A Study on Marketing Strategy of Apple Products

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Abstract
Marketing strategy represents a key component of success for organizations. Executing a good marketing strategy is just as vital as conceptualizing and making it. Through marketing strategy implementation companies use scarce resources through marketing capabilities so as to achieve the set goals and targets. Marketing strategy is the method that enables a company to research and think about the restricted resources to extend the sales and accomplish leading competition. It acts as an basic or primary key for the structure goals. Product is the main or a vital factor about Apple's marketing strategy. Its product facilitate in gaining market share, brand awareness and brand loyalty. Apple has been undefeated in recent years for their originative thanks to do their business. they're best-known for their distinctive style and design, nice strategy, innovative marketing and for excellence in communication. Apple has achieved overwhelming success in recent years with their merchandise similar to iPad, iPhone, iPod and Macintosh etc. A mixture of latest hardware with nice designs, performance and user friendly captures consumers in instant. Apple. Inc uses a good marketing strategy. They adopt same strategy for all their product. This research is based on the marketing strategy of Apple. The kind of strategy adopted for the marketing of the Apple products are discussed . A questionnaire is prepared and are distributed among the people and their views and opinions are recorded through the questionnaire. The findings and
suggestions are given below and the questionnaire answers are also
discussed in detail.

**Key Words:** Marketing strategy, apple products, brand loyalty, consumers, company.
1. Introduction

Marketing strategy is a very important and crucial constituent for the world market. Marketing methods will vary from country to country, brand to brand and organization to organization. So as to realize a satisfactory and brand marketing strategy that features a positive outcome on international and overall firm success, the marketing department among a corporation ought to bear in mind all the various marketing combine methods which will influence the excellent result and therefore the additive firm success. Once launching a product into foreign markets firms will use a standard marketing mix or adapt the present marketing mix, to satisfy the country they’re including their business activities in. the link between standardization and company performance is difficult and probably influenced by alternative factors. Markets have various segments of products and services. Apple is one among the various brands who have established themselves well and are in the top position the market. Usually the marketing strategy focuses on the customers needs and wants in the market. And Apple is one of the brands who focus and give their full effort in the marketing strategy for the better sales of their products. Existing marketing strategies of internationalization processes in firms fail to come up in the market if they don’t come up with new ideas (Arild Aspelund, Jage Koed Madson, 2006). Moreover the competitors who fail to understand thoroughly the true marketing strategy may fail to identify the alternate strategy. This shows that product differentiation already exists in the market (Peter. R. Dickson and James. L. Gliter, 1987). The political environment of international marketing includes any national or international political factors can affect the products operation or it’s decision making in the marketing strategy and the cultures are often diverse and multicultural since the markets are either widespread or fragmented (Isabel Doole and Robin Lowe, 2008).

The marketing strategy involves deciding on the details of how intended decisions of the marketing strategy on goal selection, choice of market and customer target (Nashwan Mohammad Abdullah Saif and Wang Aimin, 2016). Strong marketing strategies are clearly important to the effectiveness of an organisation and so the effectiveness of the marketing strategy creating processes is a crucial thought for each academics and practitioners. Varied approaches are created towards understanding and rising such processes (Brian Smith, 2003). Product differentiation and market segmentation are consistent with a framework of imperfect competition (Wendell. R. Smith, 1995). Well-defined strategic marketing objectives are crucial feature of marketing strategy within which managers should build choices concerning what the objectives and priorities of the firm are, translate these objectives and vision of the firm into marketing-related goal criteria, and set and articulate the required accomplishment levels on every goal. this will be sophisticated to understand by the actual fact that several goal criteria and levels could also be incompatible or a minimum of non-complementary within the pursuit of achieving firm performance. For instance, the firm’s growth revenue and margin growth are
tough to attain at the same time (Pierre. R. Berthon, Leyland. F. Pitt and et.al.). Marketing strategy has been defined as the match, an organisation makes between its internal resources and skills (Grant 1991). By the time most companies which are started by individuals visualise an opportunity to knock at each and every doorstep to gain attention of the consumer, this is also adopted as one of the marketing strategy (Kotler 1994). Apple does not behave like a mass of other companies, with their unique recipe for success they were able to step out of the crowd (Schneiders 2011)

Moreover a brand is something that links a product or service to the customers. Apple strives for details which are not considered by the competition in the computing industry. Apple has the best brand equity in the world as of 2016 and it's the top graded brand in the world. The brand price of Apple is 118.9 billion dollars. The brand has done a great deal to succeed in this brand equity, however a significant contributory factor was its ability to allow its merchandise back to back, and to succeed in across the world with these wonderful merchandise. The mixture of both with the wonderful marketing communications of the brand facilitate Apple reach the highest brand equity potential (Zylla-Woellner 2013). Apple’s marketing strategy involves the rethinking the need for advertising, avoid the price wars by emphasising unique value and by knowing the need of audience and talk to them in their language. But premium pricing is also a part of the marketing strategy of Apple. This high value point or premium pricing strategy has helped the corporate promote and maintain a favourable perception among its loyal consumers. After all, there are customers who believe that costly products relish an exceptional reputation or represent exceptional quality and distinction. Thereby, Apple merchandise are positioned as superior over their competitors through this pricing strategy (Niel Patel, 2012).

Apple’s ability to think into the void is what created them flourishing despite their least quantity of ancient advertising. It’s what created the renowned for shaking up the mobile industry in 2005, ever-changing history forever by putting the phone makers and their related to software system answerable rather than the suppliers (Workzone.com, 2017). Social media is also defined as the best method for marketing the products in the present global market. Apple insists on using each and every social media in an effective way to sell or promote their products (Zarrella 2009). The main aim of this research paper is to analyse the product development of Apple products and to know about the customers perception about the Apple products.

