

# **DIPLOMA THESIS**

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**Analyzing the marketing activity of Apple Inc.**

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## **Introduction**

Marketing activities are a company's promotional efforts to distribute its resources across a variety of platforms and channels in order to increase sales and achieve a sustainable competitive advantage in its corresponding market. Marketing strategy emphasises the role of marketing as a link between an organisation and its customers, leveraging a company's resources and capabilities to gain a competitive advantage.

Apple Inc. is a multinational technology company based in Cupertino, California. By revenue, Apple is the world's largest technology company. Steve Wozniak, Steve Jobs, and Ronald Wayne founded Apple Computer Company on April 1, 1976, to develop and sell Wozniak's Apple I personal computer. Many of Apple's product announcements take place during keynote speeches given by the company several times a year, at Apple Special Events or at Apple's Worldwide Developers Conference, which help to reinforce Apple's brand.

A detailed understanding of Apple's customers allowed the company to analyse consumer behaviour more effectively. Apple Company uses this insight to tailor products and brand messages that resonate with the target audience making Apple's marketing more effective and powerful.

Apple prioritises their Unique Value Proposition (UVP). Apple is not afraid to price its products based on the most recent their worth. They market their products' unique selling points (USPs), explain how they improve their customers' lives, and quote a price for it. Loyal customers understand the worth and readily pay the price.

Data of the study contained an overview of the demographic, and relationships among variables involving effective brand marketing activities, brand leadership, brand products, customer satisfaction, brand attention, brand trust, and brand loyalty. Moreover, these data can be use for the guideline, analysis, and comparison for others who work on Marketing Activities case studies as well as Marketing Research.

Types of data evaluation have two main formula such as Yule's coefficient and the T- coefficient to evaluate in this paper. The coefficient sign does not indicate the direction of dependency, because its value depends on the array structure. The absolute value closer to unity means the stronger relationship between the characteristics.

## **Literature Review**

(DUDOVSKIY, 2021) Apple marketing strategy is based on the founder Steve Jobs's philosophy that customers do not always know what they want. Accordingly, instead of conducting marketing researches to identify customer needs and wants, the multinational technology company prefers to install innovative features and capabilities in their products, making customers to want Apple products. Apple marketing strategy expresses the brand in minimalist, yet highly efficient ways. Focusing on attractive value proposition - Apple's value proposition is "beautiful design that works right out of the box with ever-smaller packaging. Apple is a unique company in a way that it is a design firm, a media platform, a publishing company, a software powerhouse and a computer manufacturer – all at the same time.

(PATEL, 2022) They carry this philosophy of "simpler is better" through to their product lines, too. They don't overwhelm prospective customers with too many choices, parameters or options. Know Your Audience and Talk to Them in Their Language. Apple knows its customers very well and has developed loyalty in their market share. And, they know how to speak to them in the language that makes them feel comfortable, not overwhelmed and confused. Design a Better Customer Experience. Because Apple has created a customer experience that goes far beyond the actual purchase in a retail store.

(PV VYSHNAVI, 2022) Apple Keeps Its Product Presentation and Marketing Simple. Apple follows the philosophy of simple is better through their products, they don't overwhelm their targeted customers with too many choices, options or even parameters. Apple lets its products speak for themselves and keeps its messaging and visuals simple. They know that their products will sell without relying on the top and expensive advertisements. Apple's advertisements and marketing strategies don't just convey specifications and features, but rather how the product can change your life and make it better.

(PATEL, 2022) Apple's marketing mix creates raving fans who stand in line for hours and hours on end, just to get the first iteration of any new product the minute it's released throughout social media. If you persuade an influencer that your product or service is worthwhile and relevant to their audience, they'll share it with their followers. It's a marketing strategy that gets juice throughout social media and is very much a competitive advantage for Apple and its market share. Mentioned Keep Your Marketing and Your Products Simple "More isn't always better." Apple reduces that consumer confusion by simplifying their web and sales copy. Instead, they use simple, direct words and they continually stress the benefits that consumers

absolutely need and will be thrilled by. This is part of their brilliance in content marketing, high tech without high tech terms. Apple keeps it simple and their customers love it giving them a loyalty with market share that is unprecedented. What Apple's ads and marketing strategies convey isn't specifications and features, but rather how the product can change your life and make it better.

(Lenovo, 2023) A smartphone is a mobile or cellular phone that runs off a mobile operating system (OS) and functions like a mini computer. Smartphones also function as portable media players, digital cameras, video cameras and GPS navigational devices.

(FRANKENFIELD, 2022) Although they were originally meant to allow individuals to communicate via phone and email, smartphones now allow people to access the internet, play games, and send text messages in addition to making phone calls and sending emails.

(Kirvan, 2023) Redesigns that make more room for the display, offering two or three versions of a phone to provide different entry points, removing as much of the bezel as possible, moving away from the notch style that puts the camera, speaker and other sensors on a top section of the phone, moving the camera inside the body to be pushed up by a mechanical motor, moving the camera to a hole-punch in the display, moving the earpiece speaker grill to areas such as a top slot of the phone, phasing out headphone jacks, Adding features such as under-screen fingerprint readers, face unlock, 90-120 hertz (Hz) refresh rates, IP68 water resistance ratings, glass backs for wireless charging, reverse wireless charging, fast charging, virtual assistants, night mode for cameras and dual SIM card support.

(Haselton, 2018) It can be stressful buying new smartphones, especially as prices climb beyond \$1,000. They don't necessarily need to spend that much money, they just need to know what to look for before their make a purchase.

- **The display:** If they're like most of us, they're going to spend hours each day staring at their smartphone screen. Make sure they're buying one that's bright enough to see outdoors, and sharp enough where text doesn't look blurry while they're surfing the web.
- **The battery:** They want one that's going to last all day, if possible.
- **The storage:** Plenty of folks try to save money by buying cheaper phones, but often they ship without much storage on board.
- **The camera:** If they like sharing pictures with friends and family, make sure they're buying phones with good cameras.

- **The age:** It can be tempting to buy a refurbished or older-model smartphone to save a few money.

(Tutorialspoint, 2017) There are Seven Computers Characteristics:

- **Speed:** A computer works with much higher speed and accuracy compared to humans while performing mathematical calculations.
- **Accuracy:** Computers perform calculations with 100% accuracy. Errors may occur due to data inconsistency or inaccuracy.
- **Diligence:** A computer can perform millions of tasks or calculations with the same consistency and accuracy.
- **Versatility:** Versatility refers to the capability of a computer to perform different kinds of works with same accuracy and efficiency.
- **Reliability:** A computer is reliable as it gives consistent result for similar set of data i.e., if we give same set of input any number of times, we will get the same result.
- **Automation:** Computer performs all the tasks automatically i.e. it performs tasks without manual intervention.
- **Memory:** A computer has built-in memory called primary memory where it stores data. Secondary storage are removable devices such as CDs, pen drives, etc., which are also used to store data.

(Enos, 2022) When it's time to buy a new PC, it's important to consider all your options carefully. Here are the most important factors to keep in mind:

- **Budget:** The budget is one of the most important factors to consider when choosing a PC. There is a wide range of prices for different computers, so it's important to set a budget and find the best machine within that budget.
- **Processor:** An important factor to consider when buying any PC is the processor. This is the heart of the machine, and it determines how fast your computer will be.
- **Memory:** When choosing a PC, memory is just as important as the processor. RAM, or random-access memory, is what your computer uses to store data temporarily.
- **Graphics Card:** The graphics card is another important component of the PC. This part of the computer handles graphics processing, and it's especially important for gaming and multimedia activities.

- **Storage:** Storage is another vital part of choosing a PC. This is where all your data is stored, including your operating system, programs, and files. There are two main types of storage: HDD and SSD.
- **Operating System:** The operating system is the software that runs your computer. The two most popular operating systems are Windows and macOS. Windows is more popular for PC gaming, while macOS is preferred for creative activities like video editing and graphic design.
- **Warranties & Returns:** When choosing a PC, it's important to consider warranties and return policies. Most computers come with at least a one-year warranty, but some companies offer longer warranties for an additional cost. It's worth checking out the warranty before buying to see what's covered and how long.

(Kauerhof, 2015) There are number of competitors in the Smartphone industry, however, in 2015, the main competitors in the industry are Samsung with 21.4% market share, Apple with 13.9 % market share, Huawei with 8.7% market share, Xiaomi with 5.6% market share, Lenovo with 4.7% market share and others with 45.7% market share. The industry is full of competitor's powers; it is hard for the one new company to succeed in the market. Five years average growth for Apple Inc is higher than the average industry growth for five years. Five years average growth in revenue for the industry is 7.5%. Five years forecast for the industry is given and growth percentage is expected to be 8.8%. Forecasted growth for Apple Inc in the industry is 8.9%.

(Friedman, 2023) A repository of quarterly data for the global smartphone market. This data is a part of a series of reports which track the mobile handset market: Smartphone and Feature Phone shipments every quarter for more than 140 brands covering more than 95% of the total device shipments in the industry. Apple had the biggest market share among smartphone manufacturers worldwide during Q4 2022. The Apple iPhone had its largest global market share of all time during Q4 2022.

Worldwide smartphone shipments and growth Canalys Preliminary Smartphone Market Pulse: Q4 2022		
Vendor	Q4 2021 market share	Q4 2022 market share
Apple	23%	25%
Samsung	19%	20%
Xiaomi	13%	11%
OPPO	9%	10%
vivo	8%	8%
Others	28%	26%

Preliminary estimates are subject to change on final release  
 Note: percentages may not add up to 100% due to rounding  
 Source: Canalys estimates (sell-in shipments), Smartphone Analysis, January 2023




Figure 1. Table of global market share of all time during Q4 2022 (Smartphone Analysis)



(Heartofcodes, 2018) Apple targeting strategies involve determining the more attractive segments for the firm. This stage implies choosing particular groups identified from the segmentation process, where Apple can sell their products to. The company positions its brand as a premium provider of products and services with high-quality and advanced functions and capabilities. Apple's target customers include the well-off individuals willing to spend more on technology products and services with advanced capabilities, functions, and designs. After years of evaluating Apple's customers' characteristics, it has revealed that most of them tend to appreciate quality, performance, and design of tech products and services over the prices.

