

A COMPREHENSIVE STUDY ON ANALYSING THE TWITTER AND YOUTUBE POSTS TO IDENTIFY POTENTIAL INFLUENCERS FOR APPLE PRODUCTS IN BANGALORE REGION

Master Thesis submitted in partial fulfillment of the requirements for the
award of the Degree of

MASTER OF BUSINESS ADMINISTRATION

of

RV INSTITUTE OF MANAGEMENT

Autonomous Institution Affiliated to Bengaluru City University



By

SHUBHA R

REG NO: P18FW21M0076

Under the guidance of

Dr. JAHNAVI M

Associate Professor, Department of Finance

RV INSTITUTE OF MANAGEMENT

2023

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2023

DECLARATION BY THE STUDENT

I hereby declare that “*A Comprehensive Study on Analyzing the Twitter and YouTube Posts to Identify Potential Influencers for Apple Products in Bangalore Region*” is the result of the project work carried out by me under the guidance of *Dr. Jahnavi M* in partial fulfillment for the award of Master’s Degree in Business Administration by RV Institute of Management, Autonomous Institution Affiliated to Bengaluru City University.

I also declare that this project is the outcome of my own efforts and that it has not been submitted to any other university or Institute for the award of any other degree or Diploma or Certificate.

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Place: BANGALORE

Date: 20/10/2023

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GUIDE CERTIFICATE

This is to certify that **Ms. Shubha R** of **RV Institute of Management**, Autonomous Institution Affiliated to Bengaluru City University, has undertaken Master Thesis entitled “*A Comprehensive Study on Analyzing the Twitter and YouTube Posts to Identify Potential Influencers for Apple Products in Bangalore Region*” under my Guidance and it has not been submitted to any other University or Institute for the award of any other degree or Diploma or Certificate. Her Conduct and work is Original, and is Not satisfactory/ Satisfactory/ Good/ Excellent.

Name: Dr. JAHNAVI M

Date: 20/10/2023

Signature

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CHAPTER 1: INTRODUCTION

Industry Profile:

Technology Industry:

In India, the IT & BPM (Information Technology and Business Process Management) industry has become a key engine of economic expansion. It has significantly boosted the nation's Gross Domestic Product (GDP) and general well-being. India's GDP from the IT sector in the fiscal year 2022 was 7.4%. By 2025, it is expected to contribute 10% of India's GDP, according to projections.

Innovative digital applications are currently exploding in India's technical ecosystem across numerous industries. The nation is renowned throughout the world for having one of the largest internet user bases and some of the most competitive internet prices. Currently, 76 crore people worldwide have an internet connection.

The next stage of growth in India's IT revolution is established by this explosion in digital connectivity. The Digital India Programme was crucial in developing a strong digital infrastructure and increasing access, which allowed for the generation of significant economic value and the empowerment of citizens.

India's notable speed of digital adoption can be ascribed to a variety of governmental efforts, commercial breakthroughs, investments, and the creation of new digital applications. These innovations have already improved many facets of daily life and employment for citizens.

India moved up six spots to take the 40th spot in the Global Innovation Index (GII) for 2022.

The Indian IT sector exhibited impressive growth, with revenue reaching US\$ 227 billion in FY22, marking a 15.5% year-on-year surge. Projections anticipate further expansion to US\$ 245 billion in FY23. Gartner estimates predict a rise in IT spending within India, from US\$ 81.89 billion in 2021 to US\$ 101.8 billion in 2022. The Indian software product industry is set to achieve a market value of US\$ 100 billion by 2025, as domestic companies focus on global investments for expansion. The data annotation market is poised for significant growth, expected to reach US\$ 7 billion by 2030 due to increased demand for AI. India's IT export revenue rose by 11.4% to US\$ 194 billion in FY23, with IT services accounting for over 51% of total exports. Additionally, the industry added 2.9 lakh new jobs, bringing the workforce to

5.4 million in FY23, emphasizing its role as a major employment generator. The ER&D market is projected to grow to US\$ 42 billion by 2022.

For international IT organizations, India is the top location for offshore since it is skilled. The top IT companies in India are seeing a new wave of opportunities as a result of breakthrough technologies. The market for IT and business services is anticipated to grow to US\$ 19.93 billion by 2025, and India's IT spending is anticipated to increase to US\$ 110.3 billion in 2023 from a projected US\$ 81.89 billion in 2021. Notably, the widespread use of cloud computing might lead to the creation of 14 million jobs and an increase in India's GDP of US\$ 380 billion by 2026. According to an Amazon Web Services poll, India is also expected to have nine times the number of digitally proficient individuals by 2025.

Advertising and Market Industry:

According to a report by Dentsu Aegis Network (DAN), the digital advertising industry in India is projected to surpass Rs 50,000 crore (US\$ 7.15 billion) by 2025. This surge is attributed to increased internet usage, widespread smartphone accessibility, and technological advancements, fueled by cost-effective data plans. In 2019, the industry experienced a rapid 26% growth, reaching Rs 13,683 crore (US\$ 1.96 billion). The report predicts a 27% growth to Rs 17,377 crore (US\$ 2.49 billion) by the end of 2020. With the integration of marketing technologies, 5G, and expanding E-commerce advertising, the industry is poised to reach the Rs 50,000 crore mark by 2025, registering a Compound Annual Growth Rate (CAGR) of 27.42%.

Theoretical Background of Study:

A target audience's needs and wants are catered to through a variety of actions and methods that fall under the umbrella of the multidimensional discipline of marketing. It entails comprehending market trends, consumer behavior, and competitive dynamics in order to create strategies that will drive sales and help businesses reach their objectives. Key components of marketing include: Market research, Product development, Pricing, Promotion, Advertising, Distribution and channel management, Brand management, Customer Relationship Management, Sales management, Digital marketing, Analytics and Performance Management. The definition of marketing has changed in the current digital era to incorporate a variety of online platforms like social media, email advertising, content marketing, and optimization for

search engines. These digital platforms give companies new ways to connect and interact with their customers in a more specialized and focused way.

Reaching and interacting with a target audience may be done in different ways using digital marketing and traditional marketing. The foundation of advertising for decades has been traditional marketing, which is based on traditional media outlets including television, radio, print, and billboards. It has a wide audience reach and enables one-way communication with them. It can, however, be expensive, and determining its efficacy can be difficult.

Digital marketing, on the other hand, uses the strength of the internet and numerous online platforms to engage with customers. It includes a broad range of strategies, such as paid advertising, marketing on social media, marketing via email, content marketing, and SEO. With the use of digital marketing, companies can contact customers with very targeted demographics, interests, and behaviors. In addition, it offers thorough analyses, allowing for real-time tracking of campaign performance.

In the digital age, influencer advertising is a dynamic and very successful strategy for connecting with and interacting with target audiences. It focuses on utilizing the authority and influence of people, referred to as influencers, who have a sizable and active following across different social media platforms.

The genuine and relatable relationship influencers have with their target market forms the basis of influencer marketing. Because these influencers are frequently seen as reliable sources of knowledge and suggestions, brands have a special chance to market their goods or services in a more distinctive and effective manner.

The potential of influencer marketing to target demographics and niches is one of its main benefits. Influencers fall under a variety of categories, including fitness, technology, travel, and beauty and fashion. Using the interests and needs of the influencer's followers, businesses can then precisely focus on their ideal audience.

Influencer marketing also offers a venue for original and interesting content. Influencers are adept at producing compelling, sincere material that connects with their audience. These posts may be sponsored, and they may also include product reviews, unboxing videos, instructions, and other types of content.

Importance of the Topic

The study of influencer marketing is of utmost importance in the quickly changing digital environment of today. In the first place, it offers insightful information on buying habits and psychological factors of influence. Businesses can modify their strategy for optimum efficiency by comprehending the reasons why influencers affect purchasing decisions.

A thorough examination of influencer marketing also enables companies to pinpoint the influencers who are most pertinent and effective for their niche. With this focused strategy, resources are distributed more effectively, resulting in higher returns on investments.

Influencer marketing research also permits the creation of ethical standards and best practices. In order to maintain openness, authenticity, and consumer trust as this profession expands, industry standards must be established.

Studying influencer marketing also makes it easier to assess campaign effectiveness and return on investment. Businesses may improve their strategy and optimize next campaigns for better results by examining indicators like engagement rates, click-through rates, and conversion rates.

Additionally, research in influencer marketing aids companies in staying on top of emerging platforms and trends. Maintaining a competitive edge in a dynamic digital environment requires staying up to date on new platforms, technology, and changing consumer preferences.

Traditional Marketing:

Traditional marketing alludes to traditional advertising strategies used before the development of the internet and other digital technologies. It includes a variety of offline tactics designed to appeal to a large audience. These techniques consist of

Print advertising: It includes commercials that appear in publications including newspapers, magazines, pamphlets, and flyers. It has been a mainstay of marketing for years since it offers a practical and trustworthy way to connect with a local or niche audience.

Radio and television ads fall under the category of broadcast advertising. Television advertisements have the potential to reach a wide audience, making them especially useful for products aimed at the mass market.

Direct mail is the practice of delivering advertising materials including flyers, postcards, and catalogues to people's mailboxes. It offers a tailored approach and enables focused marketing initiatives.

Outdoor advertising on billboards, in transit stations, and in other public places can help attract the interest of a large audience, particularly in high-traffic regions.

Telemarketing: This entails calling prospective clients to advertise goods or services. Despite its effectiveness, telemarketing is now more strictly controlled due to privacy issues.

Digital Marketing:

Digital marketing makes use of internet tools and technologies to market goods and services, engage consumers, and advance corporate goals. It includes a wide variety of tactics, such as:

Content marketing is concerned with producing and disseminating worthwhile, pertinent material in order to draw in and hold the attention of a certain audience. It consists of articles from blogs, pictures, infographics, and much.

Increasing a website's exposure in search engine results is called search engine optimization, or SEO. This enhances web presence and draws natural (unpaid) traffic.

Email marketing is a form of Digital media marketing that is nurturing leads, promoting items, and upholding customer connections are all successfully accomplished by sending customized communications to a pool of subscribers.

Pay-Per-Click (PPC) advertising entails placing advertisements on websites or search engines and pay a fee for each occasion the advertisement is clicked. This gives a certain audience instant visibility.

Affiliate marketing comprises of collaborating with people or companies (affiliates) who advertise goods or services in return for a cut of the profits brought in by their efforts.

Social media marketing, another major part under the umbrella of Digital media marketing has emerged as a cornerstone of contemporary advertising strategies. It leverages platforms like Facebook, Instagram, Twitter, and LinkedIn to reach a vast and diverse audience. By creating

engaging content, businesses can establish a direct line of communication with their target demographic.

One of the key strengths of social media marketing is its ability to foster authentic interactions. Unlike traditional advertising, which often feels one-sided, social media enables businesses to engage in conversations, respond to comments, and address customer concerns in real-time. This level of engagement builds trust and brand loyalty.

Furthermore, social media platforms offer powerful tools for precise audience targeting. Advertisers can specify demographics, interests, and behaviors to ensure their content reaches the most relevant individuals. This precision enhances the likelihood of conversion and ROI.

Moreover, social media marketing thrives on storytelling. By creating compelling narratives, businesses can establish an emotional connection with their audience. This connection transcends transactions, forming a genuine relationship between the brand and its customers.

Measuring the effectiveness of social media campaigns is also streamlined. Analytics tools provide valuable insights into engagement rates, click-through rates, and conversion metrics. This data allows businesses to refine their strategies and optimize future campaigns.

However, it's crucial for businesses to maintain a consistent brand voice across all social media channels. Inconsistencies can lead to confusion or dilution of the brand message. Additionally, businesses must stay attuned to the ever-evolving landscape of social media trends and algorithms.

In essence, social media marketing offers a dynamic platform for businesses to connect, engage, and resonate with their target audience. Its blend of authenticity, precise targeting, and analytics-driven refinement makes it an indispensable tool in today's marketing arsenal. By leveraging the power of social media, businesses can not only bolster their brand presence but also forge enduring relationships with their customers.

The Difference between Traditional Marketing and Digital Marketing:

Traditional marketing and digital marketing represent two distinct approaches to promoting products or services. Traditional marketing encompasses conventional methods like print

media, television, radio, and billboards. It offers broad reach but limited interactivity and tracking.

Whereas, digital marketing leverages online platforms, encompassing websites, social media, email, and search engines. It allows for precise targeting, real-time engagement, and detailed analytics. Moreover, digital marketing is cost-effective and provides a global reach.

While traditional marketing relies on established channels, digital marketing adapts swiftly to changing trends and consumer behavior. It enables personalized content delivery and facilitates direct interaction with the audience.

In today's digital age, the shift towards digital marketing is prominent due to its efficiency and ability to connect with tech-savvy consumers. However, a balanced approach that integrates both traditional and digital methods can often yield the most comprehensive and effective marketing strategy.

CHAPTER 2: REVIEW OF LITERATURE AND RESEARCH METHODOLOGY

In the contemporary digital age, consumer behavior is undergoing a transformative shift, propelled by the pervasive influence of social media. This paradigm shift presents a dual-edged sword of opportunities and challenges. A study by Joanna Santiago delves into the perceptions and challenges faced by beauty sector professionals in influencer marketing on Instagram. The emphasis lies on authenticity and creativity, with critical attention to issues like ROI measurement and campaign differentiation. This comprehensive exploration offers invaluable insights into the intricacies of influencer marketing. (Joanna Santiago, 2020)

Success in influencer marketing hinges on several crucial factors, including judicious influencer selection, active follower engagement, and adept content management (Jonathan Z. Zhang, 2022). Anshu Rani's research in 2022 emphasizes the pivotal role of fashion influencers on social media. They serve as influential conduits, steering the dissemination of information and propelling new fashion trends to prominence. Notably, some influencers exhibit a more pronounced proficiency in this capacity compared to their peers. (Anshu Rani, 2022)

In the digital realm, Word of Mouth (WoM) has acquired unprecedented potency, wielding substantial influence over consumers. Jordi-Ysard PUIGBÒa (Jordi-Ysard PUIGBÒ a, 2014) highlights the growing imperative for companies to identify influential individuals on social networks. Platforms like Twitter facilitate rapid information exchange, but the impact of messages is intrinsically linked to users' real-world status (Svitlana Galeshchuk, 2021). This dynamic social landscape, with its surge in user-generated content, has transformed into a lucrative arena for businesses employing online engagement strategies (M. H Dihyat, 2021).

"Analysing the Social Web" by Golbeck outlines a framework for dissecting public data from social networks (Golbeck). It equips businesses with the ability to identify key influencers and discern information diffusion patterns within networks. In the realm of sentiment analysis, VADER, a rule-based model, emerges as a formidable contender, addressing challenges and rivaling various benchmarks and machine learning techniques (C.J. Hutto, 2015).

Anjali Chopra delves into the effects of influencer marketing through the lens of the theory of planned behavior (TPB) (Anjali Chopra, 2020). This perspective offers a nuanced understanding of how influencer marketing leverages social media's impact on consumer decisions. Ms. Sraddhaa Mishra's work in 2023 underscores how social media influencers have revolutionized marketing strategies, with businesses now leveraging influencer marketing to effectively engage and influence consumers. (Ms. Sraddhaa Mishra, 2023). The digital landscape is a dynamic arena, with platforms evolving and shaping consumer behavior. Gil Appel (Gil Appel, 2020) traces this evolution from early sites like MySpace to modern image-centric platforms like Instagram and Snapchat. Elizabeth Aguirre's research in 2015 highlights how retailers harness customer data for personalized services, striking a balance between enhancing relevance and addressing perceived vulnerability (Elizabeth Aguirre a, 2015).

Sentiment analysis, also known as opinion mining, is instrumental in gauging people's sentiments and attitudes toward specific entities. The internet serves as a rich source of sentiment data, allowing users to express opinions on various platforms (Zhan, 2015). Bo Pang's exploration in "Opinion Mining and Sentiment Analysis" delves into techniques that enhance opinion-centric information retrieval systems, underscoring their significance in today's data-driven landscape (Bo Pang).

Apple's resounding success in the market is founded on a consumer-centric approach. Rosmelisa Binti Yusof expounds on this fundamental principle, emphasizing the importance of understanding customer preferences in pricing, delivery speed, options, and quality. (Rosmelisa Binti Yusof¹, 2023) Cultivating customer loyalty is paramount, and offering superior value compared to competitors is a cornerstone of Apple's triumph.

Customer perception is a complex cognitive process, influenced by individual predispositions and experiences. Jitin Sharma highlights the dynamic nature of customer perception and the subjectivity inherent in how customers form their opinions about brands and products (Mr. Jitin Sharma, 2018). Steve Jobs' strategic acumen and deep understanding of market trends were pivotal in shaping Apple's product strategy (Goyal¹, 2023).

