

# Marketing Strategies of Apple Iphone

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## ABSTRACT

All aspects of today's global and competitive business environment necessitate more complex, superior, and enhanced technology. As consumer demand for fast-moving consumer goods has risen sharply in the last few years, so has the focus of the fastest mobile company. Research is necessary in order to move the business forward at a faster pace. An organization's and product's current position, strengths, and weaknesses are revealed through research, which aids in the creation of a business plan. They are waiting for us to make a mistake so they can take advantage of it. We can only counter their move if we use a dynamic and effective marketing research tool.

As vital to the human body as the nervous system, customers and organisations are intertwined in a complex system.

Market research was conducted in 'GHAZIABAD' using a structured questionnaire in order to learn more about the services and rewards that the organisation provides and its importance and significance to its employees

## I. INTRODUCTION

A youthful image is important to Apple because it is the maker of the newest, hottest, and coolest gadgets on the market. Their marketing relies on a straightforward tone that doesn't require a lot of wording to attract and retain a large number of customers. The company also wants to show that all of its products (the Macbook Pro, iPhone, iPad, and so on) can work together seamlessly. If you're a kid, you're going to be a fan of Apple products.

Consider the following lessons from Apple if you want a long-term approach to marketing success.

Jobs was able to identify trends like digital consumerism and the PC industry becoming highly commoditized in order to create a product that satisfied consumer needs. It's important to think about an industry's functional-emotional orientation and the scope of its product or service when trying

to uncover these kinds of insights across various industries, strategic groups and buyers.

To combat Apple's shrinking market share and sales, Jobs decided to partner with Microsoft to develop core products and use Intel chips in their computers, both of which helped the company build more power-efficient laptops than their competitors' offered at the time.

swifter, and less likely to overheat. The fact that he had a thorough understanding of his competition allowed him to form beneficial alliances with rivals.

Apple was able to constantly reinvent its product line in order to create new products that redefined the market's boundaries through creative destruction and a focus on consumer needs and wants. As a result of new ideas, companies can gain a leg up on their competitors by taking advantage of high market share and profit margins.

If your product can be easily replicated, positioning your product is almost as important as re-inventing it. Because of the App Store, which served as an add-on to the iPhone, Apple was able to generate \$1 billion in revenue annually. iPod sales soared the minute the iTunes store went live.

An innovative differentiation strategy was employed for the Mac brand using creative campaigns and

Literature Review

Cupertino, California, is the headquarters of Apple Inc., an international technology company based in the United States. One of the world's leading electronics manufacturers, the company also provides online services and consumer electronics. Different hardware products are available from Apple Inc., including the iPad tablet computer, Apple Watch smartwatch, iPhone smartphone, Apple TV digital, and the Mac

desktop computer.. In addition to operating systems, iLife and work suites, and apps like Logic Pro, Xcode, and Final Cut Pro, the company also produces software that includes iTunes, macOS, and iOS. The company was founded in April 1976 by Ronald Wayne, Steve Jobs, and Steve Wozniak. By revenue, Apple is the world's most important information and technology company, while second in mobile phone production. In 2015, it became the first U.S. company valued at more than US\$700 billion.

One of the world's leading technology companies, Apple Inc. As a whole, it's an industry that uses computing in various ways to achieve various goals. Development, implementation, maintenance and use are all part of this industry. Nearly 5.73 million people work in the industry, both in technical and non-technical roles. Companies, governments, and non-profits all have IT departments, and these departments employ, on average, 85% technical workers. The field of information and technology requires a high level of analytical and creative thinking to keep up with the ever-changing technological landscape.

It is the purpose of this study's literature review to discover the behavioural differences between each generational cohort, as well as the effect on consumers' willingness to pay a premium price and brand loyalty in the case of technology-based brands. Companies' marketing and strategy are also examined as part of the research. A survey is used to gather data in this study, which has a quantitative research design. Firms may be able to better target their efforts in order to gain a competitive edge and build trusting relationships with their target audiences as a result of the current research. Consider generational differences when developing a marketing strategy for your brand.

#### OBJECTIVE OF THE RESEARCH

The primary goal of this project's research was to determine what motivates a person to purchase an Apple iPhone and how satisfied they were with their purchase.

It's important to note that these are just some of the research objectives.

- o To learn more about Apple's brand recognition.

How can I find out about the various deals and packages for Apple products?

- o To know the customer perception with special reference of apple products.

Consumers' expectations for price, quality, features, and design are to be surveyed.

- o To find out what customers think of this brand.
- o To feel the pride and satisfaction that this brand brings.
- o To find out how many people buy this brand on a regular basis.

#### RESEARCH METHODOLOGY

What's New in Marketing Research?

It is defined as the systematic collection, recording, and analysis of data related to marketing issues.

Market research has proven to be an indispensable tool for marketing management in meeting all of its demands. To meet the demands of marketing management, a scientific approach to data collection and analysis is used. The following is required for systematic research:

Measurement precision; unbiased examination and interpretation of data

A variety of research methods are available.

Your job as a researcher is to add to the body of knowledge and make it more widely available.

To put it simply, applied research is focused on solving specific problems or making decisions. Most of the time, it's a private matter.

It is my hope that the information I have gleaned from my investigation into Apple's policies will be useful to the company in making decisions about product quality, sales, and marketing strategies. This is why my study is called "BASIC RESEARCH."

#### HOW A SCIENCE RESEARCH IS DESIGNED

Methods and procedures used in conducting a research study are outlined in the design.



## II. CONCLUSIONS & RECOMMENDATIONS

Apple Inc. has a number of important strategic options for the future, allowing the company to grow and prosper at a faster rate.

The strategy of cost leadership

Cost leadership is the comparative advantage of the business which compared with competitors. It has a cost advantage if the total cost of its value activities is lower than that of its competitors. In order to gain a cost advantage over your competitors, there are two main ways to do so: implement cost control in all aspects of value creation, or re-structure a new lower-cost value chain that uses more efficient ways to design, produce, and sell your products (Willis, 2001). Companies that use cost leadership strategies do not have to belong to the same industry as the other companies vying for the same position; rather, they must become cost leaders themselves. This is something that many businesses have overlooked, and as a result, they've planned their strategies

incorrectly. A fierce price war results when more than one company aims to be the lowest-cost provider, with each percentage point of market share seen as crucial (Jeffrey, 2005).

This is a critical part of Apple's overall strategy. For the simple reason that Apple Inc. is a well-known global brand with operations in over 100 countries. As a result, the business arrangement comes at a high cost, including the costs of labour and raw materials.

some other factors that contribute to the overall cost of a product or service (Wright, Kroll and Parnel, 1996). Consequently, the various costs account for a significant portion of the company's ability to compete. If a company ignores the importance of cost and does not take steps to reduce costs, it will spend more on product or service R&D. In addition, Apple Inc.'s rapid development will be supported by its cost leadership strategy if it has special strategic chains management: the optimization of the enterprise value chain, smooth supply chain management,

win-win chain and customer satisfaction chain. Apple Inc. may insist on its 'CHAMPS' management policy, which is comprehensive and customer-focused; however, Apple Inc. can also take growth-oriented strategies, for example, it can target one of the ways to achieve profits-cost leadership (Peter and Donnelly, 2004). Apple Inc.'s competitive edge will be bolstered if it fully utilises these strategies.

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