

# Iphone marketing in china

[Business](#), [Marketing](#)



So not only teenagers but also businessmen want to have one. The Phone means friend and friendly tools to Chinese. Although phone had taken the first step to success, it also has a long way to live in China. Firstly, a research and an analysis of apple market share and target customers will be shown in essay. Then, SOST about Phone in China will be argued. Firstly, I researched the phone's marketing strategies in China last year. Here is a table of my results.

I asked some students whom use another brand; more half of them told me they have no more money to pay phone. But some of them told me that they think the phone they use is better than phone. They think their phone have enough functions to use rather than to buy an expensive phone. Although phone has a big market share in China, they have a big weakness in high price. This will be argued later. On the other hand, we can know that Phone's target customers in China are those young men, white-collar workers or businessmen who chase after fashion.

Thus, phone's appearance is very fashion and been loved. In China, this design is very popular. Phone's target customers in China want to have their special unique phone that different from everyone. The latest and the most important thing to analysis the Apple's marketing strategies is SOST analysis. First is the phone strength in China. Apple's brand is well-known in China before phone was coming. In China, everybody knows Apple. Apple has many loyal fans in China. This means where will have many fans focus on phone and want to buy it.

It can reduce the cost of promotion. Then, phone also has unique and special appearance and good hardware performance. Moreover, phone is a revolution in mobile phones in the whole world. Unfortunately, phone also has some weakness in China. Although Apple decrease the price of phone, its' price are also very high to Chinese people. Second is Apple updated Sis's functions once a year, but more and more Chinese begin to familiar with this system. There is not any big changing in phone's system, so people may be tired of this.

Although it has these weaknesses, it has some opportunities in China now. phone now being sold very well, so more and more operators want to cooperate with Apple. It can make Apple have the initiative. In addition, phone is not just a smart phone, it also a tool helping Apple to develop the market. It has relationship with all walks of life. Apple's threats would not be ignored. Nowadays, there are many counterfeit and shoddy products in China. This will makes people who have traditional view decrease the enthusiasm of phone, especially the old men or teenagers.

Age brings changing about consumers' buying psychology and behavior when they buy an phone (Namely et al: 2009). People who have enthusiasm in electronic will like more changing in Phone. After that, phone is sold in China in a short times, it has more competitors such as Nooks and Motorola. The most important thing is phone was be copied by others mobile phones, so phone's potential customers will decrease in the future. In conclusion, phone done well in China. It is sold very successful and Chinese really like it. We can see it by using UP method.

Products is really unique and be loved by Chinese. It has its own style. Price also can be acceptable by more amounts of Chinese. phone be sold in China, China is a big market to Apple. So the place is chose very well. The promotion is also the vital thing in phone's selling. Moreover, the successful marketing strategy depends on a clear understanding of target consumers. This information is not only clearly relevant to designing the product offering, but also influences the pricing, distribution and promotion decision in the marketing program (Farrell et al: 2008).