Peer influence, as elucidated by Qian, exerts a significant sway over individuals within a group, impacting even those who may not formally consider themselves part of it (Qian, 2023). This dynamic underscores the profound power of peer dynamics in shaping beliefs and behaviors.

Brand loyalty, as identified by Nandhini.M, is the predilection consumer's exhibit when choosing a brand within a product category. This allegiance manifests through attitudes of commitment, willingness to pay a premium, and advocacy (Nandhini.M, 2016).

In this era of dynamic marketing landscapes, a holistic approach that amalgamates traditional and digital strategies becomes imperative. Adapting to the evolving consumer landscape and harnessing the power of influencers and sentiment analysis are the keystones of a successful marketing strategy. By recognizing the symbiotic relationship between consumer behaviors and marketing practices, businesses can chart a course towards sustained success in this ever-evolving digital age.

Statement of the Problem:

For the purpose of this investigation into influencer marketing for Apple products in the Bangalore region, two fundamental queries are being addressed as the linchpin of this study: Firstly, identifying the potential influencers, and secondly, determining the pertinent metrics in this context.

Firstly, in the diverse and tech-savvy landscape of Bangalore, identifying the individuals who wield influence over consumer preferences and choices regarding Apple products is a paramount concern. The study aims to dissect this question comprehensively, delving into the multifaceted realm of potential influencers. Who are these individuals? What distinguishes them as influential figures within the local context? How have they cultivated their followings, and what topics or niches do they excel in? These questions will guide in not only recognizing these influential voices but also in understanding the unique traits and content strategies that make them effective brand advocates.

In evaluating the effectiveness of influencer marketing campaigns in the Bangalore region, it is imperative to determine the pertinent metrics. This may involve various approaches, such as the quantitative assessment encompassing factors like engagement rate, as well as delving into

audience demographics. However, this study uniquely focuses on utilizing sentiment analysis of posts to identify influencers.

Need for the Study:

Influencer marketing is a powerful tactic for brands to interact with and encourage engagement with their target consumer base in the modern digital landscape. In this study project, we focus specifically on the efficacy of influencer collaborations in the context of advertising Apple products in the Bangalore area. Our main goal is to thoroughly examine numerous evaluation techniques for evaluating the results and accomplishments of influencer marketing campaigns.

Because of the vast reach and authenticity that these people offer to brand advertising, the modern marketing landscape has seen a huge shift in favour of influencer partnerships. Bangalore is a vibrant and technologically advanced region, making it an ideal setting for assessing the effectiveness of influencer marketing, particularly in the context of a well-known business.

This study aims to provide important insights into the efficacy of influencer marketing. In the specific context of Apple products, we want to investigate and quantify how much influencer cooperation affects consumer perceptions, attitudes, and purchase choices. The study intend to reveal significant insights into the factors that fuel the efficiency of influencer marketing efforts by taking a comprehensive approach.

By identifying the Apple product influencers in Bangalore, this study intends to bridge this gap in literature. It aims to provide brands and marketers with a comprehensive understanding of the local influencer ecosystem, enabling them to make informed decisions when crafting influencer marketing campaigns tailored to the Bangalore market. Through the identification and analysis of these influencers, this study seeks to shed light on the individuals who possess the power to sway consumer perceptions and purchasing decisions, offering valuable insights that can drive the success of future marketing initiatives in this dynamic region.

Scope of the Study:

The goal of this study is to identify and evaluate the top 10 Apple product influencers in the Bangalore area. This project entails a thorough investigation of local market influencers, particularly in respect to Apple's ecosystem of product providers. The scope of the study will cover a variety of topics, such as the size and levels of each audience's participation, the kinds of content each produces, and the degree to which each promotes or endorses Apple goods.

The demographics and hobbies of the influencers' followers will also be examined in depth by this research, giving important information into the potential resonance and reach of their promotional activities. It will also consider how frequently and consistently they interact with content about Apple.

Bangalore's strategic location as a thriving technological hub with a growing consumer market justifies the geographic focus. This neighborhood is significant for Apple's marketing initiatives because it represents a tiny sample of India's tech-savvy population.

The study's goal is to provide takeaways that will help Apple in Bangalore with its influencer marketing plan. Apple can efficiently reach the regional customer base, raise brand awareness, and maybe promote product adoption by finding and working with the most powerful voices in this market. Additionally, it offers a chance to develop genuine relationships with customers through reliable sources, thereby boosting the overall success and market share of Apple in Bangalore.

Objectives of the Study

The primary objective of the study is to:

- To study the factors that go into determining the effectiveness of influencers.
- To analyse the sentiments of the posts by the influencers.
- Measure the impact of negative posts on subsequent comments by the audience.
- To identify the potential influencers based on sentimental analysis in the Bangalore region.

Hypotheses:

H^0 : There is no relationship between number of subscribers or followers of authors and author being a potential influencer.

H^A : There is a significant relationship between the number of subscribers or followers and the author being a potential influencer

Research Methods:

The type of research is quantitative and qualitative in nature. Data collection for this research paper is through secondary sources. (Secondary data is based on information collected through social media platforms: YouTube, Twitter). The study considers posts from Social Media platforms: Twitter and YouTube and around 200 posts (100 from each platform). The study is mainly based on secondary data i.e., Data collected from Twitter and YouTube.

This research aims to provide actionable insights for potential influencer collaborations in the region.

Sample Size and Methodology:

In the process of author profiling analysis, approximately 110 posts were taken into consideration.

1. Twitter Data Collection:

- Methodology: The profiling of authors is based on the keyword search which is of no cost at all.

- Twitter advanced search is employed to track posts related to Apple products in the Bangalore region.

- Extract posts containing relevant keywords

- Keywords used to extract data are: iPhone and Bangalore, Apple and Bangalore, Apple, iPhone, if the author is found to be a potential influencer then his account and iPhone are being used to search for the posts

2. YouTube Data Collection:

- Methodology:

- Conduct keyword searches on YouTube for videos related to Apple products with a focus on Bangalore (iPhone and Bangalore).

- Consider videos with varying upload dates to capture a range of influencers.

3. Content Analysis:

- Evaluate the content of the collected posts and videos for relevance to Apple products and their promotion.

- Assess the quality, depth, and engagement levels of the content, considering factors like likes, shares/ reposts.

4. Influence Scoring:

- Define criteria for influence, in this study, follower/subscriber count, likes, reposts for twitter are being considered and for YouTube, the subscriber count and likes are being considered.

- Weight these criteria based on their relative importance in determining influence.

- Assign scores to influencers based on their performance against these criteria.

5. Ranking and Selection:

- Rank influencers based on their influence scores, prioritizing those who meet the highest number of criteria.

- Select the top 10 influencers based on their performance against the defined criteria.

Tools for Data Collection:

For collecting data for the project of identifying top influencers for Apple products in the Bangalore region using Twitter and YouTube, you can use a combination of the following tools:

1. Twitter Advanced Search:

- Leverage Twitter's Advanced Search feature to filter tweets by location (Bangalore), specific keywords (e.g., Apple, iPhone)
2. YouTube Search and Analytics:
- YouTube Search Filters: Utilize YouTube's built-in search filters to narrow down results by location (Bangalore), upload date, and relevance to Apple products.
 - YouTube Analytics: This provides insights into video performance, including views, likes, comments, and subscriber counts.

Limitations of the Study:

The sample size of 110 posts may not capture the entirety of influencers in the Bangalore region. However, it provides a representative snapshot. The influence scoring system is subjective and may require periodic adjustments based on evolving industry standards and platform algorithms.

CHAPTER 3: PROFILE OF THE SELECTED ORGANIZATION

Apple Inc. (Apple) develops, produces, and distributes smartphones, laptops, tablets, wearable technology, accessories, and a variety of connected services.

iPhone, Mac, iPad, AirPods, Apple TV, Apple Watch, iPod touch, and accessories are just a few of the company's offerings.

The company runs several platforms, including the App Store, which enables users to find and download software and digital content including podcasts, books, music, and videos. Several of Apple's subscription-based services, such as Apple Arcade, Apple Music, Apple News+, Apple TV+, and Apple Fitness+, provide access to digital material. Other services provided by Apple include AppleCare, iCloud, Apple Card, and Apple Pay. Apple sells its goods directly to customers, small and medium-sized enterprises, and other businesses in a variety of areas.

Apple's vision statement is **“to make the best products on earth, and to leave the world better than we found it”**.

Apple mission statement is **“bringing the best user experience to its customers through its innovative hardware, software, and services”**.

History:

Steve Jobs, Steve Wozniak, and Ronald Wayne established Apple as Apple Computer Company on April 1, 1976, to create and market Wozniak's Apple I personal computer. In 1977, Jobs and Wozniak established the business as Apple Computer, Inc. The following machine manufactured by the business, the Apple II, quickly rose to popularity and was one of the first microcomputers to be mass-produced. In 1980, Apple went public to immediate financial success. The company created computers with cutting-edge graphical user interfaces, such as the first Macintosh, which was introduced in a well-received commercial in 1984. By 1985, issues with the company's expensive products and management power disputes had arisen.

While Jobs bitterly left Apple and started NeXT, Wozniak left the company amicably and pursued other endeavors. Throughout the 1990s, as the personal computer market grew and changed, Microsoft Windows' duopoly on cheaper PC clones powered by Intel ate away a sizable portion of Apple's market share (also known as "Wintel"). When Apple was on the verge of bankruptcy in 1997, the corporation purchased NeXT to fix its failed operating system strategy and convince Jobs to return. Jobs led Apple back to profitability over the following ten years using a variety of strategies, such as introducing the iMac, iPod, iPhone, and iPad to widespread acclaim, launching "Think different" and other iconic advertising campaigns, establishing the Apple Store retail chain, and acquiring numerous businesses to diversify the company's product line. Tim Cook took over as CEO when Steve Jobs retired in 2011 because to health issues and passed away two months later. In August 2018, Apple became the first U.S. firm valued at over \$1 trillion. This was followed by valuations of \$2 trillion in August 2020 and, most recently, \$3 trillion in January 2022. The corporation is criticized for its environmental practices, corporate ethics, especially anti-competitive actions, and the labor practices of its contractors. Despite this, the business has a sizable fan base and a high level of brand loyalty. One of the most valuable brands in the world, according to rankings.

Leadership:

Apple has gained renown for its groundbreaking contributions in hardware, software, and services. These achievements propelled the company's expansion from around 8,000 employees and \$7 billion in revenue in 1997, the year Steve Jobs retook the reins, to a staggering 137,000 employees and \$260 billion in revenue by 2019. However, what often remains in the shadows are the instrumental factors of organizational design and leadership principles. These components have significantly contributed to the company's innovative triumphs and are less recognized in the broader narrative of Apple's success.

Apple's Functional Organization

In 1997, when Steve Jobs returned to Apple, it had a conventional structure for its size and scope. It was divided into business units, each with its own P&L responsibilities. After retaking the helm, Jobs put the entire company under one P&L and combined the disparate departments of the business units into one functional organization that aligns expertise with decision rights—a structure Apple retains to this day.



Figure 3.1: Organization structure

The primary goal of Apple is to provide goods that improve people's daily lives. That calls for creating both completely new product categories, like the iPhone and the Apple Watch, as well as ongoing innovation within existing categories. The iPhone camera is arguably the product feature that most exemplifies Apple's dedication to ongoing innovation. Steve Jobs gave the iPhone's camera only six seconds of attention during the yearly keynote event for the introduction of new products in 2007. Since then, the photography industry has benefited from a steady stream of advances brought about by iPhone camera technology: The dual-lens camera (2016), portrait mode (2016), portrait lighting (2017), night mode (2019), panorama photographs (2012), True Tone flash (2013), optical image stabilization (2015), and high dynamic range imaging (2010) are just a few examples.

Media Marketing by Apple Inc.

Traditional media used by the Apple Inc.

1. Billboard advertisements

Billboard advertising is the process of using a large-scale print advertisement to market a company, brand, product, service, or campaign. Billboards are typically placed in high traffic areas, such as along highways and in cities, so they're seen by the highest number of drivers and pedestrians.

Billboard advertising is effective for building brand awareness and broadcasting your business (or product or campaign) to as many people as possible. Because they're in such busy areas, billboards tend to have the highest number of views and impressions when compared to other marketing methods. Figure 3.2 and 3.3 depicts Billboard advertising.



Figure 3.2: Billboard Advertising



Figure 3.3: Billboard Advertising

2. Newspapers

Newspaper advertising is one of the most common ways to advertise in many countries. Often cheaper than broadcast advertising, it usually provides advantages of greater market share in many locations.



Figure 3.4: Newspaper Advertisement

3. Radio Advertisements

Radio advertising is the promotion of products or services during radio commercials or programs.

4. TV Advertisements

A television advertisement (also called a television commercial, TV commercial, commercial, television spot, TV spot, advert, TV advert, or simply an ad) is a span of television programming produced and paid for by an organization. It conveys a message promoting, and aiming to market, a product or service. Advertisers and marketers may refer to television commercials as TVCs.

Digital marketing used by Apple Inc.

1. Instagram

Apple has an active Instagram page with 31.7 million followers. Posts and reel uploads are evident on their Instagram handle. The page normally posts the pictures and videos taken by its customers using the hashtag campaign #ShotoniPhone and tags the account of their customers.

2. Facebook

Apple has an active Facebook page with around 14 million followers on the page, upload of posts and videos on new products are evident while the previous posts will be deleted from the account.

3. Twitter

Apple has 9.6 million followers on their twitter handle. There is only one post on iPhone 15 Pro and iPhone 15 Pro Max.

4. YouTube

Apple's YouTube handle has 18.3 million subscribers, videos are uploads are evident on their handle.

5. Pinterest

Apple has an official Pinterest account with 114.7K followers, the account is not much active and users are not much aware.

Apart from these social media handles apple also markets its products on Wynn music in form of audio ads.

CHAPTER 4: DATA ANALYSIS AND INTERPRETATION

a. Factors Affecting the Effectiveness of Influencers

The effectiveness of influencers in contemporary marketing strategies is a multifaceted interplay of various crucial factors which is evident from the thorough research conducted so far. Firstly, authenticity stands as a cornerstone. Audiences today seek genuine, relatable content from influencers, valuing transparency and sincerity over scripted endorsements. Relevance is another pivotal element. Aligning the influencer's niche and expertise with the promoted product or service ensures a natural fit, enhancing credibility.

The effectiveness of an influencer are affected by the following factors:

Authenticity, Relevance, Engagement Rates, Consistency, Reach, Demographic alignment, Personal brand values, Timing and trends, Sentiment analysis of their posts.

b. Similar web audit:

Similarweb audit has been undertaken to obtain fundamental details about the Apple website. The similarweb audit considers the whole world in its analysis. This crucial preliminary step is essential for conducting a comprehensive investigation and study. The utilization of similarweb has provided valuable insights into website traffic, audience demographics, and other critical metrics. This foundational data will serve as the basis for a more in-depth analysis in the subsequent phases of the research.

i. Traffic and Engagement:

According to the similarweb audit (Figure. 4.1), apple.com receives approximately 1.5 billion total visits. Out of this, 52.69% originates from Desktop, while the remainder comes from mobile web. Notably, there has been a 16.5% increase in visits compared to the previous month, likely due to the recent release of the iPhone 15, as anticipated.

