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A Study on Online Advertisement and Its Impact on Sale of IPHONE

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ABSTRACT:

Online advertising, also known as online marketing, Internet advertising, digital advertising, or web advertising, is a marketing technique that employs the Internet to promote products and services to audiences and platform users. Online advertising include email marketing, search engine marketing (SEM), social media marketing, several forms of display advertising (including web banner advertising), and mobile advertising. Advertisements are being distributed by automated software systems operating across several websites, media services, and platforms, known as programmatic advertising.

Like conventional advertising platforms, internet advertising often involves a publisher who integrates advertisements into digital content and an advertiser who provides the ads for display inside the publisher's content. Further potential participants include advertising agencies responsible for crafting and positioning the ad copy, an ad server that technologically distributes the advertisement and tracks metrics, and advertising affiliates that engage in independent promotional activities for the advertiser.

INTRODUCTION

Marketing encompasses the strategies and methods utilized by companies to promote and sell products or services. It involves understanding client needs, developing value propositions, and effectively communicating them through various channels. The fundamental components of marketing include:

Market Research: Gathering and analyzing data about consumer preferences and market trends to inform decision-making.

Segmentation: Dividing a market into distinct groups of consumers with similar needs or characteristics.

Targeting: Choosing specific segments to focus marketing efforts on.

Marketing

STATEMENT OF THE PROBLEMS

IPhone battery draining fast is one of the most common problem of iPhone users across the globe. The battery life problems are usually encountered after an iOS upgrade

Despite its dominance in the space of mobile devices and computing, the company does face some key challenges. Among these weaknesses are its highly-priced products, entering areas of higher competition, and incompatibility with other software

OBJECTIVE OF THE STUDY

1. To develop the branding aims at the creation of the emotional link between consumer and product
2. To find out the consumer's satisfaction level, while purchase the product to see this ads and the increased profit value

SCOPE OF THE STUDY

1. To find out the deluge of advertising encourage people to buy products
2. To develop the product value and attract the customers
3. Online ads reach a broader audience and are more effective
4. Helps the company to promote its products, reach its target audience
5. Helps the company to promote its products, reach its target audience, and reinforce its brand and message.

REVIEW OF LITERATURE

STEVE JOBS (1976)

Apple was founded on April 1, 1976, by Steve Jobs, with its first product being the Apple I personal computer. The Apple II replaced this device in 1977, achieving considerable success in the 1980 personal computer market because of its graphical user interface and open architecture. In 1976, Steve Jobs, Steve Wozniak, and Ronald Wayne co-founded Apple Computer Inc. in the Jobs family garage. Their debut product, the Apple I, was a personal computer kit. The following release was the Apple II, which attained considerable commercial success and established Apple's status as a prominent player in the emerging personal computer market.

STEVE WOZNIAK (1977)

Steve Wozniak, born on August 11, 1950, in San Jose, California, is an American electronics engineer who co-founded Apple Computer with Steve Jobs and developed the Apple II, the inaugural commercially successful personal computer. Wozniak participated in the Homebrew Computer Club, a San Francisco Bay area group centered on the Altair 8800 microcomputer do-it-yourself kit, which employed one of the earliest microprocessors, the Intel Corporation 8080, launched in 1975. While serving as an engineering intern at HP, Wozniak developed his own microcomputer in 1976 using the innovative microprocessor; however, the company showed no interest in pursuing his concept. Jobs, a member of Homebrew, had significant enthusiasm for Wozniak's innovation, leading them to collaborate and form their own company, Apple Computer.

Scott James Forstall (1969)

Scott James Forstall (born August 28, 1969) is an American software engineer renowned for leading the inaugural software development team for the iPhone and iPad. He is a Broadway producer acknowledged for co-producing the Tony Award-winning shows *Fun Home* and *Eclipsed* alongside his wife, Molly for Stall, among others. Following his tenure at Next and subsequently at Apple, he held the position of senior vice president of software at Apple Inc. from 2007 until October 2012.

MOORE (2004) contended that the successful execution of integrated marketing communication is exclusively commercial, designed to subtly incentivize people to acquire things. It possesses an academic relationship with entertainment, and the development of media has obscured the boundary between advertisement and entertainment.

DHANABHAYKAM & GEETHA (2006)

Advertising promotes increased production, improves the availability and accessibility of goods and services, and hence creates additional employment possibilities. Analyze the various advertising strategies and their efficacy on women within the personal care industry. The advertising deemed most impactful were not necessarily the most esteemed. Emotional appeals significantly influence the shampoo industry.

