

A Study on Consumer Satisfaction towards Air Pods Users in Tiruchirapalli City

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Abstract

The study explores on consumer satisfaction among the Air pods users in Tiruchirappalli city, focusing on understanding the factors that influence their purchasing decisions, usage experience, and overall contentment with the product. With the growing popularity of wireless earphones particularly Air pods it becomes essential to assess the user satisfaction to gauge their impact on the local market. The research aims to analyze key variables such as sound quality, design, battery performance, brand loyalty price perception and after sales service. It examines how demographic factors like age, gender, and income levels influence consumer satisfaction. By gathering data through surveys, the study provides a comprehensive evaluation of air pods acceptance and usage patterns among the residents of Tiruchirappalli. The findings reveal that while most users appreciate the premium design, seamless connectivity, and sound quality of Air pods.

Keywords: Air pods, true wireless, durability, brand loyalty, sound quality.

I. INTRODUCTION

The rise of wireless technology has revolutionized the audio industry, with products like Air pods becoming a global phenomenon. It known for their sleek design, seamless connectivity, and superior sound quality, have captured the attention of tech-savvy consumers. As a leading product in the premium wireless Air pods market, Air pods symbolize innovation and convenience, making them a popular choice among young professional, students, and tech enthusiasts. Consumer satisfaction is a crucial metric for evaluating the success and sustainability of a product in the competitive electronics market. This study focuses on assessing the satisfaction levels of Air pods users in Tiruchirappalli City, a region that has been significant growth in technology adoption and consumer demand for premium gadgets.

Tiruchirappalli, a bustling city in Tamil Nadu, serve as an ideal location for understanding consumer behavior in a diverse demographic. This study aims to investigate various dimension

of consumer satisfaction, including product quality, price perception, design and after sales service. Additionally, it will analyze how these factors influence brand loyalty and the likelihood of repeat purchases. Understanding consumer satisfaction not only helps business like Apple enhance their products but also provides valuable insights for marketers to design effective strategies tailored to the needs of local consumers. The findings of this study will contribute to understanding the role of advanced audio technology in shaping consumer preferences and behaviors in a dynamic market like Tiruchirappalli.

Scope of the Study

This study focuses on exploring and understanding various factors that influences on consumer satisfaction towards Air pods, with a comprehensive examination of various factors that can influence users' perception, preference, and overall contentment with these wireless audio companies.

Review of Literature

Dr. C. Eahambaram, Ms. Dharshana. S(2023): Boat is India's fastest growing audio & wearables brand. The most incredible range of wireless earphones, earbuds, headphones, smart watches, and home audio. From workouts to adventures, boat will get you sailing! Under 5 years, the brand has made a name for itself in the highly competitive and price sensitive Indian market. It has been awarded as the No.1 ear wear and No.1 TWS brand in India and also, No.5 largest wearable brand globally. The tagline for the companies "Plug into Nirvana", which is very appealing to the target audience.

Boat is an Indian based lifestyle brand dealing in fashionable customer electronic products.

Riyas Ahamed. A (2022):Customer buying behavior is the sum total of a customer's attitudes, preferences, intentions, and decisions regarding the customers behavior in the market place when purchasing a product or service. The study of customer behavior draws upon social science disciplines of anthropology, Psychology, and economics Customer buying behavior is also the process by which individuals search for, select, purchase, use and dispose of goods and services, in satisfaction of their needs and wants.

Sharma.P and Kumar.S (2021):Customer expectations play a significant role in consumer satisfaction conducted a study on AirPods users in India and found that satisfaction levels were higher among users whose expectations regarding product quality and usability were met or exceeded. In this context, AirPods' premium features, such as auto-switching between devices and compatibility with Siri, were identified as key factors that fulfilled consumer expectations. This echoes the work of who pointed out that AirPods' integration into the broader Apple ecosystem significantly enhances perceived value, thereby driving up satisfaction levels.

Gupta and Arora (2021): AirPods are considered premium products, and thus their pricing plays a key role in consumer satisfaction to despite being priced higher than many competing wireless earbuds, AirPods maintain a high level of customer satisfaction due to their brand reputation and the perceived value of Apple products. This was further confirmed who found that users are willing to pay a premium price for the brand's perceived status and superior performance. The strong association with the Apple ecosystem also fosters brand loyalty, as customers tend to stick to Apple products, contributing to a higher satisfaction rate.

Objectives of the Study

- 1.To analyze the factors influencing consumer satisfaction with Air pods in Tiruchirappalli City, focusing on key aspects such as sound quality, design, price perception, and overall user experience.
2. To study the impact of brand image and after sales service on consumer loyalty and the likelihood of repeat purchase among Air pods users in Tiruchirappalli City.
3. To understand the purchase behavior, usage patterns, and preference of Air pods users, and to identify factors that can influence satisfaction levels in the local context.