(Glory, 2021) Apple positioning its brand to create an emotional connection with its customers through exceptional experiences is an excellent approach, especially in this competitive industry. In the same manner, Apple uses its positioning approach based on competition. Since competition is tight in the technology industry, Apple ensures to continuously invest in R&D and introduce innovative products and features all the time. It keeps on making unique technologies for the brand and cannot be copied anywhere else.

(Shastri, 2023) Apple products line over time to meet the needs of global customers. The product line Apple includes both goods and services.

- **Products offered by Apple:** Mac, iPad, iPhone, Apple watch, Apple tv.
- **Services offered by Apple:** Apple Music, iCloud, Apple news, Apple books, Apple arcade, Apple podcasts, Apple fitness+

(MBA Skool, 2021) The brand also does not lower its pricing to make it affordable to everyone. Apple creates an impression to its customers by giving an excellent user experience possible, which justifies its premium pricing. Apple showcases the highest quality possible for all its products by using the outstanding components available and stylish designs. Once customers get hooked on Apple products, there is a higher possibility that they will not be turning to other brands anymore.

(Bhasin, 2019) Apple products are available almost all across the globe. The product distribution usually takes place through its proprietary stores known as the Apple Store, or through third party resellers using both physical retail stores and online platforms. The global availability of Apple products allows the company to target a large number of customers and it also allows it create a strong brand awareness in a global scale.

- **Apple stores:** Probably the most prominent IT company globally, Apple has more than 500 retail stores in 15 countries worldwide.

- **Online stores:** Apple also has provided an official website where customers can access and purchase its products.
- **Wholesalers:** Customers of Apples can also go to wholesalers as they can also be the source of essential parts of its services and products.
- **Retailers:** Apple also partners with authorized retailers for its products and services. A few examples of them are T-Mobile and Mobile Guru in New York and Argos and Carphone Warehouse in London.
- **Third-party:** cellular network providers. AT&T Inc., Vodafone Group, and Verizon Communications Inc.
- **Value-added resellers:** These are professionals tasked and authorized by Apple to provide market-specific and customized solutions to target customers.

(Almeida, 2021) Studied how Apple's marketing strategies impact consumers' choices when buying electronic devices. For this, a survey of 700 people was conducted, and descriptive and inferential statistics were used to analyse the findings. Customers' ability to recognise product devices was found to be influenced by advertising and word of mouth. Apple customers are also incredibly trustworthy and frequent branded retailers, both in-person and online.

(Amron, 2018) Examined that the goal of this research was to model the iPhone purchase decision using product image, design, feature, and price variations as independent features and the purchase decision as dependent variations. To gather data, the iPhone is used. It was also discovered that the four independent variables have the potential to influence consumer purchasing choices positively. The researcher advises business executives to market products with current models on the same basis based on product image in order to increase product attractiveness and recognition.

(Jinjin, 2013) Apple Inc.'s external and internal environments are examined. Apple's growth as a computer and consumer electronics powerhouse is based on four core philosophies: "Think Different" (a spirit of perpetual invention), direct sales, customer-centric services, and brand power of Apple. Under the motto "Think Different," Apple never ceases developing and improving its products. As a successful replica, Apple distributes products directly to customers in an endless stream over the web, by phone, and in Apple stores. As a result of the customer-focused services and "Switcher" campaign, the population of Apple World.

(Alnabhan, 2018) Analysis of apple's products and its sales. The introduction of a new product in the market is tricky and requires a lot of consideration for it to be successful. Apple operates in the information and technology industry that needs a lot of innovations and creativity. The introduction

of the new product iPhone X by Apple Company will be successful if the company takes into consideration the critical factors that influence the development of new products. Customers' demands are continuously evolving, and the company needs to take into account the trends in the critical factors such as distribution, promotion, and development of new product features. Companies need to consider behavioural economics as it plays a critical role in marketing campaigns. Apple Inc. needs to ensure that it enforces the best approaches for it to realise success in marketing campaigns.

(Dave, 2018) Evaluated how the iPhone was developed, priced, promoted, and distributed is lesson for marketers around the world. Apple devised a fantastic overall marketing strategy for the iPhone and handled every aspect of its launch flawlessly. Apple was able to build a unique product for tech-savvy consumers wanting for a phone and music player in one gadget, and make those people aware of the product through well- managed marketing efforts and major publicity. Apple's ability to generate excitement about products among its loyal customers, who keep their focus fixed on the company, and then supplying a high-quality, desirable product to back up the hype is exemplified by the iPhone.

(Drescher, 2022) Where MacBooks really shine is in the Apple ecosystem. Using an iPhone, iPad, Apple Watch, AirPods — anything Apple, really — with a MacBook is a joy. You can AirDrop large files from one device to another nearly instantly. Your AirPods connect without you needing to lift a finger. Continuity allows such perks as copying a link on your iPhone and simply pasting it on your MacBook. iMessage on Mac is great, and Apple Keychain means your passwords carry over across all your Apple devices.

(Drescher, 2022) The downside to this ecosystem is Apple itself. You'll be locked into Apple's narrow view of what an ecosystem should be like. Android won't work with your Mac. Windows won't work. And if you depend on Apple's first-party apps, you will be limited to using only Apple devices. The iCloud.com website is barebones, and you won't be able to do much else off the platform.

(Elalj, 2022) It can be challenging for those who like Apple to sound unbiased when stating that Macs have much better durability than PCs. It wasn't very far from the truth a while ago. However, the release of Windows 10 and the systems created since then have considerably improved the durability of Windows laptops. We can say that, even if Apple offers extensive support for its products, PCs are up to the task as well nowadays. The progress of competing operating systems and PC manufacturers means that today, saying that Windows is worse than Macs and PCs are

short-lived can no longer be justified appropriately. Therefore, we should not only analyse the durability. It's time to look further.

(Graf, 2022) The Apple Watch has been around since 2015 and has taken the wearables market by storm. It's arguably the best smartwatch one can buy currently. You don't become a top-tier smartwatch on the market for nothing. Therefore, there are many convincing reasons every iPhone user should consider getting an Apple Watch.

- **Quickly view notifications:** You can quickly respond to notifications without picking up and unlocking your iPhone, such as answering a phone call or quickly responding to a text message.
- **Multiple health features:** In addition to heart rate monitoring, newer Apple Watch models can also measure your blood oxygen level, track your sleep, and measure your temperature to help you get an idea of when you might be ovulating.
- **Personal safety:** The Apple Watch can detect if you've taken a hard fall and will ask if you are ok. If you don't respond after a minute, the Apple Watch will contact emergency services to get you help.
- **Great fitness device:** The Workout app on the Apple Watch lets you select from multiple workouts to track various metrics such as time, active and total calories burned, heart rate, and more during the workout, depending on which one you select.
- **Listen to music right from wrist:** When your watch connects to your iPhone, it can act as a controller for the music playing on the phone. The Apple Watch lets you connect a pair of AirPods over Bluetooth, meaning you can easily listen to music directly from the watch wirelessly.
- **No need to carry iPhone all the time:** You can leave your phone behind while still being able to receive phone calls, send text messages, stream music from Apple Music, and more.

(Pandey, 2023) Separately from its regular online store, Apple operates a Certified Refurbished store. The company puts all products returned by its customers on sale here. The devices may have been returned for multiple reasons, including issues with the product, poor performance, etc. All returned products go through Apple's rigorous refurbishing process. They are thoroughly inspected and cleaned, with genuine Apple replacement parts installed if needed. Apple then puts them in its Certified Refurbished store at a lower price. Refurbished Apple products are not available for purchase from retail Apple Stores. You must order them from the company's Certified Refurbished online store.

(Pandey, 2023) Apple's Certified Refurbished products offer multiple advantages over refurbished devices sold by other retailers. You get a one-year warranty with all Apple Certified Refurbished products, including iPhone, iPad, Mac and Apple Watch. This includes standard 90-day complimentary technical support as well. You can save between 15% and 25% on most products by purchasing a refurbished unit direct from Apple. With older iPhones and Macs, the gap could stretch even further.

(Ferjan, 2023) AirPods were announced on September 7, 2016, and the first units were available in Dec 13 of the same year. They didn't get a big, major red-carpet event. They were unveiled to the world in a 5-minute press release event. In 2018, 2 years after its release, AirPods became the most popular, most-sold Apple accessory, becoming a staple product for Apple. Today Apple is selling more AirPods than Apple watches, iPads, iPods, or Macs. It's estimated Apple sold around 58 million units of AirPods in 2021 (2021 - 58 million units, 2020 - 50 million units, in 2019 - 35 million units, in 2018 - 20 million units, and in 2017 - 10 million units).

(Johnson, 2012) Providing strategic marketing plans for further development of apple. It is critical that the corporation utilises its rapid innovation processes to capitalise on opportunities in several industries, such as renewable energy and self-driving technologies. To be sure, Apple must contend with some dangers, such as the Coronavirus outbreak, fierce competition from other major companies, and the impact of the trade war.

(Aljafari, 2016) Focuses on Apple's strengths, weaknesses, opportunities, and threats in comparison to their industry competitors and analyses Apple Inc.'s performance and financials to assess if they are on a successful, sustainable path. They did primary study on persons in the middle and upper classes. Apple customers range in age from 35 to 44, with one in every four users between the ages of 18 and 34. It was discovered that the Company's business strategy takes advantage of its unique capacity to design and develop its own operating systems in order to give new goods and solutions to its clients that are easier to use, integrate seamlessly, and have inventive design. The company's goal also includes extending its distribution network in order to successfully reach more clients and provide them with high-quality sales and after-sales services support experience that helps targeting more customers.

