

## CONSUMER PERCEPTION TOWARDS PREMIUM PRICING AT APPLE INDIA

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**ABSTRACT:** This paper looks at how Apple's premium price affects consumers' perceptions of brand, quality, and buy intention in the Indian market. Many Indian consumers see Apple as a symbol of status, innovation, and excellent design. Typically, dependability, superior quality, and cutting-edge technology are associated with high prices. Many people believe that the excessive prices of Apple products are justified by their superior quality, longevity, and usability. Individuals' approval of Apple's high prices, particularly those who make repeat purchases, is mostly driven by brand loyalty. Individuals' tendency to pay an additional price is heavily impacted by their wealth and lifestyle; young professionals and urban inhabitants are more likely to purchase Apple products. Apple's popularity is driven by social media and aspirational values, which influence people's purchase decisions. Some people still believe that Apple's prices are prohibitively expensive when compared to those of its competitors. However, if the brand has a good reputation, it is less sensitive to pricing. Apple's marketing methods and shopping experience dramatically increase the perceived worth of its products. The items' exclusivity in India is due to their exorbitant pricing.

**Keywords:** *Consumer Perception, Premium Pricing, Apple Inc., Indian Market, Brand Image, Quality Perception, Purchase Intention, Brand Loyalty*

### 1. INTRODUCTION

Premium pricing is a psychological phenomena in which buyers interpret higher prices as indicating superior quality, exclusivity, and prestige. As a result, some customers pay a higher price for what they consider to be superior value. Nonetheless, the business's success is dependent on reinforcing this viewpoint through outstanding customer service, fascinating storytelling, and effective branding. It takes advantage of cognitive errors by shifting attention away from pricing and onto desire. This is critical for luxury items, high-end technology, and any other business looking to develop a distinctive brand image by linking expense with quality, craftsmanship, and a one-of-a-kind experience.

Consumer perception is the process by which people choose, organize, and interpret stimuli to better their understanding of their environment, notably in terms of brands and products. It is critical for customers' purchase decisions since it influences their attitudes and behaviors toward advertising messages, brand imaging, and all of the available items.

The way customers understand higher prices as indicative of superior value, quality, and status influences their attitudes toward premium pricing. In many marketplaces, pricing serves as a psychological trigger that influences people's expectations, as well as a means of exchanging money. Consumers generally perceive a more expensive

product as having superior materials, sophisticated technology, superior craftsmanship, or distinguishing features. Branding, packaging, advertising, and the retail environment all help to reinforce this concept.

Premium pricing has a huge impact on people's emotions and social views. High-end products are not only utilitarian, but they also have personal meaning for many people. The ownership of a high-end brand can indicate social standing, confidence, a modern lifestyle, or achievement. Individuals in this situation believe that paying a premium is an effective way to distinguish themselves or stand out from others. The emotional satisfaction that comes from using high-end products sometimes outweighs the physical benefits, which is why perception is more important than objective excellence. As a result, people's opinions regarding premium pricing are closely linked to their self-perceptions, goals, and social influence.

## 2. REVIEW OF LITERATURE

Meera Joshi 2023: According to Meera Joshi (2023), individuals attempted to achieve a balance between their emotions and rationality when making purchases. They no longer tolerated outrageous pricing without making any questions. Individuals were curious as to why they had to pay a greater fee. Transparent pricing and brand promotion helped to significantly increase trust. Customers were more likely to buy products with ethical labels. Consumers expressed worry about the manufacturing and sales methods. Customers were more willing to bear increased pricing as a result of innovation. The higher prices were

justified by the new features and enhanced technology. Online platforms made it easier to compare brands. The degree of blind allegiance to prominent corporations has gradually diminished. Strong evidence of the value of pricey products was required. Selling involved more than just appealing to people's emotions. Individuals' perceptions were influenced by equitable pricing. People only began to accept premium price after it was clear that it was worthwhile.

Deepak Iyer 2023: In 2023, more people than ever before questioned the reason for the excessive prices. They stopped tolerating extravagant expenses without a valid rationale. Before making extra contributions, they looked for clear evidence of value. To attract customers, it was critical to preserve transparency and honesty. Businesses were forced to submit an explanation for their increased product costs. Individuals were better able to bear higher prices thanks to innovation. Increased pricing were justified by the addition of new features and higher quality. Customers were interested by the ethical behavior of organizations. People were interested by the manufacturing and marketing procedures. A considerable proportion of people stopped showing blind loyalty to brands. Before deciding on a brand, consumers studied several options. People needed more than emotional appeal to make a buy. Decisions were based on pragmatic advantages and rationality. People were willing to pay a premium price as long as it was reasonable and honest.