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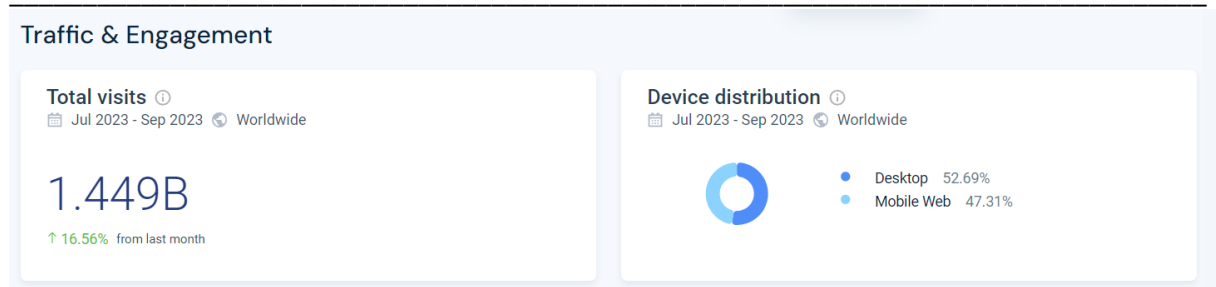


Figure 4.1: Traffic and Engagement

ii. Demographics:

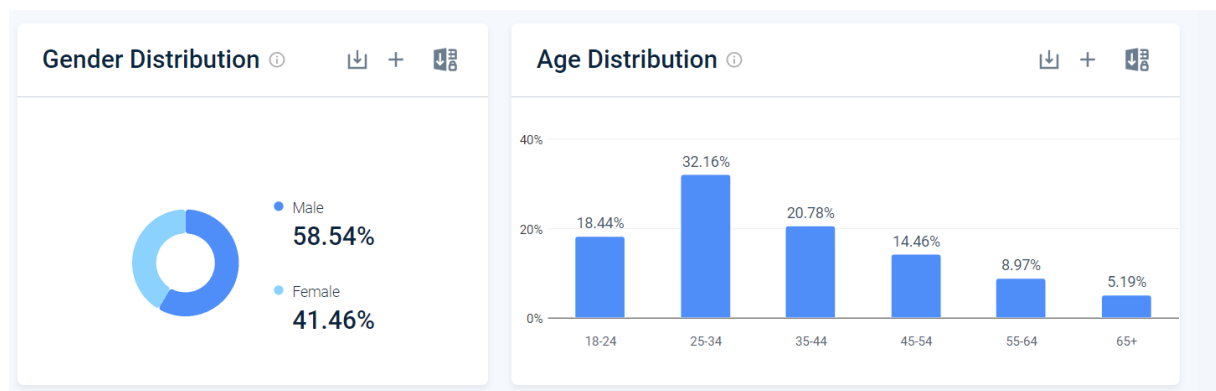


Figure 4.2: Demographics

Examination of the demographic data (Figure 4.2: Demographics) revealed a distinct trend in age groups. Notably, individuals between the ages of 25 and 34 constituted the largest segment of visitors, representing an impressive 32.16% of the total traffic. Following closely behind were those in the 35 to 44-year age bracket, making up 20.78%. The 18 to 24-year-old demographic also showed a noteworthy presence on the site.

These findings suggest a clear inclination towards adult audiences in the user base of apple.com. This insight may offer valuable strategic considerations for tailoring content, marketing efforts, and user experience to cater effectively to this demographic. Understanding the preferences and behaviors of these visitors can further enhance the website's engagement and relevance for its core audience.

iii. Geographic:

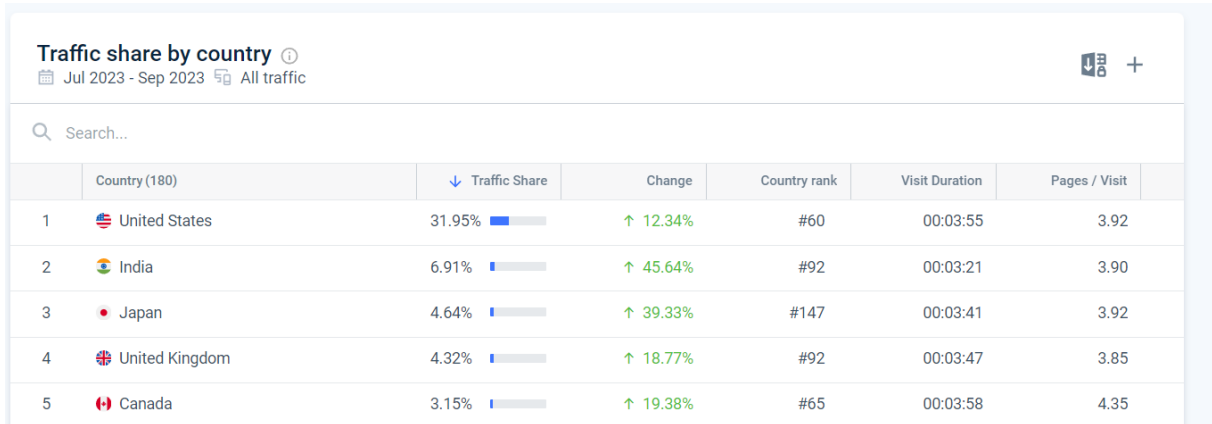


Figure 4.3: Traffic share by country

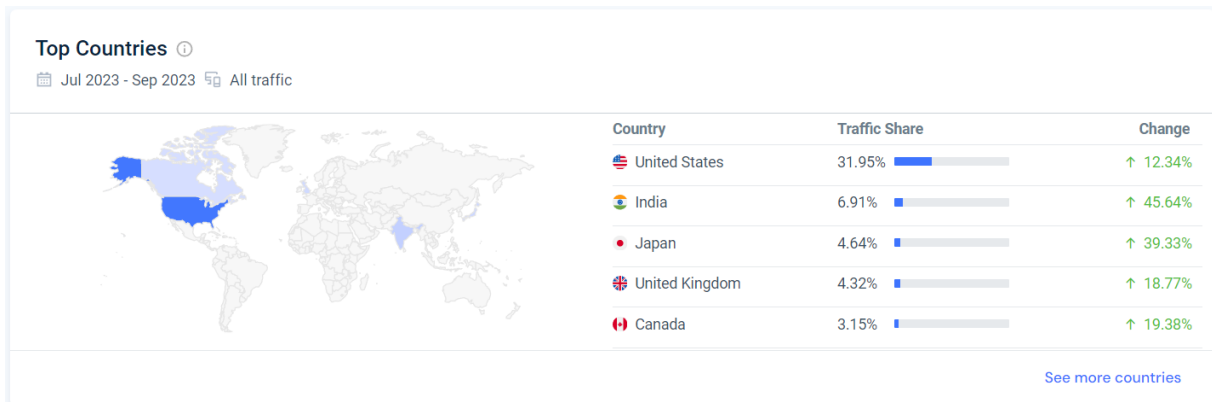


Figure 4.4: Top Countries

Figure 4.3 and 4.4 shows that the predominant source of traffic originates from the United States, followed by India, Japan, the United Kingdom, and Canada. Interestingly, while the United States accounts for the largest share of traffic, it's noteworthy that Canada surpasses in both visit duration and number of pages explored per visit. This indicates a high level of engagement and interest from Canadian visitors. Moreover, it's promising to observe an upward trend in visits from these top countries, signifying a growing interest and engagement with the content provided by the website. This data underscores the importance of tailoring content and experiences to cater effectively to these key audiences. Understanding their preferences and behaviors can help further enhance the website's appeal and relevance on a global scale.

iv. Engagement Overview:

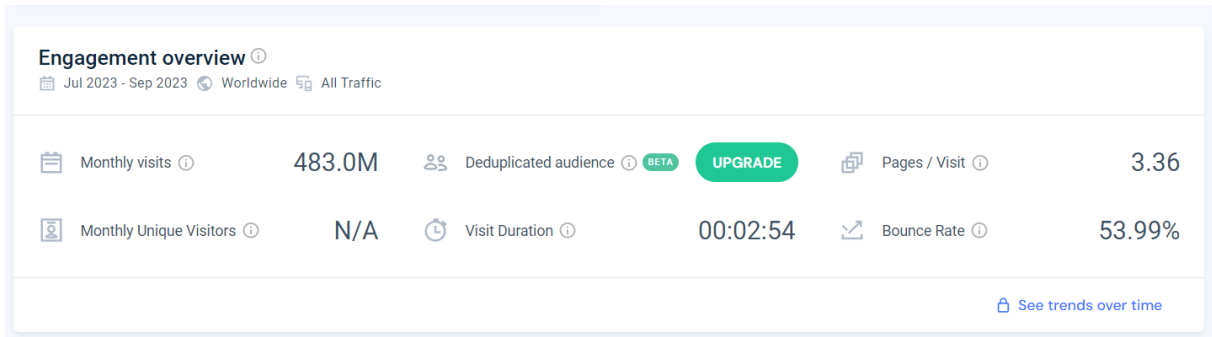


Figure 4.5: Engagement Overview

The monthly traffic to apple.com amounts to an impressive 483 million visits, with an average of 3.36 pages viewed per visit. Visitors spend approximately 2 minutes and 54 seconds exploring the content. The bounce rate, indicating the percentage of visitors who exit the site after viewing just one page, is registered at 53.99%. This figure underscores the need for strategies to increase visitor retention and engagement. It's crucial to capture and maintain user interest to drive deeper exploration of the website. These metrics collectively depict a dynamic digital landscape, emphasizing the importance of optimizing user experience and content to maximize the potential of this substantial visitor base.

v. Visits Trend:



Figure 4.6: Visits Trend

Over time, there's a discernible upward trend in visits to the site, notably following the recent release of the iPhone 15 by Apple. This surge (Figure 4.6) in traffic is a direct reflection of the heightened interest and anticipation surrounding the latest product launch. The increased visits indicate a substantial level of engagement and curiosity from users eager to explore the new offerings. This data provides valuable insights into the effectiveness of product launches in driving online traffic and user interaction. It highlights the significance of strategic marketing efforts and the enduring popularity of Apple's product releases in shaping online visitation patterns.

vi. Marketing Channels:

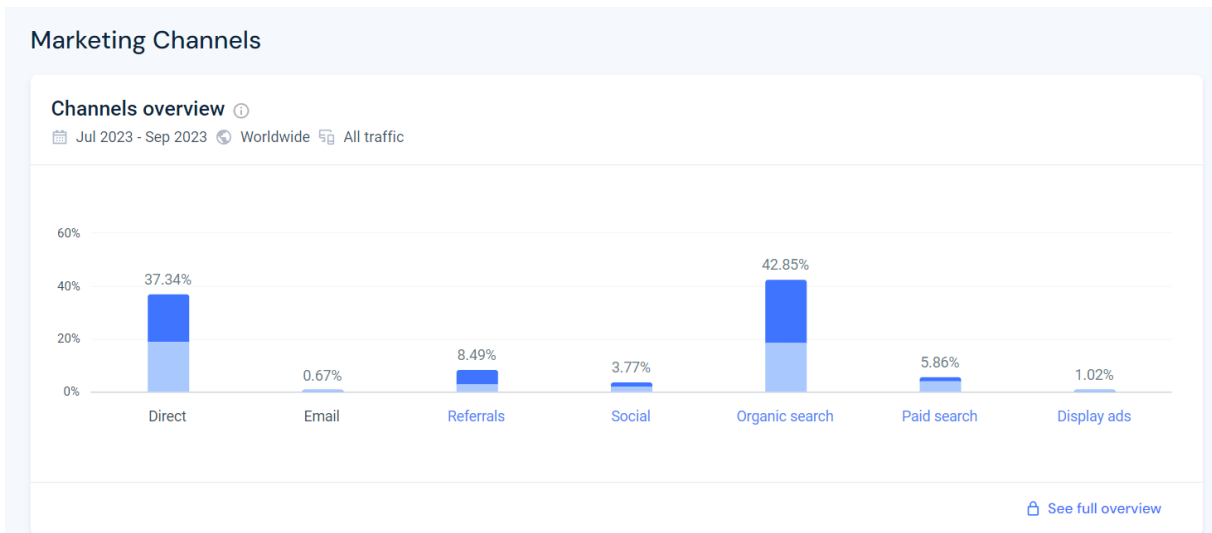


Figure 4.7: Channels Overview

Organic search results, featured on a Search Engine Results Page (SERP), comprise unpaid listings and are determined by criteria like search query relevance, incoming links, effective SEO practices, and domain authority. Unlike paid search outcomes, which involve pay-per-click advertising, organic results are not influenced by monetary contributions. For apple.com, organic search emerges as the most dominant marketing channel. In the traffic visualization, the darker hue indicates traffic originating from desktop devices, while the lighter shade signifies traffic from mobile platforms. Following organic search, the direct channel or direct visits to the website also constitute a significant portion of the traffic. This data underscores the

critical importance of optimizing for both desktop and mobile platforms to cater to the diverse preferences and browsing habits of users, ensuring a seamless and engaging experience across all devices (Figure 4.7). The prominence of organic search highlights the effectiveness of Apple's SEO strategies in driving user engagement and site visits.

vii. Channels:

The analysis reveals that a substantial 62% of incoming organic traffic is attributed to branded keywords, whereas non-branded keywords account for the remaining 38%. This indicates that a majority of users are directly seeking out Apple-related content. Among the specific search terms driving organic traffic, "apple" emerges as the most prominent, followed by "apple tv," "itunes," "apple music," and "iphone 15." This suggests a strong association of organic traffic with Apple's flagship products and services.

Turning attention to paid search items, the top performers include "apple," "apple tv," "iphone 15," "apple store," and "iphone." These terms also revolve around Apple's core offerings, indicating a strategic alignment between paid advertising efforts and the brand's key products. This comprehensive data provides valuable insights into user behavior, preferences, and the effectiveness of both organic and paid search strategies employed by Apple. It underscores the significance of leveraging brand recognition in digital marketing efforts.

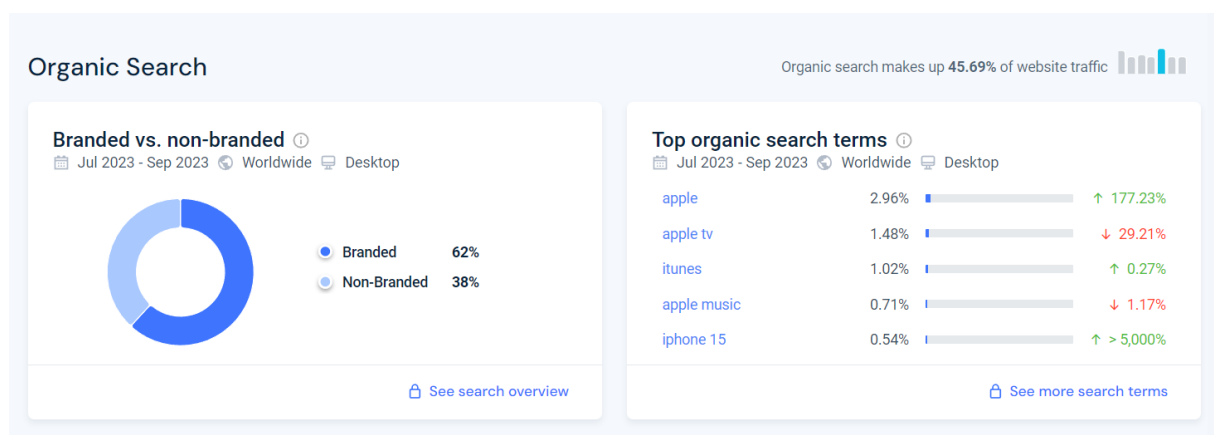


Figure 4.8: Organic search

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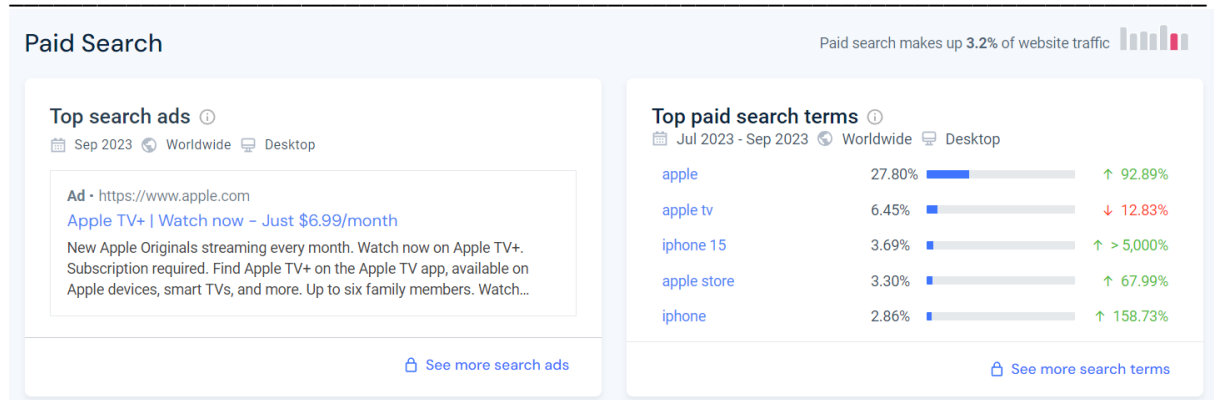


Figure 4.9: Paid search

viii. Referrals:

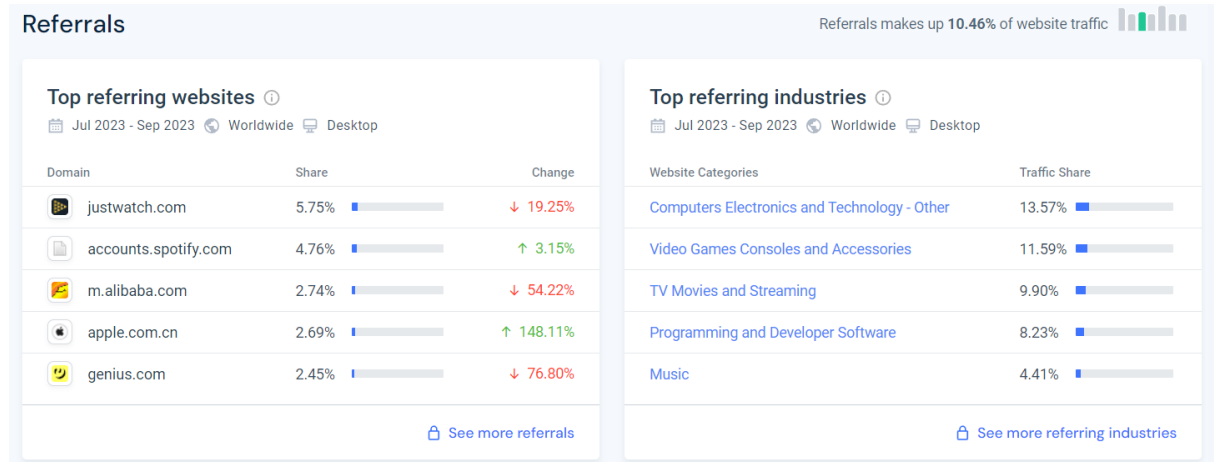


Figure 4.10: Referrals

JustWatch.com, Spotify, Alibaba, and Apple.com are among the notable sources directing direct clicks to Apple.com. This signifies a diverse range of platforms driving traffic to Apple's official website. JustWatch.com, known for its comprehensive streaming guide, potentially serves as a referral source for users seeking information on Apple's content offerings. Spotify, a leading music streaming service, may redirect users to Apple's music-related content, demonstrating cross-platform engagement. Alibaba, a global e-commerce giant, could be funneling users interested in Apple products or collaborations between the two companies. Lastly, Apple.com itself contributes to direct clicks, possibly from users navigating within the site or revisiting for product updates and information (Figure 4.10).

