

Research on Apple's Marketing Strategy

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Abstract: With the rapid development of science and technology, electronics continue to emerge, and the market competition is increasingly fierce. Apple, with successful marketing strategies, and strong technical support, emerged among many electronics products, becoming the industry giant. Since Apple launched the App Store, the online application market has been developing rapidly, which not only promotes mobile Internet. The development of the network has changed the revenue structure of mobile value-added services and promoted the re-integration and improvement of the mobile network industry chain. In this stage, how to enter and seize the market better and faster has become the primary problem of Apple. This paper discusses the current market situation of Apple, analyzes the target market selection, and focuses on the main competitive advantages of Apple. Then, by introducing a marketing information management system, a series of marketing channels are organized for Apple and marketing countermeasures. The management system enables to effective implementation of the marketing and promotion plan, as well as evaluation, monitoring, and update of the implementation results in a reasonable and timely manner, laying a good foundation for successful marketing. The work provided valuable advice. Through an in-depth analysis of Apple, people can deeply understand its core competitiveness and enterprise development of the layout of ideas. The paper also provides examples and references for enterprises to optimize their business models.

Keywords: Apple, hunger marketing, innovative marketing, reputation marketing

1. Introduction

At present, electronics has become one of the most important products of society, its updating is fast, and related enterprises are constantly developing. Currently, the most popular technology companies, not Apple, are not mentioned. Apple products have gained a lot of consumer love in the consumer market with a stylish product appearance and powerful technological capabilities, as well as unique development ideas, for this successful marketing, is very worth learning and researching.

In the electronics industry, Apple has a successful product. Apple is very focused on researching mobile phones, which are their mainstream products and the most popular among consumers. Apple phones, invented by Mr. Jobs, were very popular at the beginning of the Apple mobile phone launch, and people began to slowly switch from phones that were limited to calls to messages, photos, and even games, which is why there are fewer and fewer users of cameras. In the past, Apple's appearance as the "leading sheep in mobile phones" was not only a trend but an indispensable tool. But, to be

aware, no matter what period, as a new product, the company has to face not only the profitability of the issue but more importantly, the ability to sustain the brand. After so many years, the new core problems that Apple will face are also being laid out. For example, today, the status quo of Apple's development is generally good though it looks good. But there are still many problems, such as high competitiveness nowadays: Huawei is one of the strong competitors Apple faces. The competition between the two families is very fierce.

In the face of the increasingly competitive market environment, how to shape the perfect brand image and how to attract the eyes of consumers, is Apple's pursuit and goal. As a leader in the electronics industry, Apple's marketing strategy to make the brand image deeply engraved in the hearts of the public is the purpose of this study. This study analyzes Apple's marketing strategy by grinding up existing literature to provide advice and inspiration for the development of the electronics industry [1].

2. Development of Apple

Steve Jobs, Stephen Wozniak, and Ron Wayne founded Apple Computer Inc. on April 1, 1976, and renamed it Apple Inc. in 2007. Headquartered in the heart of Silicon Valley in the United States, it was listed on the NASDAQ market in 1980. Apple's operations include the development, production, and sale of software hardware products such as smartphones, PCs, servers, peripherals, operating software, application software, and music players.

Apple is a high-tech company in the technology industry. After Apple was founded, under the leadership of a senior management team, it designed and produced Apple II computers, triggering a personal computer revolution, launching Mac computers in 1984. After 1985, Apple experienced a downturn, until 1997, when the company launched the personal computer iMac, with MP3. Players iPod and music transmission tool iTunes, mobile phones, and other highly influential products make the brand a world-renowned brand. In 2011, Cook took over the company after launching the Padmini and the big-screen iPhone to develop the smart car and chip technology. In 2015, Apple's device sales exceeded 300 million units with sales of \$233.7 billion and net profits of \$53.4 billion, of which \$1521.8 million was sold outside the United States, accounting for 65.2 percent of total sales revenues, and mobile phone sales accounted for 16.2 percent of global sales. It accounts for more than 90% of global smartphone profits. In 2015, Apple's exclusive profits accounted for 40 percent of the total profits of the 150 largest listed companies in Silicon Valley. For five consecutive years, Apple has been ranked as one of the top 500 brands in the world by Britain's Brand Finance. In 2015, Apple's brand value reached \$1283,03 million.

