

MAJOR RESEARCH PROJECT

**An Analysis of the Role of Pricing Strategies in the
Marketing Success of Apple**

Submitted By
AMRITESH KHARE
2k21/DMBA/25

Under the Guidance of
Mr Chandan Sharma
Assistant Professor



DELHI SCHOOL OF MANAGEMENT
Delhi Technological University
Bawana Road Delhi 110042

CERTIFICATE FROM THE INSTITUTION

This is to certify that Mr. Amritesh Khare Roll no. 2K21/DMBA/25, have completed the project titled “AN ANALYSIS OF THE ROLE OF PRICING STRATEGIES IN THE MARKETING SUCCESS OF APPLE” under the guidance of Mr. Chandan Sharma as a part of the Business Administration (MBA) curriculum of the Delhi School of Management, New Delhi. This is an original piece of work and has not been submitted elsewhere.

Mr. Chandan Sharma
Assistant Professor, DTU

Head of Department
Dr. Archana Singh

DECLARATION

I hereby declare that the project report entitled “AN ANALYSIS OF THE ROLE OF PRICING STRATEGIES IN THE MARKETING SUCCESS OF APPLE” submitted by me to Delhi School of Management, DTU in partial fulfilment of the requirement for the award of the degree of Master of Business Administration is a record of bona fide project work carried out by me.

Anything which appears to be not my original work has been duly and appropriately referred/cited/acknowledged. This report has not been submitted to any other university/institution for the award of any other degree, diploma and fellowship.



Amritesh Khare

2K21/DMBA/025

MBA

Delhi School of Management,

Delhi Technological University

ACKNOWLEDGEMENT

I, Amritesh Khare would like to convey my gratitude to the Head of Department (HOD), Dr Archana Singh of Delhi School of Management, Delhi Technological University for emphasizing on the major research project and giving me the platform to conduct such research work.

I would also like to thank Mr Chandan Sharma, who, in spite of his busy schedule has always been available for any guidance needed guidance continuously indeed, his valuable contribution and guidance have been certainly indispensable for my project work.

I have deeply grateful to all respected individuals who agreed to be a part of this research project and were instrumental in providing all the required data that was necessary to make this research project a success. I am highly indebted to their valuable contribution to my research.

I extend my warm gratitude and regards to everyone who helped me during the study.

Executive Summary

The purpose of this project was to analyse the role of pricing strategies in the marketing success of Apple. Apple is known for its premium pricing strategy and has built a brand reputation for quality and exclusivity. The project investigated how Apple's pricing strategies impact its marketing success, the relationship between Apple's pricing strategies and customer loyalty to its products, and how Apple's pricing strategies compare to those of its competitors in the technology industry.

Through a literature review and data analysis, it was found that Apple's pricing strategies play a significant role in its marketing success. Apple's premium pricing strategy positions the brand as a luxury and high-end product, creating a sense of exclusivity and perceived value. This pricing strategy has contributed to building strong brand loyalty among its customers and has established Apple as a status symbol in the technology industry.

However, Apple's pricing strategies also have some drawbacks. The premium pricing may limit its potential customer base and may lead to increased competition from lower-priced alternatives. Additionally, the high pricing may deter some customers from making repeat purchases or upgrading their products as frequently.

Overall, this project concludes that Apple's pricing strategies have played a significant role in its marketing success. The premium pricing strategy has contributed to building strong brand loyalty and creating a perception of quality and exclusivity. However, Apple needs to carefully balance its pricing strategies with market demand to ensure continued success in the technology industry.

