

A Study of Purchase Intention on Apple Products

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ABSTRACT

Apple Inc. is one of the leading brands in the enormous technology device market. The company experienced a decline in sales during the pandemic and still survived to rise again as pandemic restrictions eased. This paper examines how five key factors, namely perceived product quality, perceived price affordability, perceived ease of access, brand awareness, and brand loyalty, lead to Apple's customer purchase intention. The study employed an exploratory research design that helped us connect ideas to understand the groundwork of our analysis. The methods of data collection in this study are internet sources and structured questionnaires. There are 150 respondents who participated in this survey. The data were analyzed with descriptive statistics and inferential statistics. The findings of the study provide new insights and contribute to customer behavior that correlates with purchase intention. Besides, some recommendations for Apple's improvement can be obtained through this study's findings.

Keywords: Brand Awareness, Brand Loyalty, Perceived Product Quality, Perceived Price Affordability, Perceived Ease of Access, Purchase Intention

INTRODUCTION

Apple Inc., formerly Apple Computer Inc., is an American manufacturer of computers, smartphones, tablets, computer accessories, and software. It was the first successful personal computer company and the popularisation of the graphical user interface. Cupertino, California, is the headquarters. Steve Jobs and Steve Wozniak founded it in 1976. Their first computer was made in the Jobs garage (Levy, 2022). Apple went public in 1980 and had instant financial success. Since then, Apple products and services have grown exponentially. Apple has entered the Malaysian ICT sector through a joint venture, distributorship, and partnership with a local partner. Apple Malaysia Sdn. Bhd. was founded in 1999 and is based in Kuala Lumpur, Malaysia. The company's main business is a wholesale computer, peripheral, and software distribution (Helal, Ahmed, & Bhuiyan, 2021). However, in Malaysia, there is an option to purchase Apple devices. Apple products can be purchased via authorized resellers or the Malaysian Online Apple Store. Because its products have met consumer expectations, Apple has become one of the top five firms in the world (Davies, 2018).

The pandemic of COVID-19 has resulted in significant global changes in healthcare and economics (Ahani & Nilash, 2020). Customers' purchase intentions toward electronic product devices also have changed significantly due to the COVID-19

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outbreak. In the January-March quarter, Apple's profit fell marginally; however, revenues increased, indicating the early effects of the coronavirus pandemic that shut down its manufacturing and prompted hundreds of Apple retail shops to shut down. Apple's business has also been affected as a large multinational enterprise. During the outbreak, people need to conduct their daily tasks online, pushing them to purchase electronic devices to carry out their work. However, Apple pointed out both work-from-home trends and strong online sales as boosting overall operations, allowing tech giants like Apple to benefit from them. Apple's business managed to deal with the COVID-19 pandemic and bounced back with a profit of nearly double as pandemic lockdowns eased (Gadgets 360 Staff With Inputs From AF, 2021). Apple's net sales for the financial year 2021 were 365.82 billion dollars, up from 74.52 billion dollars the year before. As Apple's profits have grown, the company's annual revenue has doubled in the last decade (Laricchia, 2022).

Since January 2021, Apple has become the world's most valuable and largest technology business based on sales (Counterpoint, 2021). Realizing customers' purchase intentions allows companies to acknowledge factors driving sales and make further strategies for performance improvement. They could look into how customer perceptions affect purchases and what leads to their purchase intention (Pandey et al., 2021). This study aims to examine five key factors that lead to purchase intention: brand awareness, brand loyalty, perceived ease of access, perceived price affordability, and perceived product quality. As a result, Apple Malaysia can concentrate on the nature of the discovery and improve the industry.

A review of the previous literature was conducted to understand better the relationships between the five key factors of perceived product quality, perceived price affordability, perceived ease of access, brand awareness, and brand loyalty with purchase intention.

Perceived Product Quality

Goods or services that companies produce and make available in the market to satisfy customers' needs and demands are called products (Kotler & Armstrong, 2010). Business strategy and academic research both place a high value on quality. Companies compete on quality, customers seek out and demand quality, and markets are reshaped by quality (Golder, 2012). The reputation a brand has for creating high-quality items is crucial. Customers think that products from a high-quality brand will solve their problems quickly, are well-made, bug-free, easy to use, and will not wear out or break easily.