2. **Hypothesis**

**Null Hypothesis**

There is no significant difference in the marketing strategies followed by Apple and other companies.
Alternate Hypothesis

There is significant difference in the marketing strategies followed by Apple and other companies.

3. Materials and Methods

The present research is a stratified random sampling technique. An approximate sampling of ninety is done through the questionnaire using random sampling method due to time constraint. The questionnaire is distributed to the people who are using Apple products. The sampling respondents gave their own views and opinions on the marketing strategy of Apple and also expressed their views on how more effectively they can improvise in the marketing strategy. There are two kinds of data source, both primary and secondary data sources are used in this research paper.

4. Findings

The 36.9% of sample respondents have voted for world class high end security is the unique feature in Apple product compared to all the other product. 48.8% of sample respondents have voted for special and unique software and 14.3% of sample respondents have voted for design. When the people are asked what makes the customers get attracted towards the Apple products the 48.8% of sample respondents say that the camera quality causes attraction, 27.4% of sample respondents have approached for the wide range of products and 23.8% say that the advertisement cause attraction towards the Apple products. When the sample respondents are asked whether any other company can beat Apple innovation in marketing, 29.8% of sample respondents have said that no one can beat Apple products in the innovation when it comes to marketing, 10.7% of people tell that redmi brand can beat Apple product when it comes to innovation, 3.6% of people say that moto g and one plus are more innovative in marketing than Apple, 4.8% of sample respondents say that Samsung and Google are far better in thinking innovatively than the Apple company. When the people are asked what are the disadvantages in the Apple products 12.7% of sample respondents say that there’s no external memory, 2.5% of people say that it has high price, 17.7% of people say that it's not user friendly, and 3.8% of sample respondents say that it doesn’t have dual sim slots and has only a single slot. When the people are asked in which field do you think Apple must enter into next 42.9% of the sample respondents say they must get into artificial intelligence, 35.7% of sample respondents say that they have to choose home appliances, 15.5% of sample respondents say that they have to concentrate on getting into sports equipment, and the rest of the respondents say that they can go for automobiles and other such products.

When the people are asked whether Apple has potential to retain it’s space in the market as the other companies are making a comeback, 63.1% of sample respondents are saying yes, 28.6% of sample respondents are saying maybe and
the rest 8.3% of sample respondents are saying no. When the people are asked what are the reasons that make Apple sustain in the market till now, 72.6% of people say that they sustain because of brand loyalty, 24.1% of sample respondents say that they sustain in the market because of their premium price strategy, 26.2% of sample respondents say that they sustain because of their unique marketing strategy and 1.2% of sample respondents say that it’s because of their product innovation. If the respondents are asked does Apple need to put on advertisements for it’s other products rather than only iPhone, 54.8% of sample respondents say yes, 23.8% of people say no and the rest of the 21.4% of sample respondents say maybe they need to put advertisements for other products rather than only iPhones. The sample respondents are asked when thinking about Apple which product comes to your mind first, 54.8% of sample respondents say iPhone comes to their mind when thinking about Apple, 27.4% of sample respondents say that they think about iPads and 9.7% of sample respondents vote for laptops and computers. When the sample respondents are asked due to what reason Apple may face it’s downfall in the market 83.3% of people vote for high price and competition, 21.4% of people vote for existence of similar products, 8.3% of sample respondents vote for lack of promotion and the rest 2.4% of people vote for very old updates.

5. Discussions

Even though Apple is a number one company it has it’s own disadvantages too. Still there are people who are not satisfied with the Apple products. The marketing strategy of Apple has played a major role in the development of Apple products. The unique marketing strategy has influenced and also attracted many consumers to buy Apple products. Apple has established themselves among other companies who are famous even before the launch of Apple. For example Sony is a global player in the consumer electronics business. Even Sony has succeeded because of their innovation in products and the marketing strategy (Khanh Pham-Gia, 2009). Even the manufacturers of LCD or LED TV frame their marketing strategy according to the present technology and consumer buying factors like price, quality etc. (Yu Jing Chiu, Joseph. Z. Shyu, Gwohshiung Tzeng, 2006). Marketing strategy should result in a positive review from the company’s side and includes marketing activities, interest or operations. The marketing strategy of Apple encompasses the external and internal antecedents and it involves the target market or value proposition. Timing is the most important component of a marketing strategy and Apple aims on keeping up its valuable time when it comes to launching or introducing a new product in the market. The sales performance in Apple is directly linked with the marketing efforts since marketing strategies are required to productively guide the deployment. Apple has rather created a high competition in the market when it comes to electronic gadgets and still hold the top position in the market. The system of relationship marketing is an old idea but a new focus (Leonard. L. Berry, 1995).
6. Conclusion

When a product meets universal needs standardisation of the product is facilitated same way Apple has also met the universal needs and has reached a standardised level in the market (S. Tamer and Shaomin, 1994). Apple used it’s international marketing strategy for the world wide marketing of the Apple products (David. A. Griffith and D. Steven White, 2003). Marketing strategy means a bundling firm that does something different that the other companies wouldn’t do something in such a competitive market (Stefan Stremersch and Gerard. J. Tellis, 2002). Like each company, Apple also plans its ways and implements them considering its own perspective. Within the surroundings, however, there are totally different views regarding understanding the initiatives taken by the corporate. Positive aspects of those opinions can more strengthen Apple as a brand, however, the negative opinions ought to be tactfully handled, as they’ll do serious damage to the corporate. Crucial analysis of every side of their marketing strategy would create them sustain their strengths and overcome their weaknesses. Henceforth the marketing strategy of Apple products is important and can be adopted for the international marketing also.

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