

Individual environmental and consumer influences analysis assignment research pap...

[Business](#), [Company](#)



The Apple Inc and Samsung Company use websites to promote and sell their laptops. Effective utilisation of website links has been effective in developing the companies' profitability, reputation, and revenue. The rationale of the Apple Inc and Samsung Company use of websites entails establishing a strategy of accessing huge number of customers in the world. Systematic utilisation of website services in selling their products has significantly advanced customers attitudes towards online purchases. The negative perceptions that previously existence on the efficiency of online services has been transformed by the efficiency of the website that are used by the two companies.

Apple and Samsung use of websites in promoting their product companies has also provided opportunities for family interaction and consultation. These websites have targeted reaching the middle and the upper social class. The preference groups of the two websites are students from higher learning institutions and the working class in the society. It is indisputable that the strategic design of these websites has played an essential role in influencing customers' behaviours toward laptops. A part from increasing laptop utility among working class and students, the two websites have transformed the online purchase of laptop by introducing a modern lifestyle.

The Apple Inc website targets the working class and people from higher social class. This is due to the fact that, the Apple Inc laptops are relatively expensive (Apple Website, 2013). In additional, the laptops are designed to meet the interest and needs of the working class. On the other hand, the main targets of the Samsung website are students and customers from the middle social class. The company promotes its product in a popular website

that can easily be accessible by the middle social class. The products that are promoted and purchased at are sold at fair prices and are designed to meet students' academic interests. In this context, it is apparent that the consumers targeted by the two websites are different. The Apple Inc website target customers that have huge resources while Samsung website targets middle-income earners and students.

In both websites, customers can order and purchase laptops using online services. The websites have provided features that facilitate effective and reliable online purchases. In addition, both websites have provided instance chart services to their customers. Customers can freely post their opinions and suggestions through these models. The negotiations that are linked to online purchases also take place through the services that are provided by the two websites. The companies have linked their website with social media to improve their tariff and popularity. The social media links are used in the advertisement of their products and in facilitating interaction between the companies and their customers.

Based on the information that is available in the two websites, the two companies are actively involved in various types of charity activities. The Apple Inc is involved in natural preservation while the Samsung Company is actively involved in helping the poor and disadvantaged in the society (Flipkart Website, 2013). These charitable activities have not only helped in advancing the popularity of the two companies, but also helped in advancing the companies' image and reputation. Moreover, the messages found in the two websites describe the two companies' organisational culture. The Apple Company have posted messages that put customers' interest first whilst the

Samsung messages are insisting on the meaning of producing quality products that responds to their customers' needs.

References

Apple (2013). " Apple in education" Retrieved from [http://www. apple.com/education/how-to-buy/](http://www.apple.com/education/how-to-buy/)

Flipkart (2013). " Samsung laptops" Retrieved from [http://www. flipkart.com/laptops/samsung~brand/pr? sid= 6bo%2Cb5g](http://www.flipkart.com/laptops/samsung~brand/pr?sid=6bo%2Cb5g)