Perceived quality is the customers' perception of the value of a product based on its characteristics, such as its packaging, durability, and function, especially compared to other competitors in the market (Dilip et al., 2021). Apple is known for its high-capacity products with useful features. Find My iPhone allows users to locate lost devices with a few taps; Airdrop allows users to share files with other users or Apple devices, and iCloud allows users to access essential data from one Apple device to another. When a brand makes a promise to its customers and fulfills or exceeds that promise, it is seen as high

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quality. For example, Apple promises a simple and elegant smartphone, and most users feel they deliver. As a result, their products are regarded as high-quality. Collins and Lindley (2003) agreed that when customers perceive value in a product, their purchase intention arises. The more quality customers perceive a product to have, the more their purchase intention for that product will increase. Aakko and Niinimäki (2021) mentioned that customer perceptions of product quality are influenced by their personal experience and expectations. Thus, Apple needs to understand how its customers perceive Apple's product quality.

Perceived Price Affordability

The sum of the value exchanged by the consumer for the benefits of having or utilizing the good or service is the price (Jacoby, Olson, & Haddock, 1971; Nguyen & Meng, 2016). Perceived price affordability is when customers perceive the price to be affordable and fair based on the value they will receive. Yang, Danwana, and Yassaanah (2021) find that perceived affordability influences users' intentions to purchase, utilize, and consume a product. Customers' perceptions of price affordability may be influenced by many factors, such as their opinions on the product quality, the prices of competitors' products, their understanding of the value of the product, and their demographic backgrounds (Išoraitė & Margarita, 2016; Munnukka, 2006; Munnukka, 2008; Thabit & Raewf, 2018).

Customers' perception of the price fairness of a product is an important factor that can influence their purchase intention (Lee, Illia, & Lawson-Body, 2011). Customers have demonstrated a willingness to pay a higher price for better quality. Knerl (2012) suggested that consumers are not bothered by the premium price of almost all of Apple's new products due to their significant value for them and security. This illustrates that Apple products are reasonably priced concerning their quality and service. Apple's unique strategy to promote its products and services to customers makes them well worth the cost. People often use the term "premium products" to describe Apple's product line and brand. Over the years, their prices on many products were in the premium price range, so the perception that their products are premium is relatively correct.

It is integral for companies to have proper price management, as setting the right price can be a key determinant of a product's performance (Yonathan, Setyoviyon, Khair, Mubarrok, & Rosli, 2018). Premium brands are those highly desired by consumers to pay compared to competing brands in similar product categories (Aaker & Biel, 2013). Premium brands like Apple use a practice called price skimming. Apple's pricing strategy is centred on product differentiation, or how a product or service stands out from the competition. Cheng and Cheng (2013) also found that premium pricing significantly positively affected purchase intention. As Konuk (2015) and Yang et al. (2021) mentioned, price is one of the influential variables affecting customers' purchase behavior.

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Perceived Ease of Access

Ease of access refers to the convenience felt by customers to find the products. Nuseir and Madanat (2015) defined it as the product availability. Perceived ease of access or perceived product availability has influenced customers' consumption (Vahdat, Alizadeh, Quach, & Hamelin, 2021). Customers are more likely to buy when they perceive that the products are readily available. Walia, Kumar, and Negi (2020) also agree that ease of access significantly impacts customers' purchase intentions. The whole process of getting a product involves distributors, wholesalers, and retailers, which are part of the distribution network (Išoraitė & Margarita, 2016).

Customers perceive ease of access or perceived availability when the product is easy to obtain due to its accessibility and strategic sales locations. For a product to be considered easy to obtain, it should be made available where customers can easily find and purchase it, such as in grocery stores, restaurants, and vending machines (Paniandi, Albattat, Bijami, Alexander, & Balekrisnan, 2018). Machines are Malaysia's largest Apple Premium Reseller, having over 40 locations around the country (Machines, 2022). It is an Apple Authorized Service Provider as well. Switch is Malaysia's largest Apple reseller, managed by CG Computers. Switch has nationwide coverage with over 100 locations (CG Computers Sdn Bhd, 2022). Customers can also purchase Apple products at selected Apple resellers and other retail stores such as Harvey Norman, Sheng Heng, and others (Expatgo, 2013). This can demonstrate how easily customers can make their purchases wherever they are. Perceived ease of access or user facility shows the level at which someone is convinced that the information system, which in this case is an online shopping site, is easy and does not require a hard effort from the user to use it.