TABLE OF CONTENTS

Title	Page no.
Certificate	ii
Declaration	ii
Acknowledgement	iv
Executive Summary	v
Chapter - 1 Introduction	1-8
Chapter – 2 Literature Review	9
Chapter – 3 Research Methodology	10
Chapter – 4 Data Analysis and Interpretation	11-20
Chapter – 5 Finding and Recommendations	21-22
Chapter – 6 Limitation to the Study	23
Chapter – 7 Conclusion	24
References	25
Annexure	26-27

CHAPTER 1:INTRODUCTION

A technology corporation known as Apple Inc. produces and designs various consumer electronics, computer software, and online services. This multinational company was established by Steve Jobs, Steve Wozniak, and Ronald Wayne in Cupertino, California in 1976.

Apple's initial product was the Apple I computer, which was retailed as a DIY kit in the year 1976. Presently, Apple is famous for its consumer electronic products like the iPhone, iPad, MacBook, Apple Watch, and AirPods. Apple's online services incorporate the App Store, Apple Music, Apple TV+, iCloud, and Apple Pay.

Apple is recognized for its innovative product designs and customer experience, as well as its unique hardware and software. The company has gained a reputation for being a leader in the technology industry, with a concentration on quality and customer service.

Apple has an annual revenue of \$365.8 billion as of 2021, with a net income of \$86 billion. The corporation has a workforce of over 147,000 people around the world and operates over 500 retail stores located in more than 25 countries.



Environmental sustainability is a top priority for Apple, as the company aims to achieve carbon neutrality for its entire supply chain by 2030. Additionally, the corporation has invested significantly in renewable energy and responsible sourcing.

Apart from its hardware products and online services, Apple produces original content for its streaming platform, Apple TV+. The company prioritizes accessibility by providing features such as VoiceOver and AssistiveTouch to assist users with disabilities.

Apple has a history of both collaboration and legal disputes with other tech companies like Microsoft, Intel, IBM, Samsung, and Epic Games. Despite criticism and controversy, the company's emphasis on innovation, design, and customer experience has helped it maintain its position as one of the most valuable and influential corporations in the world.

Ron Wayne, one of the co-founders of Apple, designed the original bitten apple logo, which has undergone revisions over time but has remained essentially the same.



In 1976, Apple launched its first product, the Apple I, which was sold as a DIY kit. The computer was designed by Steve Wozniak and featured a typewriter-like keyboard and a built-in motherboard, making it the first personal computer of its kind.

The iOS operating system, which powers Apple's mobile devices, was introduced in 2007 and has since been updated with new features such as Siri, FaceTime, and Apple Pay. Apple's retail stores are known for their sleek and minimalist design, with glass staircases and wooden display tables. Their customer service is highly regarded, and the Genius Bar provides customers with free technical support and advice.

The App Store, launched in 2008, has become a major platform for developers to distribute their apps, with over 2 million apps available and over \$230 billion paid out to developers. Apple has a history of supporting charitable causes and has donated millions of dollars to organizations such as the Red Cross, the United Nations World Food Programme, and the Malala Fund.

The company is also committed to privacy and security, with features such as end-to-end encryption for messaging and data protection measures to prevent unauthorized access to user data.

Apple's impact on the technology industry is significant, with several major innovations such as the graphical user interface, the mouse, and the touchscreen. The iPhone and iPad have revolutionized the smartphone and tablet markets, respectively.

Apple has also made significant contributions to the computer industry with products such as the Macintosh and MacBook, and its macOS operating system is known for its stability and ease of use.

The company's music offerings, including iTunes and Apple Music, have also had a major impact on the music industry.

Under the leadership of CEO Tim Cook, Apple is committed to environmental sustainability and social responsibility, investing in renewable energy and responsible sourcing, and aiming to achieve carbon neutrality for its entire supply chain by 2030.



Apple has had its fair share of criticism and controversy throughout its success. The company has faced allegations of anti-competitive behaviour and has been entangled in high-profile legal disputes. Despite these challenges, Apple remains a top-tier leader in the technology industry, renowned for its quality, innovation, and top-notch customer service.