This data provides crucial insights into the various touchpoints through which users interact with Apple's online ecosystem. It suggests that Apple's presence on diverse platforms and collaborations with other major players in the tech and entertainment industries effectively channel traffic back to their primary online hub. Such strategic partnerships and widespread visibility contribute significantly to Apple's digital footprint and user engagement.

ix. Social traffic:

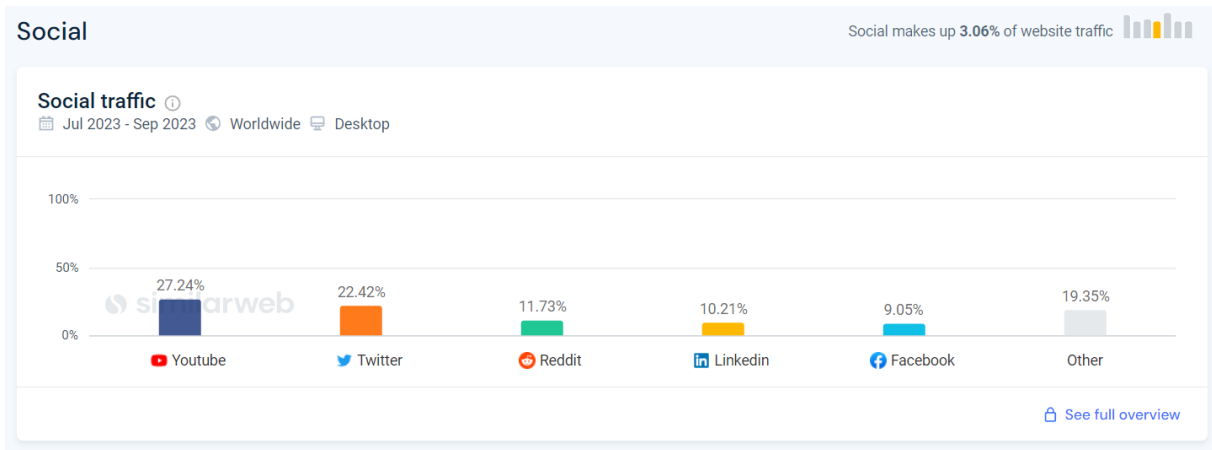


Figure 4.11: Social traffic

Examining the Figure 4.11, source of social traffic from various platforms, it's evident that a significant portion originates from YouTube, constituting 27.24% of the total. Following closely behind is Twitter, contributing 22.2% of the social traffic. This data highlights the prominence of YouTube and Twitter as influential platforms in driving user engagement and traffic to the target content.

The substantial presence of traffic from these platforms provides a compelling rationale for prioritizing them for sentiment analysis. By focusing on posts from YouTube and Twitter, we can effectively identify the top influencers within the Bangalore region. These influencers likely play a pivotal role in shaping opinions, trends, and discussions within the local community. This strategic approach ensures that the sentiment analysis targets the most impactful voices, offering valuable insights into public sentiment and preferences in the Bangalore region. It also underscores the importance of understanding and leveraging the power of specific social media platforms in influencer marketing and audience engagement strategies.

c. Website Audit of Apple.com

Website Audit	
Page Element	Score (1-5)
Logos	4.6
Brand colors	4.1
Typography	4.3
Images/Graphics/Videos	4.2
Template/Layout	4.3
UX/UI (User experience/User Interface)	4.3
Easy navigation	4.4
Content is easy to read and understand	4.2
Page titles easily represent content	4.4

Table 4.1: Website Audit

The above table 4.1, shows the website audit of Apple.com. There was a questionnaire floated across and the respondents were asked to fill in their rating on apple.com. The average of the respondents rating has been summarized as in the table and it can be noted that the respondents are happy with the website design and layout of the same.

d. Twitter/ YouTube Audit of Apple page (Summary Table)

	Twitter	YouTube
Followers	9600000	18300000
Likes on last post as of 7 th Oct	3438	34000
Shares on last post as of 7 th Oct	693	-
Comments on last post as of 7 th Oct	1869	off
Views on last post as of 7 th Oct	3200000	8600000
Total Interaction on last post as of 7 th Oct	0	26934000

Table 4.2: Twitter/ YouTube Audit

The table 4.2 summarizes the facts of apple page on each of the platforms.

e. To analyse the sentiments of the posts by the influencers

About the Dataset:

The dataset comprises both qualitative and quantitative variables. The listed field names are as follows: Author name, Author handle name, URL, Author Profession, Post Motivation, Product Name, Post Sentiment, Likes, Reposts, Location, Notes, Subscribers/ Followers. And there are 110 records out of which 5 were irrelevant and hence dropped from the analysis.

Tableau Visualization

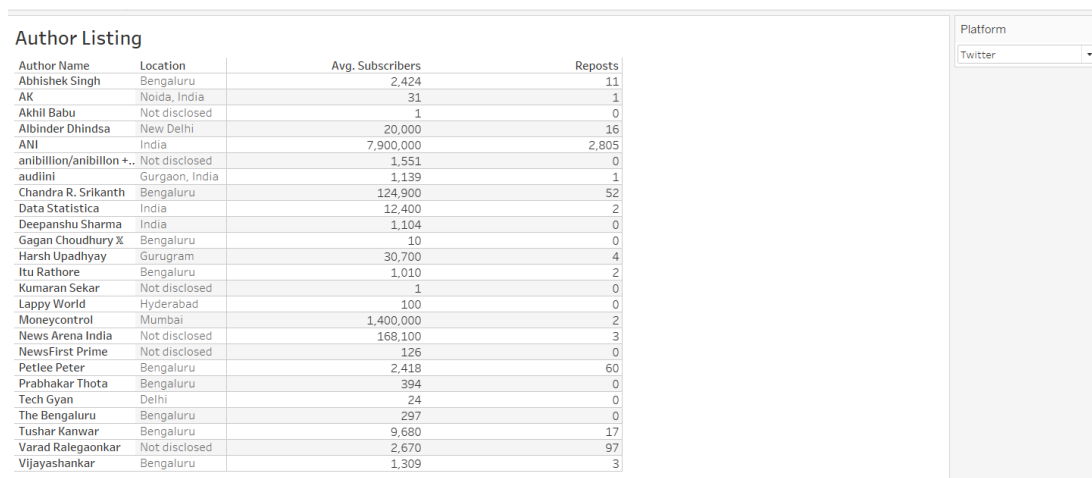
Tableau visualization is a powerful tool for transforming complex data into clear, insightful graphics. With its user-friendly interface, Tableau empowers users to create interactive, dynamic visualizations that facilitate easy understanding of data patterns, trends, and relationships. It supports a wide range of data sources, allowing for seamless integration and analysis of diverse datasets. Tableau's drag-and-drop functionality makes it accessible to both beginners and seasoned analysts, enabling them to generate compelling charts, graphs, and dashboards without the need for advanced coding skills.

One of Tableau's key strengths lies in its ability to handle massive datasets efficiently, ensuring that even extensive and intricate data can be visualized with speed and precision. Its real-time data connection capabilities also make it an invaluable tool for dynamic reporting and monitoring. Ultimately, Tableau's visualization capabilities provide a means for businesses and analysts to not only explore their data comprehensively but also communicate their insights effectively, fostering better decision-making and strategic planning.

a. Author Listing:

The provided excerpt (Figure 4.12) offers a succinct yet rich summary of authors and their relevant particulars. This includes their location, subscriber count, and the total reposts garnered by their content. This compilation of data stands as a valuable asset for assessing the extent of influence and reach that each author commands, as well as the resonance of their content within the audience. Moreover, it affords a glimpse into the diverse geographical backgrounds of the authors, potentially signifying varied perspectives and areas of expertise. This comprehensive overview enables a more profound analysis of the authors' contributions and their overall impact within the broader content landscape. Essentially, this snippet serves as a crucial reference for researchers, analysts, and enthusiasts aiming to delve into the intricacies of the authors' presence and engagement within their respective domains.

Twitter:



Author Name	Location	Avg. Subscribers	Reposts
Abhishek Singh	Bengaluru	2,424	11
AK	Noida, India	31	1
Akhil Babu	Not disclosed	1	0
Atbinder Dhindsa	New Delhi	20,000	16
ANI	India	7,900,000	2,805
anibillion/anibillon +..	Not disclosed	1,551	0
audlini	Gurgaon, India	1,139	1
Chandra R. Srikanth	Bengaluru	124,900	52
Data Statistica	India	12,400	2
Deepanshu Sharma	India	1,104	0
Gagan Choudhury X	Bengaluru	10	0
Harsh Upadhyay	Gurugram	30,700	4
Itu Rathore	Bengaluru	1,010	2
Kumaran Sekar	Not disclosed	1	0
Lappy World	Hyderabad	100	0
Moneycontrol	Mumbai	1,400,000	2
News Arena India	Not disclosed	168,100	3
NewsFirst Prime	Not disclosed	126	0
Petlee Peter	Bengaluru	2,418	60
Prabhakar Thota	Bengaluru	394	0
Tech Gyan	Delhi	24	0
The Bengaluru	Bengaluru	297	0
Tushar Kanwar	Bengaluru	9,680	17
Varad Ralegaonkar	Not disclosed	2,670	97
Vijayashankar	Bengaluru	1,309	3

Figure 4.12: Author Listing of Twitter

The above snippet gives the Twitter posts' authors and the sum of Reposts of each of the authors considered in the study. The author ANI has most of the followers on Twitter.

YouTube:

The following snippet gives the list of YouTube posts' authors and their corresponding subscriber count.

A Comprehensive Study on Analyzing the Twitter and YouTube Posts to Identify Potential Influencers for Apple Products in Bangalore Region

Author Listing			
Author Name	Location	Avg. Subscribers	Reposts
Explore #s, &#	India	266,000	0
GONERD	India	2,750	0
India Today	India	7,750,000	0
Jagadish Raj 360	India	6,200	0
Mobile Planet	India	2,730	0
سورثءب	Not disclosed	2,730	0
Mrwhosetheboss	UK	16,600,000	0
Nabeel Nawab	India	1,810,000	0
Name is Madhu	India	262,000	0
Pavan Talks	India	456,000	0
Pete Matheson	UK	118,000	0
Shahi Vlogs	India	39,100	0
SMACK TECH	India	109,000	0
srihari ck	United States	50,900	0
Tanya Khanijow	India	1,260,000	0
Tech Burner	India	11,000,000	0
Tech in Kannada	India	913,000	0
Tech On Trend	India	182,000	0
TechBar	India	4,280,000	0
Techyokannada	India	62,600	0
Techy Patshala	India	898,000	0
Your AppleTuber IN	India	233,000	0

Platform

YouTube

Figure 4.13: Author Listing of YouTube

The author Mrwhosetheboss has the most number of subscribers in YouTube posts considered (Figure 4.13).

b. Authors and their Posts Sentiment:

The provided excerpt unveils a heat map illustrating the sentiments expressed in posts by various authors. Upon close examination, a distinctive pattern emerges. On Twitter, Tushar Kanwar emerges as a prolific creator of posts with a positive sentiment. Following closely behind are ANI and Itu Rathore, who also contribute significantly to the positive sentiment pool. Similarly, on YouTube, Techbrokannada emerges as the leading contributor of posts with a positive sentiment, outperforming channels like Pawan Talks and Tech on Trend.

Conversely, on Twitter, Chandra R Srikanth stands out for a substantial number of posts with a negative sentiment, indicating a tendency to express critical or unfavorable opinions. In contrast, Varad Ralegaonkar predominantly maintains a neutral stance, showcasing a balanced and objective approach to content creation.

Twitter:

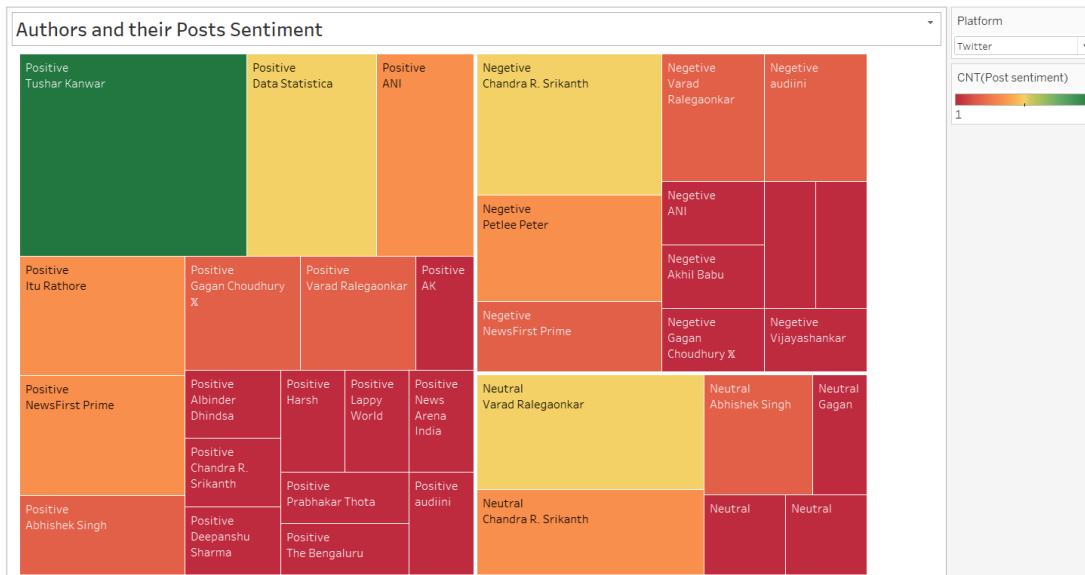


Figure 4.14: Authors and their Posts Sentiment for Twitter

From the above snippet (Figure 4.14) we can observe that there are a number of posts that has positive sentiment towards the Apple products and the ratio of positive sentiment posts to negative sentiment is 2:1 almost.

YouTube:

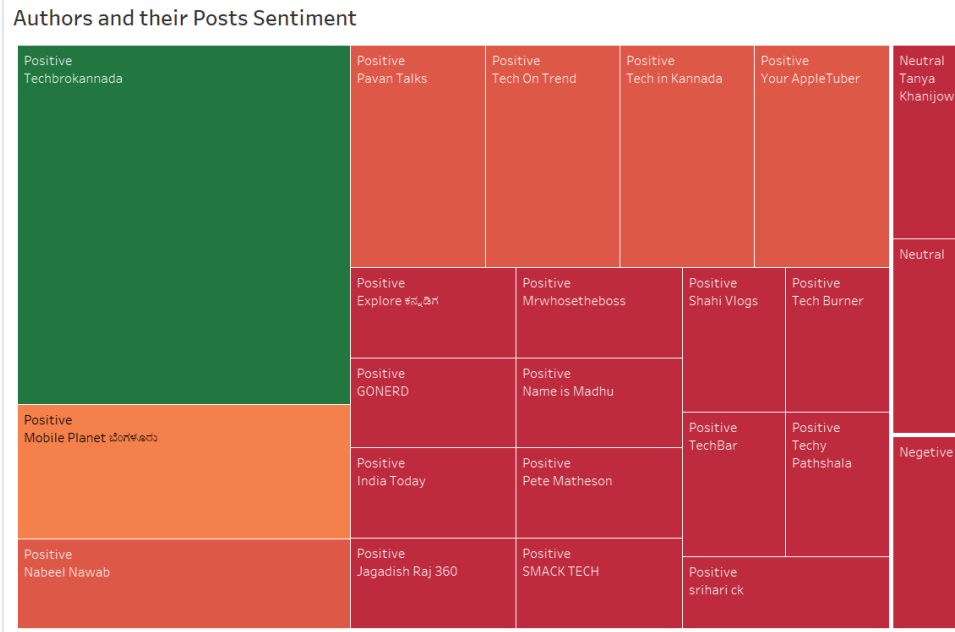


Figure 4.15: Authors and their Posts Sentiment for YouTube

Shifting the focus to YouTube (Figure 4.15), it is worth noting that Tanya Kanijow leads in generating posts with a predominantly neutral sentiment. This suggests an inclination towards providing information or remaining impartial in their content.