COVID-19's global spread has an impact on each of us. Apple does as well; however, they are committed to offering outstanding customer service. Apple online stores are available at www.apple.com, or the Apple Store app can be downloaded from the App Store. Customers can get service and assistance via support.apple.com (Apple Inc, 2020). Apple's online shopping service provider strongly focuses on the latest and most advanced technological improvements that enable online shoppers to purchase goods or obtain services easily. In addition, Apple offers convenient ordering, convenient delivery, customer training, customer consultation, maintenance and repair, and returns to increase the perceived benefits of buyers (Moslehpour, Pham, Wong, & Bilgiçli, 2018). Mat, Mohamad, Omar Ali, and Mohd Said (2020) also find that strategic sales locations can affect customers' feelings about a brand or product.

Brand Awareness

Brand awareness is a potential buyer's ability to recognize and remember a brand. Successful brand awareness is when the brand is easily accessible in the customers' memory (Shahid, Hussain, & Zafar, 2017). It is the degree of customer recognition of a product (Kopp, 2021). Awareness of a brand is essentially the brand's presence and familiarity in customers' minds. For example, customers can remember and recall the brand when the characteristics associated with the brand are mentioned (Chakraborty,

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& Bhat, 2018). Wardani and Sanica (2020) defined it as the level of awareness customers have about the company and its products. Apple's brand awareness tops all other tech companies. Part of their branding success is their ability to keep their branding simple and attractive while marketing in an interesting and informative way. Apple is known for its brand awareness through influence: learning, consideration, and choice (Foroudi, Dinnie, Kitchen, Melewar, & Foroudi, 2017).

Sürücü, Öztürk, Okumus, and Bilgihan (2019) pointed out that Apple's brand awareness has both thickness and depth. However, when it comes to purchasing a product, buyers easily remember Apple, and they recognize or recall the brand immediately. A company's top priority should be to provide the best possible information about its products and services to potential customers (Ansari, Ansari, Ghorri, & Kazi, 2019). As Appelt (2019) pointed out, the technology industry needs to raise brand awareness via social media and the internet. Apple does have its own social media platforms, such as YouTube, Facebook, and Twitter, but they are rarely used except to announce new products to the public at large.

Most brands make extensive use of social media to boost their brand awareness. Apple does not need to do that; everyone knows who Apple is (Hessler, 2018). This demonstrates how well-known the Apple brand is in the community. Makanyeza, Svotwa, and Jaiyeoba (2021) also agreed that good brand awareness could evoke a strong desire in customers to get the product. Companies can boost brand awareness by encouraging virtual interaction, rewarding customers, and improving information systems (Romaniuk, Wight, & Faulkner, 2017). This is reflected in Malik et al. (2013), who also mentioned that brand awareness impacts customers' perception of risk and level of assurance, which influence their purchase intention when choosing a product to buy.

Brand Loyalty

Mao (2010) defined brand loyalty as the continued preference for a specific product or service. While Malik et al. (2013) defined it as the degree of closeness that customers have to a specific brand, seen in their repeated purchases. Loyal customers occur when they develop a significant relationship or are attached to the brands, driven by factors such as brand's uniqueness, use, and quality (Malik et al., 2013). Past research has indicated that brand loyalty is one of the main factors influencing customers' purchase intentions (Keller, 2007; Yaseen & Mazahir, 2019).

Customers who are brand loyal do not evaluate the brand; they just make a purchase confidently based on their experiences (Sidek & Yee, 2008). If loyal customers have deep loyalty toward any product or service, they are willing to repurchase that product or service in the future. Because it could satisfy the reason behind purchasing that product or service (Habib & Aslam, 2014). Hence, companies can improve brand loyalty by fostering a good brand image (Chang et al., 2020). The loyalty will also increase when the customers understand it because their brand knowledge affects their purchasing confidence level (Malik et al., 2013). Having loyal customers is beneficial to companies

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as it can lower the cost of seeking new customers and subsequently increase profitability (Mao, 2010). Athur (2015) argued that unlike other competitors, such as Samsung, Sony, HTC, and LG, Apple had consistently convinced loyal consumers to buy the latest Apple products and made users of competing brands switch to them. This demonstrates that Apple has succeeded in convincing people to stick with Apple products and not switch to other brands.