Statement of the Problem

The global market for wireless audio products, particularly AirPods, has witnessed significant growth in recent years, driven by technological advancements, brand loyalty, and increasing consumer demand for convenience and high-quality audio experiences. AirPods, in particular, have become a leading product in this category due to their superior sound quality, seamless integration with an ecosystem, and innovative features such as noise cancellation and spatial audio. However, despite the widespread popularity of Air pods, there remains limited research examining consumer satisfaction specifically in smaller urban markets such as Tiruchirappalli City.

Limitation of the Study

- 1, The study is confined to Tiruchirappalli City, which limits its applicability to other regions with different socio-economic backgrounds or purchasing behaviors.
2. Due to time and resource constraints, the sample size might be limited to a specific group of consumers who own AirPods.

Research Methodology

The study is descriptive and analytical in nature. The researcher adopted systematic methods for collecting and analyzing the data. The study is based on the primary data and secondary data collected from the respondents. The sample size **N= 55 respondents**

I) Primary Data:

A well-structured questionnaire has been used for the collection of primary data from the respondents.

II) Secondary Data:

The Second data was collected from various magazines, journals, and websites.

Analysis and Interpretation**Table -1 Occupation of the respondents using Air pods**

Occupation	No of Respondents	Percentage
Student	46	83.64%
Government employee	2	3.64%
Private employee	5	9.09%
Business	1	1.82%
Others	1	1.82%
Total	55	100%

Interpretation

The table presents the distribution of respondents across various occupations. The majority of respondents are students, comprising 83.64% of the sample. A smaller portion of the respondents work as private employees 9.09% or government employees 3.64%. Only 1.82% of the respondents are engaged in business or other occupations.

Table -2 Which type of brands do you prefer?

Brands	No of Respondents	Percentage
Apple	4	7.3%
Samsung	2	3.6%
One plus	5	9.1%
Boult	5	9.1%
Boat	24	43.6%
Others	15	27.3%
Total	55	100%

Interpretation

The table shows the preferences of 55 respondents for using the different Air pods brands. The most popular brand is Boat, with 43.6% of respondents. Other significant preferences include One Plus and Boult, each accounting for 9.1%. Apple and Samsung are less popular, representing only 7.3% and 3.6%, respectively. A considerable portion of respondents 27.3% prefers Others.

Table -3 How long you are using the Air pods?

Option	No of Respondents	Percentage
Less than 1 year	27	49.1%
1-2 Years	17	30.9%
2-3 Years	8	14.5%
Above 5 Years	3	5.5%
Total	55	100%

Interpretation

The table shows the duration of using the Air pods among 55 respondents. Nearly half of the respondents 49.1% have been using it for less than a year. A significant portion, 30.9%, have used it for 1-2 years, while 14.5% have used it for 2-3 years. Only 5.5% of respondents have used it for more than 5 years.

Findings

- 1.A majority (83.64%) of the respondents were students.
- 2.A majority (43.6%) of the respondents prefer BOAT.
- 3.A majority (49.1%) have been using it for less than a year.

Suggestions

For the study on 'Consumer satisfaction towards Air pods users in Tiruchirappalli City'. It is suggested that the research should focus on understanding the factors that drive consumer satisfaction such as product quality, brand quality and pricing. A well-structured survey should be designed to capture both qualitative and quantitative feedback from a diverse range of respondents, considering demographic factors like age, income and frequency of use. Analyzing consumer satisfaction through a combination of likert-scale and open-ended questions will provide both measurable insights and detailed opinions. Additionally comparing Air pods with other similar products in the market can highlight specific strengths and weakness. It would be beneficial to analyze the data using the statistical tool like SPSS to identify patterns and correlations between user demographics and satisfaction levels.

Future Scope of the Study

The future scope of the study on "Consumer Satisfaction towards AirPods Users in Tiruchirappalli City" can extend to several areas. Future research could explore the long-term satisfaction and durability of AirPods over extended periods of use, examining how consumer perceptions evolve with wear and tear, software updates, or changes in pricing. Additionally, a comparative study with other popular wireless earbud brands could provide a

deeper understanding of consumer preferences and trends in the market. Expanding the research to include a larger geographical area or different demographic groups could help identify regional or cultural differences in satisfaction levels. This would provide valuable insights for both manufacturers and consumers, shaping the future development and marketing strategies for AirPods in various markets.

II. CONCLUSION

In conclusion, the study on 'Consumer satisfaction towards Air pods users in Tiruchirappalli City' provides valuable insights into the factors that influence consumer perceptions of the product. The majority of users express high levels of satisfaction with features such as sound quality, design, and ease of use, while some areas, like battery life or price sensitivity, may present opportunities for improvement. By understanding these factors, both consumers and companies can benefit—consumers can make informed purchasing decisions, and companies like Apple can refine their marketing strategies and product offerings to better meet customer expectations. Overall, the findings highlight the importance of continuous feedback and innovation to maintain customer loyalty and satisfaction in an ever-evolving tech market.

III. REFERENCES

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