

Apple's iPhones in the customers' eyes: Which features are the most important and what will the future bring?

Abstract

Today's digital world entails a lot of possibilities which businesses can utilize in order to increase their sales numbers, revenues or improve their relationship to their customers. On the other hand, electronic commerce carries a lot of challenges. One of these difficulties to overcome is the huge inflow of product reviews. This encounters enormous efforts for businesses to be able to summarize their customers' opinions and utilize this input for further purposes. The study introduces various forms of feature extraction for customer reviews. Beside the various methods describing an approach for the above mentioned problem, the literature review also gives an insight how the obtained information from reviews can be used by managers. The empirical part of the research presents a similar process, as the ones described in the literature review. The final results, which reveal the most important features of iPhones, were achieved with the help of SPSS Statistics by analysing 200 reviews from Amazon about iPhone 6S and 7. Descriptive statistics, group comparison tests, and linear regression were applied to deliver the desired outcome. Aspects, such as general features and options, camera quality, battery life or design currently seem to be the most important for the users. How this attitude will change in the future, and how smartphones will look like after all, is speculated in the final part of the paper.