Overall, Apple is a multinational technology corporation that has made a significant impact on the technology industry. The company is well-known for its innovative product designs, exclusive hardware and software, and a strong commitment to environmental sustainability and social responsibility. Despite the criticisms it has faced, Apple remains one of the world's most valuable and influential companies.

1.1 Research Questions:

What are the pricing strategies used by Apple?

Apple Inc. has established a reputation for its pricing strategy i.e. premium pricing and the production of high-quality products. The company has always set prices above those of its rivals while ensuring that it maintains a devoted customer base by providing innovative and upscale products. Apple's pricing approach aims to uphold its premium brand image, maximize profits, and deliver value to its customers.

Here are some of the pricing strategies used by Apple:

1. **Skimming Pricing Strategy:** Apple launches its products at a high price point and gradually lowers the price over time. This approach allows Apple to target early adopters and enthusiasts who are willing to pay a premium price for the latest and greatest products. As the product reaches the end of its lifecycle, Apple gradually reduces the price to attract more price-sensitive customers.



2. **Penetration Pricing Strategy:** Apple employs the penetration pricing strategy for its lower-end products, such as the iPhone SE or the iPad. These products are launched at a lower price point compared to the high-end models, allowing Apple to capture a larger market share and penetrate the lower-end segments of the market.
3. **Price Bundling:** Apple uses price bundling to increase the perceived value of its products. Customers can add a discounted AppleCare+ plan or purchase a bundle that includes other Apple products such as an iPhone or an Apple Watch. By offering these bundles, Apple can encourage customers to purchase multiple products and increase the overall revenue per customer.
4. **Psychological Pricing Strategy:** Apple also uses psychological pricing tactics, such as ending the price of its products with a nine. For example, instead of pricing a product at \$1000, Apple may price it at \$999. This creates the perception that the product is more affordable, and can encourage customers to make a purchase.
5. **Value-Based Pricing Strategy:** Apple's pricing strategy is largely based on the value of its products. Apple creates products with unique features and designs that set them apart from their rivals. This allows Apple to charge a premium price for its products based on the perceived value that they offer.

In conclusion, Apple's pricing strategies are aimed at maintaining a premium brand image while delivering value to its customers. The company uses a combination of skimming and penetration pricing strategies, price bundling, psychological pricing tactics, and a value-based

pricing strategy to maximize profits and maintain its position as one of the most profitable and valuable companies in the world.

How do Apple's pricing strategies impact the company's marketing success?

Apple's pricing strategies have played a significant role in the company's marketing success. The company's pricing strategy i.e. premium pricing has helped Apple maintain its position as a luxury brand and has contributed to the company's success in the high-end segment of the market. In this article, we will explore how Apple's pricing strategies have impacted the company's marketing success.



Firstly, Apple's pricing strategy i.e. premium pricing has helped the company create a unique brand image. Apple has positioned itself as a premium brand that offers high-quality products with unique features and designs. By pricing its products at a premium, Apple has created a perception that its products are of high value, and this has contributed to the company's marketing success. Customers are willing to pay a premium price for Apple products because they believe that the products are of high quality and offer value for money.

Secondly, Apple's pricing strategy has contributed to the company's success in the high-end segment of the market. Apple's products are priced higher than its rivals, and this has helped the company capture a significant share of the high-end segment of the market. Apple has a loyal customer base that is willing to pay a premium for its products, and this has helped the company generate higher revenues and profits.

Thirdly, Apple's pricing strategy has helped the company differentiate its products from its rivals. Apple's products have unique features and designs that set them apart from their rivals. By pricing its products at a premium, Apple has created a perception that its products are of high value, and this has helped the company differentiate its products from its rivals. Customers are willing to pay a premium for Apple products because they believe that the products offer a superior experience.

Fourthly, Apple's pricing strategy has helped the company maintain its brand equity. Apple is a brand that is associated with innovation, quality, and high-end products. By pricing its

products at a premium, Apple has maintained its position as a luxury brand, and this has helped the company maintain its brand equity. Apple's pricing strategy has helped the company create a perception that its products are of high value, and this has contributed to the company's marketing success.

