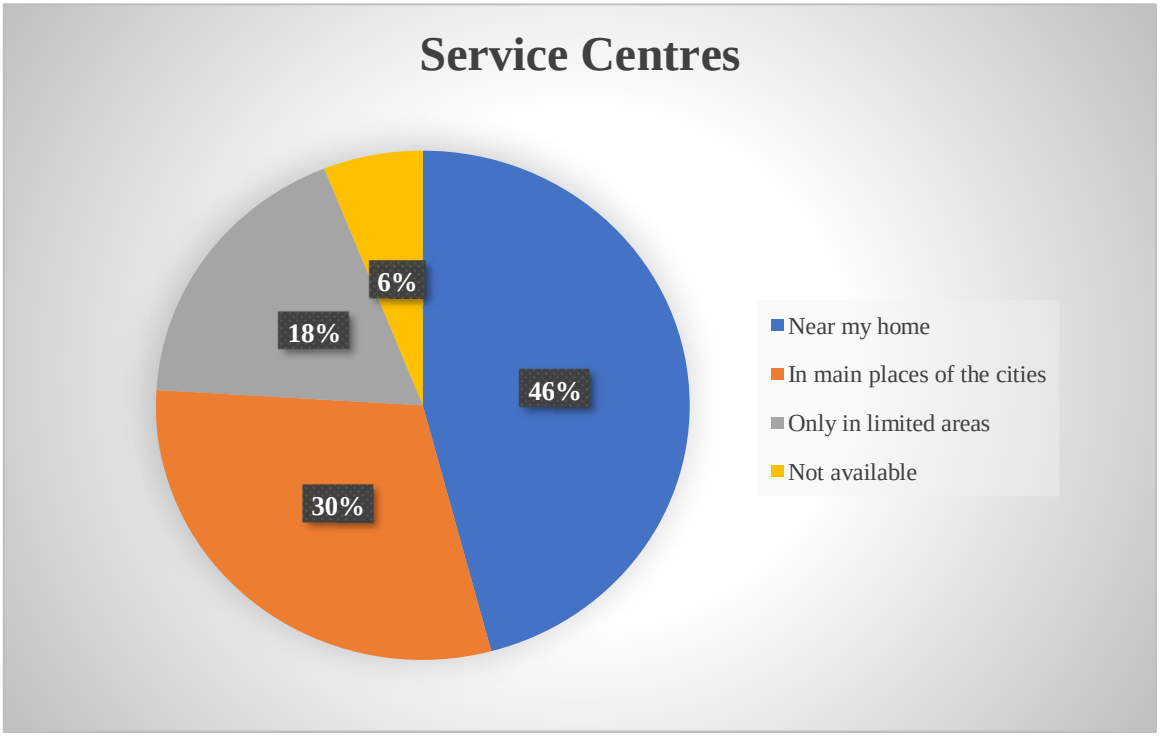


Table 4.1.15 showing brand image on preference on purchase of product

Brand image on preference	Frequency	Percent
Maybe	79	59
Seriously	38	29
Definitely no	12	9
None of the above	4	3
Total	133	100

Source: Primary data

- *Interpretation:* The above table shows that 59% of the brand image can influence on preference on purchase of product 29% of the brand it may influence on preference on purchase of product and 9% of the respondent says brand image does not influence on preference on purchase of product and 3% says it either of the options does not suit for preference on purchase of product.

Chart 4.1.15 showing brand image on preference on purchase of product

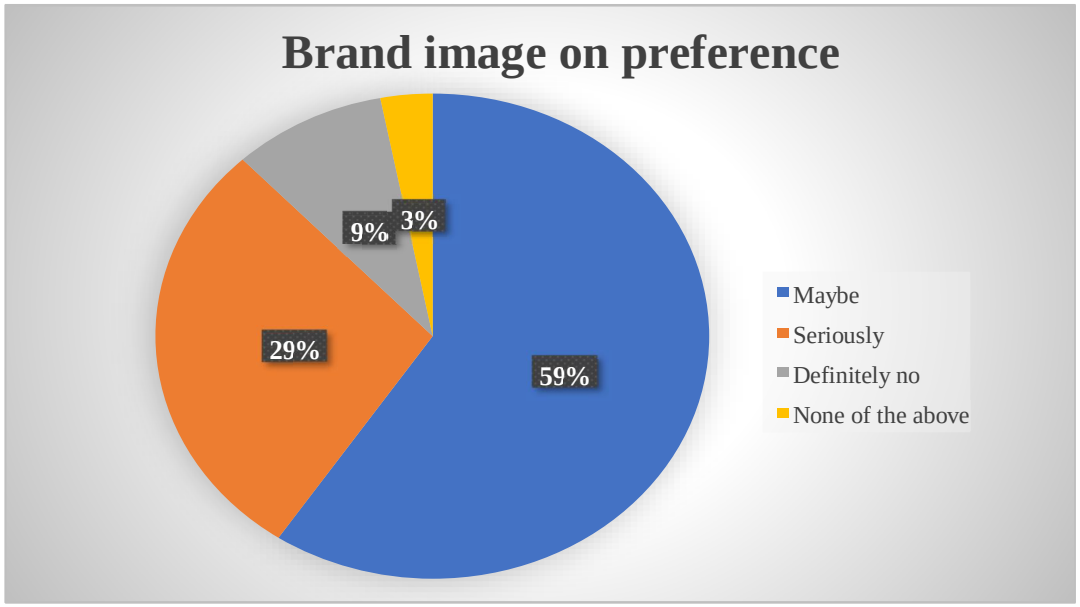


Table 4.1.16 showing consideration of the main feature of the iPhone/one plus

Main Feature	Frequency	Percent
High quality	68	51
Lower price	16	12
High performance	40	30
Better security	9	7
Total	133	100

Source: Primary data

- *Interpretation:* The above table shows that 51% consider high quality is the main feature of iPhone/ One plus and 30% consider high performance is the main feature of iPhone/ One plus and 12% lower price is the main feature of iPhone/ One plus and 7% consider better security is the main feature of iPhone/ One plus.