The COVID-19 outbreak has disrupted the pace of people's lives, has had a huge impact on enterprises and self-employed businesses, and has seriously affected the development of the global economy. The sudden epidemic has caused two extreme offline business conditions. Some products are severely undersupplied, while other products are far oversupplied. The epidemic has raised management pressure, and original plans and projects may only be postponed or canceled, resulting in significant financial losses for enterprises and individual firms. As a result, for businesses and individuals, it is impossible to stop operations and management during the outbreak. It is important to do a great job in customer loyalty management during the epidemic to ensure our safety. It is important for Apple to constantly evaluate how loyal their customers are to their products because this is one of the aspects that can affect their profitability.

Purchase Intention

Purchase intention is consumers' willingness to buy a company's products or services (Athapaththu & Kulathunga, 2018). Consumers must know what they want, where to get it, and how to get it before buying it (Naderibani, Adibzade, & Ghanavihe, 2016). Purchase intent refers to a consumer's behaviour after evaluating a product and their emotional reactions to performing particular actions on it (Chung, Yu, Kim, & Shin, 2016). Marketers must understand consumer buying intentions to forecast consumer behavior. Understanding customers' purchase intentions can be complicated as purchase intention is affected by external and internal motivations (Yang & Xue, 2021).

Individual behavior can be predicted in part by looking at one's intentions. According to Eagly and Chaiken (2016), "intention is a subjective tendency different from an individual's attitude, and it is an individual's conscious motivation prior to engaging in a particular behaviour". Fishbein and Ajzen (2015) noted that attitudes and intentions are different, and whether a person will implement a certain behavior cannot be predicted by his attitude of support or denial but by his willingness to adopt the behavior. The stronger a product's brand image, the higher the consumer's intention to buy because people trust and guarantee the product's quality (Jeon, 2017; Odebunmi, Kee, & Jimoh, 2020). Aside from brand image, other factors such as perceived product quality, price affordability, ease of access, brand awareness, and brand loyalty influence purchase intention.

Figure 1 is the framework we used to conduct this survey; perceived product quality, price affordability, ease of access, brand awareness, and brand loyalty are independent variables, and purchase intention is the dependent variable.

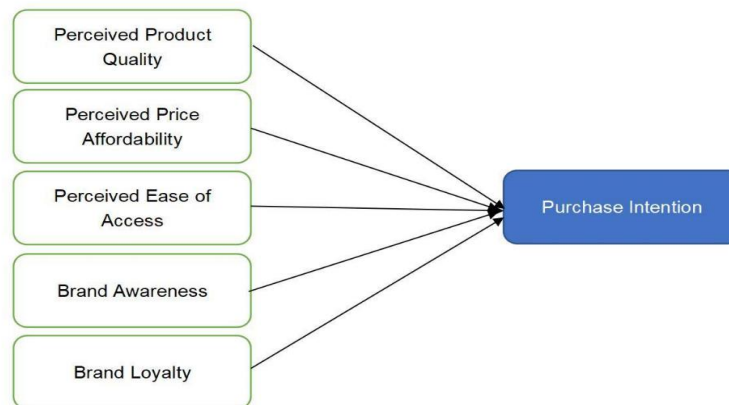


Figure 1. Our Research Model

RESEARCH METHOD

Research Method

The quantitative research method was applied in this study. Quantitative research analyses numbers. It identifies patterns and averages, makes predictions, tests causal relationships, and generalizes results (Jimoh & Kee, 2020; Pritha Bhandari, 2021). Quantitative data consists of closed-ended information such as attitude or behavior (Mondal & Mondal, 2018). A Google Forms survey was used to collect information because questionnaires are the most effective and accurate way to do so. The main purpose of a questionnaire is to analyze respondents' varied and comparable points of view, as it measures their thoughts and perceptions on many subjects (Mcleod, 2018).