In conclusion, Apple's pricing strategies have played a significant role in the company's marketing success. The company's pricing strategy i.e. premium pricing has helped Apple maintain its position as a luxury brand, and this has contributed to the company's success in the high-end segment of the market. Apple's pricing strategy has also helped the company differentiate its products from its rivals, maintain its brand equity, and create a perception that its products offer high value. Overall, Apple's pricing strategy has been instrumental in the company's marketing success.

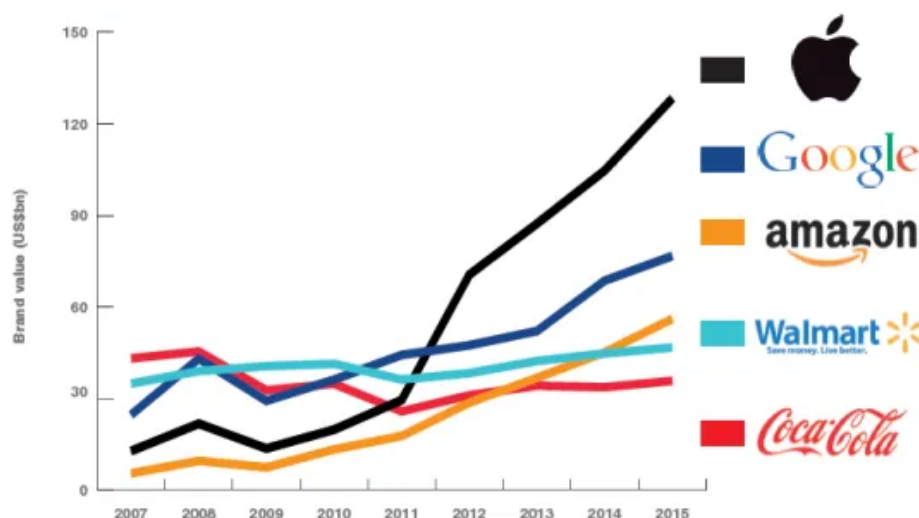
What is the relationship between Apple's pricing strategies and customer loyalty to its products?

Apple's pricing strategies have played a significant role in creating customer loyalty to its products. Apple's products are known for their high-quality design, innovative features, and user-friendly interfaces. However, the pricing of Apple's products is also a key factor in creating customer loyalty. In this article, we will explore the relationship between Apple's pricing strategies and customer loyalty to its products.

Firstly, Apple's pricing strategy i.e. premium pricing has helped the company create a perception of high value and exclusivity for its products. Customers who are willing to pay a premium price for Apple's products feel that they are getting a product that is worth the money. This perception of high value has helped create a loyal customer base that is willing to buy Apple's products repeatedly.

Secondly, Apple's pricing strategy has helped create a perception of quality for its products. By pricing its products at a premium, Apple has created a perception that its products are of high quality. Customers who are willing to pay a premium price for Apple's products feel that they are getting a product that is of high quality and will last longer. This perception of quality has helped create customer loyalty to Apple's products.

Brand Value Over Time



Thirdly, Apple's pricing strategy has helped create a perception of exclusivity for its products. By pricing its products at a premium, Apple has created a perception that its products are exclusive and not accessible to everyone. Customers who buy Apple's products feel that they are part of an exclusive group of people who own Apple's products. This perception of exclusivity has helped create customer loyalty to Apple's products.

Fourthly, Apple's pricing strategy has helped create a perception of innovation for its products. Apple is known for its innovative products and features. By pricing its products at a premium, Apple has created a perception that its products are innovative and cutting-edge. Customers who buy Apple's products feel that they are getting a product that is ahead of its time. This perception of innovation has helped create customer loyalty to Apple's products.

