



THE POWER OF PSYCHOLOGICAL CONDITIONING IN APPLE'S MARKETING STRATEGIES

Ruhani Verma^{1*}, Shayan Ahmad² and Dr. Tek Chand Saini³

Abstract

Marketing strategy is a critical part of organizational development. Implementing a successful marketing plan is just as important as developing and envisioning it. Businesses that use marketing strategies leverage restricted assets via marketing skills to attain the stated objectives and metrics. Marketing strategy is the process through which a corporation researches and considers its limited assets to increase sales and achieve market leadership. It serves as a fundamental or major element for the structure's objectives. Apple's marketing approach is mostly around the item. Its products help to increase customer base, brand recognition, and brand recognition. Apple has had tremendous accomplishments in recent times with products such as the iPad, iPhone, iPod, and Macintosh, among others. A combination of cutting-edge hardware, attractive designs, superior efficiency, and ease of use captivates customers in an instant. Apple Inc employs an effective marketing approach. They use the same strategy for all of their products. This research relies on Apple's marketing approach. The marketing approach employed by Apple for its goods is explored. A questionnaire is produced and presented to the participants, and their responses and thoughts are collected on the questionnaire. The results and recommendations are detailed, as are the questionnaire responses.

Keywords: Marketing, psychological conditioning, Apple Inc., advertisements, analysis, consumer acquisition

^{1*,2,3}Lovely Professional University

***Corresponding Author:** Ruhani Verma

*Lovely Professional University

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Objectives

1. Reasons why people keep buying Apple products
2. Role of psychological marketing in the Purchase of apple products
3. Apple's strength in customer acquisition

Introduction

Marketing strategy is an extremely significant and critical component of the global market. Marketing tactics will differ from one nation to the next, from one business to the next, and from one business to the next. To get an acceptable and distinctive marketing strategy that has a beneficial impact on worldwide and general company performance, a company's marketing team should consider all of the numerous marketing combination approaches that will impact the wonderful conclusion and thus the additional business achievement. Companies will utilise a conventional marketing blend or alter their current marketing blend when releasing an item into international markets to suit the nation in which they are incorporating their economic interests. The relationship between standardisation and firm success is hard to pin down and is likely impacted by other variables. Markets have many goods and

services that fall into categories. Apple is one of several businesses that have developed itself effectively and are at the highest level in the industry. Typically, marketing strategies concentrate on the market's consumers' requirements and desires. Furthermore, Apple is among the brands that focus and makes all attempt in their marketing approach on boosting sales volume. Current internationalisation marketing techniques in organisations fail to emerge in the market if fresh concepts are not generated (Arild Aspelund, Jage Koed Madson, 2006). Also, rivals that do not properly comprehend the genuine marketing plan might not recognize an entirely different approach. This demonstrates that product innovation has been present in the marketplace (Peter. R. Dickson and James. L. Glitter, 1987). The global advertising political situation covers any local or global political aspects that might impact the company's operations or judgement in the marketing strategy, and civilizations are generally varied and heterogeneous because marketplaces are either extensive or fractured (Isabel Doole and Robin Lowe, 2008).

The marketing strategy entails determining the specifics of how the marketing strategy's planned

choices on objective designation, market characteristics, and client target will be implemented (Nashwan Mohammad Abdullah Saif and Wang Aimin, 2016).

Good marketing plans are critical to an organisation's efficiency, thus the efficacy of the marketing strategy creation procedures is a significant consideration for both scholars and operators. Several ways are developed to comprehend and improve such systems (Brian Smith, 2003). Product diversification and market division are compatible with an incredibly competitive theory (Wendell. R. Smith, 1995). Well-defined corporate branding goals are a critical component of marketing strategy, inside which supervisors should make decisions about the company's goals and aspirations, translate these goals and vision into advertising objective requirements, and establish and eloquent the requisite achievement levels on each target. This is hard to comprehend since different target categories and degrees may be contradictory or, at the very least, quasi in the goal of company success. For example, increasing the firm's sales and margins at the same moment is difficult (Pierre. R. Berthon, Leyland. F. Pitt and et.al). The marketing plan has been characterised as the fit among an organisation's assets and talents (Grant 1991). By the time most businesses founded by people saw a chance to strike on every door to garner customer awareness, this has been accepted as one of the marketing strategies(Kotler 1994). Apple does not act like most other firms; with its distinct formula for achievement, they have been able to stand out from the pack (Schneiders 2011)

Furthermore, branding is anything that connects an item or commodity to consumers. Apple aims for subtleties that the competitors in the computing business do not examine. As of 2016, Apple had the finest brand recognition in the industry and was the highest-rated company worldwide. Apple's brand value is 118.9 billion dollars. The company has done a lot to achieve this corporate reputation, but a big contributing component was its capacity to let hit goods back to back and to win in this amazing item all over the globe. The combination of both, along with the company's fantastic marketing materials, enables Apple to achieve the maximum brand equity possibilities (Zylla-Woellner 2013). Apple's marketing approach entails reconsidering the necessity for advertising, avoiding price competition by highlighting distinctive worth, understanding the needs of the customer and communicating with them in their vernacular. But, Apple's marketing approach includes high

prices. This highly valuable level of luxury pricing approach has assisted the company in promoting and maintaining a positive reputation among its loyal customers. For example, some buyers assume that expensive items have a stellar name or symbolise extraordinary quality and distinctiveness. As a result of this price approach, Apple products are presented as incomparable to their rivals(Niel Patel, 2012).

Apple's capacity to reach into the vacuum is what has allowed them to thrive while having the least amount of traditional marketing. It's what shook the smartphone market in 2005, a constantly evolving chronology by holding phone manufacturers and their linked software systems accountable instead of vendors (Workzone.com, 2017). In the current international market, social networks are also regarded as the greatest way for promoting items. Apple focuses on effectively utilising all social media platforms to market or market its products (Zarella 2009).

Manifesto of Apple's Purpose and Objectives

Apple creates Macs, the world's greatest personal computers, as well as OS X, iLife, iWork, and business applications. With its iPods and iTunes online marketplace, Apple is at the forefront of the digitized music wave. With the innovative iPhone and App Store, Apple transformed the mobile phone, and the iPad is shaping the next generation of mobile entertainment and computer devices. (Apple.com is an investor.)