This detailed heat map provides invaluable insights into the sentiment distribution across a range of authors and platforms, shedding light on their distinct communication styles and how their audience perceives their content.

The ratio between positive sentiment posts to negative stands out to be 34:1 in YouTube.

From the above sentiment analysis we can observe that there are positive sentiment posts towards Apple than negative in the social media platforms which is a good sign.

c. Author’s Location wise Sentiment:

Twitter:

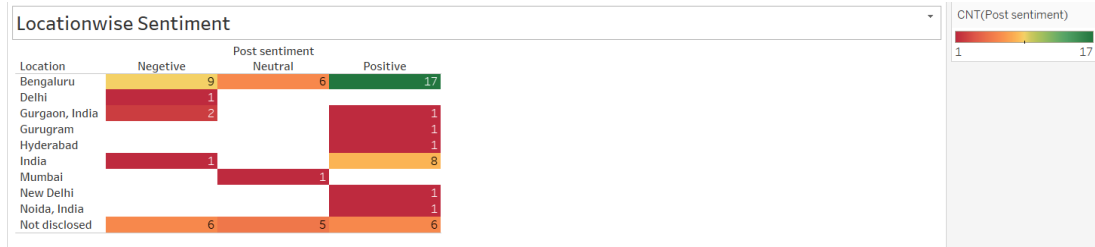


Figure 4.16: Locationwise Sentiment of Twitter Authors

On Twitter (Figure 4.16), authors based in Bangalore predominantly share posts with a positive sentiment, amounting to 17 instances. They also contribute 6 posts with a neutral tone and 9 with a negative sentiment. Conversely, authors from Delhi exclusively express negative sentiments in their posts. This significant contrast in sentiment distribution suggests a distinct divergence in the overall tone and content of posts generated by authors from these two locations.

One potential reason for this difference could be that the posts are primarily sourced using keywords containing "Bangalore," which might lead to a higher frequency of positive content related to the city. This localization in content could account for the prevalence of positive sentiments among authors from Bangalore.

YouTube:

Shifting our attention to YouTube (Figure 4.17), it's noteworthy that the majority of posts express positive sentiments about Apple products. This trend underscores a favorable perception and reception of Apple's offerings within the YouTube community, indicating a positive sentiment trend towards the brand on this platform.

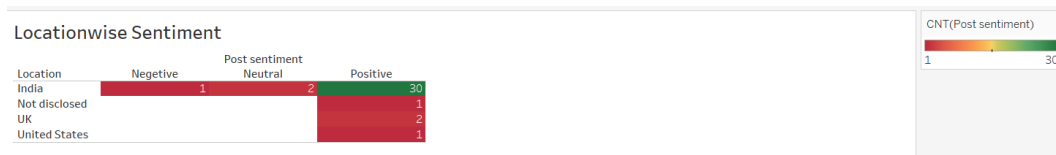


Figure 4.17: Locationwise Sentiment of YouTube Authors

d. Viral Word:

The provided bubble chart offers a visual representation of the frequency of specific keywords within posts on both Twitter and YouTube . Upon close examination, a clear pattern emerges.

Twitter:

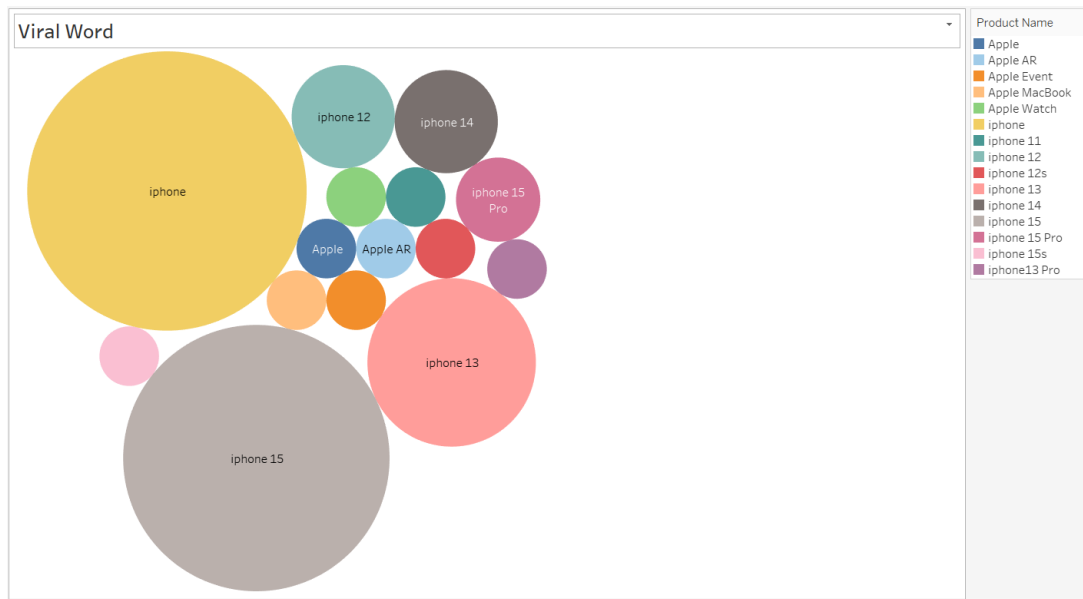


Figure 4.18: Viral Word on Twitter

On Twitter (Figure 4.18), the most commonly occurring keyword is "iPhone," followed by the specific models such as "iPhone 15," "iPhone 13," "iPhone 14," and "iPhone 12". This indicates a strong focus and discussion around Apple's flagship product line, particularly the latest models.

YouTube:

Meanwhile, on YouTube (Figure 4.19), the most frequently mentioned term is "iPhone," followed by "Apple Store" and "iOS". This suggests that discussions on YouTube encompass a broader spectrum of Apple-related topics, including not only the devices themselves but also their retail outlets and the operating system. This reflects the diverse interests and areas of focus within the YouTube community in relation to Apple.

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Hence, the bubble chart provides a visual insight into the prevalent topics of discussion on both platforms, emphasizing the specific keywords that dominate conversations around Apple products.

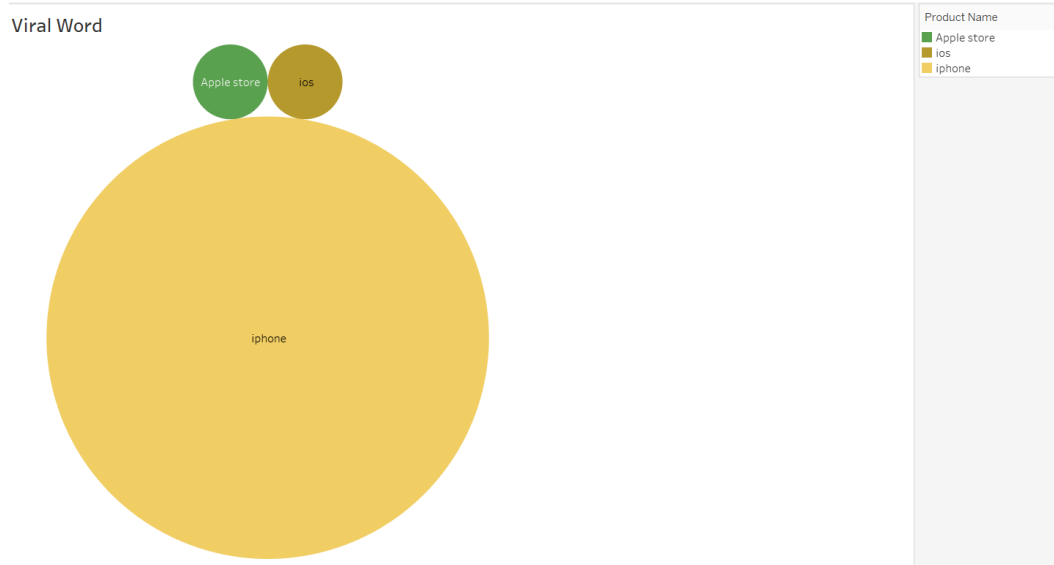


Figure 4.19: Viral word on YouTube

e. Keyword and its Sentiment:

Twitter:

The bar chart provided (Figure 4.20) offers a detailed breakdown of sentiment analysis based on different keywords used. Examining the data for Twitter, it becomes apparent that the keyword "iPhone" garners a higher number of posts with positive sentiment compared to negative ones. Similarly, "iPhone 15" exhibits a notable dominance of positive posts, indicating a favorable reception. However, it's intriguing to note that for "iPhone 13," there are predominantly either negative or neutral sentiments expressed, with no discernible presence of positive sentiment posts.

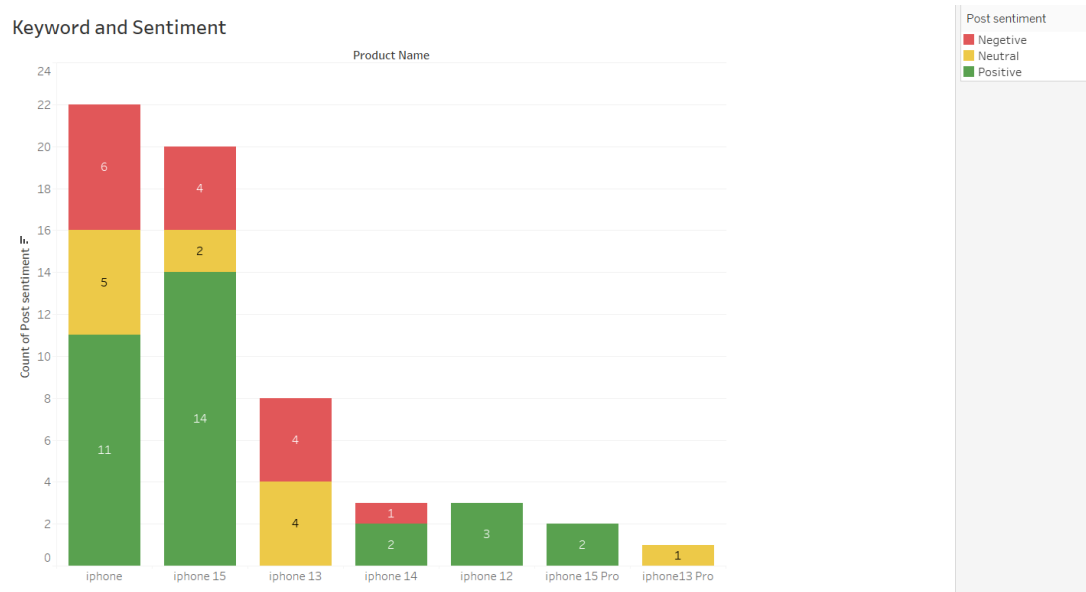


Figure 4.20: Keyword and Sentiment for Twitter

YouTube:

On YouTube, the keyword "iPhone" stands out with a majority of positive posts, surpassing both neutral and negative sentiments. This underscores a prevalent positive sentiment surrounding discussions related to iPhones on this platform.

This comprehensive sentiment analysis provides valuable insights into the emotional responses and perceptions associated with specific keywords on both Twitter and YouTube. It also

highlights the nuanced sentiment dynamics for individual product models, shedding light on potential areas for improvement or further audience engagement strategies.

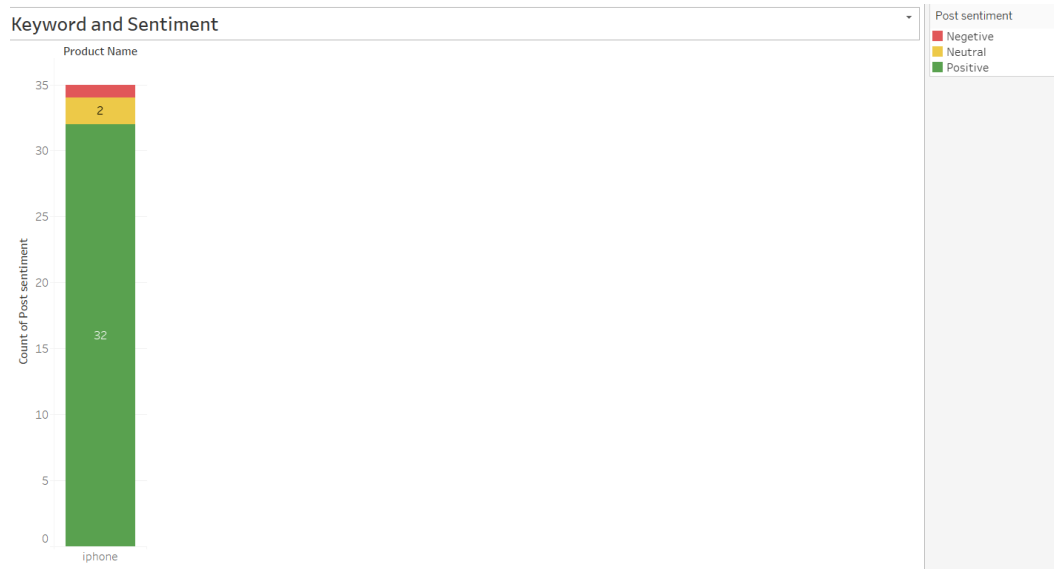


Figure 4.21: Keyword and Sentiment for YouTube

f. Location, Product and its Sentiment:

The provided excerpt (Figure 4.22 and 4.23) offers a comprehensive perspective on the sentiments of posts, alongside the keywords associated with each specific location. This information allows for a detailed understanding of the prevailing sentiments expressed within the content originating from different locations. By analyzing these sentiments in conjunction with the corresponding keywords, one can gain valuable insights into the specific themes, topics, and emotional tones that are prominent in posts from each location. This comprehensive view serves as a valuable resource for understanding the unique characteristics and content preferences of different regions or authors. It enables a more nuanced and tailored approach to engaging with specific audiences based on their preferred subjects and emotional expressions. This level of granularity in sentiment analysis can be instrumental in crafting targeted content strategies that resonate effectively with diverse audiences across various locations.