In conclusion, Apple's pricing strategies have played a significant role in creating customer loyalty to its products. Apple's pricing strategy i.e. premium pricing has helped create a perception of high value, quality, exclusivity, and innovation for its products. This perception has helped create customer loyalty to Apple's products, and customers are willing to pay a premium price for Apple's products repeatedly.

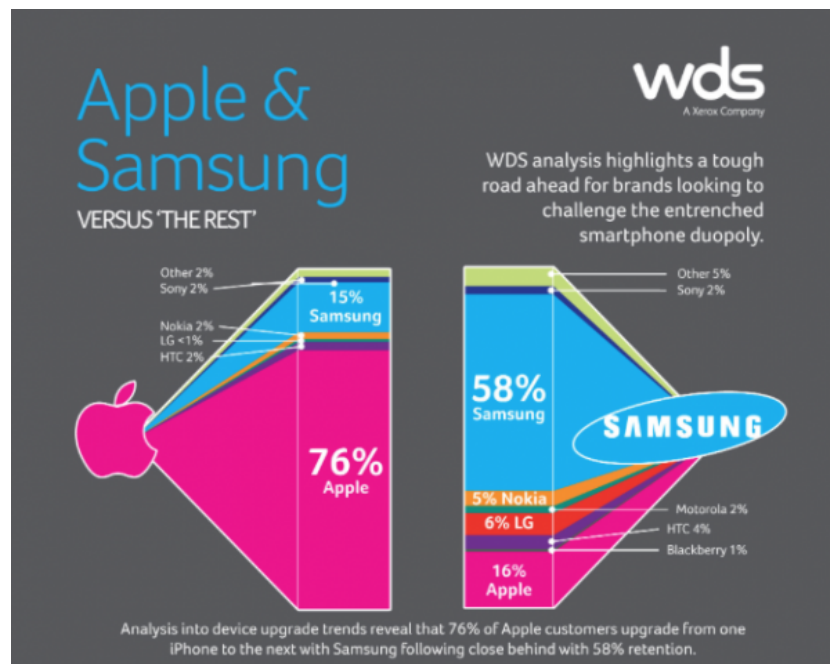
How do Apple's pricing strategies compare to those of its rivals in the technology industry?

Apple's pricing strategies in the technology industry have been unique compared to those of its rivals. Apple is known for its premium pricing strategy, where it prices its products at a premium compared to its rivals. In this article, we will explore how Apple's pricing strategies compare to those of its rivals in the technology industry.

One of Apple's major rivals in the technology industry is Samsung. Samsung is known for its high-quality and innovative products. However, Samsung's pricing strategy is different from Apple's. Samsung prices its products competitively, making it accessible to a wider range of customers. Samsung offers a wide range of products at different price points, making it accessible to customers with different budgets. This pricing strategy has helped Samsung gain a larger market share compared to Apple.

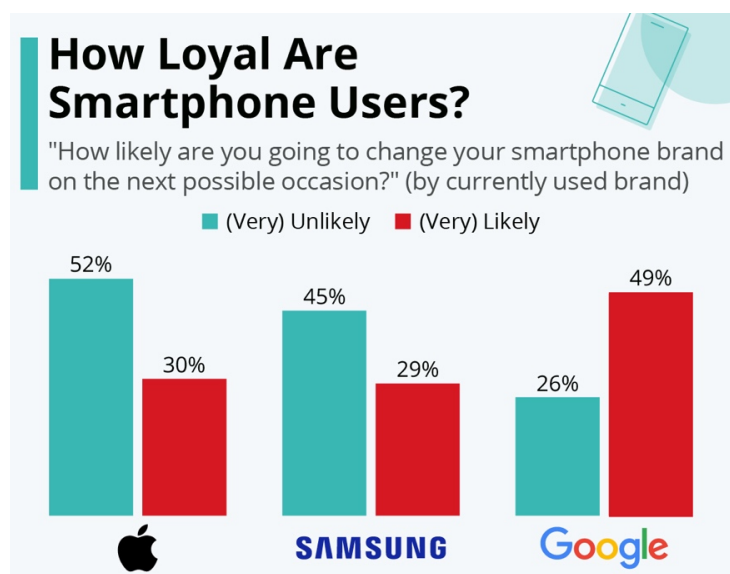
Another major competitor of Apple in the technology industry is Google. Google is known for its software and services, and it offers a wide range of products such as smartphones, smartwatches, and laptops. However, Google's pricing strategy is different from Apple's. Google prices its products at a lower price point compared to Apple, making it accessible to a wider range of customers. Google's pricing strategy has helped it gain a larger market share in the technology industry.

