

The 'apple, inc'
should continue to
implement 'hunger
marketing' strategy in
chin...

[Business](#)



Whether or not the 'Apple, Inc' should continue to implement 'hunger marketing' strategy in China? Yes. I choose pros. In my opinion, the 'Apple, Inc' should continue to implement 'hunger marketing' strategy in China. In the market today, we can be seen apple products everywhere, I originally put it to apple's design, but now I don't think so.

In addition to design, apple's marketing idea is also its own, this is the so-called "hunger" marketing. Have analyzed that, apple products are so popular, to a great extent on the market supply comes from the control, also is to make market in some relative "hunger" condition, this is helpful to maintain the stability of the product price and the control of product upgrades. The iPhone sales is obviously representative in this strategy. Since the end of June last year listing, no matter how high the voices for this product in the market, apple company always insist through the operators and sign exclusivity agreement, share the income of the operators way, patience, to open up the market. So far, iPhone is only formal sales in the U.

S. , Britain, Germany, France and Australia and other countries. Apple products are so popular, to a great extent on comes from the market supply control, also is to make market in some relative "hunger" condition, this is helpful to maintain the stability of the product price and the control of product upgrades. The iPhone sale is obviously representative in this strategy. Since listing, no matter how high the voices for this product in the market, apple always adhere to the rationing.

Many people may be because can't buy, and want to buy a try. Some have even a lot of price to get they don't understand things, they will be content

to get the joy, sometimes even make not clear they want to what, and apple's hunger is just used the marketing people this trend-spotting, vogue's psychology. Apple and Steve jobs, proud and strong, a lot of consumer in older to wait for products and in line all night for release, buy the products to "reserve," he high lift people's appetite, but not anxious to meet. Do not satisfy the catch more attention,. Apple's marketing attitude is in strengthening its product style: strong, proud and independence. Because it is not easy to own, it will be more precious, more different.

This strong marketing style and it products, let a person and love and hate, unable to stop. Hunger marketing of the background, is still the market demand is strong, and suppliers hope can delay the recession in the market. So, take the life cycle of the spin way to carry out the marketing work, first can reduce the cost of marketing, then can make the appearance of supply. Hunger marketing is suitable for some unit price is higher, not easy to form a single commodity repeat purchase of the industry. At the same time, products or services have certain difference or lead, has formed a range of brand viscosity.

From the point of view of the product life cycle, no matter how to adjust the method, can not avoid the recession in the market. Hunger marketing is essentially stretched the whole sales cycles. So, must also be in decline before, with a new product or service instead of them, this is also the reason apple a generation of updates. But there are professional personage proposal, hunger marketing must pay attention to grasp the size.