

# Analysis of the Influencing Factors of Marketing Strategy on Consumer Purchasing behaviour: A Case Study of Apple

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**Abstract.** This passage provides an analysis of Apple Inc.'s marketing strategies, focusing on its advertising and product marketing tactics, as well as its approach to celebrity and film marketing. It highlights Apple's emphasis on simplicity and minimalism in its advertising campaigns, utilizing short, memorable slogans and a clean design aesthetic. The passage also discusses Apple's use of secrecy and mystery surrounding product launches to generate consumer curiosity and anticipation. Additionally, it addresses Apple's engagement with filmmakers to feature its products in movies and TV shows, further enhancing brand visibility. The passage concludes with suggestions for Apple, including the importance of understanding consumer needs, maintaining brand loyalty, and developing a comprehensive marketing strategy that addresses various factors influencing consumer behavior.

## 1 Introduction

Apple Inc. is a technology company known for its innovative products and services. It was founded in 1976 by Steve Jobs, Steve Wozniak, and Ronald Wayne. After four years, Apple soon went public and became the world's most valuable company for multiple consecutive years. Apple has evolved into a frontrunner in the consumer electronics sector. The company is famous for its widely acclaimed range of items, including the iPhone, iPad, Mac, and Apple Watch. It also offers software and services such as iOS, macOS, and the App Store. Apple has cultivated a devoted following of customers by placing a strong emphasis on design, quality, and user experience. This approach has firmly established Apple as a significant player in the global tech market. Apple's brand marketing revolves around three marketing concepts written by one of its founders, Mike Markkula: empathy, focus, and impute. Apple incorporated the pursuit of brand building, value resonance and product marketing into the whole process of Apple product launch before, during and after. With product innovation as the core, combining humanized communication planning such as copywriting, advertising, content and celebrities, as well as experience store marketing that brings consumers a sense of participation, and then integrating a sense of corporate social responsibility with great value, integrated reach and touch users.

Apple has positioned itself as a leader in high-end technology brands, not just a hardware company, but a technology company that provides total solutions. Apple achieves its market positioning by creating a unique brand image and providing high-quality products.

Through their positioning, it is not difficult to see that Apple's target market is mainly middle and high-end consumers, that is, people who have higher requirements for product quality and design and have higher purchasing power. Apple has focused more on young and professional consumers, who typically have a greater interest in and demand for technology products.

In 2023 Apple's brand value is estimated to be around \$880.5 billion. The brand has been named the winner of CMO's Best Marketing Survey Award for 10 consecutive years. Forbes Global CMO List is highly recognized in the marketing and business circles, which is an important means to measure the effectiveness of corporate marketing strategies. The 22 indicators to measure CMO influence include personal, brand, marketing and activity attention, emotion and prominence [1]. On a global scale, Apple is influencing the fate of this industry and even the world itself with its unparalleled marketing strategies.

The study of how Apple Inc.'s marketing strategy affects consumer behavior is crucial in the marketing field. Apple, a highly successful and innovative technology company, has transformed the consumer electronics industry with its iconic products like the iPhone, iPad, and Mac. The company's marketing strategies, including brand positioning, product design, advertising campaigns, and customer experience initiatives, have played a vital role in shaping consumer perception and purchase decisions.

Understanding the influence of Apple's marketing efforts on consumer behavior is important for researchers and businesses alike. For researchers, it provides valuable insights into the effectiveness of different marketing strategies and their implications for

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consumer behavior theories. It allows for a deeper understanding of how marketing messages, brand image, and product features impact consumers' attitudes, preferences, and intentions to purchase.

For businesses, comprehending the impact of Apple's marketing strategy on consumer behavior offers valuable knowledge for developing effective marketing plans and strategies. By studying how Apple's branding, advertisements, and product innovations resonate with consumers, companies can gain inspiration and learn best practices to enhance their own marketing efforts. Furthermore, understanding the specific elements of Apple's marketing strategy that drive consumer behavior can inform businesses about potential areas for differentiation and gaining a competitive advantage in the market.

