

Questionnaire

The Relationship Between Customer Satisfaction and Brand Loyalty Among iPhone Users

Participant-information

This questionnaire examines the relationship between customer satisfaction and brand loyalty among iPhone users. Participation is voluntary and anonymous. It should take approximately 3–5 minutes. Your responses will be used only for this classroom research exercise. Please do not provide your name or any personal identifiable information. You may stop completing the questionnaire at any time before submitting it.

Please answer the following questions. For Sections B and C, use the scale below:

1 = Strongly disagree

2 = Disagree

3 = Neither agree nor disagree

4 = Agree

5 = Strongly agree

Section A - Screening and Background Information

Q1. Do you currently use an iPhone?

- Yes
- No

Instruction: If your answer is "No", please do not continue with this questionnaire.

Q2. How long have you been using an iPhone?

- Less than 1 year
- 1-2 years
- 3-5 years
- More than 5 years

Q3. What is your age group?

- Under 18
- 18-24
- 25-34
- 35-44
- 45 and above

Q4. What is your gender?

- Male
- Female
- Prefer not to say
- Other

Q5. How often do you upgrade your iPhone?

- Every year
- Every 2 years

- Every 3 years
- Less often

Section B - Customer Satisfaction

Q6. I am satisfied with the overall quality of my iPhone.

Q7. My iPhone meets my expectations.

Q8. I am satisfied with the value I receive from my iPhone.

Q9. Overall, my experience with iPhone has been positive.

Section C - Brand Loyalty

Q10. I intend to continue buying iPhones in the future.

Q11. I would recommend iPhone to other people.

Q12. I prefer iPhone over competing smartphone brands.

Q13. I would remain loyal to iPhone even if another brand offered lower prices.

Optional Open-Ended Question

Q14. What is the main reason for your level of satisfaction or loyalty toward iPhone?

Note: This questionnaire is intended for classroom workshop use.