Apple's mission statement is as follows:

With its revolutionary equipment, application, and Internet services, Apple is dedicated to providing the finest personal computing performance to academics, teachers, creators, and customers worldwide.

History of Apple:

The Economist claimed in December 2012 that "Apple had become the most lucrative corporation ever (in absolute terms), breaking Microsoft's benchmark set in December 1999." Apple's share price soared at \$705 before reaching the bear market and fell by 25% to \$510; it was \$410 at the beginning of 2012.

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Apple Inc. is an American firm that creates computer equipment, programming, as well as other consumer goods. The corporation is well recognised for its Macintosh personal computer range, Mac OS X, devoted customer base, iTunes media programme, and iPod portable audio player. The business's offices are in Cupertino,

California, Steve Jobs is the CEO and co-founder, and the business has 284 retail locations in ten multiple nations (Bright Hub, 2010).

Steve Jobs and Steve Wozniak launched Apple Inc. in a basement on April 1, 1976. Jobs and Wozniak contributed contrasting strengths to their embryonic company: Jobs had a knack for envisioning ideas, whereas Wozniak had the technical expertise to create them a reality (Washington Post Economy, 2012).

Apple I was the initial item manufactured by Apple Inc. It was a personal computer (PC) with a 1 MHz MOS 6502 CPU and 4Kb of memory. Apple II debuted in 1977 and quickly became a popular gadget. Following that, the business started producing the Apple II line. Apple II Plus, Apple Iie, Apple Iic, Apple IIGS, Apple Iic Plus, and Apple Iie Card succeeded the Apple II.

In 1984, Apple debuted the Macintosh, which quickly became a popular computer. It was the initial computer with a graphical display and cursor movement. The revolutionary pc performed extremely successfully; propelling Apple's financial 1984 revenues to an all-time high of \$1.5 billion.

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Yet, by 1985, Jobs and Scully were at odds about the path the business should pursue. After his effort to fire Scully faltered, Jobs left Apple in May to launch his independent company, NeXT Computing. (Chapman and Haskisson)

Apple purchased NeXT in December 1996 intending to leverage its innovation as the foundation for a fresh OS. Jobs came to the firm he cofounded with Wozniak after being absent for more than a decade. (Chapman and Haskisson).

In 1998, Apple released a new series of PowerMacs, PowerBooks, and the much-anticipated iMac and iBook, which were lower-cost computers targeted at the high-end computer industry. After going a whole year not making a gain, Apple launched three years of successful results during the initial quarter of 1998. (Chapman and Haskisson)

With the launch of the iTunes Music Store in 2001, Apple entered the legitimate downloading industry. iTunes sells downloads for a set price with no membership or monthly payments. iTunes has almost 6 million songs available to consumers, with new music being uploaded regularly. (Chapman and Haskisson)

The iPod is the best discovery in music since the Walkman. With up to 160 GB of capacity, users may carry up to 40,000 pieces of music or 200 hours of video with them everywhere they go. There are now 4 iPod models: the iPod shuffle,

the iPod classic, the iPod nano, and the iPod touch (Chapman & Haskisson). In 2012, Apple generated \$5,615 million alone from the iPod (APPLE INC., 2012).

Short History:

- **In 1976** Steve Jobs and Steve Wozniak founded Apple Computer, Inc. with \$1,300.
- Apple becomes a publicly listed company in **1980**.
- In **1982**, Apple became the first firm to achieve \$1 billion in yearly sales.
- **1985**: John Scully takes over as CEO following a managerial shuffle that results in the resignation of Jobs and many other Apple employees.
- The PowerBook Notebook computer series is introduced in **1991**.
- The Power Macintosh range is introduced in **1994**.
- After the purchase of NeXT in **1996**, Steve Jobs returns to Apple as a special consultant.
- In **1997**, Steve Jobs is appointed as acting CEO.
- The all-in-one iMac is introduced in **1998**.
- Jobs is securely in control as CEO of a smaller, more narrowly-centred Apple in **2000**.
- The iPod debuted in **2001**, and Apple establishes its first-ever physical business in Virginia.
- Apple builds its first shop in Japan in **2003**.
- **2005** The arrival of a multimedia iPod, the device's fifth iteration, brings cumulative iPod sales volume to 30 million.

The iPhone, Apple's "groundbreaking" device, was released during the initial half of 2007. The iPhone incorporates three prominent consumer constructs: a mobile phone, a touchscreen iPod, and an online interaction gadget. The iPhone boasts "a wholly fresh consumer interaction built around a big multi-touch screen and groundbreaking operating system" that consumers can regulate with their fingers alone. Apple's Safari will be the iPhone's primary Internet browser. And yet, it is also accessible to certain other applications. The iPhone has an 8-hour talk time. Apple makes one million iPhones in less than three months after it became accessible to users. Apple anticipates this tendency to persist in 2008, with revenues of 10 million iPhones accounting for 1% of the mobile phone market. (Chapman and Haskisson).

One year after Steve Jobs' tragic death, the firm he co-founded and directed throughout the majority of his adulthood appeared to be prospering and devoid of any meaningful impediments to its rapid expansion in a constantly shifting technological industry. (Gallagher,2012)

Yet, Apple Inc. faces several obstacles in the future. Many of them are mere because of the dynamics of the corporation's present quick, hyper-competitive customer software market, in which it rivals — and general rules. (Gallagher, 2012)

Some difficulties may be more exclusive to Apple and its sole concentration on a very restricted range of items. In the longer run, the corporation may nevertheless grieve the passing of a pioneer with an extraordinary capacity to recognize edges and push other big characters his way. (Gallagher, 2012) "The person who could pull rabbits out of his hat no longer lives," according to Roger Kay, an unaffiliated technological expert.

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Apple has had a tremendously good year after Jobs died from an illness the previous October, leaving the business in the grip of the top executives he developed over the years, headed by CEO Tim Cook. It has also suffered several setbacks throughout the road. (Gallagher,2012)

Several gaffes with technologies like Siri — the notorious personal digital assistant initially integrated into last year's iPhone 4S — and Apple Maps in the current iPhone 5 have generated certain discomfort. The corporation during Jobs' leadership was not without blunders, and certain difficulties, such as rising worries over the exploitation of employees in the enormous Chinese factories that create the company's famous goods, have overlapped both eras.

