

Mktg 3000



**ASSIGN
BUSTER**

Marketing 3000 Question: Analyze a product that you have purchased... or know someone that has, that was purchase directly. You are the brand manager. Please take me through the steps in deciding how you are marketing the product directly to consumers.

I have recently purchased an iphone recently after hearing a lot about its various features and utility. After using iphone for a week, I have realized that the utility of this phone is much more than the advertised claims. In my opinion, Apple failed to advertize this product properly when we consider the utility of this product. This paper briefly analyses the marketing strategies I might have used to market iphone, if I was the brand manager.

Some customers give more importance to the brand rather the product.

Apple is currently the most reputed and valued technological brand in the world according to Kim (2010). Moreover apple products are selling rapidly all over the world because of the huge brand value of Apple Company. Brand images construct some symbols in the minds of the customers which help the movement of the product in the market. Even without testing or watching the demo, some people purchase Apple products because of their immense confidence and trust in the abilities of Apple. Under such circumstances, I was the brand manager; I would capitalize more on the brand value of Apple while marketing iphone directly to consumers. Most of the consumers in the world are still unaware of the fact that Apple has surpassed even Microsoft in market capitalization and brand value.

“ The amount of effort a consumer puts into searching depends on a number of factors such as the market, product characteristics, consumer characteristics etc” (Perner). Market is overcrowded with millions of products of same and different natures which made the customer’s task more difficult

in selecting a suitable product for them. In such circumstances, they will put their trust on brands rather than the products. Many of the consumers are still unaware of the fact that Apple became the most reputed technological company in the world. Moreover, they surpassed even Microsoft in market capitalization. In short, iPhone advertising should convey all the above messages to the consumers.

The iPhone's functions can be easily accessed through a touch screen display using mainly by the finger commands. The picture quality (25,000 pixels per inch) of iPhone is one among the bests in the category of new generation mobile phones. Moreover its display brightness can be adjusted automatically and the audio features are superior compared to any other competing products. iPhone can also perform the tasks of iPad, computer, camera, video recorder etc. All these specialties of iPhone are not conveyed properly to the consumers at present.

Prices of iPhone are around 40% more than that of the arch rival, Blackberries. At the same time, iPhones are worth much more than the blackberries. The unawareness about the various functioning and superior quality of iPhones, forced some people to go for blackberries. As a brand manager, I think I have to put more efforts in educating the consumers about the more features and quality of iPhone over blackberries.

In short, the current iPhone marketing strategies are not effective much and it is necessary to improve it.

Works Cited

1. Kim, Ryan. "Apple Passes Microsoft As Top Tech Company". 2010. Web. 11 December 2010.
2. Perner, Lars. "CONSUMER BEHAVIOR: THE PSYCHOLOGY OF <https://assignbuster.com/mktg-3000/>

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