Sampling Method

In this study, non-probability sampling was used; participants were chosen based on non-random criteria, and not everyone had a chance of being included (Jimoh, Kee & Odebunmi, 2020; Shona McCombes, 2022). In exploratory and qualitative research, non-probability sampling is widely utilized. This form of research aims to get an initial understanding of a small or understudied community rather than testing a theory about a big population. Purposive sampling, also known as judgment sampling in this study, comprises the researcher using their knowledge to select a sample most relevant to the research's goals (Shona McCombes, 2022). Purposive samples should have clearly defined inclusion and exclusion criteria and rationales.

Sample and Population

It is important to determine the population and sample size in order to obtain quality and meaningful responses from the questionnaire survey conducted in this study. This study's population is limited to Malaysian users of Apple products. An online survey was designed using Google Forms and shared on social media platforms such as WhatsApp,

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Telegram, Instagram, and Facebook to reach our target audience of Apple users in Malaysia. The sample is made up of 150 apple users who participated in the survey and met the criteria.

Data Collection and Analysis

Primary and secondary data can be employed to gather information for this study. Primary data is defined as information that was collected directly by researchers. Primary data is crucial since it has first-hand information about the current situation and market (Simplilearn, 2022). This study's primary data is a Google Forms questionnaire survey. Data collected from the questionnaires were analyzed using the IBM SPSS Statistics Software Version 26. Descriptive statistical analyses were also performed in order to verify the hypotheses formulated initially for this study. At the same time, secondary data is second-hand data collected by other parties and already subjected to statistical analysis (Simplilearn, 2022). The secondary data sources used in this survey are internet sources and journal reviews.

Instruments

The questionnaire survey comprises six sections, from section A to section F. The sections separated in the questionnaire (Google form) are: A) respondent demographics of apple users; B) perception of apple products in terms of product quality; C) perceptions of apple product pricing; D) perceptions of apple product accessibility; E) Section E is related to apple product awareness; and F) Section F is related to apple user loyalty. The questions in this survey questionnaire can be answered with "yes," "no," or "maybe" as well as with a five-point Likert scale that goes from "strongly disagree" to "strongly agree" and with subjective answers.

RESULTS AND DISCUSSION

Table 1 shows the summary of respondents' demography in this study. Over half of the respondents (54.7%) were female, and the majority of the respondents (Gen Z) were between the ages of 18 and 25 (80.7%). In terms of nationality, most of the respondents are Malaysian (53.3%). Also, 58% of respondents had a monthly household income of RM 4,850 and below (B40). In addition, 62% of respondents were still studying, indicating a highly educated sample.

Table 1: Descriptive Analysis of Respondents' Demographic (N=150)

Variables	Category	Frequency	Percentage (%)
Gender	Female	82	54.7
	Male	68	45.3
Age	18-25 (Gen Z)	121	80.7
	26-41 (Millennials)	18	12.0
	42-57 (Gen X)	9	6.0
	58-76 (Boomers)	2	1.3

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Ethnicity	Chinese	41	27.3
	Indian	28	18.7
	Malay	80	53.3
	Others	1	7
Monthly Household Income	RM 4,850 and below (B40)	87	58.0
	RM 4,851 – RM 10,970 (M40)	51	34.0
	RM10,971 and above (T20)	12	8.0
Position	Student	93	62.0
	Self-employed	17	11.3
	Employed	36	24.0
	Unemployed	2	1.3
	Homemaker	2	1.3

Table 2 shows a descriptive analysis of respondents' perceptions of the quality of Apple products. The majority of Apple users enjoy all of the features available on their devices, especially the technology (89.3%), performance (67.3%), and design appearance (64.7%) of their devices, which shows more than half the vote and almost everyone who owns an Apple product is happy and satisfied with it (94.7%).

Table 2: Descriptive Analysis of Respondents' Purchasing Intentions in Terms of Product Quality (N=150)

Variables	Category	Frequency	Percentage (%)
What are your favorite features on Apple devices? (You can choose more than one)	Technology	134	89.3
	Performance	101	67.3
	Design Appearance	97	64.7
	Ease of Use	73	48.7
	Other	1	0.7
Are you satisfied with Apple product quality?	Yes	142	94.7
	No	8	5.3

Table 3 shows a descriptive analysis of respondents' perceptions of the pricing of Apple products. Over half of the respondents argue that the pricing of Apple products was expensive (55.3%). However, the majority of respondents feel that the price is worth its quality (90%). There are 52% of respondents unwilling to purchase an Apple product if the price changes drastically.