Chart 4.1.16 showing consideration of the main feature of the iPhone / one plus

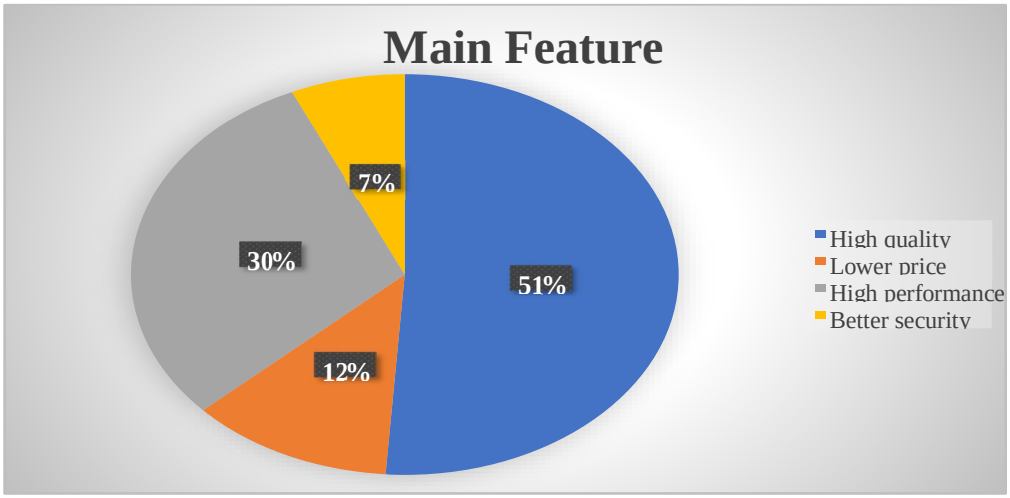


Table 4.1.17 showing iPhone/one plus is Important element of Life

Important element of Life	Frequency	Percent
Definitely	83	62
Either definitely	26	20
Possible	19	14
Either possible	5	4
Total	133	100

Source: Primary data

- *Interpretation:* The above table shows that 62% of respondent says its important element of life and 20% of respondent says it may important element of life and 14% of respondent says it may possible to be an important element of life and 4% of respondent says it may either possible to be important element of life.

Chart 4.1.17 showing iPhone/one plus is Important element of Life

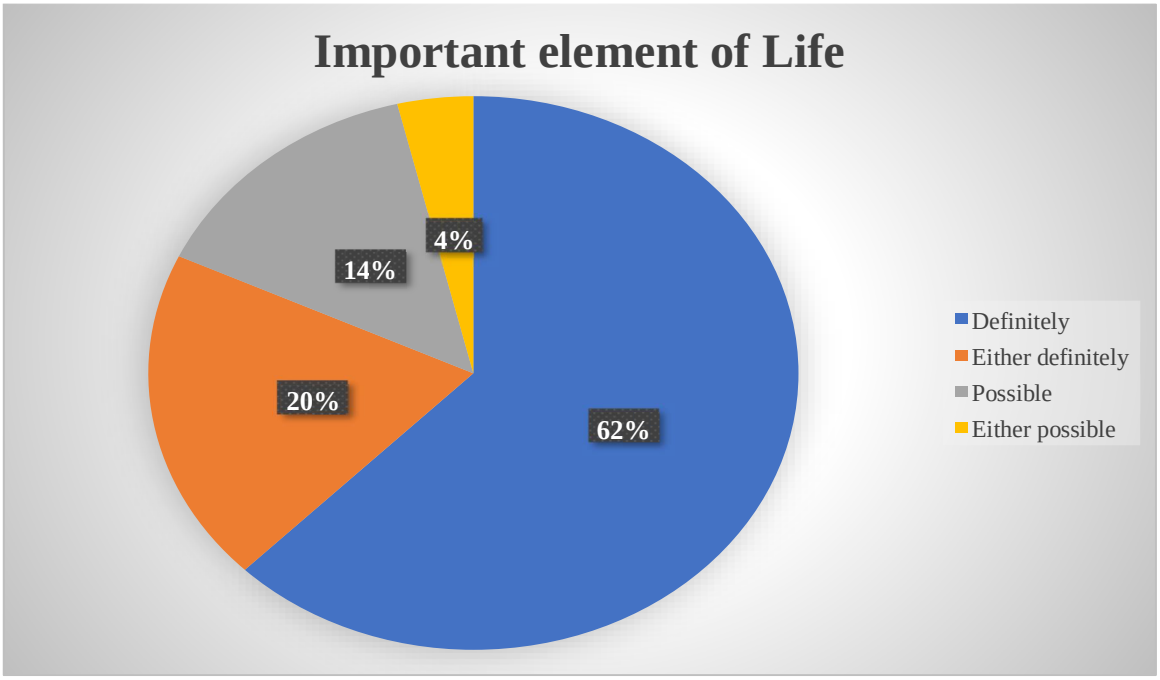


Table 4.1.18 showing the price of the product

Price of Product	Frequency	Percent
5000-14999	13	10
15000-24999	35	26
25000-34999	24	18
35000-44999	60	45
Above45000	1	1
Total	133	100

Source: Primary data

- *Interpretation:* The above table shows that 45% of the respondent prefer price of the product is between 35000-44999 and 26% of the respondent prefer price of the product is between 15000-24999 and 18% of the respondent prefer price of the product is between 25000-34999 and 10% of the respondent prefer price of the product is between 5000-14999 and 1% of the respondent prefer price of the product is above 45000.

