



# Closeness To Purchase: APPLE

Submitted by: Gaurav Bhatia

# Having need for iPhone

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- “An iPod, a phone, and an Internet communicator,” Steve Jobs famously said on stage at Macworld in 2007 when unveiling the first iPhone. “Are you getting it? These are not three separate devices. This is one device.”
- Soon after Apple launched an Apps Store that began to take off, attracting tens of thousands of developers, and then customers.

<https://time.com/4837176/iphone-10th-anniversary/>

<https://www.wired.com/2017/01/apple-iphone-10th-anniversary/>

<https://www.forbes.com/sites/haydnshaughnessy/2013/03/08/apples-rise-and-nokias-fall-highlight-platform-strategy-essentials/?sh=77c81a486e9a>

# Knowing the needs

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- “Every iPhone we’ve made – and we mean every single one – was built on the same belief. That a phone should be more than a collection of features. That, above all, a phone should be absolutely simple, beautiful, and magical to use.”
- They stand out by offering a simple, user-friendly interface; sleek, appealing design; and vibrant, beautiful display.

<https://time.com/4837176/iphone-10th-anniversary/>

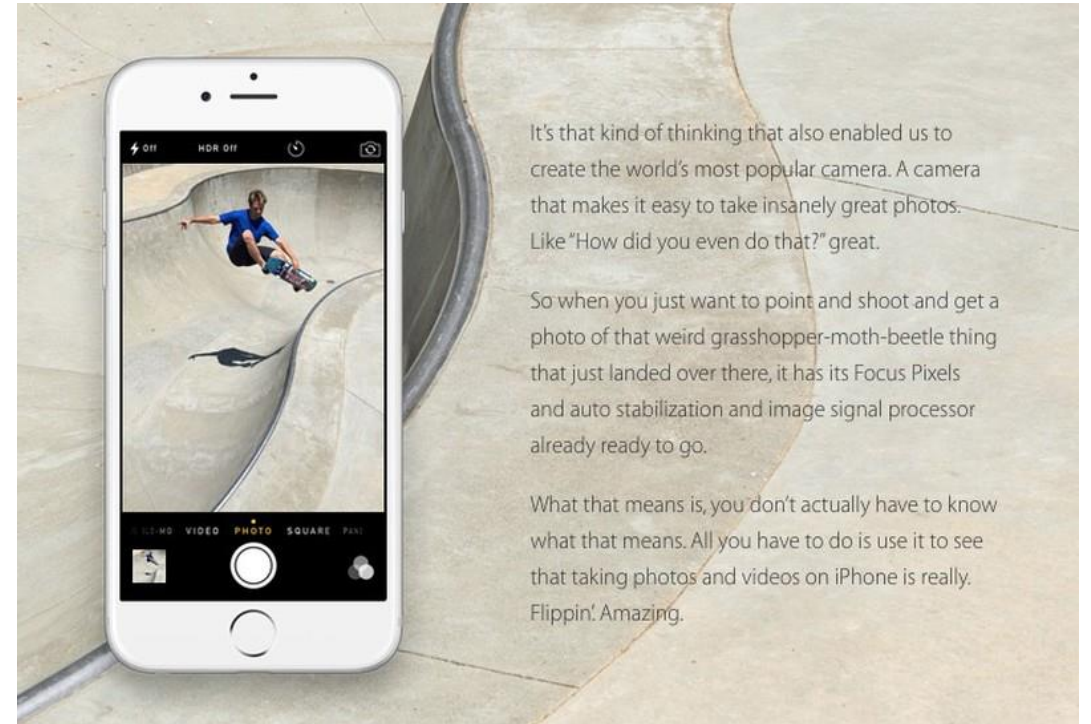
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<https://www.heise.de/news/Chip-Krise-wegen-Corona-Apple-womoeglich-doch-betroffen-5995185.html>

# Awareness of Apple



Life Is Easier On iPhone campaign



Campaign to highlight camera, apps, privacy & security

# Informed about Apple

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- One big component of Apple's promotion is their yearly keynote speeches.
- These events themselves are not only part of Apple's overall promotion but have become a part of their brand and image.
- Over 1.8 million people watched Apple's iPhone event live on YouTube.

<https://www.forbes.com/sites/haydnshaughnessy/2013/03/08/apples-rise-and-nokias-fall-highlight-platform-strategy-essentials/?sh=77c81a486e9a>

[Over 1.8 million people watched Apple's iPhone event live on YouTube | AppleInsider](#)

<https://titanwebmarketingsolutions.com/4-powerful-ps-need-know-apples-marketing-mix/>

# Hold positive image

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- Apple has a legendary focus on the customer experience. Every customer touchpoint (products, the website, ads, app store, and retail store) yields a consistent Apple experience.
- Over the last 10 years, Apple has aggressively expanded the areas where the Apple experience is part of daily life.
- The Apple brand is based on emotion and experience, which is reflected in the brands core values of imagination, innovation and design



# Intend to try iPhone

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- The core purpose of the simplicity is to make the products easy to use so they can be understood and easily adopted by non-experts.
- Apple holds the number one spot for personal computing satisfaction. Apple has earned an American Customer Satisfaction Index score of 82.

<https://www.bynder.com/en/blog/the-worlds-most-valuable-brand-apples-secret-to-success/>

[Apple ranks number one in consumer satisfaction in personal computing | AppleInsider](#)

<https://www.businessinsider.com/apple-iphone-upgrade-program-2017-8?r=DE&IR=T>

# Have tried Apple

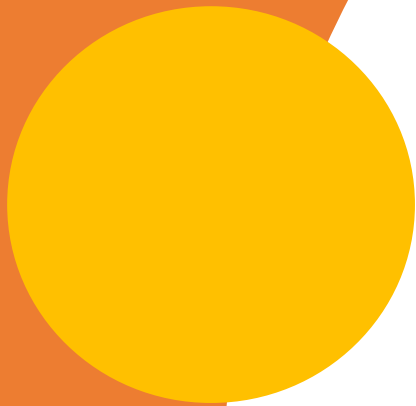
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- Apple focuses not only on making products simple but also intuitive, meaning there is tremendous attention to every last detail, even the unboxing experience. This makes products more enjoyable to use.
- Customers are more likely to remember—and purchase—products and services that make them feel good



- <https://www.independent.co.uk/news/business/comment/apple-results-iphone-x-pricing-iphone-apple-services-tim-cook-a8472471.html>  
<https://www.forbes.com/sites/christinemooman/2018/01/12/why-apple-is-still-a-great-marketer-and-what-you-can-learn/?sh=6fa9718115bd/>



Thank you