Twitter:

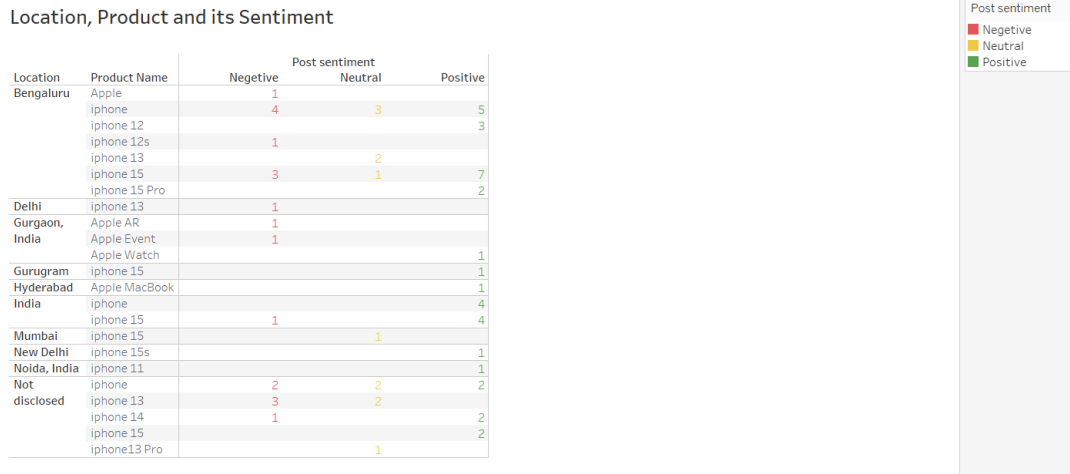


Figure 4.22: Location, Product and its Sentiment for Twitter

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YouTube:

Location, Product and its Sentiment

Location	Product Na..	Post sentiment		
		Negetive	Neutral	Positive
India	Apple store			1
	ios			1
	iphone	1	2	28
Not disclosed	iphone			1
UK	iphone			2
United States	iphone			1

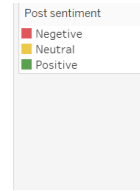


Figure 4.23: Location, Product and its Sentiment for YouTube

g. Authors and their Reposts in Total:

Twitter:

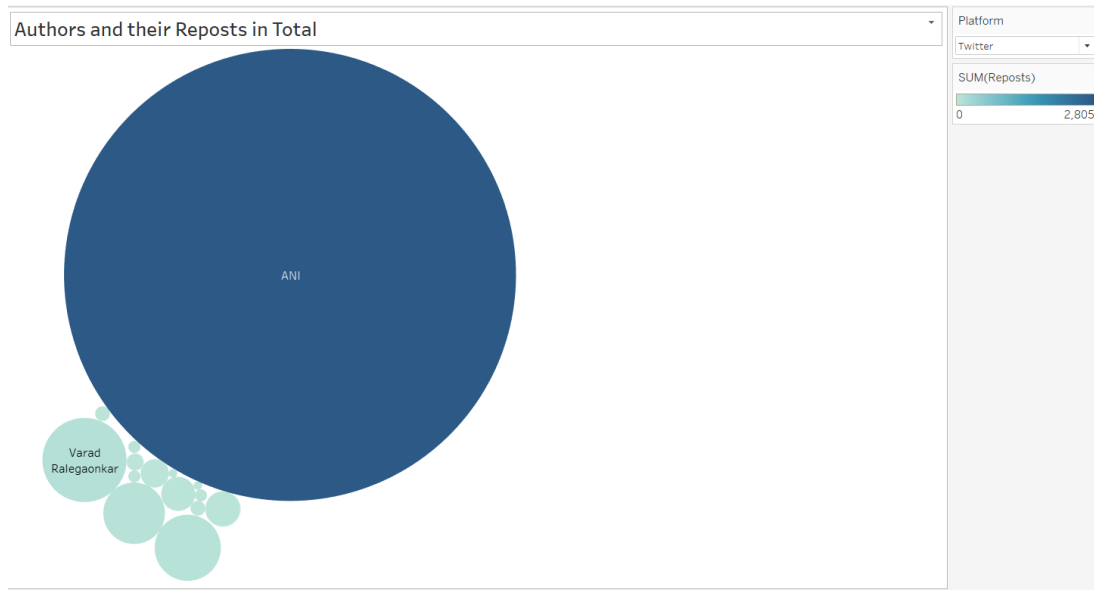


Figure 4.24: Authors and their Reposts in Total for Twitter

On Twitter (Figure 4.24), the ANI author commands a substantial number of reposts, indicating a high level of engagement and interest in their content. Following closely behind is Varad Ralegaonkar, who also garners a noteworthy number of reposts, showcasing a strong influence and resonance with their audience.

However, it's worth noting that on YouTube, reposts are not a metric that can be readily obtained or analyzed. Consequently, this particular aspect hasn't been factored into the assessment of YouTube content.

This information provides valuable insights into the reach and impact of specific authors on different platforms. It highlights the effectiveness of ANI and Varad Ralegaonkar's content strategies in eliciting engagement and interaction from their respective audiences on Twitter. The absence of repost data on YouTube emphasizes the need to adapt analytical approaches based on the specific features and metrics available on each platform.

h. Author and the most used Keywords in their posts:

The presented visualization offers a comprehensive overview of authors, providing a detailed breakdown of post sentiment counts for each keyword category. This means that for each author, there is a thorough analysis of the sentiments expressed across various categories of keywords. This comprehensive view allows for a nuanced understanding of how different authors engage with and express sentiments related to specific topics or themes.

Twitter:

Author and the most used Keywords in their posts

Author Name	Product Name									
	iphone	iphone 11	iphone 12	iphone 12s	iphone 13	iphone 14	iphone 15	iphone 15...	iphone 15s	iphone13...
Abhishek Singh			2		2					
AK		1								
Akhil Babu	1									
Albinder Dhindsa									1	
ANI							4			
anibillion/anibillon +...	1									
Chandra R. Srikanth	4						4			
Data Statistica	4									
Deepanshu Sharma								1		
Gagan Choudhury	2		1					1		
Harsh Upadhyay								1		
Itu Rathore	2							1		
Kumaran Sekar							1			
Moneycontrol								1		
News Arena India	1									
NewsFirst Prime					2	1	2			
Petlee Peter	2			1						
Prabhakar Thota								1		
Tech Gyan					1					
The Bengaluru	1									
Tushar Kanwar	1						4	2		
Varad Ralegaonkar	3				3	1				1

Figure 4.25: Authors and most used Keywords in their posts for Twitter

From the above snippet (Figure 4.25) we can observe that there are a number of posts on iPhone 15 by anibillion and Chandra R. Srikanth

YouTube:

A Comprehensive Study on Analyzing the Twitter and YouTube Posts to Identify Potential Influencers for Apple Products in Bangalore Region

Author and the most used Keywords in their posts

Author Name	Product Name
Explore #ಸಿ,ಬಿ	iphone 1
GONERD	1
India Today	1
Jagadish Raj 360	1
Mobile Planet ಬಿರ್ಲಾ	2
Mrwhosetheboss	1
Nabeel Nawab	2
Name is Madhu	1
Pavan Talks	2
Pete Matheson	1
SMACK TECH	1
srihari ck	1
Tanya Khanjow	1
Tech Burner	1
Tech in Kannada	2
Tech On Trend	2
TechBar	1
Techbrokannada	10
Techy Pathshala	1
Your AppleTuber	2

Figure 4.26: Authors and their Reposts in Total for YouTube

From the above snippet (Figure 4.26) we can observe that there are a number of posts by Techbrokannada on iphone.

i. Word Cloud:

A word cloud is a visual representation of text data, where words appear in different sizes based on their frequency. It provides a quick and intuitive way to grasp the most prominent terms in a dataset. This visualization technique aids in identifying key trends, themes, or patterns within textual information.

Twitter:



Figure 4.27: Wordcloud for Twitter

Upon examining the preceding word cloud (Figure 4.27), it is evident that the most frequently occurring term in the analyzed posts is "iPhone," closely followed by "iPhone 15." This surge is attributed to the recent launch of the iPhone 15, prompting extensive discussions and posts centered around this product.

YouTube:

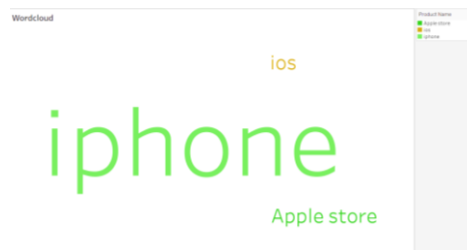


Figure 4.28: Wordcloud for YouTube

From the word cloud here (Figure 4.28), it is evident that the keyword mostly used is “iPhone”

f. Measure the impact of negative post on subsequent comments by the audience:

On Twitter, Chandra R. Srikanth predominantly focuses on discussing the pricing of the iPhone 15, with a notable emphasis on its 'Make in India' aspect. Interestingly, the author takes an informational stance, providing facts rather than offering personal opinions on the matter.

Moving on, Kumaran Sekar might not be perceived as a potential influencer due to his limited engagement with only one post discussing the challenges he faced during a purchase. His content primarily revolves around sharing his experiences with gadgets and technology. Additionally, it's worth noting that his follower count is relatively modest, which could impact his potential reach and influence.

Varad Ralegaonkar, who primarily shares memes and is entrenched in the entertainment sector, showcases a negative sentiment towards iPhones, particularly when they are lost. However, he doesn't delve into discussions about the performance or pricing issues of Apple products. This suggests that his influence may not significantly sway opinions or purchasing decisions related to iPhones.

Ani, functioning as a news channel, has posted content with a negative sentiment towards iPhone users or customers who have engaged in altercations with store employees over delayed deliveries. This indicates a critical perspective on customer experiences in such situations.

Shifting to YouTube, techbrokannada, an author who has written about reasons not to buy iPhones, has garnered approximately 149 comments from viewers. The feedback received is diverse and mixed. Some viewers commend the provided information, while others, who identify as iPhone users, express differing opinions based on their personal experiences with the product. This diversity in feedback underscores the varied perspectives and experiences surrounding iPhones.

g. To identify the potential influencers based on sentimental analysis in the Bangalore region:

Following an in-depth examination of posts to identify the top 10 influencers, the subsequent phase involves the meticulous process of assigning specific weightages to crucial criteria for gauging an influencer's impact. The allocation of these weightages is paramount in ensuring a fair and comprehensive evaluation of each influencer's significance. By considering multiple dimensions, we construct an influencer score that accurately reflects their overall influence within the domain.

Particulars	Weightage
Author	Media = 2; Content Creator = 3; Others = 1
Purpose	Entertainment/ Seeking Experience/ Seeking Opinion = 1; Sharing information = 2; Sharing Opinion / Sharing Experience= 3
Likes	(0 th Percentile= $x < 50^{\text{th}}$ Percentile (88.5)) = 1; (50 th Percentile (88.5)= $x < 75^{\text{th}}$ Percentile(1600)) = 2; ($x \geq 1600$) = 3
Reposts	(Anything > 10) = 1; Else 0
Subscribers	(Anything > 10000) = 1; Else 0
Platform	YouTube = 1; Twitter = 0

Table 4.3: Weightages assigned

To derive a comprehensive influencer score, a structured system of weightages has been implemented which is as shown above in Table 4.3. This involves categorizing and assigning specific weightages to various quantitative variables such as the number of reposts, subscribers, and likes. These quantitative metrics serve as foundational indicators of an influencer's reach and impact.

Furthermore, to capture the qualitative dimensions of influence, variables like author profession or background and the purpose of the post have been assessed. These qualitative factors have been transformed into a quantifiable format through the assignment of relevant scores. This meticulous process allows for a more nuanced evaluation of an influencer's effectiveness beyond just numerical metrics.

Subsequently, by integrating both the quantitative and qualitative assessments, a total influencer score is calculated. This score provides a holistic measure of an influencer's impact, encompassing both the tangible and intangible elements that contribute to their influence within the domain.

This meticulous approach not only recognizes the highest-performing influencers but also provides a comprehensive understanding of their respective contributions and reach. This information will serve as a valuable resource for future collaborations and outreach endeavors.

The list below presents Authors along with their respective scores, organized in descending order based on the scores obtained after the application of weightages.

Twitter Authors	Score
ANI	9
Albinder Dhindsa	7
News Arena India	7
Abhishek Singh	6
Chandra R. Srikanth	6
Data Statistica	6
Tushar Kanwar	6
Harsh Upadhyay	5
NewsFirst Prime	5
Varad Ralegaonkar	5

Table 4.4: Twitter Authors Shortlisted

YouTube Authors	Score
Mrwhosetheboss	10
Nabeel Nawab	10
Pavan Talks	10
srihari ck	10
Tech Burner	10
Tech in Kannada	10
TechBar	10
Techy Pathshala	10
Techbrokannada	9.75
Name is Madhu	9

Table 4.5: YouTube Authors Shortlisted

h. Hypothesis Testing:

The below table gives the Summary of Regression analysis of subscribers affecting the effectiveness of influencer for Twitter authors

**SUMMARY
OUTPUT**

**Regression
Statistics**

Multiple R 0.31732

8

R Square 0.10069

7

Adjusted R Square 0.05073

6

Standard Error 0.49980

6

Observations 20

ions

ANOVA

	df	SS	MS	F	Significance F
Regression	1	0.503486	0.503486	2.015507441	0.172787
Residual	18	4.496514	0.249806		

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	Total	19	5						
		Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept		0.417905	0.125834	3.321082	0.003800209	0.153538	0.682272	0.153537601	0.682272299
Number of Subscribers		3.65E-08	2.57E-08	1.419686	0.172786699	-1.7E-08	9.04E-08	-1.74921E-08	9.03988E-08

Table 4.6: Summary table of Regression Analysis

Based on the information presented in the table above (Table 4.6), it is evident that the p-value for the Number of Subscribers is greater than 0.05. This implies that we do not have sufficient evidence to reject the Null Hypothesis. Therefore, the analysis suggests that there is no discernible connection between the number of subscribers or followers of authors and their potential as influencers.

The following (Table 4.7) is the Summary table of Regression of subscribers affecting the effectiveness of influencer for YouTube authors

SUMMARY OUTPUT	
Regression Statistics	
Multiple R	0.317328
R Square	0.100697

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Adjusted R Square	0.050736							
Standard Error	0.499806							
Observations	20							
ANOVA								
	df	SS	MS	F	Significance F			
Regression	1	0.503486	0.503486	2.015507	0.172787			
Residual	18	4.496514	0.249806					
Total	19	5						
	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	0.417905	0.125834	3.321082	0.0038	0.153538	0.682272	0.153538	0.682272
Number of Subscribers	3.65E-08	2.57E-08	1.419686	0.172787	-1.7E-08	9.04E-08	-1.7E-08	9.04E-08

Table 4.7: Summary table of Regression Analysis

From the above table we can observe that the p-value for Number of subscribers is >0.05 which means we fail to reject Null Hypothesis. Hence, from the analysis it is observed that “There is no relationship between number of subscribers or followers of authors and author being a potential influencer”

CHAPTER 5: SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSIONS

a. Summary of Findings:

The current study embarks on a thorough exploration to identify the top 10 influencers specifically tailored for the Bangalore region in relation to Apple products. Commencing with the meticulous compilation of influential factors, this research aims to provide a nuanced understanding of the key players in this domain.

To lay a robust foundation, a similarweb audit was conducted to glean fundamental insights crucial for the progression of this study. The audit unearthed invaluable data, revealing that the lion's share of traffic originates from the United States, closely followed by India. This insight offers critical context, underlining the global significance of the study. Moreover, the encouraging upward trend in visitation patterns reinforces the timeliness and relevance of our research efforts. Organic search results from similarweb further shed light on the dynamics of traffic acquisition. It is observed that branded search terms such as 'Apple' and 'iPhone' wield significant influence, attracting a substantial portion of the traffic. This insight informs our approach towards data collection and analysis, emphasizing the importance of brand-related keywords in our search parameters. Additionally, the analysis of social traffic patterns from similarweb audit indicates that most of the traffic is channeled through platforms like YouTube and Twitter. This information acts as a guiding beacon in our decision-making process, directing us towards the platforms most conducive for data collection and subsequent analysis.

In tandem with the digital audit, a website design assessment was carried out. This audit serves as a critical evaluation of potential drawbacks within the website design, albeit subjective to our discernment. While bearing an element of subjectivity, this audit aims to identify any potential impediments that may hinder the user experience or impede the flow of information.

By amalgamating these detailed audits and assessments, this study endeavors to construct a comprehensive understanding of the influencer landscape for Apple products in the Bangalore region. The meticulous approach adopted in this research ensures that the identified influencers

are not only well-positioned but also resonant with the target audience, ultimately enhancing the effectiveness of marketing endeavors in this region.

Furthermore, a targeted search for posts is conducted using pertinent keywords on both Twitter and YouTube. Subsequently, authors are meticulously profiled for in-depth analysis. The posts are then thoroughly examined and scrutinized to extract additional insights. Various attributes related to the authors such as demographics, post sentiment, motivation behind the posts, subscriber count, likes, and reposts are systematically captured and organized into a tabulated format for further scrutiny.

This tabulated data is then subjected to comprehensive analysis using Tableau, resulting in the creation of visual representations. From these visualizations, several key observations come to light. For instance, author ANI boasts the highest Twitter following among the profiled authors, while Mrwhosetheboss holds the highest number of YouTube subscribers. On Twitter, Tushar Kanwar emerges as a prolific creator of positively-toned posts, closely followed by ANI and Itu Rathore, who also make significant contributions to the positive sentiment pool. Similarly, on YouTube, Techbrokannada stands out as the leading contributor of positively-toned posts, surpassing channels like Pawan Talks and Tech on Trend.

Analyzing the Twitter data further reveals that authors based in Bangalore predominantly share posts with a positive sentiment, totaling 17 instances. Additionally, "iPhone" emerges as the most frequently occurring keyword on both platforms, with specific models such as "iPhone 15," "iPhone 13," "iPhone 14," and "iPhone 12" following suit on Twitter. On YouTube, "iPhone" is the most mentioned term, closely followed by "Apple Store" and "iOS".

Delving deeper into the Twitter data, it becomes evident that the keyword "iPhone" elicits a higher number of positively-toned posts compared to negative ones. Similarly, "iPhone 15" enjoys a noteworthy dominance in positive sentiment, signifying a favorable reception. ANI, on Twitter, commands a significant number of reposts, indicative of a high level of engagement and interest in their content. Varad Ralegaonkar closely follows suit, garnering a noteworthy number of reposts, highlighting a strong influence and resonance with their audience. Notably, there is a considerable volume of posts discussing iPhone 15 by anibillion and Chandra R.

