



## **A Study on Marketing, Advertising and Promotion Strategies of Apple iPhone**

*<sup>1</sup>M. Sathish, <sup>2</sup>A. Nivetha. MBA., SET., NET*

<sup>1</sup>UG Student, Department of Computer Applications, Sri Krishna Adithya College of Arts and Science, Coimbatore, India

<sup>2</sup>Assistant Professor, Department of Computer Applications, Sri Krishna Adithya College of Arts and Science, Coimbatore, India

### **ABSTRACT:**

In an ever changing and upgrading technological world, the smartphone industry has cut-throat competition in all the price segments. Due to this, the consumers have a lot of options, and it becomes difficult for businesses to stand out and sustain for a long time in the market. This study focuses on the unique ways of Apple's marketing strategies, how it created its brand differentiation and customer perception towards Apple. Research focuses on the techniques Apple uses to differentiate its brand effectively. The proposed research is based on the reference of different kinds of research papers and secondary research which includes descriptive and causal research to find out how the independent variables like design and features, brand image and its price affect consumers. The positioning strategy has also helped Apple create its mark. Apple moved towards an emotive positioning strategy that sold a lifestyle rather than a product using a silhouette themed iPod advertisement. There are many more aspects of this covered in the research. Hence, Apple uses well defined and effective promotional activities to accomplish a position on the consumer preference podium. The goal of this research is to determine how Apple strategies influence consumers to increase their customer base.

**Keywords:** Apple, marketing strategies, promotion, advertising, customers, consumers.

### **I. INTRODUCTION**

There is a great revolution in the field of IT such as mobile phones. First there were simple and big mobile phones which a human use only for text sending and receiving and for simple phone calls but with the passage of time this technology developed and now there are really tiny mobile phones which contain our private and important data such as presentations, photos, e-mails etc and these such small mobile phones called Smart Phones. These smart phones have features like computers and laptops where we can check our mails, save our documents and also can use them for entertainment purposes. These smartphones today can do almost everything. Faster networking systems, attractive and powerful applications and the technology literate users are making these smartphones very powerful these days. Huge markets are adopting the smart phones due to their flexibility, more productive features and better connectivity to the world in terms of internet. Along with many benefits, smartphones are increasing the value of wireless technology, including the mobile phones, wireless tablets and the notebook computers.

The tech industry is ever changing and has seen some significant changes in the last 2 decades. For many years, Apple has been the market leader in the electronic industry, as well as in research and development, shares, and marketing techniques. Some companies like Blackberry and Nokia which were once very established have exited the industry and have failed badly in the market. However, some other companies like Samsung and Apple have sustained in the industry for nearly 2 decades and have the highest market share. Even Google which was the new entrant in the smartphone industry has quickly made a name for itself and has become a big player in the market and directly competes with Apple and Samsung. This paper analyzes the marketing strategies that makes Apple have such a distinct brand image in the market and have such a strong loyal customer base. It also analyzes how consumers perceive the brand and what kind of changes could make the brand better and why Apple has been so distinct throughout the years.

In today's world people are interested not just in the quantity of the product but also in the quality of the product. As Apple is quality based, in this project we will explore how the purchasing behaviour of customers towards Apple iPhones are being influenced in today's world.

### **STATEMENT OF PROBLEM**

- ❖ The purpose of this project is to investigate the relationship between the brand and the customer.
- ❖ The customers are unique in the sense that they have something not everyone can afford that is different in looks and function.
- ❖ To evaluate different brands, products and subconsciously or intentionally construct their self- identities by using or endorsing branded products in their lifestyle.

- ❖ Apple is committed to bringing the best personal computing experience to students, educators: creative professionals and consumers around the world through its innovative hardware, software and internet offerings.

### **OBJECTIVE OF THE STUDY**

- ❖ To study the advertising strategies of Apple iPhone
- ❖ To identify the customers' awareness towards Apple iPhone.
- ❖ To find out the factors which influence them to buy an Apple iPhone.
- ❖ To know the existing attributes or facilities of Apple iPhone.

### **RESEARCH METHODOLOGY**

There are various statistical tools which are used in analysing data. The following tools are used for representing and analysing data. Descriptive research is used in this study to identify the Apple service centre and determine customer's experience. The method used was a questionnaire.

Data collected through a questionnaire was prepared in the master table. In order to analyse and interpret the data.