Chart 4.1.18 showing the price of the product

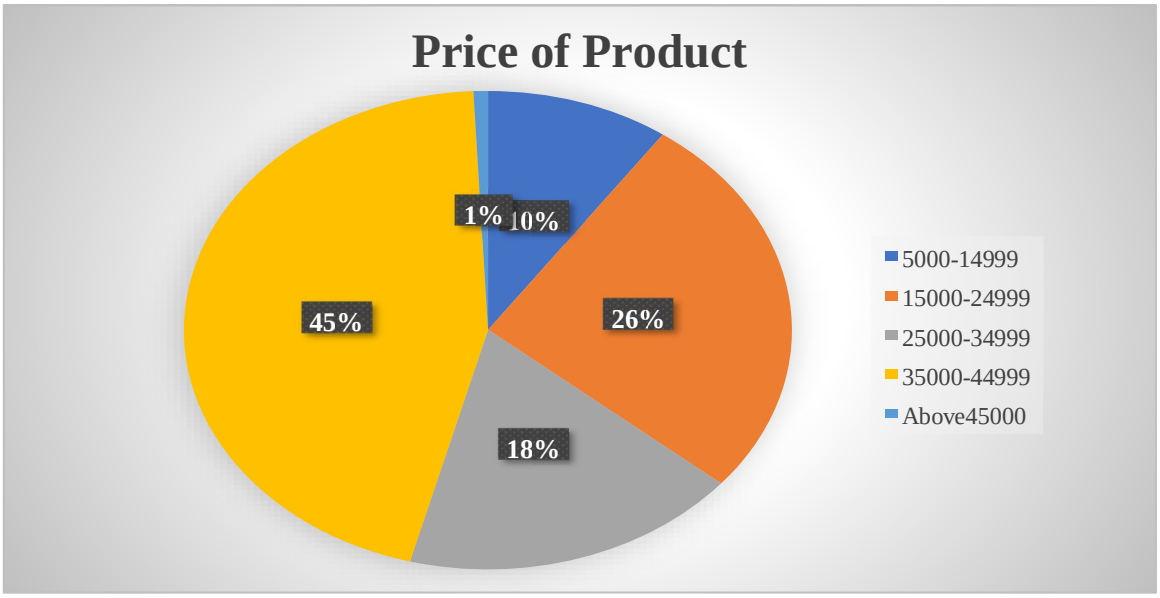


Table 4.1.19 showing preference on operating system of smart phones

Expectations	Frequency	Percent
Fast and easy	81	61
Should provide rich user interface	28	21
Should provide rich navigation	19	14
Easy to upgrade	5	4
Total	133	100

Source: Primary data

- Interpretation: The above table shows that 61% prefer fast and easy operating system in smart phone and 21% prefer rich user interface in smart phone and 14% prefer rich navigation in smart phone and 4% prefer easy to upgrade in smart phone.

Chart 4.1.19 showing preference on operating system of smart phones

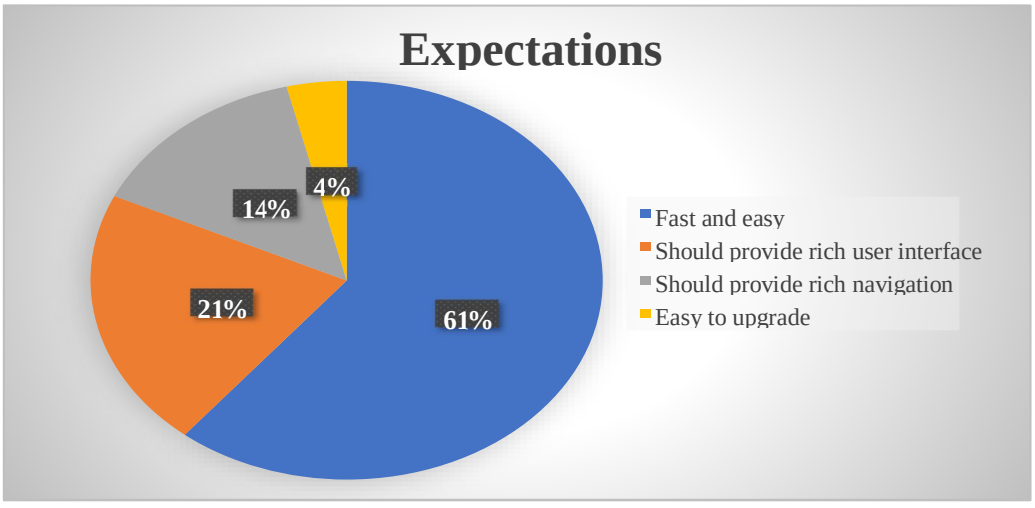


Table 4.1.20 showing Difficulties in installation of apps

Difficulties in installation	Frequency	Percent
For securities purpose	70	52
Compatible	37	28
Violating the company rules	21	16
Other purpose	5	4
Total	133	100

Source: Primary data

- *Interpretation:* The above table shows that 52% of respondent agree for securities purpose is the reason foe difficulties in installation of apps and 28% of respondent agree for compatible is the reason foe difficulties in installation of apps and 16 % respondent agree it for violating the company rules is the reason foe difficulties in installation of apps and 4% respondent agree it for other purpose is the reason foe difficulties in installation of apps.

Chart 4.1.20 showing difficulties in installation of apps

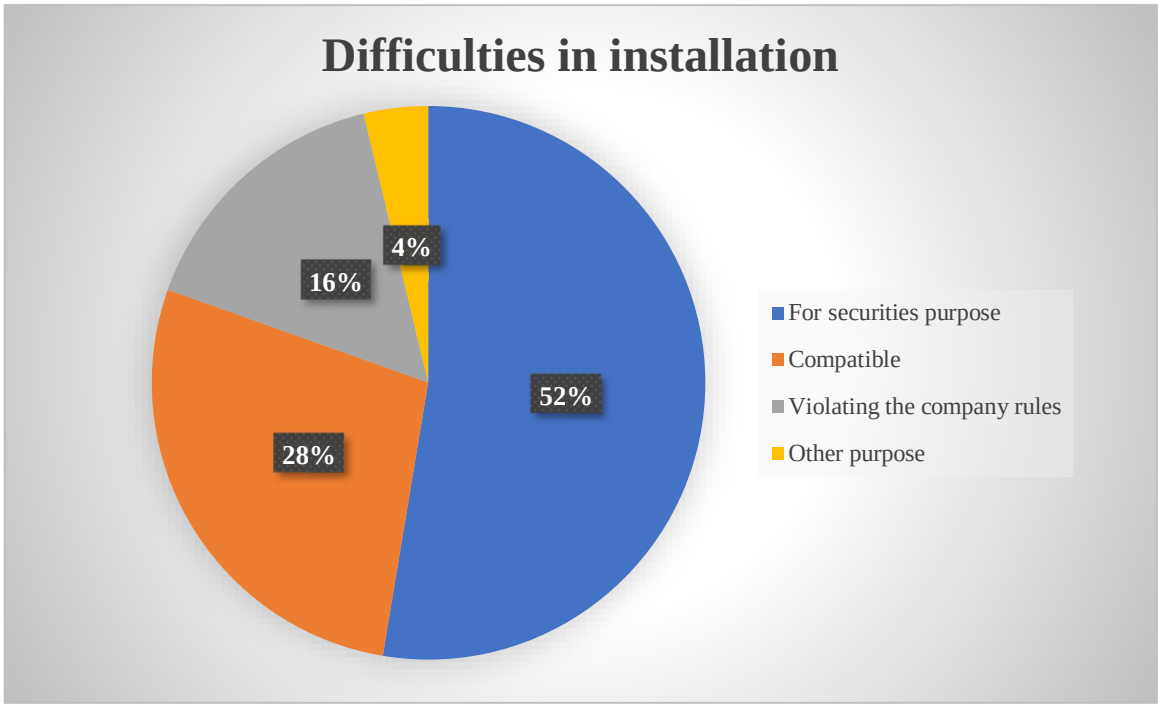


Table 4.1.21 showing influence on purchase of iPhone/ one plus

Influencer	Frequency	Percent
Price	67	50
Quality	42	32
Resale value	19	14
Status symbol or brand image	5	4
Total	133	100

Source: Primary data

- *Interpretation:* The above table shows that 50% price is the influence on purchase of iPhone/ one plus and 32% is on quality on influence on iPhone/ one plus and 14% is preferred on resale value and 4% is influenced on status, symbol or brand image.