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Yet, if the evidence is in the figures, shareholders might discover it hard to prevail over the current Apple management team. The corporation is likely to announce a 44% rise in sales for the financial year recently finished, with profitability increasing by more than 60% over the preceding year. (Gallagher,2012)

Apple's shares climbed more than 70% since Jobs' death, notwithstanding numerous shareholders' and experts' expressed worries at the moment about the firm's ability to maintain its innovation rate sans its top leader at the lead. (Gallagher,2012)

The primary task for Apple's management staff will be to maintain the industry's most profitable machinery running. This will need the appropriate combination of technology development and agreement.

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The iPhone is the most important component. The iPhone, which debuted in 2007, contributed to

over 55% of Apple's overall sales during the initial nine months of the company's financial year recently completed. While the corporation does not release economic statistics for its market segments, experts estimate the iPhone is the main generator of operational earnings, with a net income on the handsets of well above 50%. (Gallagher,2012)

Due to significant customer interest in the iPhone, Apple can obtain such substantial incentives. Yet, rivals are aggressively entering the smartphone market. Samsung has already surpassed Apple in worldwide sales due to its usage of Google's Android operating system and a diverse range of smartphones that cater to a wider range of industries and customers.

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Apple's old adversary In autumn, Microsoft will debut an improved Windows Phone system, with Nokia and Samsung developing smartphones for the OS. (Gallagher,2012)

Shareholders will keep searching for signals that Apple's existing staff can not only advance its present product line but also add new areas and advances to it. Although the iPhone 5 was released a year after Jobs' demise, Bloomberg BusinessWeek said that the gadget had "extensive advice" from Jobs before he passed away, citing anonymous insiders. (Gallagher,2012)

Although Apple's recent performance, its limited brand portfolio and dependence on the iPhone leave it susceptible to rivals with stronger concepts.

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Apple's future prosperity will most certainly be determined by its capacity to sustain that position—regardless of who is in command. (Gallagher,2012)

Why do people continue to purchase Apple devices?

- The ecosystem of Apple is critical to its prosperity.
- App Store, iTunes iOS, macOS, Apple TV, Siri, and Home are all linked.
- Once a customer engages in an ecosystem, it is more difficult to exit it.

Customers purchase Apple devices for one major reason: the ecosystem.

People purchase iPhones in the hundreds of millions not solely because they like the machinery, however, that's a big aspect of it, but also since they're linked to a continually expanding, spacious ecosystem of applications and assistance that enable you to do more with the

commodities if you keep investing in that ecosystem.

When Apple launched the iPhone in 2007, iPod customers who were actively utilizing iTunes recognised anything recognizable and far more user-friendly than the BlackBerry, Windows Mobile, and Palm smartphones available at the time. iTunes was the germ of an ecosystem that has developed into a gigantic oak over the last 10 years.

The App Store first appeared in 2008. Following that, when individuals purchased applications and entertainment, they were also staying invested in Apple. They were burrowing deeper into Apple's portfolio and farther afield from BlackBerry and a fresh OS that was on the frontier: Android, as they paid \$0.99 here and \$1.99 there for updated software that only operated on their Apple handsets.

Apple expanded this ecosystem by modifying how its goods communicated with each other. Apple adds the option to utilise iMessage and FaceTime from the iPad, enabling you to continue your iPhone discussions on the tablet. The company then added a comparable capability to Macs, as well as the capability for complete phone calls. The more Apple gadgets you utilized, the more they interacted with one another.

Siri first appeared on the iPhone and iPad, then later on the Mac, Apple TV, as well as the Apple Watch. No difference where you were, it became a recognizable sound to address your inquiries.

Apple TV evolved from a "hobby" to a true home media player with its app store, according to Apple CEO Tim Cook. And if you have an iPhone or iPad, all of your photos stored in Apple's Pictures app are accessible throughout platforms, including your living room TV.

Home, an iOS app, allows you to manage light bulbs, window shades, door locks, and other devices that are built with Apple's HomeKit suite of development tools. Those who purchase these items are deciding to remain with Apple.

Consumers are also more probable to have heard of them because Apple has a large retail footprint. When you walk into an Apple Store, skilled professionals will demonstrate to you how to utilise any Apple device you possess. Or, you may explore the aisles and buy an assortment of products that will operate flawlessly with your iPhone or iPad.

The Apple Store also serves as the industry's service centre, where you may get help with queries, broken items, and other issues. If you have AppleCare+, the corporation's top insurance coverage, you can frequently fix your pricey

Apple gadgets with minimal money, even on the same day.

Rivals aren't as adept at ecosystems as Apple.

Apple's rivals are attempting a parallel strategy. Nevertheless, they are approaching it in a far more haphazard manner, which will confound most customers who do not dedicate themselves to studying the ins and outs of the IT business.

Google is making simultaneous steps to combine devices such as the Google Home, the Pixel smartphone, the Chromecast smart TV, and others, which is a positive start.

Google depends heavily on collaborators to construct and sustain its network of goods, which may be quite perplexing.

Samsung is improving its ability to create an ecosystem similar to Apple's. In the United States, it offers smartphones, tablets, Televisions, wearables, and laptops, and it provides programmes like SideSync that let you connect with your phone from a Samsung tablet or laptop. It offers options such as Samsung Pay, which is considered superior to Apple Pay due to being recognized in more places.

Samsung also controls SmartThings, a smart home technology business that it purchased for \$200 million in 2014. SmartThings is more accessible than Apple HomeKit, enabling it to accept Android and iOS devices as well as a wide range of smart home gadgets such as electrical outlets, central locking, and camera systems.

The distinction between SmartThings and Apple Home is that consumers are familiar with Apple Home — you can't miss the yellow symbol glaring at you from your new iPhone — and can simply control it from a single app on their smartphone. SmartThings, on the other hand, can be managed by a variety of applications and devices, like Google Assistant and Amazon Echo. Although it is diverse, it additionally becomes more difficult for a customer to absorb and much more difficult to get established with. There's no bright yellow app imploring you to download it on your new smartphone.

Samsung lacks a large app store. Samsung does not offer a store where you may buy music, movies, or TV series. And Samsung does not give a consistent interface across all of its devices (although it's improving with applications like Samsung Connect, which provides a one-stop shop for seeing and engaging with your Samsung devices).

Neither Samsung nor Google has dozens of prominent storefronts worldwide. Rather,

customers rely on tiny premier observing venues, pop-up gatherings, or specialised Best Buy sections to learn more about the items.