(Matos, Ferreira, and Krackhardt, 2012) Apart from psychological factors, sociocultural factors such as reference groups, family influence, and social class highly impact consumer behaviour. Family and reference groups play a huge role in influencing consumer purchase decision, mainly cell phones. Due to the hype and branding created by family and peer groups, the majority of consumers usually get iPhones because "everyone else has it." A study done by (Matos, Ferreira,

and Krackhardt, 2012) also confirmed the influence of peers in regards to the buying behaviour of iPhones; moreover, children and teenagers also watch adults use the Internet and sometimes play games on iPhones, thereby getting influenced by them.

(Matos, Ferreira, and Krackhardt, 2012) Most of the young adults and adults also discuss about their purchase decision before buying expensive products, hence influencing other members of the family. In addition to family and reference groups, social class also impacts consumer behavior in today's cutting-edge world. Apple products are affordable to high- or medium-income people who have enough disposable income. Brand image represents the consumer's view of a brand that is formed from past memories and experiences (Tehuayo, 2015). According to a study by (Caroline and Brahmana, 2018) a brand's seriousness and inclination play a role in its image; seriousness and inclination will result in a positive brand image, which breeds brand loyalty.

Brand loyalty by (Mowen, 1988) is a condition in which consumers have a positive attitude towards a brand, have trust in that brand, and aim to make repeat purchases in the future. Research by (Bastian, 2014) prove that brand image has a positive and significant effect on brand loyalty.

Study by (Ratri, 2007) also stated that improving the brand image of a product will stimulate the formation of brand loyalty. Previous research by (Nofriyanti, 2017) also concluded that brand image has a positive influence on brand loyalty.

(Mowen, 1988) Brand trust is the consumer's perception of the credibility of the brand based on experience and is a series of relationships or interactions marked by the fulfilment of consumer desires for product performance and the satisfaction felt by consumers.

Study by (Rini and Sulistyawati, 2014) also concluded that brand trust has a positive influence on brand loyalty, along with the increase in brand trust will trigger an increase in brand loyalty. This is supported by the theory presented by (Aleman, 2003) who said that consumer confidence in a brand (brand trust) can have an impact on behavioural loyalty and consumer action on a brand (brand loyalty). Research done by (Tingkir, 2014) in line with the theory presented, namely brand loyalty is obtained from consumer confidence in the brand.

## **Materials & Methodology**

### **Research type**

The type of research used in this study is explanatory research with a quantitative approach. Explanatory research is research that explains the symptoms caused by the causal relationships among the variables studied. This study describes the influences, overview, and relationships among variables involving effective of brand marketing activities, brand leadership, customer satisfaction, brand attention, brand trust, and brand loyalty.

### **Research location**

The research was conducted on online platforms called “Google Form” and “Google Sheet”. These online platforms are really useful to collect data for students and has also been used by many organisations recently. Via this method, this study was really simply to access, collecting data at every time and every place in the world.

### **Data Collect**

This study helps via Google Form and Google Sheet which collect data, numbers and also graphs. The assumption tests that will be performed in this study are the normative test, the autocorrelation test and the contention test.

### **Evaluate Data**

To evaluate data in order to discover a greater number of survey data specific details. Using Yule's coefficient and the T- coefficient to evaluate.

### **Yule's coefficient of colligation**

(Michel G. Soete., 2013) The measure of the relationship between two qualitative (non-measurable) features U and V when the data is presented in the form of a contingency table. It is only used for tables of 2 by 2 dimension. The value of the coefficient belongs to the interval  $[-1,1]$ . The coefficient sign does not indicate the direction of dependency, because its value depends on the array structure. The absolute value closer to unity means the stronger relationship between the characteristics.

**Formula:**

1. For a 2×2 table for binary variables U and V with frequencies or proportions:

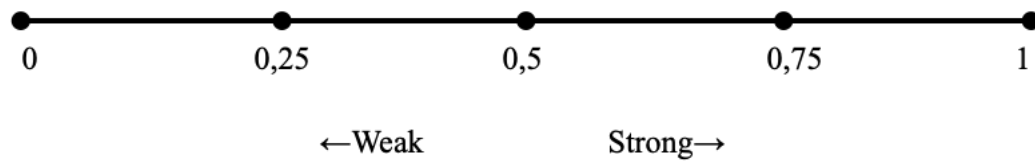
	V=0	V=1
U=0	a	b
U=1	c	d

*Table 1. Yule Formula (George Udny Yule, 1912)*

2. Yule's  $Y$  is given by:

$$Y = \frac{\sqrt{ad} - \sqrt{bc}}{\sqrt{ad} + \sqrt{bc}}$$

3. Measure Results Scale:



**Tschuprow's T- coefficient**

(Wicher Bergsma, 2011) Relation coefficient, used to measure the strength of relation a compound between two nominal variables, giving a value from the interval [0,1]. If the value of the T-factor is closer to the unity, the relationship between the tested characteristics is stronger.

**Formula:**

$F_{ij}$  - Real frequency

$i$  - Number of rows

$j$  - Number of columns



1. For an  $i \times j$  contingency table with  $i$  rows and  $j$  columns:

$$Fi = \sum Fij \quad (\text{from } i = 1 \text{ to } 2)$$

$$Fij^{\#} = \frac{Fi \cdot Fj}{n}$$

$$Fj = \sum Fij \quad (\text{from } j = 1 \text{ to } 5)$$

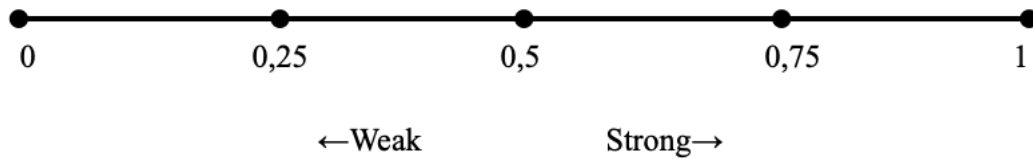
2. Then the mean square contingency is given as:

$$\lambda^2 = \frac{(Fij - Fij^{\#})^2}{Fij^{\#}}$$

3. And Tschuprow's  $T$  as:

$$T = \sqrt{\frac{\lambda^2}{n \cdot (i-1) \cdot (j-1)}}$$

4. Measure Results Scale:



## Descriptive Analysis

The purpose of descriptive analysis is to make a systematic overview of data with the form that factual and accurate information on the facts that were analysed and the relationship between the phenomena under investigation. The obtained data are presented in the table as numbers, percentages, frequencies, and narrow or mean.

### Leadership

For measuring brand leadership, there are different strongly two choices to choose in questions "Yes and No" which are related to how leadership is Apple. The questions involved the leader of hi-tech digital company, designs, colours, functions, features, gadgets, the way of selling, services, brand catching attention, motivation for others.

## **Products**

For measuring products, there are two type different choices in questions which related with Apple products such as yes or no answers and numerical rating scale. The questions involved designs, colours, functions, features, gadgets, the way of selling, iPhone, iPad, AirPods, MacBook, Apple Watch, Apple Pay, iCloud, Apple Care, value of products, products usage, Apple products made benefit for third party companies and third-party companies were motivated by Apple products.

## **Places & Promotions**

For measuring places & promotions, there are four main choices to choose in questions which related to places and promotions of Apple including yes, yes and I bought something there, yes and I have experience and no. The questions involved official Apple stores, official Apple website, authorised resellers, telecom companies, back to school promotion, student discounts, teacher discounts and refurbished.

## **Prices**

For measuring prices, there are several choices to choose in questions which related to Apple prices including price for yes, expensive but worth, no, willing to buy at a high price. The questions involved income levels of customers and products values.

## **Customers' experience**

For measuring customers experience, there are some different choices to choose in questions which related to Apple customers experience including yes no answers, yes and I bought something there, yes I have experience, it is a reason I use and it is a reason I want to buy. The questions involved about places, promotions, brand leadership, features, brand ecosystems and life terms usage.

## **Pictures**

For measuring pictures or image, there are various choices to choose in questions which related to image of Apple brand and Apple customers including numerical rating scale, they just need to look good/ wealthy/ trendy, they are looking good/ wealthy/ trendy, they just buy convenience, they want to have a new experience and be the same as society, they do not know how to use Android or Microsoft Office, I just need to look good/ wealthy/ trendy, I am looking good/ wealthy/ trendy, I just buy convenience, I want to have a new experience and be the same as society, I do not know how to use Android or Microsoft Office, Users > Non users > Return

users, Users > Non users, Non users > Users, Non users > Users > Non users. The questions involved general people think about Apple users and products, customers' points of views on Apple as well as overview of Apple users' cycle.

### **Products life**

For measuring products life, there are just only two choices to choose in question which related to Apple products life such as yes, no answers. The question involved life terms usage of Apple products.

### **Product owners**

For measuring product owners, there are various choices to choose in questions which related to Apple users including their careers, income levels, yes, no answers, it is a reason I use, it is a reason I want to buy, expensive but worth, iPhone, iPad, AirPods, MacBook, iMac, Apple Watch and general basic geography information. The question involved genders, age ranges, regionals, income levels, Apple ecosystems, values and products they have owned.

### **Apple products related to third parties**

For measuring Apple products related to third party companies, there are just only two choices to choose in question which related to Apple products related to third party companies. The questions involved catching attention, motivation for others, Apple products made benefit for third party companies and third-party companies were motivated by Apple products.

## Results and Evaluation

There were 200 responses in total, including those from employers, employees, and students. Only 170 of the 200 responses came from people who own Apple products and have personal experience with them. An additional 30 responses came from people who don't use Apple products but are aware of them and whose opinions about Apple are crucial for analysing the impact of the Apple Company's Marketing Activities.