The focus of the following content is to provide a detailed analysis of Apple's marketing strategies. Our analysis will encompass various aspects of the marketing domain such as advertising methods, marketing concepts for product development, celebrity marketing, and film marketing. The purpose of this analysis is to gain insights into how these diverse marketing behaviors are connected to consumers' purchasing behavior and their potential impact. By the end of this analysis, we aim to provide a comprehensive understanding of how Apple has been successful in capturing the market and maintaining its position as one of the world's leading tech companies.

## 2 Marketing strategy analysis

### 2.1 Advertising market

Apple's advertising and marketing is a model worth learning from in the whole industry. The marketing tactics every time Apple uses, brings about phenomenally successful results. Here, we will analyze this advertising marketing strategy's impact on consumer behavior from three parts: above-the-line advertising and product launch.

#### 2.1.1 Above-the-line advertising

Apple has always communicated the product features and the ideas behind them in the simplest way, letting their products speak louder than anything, and keep their visual representation and information straightforward. Apple believes that their devices don't need expensive advertising to sell. This strategy is also reflected in Apple's copywriting and color scheme. Whether it's the product introduction itself or the promotional copy for a new product launch, it appears in the form of a short sentence that is easy to remember. At the same time, Apple also has a well-received fashion and simple design of the colour scheme. By simplifying the composition and colour scheme of website, Apple tried hard to reduce misunderstanding. The choice of using large fonts with simple words directly emphasizes the characteristics that consumers need most. This is Apple's successful content marketing strategy, which focuses on creating high-tech

products without using technical jargon. Instead of highlighting specifications and features, Apple's marketing and advertising approach revolves around how their products can enhance people's lives.

In 1997, when Jobs returned to Apple, he believed that a fierce advertising campaign aimed at consumers was crucial for the company's temporary stagnation. Under the leadership of art director Lee Clow, Apple completed its first publicity campaign from advertisement publication to screening, with the slogan "Think Different" that has since taken deep root in many people's hearts. It is this simple slogan which has brought great influence to Apple at that time [2]. This advertisement also gave consumers a powerful impact, Apple's "Think Different" image was strengthened into the user's brain, become a creative synonym. The success of this advertising strategy is well reflected in the sales data of iMac launched in 1998. iMac has a clear target group of users, suitable for personal life groups, rather than students or company staff professional computer. Before the official launch of iMac, there were 150000 pre-sales in the United States, and in the six weeks after the official sale, its sales reached 278000 units, more than 128000 units, almost doubled [3]. Many stores have been open late at night, and it rose to the top of the computer sales list 14 days after its release. The focus of the iMac advertisement is not on the introduction of technological progress, but on highlighting consumer demand, reflecting the simplicity of operation and convenient Internet function, and the slogan "I Think, therefore iMac" has been very well continued.

#### 2.1.2 Product launch

Typically, when a company introduces a new product to the market, the marketing team discloses all the details and information about it. This is done to inform customers thoroughly and generate excitement, ultimately building anticipation. However, Apple has adopted a unique approach by deliberately keeping the mystery surrounding their new products. By revealing less information, Apple manages to ignite people's curiosity and generate even greater interest. This strategy of creating suspense during product launches has proven to be one of Apple's most effective marketing tactics. It cleverly converts the target audience into loyal fans because it sparks their curiosity, motivates them to seek out additional information, and encourages them to share everything they discover about the product.

There was once a research team that did a brainwave experiment on the degree of response of different brands. From the study, EmSense chose 200 people, which ages 18 to 54, lived in New York and San Francisco. Neuroscience can provide "a more accurate way to figure out what consumers really like," Mr. Stagliano said in the report, which helps to produce the ADs that "break through the clutter" rather than contribute to it. This study tested their biosensor responses to 19 commercials that won awards last year at the International Advertising Festival in Cannes, France, and Ads that won Effie Awards last year. According to the

study, they looked at the spots like a commercial for Apple with characters playing “PC” and “Mac”; the “I Feel Pretty” spot for Nike, with Maria Sharapova, and a commercial for Tide with a talking stain on a man’s shirt. People when hear “Apple” “tend to be a little less emotional and use rational claims a bit more”. We all know that this result means that people has little reaction to negative news or things about Apple. It can be seen that everyone's trust in Apple has been unshakable [4].