This is ineffective. As item ecosystems are becoming more robust, customers want a singular, easy-to-access location to understand more about how to utilise them.

Customers also require a venue to get assistance. If your Samsung smartphone breaks, you'll be on the phone with your smartphone insurance company – if you purchased insurance at all. Just stroll into an Apple Store if you have an iPhone. Apple might cost you a surcharge based on your warranty condition, but the firm from which you purchased your phone will provide you with some kind of resolution. It is significant.

Rivals may be able to produce a superior smartphone, laptop, or virtual reality product than Apple. But, Apple has had years to establish an ecosystem of goods that complement each other's qualities. As a result, its operations division is now nearly the scale of a Fortune 100 corporation. It will be an extended period for any opponent to match that.

That is why consumers will continue to buy Apple products.

Apple's consumer behaviour marketing:

Consumer behaviour marketing is a crucial component in today's corporate environment. Companies that use this form of marketing effectively have a unique strategic advantage that sets them apart from competitors.

Consumer behaviour research is the fundamental motivator at the heart of each successful plan. Investigation yields useful information and supports corporate performance.

This article is for you if you answered no to the following questions.

- Do you presently use consumer behaviour marketing?
- Have you undertaken any consumer behaviour studies in the recent two years?
- Do you have a marketing strategy which involves consumer behaviour management with well-defined tactics and marketing approaches?
- Are you getting the best outcomes for your company?

Every organisation has a core demographic, and consumer behaviour marketing is one of the most basic strategies for identifying your target. Consumer behaviour research is the fundamental component that drives quality plans and secures commercial outcomes.

This definition of marketing quote by David Meerman Scott, marketing expert, internet marketing consultant, lecturer, and best-selling

writer, summarises the significance of customer behaviour.

"Marketing is truly, truly knowing your consumers. Then developing excellent goods, resources, and data just for them to assist in the resolution of their issues."

Companies that know their intended audience intimately have a strategic advantage over those that don't.

Developing one-on-one relationships with and a complete understanding of your targeted market is a critical obligation for businesses in the twenty-first decade and well beyond.

You have an intended audience whether you are a B2B, B2C, B2G, or hybrid firm.

Have you ever wondered what makes Apple so powerful? They were not the first to create the personal computer, portable audio player, tablet, smartphone, audio downloading application, or set-top box, to mention a few.

Apple has established a trademark devoted following unparalleled in history, supported by considerable sales, market share, and income. So, how does Apple accomplish this? What is the key to their accomplishment?

Apple thrives via marketing based on customer behaviour insights. Even though Steve Jobs and Apple did not employ market research in the early creation of most goods, customer behaviour plays a significant part in their advertising and, eventually, the company's performance. When a customer buys an item or installs iTunes, Apple gains possession of information that the firm may use. Apple uses this data to obtain a valuable understanding of the user and what motivates buying behaviour.

Wheel of consumer behaviour

Mastering high-level notions of consumer behaviour requires a paradigm for gaining meaningful information from consumer research. The consumer analysis wheel offers a structure for studying customer behaviour by including:

- Emotion and intelligence
- Consumption habits
- The atmosphere of the consumer

Consumer research gives specialised information including affect and cognition, consumer behaviour, and the customer surroundings that the firm can employ to successfully engage its intended market by influencing the customer's conceptual understanding and subsequent decision.

Let's take a look at the method's three components.

Affect

The emotional system is characterised in psychology as the way people react to external stimuli. A person's emotional system is fully responsive and comprises attitudes, sentiments, and any other particular sensations that may cause a bodily response. As per Peter and Olson, "classical conditioning has large consequences for behaviour research since it may explain many of the behaviours that sensory factors evoke from people."

Affect and Apple

For instance, the brand equity, particularly the company logo, which was modified in 1998, are elegant and contemporary chrome hue (monochromatic), in line with Steve Jobs' vision for the firm upon his comeback in 1997. The redesigned logo successfully reinvented the company in the customer's imagination for a new century by preserving the form of the apple and changing the rainbow hue to chrome, eliciting an emotive reaction from customers.

According to 2008 research conducted by Duke University, contact with the Apple monochrome logo made people more innovative and engaging the mind. Apple excels at using brand elements like the logo and brand messaging throughout all messaging services and goods in its ecosystem.

Cognition

Analyzing, assessing, organizing, choosing, and reasoning are all mental functions performed by the cognitive system. Cognition is described as a user's skills, interpretations, and ideas about Apple based on history and remembered memories in this scenario. The emotional system's sentiments, moods, appraisals, and thoughts are linked to the cognitive system and influence cognitive processes.

Cognition's Primary Roles

Comprehension and the capacity to absorb perceptions to perform cognitive actions are two of the most important components of an individual's cognitive system. A consumer purchase decision is comprised of cognitive processes such as;

Interpretation

Intellectual capital is the recovery of domain expertise from stored memory for use in the accession process.

Consumer behaviour research provides crucial knowledge for the creation of successful behavioural marketing tactics that appeal to the intended demographic.

Knowing how customers perceive marketing efforts, consumer consolidation, and brand information engagement provides consideration for Apple. This information is used by Apple to sell its goods and maintain its market position as a leader.

Apple's consumer cognition study gives an insight into how the main demographic learns and retains memory, as well as other crucial memory elements such as purchasing routines or item taxonomies. The diverse marketing methods and approaches engage distinct kinds of understanding (generic or operational), which influences marketing strategy.

Apple and Intelligence

The corporation holds a specific mindset centred on Apple providing a framework for their goods centred on generating an eye-catching, simple style, and simplicity for those using complicated technology leading to substantial customer advantages. Apple also skilfully promotes each product by stressing its breakthroughs and offering unique advantages to its customers.

Consumer Attitudes

As per Peter and Olson, writers of *Consumer Behaviour & Marketing Strategy* and prominent authority in customer behaviour advertising, "Behaviour is defined as the actual behaviours of customers that can be immediately witnessed and quantified by others." Knowing, evaluating, and shaping customer behaviour eventually results in revenue and profitability.

Marketing using Apple and Consumer Behaviour

The iTunes software supports Apple's hardware products. Physical items are acquired via online and offline merchants, with a small assortment of vendors forming a tightly knit tightly linked ecosystem. Apple collects extensive data about customer activity through its unified platforms, which include the Internet, store point of sale, and iTunes.