Chart 4.1.21 showing influence on purchase of iPhone/ one plus

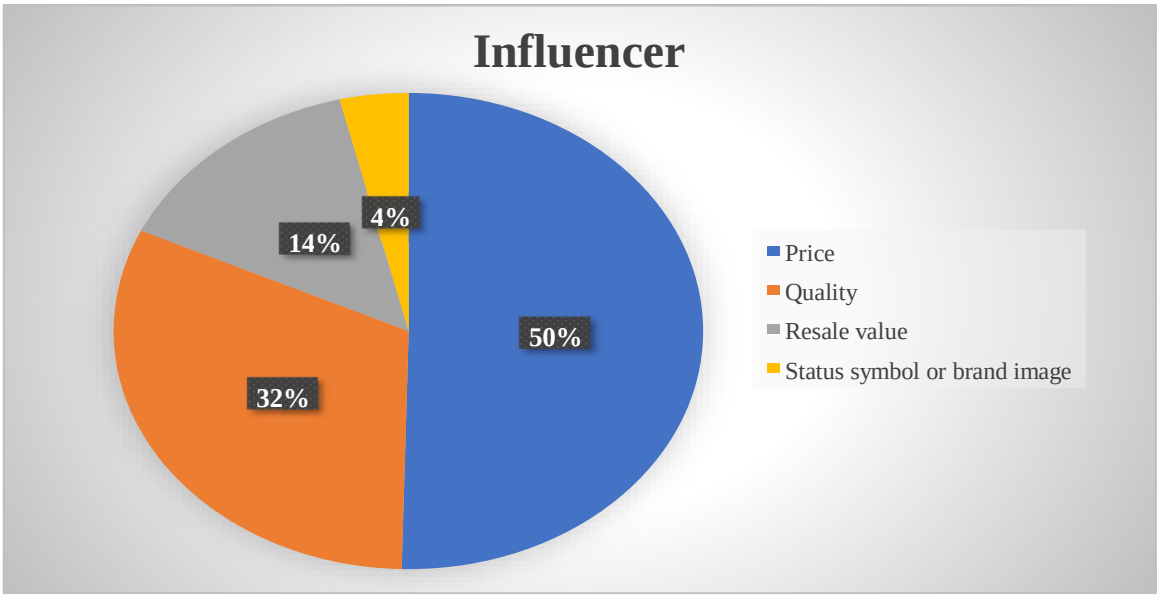


Table 4.1.22 showing securities function of iPhone /one plus

Security functions	Frequency	Percent
iPhone	80	60
One plus	36	27
Others	15	11
None	2	2
Total	133	100

Source: Primary data

- *Interpretation:* The above table shows that 60% of respondent prefer iPhone is better for securities functions and 27% of the respondent prefer one plus is better for securities function and 11% of the respondent prefer both of them and 2% of prefer none of the mobile phones.

Chart 4.1.22 showing securities function of iPhone /one plus

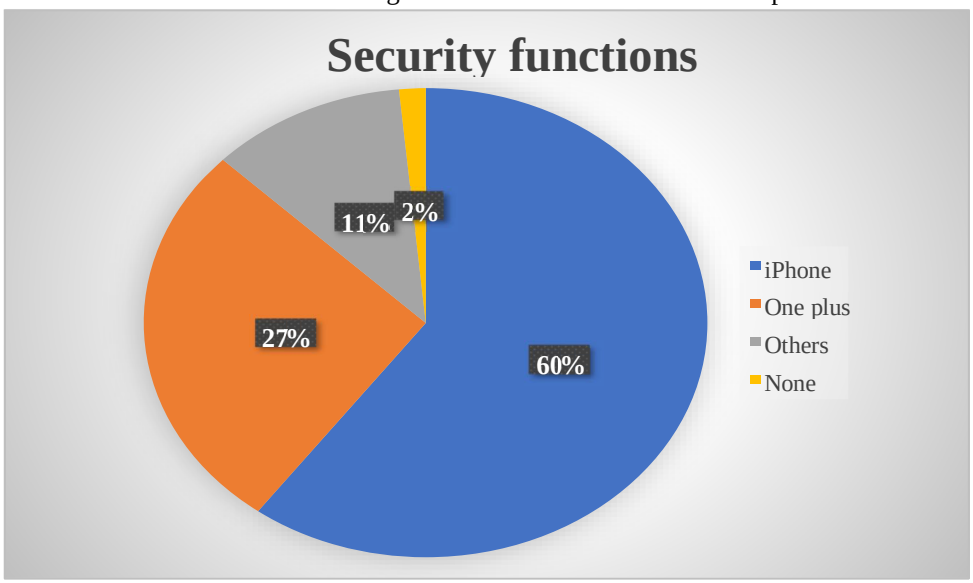


Table 4.1.23 showing affordability of iPhone/ one plus

Affordability	Frequency	Percent
Only rich people	59	44
Only upper middle class	57	43
Only by middle class	14	11
By lower class	3	2
Total	133	100

Source: Primary data

- *Interpretation:* The above table shows that 44% of the respondent says it is affordable only by rich people 43% of the respondent says it is affordable only by upper middle class and 11% of the respondent says it can be affordable by middle class people and 2% of the respondent says it can be affordable by lower class people.