In recent years, Apple has struggled to build a community which is full of their loyal users, customers, and fans around the world [5]. Apple's marketing strategy includes making customers want to join the community that is considered "cool." Apple has cleverly exploited the universality of this self-perception, which has convinced its customers that the brand understands them and likes them. Apple also created a fantastic bond between potential customers and brands, they created a lasting connection for existing customers. The company still focuses on the "emotional economy", that is, changing the "rational economy" to the "emotional economy". This amazing approach mobilizes communication and understanding between consumers and businesses, emotionally connecting products, consumers and businesses.

Even small brands can build a community of loyal users and customers by building a strong, engaged user community that clarifies your company's brand values and personality. And Apple officially used its legendary marketing in advertising to establish a "fruit fan empire".

## 2.2 Product Marketing

Apple's core competence lies in the production of exceptional products that appeal to consumers. This principle forms the basis of its marketing strategy. Since the debut of the iMac personal computer in 1998, Apple has been a pioneering force in the technology industry. This was followed by the introduction of the iPod music player in 2001 and the MacBook in 2006, which further solidified the brand's reputation for innovation. In 2007, Apple launched the iPhone, which revolutionized the smartphone market, while the iPad, introduced in 2010, set new standards in the tablet market. Apple's unwavering commitment to technology advancement has enabled the brand to maintain its position as a leader in the industry. Apple has been at the forefront of promoting software and hardware development in the field of artificial intelligence. Steve Jobs once stated that "Apple's key is to develop inspiring products", a philosophy that the company has certainly upheld. In conclusion, Apple's unwavering focus on developing high-quality products that resonate with consumers has been the driving force behind its success. Its innovative approach to product development, coupled with a strong marketing strategy, has set it apart from its competitors and cemented its position as a leader in the technology industry [6].

## 2.3 Celebrity marketing

In the contemporary mobile phone market, characterized by intense competition and rampant entertainment marketing, Apple has refrained from associating with a celebrity spokesperson. Nonetheless, this does not imply that Apple has abandoned its celebrity strategy. Rather, the company seeks to identify individuals whose values and product beliefs align with Apple's. Steve Jobs, the former CEO of Apple, had a distinctive approach to presenting the organization's products to consumers. By conveying his paranoid yet perfect, rebellious yet innovative personality to the world, he infused this persona into Apple's culture and carried it to the market. This culture that Jobs established has garnered widespread recognition and deeply ingrained itself in the hearts of consumers. For many, Apple series products are no longer solely communication and entertainment tools but instead represent a carrier of faith and character. Consequently, they take pride in being part of this culture.

## 2.4 Film marketing

Phil Schiller, former SVP of global marketing at Apple, revealed that the company collaborates with Hollywood to integrate its products in TV shows and movies. Director Ryan Johnson recently disclosed two pieces of information pertaining to the use of Apple products in movies. Firstly, Apple permits the use of their products in films; however, they do not provide any financial compensation for this usage. Secondly, filmmakers must adhere to Apple's guidelines when featuring their products, which include a prohibition on the use of their products by negative or villainous characters. This approach presents a lucrative opportunity for companies to leverage software services as a cost-effective alternative to hardware manufacturing. By offering these services at no cost, businesses can effectively curtail advertising expenditures associated with TV and film budgets, while simultaneously increasing the product's visibility to millions of people. The resultant economies of scale and cost savings can translate into enhanced profitability and competitiveness for the business. During the 1990s, Jon Holtzman served as the marketing director for Apple. At that time, many filmmakers expressed an interest in using Apple products as props in their movies but often encountered difficulties obtaining the latest models. Holtzman successfully lobbied Apple's management to prioritize filmmakers, as well as media and relatives of employees, in the distribution of Apple products. Subsequently, Apple products - particularly the latest models - have regularly made appearances in Hollywood movies at no cost.