Srikanth on Twitter, as well as on YouTube, with Techbrokannada leading the conversation on iPhones.

In evaluating the impact of negative posts on subsequent audience comments, several key observations have emerged. Chandra R. Srikanth, known for his informative stance on iPhone 15 pricing and its 'Make in India' aspect, provides information rather than personal opinions. This approach indicates a commitment to objectivity and factual reporting. However, Kumaran Sekar's limited engagement and focus on personal gadget experiences may hinder his potential as an influencer, especially considering his modest follower count. This suggests that his reach and influence may be limited compared to other profiles. Varad Ralegaonkar, primarily known for sharing entertainment-oriented content, expresses a negative sentiment towards iPhones, particularly in cases of loss. However, he refrains from discussing performance or pricing issues. This implies that his influence may not have a significant impact on opinions or purchasing decisions related to iPhones.

Notably, Ani's role as a news channel is evident in content expressing a critical perspective on customer experiences, particularly those involving altercations with store employees over delayed deliveries. This provides a unique viewpoint on customer interactions in such scenarios.

On YouTube, techbrokannada's content outlining reasons not to buy iPhones has generated a diverse range of feedback from viewers. Some viewers commend the provided information, while others, identifying as iPhone users, express differing opinions based on their personal experiences. This diversity in feedback underscores the varied perspectives and experiences surrounding iPhones, highlighting the complex nature of consumer opinions in response to negative posts.

In the pursuit of identifying potential influencers in the Bangalore region through sentiment analysis, a rigorous evaluation process was undertaken. This involved assigning specific weightages to critical criteria, ensuring a fair and comprehensive assessment of each influencer's significance. By factoring in multiple dimensions, an influencer score has been constructed that effectively reflects their overall impact within the domain.

The weightages, meticulously designed and applied on positive sentiment posts, covered a range of quantitative variables including likes, reposts, and subscribers, which serve as

foundational indicators of an influencer's reach and influence. Additionally, qualitative aspects like author background and post purpose were quantified, providing a more nuanced evaluation beyond numerical metrics.

The integration of both quantitative and qualitative assessments culminated in a total influencer score, offering a holistic measure of their impact. This comprehensive approach not only identified top-performing influencers but also provided a deep understanding of their unique contributions and reach.

The presented list of authors, ranked by their respective scores, sheds light on the standout influencers based on this rigorous evaluation. Among Twitter authors, ANI, Albinder Dhindsa and News Arena India emerged as the top 3 scorers, while in the YouTube category, Mrwhosetheboss, Nabeel Nawab, Pavan Talks, srihari ck, Tech Burner, Tech in Kannada, TechBar, Techy Pathshala, and Techbrokannada were distinguished as top performers.

This detailed analysis not only aids in recognizing influential figures but also offers valuable insights for potential collaborations and outreach efforts. It provides a solid foundation for leveraging the influence of these individuals in promoting and disseminating information about Apple products in the Bangalore region.

The following are the major findings:

- The similarweb audit shows that the major traffic is from YouTube and Twitter platforms which considers the whole wide world in analysing
- Majority of the posts that are profiled are regarding the iPhone and iPhone15. This is because there is a new Apple manufacturing facility set up in India and also the product iPhone15 got recently launched
- Many negative posts address either the perceived expense of iPhones, despite the establishment of a new production facility in India, or criticize iPhone owners for supposedly displaying their wealth unnecessarily. These posts do not purposely critique the performance of Apple products.
- Tabulated data was analyzed using Tableau, revealing key insights about influencers
 - Notable findings include ANI's high Twitter following and Techbrokannada's YouTube influence

- Positive sentiment and 'iPhone' were prominent keywords on both platforms
- ANI garnered high reposts on Twitter, indicating strong audience engagement
- Varad Ralegaonkar's entertainment-focused content expressed a negative sentiment towards iPhones
- Chandra R. Srikanth provided informative content on iPhone 15 pricing and 'Make in India'
- Techbrokannada's video outlining reasons not to buy iPhones generated diverse viewer feedback
- Rigorous sentiment analysis led to the construction of an influencer score, considering multiple dimensions
 - ANI, Albinder Dhindsa, and News Arena India emerged as top scorers on Twitter
 - Mrwhosetheboss, Nabeel Nawab, and others were distinguished as top performers on YouTube
 - The analysis provides valuable insights for collaborations and outreach efforts in Bangalore

b. Suggestions to the Organization:

1. Leverage the identified influencers for Apple product promotion in the Bangalore region.
2. Focus marketing efforts on YouTube and Twitter, the primary channels for traffic.
3. Incorporate branded terms like 'Apple' and 'iPhone' in marketing campaigns for increased visibility.
4. Address potential drawbacks in website design to enhance user experience.
5. Apple offers a range of products including AirTag, iPad, and iPod, but a majority of posts associated with the keyword "Apple" primarily focus on the iPhone. Therefore, it would be beneficial for Apple to proactively promote its other products in order to enhance their market presence.

c. Conclusion:

The study, specifically focused on the Bangalore region, offers a thorough exploration of the influencer landscape pertaining to Apple products. Employing a rigorous assessment process, it pinpointed top influencers using a blend of quantitative and qualitative criteria. Notably, ANI, News Arena India, and Albinder Dhindsa emerged as prominent Twitter influencers, while Mrwhosetheboss, Nabeel Nawab, Pavan Talks, srihari ck, Tech Burner, Tech in Kannada, TechBar, Techy Pathshala, and Techbrokannada were standout figures on YouTube.

While this analysis is limited to Bangalore, it serves as a compelling model that Apple could extend on a broader scale. Employing similar methodologies, Apple could identify influencers across various regions, offering invaluable insights for potential collaborations and outreach endeavors. This study establishes a robust framework for harnessing the influence of these individuals in promoting and disseminating information about Apple products in diverse locales.

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ANNEXURE

	Author Name	URL	Post Author(If multiple motivations, separate using ;) 1=Content creator 2=Student 3=Media 4=Not Disclosed 5=Other	Post Motivation 1=Sharing Experience 2=Sharing Opinion 3=Sharing information 4=Seeking Advice/ Experience 5=Entertainment	Product Name	Post sentiment	Likes	Reposts/Subscribers	Location	Notes	subscribers	Platform
@chandrarsrikanth	Chandra R. Srikanth	https://twitter.com/chandrarsrikanth/status/1702330428773085562	3	3	iphone 15	Negetive	65	8	Bengaluru	India-assembled iPhone 15 retains price; SoftBank, CPPIB eye Eruditus; Bengaluru's northward expansion.		Twitter
@chandrarsrikanth	Chandra R. Srikanth	https://twitter.com/chandrarsrikanth/status/1702330495701553657	3	3	iphone 15	Neutral	0	0	Bengaluru	Read and sign up		Twitter
@chandrarsrikanth	Chandra R. Srikanth	https://twitter.com/chandrarsrikanth/status/1701658353230041413	3	3	iphone 15	Positive	57	6	Bengaluru	The made-in-India iPhone 15 on launch day.		Twitter
@chandrarsrikanth	Chandra R. Srikanth	https://twitter.com/KumaranSekar15/status/1703744362969284667	3	3	iphone	Negetive	0	0	Bengaluru	Problem with esim		Twitter
@chandrarsrikanth	Chandra R. Srikanth	https://twitter.com/chandrarsrikanth/status/1702551008994529420	3	3	iphone	Neutral	39	8	Bengaluru	Ecosystem, not price play: Why the made in India iPhone costs an arm and a leg in India Good one by		Twitter
@chandrarsrikanth	Chandra R. Srikanth	https://twitter.com/chandrarsrikanth/status/1703051399859511491	3	3	iphone	Neutral	40	6	Bengaluru	With Wistron's iPhone manufacturing unit in Kolar being taken over by Tata group, it is likely to set up an Assembly, Testing, Marking and Packaging (ATMP) plant in Kolar.		Twitter
@chandrarsrikanth	Chandra R. Srikanth	https://twitter.com/chandrarsrikanth/status/1678788201648115713	3	3	iphone	Negetive	95	11	Bengaluru	One quick thing: Tata Group close to becoming the first Indian iPhone maker		Twitter
@chandrarsrikanth	Chandra R. Srikanth	https://twitter.com/chandrarsrikanth/status/1702145939643970022	3	2	iphone 15	Negetive	37	13	Bengaluru	Apple's iPhone 15 remains pricey despite being assembled in India @Goenka_Tushar14		Twitter
@varadr_tistic	Varad Ralegaonkar	https://twitter.com/varadr_tistic/status/1654521719908888577	1	5	iphone 13	Neutral	87	12	Not disclosed	My iPhone 13 Memories From Bangalore :		Twitter
@varadr_tistic	Varad Ralegaonkar	https://twitter.com/varadr_tistic/status/1581164187979780096	1	3	iphone 13 Pro	Neutral	482	68	Not disclosed	How did I bought the iPhone 13 Pro from my own earned money A Thread		Twitter
@varadr_tistic	Varad Ralegaonkar	https://twitter.com/varadr_tistic/status/1567754914482495489	1	5	iphone 13;iphone 14	Negetive	25	7	Not disclosed	iphone 13 when it's price got reduced because of iPhone 14 launch :		Twitter
@KumaranSekar15	Kumaran Sekar	https://twitter.com/KumaranSekar15/status/1703744362969284667	5	1	iphone 14	Negetive	0	0	Not disclosed	Most 6 years as primary no for banking and aadhar too.		Twitter

@varadr_tistic	Varad Ralegaonkar	https://twitter.com/varadr_tistic/status/1443814782918791169	1	5	iphone 13	Neutral	18	2	Not disclosed	: Bhai iPhone 13 Dikhana !	Twitter
@varadr_tistic	Varad Ralegaonkar	https://twitter.com/varadr_tistic/status/1601827852630257664	1	5	iphone	Neutral	47	6	Not disclosed	When she asks tumhara iPhone kaunse company ka hai?	Twitter
@varadr_tistic	Varad Ralegaonkar	https://twitter.com/varadr_tistic/status/1674769741934923778	1	5	iphone	Negetive	17	1	Not disclosed	When you buy an iPhone with your hard earned money & it gets snatched in front of your eyes :	Twitter
@varadr_tistic	Varad Ralegaonkar	https://twitter.com/varadr_tistic/status/1581164206350794752	1	5	iphone	Positive	51	1	Not disclosed	That was the moment which opened my eyes, I realised that you can't just wait for things to come to you , you have to work hard and EARN them! I promised my mother that " Abhi agar iPhone lunga to Khudke paiso se " (5/n)	Twitter
@varadr_tistic	Varad Ralegaonkar	https://twitter.com/varadr_tistic/status/1568095167042981891	1	5	iphone 14	Positive	15	0	Not disclosed	iphone 14 Launched Kohli scored 100 after 3 years Queen Elizabeth Died Ganpati Visarjan Brahmastra Release Akshay Kumar's Birthday	Twitter
@AbhishekMarkets	Abhishek Singh	https://twitter.com/AbhishekMarkets/status/1681250513256579072	1	3	iphone 13	Neutral	275	11	Bengaluru	Went to buy an iPhone 13 in National Market, Bangalore yesterday. Prices: 1. 128 GB with 93% battery health - 35k 2. 256 GB with 90% battery health-38k 3. 128 GB & 1 month used (11 months warranty remaining) - 47k	Twitter
@AbhishekMarkets	Abhishek Singh	https://twitter.com/AbhishekMarkets/status/1704726359032119807	1	3	iphone 13	Neutral	3	0	Bengaluru	just saw these insane 9 & 18 months NO COST EMI options on iPhone 13. Considering the Big Billion Days iPhone prices do not come with no cost emi option, this is a much better option for people looking to put less stress on their pockets.	Twitter
@AbhishekMarkets	Abhishek Singh	https://twitter.com/AbhishekMarkets/status/1703750187813130282	1	3	iphone 12	Positive	47	0	Bengaluru	would still buy the iPhone 12 in 2023 just for this color	Twitter
@AbhishekMarkets	Abhishek Singh	https://twitter.com/AbhishekMarkets/status/1703790187879498190	1	3	iphone 12	Positive	51	0	Bengaluru	iPhone 12 becomes such an interesting choice.	Twitter
anibillion/anibillion +91-7872254825/+91-7557898321	@maxanibillion	https://twitter.com/maxanibillion/status/1703066163679576397	5	3	iphone	Neutral	1	0	Not disclosed	🌟Tata group is planning to invest Rs 200 crore for a semiconductor testing and packing unit at Narasapura in Kolar district, which is around 65 km from Bengaluru.	Twitter
@XrMadhukar	Iphone xR Madhukar	https://twitter.com/XrMadhukar/status/1704748508535038289	4	3	NA	NA	NA	NA	NA	Yes most useless, look at public buses in any developed country, they stop exactly in the box lines marked for	Twitter

													stop, very courteous drivers including female ones, it's a pleasure there to travel in public buses, but here in Bangalore these buses are totally rotten dung		
@Data_Statistica	Data Statistica	https://twitter.com/Data_Statistica/status/1701839942836707566	3	3	iphone	Positive	9	2	India				For the first time, Apple will sell a 'Made in India' iPhone at launch		Twitter
@ThentamilOfficial	ThentamilOfficial	https://twitter.com/ThentamilOfficial/status/1701497671960154563	3	4	iphone	Negative	2	0	Not disclosed				#BREAKING Two students ran away from home.. why for what..?		Twitter
@NewsArenaIndia	News Arena India	https://twitter.com/NewsArenaIndia/status/1701452228026834958	3	3	iphone	Positive	417	3	Not disclosed				Top iPhone markets in India -		Twitter
@Data_Statistica	Data Statistica	https://twitter.com/Data_Statistica/status/1701645472228860119	3	3	iphone	Positive	4	0	India				Top market of Apple iPhone in India		Twitter
@Data_Statistica	Data Statistica	https://twitter.com/Data_Statistica/status/1701539746667970674	3	3	iphone	Positive	1	0	India				For the first time, Apple will sell a 'Made in India' iPhone at launch		Twitter
@Data_Statistica	Data Statistica	https://twitter.com/Data_Statistica/status/1702634747426689100	3	3	iphone	Positive	1	0	India				Top market of Apple iPhone in India		Twitter
@moneycontrolcom	Moneycontrol	https://twitter.com/moneycontrolcom/status/1702334829327765618	3	3	iphone 15	Neutral	9	2	Mumbai				#MCTech3: Top tech and startup news this evening, PRICE DROP		Twitter
@albinder	Albinder Dhindsa	https://twitter.com/albinder/status/1705839815168569447	5	3	iphone 15s	Positive	337	16	New Delhi				And we've sold 3 iPhone 15s in Bengaluru already!		Twitter
@anmolsingh852	AK	https://twitter.com/anmolsingh852/status/1706304291957260298	4	3	iphone 11	Positive	0	1	Noida, India				Bengaluru, 560035 Captured by iphone 11 Looking good		Twitter
@MyInnos	Prabhakar Thota	https://twitter.com/MyInnos/status/1705598969026678883	5	3	iphone 15	Positive	0	0	Bengaluru				re-unboxing #iPhone15 ☺☐ #iPhone #Apple #Bengaluru		Twitter
@gaganchoudhury	Gagan Choudhury X	https://twitter.com/gaganchoudhury/status/1704916203045892163	5	3	iphone 12	Positive	0	0	Bengaluru				My #iPhone battery's maximum capacity after 2 years of regular usage.		Twitter
@gaganchoudhury	Gagan Choudhury X	https://twitter.com/gaganchoudhury/status/1706224453485764717	5	3	iphone	Neutral	0	0	Bengaluru				Saw it on App Store today. Seems like a new #feature added to iOS17. #Apple #iPhone #iOS17		Twitter
@gaganchoudhury	Gagan Choudhury X	https://twitter.com/gaganchoudhury/status/1705582751183929609	5	2	iphone	Positive	0	0	Bengaluru				I will admire the #blue of the #iPhone12 any day over any other colour in the non #pro lineup till date.		Twitter
@gaganchoudhury	Gagan Choudhury X	https://twitter.com/gaganchoudhury/status/1704167931708621109	5	4	iphone 15	Negative	0	0	Bengaluru				Any idea why option for Listen for "Siri" is not showing on #iPhone12 running the latest #iOS17? It instead shows only Listen for "Hey Siri". Anyone else facing this issue?		Twitter
@upadhyay_harsh1	Harsh Upadhyay	https://twitter.com/upadhyay_harsh1/status/1705144038339571864	5	3	iphone 15	Positive	24	4	Gurugram				Blinkit to deliver Apple iPhone 15 and iPhone 15 Plus within minutes		Twitter
@ANI	ANI	https://twitter.com/ANI/status/1705056788150936022	3	1	iphone 15	Positive	295	1530	India				#WATCH A customer outside the Apple store at Mumbai's BKC says, "I have been here since 3 p.m. yesterday. I waited		Twitter