Chart 4.1.23 showing affordability of iPhone/ one plus

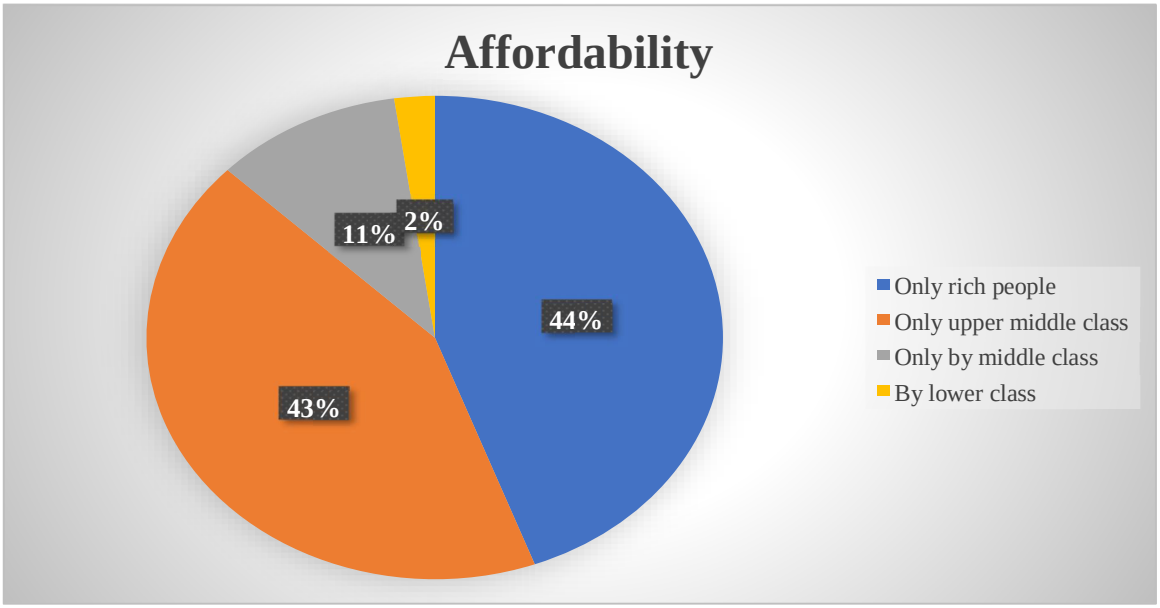


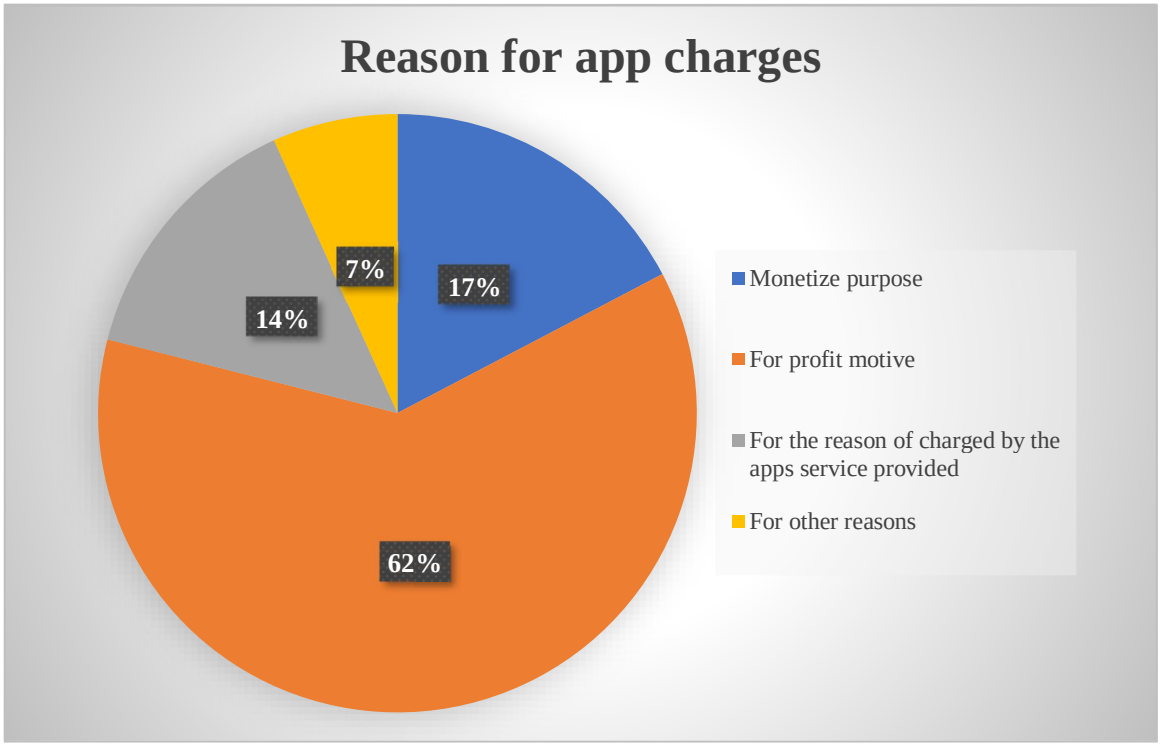
Table 4.1.24 showing reason for app charges

Reason for app charges	Frequency	Percent
Monetize purpose	23	17
For profit motive	82	62
For the reason of charged by the apps service provided	19	14
For other reasons	9	7
Total	133	100

Source: Primary data

- *Interpretation:* The above table shows the reason for app charges is 62% says it for profit motive and 17% says it for monetize purpose and 11% says it for app charged for the service provided and 7% says it for other purpose.

Chart 4.1.24 showing reason for app charges



B. Weighted Average Score Method

Average score was obtained for each level of behaviour of respondents towards preference of customer on iPhone/ one plus. For this purpose, a 4-point scaling procedure was used. The score 4 was given for fest features, score 3 for worth, score 2 for the neutral, score 1 for the disagree and. Based on the scores average score was calculated for each level of behaviour of respondents towards preference of iPhone/one plus.

Table 4.2.1 showing the rate of the features provided in iPhone/ one plus

Features	4	3	2	1	Total	Weighted average score	Rank
Price	86	29	13	5	462	3.473	3
Brand image	83	34	9	7	459	3.451	4
Storage	83	31	15	4	457	3.436	5
Other Features	82	30	13	8	452	3.398	7
Updates	79	38	13	3	497	3.736	2
Quality	81	32	13	7	453	3.406	6
Battery	108	17	7	1	453	3.744	1

- *Interpretation:* The above table indicates that the first rank has been given for battery life as the best features of iPhone/ one plus and the last rank has been given for other features of iPhone/ one plus.

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C. CHI – SQUARE Analysis

A CHI-SQUARE is a statistical tool commonly used for testing the independence and goodness of fit. Testing independence determines whether two or more observations across two population are dependent on each other. Testing for goodness of fit determines if an observed frequency distribution matches a theoretical distribution.

