

Apple Inc.'s Consumer Behavior Report

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Company Profile

Apple Inc. is an organization that deals with designing and manufacturing media devices, portable digital players, and personal computers. The Company deals with a wide range of software services and networking solutions not limited to accessories and third-party digital applications and content. Its main target segments include Europe, America, Greater China, and Japan. The American segment covers both North and South America. The Company deals with India, Middle East, Hong Kong, and Taiwan in its European segment. The products offered include iPad, iPod, Apple Watch, Mac, Apple TV, and both consumer and professional software apps. Apple Inc. is one of the most popular organizations in the world today; its products are increasingly being consumed in different parts of the world.

Situation Analysis

The organization's success is directly connected to the leveraging of its business strengths to take advantage of opportunities and overcome its threats and weaknesses. To effectively analyze Apple Inc.'s situation, it is essential to utilize a SWOT analysis. This will provide both internal and external factors that directly influence the organization. For instance, Apple Inc. is one of the strongest and most treasured brands in the world. The Company easily introduces new products and services by virtue of its strong brand appreciation and image (Linzmayr, 1999). Secondly, the Company attracts high-profit margins based on its premium pricing. It is essential to note that the products and services offered by this organization are not cheap. As a result, it makes significant levels of profits from pricing its products on the high end and attracting consumers who value status and have high-income rates. Thirdly, Apple Inc. has been known to rapidly innovate; it takes advantage of the technological advancements and uses this to make products that attract a wide segment of consumers.

Apple Inc.'s organization can also be linked to a few internal factors that threaten its position in the market. First, it has limited distribution networks for the products and services it offers. For example, the Company engages in a rigorous process to carefully select the sellers of its products such as Macs and iPhones. This exclusivity strategy limits its market reach, consequently making the consumer products unavailable in all areas. Secondly, its premium prices make it hard for some consumers to afford their products and services. Its pricing strategy attracts consumers from middle and high-income brackets and prevents consumers from low-income brackets from easily consuming their products. This also makes it dependent on high-end market segments (Ning et al, 2012). This is a weakness on its part as high-end segments represent a minority of the global market.

Selected Target Market Profile

The main product offered by the organization is the iPhone. It is therefore essential to analyse the organization based on this product offering. The Company's target market comprises several various groups. The first target audience is teenagers who are highly dependent on the digital world. These teenagers use these smartphones and products offered to access a wide range of services, including the making of calls, sending of messages, and accessing the internet and social media. It is vital to note that we live in a digital age that significantly influences people and especially teenagers (Khan et al, 2015). As a result, they seek products and services that will offer the best experience, and Apple offers this to them.

The second target market is business people. Typically, these are people of age twenty-five and above. They require Apple's products to enhance the smooth running of their activities. In the business world, communication is a vital element; as a result, these consumers seek technologically advanced products that will help them keep communication flowing between their suppliers and even customers. For instance, these businesspeople can leverage iPhones

to update workers, access organizational data, and assign duties to their workers. Additionally, the customer needs and wants can easily be addressed by making use of mobile apps for better interoperation.

The organization also targets celebrities and influences. Apple Inc. offers some of the best specifications for its products by leveraging technology. As noted earlier, we live in a digital age where our decisions and actions are greatly influenced by what we interact with. This has created a new segment of occupation known as 'influencers.' These people technically share their activities with the world with the aim of influencing them; it leads to engagement which consequently leads to the popularization of their brands. Influencers require technologically advanced phones and laptops to be able to shoot their content. Apple Inc. happens to offer some of the specifications and features they are looking for.

Target Market Decision Making Process

The decision-making process begins when a customer acknowledges the need for a product. After doing this, consumers tend to go on a deep dive to gather information on the product. In the mobile industry, consumers have a wide variety of products they can choose from. What works in this sector is the brand reputation and popularity; some of the brands most commonly looked for include Apple and Samsung. Apple's products benefit from its brand name and customer loyalty. As a result, a customer is most likely to buy an iPhone product compared to an itel product because of its brand name and association. However, consumers also consider other factors such as pricing, availability, and specifications.

After a consumer has analysed and assessed these factors, he or she makes a decision on whether to purchase the product. The decision made is dependent on the results of the deep dive and the preferred brand. Another factor that influences the target market decision-making process is the quality of the shopping experience (Johnson et al, 2012). For example, some

smartphones do not have an established online store. Instead, these brands depend on retail outlets. A customer who values the purchase of electronic products online is most likely to shy away from choosing products in these shops. Apple Inc. has one of the well-established online stores in the world. Additionally, it incorporates retail outlets for consumers who value physical shopping. This makes it easy to attract both online and offline consumers.

It is vital to note that the decision-making process to purchase a product does not end at the final purchase. The post-purchase behaviour of the consumer is also a vital factor to consider. This is the phase when the consumer evaluates the reliability of the product. He or she considers the specifications and features that influenced their decision during purchase and whether these factors are effective in use. They look at whether the brand lives up to its expectations in terms of what is published online and the actual product. This greatly determines whether they will purchase from the brand again.

Personal and social influences on purchasing Behavior

Various factors influence the consumer's decision to purchase a product. These factors can be categorized into personal, social, and psychological factors. When it comes to Apple Inc. products, all these factors are at play. First, the occupation and general income of a person determines whether they will purchase a product or not. This is a personal factor; an individual with a low income may decide not to purchase the product due to their financial abilities (Masi, 2009). Secondly, age as a personal factor also influences the purchasing decision of the consumers. For instance, people aged sixty-five and above may not be susceptible to purchase a product as the specifications and features will be greatly underutilized.

On the other hand, social influences involve various factors. For instance, culture is a social influence that greatly influences the behavior of a person. For example, young people promote and emphasize the culture of digital communication. They need Apple products to be

able to communicate with people in different geographical locations and stay in tune with the world. As a result, they may decide to get an iPhone. Another example is a family that uses Apple Inc. products. This becomes their culture which consequently influences their decisions on which technological devices and products to purchase.

Psychological influences on buying behavior

There are various psychological aspects that influence the buying behaviors of the consumers, for instance, motivation. Both internal and external motivation plays a significant factor in the purchasing behavior of the consumers. For instance, when an individual has an old and analog phone, he or she might decide to upgrade and get a technologically advanced product. Additionally, pressure from the community might also influence their purchasing decision.

Another psychological influence is the functional need of the individual, such as the business activities and learning decisions. Brands make products with different specifications and features to target different groups of individuals. For instance, a consumer who needs a phone for calls alone will most likely not purchase a smartphone. However, a person who frequents social media and makes use of the gaming services offered might require one. Thirdly, the attitudes of the consumers towards the products and services; for example, when a consumer observes that Apple products have great features and specifications, he or she might develop a positive attitude towards the product, which might influence their purchasing decision.

Recommended Marketing Strategy

Apple Inc. is highly dependent on brand loyalty and the implementation of innovative technologies. However, the organization stands a chance to perform even better if they leverage new marketing concepts. The organization should focus on building strong brand identity in

emerging markets such as North America and Asia. According to analysts, these regions are rapidly advancing, which necessitates the need for advanced and developed technologies.

Secondly, Apple Inc. should consider the identification and introduction of a new pricing technique. It is true that their pricing technique has proven effective over time. However, it also limits them in terms of reaching other customer segments. It excludes people, which create room for competition, and Companies like Samsung to offer their products to these alienated segments.

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