### Background Information of Responses



Figure 2. Gender, Source: based on my research

**Gender:** The majority is female 117 responses as 59%, followed by 77 responses from males 38%, and a small number prefer not to say their gender 6 responses as 3%.

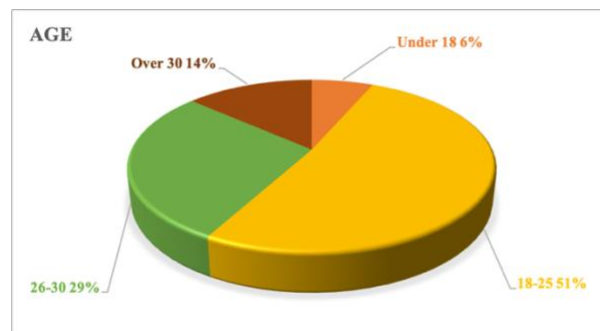


Figure 3. Age, Source: based on my research

**Age:** There are mostly between the age of 18-15 as 103 responses as 51%, between the ages of 26-30 as 57 responses as 29%, over the age of 30 as 27 responses as 14%, and under the age of 18 as 13 responses as 6%.

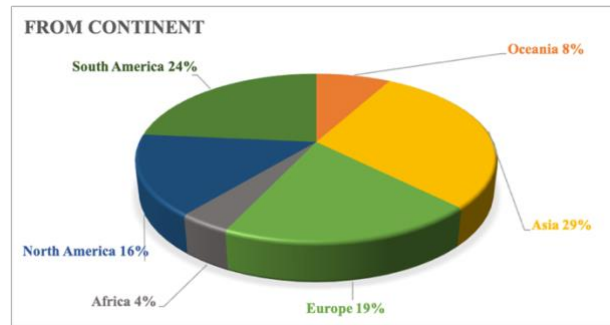


Figure 4. Regional, Source: based on my research

**Regional:** Including six continents in the world, there are 59 responses as 29% from Asia, 47 responses as 24% from South America, 39 responses as 19% from Europe, 31 responses as 16% from North America, 16 responses as 8% from Oceania, and 8 responses as 4% from Africa.

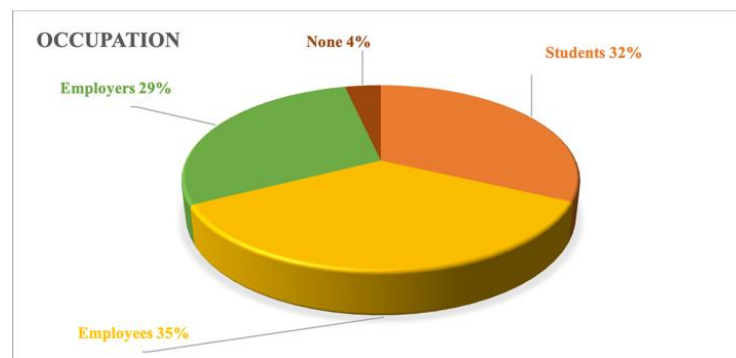


Figure 5. Occupation, Source: based on my research

**Occupation:** With four main difference occupations, there are 71 of employee responses as 35%, 64 of student responses as 32%, 58 of employer responses as 29%, and 7 of none (between the jobs) responses as 4%.

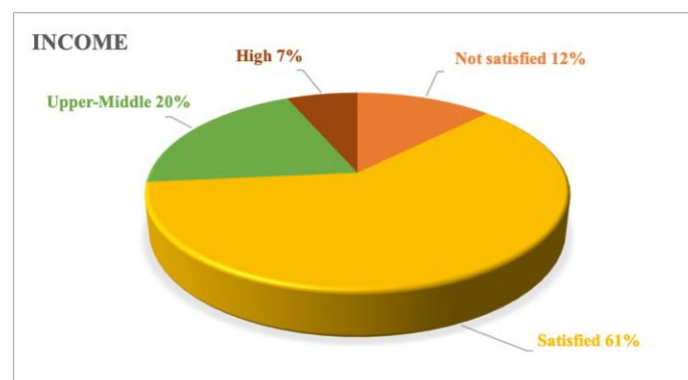


Figure 6. Income, Source: based on my research

**Income:** There are just only four satisfied levels options to choose from. There are 122 responses from satisfied as 61%, 40 responses from upper-middle as 20%, 25 responses from not satisfied as 12%, and 13 responses from high as 7%.

### Data Information of Responses:

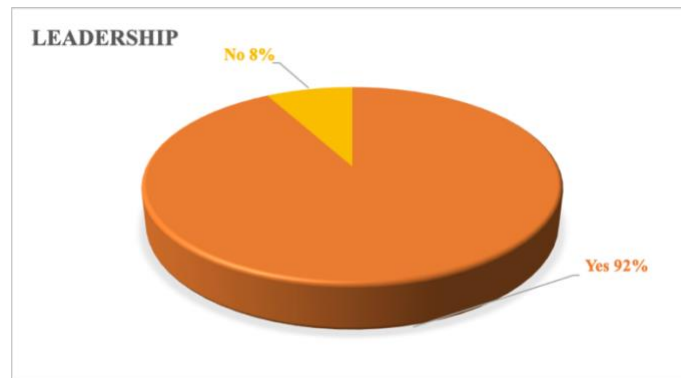


Figure 7. Leadership, Source: based on my research, Source: based on my research

**Leadership:** Related to opinions of Apple Company's Leadership are Yes as Agree and No as Disagree. The number of agreements is more than the number of disagreements with 184 responses as 92% and 16 responses as 8%. It can be concluded that most people agree that Apple Company is a Leader in Digital Gadgets.

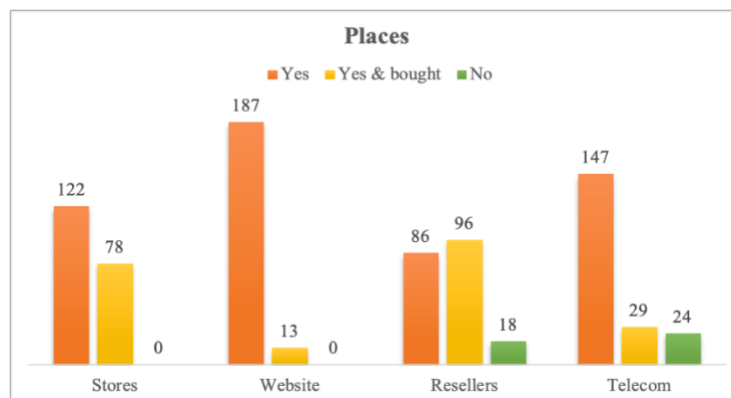


Figure 8. Places, Source: based on my research

**Places:** There are three choices to measure whether one of Apple Company's 4Ps of Marketing is work or not and also feedback. According to four places Apple products are available to sell and able to experience:

#### Official Apple Stores:

- 122 responses to Yes refer to Yes, they know these places.
- 78 responses to Yes and I bought something there refer to these places are completely worked for Apple Company.
- 0 response to No refers to everyone that Apple Company has official stores.

#### Apple's Official Websites:

- 187 responses to Yes refer to Yes, they know these places.
- 13 responses to Yes and I bought something there refer to these places are completely worked for Apple Company.
- 0 response to No refers to everyone that Apple Company has official Websites.

#### Apple Reseller Stores:

- 86 responses to Yes refer to Yes, they know these places.
- 96 responses to Yes and I bought something there refer to these places are completely worked for Apple Company.
- 18 responses to No refer to there are some people who do not know about these places of Apple Company.

#### Telecom Companies:

- 147 responses to Yes refer to Yes, they know these places.
- 29 responses to Yes and I bought something there refer to these places are completely worked for Apple Company.
- 24 responses to No refer to there are some people who do not know about these places of Apple Company.

There are still some small numbers who do not know about Apple products in these places such as telecom companies (24 responses) and Apple Reseller Stores (18 responses).

However, a large number of responses are known Apple products on Apple's Official Websites (187 responses), at telecom companies (147 responses), at official Apple Stores (122 responses), and at Apple Reseller Stores (86 responses).

More interesting than that it can be said that Apple Company has many customers who did purchases at Apple Reseller Stores (96 responses) mainly more than at the official Apple Stores (78 responses) minority. And followed by telecom companies (29 responses) and Apple's Official Websites (13 responses).

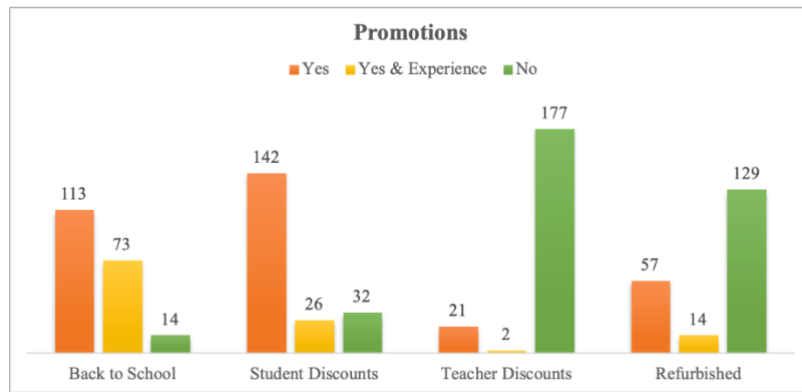


Figure 9. Promotions, Source: based on my research

**Promotions:** There are four different promotions and three choices of each to measure whether one of Apple Company's 4Ps of Marketing is work or not and also feedback. According to four promotions, Apple products are available to sell and able to experience:

Back to School:

- 113 responses to Yes refer to Yes, they know this promotion.
- 73 responses to Yes and I had experience refer to this promotion is completely worked for Apple Company.
- 14 responses to No refer to there are some people who do not know this promotion of Apple Company.