Table 3: Descriptive Analysis of Respondents' Purchasing Intentions in Terms of Pricing (N=150)

Variables	Category	Frequency	Percentage (%)
What is your opinion on Apple product pricing?	Expensive	83	55.3
	Affordable	67	44.7
	Cheap	-	-

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Do you think the Apple product price is worth the quality?	Yes	135	90.0
	No	15	10.0
Are you willing to buy if the price changes dramatically? (Price up and down)	Yes	64	42.7
	No	78	52.0
	Maybe	8	5.3

Table 4 presents a descriptive analysis of respondents' accessibility to obtaining Apple products. It demonstrates that numerous apple stores are available near the customers (84%). Most respondents said that buying from Apple's website is easy (73.3%), and more than half of the respondents said that they prefer to buy their products from machines or switch stores (56%).

Table 4. Descriptive Analysis of Respondents' Purchasing Intentions in Terms of Accessibility (N=150)

Variables	Category	Frequency	Percentage (%)
Is there an Apple Store near your area?	Yes	126	84.0
	No	24	16.0
Is buying through the Apple website more convenient for you?	Yes	110	73.3
	No	40	26.7
Where do you prefer to purchase your Apple products?	Machine / Switch	84	56.0
	Apple Website	35	23.3
	Gadget Stores	31	20.7

Table 5 presents a descriptive analysis of Apple product brand awareness. The majority of the respondents (82%) are familiar with all Apple products, and most of them know about Apple products through social media advertising (86%) and family and friends (71.3%). Besides, 65.3% of them also strongly agree that the effectiveness of the Apple brand leads to recognition and is remarkable.

Table 5. Descriptive Analysis of Respondents' Awareness of Apple Products (N=150)

Variables	Category	Frequency	Percentage (%)
Are you familiar with all of Apple's products?	Yes	123	82.0
	No	27	18.0
How did you become aware of Apple Products? (You can choose more than one)	Social Media	129	86.0
	Advertising	32	21.3
	Radio & Television	37	24.7
	Printed Media	107	71.3
The effectiveness of the Apple Brand leads to be recognized & remarkable.	(1)Strongly Disagree	-	-
	(2)Disagree	-	-
	(3)Neutral	11	7.4
	(4)Agree	41	27.3
	(5)Strongly Agree	98	65.3

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Table 6 presents a descriptive analysis of respondents' loyalty toward Apple products. Most of the respondents will choose Apple products for their next purchase (90.7%) and do pay attention to new Apple products (84.7%). Apple items are likewise highly recommended by the majority of respondents (62%).

Table 6: Descriptive analysis of respondents' loyalty to Apple products. (N=150)

Variables	Category	Frequency	Percentage (%)
Will you choose Apple products next time?	Yes	136	90.7
	No	14	9.3
Do you pay attention to the new Apple products?	Yes	127	84.7
	No	23	15.3
Would you recommend Apple products to others?	Yes	93	62.0
	No	6	4.0
	Maybe	51	34.0

The survey results show that perceived product quality and price greatly influence purchase intention. Since the majority of respondents adore Apple products' features and believe that their high price is reasonable, according to research, as prices rise, customers' perceptions of the quality of the products on offer rise as well (Melanie, 2017). Apple has done an excellent job differentiating its products, creating demand, and establishing a distinct customer base. Their ability to differentiate themselves and their strong brand loyalty give them price power control. However, Apple should be more cautious when pricing their products, as the majority of respondents are unwilling to buy their products if the price changes drastically. Yang et al. (2021) mentioned price is one of the influential variables affecting customers' purchase behavior. This shows that price plays the main role in purchasing intention.

Furthermore, perceived accessibility influences purchase intention. According to research, online purchase is becoming more popular due to their convenience (Satar, Ishak, Ating, & Wen, 2020). Even though the majority of respondents agreed that purchasing the product on Apple's website would be more convenient, they preferred purchasing it at the Machines and Switch stores. Apple products are particularly easy to find because the company has many authorized retailer locations throughout the country and an online store where anyone can buy them without having to go to the store. Customers' buying intentions are influenced by companies' making it easy for them to find their products.

