

A Study on Decline Trend in the Market Share of Apple iPhone

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Abstract: In present paper an attempt has been made to study the decline trend of apple iPhone market share in India. A questioner method is used for data collection. A survey on 500 users is conducted and also finds the reason why they are using the particular type of Smartphone. Grading system has been used for find the levels of satisfaction on different aspect of the Smartphone. The result indicate that market share of apple iPhone is showing decline trend, as it is very expansive in comparison of normal android phone and complex to use. Still some people prefer iPhone due to its brand value.

1. Introduction

iPhone is a line of Smartphone's designed and marketed by Apple Inc. They run Apple's iOS mobile operating system. The first generation iPhone was released on June 29, 2007; the most recent iPhone model is the iPhone 7, which was unveiled at a special event on September 7, 2016.

The iPhone's commercial success has been credited with reshaping the smartphone industry and helping to make Apple one of the world's most valuable publicly traded companies by 2011. The original iPhone was one of the first phones to use a design featuring a slate format with a touchscreen interface. Almost all modern smartphones have replicated this style of design. In the US, the iPhone holds the largest share of the smartphone market. As of late 2015, the iPhone had a 43.6% market share, followed by Samsung (27.6%), LG (9.4%), and Motorola (4.8%).

The iPhone is the most valuable brand in the world, and most profitable company in the world. But the market share of apple iPhone is decline in India and in present study i make a effort to find out the reason behind it.

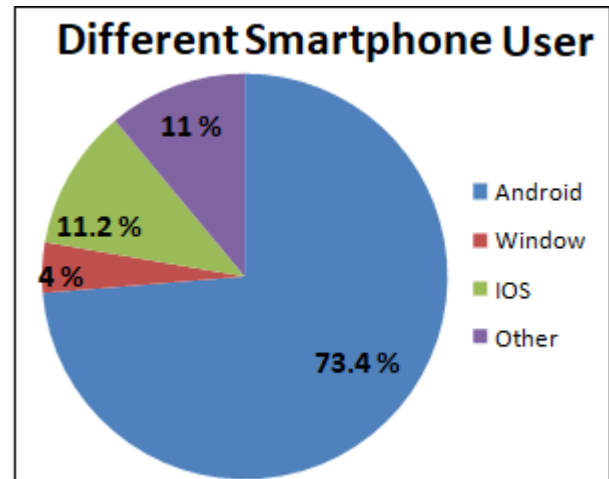
2. Literature Review

In academic circles, different experts and scholars have analyzed the decline of iPhone from different perspectives. (1) Chuck Jones, Kantar measured smartphone market shares around the world.(2011-12), (2) Jianzhong Jia, YuchanYin, China, Analysed of Nokia's Decline from Marketing Perspective,

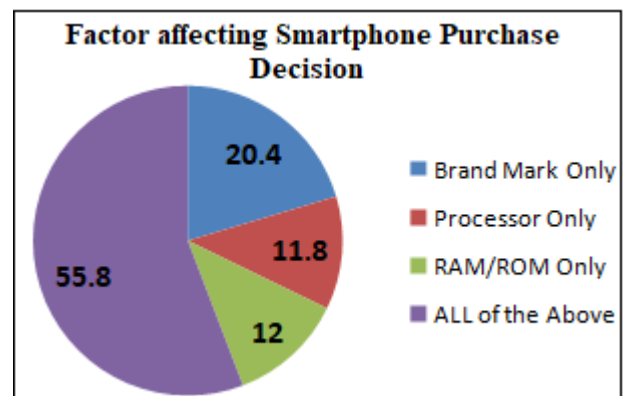
2.1 Study Area and Data Description

A sample of 500 people who use different types of smart phones in India has been taken by using questionnaire method and observed the following behaviors of the consumers.

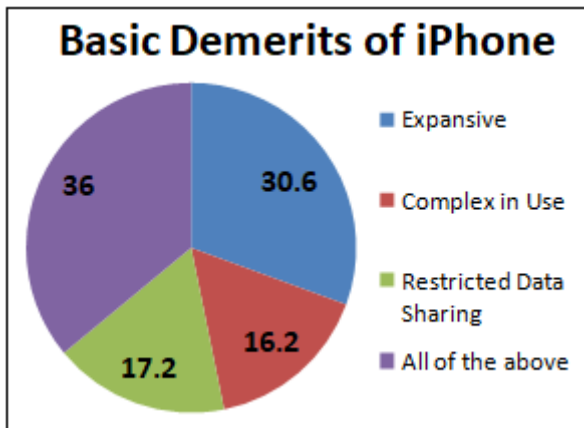
- 1) There are 73.4% of person use Android operating system, IOS user are 11.2%, Windows user are only 4% and other system is use by 11% of people.