Riya Chatterjee 2024: In 2024, In 2024, premium pricing was intrinsically tied to responsible corporate practices and environmental concern. People expected upmarket enterprises to use ecologically

friendly manufacturing practices. People were only willing to pay a premium when it was clear that the additional funds would be used to protect the environment. Consumers that prioritized ethics gravitated toward ethical brands. People's purchase decisions were heavily influenced by their environmental and societal concerns. Luxury was no longer the only concept of premium; it also included environmental responsibility. Green branding emphasizes the importance of brand identity. The general public quickly abandoned their support for and confidence in immoral brands. Value was established by taking into account both quality and effect. Consumers preferred firms that addressed environmental sustainability and employee welfare. People were more likely to pay higher costs when they felt ethically justified. Customers were thrilled to purchase items from companies that value ethical activities. The concept of price has evolved from a symbol of profit to one of purpose. Increasing prices indicates improving the environment.

Pooja Nair 2024: Sustainability had a significant influence on people's views of high prices. People believed that firms should conduct themselves in an environmentally friendly and responsible manner. They decided to pay a greater fee only when they were confident that it would benefit the environment. People were captivated by the production process. It became necessary to get raw materials in an environmentally responsible manner. Consumers were more likely to trust firms that treated their employees fairly. Premium pricing changed from a profit-driven strategy to one of purpose. People grew to feel that environmental stewardship required a significant financial

investment. Consumers soon stopped endorsing and supporting immoral brands. Value was now defined as not simply an item's quality but also its social impact. Premium status requires actually affecting the cosmos. Companies that practiced ethical behavior were more desirable to customers. People were more willing to pay high costs when they felt ethically satisfied. The price began to indicate a moral choice. Premium branding gradually shifted from pure profit to purpose.

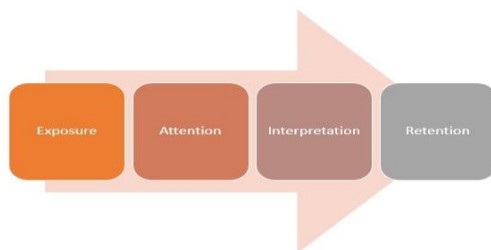
Karan Patel 2025: In 2025, premium price will be mostly determined by a unique experience and personalization. Individuals' objectives no longer match those of others. They are interested in products and services that are suited to their individual requirements. Technology has made it easier and faster to seek personal assistance. Data can help brands obtain a better knowledge of their customers' preferences. Because of its high price, anything has become regarded rare and exclusive. The experience is more significant than the item itself. When consumers make purchases, emotional connection is crucial. Brands should treat each customer as an individual, rather than a group. Today, many people consider that bulk marketing is out of date. A personal touch considerably increases an item's perceived worth. Being distinct and respected is one aspect of being premium. Emotional ties are the source of long-term loyalty. People are willing to pay a premium for a product with great personal worth.

Vikram Desai 2025: In 2025, Personalization exemplifies premium pricing in 2025. Consumers no longer want items or services that are generally applicable. They are interested in experiences that are tailored to their

lifestyle and tastes. Personalization is made easier because to artificial intelligence, intelligent technologies, and applications. Data allows brands to have a full picture of consumer preferences and behavior. Currently, premium prices indicate a product's rarity and distinctiveness. The experience is increasingly more important than the product itself. It is critical for a firm to build an emotional connection with its customers. Brands must have a thorough understanding of their customers in order to sustain their reputation as premium brands. It appears that mass marketing is no longer successful or relevant. When a someone receives attention and care, they feel more valued. Feeling respected and acknowledged is one aspect of premium status. Strong ties build loyalty over time. Emotional pleasure has a bigger impact on purchasing than logic. People are willing to pay a premium to improve their quality of life.

### 3. STAGES OF CUSTOMER PERCEPTION

Consumer perception is a three-step process that transforms unprocessed input into usable knowledge.



**Exposure:** The phrase exposure refers to the visual, aural, and tactile stimuli that a consumer encounters while using a brand or product. The second stage is defined by our attraction to a certain hue or flavor.

**Attention:** After the exposure phase is over, the consumer becomes aware of the message and the products on sale. It may proceed to the interpretation stage if the focus produces a favorable experience.