In addition, customer purchase intention depends on brand awareness. The majority of respondents are familiar with the Apple brand and agree that the effectiveness of the Apple brand leads to being recognized and remarkable. This is consistent with the findings of Tariq, Abbas, Abrar, and Iqbal, (2017), Noorlitaria, Pangestu, Fitriansyah, Surapati, and Mahsyar (2020), Pandjaitan (2018), and Pomerling (2017), which show that brand awareness has a favorable impact on purchase intent. Brand awareness could be

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critical for a company since customers tend to buy products from familiar brands. Promotional activities help marketers popularise the products. Brand awareness of Apple products keeps increasing due to the large population of people using them and marketing efforts. As a result, the stronger a product's brand awareness is, the more likely a consumer's buying intention is to buy the brand's products.

The last factor that can influence purchase intention is brand loyalty. This can be proven based on Table 6, which indicates the majority of respondents do pay attention and will choose Apple products for their next purchase. They also recommend Apple products to others. To make a purchase, normal customers must go through the decision-making process of searching for information, recognizing a problem, and evaluating alternatives. On the other hand, loyal customers do not need to go through this entire process; instead, they need to keep the product or brand in mind and make a purchase right away (Danish et al., 2018). According to Uthayakumar and Senthilnathan (2011), a powerful brand influences the attitudes of customers and creates a strong product association through the brand. In fact, Apple's new product launch events are so successful that customers will queue for days outside their stores to purchase their newest product (Hessler, 2018). This demonstrates how loyal Apple users are to the brand.

Based on the results of the survey questionnaire, Apple can make some improvements to its products in order to increase consumer happiness or satisfaction and purchase intention. Respondents have made some suggestions about how Apple products could be improved. The recommendation can be divided into two main categories: quality and price. Respondents offered numerous suggestions for improving the quality of the apple product. The majority of respondents suggested that the battery health problem be addressed. Respondents have many ideas for how to improve the quality of the apple product. The majority of respondents suggested that the battery health issue be addressed. Most users complain that their batteries run out too quickly, and they expect Apple would do something to boost battery capacity so that they can last longer and be worn for longer periods. Because some of them claim that they only use the devices for two years and that the battery health percentages have already dropped significantly, they request that it be made applicable for a minimum lifespan of three years. Besides that, respondents suggest that Apple could consider expanding its product line with new developments in existing items, such as a new version with a larger storage capacity, smarter or more user-friendly, and camera lens technology.

Apple products are known for their premium pricing strategy, so even if a small percentage of respondents request that the price of an Apple product be reduced, Apple could try to run a promotion or a special day for a discount or make several technological improvements to the product that would make buyers more satisfied with their purchase and make them feel it is worth the price. Because Apple products are well-known for their quality and technology, they should always ensure that their product quality in terms of features and technology is continuously upgraded.

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Finally, Apple's position is "High quality = High price." If the company can keep up with the latest technology, high-end design, and stability, it will have a promising future in the coming years. There are many opportunities and market segments in which Apple can penetrate and secure the pole position with its outstanding marketing approach combined with great innovation and pioneering technology.

CONCLUSION

This study investigates the relationship between purchase intention and the five types of independent variables for Apple products. This paper examines how customers respond to purchase intents and describes how consumer perceptions influence purchase intentions by concentrating on five key factors: perceived product quality, perceived price affordability, perceived ease of access, brand awareness, and brand loyalty. Companies can assess the performance of their brands by studying customer perceptions. It also provides necessary information for the company to improve the focus and effectiveness of its marketing campaigns. Consequently, these findings will inspire future research into how consumer perceptions impact one another while making purchase decisions.

LIMITATION

This survey was performed using Google Forms and distributed through social media platforms such as Whatsapp, Telegram, and Instagram. As a result, the majority of the data came from younger generations (Gen Z), which may limit the study's generalizability. The second constraint is encountered while utilizing the SPSS system. This study cannot conduct correlation and regression tests because the data is not in the form of a scale, so it can only perform descriptive statistics analysis. This prohibits this study from testing theories.

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