- ❖ Percentage Analysis
- ❖ Rank Analysis
- ❖ Chi square Test

### **SCOPE OF STUDY**

All through this report it has been clear that the majority of the shoppers that procure an iPhone will most likely keep a similar brand, for when they need another telephone, instead of most different brands. It was observed that this is a direct result of the novel brand character of Apple and their convincing mission of being awesome. They are novel since they have not many items and those that they have are made with the best materials and quality-though different brands additionally have mid and low-level phones.

---

## **II. REVIEW OF LITERATURE**

**Margarida Almeida (2021)** studied how Apple's marketing techniques affect customer decisions to purchase electronic devices. A survey of 700 people was done for this, and the results were analysed using descriptive and inferential statistics. Advertising and word of mouth were found to be important for customers to identify product devices. Apple customers are also very reliable, and buy a wide range of branded products from branded stores, both in person and online.

**He (2021)** examined Apple's marketing efforts, particularly those involving iPhones, utilising the 4p model of the product, price, placement, and advertisement. The attractiveness of Apple devices reflects modesty, simplicity, and luxury. This is consistent with the company-led market that brought them together with individuals who value and love living a better lifestyle. Every year, Apple releases new smartphones, and each latest smartphone satisfies or beats the aspirations of Apple users.

**Bozkurt (2019)** The first thing to consider when creating an effective narrative is what consumer's need. Understanding consumer needs creates an empathic feel in the narrative and expresses to the audience that a company understands their needs and wants. It creates an emotional connection between the consumers and the product that a company is marketing, making it easier to influence their purchasing decisions as the product will be more memorable to them.

**Kushagra et al (2017)** stated that the modern generation customers who are young and dynamic are very tech-savvy and adventurous as far as adaptability to a new product is concerned. They give very much emphasis on the attributes of a mobile like camera quality, processor speed for gaming, battery power etc.

**TIAN (2016)** analysis of hunger marketing strategy used by Apple. The Apple brands all the products are among the most powerful companies which have effectively used the hunger marketing technique. The executive Chairman of Apple Company, Steve Jobs, had come to launch the products of Apple brand and there he stated that Apple's brand devices have "once again, changed everything," as well as he stated that new products of Apple brand will be mentioned soon, but currently it's been a good amount of time and there are still no details regarding Apple devices, buyers throughout this period has been holding as much as they can for various devices.

### III. PROFILE OF STUDY

Apple Inc is one of the leading companies in the world and deals majorly in manufacturing and selling of consumer electronics, computer software, and other online services. It is a global company that originated in California USA. The founders of the company are the world-renowned Steve Jobs with Steve Wozniak and Ronald Wayne.

Apple started with manufacturing and selling personal computers but has now expanded into many sectors. Today (October 2018) Apple is the second largest phone manufacturer in the world after Samsung. In fact, Apple Inc is the largest IT Company in the world (by revenue). It operates nearly 500 retail stores worldwide and employs nearly 120,000 people.

Apple Incorporation is a multinational company that creates and sells consumer electronics, computer software, and personal computers, selling in 363 stores worldwide, with global sales of about US\$16 billion in merchandise. The company was first founded on April 1, 1976 in Cupertino, California by Steve Jobs, Steve Wozniak, and Ronald Wayne and then incorporated on January 3, 1977. The company was named as Apple Computer, Inc before for the first 30 years. The word "Computer" was then removed from its name on January 9, 2007. The company's traditional focus on personal computers shifted towards consumer electronics. Now the company's best-known products are the Macintosh line of computers, iPod, iPhone and the iPad, along with their other line of products including, Mac OS X (operating system), iTunes media browser, iLife suite of multimedia/creativity software, iWork (suite of productivity software), Aperture (professional photography package), Final Cut Studio (suite of professional audio and film-industry), Logic Studio, a suite of music production tools; Safari web browser and iOS (mobile operating system).

### IV. DATA ANALYSIS AND INTERPRETATION

Analysis and interpretation of data is the process of assigning meaning to collected information and determining the conclusions, significance and implication of the findings. It is an important and exciting step in the process of research. In all research studies, analysis follows data collection.

The statistical tools are

- ❖ Percentage Analysis
- ❖ Rank Analysis
- ❖ Chi Square Test

#### CHI SQUARE

Chi-square test is the non-parametric test of signification differences between the observed distribution of data among the observed distribution of data among categories and the expected distribution based on the null hypothesis. The test (pronounced as chi-square test) is one of the simplest and most widely used non-parametric test in statistical work. The symbol is the Greek letter Chi. The test was first used by Karl person in the 1900.