From 2012 to 2014, Apple was the world's largest market-value company for three consecutive years. Apple brings to the world an innovative product, injecting human thought into the product, making the relationship of people and technology closely linked, each product is beyond the value of the electronic product itself, but to leave a work of the world [2-4].

3. Apple's marketing strategy

3.1. Product Strategy

The product is not unique in invention but also provides consumers with greater room for thinking. Because Apple's iOS system also has a lot of details, which is also seemingly unimportant, it's an important reason to offer consumers a great deal of choice. According to the characteristics of the company's organizational structure and marketing information management system, the company has established the choice of marketing channels and marketing response to Apple mobile phone products, and through the formulation of a rational rigorous retail operations and customer relationship management system and policy, so that the Apple phone listing promotion plan can be effectively

implemented and timely evaluation, control and update of the implementation of reasonable results, for the successful marketing of Apple mobile phones can lay a good foundation, more valuable references and recommendations for Apple company marketing work.

3.2. Price strategy

In the face of the increasingly competitive smart product market, Apple with its high-price maintenance strategy dominated, occupying most of the market profits, while Chinese enterprises with their low-pricing strategy, hard to occupy the market, to obtain low profits for sales. Although China's smart electronics enterprises have developed, compared to Apple, there are still great differences in pricing strategy, therefore, the study of Apple's pricing strategies is an important leaflet for the intelligent electronics industry in China.

3.3. Channels strategy

In the structure of the physical channel, Apple has a lot of features, first, Apple is mainly based on physical channels, coverage strategy is layered coverage, direct stores mainly cover key first-line cities, direct power mainly covers one-and-two-line major cities, and three-line and below cities mainly through distributors. Secondly, Apple. The management of channelers depends on the level of the store, and the store will be divided into four levels, there are great differences between the different levels in terms of the standardization of the shop management, the degree of training, the supply of products and the extension of the system. In this regard, Apple is very careful about the management dimensions of the services offered by different dealers. Thirdly, according to statistics, Apple has approximately 80% of the volume of licensed distribution.

4. Problems Apple has faced in marketing

Apple has faced problems in marketing since entering the 4G era, in the market capacity growth has slowed, with more supply than demand. Under the influence of problems such as serious homologation of products and industry factors, the manufacturers of mobile phones have become more and more important to the construction of sales channels so have ignored many in the product analysis as well as the demand of customers. But in recent years, Apple has shifted its focus to focus more on customer needs and to focus on customer recommendations. But under pressure from competitive Huawei and Samsung, Apple has to make some changes. This is also one of the biggest concerns of Apple's sales channels.

One of the big problems facing Apple is the lack of product innovation. In recent years, we will find that Apple phones have not changed much in appearance. Instead, the camera gets bigger and bigger. Color is just a new color for each generation. During this period, Apple's loyal fans began to drop the frequency of replacing their phones, because it was not very innovative and did not make any major changes to its appearance. But between 2022 and 2023. The appearance of the new model IPHONE14 made for the so-called Liu Haiping pill perforation screen. This is also attracting consumers, although he made a big change to Liu Haiping this piece, the needle did not make a bigger change to the appearance of the phone. So, many consumers, even if they only use Apple products, do not change their phones frequently. In this respect, Apple should do a thorough study in terms of system improvement and consumer demand insight, and give the corresponding conclusions to make good changes.

What Apple has yet to improve is the immaturity of mobile phone development technology. We'll find that with every new generation of Apple phones, our old ones will have a cardboard. While Apple has never responded positively to the problem, it is also a marketing tool that prompts

consumers to frequently replace new Apple phone products. But this actual problem also reflects the immaturity of mobile phone development technology [8].

5. Conclusion

By analyzing the history of Apple's development and the market environment, it analyzed its marketing strategy and the problems it faces, its marketing strategies adopted, hunger marketing, innovative marketing, and oratory marketing, and analyzed the product strategy, price strategy, promotion strategy and channel strategy Apple faces problems. There are problems such as inadequate product innovation and mobile phone research and development technology. Therefore, Apple should correctly deal with the crisis times and product flaws in marketing, take the market responsibility, and actively face them. The disadvantage of this study is that if only one enterprise is analyzed, more electronic products can be studied in the future.

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