FORMULA:

$$\text{CHI - SQUARE VALUE } (\sum) = \frac{(\text{OBSERVED VALUE} - \text{EXPECTED VALUE})^2}{\text{EXPECTED VALUE}}$$

$$\text{EXPECTED VALUE} = \frac{\text{ROW TOTAL} * \text{column TOTAL}}{\text{GRAND TOTAL}}$$

Table 4.3.1 showing the Age of the person with respect to do you think smart phones are unavoidable and irreplaceable element in every person life.

		Do you think smart phones are unavoidable and irreplaceable element in every person life?				Total
		Definitely	Either definitely	Possible	Either possible	
Age of the person	Below 20	52	11	3	1	67
	20-40	27	13	14	3	57
	40-60	4	2	2	1	9
Total		83	26	19	5	133

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17.366[a]	6	.008
Likelihood Ratio	18.074	6	.006
Linear-by-Linear Association	14.306	1	.000
N of Valid Cases	133		

HYPOTHESIS

H0: There is no significant difference between age and importance in life.
H1: There is significant difference between age and importance in life.
Level of significance = 5% or 0.05
Degree of freedom = 6
Chi-square value x^2 = 17.366
Table Value = 12.592

- *Interpretation:* In the above analysis the calculated Chi-square value {17.366} is more than the table value {12.492} at the level of 5% of significance. Thus, the null hypothesis [H0] is rejected and the alternative [H1] hypothesis is accepted. Hence, there is significant relationship between age of the respondents and irreplaceable element in life.

Table 4.3.2 showing the nature of Job with respect to How much do you spent on purchasing your phone

	How much do you spent on purchasing your phone?					Total
	5000-14999	15000-24999	25000-34999	35000-44999	Above 45000	
Entrepreneur /A business man	3	3	7	15	0	28
Nature of Office		7			0	
Job		22	5	13	1	25
Student	0		10	31	0	74
Others	10				**1**	
Total	0	3	2	1		6
	13	**35**	**24**	**60**		**133**

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.511[a]	12	.333
Likelihood Ratio	17.426	12	.134
Linear-by-Linear Association	3.279	1	.070
N of Valid Cases	133		

HYPOTHESIS
H0: There is no significant difference between nature of job and amount spend on purchasing of phone.
H1: There is significant difference between nature of job and amount spend on purchasing of phone.

Level of significance = 5% or 0.05
Degree of freedom = 12
Chi-square value x^2 = 13.511
Table Value = 21.026

- *Interpretation:* In the above analysis the calculated Chi-square value {13.511} is less than the table value {21.026} at the level of 5% of significance. Thus, the null hypothesis [H0] is accepted. Hence there is no significant relationship between nature of job and purchase price of mobile.

Table 4.3.3 showing the preference with respect to purpose to purchase the mobile phone.

		Which makes you to purchase the mobile phone?				Total
		Joy purpose	Personal purpose	Official purpose	Others	
Which mobile do you prefer?	iPhone	14	39	22	1	76
	One plus	4	29	6	1	40
	Both	1	7	6	3	17
Total		19	75	34	5	133

Chi-Square Tests

	Value	df	Asymp. Sig. (2sided)
Pearson Chi-Square	17.964[a]	6	.006
Likelihood Ratio	14.610	6	.024
Linear-by-Linear Association	4.227	1	.040
N of Valid Cases	133		

HYPOTHESIS
H0: There is no significant difference between mobile you prefer and purpose to purchase the phone.
H1: There is significant difference between mobile you prefer and purpose to purchase the phone.
Level of significance = 5% or 0.05
Degree of freedom = 6
Chi-square value x^2 = 17.964
Table Value =12.592

- *Interpretation:* In the above analysis the calculated Chi-square value {17.964} is less than the table value {12.592} at the level of 5% of significance. Thus, the null hypothesis [H0] is rejected and alternative hypothesis[H1] is accepted. Hence, there is a significant relationship between preference of mobile and buying decision of mobile phone.

Table 4.3.4 showing the easy User Interface (UI) with respect to performance of iPhone and one plus in securities.

		How do you feel about performance of iPhone and one plus in securities?			Total
		High protection	Medium protection	Low protection	
Which mobile has the easy User Interface (UI)?	iPhone one plus	56	7	4	67
	Both	27	19	5	51
		6	9	0	15
Total		89	35	9	133

Chi-Square Tests

	Value	df	Asymp. Sig. (2sided)
Pearson Chi-Square	22.864[a]	4	.000
Likelihood Ratio	23.897	4	.000
Linear-by-Linear Association	9.300	1	.002
N of Valid Cases	133		

HYPOTHESIS
H0: There is no significant difference between user interface and performance in security protection.
H1: There is significant difference between user interface and performance in security protection.
Level of significance = 5% or 0.05
Degree of freedom = 4
Chi-square value x^2 = 22.864
Table Value = 9.488

- *Interpretation:* In the above analysis the calculated Chi-square value {22.864} is less than the table value {9.488} at the level of 5% of significance. Thus, the null hypothesis [H0] is rejected and alternative hypothesis[H1] is accepted. Hence, there is a significant relationship between easy interface and performance of mobile phone.

Table 4.3.5 showing the satisfaction towards purchase of iPhone/ one plus with respect to affordability by individuals

		Did iPhone is pricing is affordable only by?				Total
		Only rich people	Only upper middle class	Only by middle class	By lower class	
Worth		43	25	2	0	70
Are you satisfied		11	25	7	1	44
	Little high	3	6	3	2	14
with the amount		2				
	Adjustable		1	2	0	5
paying for iPhone /					3	
Not one plus? worthy						
Total		59	57	14		133

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	34.943[a]	9	.000
Likelihood Ratio	31.626	9	.000
Linear-by-Linear Association	20.226	1	.000
N of Valid Cases	133		

HYPOTHESIS

H0: There is no significant difference between amount paying for mobiles and affordability by individuals.

H1: There is significant difference between amount paying for mobiles and affordability by individuals.

Level of significance = 5% or 0.05

Degree of freedom = 9

Chi-square value x^2 = 34.943

Table Value = 16.91

- *Interpretation:* In the above analysis the calculated Chi-square value {34.943} is less than the table value {16.919} at the level of 5% of significance. Thus, the null hypothesis [H0] is rejected and alternative hypothesis[H1] is accepted. Hence, there is a significant relationship between satisfaction level on price and affordable.

