

DIPLOMA THESIS

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Analyzing the marketing activity of Apple Inc.

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Summary

It has many things which could certify that Apple Company 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.

Apple users 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.

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 market.

According to the physical of Apple products, the top consumers satisfied is the designs of products.

The reasons of many things with Apple products to keep them safe and to use them for long-term. 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.

Doing business with these promotions can make the company stands out, and make lots of people look for more information to be able to get discount on Apple products by themselves. 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. So, it has motivated consumers to make the next purchases of Apple products as brand trust.

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 to products.

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. Apple Company must do careful customer behaviour research in order to obtain more new target groups and new products in the future.