

Introduction: and services worldwide. the secret may lie

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Introduction: Considering the use of technology in this world referred as globalized village, Apple Inc.

remains an interesting area of research for remarkable sell and demand of its products and services worldwide. The secret may lie in the innovation but the core driving factor is its marketing strategy and the creativity that is welded in its advertisement. Long yet effective time and services spent in its marketing environment and in its technology, Apple has become one of the best and renowned brand for its electronic devices in the world.

This research report therefore aims to examine the marketing environment and strategies used, by Apple Inc., to improve and develop stronger relationships between the company and the consumer market; thus, the report also attempts to analyze the marketing strategies, its influence on consumers and the company's position in the global market.

Company Background: Apple Computer Inc., is a multi-national corporation officially and formally established by its three stakeholders/founders Mr. Stephen G. Wozniak, Mr.

Steven P. Jobs and Mr. Ronald G. Wayne on the first day of April, 1976 (Craig, 1976: 1). The Apple Company similar to other companies started small yet the innovation and effective marketing of computers and other electronic devices like iPhone, iPod and iPad boomed the company, making it one of the best brands of modern age. " By March 1, 1976 . .

. Wozniak had completed his basic design of his computer," which was the reason Jobs began to convince him to sell this rare yet life-transforming

product in the market (Linzmayr, 2004: 5) In this way, AppleCompany's first ever product introduced in the market was a computer. Apple like othercompanies in the commercial market also faced ups and downs that impacted itsposition in the consumer market however, despite certain circumstances itsurvived these circumstances through its strategies, becoming the world's bestelectronic company of 2017 (Griffith, 2015: 1). Apple had encountered problemsmany times but when its CEO, Steve Jobs, resigned from his executive positionand sold part of his shares said: " I hereby resign as CEO of Apple. I wouldlike to serve, if the Board sees fit, as Chairman of the Board, director andApple employee." (Primack, 2011) However, Jobs and his companions' persistentzeal became the reason of its success.

In his words: " I believe Apple'sbrightest and most innovative days are ahead of it. And I look forward towatching and contributing to its success in a new role." (Primack, 2011)Later productsespecially iPhone, iPod and iPad and the appearance of the founder of thislargest company, Steve Jobs on the stage for the advertisement of iPad boomedthe consumer demand, and thus the benefits of the company became obvious(Lusted, 2012: 7). These devices, the innovation of iComputers i. e.

Macintoshand their spread in the market elevated the company to a brand and standarduntil this day. The marketing, essentially, of these products have alreadymanipulated the consumers. Consumers were and still are shown the need of suchdevices but particularly Apple electronics before even they realize it (Lusted, 2012: 8).

Jobs tactics and diligent work in effective marketing is one of the primereasons for this booming business of Apple Company.” In a world increasingly focused oninstant gratification and instant communication, the company always seemed toknow just what the public needed and how to present it to them. As Jobs oncesaid, “ People don’t know what they want until you show it to them.” And heseemed to have the ability to know exactly what those things were.” Situation Analysis: Marketingstrategies play a vital role in the sales of the product and to achieveorganizational goals. It is a process that equips necessary resources toanalyze and endorse the promotion of the product. However, “ Despite itsrecord-breaking sales performance and a high level of popularity, there are noextensive marketing strategy for the iPhone apart from product and pricingstrategies and publicities coursed through tradeshows and media relations.

“(Yeung, 2017)Apple uses itspopularity and pricing fluctuations in marketing tactic. Setting the priceshigh of its products has favorably proved to be beneficial and profiting forthe company. 1It, most certainly, also depends on the consumers’ perception and the dilemmathat has been set with the quality and the use value of the product in themodern society. It is intriguing enough to mention that Apple “ has neveradvertised this product iPhone through print and broadcast media, although itoccasionally produces contents for online and social media distribution.”(Yeung, 2017) The social and psychological implications of this strategy willbe discussed in the next sections. Apple uses the featuresof its product and the participation of its consumers via surveys and analysisisto market.

They, instead of investing in high marketing, endeavor to integrate consumers' experience with their perception. The idea is simply to reflect the need of these devices to the audience before they understand its need. Apple, however, puts it in a different way: "Called " participatory design" or " usability testing," Apple integrates customer experience into its design and development process to understand their " pain points" and " opportunities." (Moorman, 2012) SWOT analysis (strengths, weaknesses, opportunities and threats) of Apple Company would help to change the market environment and to overcome risks and vulnerabilities.