Table 4.3.6 showing the brands provide enhanced security functions with respect to app charges in apple store and one plus

		Why some of the apps are charged purchase cost in apple store and one plus?				Total
		Monetize purpose	For profit motive	For the reason of charged by the apps service provided	For other reasons	
Which brand provide enhanced security functions?	iPhone	8	59	9	4	80
	One plus	12	14	8	2	36
	Others	2	8	2	3	15
	None	1	1	0	0	2
Total		23	82	19	9	133

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	21.190[a]	9	.012
Likelihood Ratio	19.352	9	.022
Linear-by-Linear Association	.046	1	.829
N of Valid Cases	133		

HYPOTHESIS
H0: There is no significant difference between enhanced function and app charges in phones.
H1: There is significant difference between enhanced function and app charges in phones.
Level of significance = 5% or 0.05
Degree of freedom = 9
Chi-square value x^2 = 21.190
Table Value = 16.919

- *Interpretation:* In the above analysis the calculated Chi-square value {21.190} is less than the table value {16.919} at the level of 5% of significance. Thus, the null hypothesis [H0] is rejected and alternative hypothesis[H1] is accepted. Hence, there is a significant relationship between security function and app cost.

V. CHAPTER-V

A. *Findings*

The objective of the study was to know the customer preference and economic value towards iPhone and one plus. The study has been carefully analysed using the techniques of percentage analysis, weighted score analysis and chi- square analysis. The final chapter is an attempt to summarize the findings of the study based on which few suggestions have been made.

1) Simple Percerntage Method

a) 49% of the respondents from the age group below 20.
b) 52% of the respondent are male.
c) 57% of the respondents are students.
d) 57% of the respondent prefer iPhone.
e) 50% of the respondent says iPhone has better user interface.
f) 49% of the respondent use mobile phones more than 2-3 years.
g) 89% of the respondent are usage of iPhone.
h) 72% of the respondent has full knowledge of the product.
i) 43% of the respondent know the source through Friends.
j) 36% of the respondent faced quick battery drain problem.
k) 56% of the respondent purchased for personal purpose only.
l) 67% of the respondent says high protection in performance in security.
m) 53% of the respondent says its worth of purchasing iPhone/one plus.
n) 46% of the respondent show the service centre is available near to home.
o) 59% of the respondent says brand image may be influence on purchase of product.
p) 51% of the respondent says high quality is the main feature of the product.
q) 62% of the respondent says it is an important element of life.
r) 45% of the respondent prefer 35000-44999 to purchase the product.
s) 61% of the respondent prefer fast and easy operating system in smart phones.
t) 52% of the respondent says securities reason is main reason for difficult in installation of apps.
u) 50% of the respondent price is influencer on purchase of product.
v) 60% of the respondent says iPhone has better security function.
w) 44% of the respondent says its affordable only by rich people.
x) 62% of the respondent says profit motive is the reason for app charges.

2) Weighted Average Score Method

In features provided by the smart phone brand battery life is the main reason to purchase the product. The last rank is given for the other features of the iPhone/ one plus.

3) CHI-SQUARE Method

a) In the above analysis the calculated Chi-square value {17.366} is more than the table value {12.492} at the level of 5% of significance. Thus, the null hypothesis [H0] is rejected and the alternative [H1] hypothesis is accepted. Hence, there is significant relationship between age of the respondents and irreplaceable element in life.

b) In the above analysis the calculated Chi-square value {13.511} is less than the table value {21.026} at the level of 5% of significance. Thus, the null hypothesis [H0] is accepted. Hence there is no significant relationship between nature of job and purchase price of mobile.

c) In the above analysis the calculated Chi-square value {17.964} is less than the table value {12.592} at the level of 5% of significance. Thus, the null hypothesis [H0] is rejected and alternative hypothesis[H1] is accepted. Hence, there is a significant relationship between preference of mobile and buying decision of mobile phone.

d) In the above analysis the calculated Chi-square value {22.864} is less than the table value {9.488} at the level of 5% of significance. Thus, the null hypothesis [H0] is rejected and alternative hypothesis[H1] is accepted. Hence, there is a significant relationship between easy interface and performance of mobile phone.

e) In the above analysis the calculated Chi-square value {34.943} is less than the table value {16.919} at the level of 5% of significance. Thus, the null hypothesis [H0] is rejected and alternative hypothesis[H1] is accepted. Hence, there is a significant relationship between satisfaction level on price and affordable.

f) In the above analysis the calculated Chi-square value {21.190} is less than the table value {16.919} at the level of 5% of significance. Thus, the null hypothesis [H0] is rejected and alternative hypothesis[H1] is accepted. Hence, there is a significant relationship between security function and app cost.

B. Suggessition

1) The mobile usage per day is more than 5 hours on an average, and most of them use it either for calls or to use internet. Mobile phones are actually invented to communicate to peoples who are far away and spending more than 5 hours on this is actually unnecessary and thus wastes a lot of time. From the data it is clear that most of the respondents are students and they are the ones who spent these much amount of time in mobile phones and this can affect their studies and also results in less interaction towards family and public. So, it's better to reduce the time spend in using phones and focus more on other things.

2) During the purchase of a mobile phone, they look for a particular feature and they might miss out other important features that are really necessary. So before purchasing a mobile phone it is necessary to look into all the features including the RAM, camera quality, battery life, display, appearance etc. otherwise we end up buying a worthless one and thus wastes our money and time.

3) Most of the respondents think that the brands of their mobile phones affect their social status. But actually, it doesn't, we should buy phones as per our need and the money we plan to invest in buying a phone and not to outcast our social status.

4) Respondents purchase their phones by the reference from different medias mainly from websites, but they might not show all the details about the phones or they publish details of particular brands only and it can also be a false advertisement so it's better to buy from stores.

5) The mobiles which are offered by iPhone and one plus are affordable only by the rich people. This may can provide budget range mobile phones which can be affordable by all class people.

C. Conclusion

Every brand has a unique image in the mind of the people. It also provides certain values which makes the brand higher than the others. Brand stands to fulfil these benefits offered. From the study it is seen that the people prefer brands other than honour, iPhone and One Plus. They are ready to spend 10,000 to 30,000 to purchase a phone. Also, most of them who are under this study are completely loyal to their present brand that they are using. According to the study people prefer for brands with longer battery life. From this study we can see that the people are ready to spend any amount of money provided the required features are met.

