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# Turns Out Apple Conducts Market Research After All

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By Jessica E. Vascellaro

Apple co-founder Steve Jobs notoriously shunned market research. He once quipped: "It isn't the consumer's job to know what they want." That was Apple's job.

It is with a tinge of irony then that buried within the troves of court documents unsealed Thursday in the Apple vs. Samsung patent war is an "iPhone Owner Study" labeled "Apple Market Research & Analysis, May 2011." It surveys users in multiple countries about why they bought an iPhone.

To be fair, Mr. Jobs mostly denounced focus groups, which are only one particular type of market research. And a company of Apple's size can hardly be faulted for talking to its customers, particularly as rivals start courting them too.

The study points to Apple's concern about the growth of Android, which eclipsed the iPhone in overall smartphone shipments that year. The big takeaways: Chinese customers remain some of the most enthusiastic about various iPhone features. And Apple's brand and the design were far bigger drivers of iPhone purchases than software features and apps.

Here is a breakdown of the results (or at least the bits not omitted from the filing):

One chart lists responses from customers in seven different countries, asking them why they bought an iPhone after considering an Android device. "Trust Apple Brand" emerged as the first or second most popular reason in most regions, including in the U.S and China where 54% of respondents cited it as a factor.

Some 67% of Chinese respondents said they bought the iPhone because they liked the physical appearance and design, the highest percentage across the group, which also included Japan, the U.K., France, Germany and South Korea.

Least important, almost universally, was the ability to easily transfer music and other media across multiple devices. "Greater availability of apps I am interested in" was a significant factor in South Korea, where 47% cited it as a reason.

A second chart lists features found "very important" in buying an iPhone, without any mention of Android. Physical appearance and design also ranked very highly, followed by "comfort while holding in hands." Game apps weren't important in any region, except in China, where 48% of respondents cited it as a reason.

An Apple spokesman declined to comment.

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