												in the queue for 17 hours to get the first iPhone at India's first Apple store. I have come from Ahmedabad..."		
@ANI	ANI	https://twitter.com/ANI/status/1705048482694971793		3	3	iphone 15	Positive	277	7	187	India	#WATCH Maharashtra Apple's iPhone 15 series to go on sale in India from today. Visuals from Apple store at Mumbai's BKC.		Twitter
@ANI	ANI	https://twitter.com/ANI/status/1705050184684810581		3	3	iphone 15	Positive	102	6	169	India	#WATCH Apple's iPhone 15 series to go on sale in India from today. Visuals from the country's second Apple Store at Delhi's Select Citywalk Mall in Saket.		Twitter
@ANI	ANI	https://twitter.com/ANI/status/1705523677562110314		3	3	iphone 15	Negative	265	5	919	India	#WATCH Delhi Police took legal action against the customers after a scuffle broke out between customers and mobile shop employees after an alleged delay in supplying iPhone 15 to him in the Kamla Nagar area of Delhi (Viral Video Confirmed by Police)		Twitter
@XrMadhukar	Iphone xR Madhukar	https://twitter.com/XrMadhukar/status/1706256456016908564		4	3	NA	NA	NA	NA	NA	NA	Even Mandya n Mysore won't get water supply like in Bangalore!!! Great work		Twitter
@iturathore	Itu Rathore	https://twitter.com/iturathore/status/1706205499283431470		5	3	iphone 15	Positive	0	0	0	Bengaluru	Order the new 'Make-in-India' iPhone 15 via @letsblinkit, delivered to your doorstep in Delhi, Mumbai, Pune, Bengaluru.		Twitter
@iturathore	Itu Rathore	https://twitter.com/iturathore/status/1608514039025664001		5	3	iphone	Positive	0	0	2	Bengaluru	eager for innovation in smartphone design.		Twitter
@iturathore	Itu Rathore	https://twitter.com/iturathore/status/1704742497841467473		5	3	iphone	Positive	0	0	0	Bengaluru	Apple entices loyal iPhone users with an irresistible upgrade offer for #iPhone15 series.		Twitter
@dev_daizy	Deepanshu Sharma	https://twitter.com/dev_daizy/status/1705224848325361862		4	3	iphone 15	Positive	1	0	0	India	Blinkit teams up with Unicorn for 10-minute iPhone 15 deliveries.		Twitter
@akhilbabu_k	Akhil Babu	https://twitter.com/akhilbabu_k/status/1707105127704961493		4	2	iphone	Negative	9	0	0	Not disclosed	Issue: Residential road-side residents drive single-occupancy SUVs, causing traffic. Indians prioritize status, even if unnecessary. Government unmoved due to electoral impact.		Twitter
@epic_bengaluru	The Bengaluru	https://twitter.com/epic_bengaluru/status/1707102691300610083		3	4	iphone	Positive	1	0	0	Bengaluru	Questioning about High earner, owns a Creta, uses iPhone, invests wisely, keeps debt low; financially responsible.	297	Twitter
@NewsFirstprime	NewsFirst Prime	https://twitter.com/NewsFirstprime/status/1708867119474213064		3	3	iphone 13	Negative	1	0	0	Not disclosed	Sharing information about the Apple's unfair trade practices	126	Twitter

@NewsFirstprime	NewsFirst Prime	https://twitter.com/NewsFirstprime/status/1708867119474213064		3	3	iphone 13	Negetive	1	0	Not disclosed	Sharing information about the Apple's unfair trade practices	126	Twitter
@NewsFirstprime	NewsFirst Prime	https://twitter.com/NewsFirstprime/status/1701793328961134637		3	3	iphone 15	Positive	0	0	Not disclosed	Sharing information about preorderng iphone 15	126	Twitter
@NewsFirstprime	NewsFirst Prime	https://twitter.com/NewsFirstprime/status/1696793632697942299		3	3	iphone 14	Positive	0	0	Not disclosed	Sharing information about how 38 yo woman was saved because of iphone	126	Twitter
@NewsFirstprime	NewsFirst Prime	https://twitter.com/NewsFirstprime/status/1701647227922546943		3	3	iphone 15	Positive	0	0	Not disclosed	Sharing information on iwatch series 9 launch and iphone 15	126	Twitter
@TechGyanlife	Tech Gyan	https://twitter.com/TechGyanlife/status/1708736875924762834		1	3	iphone 13	Negetive	1	0	Delhi	sharing information on apple being sued legally	24	Twitter
@petleepeter	Petlee Peter	https://twitter.com/petleepeter/status/1708026477923762338		1	3	iphone	Negetive	61	14	Bengaluru	sharing information on apple being sued legally	2418	Twitter
@petleepeter	Petlee Peter	https://twitter.com/petleepeter/status/1368045567373242374		1	3	iphone 12s	Negetive	24	10	Bengaluru	Sharing information about Smugglers caught with ₹3.3 crore worth of iPhones at Bengaluru Airport, evading customs.	2418	Twitter
@petleepeter	Petlee Peter	https://twitter.com/petleepeter/status/1499307659056795651		1	3	iphone	Negetive	143	36	Bengaluru	sharing information about Youth wins case against Apple India, awarded new iPhone and ₹20k for service deficiency.	2418	Twitter
@2shar	Tushar Kanwar	https://twitter.com/2shar/status/1707617140675608917		1	3	iphone 15	Positive	2	1	Bengaluru	sharing information on his article that has reviewed Apple iphone 15	9680	Twitter
@2shar	Tushar Kanwar	https://twitter.com/2shar/status/1701661789681782944		1	3	iphone 15 Pro	Positive	31	4	Bengaluru	sharing information about the iphone 15 pro specifications	9680	Twitter
@2shar	Tushar Kanwar	https://twitter.com/2shar/status/1705626759339651347		1	3	iphone 15 Pro	Positive	3	0	Bengaluru	sharing information about the comparison of pictures between iphone 14 pro and iphone 15 pro	9680	Twitter
@2shar	Tushar Kanwar	https://twitter.com/2shar/status/1703817784273100800		1	3	iphone	Positive	7	0	Bengaluru	sharing information about ios update and how exciting is the update	9680	Twitter
@2shar	Tushar Kanwar	https://twitter.com/2shar/status/1701652507498348698		1	3	iphone 15	Positive	50	10	Bengaluru	sharing information about iphone 15 variants	9680	Twitter
@2shar	Tushar Kanwar	https://twitter.com/2shar/status/1701653155681890513		1	3	iphone 15	Positive	19	1	Bengaluru	sharing information about camera specifications	9680	Twitter
@2shar	Tushar Kanwar	https://twitter.com/2shar/status/170166658514283328		1	3	iphone 15	Positive	1	1	Bengaluru	sharing information about the iphone pricing in different countries	9680	Twitter
@ursteajuice	ursteajuice	https://www.youtube.com/watch?v=sGMfDtZ1718		1	3	iphone	Positive	11000	0	India		237000	Youtube
@Explore_kannadiga	Explore ಕನ್ನಡಿಗ	New mobiles half price 30% To 40% Discount iPhones and android mobiles in mobile planet benglore		5	3	iphone	Positive	106	0	India	sharing information about huge discounts on iphone	266000	Youtube
@ShahiVlogs20_15	Shahi Vlogs	https://www.youtube.com/watch?v=YKo7aQHMBIM		1	3	Apple store	Positive	141	0	India	sharing information about	39100	Youtube

												Apple store in Bangalore		
@TechBar	TechBar	https://www.youtube.com/watch?v=06hm7NDU6zM	1	3	iphone	Positive	21000	0	India	sharing information about best iphones across different e commerce	4280000	Youtube		
@TechBurner	Tech Burner	https://www.youtube.com/watch?v=-DL5DYg8La4	1	3	iphone	Positive	56000	0	India	sharing the reason behind people buying iphones	11000000	Youtube		
@indiatoday	India Today	https://www.youtube.com/watch?v=SLCY_711-us	3	3	iphone	Positive	1	0	India	sharing about iphone 15 review	7,750,000	Youtube		
@sriharick	sriharick	https://www.youtube.com/watch?v=Nc92TafIOsY	1	3	iphone	Positive	1600	0	United States	sharing about cheap and best iphones	50900	Youtube		
@TanyaKhanjow	Tanya Khanjow	https://www.youtube.com/shorts/OiBwbO_trww	1	1	iphone	Neutral	72000	0	India	comparing iphone and gopro	1260000	Youtube		
@nameismadhu	Name is Madhu	https://www.youtube.com/watch?v=d6PLzLitmXE	1	3	iphone	Positive	1100	0	India	sharing information on best and cheap iphone	262000	Youtube		
@Techbrokanna da	Techbrokanna nada	https://www.youtube.com/watch?v=EjMIQfwYeek	1	3	iphone	Positive	2600	0	India	sharing information on iphone	62500	Youtube		
@Techbrokanna da	Techbrokanna nada	https://www.youtube.com/watch?v=o9N4eIqmqz10	1	3	iphone	Positive	1400	0	India	sharing information on why to buy iphone	62500	Youtube		
@Techbrokanna da	Techbrokanna nada	https://www.youtube.com/watch?v=2gv1OrLM3NU	1	3	iphone	Negative	2400	0	India	sharing information on why to buy iphone	62500	Youtube		
@Techbrokanna da	Techbrokanna nada	https://www.youtube.com/watch?v=HIDwA7WEGY8	1	3	iphone	Neutral	2000	0	India	sharing information on which iphone to buy or not	62500	Youtube		
@Techbrokanna da	Techbrokanna nada	https://www.youtube.com/watch?v=PcKmlpimXaY	1	3	iphone	Positive	2500	0	India	sharing information on iphone	62500	Youtube		
@pavantalks7315	Pavan Talks	https://www.youtube.com/watch?v=XSmI3f5-MRg	1	3	iphone	Positive	6100	0	India	sharing information on low cost iphones	456000	Youtube		
@techinkannada 360	Tech in Kannada	https://www.youtube.com/watch?v=Lsbo0IHRC9Q	1	3	iphone	Positive	24000	0	India	unboxing video	913000	Youtube		
@techinkannada 360	Tech in Kannada	https://www.youtube.com/watch?v=8617gpwIUo	1	3	iphone	Positive	14000	0	India	unboxing video	913000	Youtube		
@TechyPathshala	Techy Pathshala	https://www.youtube.com/watch?v=6VlbQuIT2Z0	1	3	iphone	Positive	14000	0	India	comparing iphone vs Samsung galaxy S23 ultra	898000	Youtube		
@nabeelnawab	Nabeel Nawab	https://www.youtube.com/watch?v=LG9Rtb4d0Qs	1	3	iphone	Positive	4900	0	India	giving information on price slashes during big billion days	1810000	Youtube		
@YourAppleTuber	Your AppleTuber IN	https://www.youtube.com/watch?v=gu8k5KDjkHw	1	3	iphone	Positive	169	0	India	Review on iphone 15	233000	Youtube		
@TechOnTrend	Tech On Trend	https://www.youtube.com/watch?v=bWjMGOU4HNI	1	3	iphone	Positive	357	0	India	iphone buying guide	182000	Youtube		
@PeteMatheson	Pete Matheson	https://www.youtube.com/watch?v=HmBo6V7wx8E	1	3	iphone	Positive	706	0	UK	which iphone should you buy	118000	Youtube		
@Mrwhosetheboss	Mrwhosetheboss	https://www.youtube.com/watch?v=s1XVb4mdELc	1	3	iphone	Positive	79000	0	UK	iPhone 15 / 15 Plus Review - Suspiciously Good!	16600000	Youtube		
@mobileplanetbangalore	Mobile Planet ಬೆಂಗಳೂರು	https://www.youtube.com/watch?v=3gqo43WzQZE	1	3	iphone	Positive	179	0	Not disclosed	Iphone low price with Ganesh festival offers	2730	Youtube		
@pavantalks7315	Pavan Talks	https://www.youtube.com/watch?v=XSmI3f5-MRg&t=68s	1	3	iphone	Positive	6100	0	India	ಅಲ್ಲದರ ಮೇಲೆ 30 ರಿಂದ 70 ಶೇಕಡಾ ಆಫರ್ IPHONES, MACBOOKS AND APPLE PRODUCTS AT VERY LOW PRICE	456000	Youtube		

@Techbrokannada	Techbrokannada	https://www.youtube.com/watch?v=-BONA-H6-5c&t=42s	1	3	iphone	Positive	1600	0	India	ಬೆಂಕಿ Update ಗುರುತು iOS 17 Top Features Explained in Kannada	62700	Youtube
@Techbrokannada	Techbrokannada	https://www.youtube.com/watch?v=HozLoYJsZpE	1	3	iphone	Positive	1700	0	India	₹32,999 ಕ್ಕೆ iPhone 12* ಬೆಲೆಗೆ ತಗ್ಗಿಸಿ iPhone Deals Are Revealed	62700	Youtube
@Techbrokannada	Techbrokannada	https://www.youtube.com/watch?v=XupF6xb2yp4	1	3	iphone	Positive	942	0	India	Kannada Technews 688: iPhone 15 Pro, Netflix, Realme GT 5 Pro, iPhone Thefts, Flipkart Amazon Sale	62700	Youtube
@Techbrokannada	Techbrokannada	https://www.youtube.com/watch?v=2gv1OrLM3NU&t=67s	1	3	iphone	Positive	240	0	India	iPhone ಯಾಕೆ ತಗ್ಗಿಸಲಾಗಿದೆ Problems in iPhone After Buying	62700	Youtube
@Techbrokannada	Techbrokannada	https://www.youtube.com/watch?v=Lf4SFOst8Mw	1	3	iphone	Positive	550	0	India	I Visited India's First Apple Store! Apple BKC Store in Kannada	62700	Youtube
@GoNerd7	GONERD	https://www.youtube.com/watch?v=EWGKXuGjW-Y	1	3	iphone	Positive	30	0	India	iPhone is cheaper in India	2750	Youtube
@nabeelnawab	Nabeel Nawab	https://www.youtube.com/watch?v=LG9Rtb4d0Qs	1	3	iphone	Positive	490	0	India	giving information on price slashes during big billion days	1810000	Youtube
@YourAppleTuber	Your AppleTuber IN	https://www.youtube.com/watch?v=gu8k5KDjkHw	1	3	iphone	Positive	169	0	India	Review on iphone 15	233000	Youtube
@TechOnTrend	Tech On Trend	https://www.youtube.com/watch?v=bWjMGOU4HNI	1	3	iphone	Positive	357	0	India	iphone buying guide	182000	Youtube
@mobileplanetbangalore	Mobile Planet ಬೆಂಗಳೂರು	https://www.youtube.com/watch?v=ow7aA-K09OM	1	3	iphone	Positive	107	0	India	iPhone 13 price drop	2730	Youtube
@mobileplanetbangalore	Mobile Planet ಬೆಂಗಳೂರು	https://www.youtube.com/watch?v=TndoOrM0Wro	1	3	ios	Positive	206	0	India	ios 17 Complete updates.. ಕನ್ನಡ Mobile Planet ಬೆಂಗಳೂರು	2730	Youtube
@jagadishraj360	Jagadish Raj 360	https://www.youtube.com/watch?v=Luw5oqdvX8g	1	3	iphone	Positive	71	0	India	Cheapest Shopping in Bengaluru Majestic iPhone at Lowest Prices	6200	Youtube
@SMACKTECH	SMACK TECH	https://www.youtube.com/watch?v=srCYUflpQhE	1	3	iphone	Positive	63	0	India	iphone 13 at ₹43499 amazon great indian festival sale iphone 13 as a creator after 1 year 🍀	109000	Youtube

Posts that are irrelevant are marked in red

Apple Website Audit

Greetings!

This is Shubha from RV Institute of Management request you to please spare few minutes to fill this questionnaire and help us in our research about Apple website. We assure you that the information provided will be used only for research purpose and not for any other purpose. Thank you in advance for your cooperation and time. Your efforts are highly appreciated.

** Indicates required question*

1. Have you ever visited apple website?

Mark only one oval.

Yes

No

2. Please score the following (1 being least and 5 being the best) *

Mark only one oval per row.

	1	2	3	4	5
Logos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brand colors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Typography	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Images/ Videos / Graphics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Template/ Layout	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
User experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Easy Navigation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Content is easy to read and understand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Page titles easily represent content	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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