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ANNEXURE

1.Age of the person
A. Below 20
B. 20-40
C. 40-60
D. Above 60

2.Gender
A. Male
B. Female
C. Transgender
D. Others

3. Nature of Job
A. Entrepreneur /A business man
B. Office
C. Student
D. Others

4.Which mobile do you prefer?
A. iPhone
B. One plus
C. Other premium mobiles
D. Other budget mobiles

5. Which mobile do you have?
A. iPhone
B. one plus

C. Both
D. Others

6.For how many years do you use your phone?
A. 0-1years B. 1-2years
C. 2-3years
D. Above3 years

7.Did you have ever used iPhone / one plus ever?
A. Yes
B. No

8.Do you have full knowledge about phones before buying?
A. Yes
B. No

9.Have you seen iPhone or one plus advertisement either on?
A. Print ads
B. TV commercial ads
C. Through Friends
D. Others

10. What are the issue you are facing in iPhone or one plus?
A. Tint issue
B. Quick battery
C. Over heating
D. Others

11.Which makes you to purchase the mobile phone?
A. Joy purpose
B. Personal purpose
C. Official purpose
D. Others

12.How would you rate the following factor of (iPhone/one plus) with respect to your phone?

Factors	4	3	2	1
Price				
Brand image				
Storage				
Features				
Updates				
Quality &Maintenance				
Battery				

13.How do you feel about performance of iPhone and one plus in securities?

A. High protection
B. Medium protection
C. Low protection
D. Bad protection

14.Are you satisfied with the amount paying for iPhone / one plus?

A. Worth
B. Little high
C. Adjustable
D. Not worthy

15.Whether there is sufficient service centre available for iPhone and one plus in your area?

A. Near my home
B. In main places of the cities
C. Only in limited areas
D. Not available

16.Do you think image of a brand can influence the buying behaviour of the customer?

A. Maybe
B. Seriously
C. Definitely no
D. None of the above

17.Which one you consider as the most important point when purchase a Smartphone?

A. High quality
B. Lower price
C. High performance
D. Better security

18.Do you think smart phones are unavoidable and irreplaceable element in every person life?

A. Definitely
B. Either definitely
C. Possible
D. Either possible

19.How much do you spent on purchasing your phone?

A. 5000-14999
B. 15000-24999 C. 25000-34999
D. 35000-44999
E. Above45000

20.What do you expect from an operating system of smart phones?

A. Fast and easy
B. Should provide rich user interface

C. Should provide rich navigation
D. Easy to upgrade

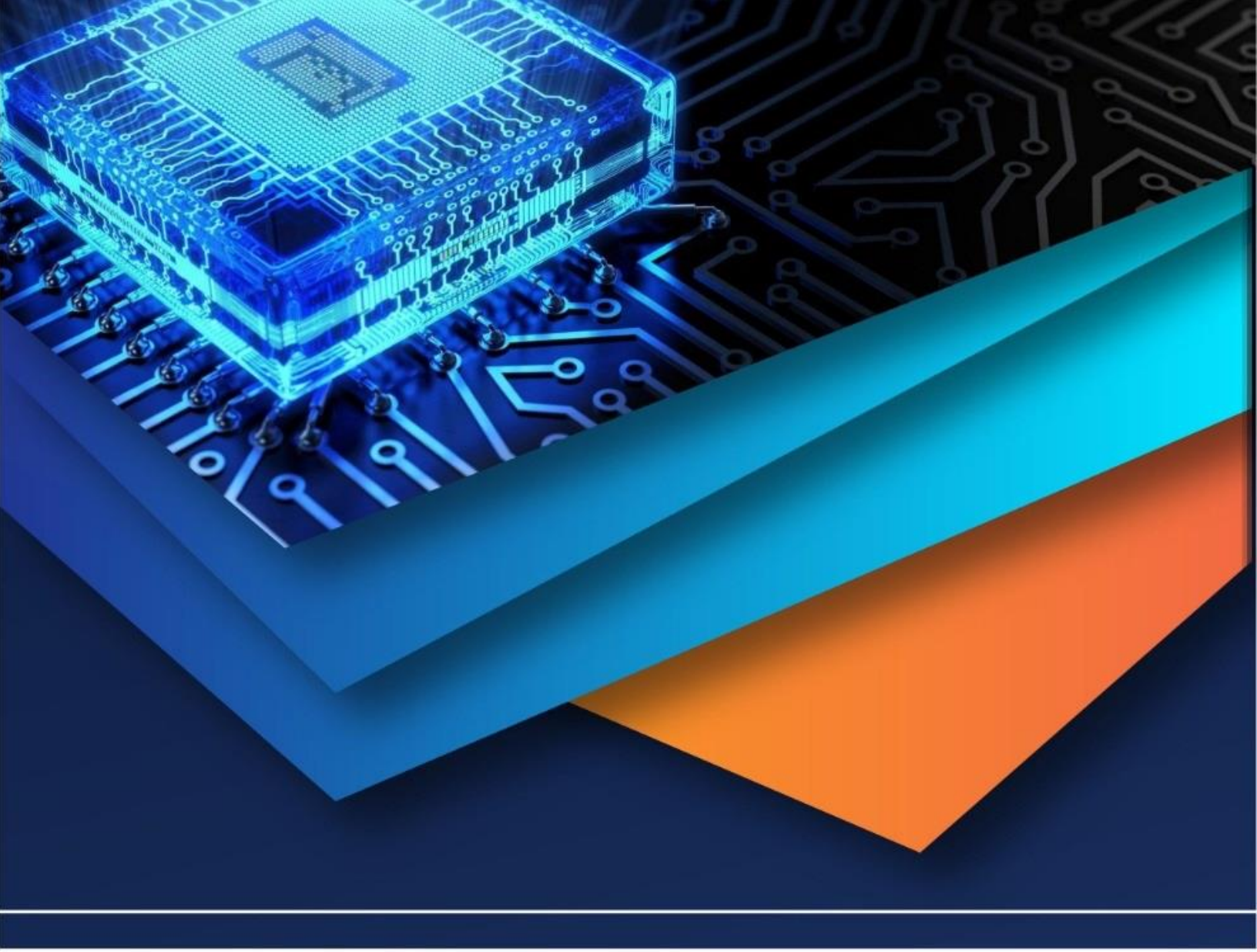
21.Why it's difficult to install some of the apps in iPhone and one plus?
A. For securities purpose
B. Compatible
C. Violating the company rules
D. Other purpose

22.What factor below influence your decision?
A. Price
B. Quality
C. Resale value
D. Status symbol or brand image

23. Which brand provide enhanced security functions?
A. iPhone
B. One plus
C. Others
D. None

24.Did iPhone is pricing is affordable only by?
A. Only rich people
B. Only upper middle class
C. Only by middle class
D. By lower class

25. Why some of the apps are charged purchase cost in apple store and one plus?
A. Monetize purpose
B. For profit motive
C. For the reason of charged by the apps service provided
D. For other reasons



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