A thorough grasp of Apple's consumers enabled the corporation to more efficiently evaluate consumer behaviour. This knowledge is used by Apple to create goods and marketing messaging that resonate with the target demographic, resulting in goods that operate faster and are easier to use.

The Atmosphere of the Consumer

The social and physical features of the world surrounding a consumer comprise geometric

distribution, tangible items, and the social conduct of other persons.

Apple's performance is also heavily influenced by its physical surroundings, which include elements such as normative beliefs and online and offline retail locations. The Apple retail sector, reputation, shopping experience, and Apple's purpose and core beliefs all have an important impact on shaping Apple product purchasing behaviour in the industry.

Apple and the Consumer Market

Apple is a major provider to big-box retailers, and its branded shops are the top competition for these massive corporations. Apple's brand recognition permeates the physical surroundings, capturing major focus and emphasis in the commercial (customer) setting.

Apple and Other Stores

Apple employs rigorous management over essential aspects to obtain a strategic edge in the external surroundings. Apple determines costs and how its items are shown to merchants, particularly big-box stores.

Apple-branded establishments

Apple employs branded shops to provide a distinct customer journey. The Apple Store facilitates compatibility across its physical products, which include laptops, tablets, smartphones, music players, and watches, and which display features like video, music, photography, applications, and applications.

Apple shops make use of product expertise and supplementary solutions. To give an exceptional customer experience, the in-store encounter offers one-on-one instruction, item maintenance, and seminars.

Additional facilities improve the business model because if a consumer can use a new acquisition, client happiness rises. Apple, amongst many other things, employs this technology to control the physical world.

Apple and the Digital/Mobile World

Apple's iTunes application has revolutionised the manner consumers access entertainment. Apple has dominated the digital and mobile scene thanks to innovative music, video, photography, and app-consuming ways. Apple's emphasis on the user journey incorporates information from iTunes as well as other sources. The information is utilised to upgrade the program and maintain customer retention.

Apple's tactical existence in retail, virtual, and portable illustrates how the company encapsulates

and retains the customer in the physical surroundings.

Apple's concern with customer behaviour and consumer service underpins the corporation's financial emphasis. The wheel of consumer analysis used to describe consumer behaviour marketing gives context for explaining Apple's success. Apple's use of an integrated marketing communications (IMC) strategy to communicate targeted advertising offers a supplementary technique for Apple to accomplish success.

Apple's Communication Style

The Golden Circle Hypothesis

The Golden Circle theory of how effective firms interact, developed by Simon Sinek, explains how Apple's advertising engagement connects with its key demographic. The core notion of the golden circle hypothesis is that customers purchase why a firm does what it does rather than what it does.

The Golden Circle hypothesis demonstrates how most businesses interact in an uninteresting manner. Most businesses interact by describing what they do, how they are unique or superior, and the industry's expectations of behaviour, such as a sale.

The following factors are fundamental to the Golden Circle theory:

Why as a focal point in the inner circle? The next outside circle is the How. What is the largest circle?

The why is the firm's reason, goal, or conviction; as per Sinek, very few businesses know why they are in operation. Sinek highlights Apple's previous CEO Steve Jobs' philosophy of style and clarity as shaping how and what Apple accomplishes.

"Whatever we do, we engage in upsetting the current quo," Sinek said of an Apple marketing slogan. "We specialize in going beyond the box. We disrupt the current quo by creating solutions that are attractively made, easy to use, and user-friendly. We just want to build fantastic machines. Would you want to buy one?"

Common Values:

Apple's communication style instils respect, faith, and a common set of ideals in customers, prompting them to buy something from the brand. The show alludes to the steps that a corporation takes to make its values an actuality. What are the outcomes, such as operations, goods, environment, advertising, and staff?

Customers have trust in acquiring a great product as a consequence of its marketing communication tactics, regardless of whether it's a Mac, iPhone,

iPad, iPod, or iTunes software. Common ideals amongst Apple and consumers, as well as excellent goods and customer interactions, are crucial in cementing the company in the consumer's consciousness.

In today's corporate world, consumer behaviour marketing is a basic capability of every effective corporation. Consumer behaviour study is the main factor at the heart of any smart plan, supplying meaningful intelligence and guaranteeing competitive advantages.

You have a core demographic whether you are a B2B, B2C, B2G, or blended firm.

Apple is an outstanding test case of a company that employs customer behaviour advertising. Apple exemplifies how study contributes to effective marketing plans and approaches. As a consequence, the company has a unique strategic advantage that produces substantial company performance.

The Golden Circle idea describes how Apple and other organisations connect effectively with their target audiences.

The Customer Journey of Apple

People are seemingly constantly discussing the customer experience – developing it, synchronizing it, and crossing stages off of it. So, what exactly is a client journey, and where are your customers going?

The customer journey relates to the many interactions that customers have with your business that make up the whole consumer experience. Each encounter is a phase in the customer journey, and it is their role to guide consumers through it while delighting them along the route. SaaS businesses can influence user behaviour at every stage, from preliminary brand recognition to post-purchase.

So, who has the customer journey down pat? Of course, Apple! When you consider a positive consumer experience, with their beautiful storefronts and Genius Bar help, Apple immediately springs to mind.

Apple has discovered a technique to make waiting more enjoyable. Similarly to how the absence of openings and clocks in casinos causes time to appear to fade away, Apple Store staff are instructed in smart methodologies to modify the interpretation of time for waiting for customers. That seems more frightening than it is, and Forbes' Carmine Gallo explains how interacting with colleagues resets his body clock regularly. As a consequence, the 8-minute wait seemed insignificant, and the consumer experience remained true to Apple's name.

Although without the assets of a digital behemoth, SaaS startups can implement some of Apple's techniques. Let's go over each phase of the client journey, How Apple directs its consumers from the peak of the funnel downwards.

The consumer journey's five phases

The customer journey does not start or finish with a transaction. Trying to woo the customer beforehand and maintaining them after the purchase is just as crucial as the purchase itself. The average client journey goes as follows:

1. Being aware

To woo prospective customers, consumers must be aware that your brand exists. Apple is known for its inventive advertising efforts, but marketing is only one piece of the jigsaw.

As per Neil Patel, Apple places an even greater emphasis on brand positioning and media evaluations. In truth, once the iPhone debuted in 2007, the company ceased all paid advertising for a limited amount of time, believing that word-of-mouth was a more potent strategy.