Student Discounts:

- 142 responses to Yes refer to Yes, they know this promotion.
- 26 responses to Yes and I had experience refer to this promotion is completely worked for Apple Company.
- 32 responses to No refers to there are some people who do not know this promotion of Apple Company.

Teacher Discounts:

- 21 responses to Yes refer to Yes, they know this promotion.
- 2 responses to Yes and I had experience refer to this promotion is completely worked for Apple Company.
- 177 responses to No refers to there are some people who do not know this promotion of Apple Company.



Refurbished:

- 57 responses to Yes refer to Yes, they know this promotion.
- 14 responses to Yes and I had experience refer to this promotion is completely worked for Apple Company.
- 129 responses to No refers to there are some people who do not know this promotion of Apple Company.

There are some promotions for which people do not know about the discount on Apple products such as Teacher Discounts (177 responses), Refurbished (129 responses), Student Discounts (32 responses), and Back to School (14 responses).

However, there are still some number of responses known about the discount on Apple products such as Student Discounts (142 responses), Back to School (113 responses), Refurbished (57 responses), and Teacher Discounts (21 responses).

More interesting than that it can be said that Apple Company has many customers who did purchases and as well as applying the right of discounts to their purchases mainly Back to School (73 responses), Student Discounts (26 responses) minority. And followed by Refurbished (14 responses) and Teacher Discounts (2 responses).

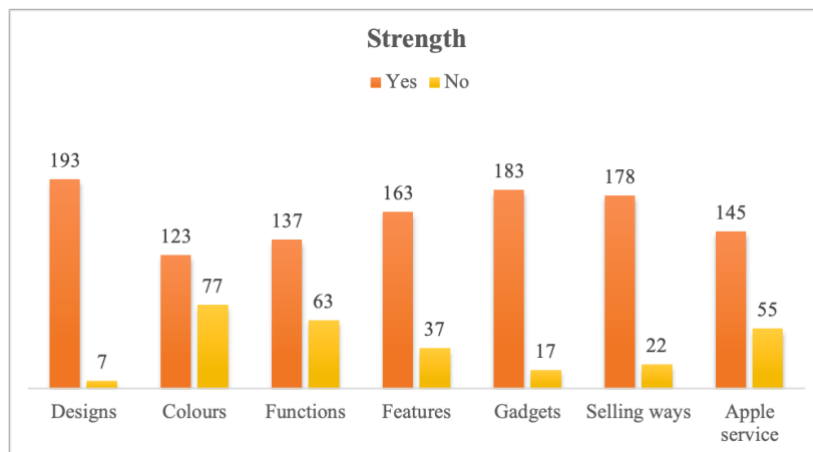


Figure 10. Strength, Source: based on my research

**Strength:** About opinions of Apple Company's strengths are Yes as Agree and No as Disagree. There are several different points to be collected. According to seven points of Apple Company's strengths:

#### Designs:

- As 96% as 193 responses to Yes refer to Yes, they agree.
- As 4% as 7 responses to No refer to No, they disagree.

#### Colours:

- As 37% as 123 responses to Yes refer to Yes, they agree.
- As 63% as 77 responses to No refer to No, they disagree.

#### Functions:

- As 54% as 137 responses to Yes refer to Yes, they agree.
- As 46% as 63 responses to No refer to No, they disagree.

#### Features:

- As 77% as 163 responses to Yes refer to Yes, they agree.
- As 23% as 37 responses to No refer to No, they disagree.

#### Gadgets:

- As 91% as 183 responses to Yes refer to Yes, they agree.
- As 9% as 17 responses to No refer to No, they disagree.

#### Selling ways:

- As 88% as 178 responses to Yes refer to Yes, they agree.
- As 12% as 22 responses to No refer to No, they disagree.

#### Apple service:

- As 62% as 145 responses to Yes refer to Yes, they agree.
- As 38% as 55 responses to No refer to No, they disagree.

In order of Apple Company's strengths, most of the responses agree that Apple Company has strengths in designs firstly (96%), gadgets (91%), selling ways (88%), features (77%), Apple Service (62%), functions (54) and lastly colours (37%).

There are three main points of disagreement on Apple Company's strengths firstly colours (63%), secondly functions (46%), and lastly Apple service (38%).

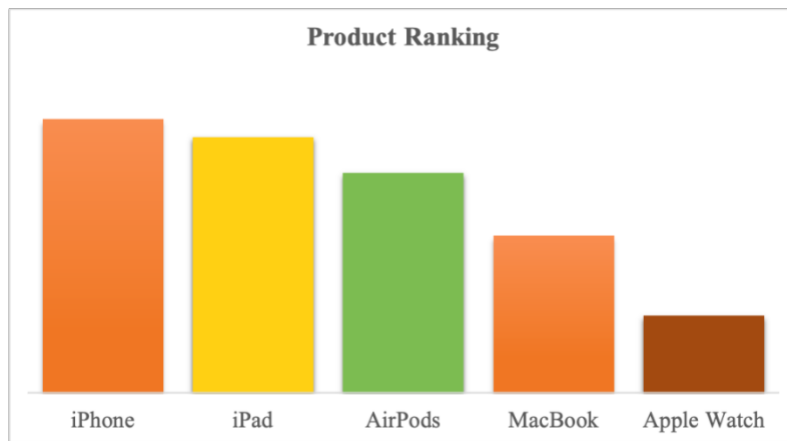


Figure 11. Products Ranking, Source: based on my research

**Products Ranking:** Including the top five of the most popular Apple products such as iPhone, iPad, AirPods, MacBook, and AppleWatch to let responses set them ranks with five levels.

- The first-ranking is iPhone with 136 scores.
- The second-ranking is iPad with 127 scores.
- The third-ranking is AirPods with 109 scores.
- The fourth-ranking is MacBook with 78 scores.
- The fifth-ranking is AppleWatch with 38 scores.

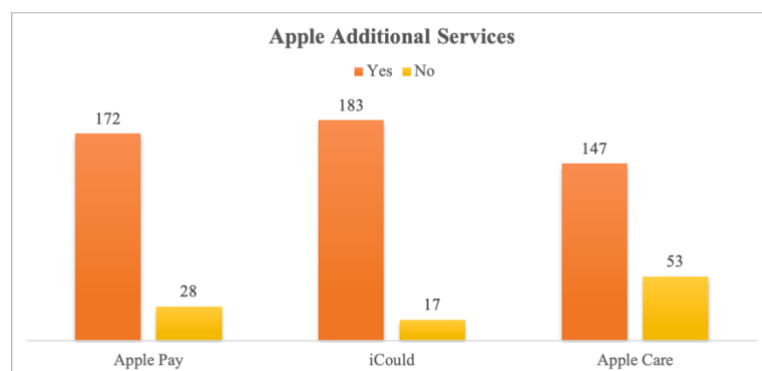


Figure 12. Apple Additional Services, Source: based on my research

**Apple Additional Services:** There are three main Apple Additional Services. By using Yes-No questions to measure of how many responses know about these products.

Apple Pay:

- As 84% as 172 responses to Yes refer to Yes, they know.
- As 16% as 28 responses to No refer to No, they do not know.

iCloud:

- As 91% as 183 responses to Yes refer to Yes, they know.
- As 9% as 17 responses to No refer to No, they do not know.

Apple Care:

- As 64% as 147 responses to Yes refer to Yes, they know.
- As 36% as 53 responses to No refer to No, they do not know.

The most known Apple Additional Services are firstly iCloud (91%), secondly Apple Pay (84%) and lastly Apple Care (64%).

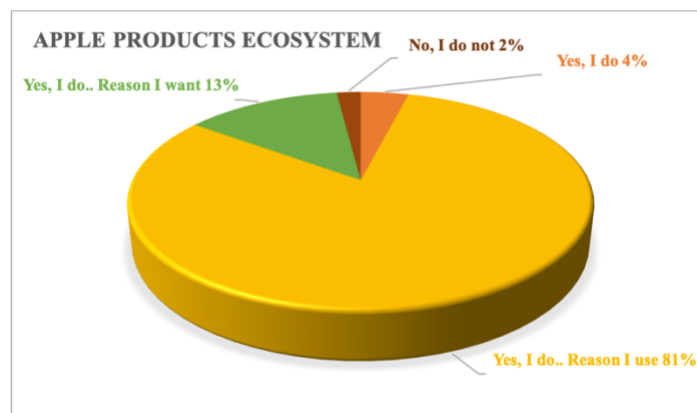


Figure 13. Apple Products Ecosystem, Source: based on my research

**Apple Products Ecosystem:** The main feature of every Apple products have the linking connection feature named “Continuity”. To measure how everyone has known this feature and how it impacts to Marketing of Apple Company. There are four choices to be chosen Yes, I do; Yes, I do... it is the reason I use; Yes, I do... it is a reason I want; No, I do not.

- As 4% as 8 responses refer to Yes, I do.
- As 81% as 162 responses refer to Yes, I do... it is the reason I use.
- As 13% as 26 responses refer to Yes, I do... it is a reason I want.
- As 2% as 4 responses refer to No, I do not.

Regarding the number of Apple Products Ecosystem results, it can be seen that most Apple customers bought Apple products because of this feature (81%), interestingly the number of responses refer to they know this feature and it is a reason that they want to buy Apple products (13%). And just only 2% of people do not know about this Apple Products Ecosystem Feature.