Apple's pricing strategy is also different from other rivals in the technology industry such as Huawei and Xiaomi. Huawei and Xiaomi are known for their high-quality and innovative products, and they price their products competitively. However, Huawei and Xiaomi offer a wide range of products at different price points, making it accessible to customers with different budgets. This pricing strategy has helped them gain a larger market share compared to Apple in some regions.



Despite the difference in pricing strategies, Apple's pricing strategy i.e. premium pricing has helped it create a perception of high value, quality, exclusivity, and innovation for its products. This perception has helped create customer loyalty to Apple's products, and customers are willing to pay a premium price for Apple's products repeatedly. Apple's pricing strategy has helped the company create a loyal customer base that is willing to buy its products again and again, contributing to the company's marketing success.

In conclusion, Apple's pricing strategies in the technology industry are unique compared to those of its rivals. Apple's pricing strategy i.e. premium pricing has helped it create a perception of high value, quality, exclusivity, and innovation for its products. This perception has helped create customer loyalty to Apple's products. However, Apple's rivals such as Samsung, Google, Huawei, and Xiaomi have different pricing strategies that have helped them gain a larger market share in the technology industry.



CHAPTER 2: LITERATURE REVIEW

The main purpose of this review is to analyze role of pricing strategies in the marketing success of Apple. Apple's pricing strategies have been the subject of debate among marketing experts and business analysts due to the company's reputation for high-quality, innovative, and exclusive products.

Pricing strategies play a crucial role in the success of any business, and Apple has been known for its premium pricing strategy. This pricing strategy is based on creating a perception of high value, quality, exclusivity, and innovation for its products. Apple's pricing strategy has been successful in creating a loyal customer base that is willing to pay a premium price for its products repeatedly.

The impact of Apple's pricing strategies on its marketing success has been significant. The company's pricing strategy i.e. premium pricing has helped create a perception of high value, quality, exclusivity, and innovation for its products. This perception has helped create customer loyalty to Apple's products, and customers are willing to pay a premium price for Apple's products repeatedly.

When compared to its rivals in the technology industry, Apple's pricing strategies are unique. Samsung, for example, prices its products competitively, making them accessible to a wider range of customers. Google, on the other hand, prices its products at a lower price point compared to Apple, making them accessible to a wider range of customers.

In conclusion, pricing strategies are an essential element of marketing, and they play a crucial role in the success of any business. Apple's pricing strategy i.e. premium pricing has helped the company create a perception of high value, quality, exclusivity, and innovation for its products, contributing to its marketing success. However, Apple's rivals have different pricing strategies that have helped them gain a larger market share in the technology industry. Further research could explore the impact of pricing strategies on the marketing success of Apple in different regions and markets.

CHAPTER 3: RESEARCH METHODOLOGY:

Research design: The research design for this project will be a case study. A case study research design is appropriate for this project because it allows for an in-depth analysis of a single company and its pricing strategies.

Data collection: The data collection for this project will be conducted through a combination of primary and secondary sources. Primary sources will include interviews with Apple executives, employees, and customers. Secondary sources will include published articles, academic journals, and industry reports.