2. Consider all factors

This is where people consider all of their alternatives and compare you to the competitors. Understandably, not everybody could fight on pricing. Apple most obviously does not! They emphasise their unique value proposition (UVP), which is elegant style, with items that are far and beyond extra costly than the competitors.

3. Acquisition

It's now necessary to seal the transaction. You might be onboarding potential members or converting free users to paying ones, but the acquisition stage is when potentially become clients. Your objective is to make things as simple as feasible.

Apple eases clients thru the buying process by providing a plethora of alternatives. Purchase the new iPhone online or in person. (In-store clients purchase straight from personnel via mobile selling points, so there are no line-ups to stand in once they've decided on a product.) Pay in whole or monthly. Financing is available through your phone provider or the Apple Card. Finally, select a cellular provider so that Apple can configure your new iPhone for you.

Apple eliminates every restriction that may prevent a sale. SaaS organisations can comply by ensuring that site speed is optimal, registration and transaction procedures are fast, and several pay-outs are allowed.

4. Retention

According to an Invesp report, it might spend 5 times extra to draw in a fresh client than it does to maintain a current one. That's why it's critical to nurture ties following the purchase period.

Apple has created a religion of devotion surrounding its goods, allowing them to maintain a large number of consumers. As per a recent SellCell poll, 92% of iPhone customers want to stay with Apple when they next update.

How do they go about it? To begin, Apple provides excellent customer service through Apple Care and the Genius Bar, guaranteeing that consumers know the goods sufficiently to continue with them. The Genius Bar also cleverly fulfils the objective of re-engaging people at the Apple Store, converting customer service into additional potential leads.

Following that, the flawless interaction of various Apple goods makes it nearly hard not to invest in the complete Apple ecosystem. You can use your Apple Watch to log in to your MacBook, discover your iPhone with your MacBook, and copy & paste among all 3 systems. Not to forget that iCloud synchronises all of your data across all of your devices.

5. Lobbying

Consumers that are properly guided throughout stages one through four acquire fans, not merely faithful. Nobody understands this more than Apple and their legion of superfans that push Apple goods across the globe. They spend the night out in front of businesses, promote the company, and wear the emblem on electronics, clothes, and perhaps even irreversibly on their body.

Apple zealots might take stuff too far, yet there's no stopping a SaaS provider from converting consumers into brand advocates. Begin a reference incentives scheme, or just seek comments via your application.

Support will eventually bring back to the attention of a fresh user population, finishing the customer journey cycle.

Literature review

1. According to McSweeney and Bierley (1984), it is impossible to produce evidence for a conditioning theory without careful Pavlovian techniques. Almost all of Mcsweeney and Bierley's principles were followed in the two studies described in this; yet, these investigations deviated from a standard Pavlovian objective by aiming to determine the intermediary effect of contingency consciousness. The findings raise the importance of an awareness concept in developing

attitudinal conditioning theory. To set the stage for a review of the various approaches taken by psychologists to the awareness problem, we initially juxtapose Pavlovian and attitudinal conditioning.

2. According to Gresham and Shimp (1985), classical conditioning "is the primary extensively explored methodology of [ad] perspectives on consumers' brand perception." Curiously, they go on to explore the order of causation of the ad-brand connection; they say that the mindset towards the brand may affect the mindset towards the ad, and the mindset towards the ad can affect the approach towards the brand. The first might be more crucial for established businesses, while the subsequent might be more essential for emerging brands.

3. Gorn's (1982) research was original in that it was a very new work, but it explored several of the topics that are crucial to research evaluating the impacts of conditioning in advertising. The authors were particularly concerned as to if item choices may be classically conditioned. Gorn (noted as the initial exploratory research on conditioning and marketing) had respondents evaluate varying types of music, as well as he selected the most enticing music as the instinctual Unconditional stimulus (i.e., pleasurable) and the least enticing music as the aversive unconditioned stimulus (and only those individuals who assessed this musical piece as appealing were selected for the matching of the conditioned stimulus with the unpleasant unconditioned stimulus, and vice versa for those who assessed the song as unattractive). Given the option between the exposed and unexposed pen, 79% of subjects who were exposed to the coloured pen in conjunction with the pleasant music opted for the exposed pen, while only 30% of participants opted for the exposed pen in conjunction with the unpleasant music (a 50% split would indicate indifference to the pens). Because just one pairing was employed, this demonstrates that considerable conditioning may take place even with a single conditioning test. Also, participants listened to one of two musical clips while looking at the slides of one of the pens, proving that conditioning may occur when conditioned and unconditioned stimuli are presented at the same time. Last but not least, the respondents' preference for the unexposed pen over the one coupled with the unpleasant music cannot be explained by "mere exposure". The term "mere exposure effect" describes the phenomenon wherein a person becomes more interested in stimuli just because they have experienced them before. Even while it's conceivable that the pen's increased attraction

when associated with pleasant music was attributable to sheer contact instead of the music itself, matching a pen with unpleasant music nevertheless resulted in dislike of the pen (making it more attractive). In the marketing domain, the significance of market factors in the Gorn study has been discussed

4. In a study comparing progressive and concurrent conditioning in an advertising context, Macklin (1996) showed that the second induced superior conditioning in school-aged children. As was previously indicated, Gorn (1982) found that presenting the conditioned stimulus and unconditioned stimulus at the same time produced the best results for conditioning. There have been a variety of other methods utilised for air cooling.

5. In the experiments employed by Baker (1999), in which the conditioned stimulus was shown isolated, following the display of the unconditioned stimulus solely, and finally, by the display of both the conditioned and unconditioned stimuli combined, conditioning occurred. Both Stuart et al. (1987) and Baker, Honea, and Russell (2004) showed that conditioning impacts were higher when brands were put at the start of the ad, rather than at the conclusion. Curiously, they also tested a group that was exposed to the brand name twice throughout the commercial and discovered that they performed just as poorly in the "end-only" condition. This condition was exposed to the product label at the start of the commercial, much like the "beginning-only" cohort, but the brand's positioning towards the conclusion resulted in worse conditioning than the "beginning-only" group. Because the overall interaction duration to the brand name throughout the ad was 5 seconds for all conditions, Baker et al. accurately pointed out that this is likely because the "beginning" and "end" groups obtain the brand name for 2.5 seconds on two occasions, while the "end only" and "beginning only" environments just obtain the brand exposure once for 5 seconds. Therefore, it's possible that two minutes and fifty-two milliseconds aren't long enough to successfully introduce a brand. There are, however, other interpretations. Possible cognitive interference with the just completed progressive conditioning phase may result from saving the brand reveal for last. Separating these hypotheses and exploring others that may account for this intriguing impact will be a fun challenge for future researchers.