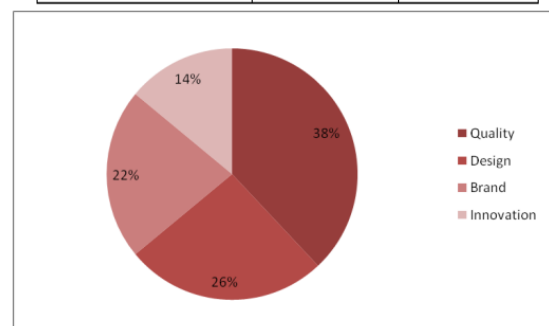
**Interpretation:** The first two stages of customer perception include interpreting what customers see and do in order to assign them relevance or value. It may prompt you to consider a comparable event or product from the past. In general, consumers value the overall product experience.

**Retention:** The client's final step is to keep the interaction in their memory for future reference. This suggests that the client has formed an opinion. It has the potential to be either beneficial or destructive.

## 4. DATA ANALYSIS AND INTERPRETATION

### 1. What are the key reasons why Indian buyers can endure Apple India's excessive prices?

S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	Quality	38	38%
2	Design	26	26%
3	Brand	22	22%
4	Innovation	14	14%
TOTAL		100	100%

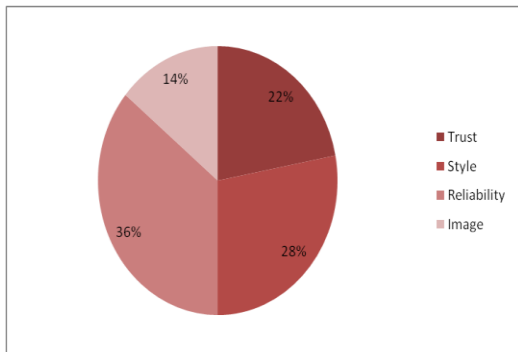


According to the report, 38% of respondents said quality is the most important criteria. The subsequent categories are design 26% and brand (22%). This demonstrates the significant

impact these factors have on decision-making. Innovation was selected by only 14% of respondents, making it the least significant of the four criteria.

## 2. What is the reason why Indian consumers believe Apple India products are more worth than those from other brands?

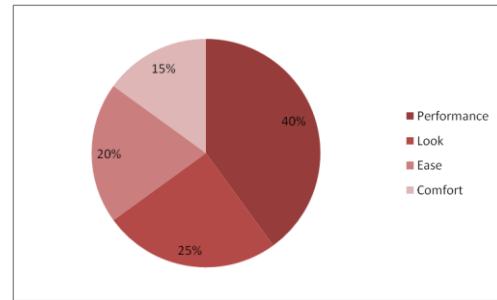
S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	Trust	22	22%
2	Style	28	28%
3	Reliability	36	36%
4	Image	14	14%
TOTAL		100	100%



According to the research, 36% of respondents believe that reliability is the most important factor. Style is placed second at 28%, followed by trust at 22%. This demonstrates the extent to which these variables influence customer purchasing decisions. Image was the least important factor, according to only 14% of respondents.

## 3. Which features of Apple India's goods make customers happy, even though they are expensive?

S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	Performance	40	40%
2	Look	25	25%
3	Ease	20	20%
4	Comfort	15	15%
TOTAL		100	100%



Performance was selected as the most important criterion by 40% of respondents, as seen in table. Appearance (25%) and usefulness (20%) are the next characteristics, indicating that consumers are equally concerned with these factors. The least significant factor was comfort, chosen by only 15% of respondents.

## 5. CONCLUSION

Finally, a variety of social, emotional, and rational factors influence consumers' views of premium pricing. When considering elevated pricing, people consider both the value they provide and the price. When customers pay a premium, they expect higher quality, a stronger brand image, and consistent service. Individuals who gain emotional rewards, such as confidence, pride, and status, are more likely to accept high charges. Having faith in the brand will alleviate your reluctance to make a buy. To maintain a good reputation, quality must be consistent. The high pricing are justified by the superior consumer experience and customisation. People are more likely to support products that are ecologically friendly and ethical. People's attitudes toward pricey things are influenced by social impact and word-of-mouth. When costs are mentioned, buyers can better understand why products are so expensive. High-end brands use innovation to stay relevant. People's opinions on rising costs are influenced by their income and cultural background. Although some

consider paying a premium a luxury, others see it as a wise investment. It is critical that organizations strike a balance between exclusivity and inclusion.

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