The most common strengths of all, particularly of Apple, is its Brand awareness and popularity. Its brand identity is globally recognizable and is also considered to be ever-growing. Second, the introduction of innovative products in the market, in turn affirms its position as the believer of creativity, aesthetics and innovation strengthening the brand reputation. Its strengths, however, may also be treated as its weaknesses. High pricing that Apple often end up using as a marketing strategy, is also a weakness that limits its approach to high class, almost entirely ignoring the presence of large consumer population of middle and lower class.

Therefore, the dependency on its iPhone sales and overpricing strategy could limit it and may lead to incompatibility. Apple's most prevalent weakness is its innovation as well. The introduction of new iPhone in certain intervals with fewer changes could ultimately make its consumers redundant to buy Apple iPhone. Also the absence of memory card slot, Bluetooth and restriction in removing the battery impacts its sustainability.

“ Apple has shown the potential benefit of collaborating with different strong and existing brands related to their marketplace.” (Frue, 2016) Therefore, collaboration is the greatest opportunity that could contribute in Apple’s marketing and better sales. Also, since ‘ automobiles’ is a growing industry therefore expanding and updating Apple Inc. to the current state may also help it compete effectively. Among many others, two are the most significant threats that Apple faces: imitation and competition.” While Apple’s design is smooth and simplistic, that is exactly what makes it easy to replicate. Global stores sell fake versions of iPhones and iPod touches which, on the outside, look nearly identical.

” (Frue, 2016) Therefore, it always remains the most considerable threat to its sales. Besides that, the aggressive competition that Apple faces from, especially, Samsung and Google, which often collaborate to compete Apple products, persists to threaten the company and the necessary marketing of its innovation. Competitive Analysis:” The products of Apple are relatively expensive when compared with similar products from competitors. An iPhone can be twice or thrice more expensive than the flagship Android smartphones of other manufacturers. The same is also true for MacBook Pro and MacBook air. One MacBook laptop can even buy three to five Windows-based laptops from OEMs.

” (Yeung, 2017) And so therefore, one of the tensions that it could produce in the consumer market could be the demand and supply of its products. One important point that should be noted is that the nature of competitors of Apple Inc. depends over the nature of its product. In contrast to Macintosh

Computers, Microsoft stands a strong competitive candidate; whereas, in its Tablets i. e. iPads, Samsung and Nokia competes most efficaciously.

Consumer Buyer Characteristics: The pricing tactic and the marketing strategy adopted by Apple have produced an illusionary luxurious world. Having an iPhone or iPad has become, in contemporary society, a metaphor of luxury and wealth. Of course the pricing and other marketing strategies has considerable impact on its consumers and even non-consumers psychologically.

“ After all, there are consumers who believe that expensive products enjoy an exceptional reputation or represent exceptional quality and distinction.” (Yeung, 2017) “ Although it seems they marketers are doing Apple a favour, these network carriers are actually marketing themselves using the iPhone as bait, thereby luring customers or the target market toward their respective mobile and data services.” (Yeung, 2017) Therefore, it is difficult to jump towards the conclusion of declaring its impact as positive or negative, but one judgment can be made that consumers have deeply inculcated this phenomenon and have strictly internalized the meanings attached to having Apple products. Despite the fact that Steve Jobs and Apple did not utilize any specific marketing strategy in the start for selling the products but the involvement of consumers plays an enormous part in their advertising and eventually the achievement of the organization.

To compete with other products and satisfy the customers, Apple utilizes strict control over key components. Apple has branded stores that are the

main rival for these huge organizations. Apple's devices are supported by the iTunes programming. These hardware devices are purchased through online and the shops for the convenience of customers and to engage them more in the apple products. Interest of Apple's clients in different products enabled the organization to analyze and reflect upon their services more viably.

Target market, Positioning and Branding analysis: Apple segmentation, targeting and positioning illustrates the marketing strategies designed by them for target audience. Segmentation includes making groups of people as per certain attributes, though targeting means to sell products to those specified groups according to their needs. These attributes shared by Apple target audience includes quality and performance of innovative products and pricing according to the services they provide. Positioning means to choose those marketing mix which are suitable for target audience. i.

Segmentation analysis Below is the table that shows the segmentation analysis of apple products categorized as geographic, demographic, behavioral and psychographic according to age, gender and so on. According to geographic segmentation, all the Apple devices can be purchased within US and overseas. All the males and females can buy but mainly urban areas are targeted. They are mostly for those having high incomes.