6. Kellaris, Cox, and Cox (1993) discovered that using attention-getting music rises recollection and acknowledgement of brand name and the "point of the message" in the ad, and that recall and acknowledgement are particularly augmented

if there is a "uniformity" among the significance conveyed nonverbally by the music and that verbal communication by the ad.

7. In research pertinent to advertising, Bierley, McSweeney, and Vannieuwkerk (1985) demonstrated conditioning of colours matched with pleasant music. The conditioning of a hue to the music did not occur under incomplete reinforcing. Since there are two approaches to creating a partial reinforcement environment (equalising reinforcers or trial count), it is important to notice that the groups were not equalled for several reinforcers but instead got all identical amounts of attempts as the continual reinforcement condition. It is common for researchers to have to choose between manipulating one or the other, or both.

8. It is not accurate, as Kroeber-Riel (1984) claimed, that conditioning requires a large number of trials. Single-trial conditioning was achieved by Kim, Lim, and Bhargava (1998). One-trial asymptotic conditioning was also achieved by Stuart et al. (1987). Studying the impact of trial counts, Kim et al. discovered that acquiring a belief via emotional conditioning takes lesser exposure.

9. There may be an optimum number of trials to generate positive advertising impacts, as mentioned by Vakratsas and Ambler (1999). The effectiveness of advertising diminishes following a specific amount of encounters, and a minimal amount of trials is required to obtain an impact. When plotting the impact of advertising against the number of conditioning tests, an inverted U shape emerges. Ad modification, in which people are subjected to marginally modified versions of the ad each time, is a useful strategy for mitigating the inverted-U effect and maintaining effects across several exposures.

10. Krugman (1972) is cited by Batra and Ray (1983) who mention that there are mainly three trial types throughout an advertisement: the first exposure, which results in acknowledgement; the second exposure, which involves the subject's transmission; and the third and all subsequent exposures, which merely function as prompts of what the spectator has already witnessed and thus preserve such processing. It's worth noting once again that the repetition and recollection of these latter trials may affect performance on several metrics.

11. In addition, Allen and Janiszewski (1989) showed that extra pairs led to more demand features, therefore this issue should be handled if the amount of trials is increased. In their study, Allen and Janiszewski analyse in depth the features of demand. In the "Cognition and Affect"

section, we talk about how the number of trials may make a difference.

12. Advertising research by Hung (2001) discovered that music may evoke in the listener a picture (such as "successful" or "inventive") and a feeling (such as "peaceful," "numbing," or "irritating") in the listener. Hung discovered that shoppers' impressions of the store's lighting and projected prices were both affected by the kind of music playing in the background (classical vs. hard rock). The degree of variation between individuals within a group was also significantly increased by some musical selections.

13. a classical conditioning experiment conducted by Pitt and Abratt (1988) also used musical cues. Many more studies have made use of music; sadly, a full study cannot be offered here; nonetheless, it is clear that this medium has many effects on advertising.

14. Kim et al. (1998) looked at how advertising might play a role in consumers' developing positive and negative feelings about a product. They discovered that the transmission of ideas is not the whole story of effective conditioning, but the transfer of emotional qualities between the unconditioned and conditioned stimuli also occurs. Since the unconditioned stimulus they employed supposedly did not give any presumption knowledge, Kim et al. (1998) reasoned that only impact (not belief) might have been accountable for the conditioning effect they observed. It's possible, however, that the participants' elaborated beliefs are entirely original. Although, Kim et al. noted that both impact and conviction may arise while advertising, and found that additional conditioning experiments provide conviction data in conjunction with the already established impact. According to their multiple-pair analyses, the impact sizes of these two methods (efficacious and belief development) were substantially identical. Affective processing was shown to be more powerful than cognitive belief formation after a single trial, but both mechanisms were found to be simultaneously important after numerous trials.

Methodology

The current study used layered randomized selection. Given the limited time available, an estimated sample of 147 is drawn from the survey using a random sampling approach. The questionnaire is being given to Apple product users. The people surveyed shared their thoughts and ideas on Apple goods and its advertising approach.

Findings and analysis

On analysing the 147 responses we received via the questionnaire developed, we observed that our hypothesis stood true. We were successful in proving that a correlation surely exists between successful marketing strategies and the use of psychological concepts.

Apple's marketing strategies do play an extremely vital role in conditioning its users for maximum customer acquisition as well as retention. We were successful in proving that a correlation surely exists between successful marketing strategies and the use of psychological concepts.

Apple's marketing strategy is important because the company makes it one of the most valuable brands and is very different from competitors' marketing strategies. You try to establish a huge customer base that has been loyal to the company for many years. You have proved that product innovation is the key and attaches great importance to customer satisfaction. Despite the high price, Apple Inc. is becoming more and more popular due to its unique quality and innovation. The knowledge of the brand and the maintenance of its vision and values have helped the company better communicate with customers.

A. The impact of marketing on Apple's sales.

Apple is aware of the importance of advertising and is also aware of product placement. They participate in the largest events and are owned by the biggest celebrities, and over the past few decades, their brand practically developed a life of its own in popular culture.

In the research conducted by us, a total of 89.4% of the sample size agreed to accept that Apple's marketing and advertising play a very heavy role in the company's sales numbers. This shows that the consumers have a clear understanding of the psychological impact being laid on them by the brand to get better customer retention.

The business uses public relations, personal selling, sales promotions, and advertisements to market its goods. Numerous well-known websites feature advertisements for Apple items. Sales promotions happen in stores or are carried out by licenced vendors. Giving customers information about a product specifically to persuade them to buy it is known as personal selling. Lastly, public relations help the company in building its brand image.

The future of Apple's marketing strategy and its potential impact on sales.

Unsurprisingly, Apple's marketing approach continues to fuel the company's global expansion and success. Virtually any organization could

achieve the same results if they apply some of the same tactics to the launch of new products, and the promotion of existing products and services. Even Apple, one of the best marketers of all time, occasionally makes mistakes. Apple's steadfast marketing brilliance is based on a few fundamental principles that other companies may study and adopt. At the same time, as in so many other parts of management, strengths can easily become weaknesses or points of vulnerability.