In 1996, Apple entered into a collaboration with the film production company responsible for the first installment of the Mission Impossible series. Holtzman attests that this partnership "saved nearly \$500,000 in production costs and received commercials directed by Brian De Palma and starring Tom Cruise." In the fourth installment of the series (2011), Apple products were featured for over eight minutes. Market research firm

Smallwood estimated the value of these scenes to be an impressive \$23 million.

### 3 Suggestions

As one of the premier corporations in the domestic consumer electronics industry, Apple possess the capability to adapt to the swift changes and intense competition within the market. Currently, the challenges they confront revolve around sustaining a stable growth trajectory, countering the encroachment of foreign behemoths in the domestic market, and expanding the presence of their branded products in international markets [7].

Consumer purchasing behavior is influenced by a multitude of factors, including personal, social, cultural, and psychological factors. Personal factors, such as age, income, and lifestyle, are significant determinants of consumer behavior. Social factors, such as family, friends, and social media, also exert a substantial impact on consumer decision-making. Moreover, cultural factors, such as values, beliefs, and customs, shape consumer preferences and influence their purchasing decisions. Lastly, psychological factors, such as motivation, perception, and learning, also hold significant sway on consumer behavior. Businesses that take the time to understand and analyze these factors can gain a competitive edge in the market and develop successful marketing strategies that resonate with their target audience [8].

The concept that “Customer is God” is always right and suitable in any circumstance. For Apple, they should pay attention to user needs in a timely manner, so that the product design would have the viability to arouse the users’ surprise. Recently, Apple released a new model, the iPhone 15, but the effect was not as expected. Only one month after its release, sales fell by 6%, and everyone said that they “don't satisfy with the new product” [9]. The worst-case scenario is that people are no longer obsessed with Apple products, so Apple should continue to maintain user stickiness and increase brand loyalty to form the core competitiveness.

Given the complexity of the decision-making process, it is imperative that Apple develops a comprehensive marketing strategy that addresses each of these factors. This strategy should focus on building a strong brand image, enhancing the personalization of products, augmenting the level of online and offline marketing, and strengthening the marketing team's core competencies. By doing so, Apple can create a marketing approach that effectively targets each of these factors, ultimately leading to increased consumer purchasing behaviour [10].

### 4 Conclusion

Apple is a technology giant that has been dominating the global market for several years and has established itself as the most valuable company in the world. This unparalleled success can be attributed to various factors, including its innovative product designs, exceptional

customer service, and a monopolistic market position. However, what sets Apple apart from its competitors is its unique marketing philosophy which has enabled the company to make effective purchasing decisions and achieve unmatched prosperity. Apple has an in-depth understanding of its customers' needs and preferences and has demonstrated a strong commitment to meeting them by employing cutting-edge marketing techniques. The company's marketing strategies have played a crucial role in building a loyal customer base that is willing to pay a premium price for Apple products. Moreover, Apple has maintained its dominant market position by leveraging its marketing expertise and staying ahead of the competition. This article delves into the theoretical aspects of marketing while highlighting Apple's successful marketing strategies and providing valuable insights for other companies looking to formulate their marketing strategies. The article suggests that companies can learn from Apple's marketing philosophy, which includes creating a brand image that resonates with their target audience, delivering exceptional customer experiences, and employing data-driven marketing strategies.

However, the article acknowledges that there is a lack of data provision, which limits the depth of the analysis. Nevertheless, with more relevant and specific data made public in the future, it is expected that more in-depth research can be carried out to explore the richer significance behind Apple's marketing approach. To sum up, Apple's marketing philosophy has been pivotal to its unprecedented success, and businesses can learn from its unique marketing strategies to achieve growth and market dominance. By implementing the right marketing strategies, companies can create a loyal customer base and establish themselves as industry leaders in their respective markets.

### Authors Contribution

All the authors contributed equally and their names were listed in alphabetical order.

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