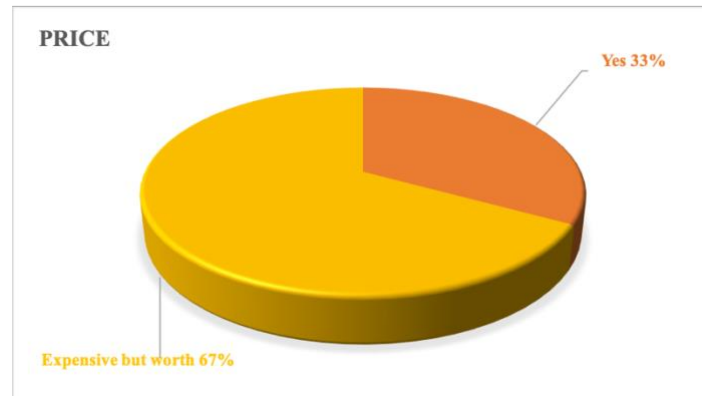


Figure 14. Price, Source: based on my research

**Price:** Related to the price of Apple products, there are two different choices: Yes as Yes, it is expensive and Expensive but worth it as likely not really expensive. The number of Expensive but worth are more than the number of Yes with 134 responses as 67% and 66 responses as 33%. It can be concluded that most people think that Apple products are worth their money.

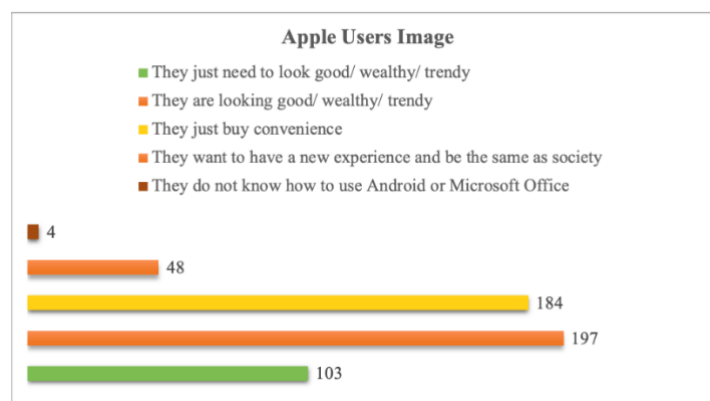


Figure 15. Apple Users Image, Source: based on my research

**Apple Users Image:** Related to the image of Apple users in others' opinions, there are several choices to choose to measure what other people express opinions about Apple users.

- They just need to look good/ wealthy/ trendy with 103 scores.
- They are look good/ wealthy/ trendy with 197 scores.
- They just buy convenience with 184 scores.
- They want to have a new experience and be the same as societies with 48 scores.
- They do not know how to use Android or Microsoft Office with 4 scores.

It can be concluded the image of Apple users in others' opinions are they (are) look good/ wealthy/ trendy majority with 197 scores, secondly they just buy convenience with 184 scores, followed by 103 scores they just need to look good/ wealthy/ trendy, 48 scores they want to

have a new experience and be the same as societies, and lastly they do not know how to use Android or Microsoft Office with 4 scores.

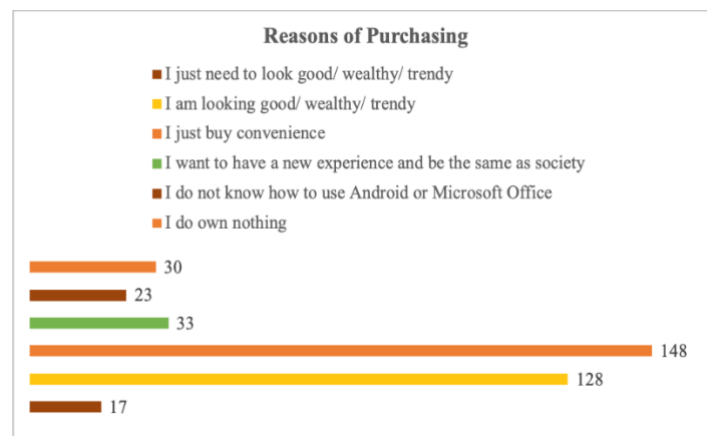


Figure 16. Reasons of Purchasing, Source: based on my research

**Reasons of Purchasing:** Related to the reasons why Apple users decided to purchase Apple products, there are several choices to choose to measure why Apple users choose Apple products.

- I just need to look good/ wealthy/ trendy with 17 scores.
- I am look good/ wealthy/ trendy with 128 scores.
- I just buy convenience with 148 scores.
- I want to have a new experience and be the same as societies with 33 scores.
- I do not know how to use Android or Microsoft Office with 23 scores.
- I do own nothing with 30 scores.

It can be concluded the reasons why Apple users decided to purchase Apple products are I just buy convenience with 148 scores, secondly I (am) look good/ wealthy/ trendy with 128 scores, followed by 33 scores I want to have a new experience and be the same as societies, 23 scores I do not know how to use Android or Microsoft Office, and lastly I just need to look good/ wealthy/ trendy with 17 scores.

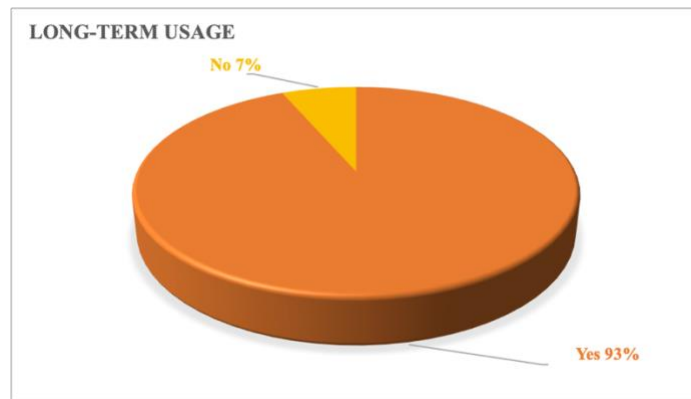


Figure 17. Long-Term of Using, Source: based on my research

**Long-Term of Using:** Related to the long-term of using Apple products, there are two different choices: Yes as Yes, it is long-term use and No as No, they are not long-term use. The number of Yes is more than the number of No with 187 responses as 93% and 13 responses as 7%. It can be concluded that most people think that Apple products are long-term use.

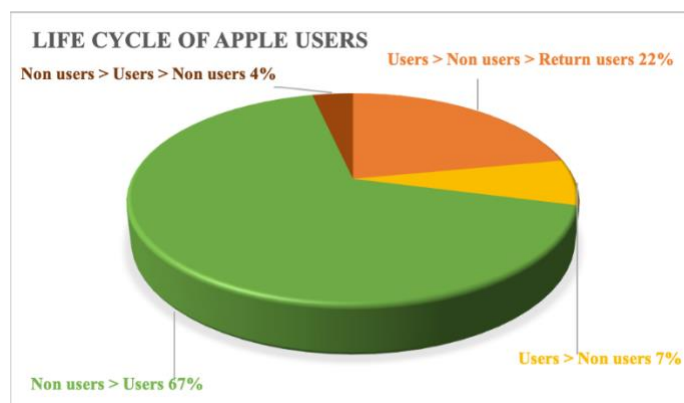


Figure 18. Life Cycle of Apple Users, Source: based on my research

**Life Cycle of Apple Users:** Related to the life cycle of Apple users, there are four different life cycles to choose to measure what Apple users' behaviours are mostly.

- Users > Non users > Return users with 44 scores.

Eg. Apple users change to use XXZ products and then return to use Apple products again.

- Users > Non users with 14 scores.

Eg. Apple users change to use XXZ products and never return to use Apple products.

- Non users > Users with 135 scores.

Eg. XXZ users change to use Apple products become brand royals.

- Non users > Users > Non users with 7 scores.

Eg. XXZ users change to use Apple products and return to use XXZ products again.

It can be seen that most people think Apple users are from other brands and become Apple brand royals with 135 scores, Apple users change to use other brands' products and then return to use Apple products again with 44 scores, followed by Apple users change to use other brands' products and never return to use Apple products with 14 scores and other brands users change to use Apple products and return to use other brands' products again with 7 scores.

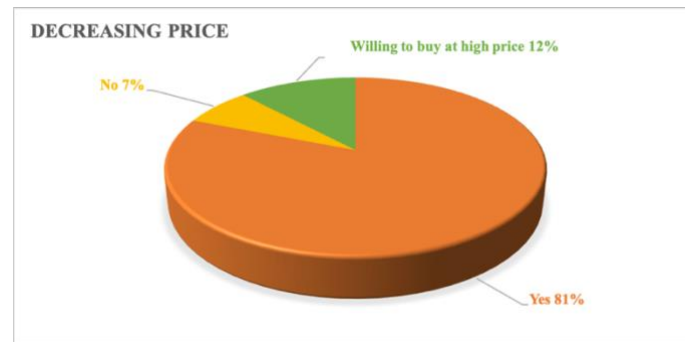


Figure 19. Deceasing Price, Source: based on my research

**Deceasing Price:** Related to price decreases, there are three choices to measure whether customers will buy Apple products more if the price is cheaper. Measure with Yes as Yes, I will buy if it is cheaper; No, I will not buy; Yes, I am willing to be at a high price.

- As 81% as 162 responses refer to Yes, I will buy if it is cheaper.
- As 7% as 14 responses refer to No, I will not buy.
- As 12% as 24 responses refer to Yes, I am willing to be at a high price.

It can be concluded Apple Company will have more customers if they sell at cheaper prices as 81% of responses refer to Yes, I will buy if it is cheaper. Oppositely there are 12% of responses refer to Yes, I am willing to be at a high price. And there are a small number of responses (7%) that refer to No, I will not buy.

