



THE INFLUENCE OF SOCIAL STATUS AND LIFESTYLE ON BRAND SELECTION: A FOCUS ON APPLE USERS IN COIMBATORE CITY

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Abstract: The current study aims to explore the effect of social status and lifestyle factors in brand selection, with special reference to Apple iPhone users in Coimbatore City. In the modern market, brand selection represents a sense of identity and status instead of just only benefiting from using that brand. Apple is one of the best-selling iPhones despite other similar brands that operate at similar price points. The current study utilized a quantitative descriptive design and collected data through a questionnaire from 126 iPhone users in Coimbatore City. The study showed that age, income, and residing place influence iPhone users significantly due to social status and lifestyle, whereas occupation did not influence service-related attributes. Key words Social Status, Lifestyle, Brand Choice, Consumer Behavior, Apple iPhone, Urban Consumers, Demographic Variables, Purchase Decision, Brand Preference

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I. INTRODUCTION AND DESIGN OF THE STUDY

Consumer behaviour has transformed from only being related to meeting the needs of consumers to extending to social and psychological factors, including lifestyle, peer groups, culture, and perceptions of status. In today's competitive global markets, brands have become an identity of prestige and status for consumers. Smartphones, for example, and particularly the iPhone, symbolize technical and social expression for consumers. In Coimbatore City, for example, smartphone users, including those of Apple iPhones, use their brand of choice to signal success and status, driven mainly by their emerging lifestyle and increased incomes.

II. STATEMENT OF THE PROBLEM

There has been a rise in the city's income levels with considerable changes in lifestyle. People are now more aware of global trends. Smartphones are available within reasonable price ranges with state-of-the-art technological features. Yet, the iPhone brand consistently has strong brand popularity. Here, questions arise whether the product purchase is based on the utility gained by using the product or based on the customer's social status. There is a lack of empirical research done on aspects such as how the social status and lifestyle aspects affect the brand preferences for iPhone. Therefore, this research aims to find the effect of social status and lifestyle on brand preferences for the iPhone.

III. OBJECTIVE OF THE STUDY

- To identify the brand preference of iPhone users.
- To study the factors influence to choose their brand preferences.

IV. SCOPE OF THE STUDY

The scope of this study is geographically limited to Apple users residing in Coimbatore City, Tamil Nadu, India. It will analytically focus on the relationship between two specific independent variables (social status and lifestyle) and the dependent variable (iPhone brand selection). The research will employ a quantitative, descriptive design using structured

questionnaires collected through convenience sampling. The findings are intended to describe consumer motivations within this specific urban market and will not be generalized beyond this context or brand.

SAMPLE SIZE

The sample size used for this study is 126 Respondents

TOOLS USED FOR THE STUDY

- Percentage analysis
- ANOVA
- Chi - square.

V. REVIEW OF LITERATURE

Nauval Ramadhan, Hary Siswanto & Soesanty Maulany (2025) entitled “The Influence of Brand Image and Lifestyle on iPhone Purchasing Decisions in Cirebon City” was intended to measure the role of lifestyle trends and brand perception in consumer choice. Data from 380 respondents aged 18–35 years were collected by purposive sampling. The tools used were SEM–PLS and regression analysis. They found that both lifestyle and brand image significantly influence purchase decisions, with lifestyle showing a stronger role among youth. The study concluded that emotional attachment and modern lifestyle are the major factors in iPhone selection.

Grasia Putri Mamosey1 , Maryam Mangantar, Regina T. Saerang (2025) : the influence of lifestyle, social class and brand image on iphone purchase decision among young people in manado :The modern business environment demands that entrepreneurs constantly adapt to existing developments and changes and innovate to survive intensifying competition. This need for innovation often results in the creation of new products, offering consumers numerous choices. The smartphone market exemplifies this dynamic, with increasing market demand compelling companies to produce various new models. This study using quantitative methodology; quantitative is a paradigm that stresses testing theory by utilizing statistical techniques to analyze data and measure study variables. To find out the influence of lifestyle, social class and brand image on iPhone purchase decision simultaneously Lifestyle, Social Class and Brand Image all simultaneously have an influence on the iPhone Purchase Decision among young people in Manado.

VI. DATA ANALYSIS AND INTERPRETATIONS

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, Chi-square, ANOVA, has been used.

Table No.1 Describe the Demographic profile of the respondents.

| S.No | Particulars | Classifications | No. of Respondents | Percentage |
|------|---------------------------|-----------------|--------------------|------------|
| 1 | Age | Below 18 | 5 | 4 |
| | | 18 – 25 | 69 | 54 |
| | | 26 - 35 | 38 | 30 |
| | | 36 - 45 | 12 | 10 |
| | | Above 45 | 2 | 1 |
| | | Total | 126 | 100 |
| 2 | Gender | Male | 64 | 51 |
| | | Female | 62 | 49 |
| | | Total | 126 | 100 |
| 3 | Educational Qualification | School level | 5 | 4 |
| | | Diploma | 9 | 7 |
| | | Undergraduate | 62 | 50 |
| | | Postgraduate | 28 | 22 |
| | | Occupation | 22 | 17 |

| | | | | |
|---|---|---------------------|------------|------------|
| | | Total | 126 | 100 |
| 4 | Occupation | Student | 53 | 41 |
| | | Self-employed | 16 | 12 |
| | | Private employee | 28 | 21 |
| | | Government employee | 13 | 9 |
| | | Business | 16 | 12 |
| | | Total | 126 | 100 |
| 5 | Monthly income level | Below ₹20,000 | 53 | 42 |
| | | ₹20,001 – ₹40,000 | 29 | 23 |
| | | ₹40,001 – ₹60,000 | 19 | 15 |
| | | ₹60,001 – ₹80,000 | 16 | 13 |
| | | Above ₹80,000 | 9 | 7 |
| | | Total | 126 | 100 |
| 6 | Place of Residence | Rural | 30 | 24 |
| | | Semi Urban | 23 | 19 |
| | | Urban | 73 | 57 |
| | | Total | 126 | 100 |
| 7 | Family type | Joint | 38 | 30 |
| | | Nuclear | 88 | 70 |
| | | Total | 126 | 100 |
| 8 | Marital Status | Unmarried | 84 | 66 |
| | | Married | 43 | 34 |
| | | Total | 126 | 100 |
| 9 | Number of Earning Members in the Family | 1 | 27 | 21 |
| | | 2 | 55 | 44 |
| | | More than 2 | 44 | 35 |
| | | Total | 126 | 100 |