**TABLE SHOWING THE COMPARATIVE RELATIONSHIP ON THE BRAND PREFERENCE AND FACTOR PREFERENCES OF RESPONDENTS**

MONTHLY INCOME	PRICE				TOTAL
	EXPENSIVE	AFFORDABLE	STANDARD	CHEAP	
BELOW 15,000	21	6	1	0	28
15,001 - 30,000	24	8	0	0	32
30,001 - 60,000	4	3	1	0	8
NOT PREFER TO SAY	38	9	5	0	52
<b>TOTAL</b>	<b>87</b>	<b>26</b>	<b>7</b>	<b>0</b>	<b>120</b>

CHI SQUARE VALUE ( $X^2$ ) = (Observed value – Expected value)<sup>2</sup>/Expected value.

Calculated Value of  $X^2$  = **0.0513**

Degree of freedom = (Row - 1)\*(Column - 1)

= (4-1)\*(4-1)

Degree of Freedom = 9

Significance Level = 0.05

**Table value** = 16.919

**Hypothesis:**

**H0** There is no significant relationship between monthly income and perspective on the cost of an apple iphone.

**H1** There is a significant relationship between monthly income and perspective on the cost of an apple iphone.

**INTERPRETATION:**

In the above comparative analysis, the calculated value (**0.0513**) is less than the table value **16.919** at 0.05 level of significance. Hence Null hypothesis is accepted.

Thus, there is no significant relationship between monthly income and perspective on the cost of an apple iphone.

**V. FINDINGS**

1. Majority of 58% of Male respondents.
2. Majority of 41% respondents are from the age 16-20.
3. Majority of 51% respondents are Students.
4. Majority of 43% respondents monthly income is None.
5. Majority of 67% of the respondent's family members are 3-5.
6. Majority of 78% of the respondents are unmarried.
7. Majority of 64% respondents are from Urban.
8. Majority of 83% of the respondent's family type is nuclear.
9. Majority of 84% of the respondents are feels branded products are better than regular products
10. Majority of 51% of the respondents came to know about the iphone by family and friends
11. Majority of 40% of the respondents say that the iPhone technology varies from other phones.
12. Majority of 72% of the respondents feel that the price is Expensive.
13. Majority of 71% of the respondents purchase from apple iphone if it wasn't a branded company
14. Majority of 74% of the respondents are promoting the Apple iphone.
15. Majority of 39% of the respondents prefer the iPhone for the features and uniqueness rather than other phones.
16. Majority of 82% of the respondents agreed that the Apple iphone deserves to charge a premium amount.
17. Majority of 71% of the respondents own an iPhone 8/7/6.
18. Majority of 38% of the respondents prefer to buy an Apple iPhone rather than other brands.
19. Majority of 56% of the respondents are facing Price of the iPhone as the biggest obstacle.
20. Majority of 54% of the respondents may purchase the next new model iPhone if launched.
21. Majority of 34% of the respondents agreed to analyse the consideration of resources before procurement of iphone.
22. Majority of 46% of the respondents have stated their impression as Excellent.

**VI. SUGGESTION**

In Apple many of the respondents are preferring Apple iphone because of its features and uniqueness, brand image and IOS software.

Comparing to other brand Apple iphone are different

Most of the respondents find Apple's pricing to be high and they do not prefer to pay a premium for their products.

Timing is the most important component of a marketing strategy and Apple aims on keeping up its valuable time when it comes to launching or introducing a new product in the market and provide new offers to attract more customers.

The company should need to produce for all segments of people.

---

## VII. CONCLUSION

In this study it can be seen that the respondents are satisfied with the use of Apple iPhone. Many of the respondents are pleased with features. The Modern market is highly competitive in nature. It has long term growth and achieved a certain successful development. The various strategies have contributed much to the rapid and prosperous development.

Apple Inc cannot neglect the influencing factors of strategies such as the culture. The company can keep in place with the market development and achieve stable and long-term development.

## VIII. REFERENCE

---

1. Margarida Almeida, E. S. (2021). Samsung vs. Apple: How Different Communication Strategies Affect Consumers in Portugal. MDPI.
2. He, M. (2021). Analysis of iPhone's Marketing Strategy. New York: Atlantis Press.
3. Bozkurt, Y. (2019). Expectation Horizon in Narrative Advertising. In Handbook of Research on Narrative Advertising (pp. 22-35). IGI Global.
4. Kushagra et al (2017), Consumer preference for electronic consumer durable goods in India: a conjoint analysis approach, January 2017, International Journal of Business Forecasting and Marketing Intelligence 3(1):13
5. TIAN, S.-b. (2016). d International Conference on Economics and Management (ICEM 2016).