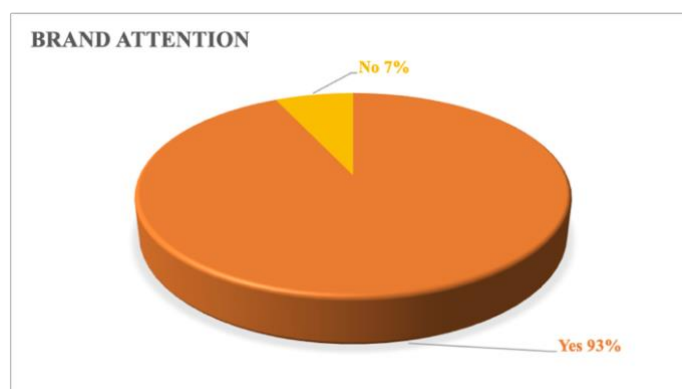


Figure 20. Brand Attention, Source: based on my research



**Brand Attention:** Related to brand attention of Apple products, there are two different choices: Yes as Yes, Apple always gets attention and No as No, Apple does not always get attention. The number of Yes is more than the number of No with 186 responses as 93% and 14 responses as 7%. It can be concluded that most people think that Apple products always get attention.

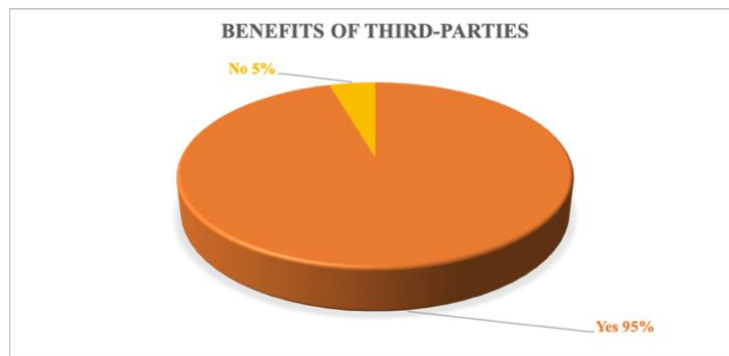


Figure 21. Benefits of Third-Parties, Source: based on my research

**Benefits of Third-Parties:** Related to Apple products could make benefits for third-parties such produce iPhone cases, screen protectors, accessories, etc., there are two different choices: Yes as Yes, they can make money from Apple products and No as No, they cannot make money from Apple products. The number of Yes is more than the number of No with 191 responses as 95% and 9 responses as 5%. It can be concluded that most people think that third-party companies can make money from Apple products.

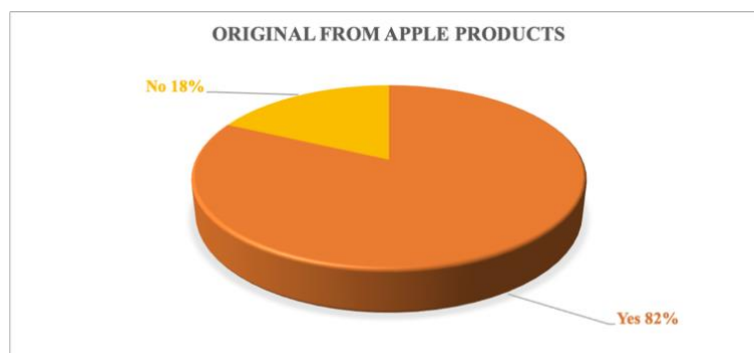
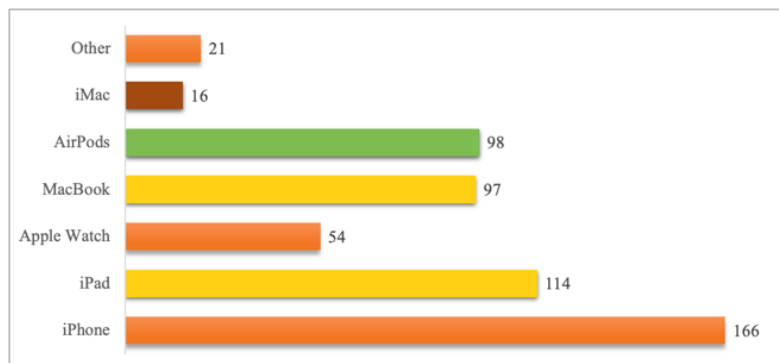


Figure 22. Original from Apple Products, Source: based on my research

**Original from Apple Products:** Related to meeting other brands products which inspired by Apple products such as colours, designs, camera with 2-3 lenses, no adapters in the packages, there are two different choices: Yes as Yes, I do meet and No as No, I do not meet. The number of Yes is more than the number of No with 164 responses as 82% and 36 responses as 18%. It

can be concluded that most people believe that third-party companies can be inspired to do something with their products by Apple products.



*Figure 23. Apple Product Owners, Source: Based on my research*

**Apple Product Owners:** Related to the owners of Apple products, there are many specific Apple products to choose to measure which Apple products that people purchased/ owned the most.

- iPhone has owned by 166 owners.
- iPad has owned by 114 owners.
- AppleWatch has owned by 54 owners.
- MacBook has owned by 97 owners.
- AirPods has owned by 98 owners.
- iMac has owned by 16 owners.
- Other Apple products have owned by 21 owners.

It can be seen that the top Apple products based on the number of owners are iPhone (166), followed by iPad (114), AirPods (98), MacBook (97), AppleWatch (54), Other Apple products (21), and lastly iMac (16).

## Evaluate by Yule's coefficient:

1. This table shows the leadership in Digital Gadgets of Apple company measured by Apple users. Is there any connection between the variables “Apple products have owned by people” and “Leadership”?

		Apple products have owned by people	
		Yes	No
Leadership	Yes	184	30
	No	16	170

Table 2. Relationship between Apple products have owned by people and Leadership, and Yule's coefficient result

Source: Based on my research

$$Y = 0,96$$

Explain the result:

The result is 0,96. There is a really strong connection between Apple users and Leadership, which means Apple users believe that Apple Company has the strength to be a leadership in Digital Gadgets.

2. This table shows the Long-term usage measured by Apple products are expensive. Is there any connection between the variables “Apple products are expensive” and “Long-term usage”?

		Apple products are expensive	
		Yes	No
Long-term usage	Yes	187	134
	No	13	66

$$Y = 0,75$$

Table 3. Relationship between Apple products are expensive and Long-term usage and Yule's coefficient result

Source: Based on my research

Explain the result:

The result is 0,75. There is a strong connection between Apple products are expensive and Long-term usage, which means Apple users believe that even Apple products are expensive but they are long-term usage.

3. This table shows Apple products could make benefits for other companies measured by Apple products attention. Is there any connection between the variables “Apple products always get attention” and “Apple products could make benefits other companies”?

		Apple products always get attention	
		Yes	No
Apple products could make benefits other companies	Yes	191	14
	No	9	186

**Y = 0,99**

Table 4. Relationship between Apple products always get attention and Apple products could make benefits other companies, and Yule's coefficient result

Source: Based on my research

Explain the result:

The result is 0,99. There is a really strong connection between Apple products attention and they can make benefits other companies, which means other companies can be able to make a lot of benefits from Apple products.

4. This table shows other brand products are inspired by Apple products measured by Apple products attention. Is there any connection between the variables “Apple products always get attention” and “Original from Apple products”?

		Apple products always get attention	
		Yes	No
Original from Apple products	Yes	164	14
	No	36	186

**Y = 0,96**

Table 5. Relationship between Apple products always get attention and Original from Apple products, and Yule's coefficient result

Source: Based on my research

Explain the result:

The result is 0,96. There is a really strong connection between Apple products attention and originality from Apple products, which means many other companies always keep eye on Apple products to inspire the production of their products.

5. This table shows other brand products are inspired by Apple products measured by Apple products could make benefits other companies. Is there any connection between the variables “Apple products could make benefits other companies” and “Original from Apple products”?

		Apple products could make benefits other companies	
		Yes	No
Original from Apple products	Yes	164	9
	No	36	191

$$Y = 0,97$$

Table 6. Relationship between Apple products could make benefits other companies and Original from Apple products, and Yule's coefficient result

Source: Based on my research

Explain the result:

The result is 0,97. There is a really strong connection between Apple products could make benefits other companies and originality from Apple products, which means many other companies can make benefits from Apple products as inspire the production of their products.

### Evaluate by T- coefficient:

1. This table shows the number of Apple products have owned measured by income levels. Is there any connection between the variables “Own Apple products” and “Income levels”?

		Own Apple products					
		1	2	3	4	More than 5	$F_i$
Income levels	Not satisfied	3	5	1	2	1	12
	Satisfied	17	21	27	17	31	113
	Upper-middle	2	1	10	9	12	34
	High	1	1	1	2	6	11
$F_j$		23	28	39	30	50	

Table 7. Real frequency of income level and own Apple products, 1<sup>st</sup> step of T-coefficient calculation

Source: Based on my research

$Fij^{\#} = (Fi \times Fj) \div n$				
1,62	1,98	2,75	2,12	3,53
15,29	18,61	25,92	19,94	33,24
4,60	5,60	7,80	6,00	10,00
1,49	1,81	2,52	1,94	3,24

Table 8. Results of Contingency of income level and own Apple products, 2<sup>nd</sup> step of T-coefficient calculation

Source: Based on my research

$\lambda^2 = (Fij - Fij^{\#})^2 \div Fij^{\#}$				
1,17	4,63	1,12	0,01	1,81
0,19	0,31	0,04	0,43	0,15
1,47	3,78	0,62	1,50	0,40
0,16	0,36	0,92	0,00	2,36

**$T = 0,10$**

**$\lambda^2 = 21,43$**

Table 9. Result of the mean square contingency of income level and own Apple products, 3<sup>rd</sup> step of T-coefficient calculation, and T-coefficient result

Source: Based on my research

Explain the result:

The result is 0,10. There is a really weak connection between number of Apple products have owned and income levels, which means to be own Apple products one item or more than five items is not related to their income levels.

2. This table shows the number of Apple products have owned measured by income levels. Is there any connection between the variables “Own Apple products” and “Reasons for choosing Apple products”?