Source: primary data

Table no 1 above makes it evident that the respondents overall profile reveals that age group, 54% of the respondents are 18 – 25 age group , 30% of the respondents are belongs to 26 – 35 age group , 10% of the respondents are 36 – 45 age group, 4% of the respondents are Below 18 , 1% of the respondents are Above 45 age group , 51% of the respondents are Male and 49% of the respondents are Female.,50% of the respondents are Undergraduate, 22% of the respondents are Postgraduate , 17% of the respondents are Occupation, 7% of the respondents are Diploma, 4% of the respondents are School level, 41% of the respondents are the students, 21% of the respondents are Private employee 12% of the respondents are Self-employed , 12% of the respondents are Business, 9% of the respondents are Government employee, 5% of the respondents belongs to Others,42% of the respondents are belongs to below ₹20000,23% of the respondents are ₹20001 – ₹40000 , 15% of the respondents are ₹40001 – ₹60000, 13% of the respondents are ₹60001 – ₹80000, 7% of the respondents are Above ₹80000,24% of the respondents belongs to Rural , 19% of the respondents are Semi Urban , 57% of the respondents are Urban area,30% of the respondents are Joint Family , 70% of the respondents belongs to Nuclear Family,66% of the respondents are Unmarried , 34% of the respondents are Married,21% of the respondents are 1 Person earning in the family , 44% of the respondents are 2 Person earning in the family, 35% of the respondents belongs to More than 2 Person earning in the family.

ONEWAY ANOVA

H₀: There is no significant difference among Gender and factors influenced to choose Apple products

H₁: There is a significant difference among Gender and factors influenced to choose Apple products

Table No .2 ANOVA
 Describe Respondent’s Gender and factors influenced to choose Apple products

| | Sum of Squares | df | Mean Square | F | Sig. |
|----------------|----------------|-----|-------------|-------|------|
| Between Groups | 2.110 | 5 | .422 | 1.725 | .134 |
| Within Groups | 29.359 | 120 | .245 | | |
| Total | 31.468 | 125 | | | |

INTERPRETATION

The table value at 1% level of significance and the calculated F Ratio is 1.725. Hence, there is significant variance between Gender of the Respondents and Main factor that influenced to choose Apple products. Therefore, it is clear that there H₀ null hypothesis accepted.

CHI SQUARE

H₀: There is no significant association between Occupation and Service related problem faced

H₁: There is a significant association between Occupation and Service related problem faced

Table No. 3 Chi square
 Describe Respondent’s Occupation and Service related problem faced

| | Value | Df | Asymptotic Significance (2-sided) |
|--|---------------------|----|-----------------------------------|
| Pearson Chi-Square | 79.437 ^a | 90 | .779 |
| Likelihood Ratio | 76.053 | 90 | .853 |
| N of Valid Cases | 126 | | |
| a. 110 cells (96.5%) have expected count less than 5. The minimum expected count is .04. | | | |

INTERPRATION

Since the calculated value is 76.053, which is lesser than the table value 79.437 , we reject the alternative hypothesis. Hence. there is no significant relationship between Occupation of the respondents and service-related problem faced. Therefore, it is H₁ Alternative hypothesis

FINDING

- Majority (54%) of the respondents are belonging to the age group of 18 - 25 years.
- Majority (51.6%) of the respondents are male.
- Majority (50%) of the respondents have qualified to UG level.
- Most (41%) of the respondents are Student.
- Most (42.9%) of the respondents income level is between Below ₹20,000
- Majority (56.3%) of the respondents belongs to Urban.
- Majority (69.8%) of the respondents belongs to nuclear family
- Majority (67.5%) of the respondents are Unmarried.
- Most (45.2%) of the respondents are 2 Number of Earning Members in the Family
- There is a significance difference between Gender and Main factor that influenced to choose Apple products
- There is no significant relationship between occupation and service-related problems,

SUGGESTIONS

Focus on Urban and Semi-Urban Markets

As most users are from urban areas, Apple should continue strengthening retail presence, service centers, and experience stores in urban and emerging semi-urban locations of Coimbatore to improve convenience and visibility.

**Occupation-Based Customization**

The study shows a significant relationship between occupation and the main factor influencing Apple purchase. Apple can tailor marketing messages differently for students, private employees, business users, and professionals by highlighting productivity, security, and performance features.

Improve After-Sales Service & Technical Support

Even though occupation is not significantly related to service problems, technical issues were reported. Apple should enhance after-sales service responsiveness, expand authorized service centres, and improve turnaround time to maintain customer satisfaction.

VII. CONCLUSION

The research on customer expectations toward Apple in Coimbatore highlights the complex and interrelated factors that influence consumer purchasing behavior. Customers in this region show a strong preference for premium, high-quality products, while simultaneously expecting individualized services that enhance their overall ownership experience. This indicates that brand value alone is not sufficient; consistent service quality and personalized engagement play a crucial role in shaping customer satisfaction and loyalty.

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