

# SOCIAL AND LIFESTYLE FACTORS AFFECTING APPLE PRODUCT ADOPTION – A STUDY ON COIMBATORE CITY

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## Abstract:

This study examines the influence of social status and lifestyle on brand selection, with special reference to Apple iPhone users in Coimbatore City, Tamil Nadu. The research aims to understand how socio-economic background, lifestyle orientation, and status aspirations affect consumers' preference for the iPhone. A quantitative descriptive research design was adopted, and primary data were collected from 126 respondents through structured questionnaires using convenience sampling. Analytical tools such as percentage analysis, correlation, and ranking were employed. The findings reveal that the iPhone is widely perceived as a premium and status-symbol brand, and lifestyle factors significantly influence purchase decisions. The study concludes that aspirational motives and social identity play a vital role in shaping brand choice in emerging urban markets.

*Keywords — Lifestyle orientation, consumers' preference, emerging urban markets.*

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## INTRODUCTION

In the current fast-changing consumer culture, smartphones have become a necessary gadget that symbolizes not only technological requirements but also personal identity and social status. Among the different brands of smartphones in the market, the iPhone has become a high-end product that symbolizes exclusivity, innovation, and high social status. In the urban setting of Coimbatore City, the increasing disposable income, awareness, and lifestyle have further reinforced the preference for iPhones. Consumers tend to choose brands that symbolize their preferred self-image and social aspirations, and the iPhone is perceived as a status symbol of prestige, elegance, and modernity. In social and business environments, the possession of an iPhone is often linked to success, trendiness, and elitism. Lifestyle dimensions such as digital engagement, fashion, convenience, and affinity for global trends also play a significant role in shaping

smartphone preferences. The significance of social status and lifestyle in iPhone preference provides significant insights into the changing consumer behaviour and preference for premium brands in emerging urban markets.

## STATEMENT OF THE PROBLEM

In recent years, the Coimbatore City has experienced a significant increase in the level of income, adoption of the urban lifestyle, and familiarity with global consumer trends. Notwithstanding the presence of a number of smartphone brands with advanced features at affordable prices, the iPhone remains the preferred choice of a large number of consumers. The continued popularity of the iPhone, which is a high-end brand, raises several questions regarding the underlying motivations of consumers in choosing the iPhone. While the technological features and functionality of the product may be important factors in the purchasing decision, social status aspirations

and lifestyle orientations appear to be important considerations. However, there is a lack of empirical research that specifically investigates the role of the aforementioned sociocultural factors in brand choice decisions among iPhone consumers in the Coimbatore City. The lack of localized research creates a research gap in understanding the motivations of consumers in choosing the iPhone, whether it is for its utility or as a status symbol of prestige, modernity, and identity. Furthermore, the role of lifestyle patterns of digital engagement, trend-consciousness, and social influence in the preference for the iPhone also remains unclear.

### **SCOPE OF THE STUDY**

The current research is limited to Apple iPhone users in the Coimbatore City, Tamil Nadu, and investigates the impact of social status and lifestyle on brand choice. The research specifically concentrates on these two independent variables for the choice of iPhone purchase preference. The research method is quantitative and descriptive, and the primary data is collected using structured questionnaires with convenience sampling. The research will help in understanding consumer motivations in this urban environment. The results of the research are specific to the context and are meant to improve understanding of brand choice behaviour among iPhone users in Coimbatore.

### **OBJECTIVES OF THE STUDY**

- To study about the socio economic background of the respondents.
- To know about the problem & Challenges faced by the Apple users.

### **SAMPLE SIZE**

The sample size used for this study is 126 Respondents.

### **TOOLS USED FOR THE STUDY**

- ANOVA
- Correlation
- Ranking

### **REVIEW OF LITERATURE**

**Rizal & Ahmad Yani, (2022)**, in a study entitled "Influence of Brand Image, Lifestyle, And Product Quality on iPhone Smartphone Purchase Decision" seek to study the factors influencing the purchase decisions of students in Pangkalpinang. Responses were drawn from 100 respondents through structured questionnaires. The tools used in the data analysis are multiple linear regression and percentage analysis. They found out that brand image, lifestyle, and product quality all influence the purchase decisions significantly and positively. The three factors combined explain why consumers choose iPhone as a premium smartphone.

**Agesha Marsyaf, Dimas Ihza Rifandi & Rian Dani (2023)**, within the context of the study "The Influence of Brand Image and Lifestyle on Purchasing Decisions iPhone in Jambi City" aimed to find out the impact that brand image and lifestyle have on the purchasing decisions of iPhones. The data used in this research include primary data which were obtained through structured questionnaires from iPhone users in Jambi using purposive sampling. Tools used for data analysis are multiple linear regression and percentage analysis. They evidenced that brand image and lifestyle separately and together affect the purchase decision of the customers significantly. It concludes that a positive brand image combined with lifestyle orientation provides the motivation to choose an iPhone for a consumer.