Demographic segmentation focus on occupation and degree of loyalty and occupations mainly includes manager, executives, professionals and students. Behavioral segmentation includes the social class who needs them, what personality they need to possess and which types of benefits they are

seeking. All the Apple devices are for middle and upper class if viewed from the perspective of social class while they all should be determined and ambitious in their personality to learn and explore more. Finally psychographic covers lifestyles means aspirers and explorers usually purchase and utilize them having some goals.

ii. Targeting strategy There are three important segments which Apple targets. The segments are normally the urban people with enough budget to purchase apple products.

The Marketing strategy of Apple has three target groups to focus on for which it makes strategies: a. First are those who loves music and are targeted by the Apple I pod and iTunes. b. Secondly the strategy is made for the experts or even young people who wish to purchase for Apple iPhone, Tablets, Macbook and other such devices which can be chosen by anybody, regardless of age. c. Last is the group which utilizes services like Apple TV and Apple I watch. Apart from that, they also utilize iBooks, Apple pay and so on. Targeting strategy includes continually concentrating on enhancing and making the products simpler instead of complicated and difficult to use.

They truly concentrate on the few products that are really essential and significant to customers instead of handling many

projects. iii. Positioning Strategies - Identification of a positioning statement A couple of years ago Steve Jobs presented the first iPad. The device was made splendidly between the MacBook Air, and the iPhone. The apple products and their different models are positioned in featured set and value with the goal that clients can move up the product chain. Apple is

careful in positioning products and their specific costs sufficiently close together to satisfy every client instead of making them upset.

It means that a substantial number of clients who possess more than one Apple item (Mackenzie, 2012). iv. Summary of key brand strategies Apple Company is an effective business producing qualitative and best electronic devices for its clients on reasonable cost. The branding strategy of Apple is the thing that influences many people and makes it successful. For a long time, brand strategy of Apple included creating state of the art services and products lined up with a system of computerized hub. These days, Apple gives a synchronized as well as coordinated experience of clients on all the products using iCloud as the digital hub.

Brand strategy of Apple concentrates on the emotions of customers including goals, dreams and creative abilities. Therefore, Brand strategy of Apple does not only focus on their products as well as the needs of people. Marketing mix variables that include: i. Product strategy: Apple Inc.

has kept on extending its products. This part of the marketing mix decides the products of the firm. The main products of Apple are: iPad, iPod, iPhone and so on. These Apple products at present available in the market demonstrate the development of Apple Company in this category of the marketing mix while the organization keeps on producing new devices, for example, the Apple electric vehicle, which is in process of development through the joint effort of Tesla Motors. So they are making various products having great impact on people's lives. ii. Pricing strategy: Apple products

are premium products and they are not produced for every single person in this society.

Being a market pioneer in its segment, the marketing mix pricing technique of Apple is that of a market pioneer. But its price also gets affected due to competitors. Apple is always known for its advancement and this advancement makes the products more expensive. For this reason, premium pricing policy is designed to satisfy the customers. Apple products are exorbitant due to the technology used in them. iii. Placement: The products of Apple can be bought from diversified places. From its own particular retail stores to online and offline channels it utilizes several ways for the distribution of its devices.

Individuals can look for Apple products on their own websites too by making an Apple account as well as there are the local retailers who sell Apple devices in their stores. iv. Promotion: Apple's marketing mix includes promotional strategies for marketing purpose for the right audience in order to increase its network to as many people as possible. This promotion is usually done by advertising, online sale and individual selling (GREENSPAN, 2017).

Conclusion: It can be concluded as per above discussion that Apple is the company which focus on people more than making profits by providing them better products and making proper strategies to reach the target audience. Like everything else in this world, the products of Apple also do possess some weakness which needs to be analyzed by the company but overall, it changed

the world and the thinking of people dramatically. 1A case in this says: "Apple uses different pricing strategy that other companies don't.

The Apple will rebate the prices at one stage. First the products will be released in US. After six months the products will be released outside US. For example, 16GB iPad will be released at the price of \$499. The high end model will be priced at \$829. Soon after six months the prices will fall and the high end model will be priced \$499 which means \$330 rebate in the price. This shows that first buyers are the big contributors for Apple. By reducing the price Apple will capture double of their original customers." (Apple Marketing Strategy Analysis, 2017)