Response to Question

[Author’s name]

[Institute’s name]

Response to Question

**Introduction**

           Accomplishment of anticipated expectations of potential customers is one major aspect of success for business corporations. Different assessment methods used by business corporations to present the product and service according to changing requirements of the market. The failure of companies in this manner causes them loss of market share. This specific perspective can be observed through the example of the third-generation iPad offered by Apple for the customers. This paper focuses to critically analyze that how badly the expectations of customers disappointed by Apple in the form of a product of third-generation iPad.

**Discussion**

           The product failure of third-generation iPad by Apple is one significant example of the immense failure of the company to successfully meet the expectations of the product devotees. It is important to consider specific expectations and aspirations set by the product followers to retain loyal customers in the market. The failure of Apple in the form of third-generation iPad ultimately raised my questions concerning the approach of customers’ satisfaction level and long-term product loyalty. The market scanning for third-generation iPad indicated that this product was not greatly embraced by the loyal followers of the iPad product. It is established that customers’ expectations in the form of screen resolution are successfully met by Apple and badly failed to consider the approach of Siri virtual assistance competency according to actual requirements of product devotees.

           The failure of obtaining customers’ expectations ultimately cause the issue of customer loyalty for the business organization. A timely and comprehensive exploration of customers’ actual expectations for the product is a critical approach for the business organizations to capture market share successfully. The procedure of product development can never be considered complete without the examination of customers’ expectations for the products (Qazi, Tamjidyamcholo, Raj, Hardaker, & Standing, 2017, p. 452). This form of consideration indicates that the organization of Apple should have asked from their devoted customers about their expectations they had from the product of third-generation iPad. A detailed assessment of the entire case of Apple’s product of third-generation iPad explicitly reveals that the approach of exploring devotees’ expectations was completely missing during the overall development process of the product. The failure of Apple in this manner also clearly indicates that the particular criteria of identifying customers’ expectations are also essential to ensure better satisfaction level of targeted customers.

           Assessment of customers’ expectations is also important for business entities to attain and obtain a better level of business trust with the customers. The current competitiveness of business market demands corporate organizations to build a strong business association with customers by adopting every possible way. Customers are characterized as the primary entity during the entire process of product delivery. It is categorized as one basic function for business organizations to identify and give necessary respect to the choices and demands of customers. This significant idea can also be explored through the inspirational verses from the holy book of the Bible. This concept is presented as follows: “God is not unjust; he will not forget your work and the love you have shown him as you have helped his people and continue to help them.” (Hebrews 6:10 New International Version (NIV)). The main motive of this concept applies to the business world as well that it is mandatory for product producers to helps customers by meeting their specific expectations.

           The practical approach of customer loyalty is important and business corporations are keen to adopt different measures to meet this standard. This prospect is a guiding principle for companies to intact their potential customers in a sufficient manner. The concept of customer loyalty is significant for business organizations because returning customers are ranked as more profitable for businesses as compared to new clients. The standard of clients’ loyalty can only be successfully achieved by assuring the perfect attainment of customers’ expectations (Morgan & Rego, 2006, p. 430). The perspective of customers’ expectations can be classified into different levels to meet actual requirements from this domain. The failure of product according to customers’ expectations make it essential for business organizations such as Apple in this specific case of developing a suitable assessment plan to identify actual areas that require improvement. The occurrence of a problem in case of product launch requires to address devotees’ concerns possibly.

**Conclusion**

           In concluding remarks, it is important to mention that acquiring devotees’ expectations is the key feature for business organizations to ensure a successful launch of the product in the business market. Attainment of this objective ultimately helps business corporations to get the loyalty of customers for the long-term business approach. Development of significant analysis plan is a vital practical step to identify and measure possible options in the form of practical business strategies.

**References**

Morgan, N. A., & Rego, L. L. (2006). The value of different customer satisfaction and loyalty metrics in predicting business performance. *Marketing Science*, *25*(5), 426–439.

Qazi, A., Tamjidyamcholo, A., Raj, R. G., Hardaker, G., & Standing, C. (2017). Assessing consumers’ satisfaction and expectations through online opinions: Expectation and disconfirmation approach. *Computers in Human Behavior*, *75*, 450–460.