B. The perception of Apple products being overpriced by a majority of people.

Despite these problems, Apple's high price is still attracting consumers. Apple products are considered a symbol of the state, and people are willing to pay more for the prestige of Apple products. Apple can charge more costs than competitors, because you have such a loyal fan base, no matter what happens, you will continue to buy your product. Although Apple's price may appear too much at first glance, there are several reasons why they can charge so much.

All in all, Apple's high price comes for various reasons. Everyone works together to prove why consumers should spend too much on their equipment. Although this is not an indispensable purchase of food or water, Apple Products provides a unique experience that cannot be found in any other company.

C. The Impact of Apple's marketing strategy on consumer perception of their products.

When asked if the consumers believe that a brand's marketing strategies create a great perception of the product in their eyes, 83.85% of the sample agreed. Apple's marketing strategy has been instrumental in shaping the customer's perception of their products. The process of building a strong brand requires time and effective marketing, which can create both positive and negative associations in the customers' minds. Apple understands how to tap into the subconscious mind of its customers and convert that understanding into active product use, as seen in its marketing of Mac and core applications. The design of the Apple Store is a prime example of how the company creates an environment that targets its ideal customer. With products strategically displayed and organized, the Apple Store creates an atmosphere that is conducive to marketing and encourages customers to engage with the brand. Apple's customer-focused strategy requires coordination between the create, make, and market functions, which involves listening to customer needs and preferences. As stated by Steve Jobs, "When

listening to customers, clear your mind of what you'd like...". Apple's products are designed to generate feelings of pride and satisfaction in customers, which creates a positive impression in their minds. To build long-term loyalty, it is essential to create additional positive experiences throughout the customer journey, as customer loyalty is based on their perception of the brand. Despite having a specific target audience in mind, as seen with the Newton pricing strategy, Apple's marketing approach has not always been successful. However, they have consistently delivered innovative products such as the Macintosh, which has helped them create a dominant position in the customers' minds.

D. The relationship between price and quality

Consumers evaluate value based on quality, risk, and price attributes. The relationship between price and quality in an emerging market setting is explored. As perceived value increases, the monetary cost of a product becomes less influential to the customer.

On digging in deep, we concluded that our results on inquiring if the consumer believed higher price of a product dictates higher quality, the results were split; 58% of the sample believed that statement to stand true, whereas 42% of the sample assumed it to simply be a marketing gimmick. The customer evaluates which product offering brings higher value while making purchasing decisions. The level of elasticity to the price varies according to the total delivered value. Price has a significant impact on the perceived quality of products, and perceived value is strongly related to the price a consumer is willing to pay for a product. Establishing a value perception is critical in the buying process, and tangible cues exhibiting high quality (e.g., packaging, shelf space, media placement) require profound attention. Optimal retail service quality and customer reassurances minimize perceived risk. There is a strong relationship between perceived relative price and perceived product value.

E. iPhones are preferred because of the "luxury" factor associated with them

This case study aims to explore the role of psychological conditioning in Apple's marketing strategies. To achieve this, the study focuses on three specific issues related to Apple, namely the association of the brand with luxury and status, the development of habitual behaviour among Apple consumers, and the price factor in Apple's marketing strategy. When asked if the sample believed that the primary reason behind the

success of the company in the smartphone industry is the “luxury” factor that comes with the possession of Apple products, a whopping 71.2% agreed. Apple's success can be attributed to its ability to create a strong brand image associated with luxury and status. The company has been successful in utilizing classical conditioning to create an emotional connection between its products and its customers. Research shows that classical conditioning requires repeated pairing over time, which is what Apple has done with its products. Many consumers have developed habitual behaviour towards Apple products, which has resulted in strong brand loyalty. The price factor is also critical in Apple's marketing strategy, as the company targets a specific market segment willing to pay a premium for its products. This approach is known as selective demarketing and is common in luxury markets. So much so that 58.78% of the population of our sample accepted that they're eagerly waiting for the upcoming iPhone models and will switch as soon as they're launched. However, some consumers may dislike Apple products due to their high prices, which can lead to negative associations with the brand.

F. The Significance of Brand Image and Reputation in Consumer Purchase Decision-making.

Brand image and reputation are vital in influencing consumer purchase decision-making. Strong brand image enhances customer loyalty, and brand preference and stimulates visits to wineries. A positive brand image is also correlated with the ability to charge a premium price, loyalty and with brand preference.

On inquiring whether the consumers consider the “brand image” and their reputation before purchasing their product, 88.68% of the sample size was affirmed. This indicates that Apple's consumers are heavily influenced by the brand's rapport and grasp in the market. Brand image has both functional and emotional components and both positively influence corporate reputation. Quality consistency over time and appropriate packaging also enhance brand image. Effective marketing communication strategies allow the market to learn about a brand, creating value that enhances brand image which can lead to a positional advantage in the market. Consumers' brand preferences and intention to buy or visit are impacted by brand image. Brand communication directly affects the brand image, which is derived from a perception influenced by brand communication. Social media marketing efforts

influence the two main dimensions of brand equity: awareness and image.

Conclusion

In the case of Apple's marketing strategies, psychological conditioning plays a vital role in capturing the attention and loyalty of its customers. For instance, Apple's advertising campaigns have targeted consumers' emotions rather than their rational minds. Apple's design of marketing strategies is rare as it includes introspective vignettes and attempts to emulate the famous Steuben apple. The company's advertising and marketing strategy has highlighted social cause-brand fit, which has been studied through learning based on the classical conditioning paradigm. Apple has developed promotional campaigns to stimulate emotional responses in customers, similar to the principles of classical conditioning. Our experiments can examine behaviour to test whether people have a priori expectancy beliefs. One study found a significant difference between the influence of expectancy beliefs on ethical decision-making behaviour in different conditions, such as the vicarious reward condition. The analysis of Apple's marketing strategies through the Meaning Strategy perspective can help to explore its business model evolution and motives for choice of marketing approaches. It is important to note that defensive strategies are also critical in maintaining brand image, as even one bad experience can spoil the entire brand image. Therefore, it is essential to study the dynamics of power and defensiveness in examining forces that act against the brand image. Overall, psychological conditioning plays a significant role in Apple's marketing strategies, and further research can help to understand its effects on consumer behaviour more comprehensively.

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