### **DATA ANALYSIS AND INTERPRETATION**

This chapter deals with analysis and interpretation on the opinion regarding the influence of social status and lifestyle on brand selection: a focus on apple users in Coimbatore city. Based on the objective of the research the questionnaire was framed to. To this research study the data is collected by the questionnaire method. And the collected data has been analysed systematically and presented under various topics in the following tables. The tools used for the study is Percentage analysis, Correlation , Ranking has been used.

### **CORRELATION**

$H_0$ : There is no significant difference among Age and Compared to other smartphone brands,

H<sub>1</sub>: There is a significant difference among Age and Compared to other smartphone brands,

Table No 1. Describe Respondent’s Age and Compared to other smartphone brands, Apple is perceived as

		Age	Compared to other smartphone brands, Apple is perceived as:
Age	Pearson Correlation	1	.108
	Sig. (2-tailed)		.227
	N	126	126
Compared to other smartphone brands, Apple is perceived as:	Pearson Correlation	.108	1
	Sig. (2-tailed)	.227	
	N	126	126

The above table shows that Pearson Correlation significant, its significance value and the sample size that the calculation is based on. In this table, we can see that Pearson correlation coefficient  $r$  is 0.227, and its is statistically significant ( $p=0.005$ ).

## RANK ANALYSIS

Table No.2 Describes the ranking analysis for apple products.

Apple Products	Mean Rank	Rank
iPhone	4.75	I
MacBook	4.15	III
iPad	4.50	II
Apple Watch	2.90	VII
AirPods	3.96	IV
iMac	3.85	VI
Apple Tv	3.87	V

The table shows the comparative preference ranking of major Apple products based on their mean scores. The iPhone ranks first with the highest mean score of 4.75, indicating it is the most preferred product among respondents. It is followed by the iPad (4.50) in second place and the MacBook (4.15) in third, showing strong preference for Apple’s core portable devices. Mid-level rankings include AirPods (3.96), Apple TV (3.87), and iMac (3.85), reflecting moderate preference. The Apple Watch ranks last with a mean score of 2.90, suggesting it is the least preferred among the listed products. Overall, the findings indicate that respondents prioritize essential communication and productivity devices over wearable and entertainment-focused products.

## ANOVA ANALYSIS

Table no.3 Describes the difference between gender and factors influenced to purchase apple products

	Sum of Squares	Df	Mean Square	F	Sig.
Between groups	.956	4			
Within groups	8.945	43			
Total	9.901	47			

The F value is 1.058 and its significant at the level of significance .235 at the degree of freedom 4. In F test if the significant value is above 0.05 then accept null hypothesis and reject the alternate hypothesis. And this study shows there is no significant difference between gender and factors influenced to purchase apple products

## FINDINGS OF THE STUDY

- The correlation analysis reveals a weak relationship between age and perception of Apple compared to other smartphone brands, showing that Apple’s brand image remains consistent across different age groups.
- The findings from the table indicate that the iPhone is the most preferred product among respondents, achieving the highest mean rank of 4.75 and securing the first position. This suggests strong customer preference and perceived value for the iPhone compared to other Apple products. The iPad (mean 4.50) and MacBook (mean 4.15) follow in second and third positions respectively, indicating that portable productivity devices are highly favored. AirPods, Apple TV, and iMac show moderate preference levels with close mean scores, suggesting average consumer interest. In contrast, the Apple Watch ranks last with the lowest mean score of 2.90, indicating comparatively lower preference among respondents.
- There is no significant difference between gender and factors influenced to purchase apple products

## SUGGESTIONS

### Affordable Pricing & Financing Options

A large proportion of respondents earn below ₹20,000 per month. Apple can expand accessibility by introducing more flexible EMI plans, exchange offers, refurbished models, and student pricing to attract middle-income users without diluting brand prestige.

#### **Strengthen Brand Image as a Lifestyle Symbol**

Apple is strongly perceived as a premium and status-oriented brand. Marketing communication should continue emphasizing exclusivity, design elegance, innovation, and lifestyle association rather than only technical specifications.

#### **Promote Multi-Device Ecosystem Benefits**

With many nuclear families and multiple earning members, Apple can promote bundled offers (iPhone, AirPods, Apple Watch) and family sharing features to increase brand loyalty and cross-product adoption.

#### **CONCLUSIONS**

This study has concluded that social status and lifestyle factors play an important role in the selection of iPhone brands used by consumers in the Coimbatore City market. It has also been concluded that the iPhone is not only a technological gadget but

also a symbol of status, modernity, and identity for users worldwide. It has also been concluded from the correlation analysis done in this study that there is no significant relationship existing between the ages and perceived brands of the iPhone, which shows that the brand image is the same for users in different age groups. The ranking results also showed that the iPhone is the most preferred apple product in the market. It has also been concluded that aspirational factors and lifestyle orientation are vitally important to the preference for the iPhone in the emerging market in Coimbatore City.

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