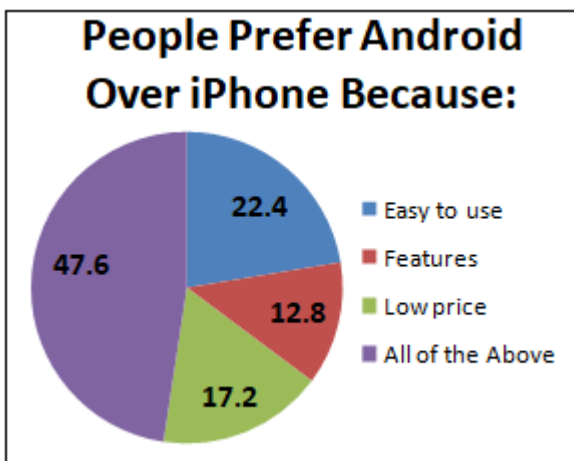
- 2) 20.4% People prefer only Brand Mark on the time of purchase of Smartphone, 11.8% prefer only processor, 12% prefer only RAM/ROM and 55.8% prefer all of these.



- 3) Basic demerit of iPhone is/are:



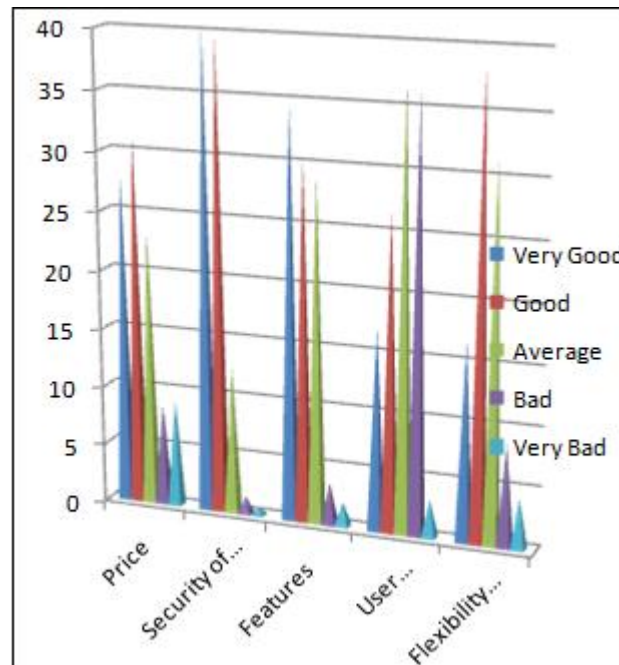
4) The Reasons Why People Prefer Android over iPhone:



5) Mostly people use to like iPhones for their features and extraordinary quality, but still two major reasons are
 a) Status symbol
 b) Advance technology

But After the death of Steve Jobs the features and technology offers by the company are same as they offered before and if we talk about status symbol in today's time we can get a new iPhone in just six to seven thousand only and beside these things people feel IOS is very complex in use there are some restrictions over data sharing with other devices so these phones are also not user friendly phones.

The diagram given below present the opinion of people in different aspect of the iphone.



3. Findings

- 1) Now iPhone is not a status symbol because of availability in cheap price so everyone can purchase it.
- 2) People can't find any big innovation in iPhone since 2011, but innovation is the basic element of the iPhone or Apple, so people would not buy it.
- 3) Now the technologies are increased day by day and people find the easiest way to do the work, but the iPhone is complex in use, we can't share the data and many more, so that is also a big reason why the people would buy the iPhone.

Reference

[1] https://en.wikipedia.org/wiki/Apple_Inc. 2016
 [2] <http://www.apple.com/in/education/> 2016
 [3] Jianzhong Jia & Yuchan Yin (2015). Analysed of Nokia's Decline from Marketing Perspective, China.