*IAA* - I just need to look good/ wealthy/ trendy

*IAB* - I am looking good/ wealthy/ trendy

*IAC* - I just buy convenience

*IAD* - I want to have a new experience and be the same as society

*IAF* - I do not know how to use Android or Microsoft Office

		Own Apple products					
		1	2	3	4	More than 5	$F_i$
Reasons for choosing Apple products	$n = 349$						
	$IAA$	12	2	1	1	1	17
	$IAB$	97	17	7	3	4	128
	$IAC$	85	40	11	7	5	148
	$IAD$	28	2	1	1	1	33
	$IAF$	2	11	7	1	2	23
$F_j$		224	72	27	13	13	

Table 10. Real frequency of reasons for choosing Apple products and own Apple products, 1<sup>st</sup> step of T-coefficient calculation

Source: Based on my research

$F_{ij}^{\#} = (F_i \times F_j) \div n$					
10,91	3,51	1,32	0,63	0,63	
82,15	26,41	9,90	4,77	4,77	
94,99	30,53	11,45	5,51	5,51	
21,18	6,81	2,55	1,23	1,23	
14,76	4,74	1,78	0,86	0,86	

Table 11. Result of contingency of reasons for choosing Apple products and own Apple products, 2<sup>nd</sup> step of T-coefficient calculation

Source: Based on my research

$\lambda^2 = (F_{ij} - F_{ij}^{\#})^2 \div F_{ij}^{\#}$					
0,11	0,65	0,08	0,21	0,21	
2,68	3,35	0,85	0,66	0,12	
1,05	2,94	0,02	0,40	0,05	
2,20	3,40	0,94	0,04	0,04	
11,03	8,25	15,32	0,02	1,53	

$T = 0,10$

$\lambda^2 = 56,14$

Table 12. Result of mean square contingency of reasons for choosing Apple products and own Apple products, 3<sup>rd</sup> step of T-coefficient calculation, and T-coefficient result

Source: Based on my research

Explain the result:

The result is 0,10. There is a really weak connection between the number of Apple products owned and reasons for choosing Apple products, which means to own Apple products one item or more than five items is not related to their reasons for choosing Apple products.



## **Conclusion & Recommendation**

As a concluding remark, Apple Company is not just an ordinary tech gadgets company. It has many things which could certify that it is not at the same level as other companies, it is a leader of the technology gadgets currently. With lots of loyal customers who believe in the brand's products, brand image, good consumer feedback, and it always gets attention from other companies as well as Apple users. It is now a part and a parcel of consumers' daily life.

Most Smartphone brand users are young and middle age groups. These groups of consumers are always looking for the best quality brand, social connectivity, long-term usage, affordable price, and products which worth their money importantly. The market environment of technology gadgets is dynamic and unstable due to the product's short lifecycle, fast technological development, and unstable consumer behaviour. But over that Apple Company does not affect much negatively by those problems.

The purchasing reasons for Apple products as Apple users mentioned are they bought Apple products because they need more convenience and they are trendy and trendy. And there is just some number of people who do not know how to use any Android or Microsoft Office products. Based on the wide market of technology products, android and Microsoft Office products are the most products in the market, as there are many ranges of qualities and prices which people could afford as use those products in many places.

Interestingly that Apple Company has several people who do not know how to use those products, these people have certified that Apple Company have every type of technology gadget and good program systems which can serve all the need of consumers in the technology gadget market.

According to the physical of Apple products, the top consumers satisfied is the designs of products. Apple Designs are the strength point of Apple. With the premium colours, variable of colours shades, good feeling materials touching, many size of each product lines. Apple Company has an eye on details about material and sustainability. It makes a positive with consumers' image as many people think that Apple users look trendy and wealthy.

Apple products always get attention from their consumers and the third-party companies. The price of Apple products is in a high range of the market and Apple products are claimed by long-term usage. For the reasons of many things with Apple products to keep them safe and to use them for really long-term. So, the third-party companies pay much attention to them to

make benefits from Apple products such as producing cases for iPhone, iPad, MacBook, screen protectors, and so on for Apple users who need to take care of their assets.

The ways of Apple products selling, with many types of promotion discounts such as student discounts and teacher discounts are really rare in the market. Doing business with these promotions can make the company stand out, and make lots of people look for more information to be able to get discount on Apple products by themselves. It is a nice way to promote products without spending more money on other things. It can be seen easily that Apple Company set these promotions for special target groups and let them get into Apple products, they avoid making expensive advertising on those discounts.

Most people use iPhones before owning other Apple products. This is good proof that shows Apple Company gets lots of brand trust and good consumer experience. Many Apple users said they choose Apple products because of convenience, product ecosystems, stability of systems, etc. So, it has motivated consumers to make the next purchases of Apple products as brand trust.

Apple has a really good marketing strategy. It sets products and prices at many levels of budget for its customers to choose from, and it gives them some features and functions necessary for the products to help them make decisions. To make them need the best version of the products for customers and let customers feel good about Apple products as they are worth their money.

With many things of Apple Company, it is obvious that marketing activities of Apple Company are worked. The life cycle of Apple users mostly changes from other brands to using Apple products, and change from Apple products to using other brands but they returned to using Apple products again. Apple Company has a good brand image and trustful from the customer as well as loyal customers. Those are the things that how marketing necessary for business.

To decrease the customers' hesitation to make purchases of Apple products, Apple Company likes to set the price in a high range of price. Apple Company should have more places to access the real feelings of product physical, features, cameras, etc. Good feelings and good experiences are the keys to purchasing decisions for a long time.

Apple should never stop developing the designs, features, and functions of its products. These things make Apple gets a spotlight and make Apple a leader in the technology market. It should give customers new things such as genius systems, programs, application to keep the good image of the company long-term.

Apple focuses on sustainability and recycling. They are a good example for many industries at the moment, to decrease the number of rubbish technology in the world, and recycle them to the new products of the brand. But there is something between saving the world and saving the product costs of the company, for example: no earphones and no adapter in the package box. Anyway, Apple should take customers' demands seriously about what they need to have and get in the package of the products. To do this means understanding more about the variable of customers' demand and trying to offer them the best they can for customer satisfaction.

Many people said if Apple products have lower prices, they will make purchases for them. It means decreasing prices is an interesting way to get more Apple users. In order to do this Apple Company has to look for more ideas about how to make cheaper products with necessary using features in daily life, not to be just only for professional users but reasonable specifications for regular customers or new buyers for example: decreasing from three professional camera lens to be two lens or from two camera lens to one lens which option is necessary to customers for lower buying range customers. And Apple Company must do careful customer behaviour research in order to obtain more new target groups and new products in the future.

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Survey Data:

**Sheet 1.** Data: Evaluate by Yule's coefficient

**Sheet 2.** Yes No Evaluate by T- coefficient

**Sheet 3.** Scale relation

[https://docs.google.com/spreadsheets/d/1KmClrU2LKl6Mq6FfeieiEJdfeLR06m3lyiH\\_IwY5tI8/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1KmClrU2LKl6Mq6FfeieiEJdfeLR06m3lyiH_IwY5tI8/edit?usp=sharing)

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**HUNGARIAN UNIVERSITY OF  
AGRICULTURE AND LIFE SCIENCES  
THESIS ASSESSMENT**

**Name of student:** Vipphonhien Visanou

**The study programme of student:** Business Administration and Management

**Title of thesis:** Analyzing the marketing activity of Apple Inc

Evaluation criteria	Score that can be given				Score achieved
	0	1-2	3-4	5	
1. The structure, content division and appearance of thesis.	The thesis does not meet the thesis requirements of MATE KRC.	It meets the requirements, but there are major shortcomings.	It meets the requirements, but there are minor shortcomings.	Correct structure, content division, visually appealing design.	

Evaluation criteria	Score that can be given				Score achieved
	0	1-2	3-4	5	
2. The language and style of the thesis.	Sentence editing and language contain highly objectionable, major spelling mistakes.	Many imperfections in language and style, with minor spelling mistakes.	Language is adequate, with few style errors.	Correct language and style.	

Evaluation criteria	Score that can be given				Score achieved
	0	1-2	3-4	5	
3. Topicality of thesis and how it fits the training objective of the programme.	The examined topic does not fit the training objective of	The examined topic barely fits the training objective of	The examined topic fits the training objective of	The thesis deals with an important professional issue and	

	the programme.	the programme.	the programme.	contains novel aspects.	
Evaluation criteria	Score that can be given				Score achieved
	0	1-4	5-8	9-10	
4. Review of specialist literature background of the thesis, professionalism, correctness of the references.	The literature is not relevant. References are missing or not adequate.	The review of specialist literature is narrow, contains only textbooks or notes. References are inaccurate in several places.	The thesis contains the most important Hungarian literature and correct references. The theory is coherent, forming a unit.	The thesis has been written based on the latest extensive Hungarian specialist literature. References are accurate. It may contain references to foreign language literature.	

Evaluation criteria	Score that can be given				Score achieved
	0	1-4	5-8	9-10	
5. Description and analysis of the examined problem, formulation of correlations.	Unclear problem identification, unclear objective.	It presents the examined problem superficially, with few and poorly proven correlations.	The examination of the problem is of sufficient depth. The thesis shows important connections.	The thesis presents the examination of the problem in a complex way, revealing a wide range of connections.	

Evaluation criteria	Score that can be given				Score achieved
	0	1-2	3-4	5	
6. Analysis methods used	No analysing methodology	Simple routine analysis.	Traditional elementary level analysis.	Methodologically accurate, detailed analysis.	

Evaluation criteria	Score that can be given				Score achieved
	0	1-2	3-4	5	
7. Summary of the thesis.	Confused, descriptive summary without theses.	Descriptive summary, sketchy.	Clearly structured summary, correct.	Impeccable, concise, outlining further steps of research.	

Evaluation criteria	Score that can be given				Score achieved
	0	1-2	3-4	5	
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Proposed grade of the thesis based on the total score:

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1.

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