Mehta (2008)

The audience's perceptions and the efficacy of commercials. The research is intimately connected to viewer behavior about television advertisements. In India, similar studies utilize the unaided-recall strategy; however, this study adopted the aided-recall method to evaluate the effectiveness of the ads. The study sought to ascertain whether consumers with a more favorable attitude towards advertising would have enhanced advertisement recall and susceptibility. The study's findings indicate that advertising impacts respondents and exerts a positive effect on them. The ads preferred by consumers demonstrated a favorable attitude towards the product.

JONY LVE (2021)

He was formally employed by Apple as a full-time staff member in September 1992. I was initially apprehensive about relocating from the UK to California to join Apple. His primary substantial assignment in Apple's Industrial Design Group was the second iteration of the Newton and the Message Pad 110. The inadequate emphasis on design in the early 1990s prompted Ive to consider quitting. I was the inaugural person to establish a public phone communication with Jobs after his unveiling of the iPhone on January 9, 2007. Reports suggest that Ive's pursuit of minimal product thickness may have led to the mechanically vulnerable butterfly keyboard and the removal of the reliable power connector, HDMI port, and SD card reader from the MacBook.

OVERVIEW OF ON ONLINE ADVERTISEMENTS

PROFILE OF IPHONE

Apple Inc. is a worldwide technology business headquartered in Cupertino, California, near Silicon Valley. It is primarily acknowledged for its consumer electronics, software, and services. Founded in 1976 as Apple Computer Company by Steve Jobs, Steve Wozniak, and Ronald Wayne, the organization was incorporated by Jobs and Wozniak as Apple Computer, Inc. the following year. In 2007, the firm was relaunched as Apple Inc. following its transition from a focus on computers to consumer electronics. Apple is the leading technology company by sales, garnering US\$391.04 billion in the 2024 fiscal year.



The corporation was founded to produce and market Wozniak's Apple I personal computer. The Apple II, the company's second computer, became a popular seller and is acknowledged as one of the first mass-produced microcomputers. Apple introduced the Lisa in 1983 and the Macintosh in 1984, both of which were among the first computers to employ a graphical user interface and a mouse. By 1985, internal business conflicts led to Jobs' departure to found NeXT, Inc., while Wozniak engaged in other pursuits; John Sculley served as CEO for more than ten years. In the 1990s, Apple faced a substantial decrease in market share in the personal computer industry due to the competitively priced Wintel duopoly, which consisted of the Microsoft Windows operating system on Intel-based PC clones. In 1997, Apple was mere weeks away from bankruptcy. To amend its ineffective operating system strategy, Apple acquired NeXT, thereby reinstating Jobs, who guided the company to profitability over the ensuing decade through the introduction of the iMac, iPod, iPhone, and iPad, all of which garnered critical acclaim, in addition to the establishment of the iTunes Store, the launch of the "Think different" advertising campaign, and the opening of the Apple Store retail chain. These actions have established Apple as one of the world's most valuable brands since around 2010. Jobs resigned in 2011 because to health complications and died two months later; he was succeeded as CEO by Tim Cook.

FORMULA

$$\text{PERCENTAGE} = \frac{\text{NO.OF. RESPONDENTS}}{\text{TOTAL NO.OF. RESPONDENTS}} * 100$$

TABLE NO: 4.1.6
TABLE SHOWING FROM MOSTLY SEE ONLINE ADVERTISEMENTS FOR IPHONES

S NO	OPTIONS	FREQUENCY	PERCENTAGE
1	Social Media	59	38.8
2	E-mail Promotion	44	28.9
3	E – Commerce	39	25.7
4	Google Ads	10	6.6
	TOTAL	152	100

INTERPRETATION:

38.8% of the respondents belong to the category of Social Media, 28.9% of the respondents belong to the category of E – Commerce, 25.7% of the respondents belong to the category of E – Commerce and 6.6% of the respondents belong to the category of Google Ads

38.8% of the respondents belong to the category of Social Medi

TABLE NO: 4.1.7
TABLE SHOWING FROM HOW FREQUENTLY DO YOU SEE IPHONE ADVERTISEMENTS ONLINE

S NO	OPTIONS	FREQUENCY	PERCENTAGE
1	Daily	36	23
2	Weekly	72	47.4
3	Monthly	31	20.4
4	Rarely	13	8.6
	TOTAL	152	100

INTERPRETATION:

47.4% of the respondents belong to the category of weekly, 23% of the respondents belong to the category of Daily, 20.4% of the respondents belong to the category of Monthly and 8.6% of the respondents belong to the category of Rarely

47.4% of the respondents belong to the category of weekly

TABLE NO: 4.1.9
TABLE SHOWING WHAT INFLUENCED YOUR PURCHASE DECISION THE MOST

S NO	OPTIONS	FREQUENCY	PERCENTAGE
1	Discount and offer Ads	29	19.1
2	Product features and reviews	68	44.7
3	Brand Reputation	44	28.9
4	Peer Influence	11	7.2
	TOTAL	152	100

INTERPRETATION:

44.7% of the respondents belong to the category of Product features and reviews, 28.9% of the respondents belong to the category of Brand reputation, 19.1% of the respondents belong to the category of Discount and offers Ads, 7.2% of the respondents belong to the category of Peer reputation

44.7% of the respondents belong to the category of Product features and reviews

INTERPRETATION:

19.1% of the respondents belong to the category of official Apple Website, 32.9% of the respondents belong to the category of Online Stores (Amazon, flipkart, etc.), 37.5% of the respondents belong to the category of Apple Retail Stores, 10.5% of the respondents belong to the category of Other Retail Stores

37.5% of the respondents belong to the category of Apple Retail Stores

TABLE SHOWING THE RANKING OF THE SATISFACTION LEVEL OF BRANDS

PARTICULARS	1	2	3	4	TOTAL	RANK
Privacy	57	16	18	61	373	I
Camera Quality	14	48	32	58	322	II
Battery Life	19	21	54	58	305	III
Brand Image	9	27	26	90	259	IV

INTERPRETATION:

The above table depicts that factors of price stands first in the rank choosing a privacy among the respondents, followed by camera quality, battery life and brand image stands last in the ranking order

FINDINGS

Online advertisements significantly increase the visibility of the iPhone brand among potential customers. Platforms like Facebook, Instagram, and Google Ads expose users to iPhone promotions, special offers, and new product launches, raising awareness. Through data analytics and machine learning algorithms, online ads can be targeted to specific demographics based on age, location, income, and purchasing behavior. This level of precision results in higher conversion rates

SUGGESTION

Conduct a detailed analysis of the audience demographic most likely to purchase an iPhone through online advertisements. Segment by age, location, income, interests, and behavior. Tailoring advertisements to specific audience segments can increase the effectiveness of the campaign, leading to higher conversion rates

CONCLUSION

Online advertisements, when executed strategically, can significantly impact iPhone sales. By focusing on targeted audiences, leveraging influencers, using high-quality content, and consistently tracking and optimizing campaigns, Apple can enhance the effectiveness of its online advertising efforts. This approach will help them stay competitive and increase conversions from online channels.

REFERENCE

1. Steve Jobs (1976) – Co-founded Apple with Steve Wozniak and Ronald Wayne in 1976. The company's first product was the Apple I, followed by the highly successful Apple II.
2. Steve Jobs (1976) – Co-founded Apple with Steve Wozniak and Ronald Wayne in 1976. The company's first product was the Apple I, followed by the highly successful Apple II.
3. Steve Wozniak (1977) – Co-founded Apple with Steve Jobs and designed the Apple II. He was deeply involved in the Homebrew Computer Club and developed his own microcomputer in 1976, which led to the formation of Apple.
4. Scott James Forstall (1969) – Led the original software development team for the iPhone and iPad. He worked at Apple from 1997 to 2012.
5. Laurence A. Canter (1994) – Used a Perl script to send advertisements to Usenet discussion groups for a green card lottery service, leading to one of the first notable instances of internet spam.
6. Ronald Wayne (1976) – Co-founded Apple but sold his 10% share for \$800, which would later be worth billions. He also created the first Apple logo and wrote the company's partnership agreement.
7. Moore (2004) – Focused on the role of integrated marketing communication and how media has blurred the lines between advertising and entertainment.
8. Dhanabhaiyankam & Geetha (2006) – Studied advertising's effects on the personal care industry, noting the importance of emotional appeals in advertising.
9. Mehta (2008) – Explored how audience attitudes and the effectiveness of television commercials influence consumer behavior in India. It showed that positive attitudes towards ads led to increased recall and influence.
10. Tony Fadell (2010) – Known as the "father of the iPod," he designed the iPod and led the iPod & Special Projects group at Apple, contributing significantly to the company's audio product strategy.