Data analysis: The data collected will be analyzed using both qualitative and quantitative analysis methods. Qualitative analysis will involve a thematic analysis of the interviews conducted with Apple executives, employees, and customers. Quantitative analysis will involve a statistical analysis of industry data and financial reports.

Sampling: The sample for this project will include Apple customers. The sample size will be determined based on the availability of people surveyed and the need to gather sufficient data to support the research questions.

Research questions: The research questions for this project will include:

- What factors do you consider when purchasing an Apple product?
- How satisfied are you with the pricing of Apple products compared to other similar products on the market?
- How likely are you to continue purchasing Apple products in the future?
- How does the pricing of Apple products compare to other technology brands that you have purchased in the past?
- Have you ever chosen to purchase an Apple product over a competitor product because of its pricing?
- How do Apple's pricing strategies impact the company's marketing success?
- Do you believe Apple's pricing is fair and reasonable for the value of their products?
- How likely are you to purchase an Apple product at its current price point?
- What pricing strategies does Apple use for its products?
- What is the relationship between Apple's pricing strategies and customer loyalty to its products?
- How do Apple's pricing strategies compare to those of its rivals in the technology industry?

Ethical considerations: Ethical considerations for this project will include obtaining informed consent from people surveyed, ensuring participant confidentiality, and avoiding any conflicts of interest.

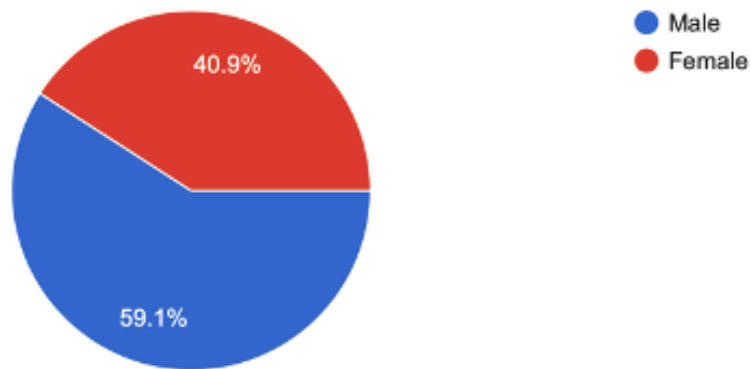
Limitations: The limitations of this project include the potential for bias in the data collected from the limited generalizability of the findings due to the single case study design.

Overall, this methodology will provide a structured approach to analyzing the role of pricing strategies in the marketing success of Apple.

CHAPTER 4 - DATA ANALYSIS AND INTERPRETATION

4.1 Gender

Gender
110 responses

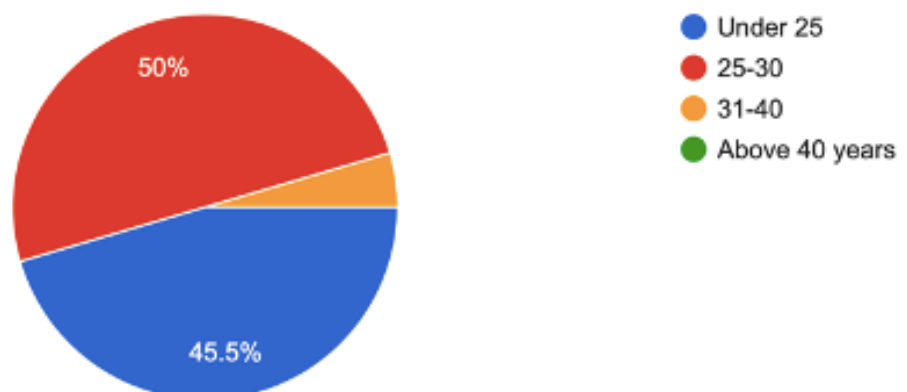


Interpretation:

A little more of the respondents are male i.e. 59.1% while female respondents 40.9%. Respondents have identified themselves in only two categories.

4.2 Age Classification

Please , choose your age group
110 responses

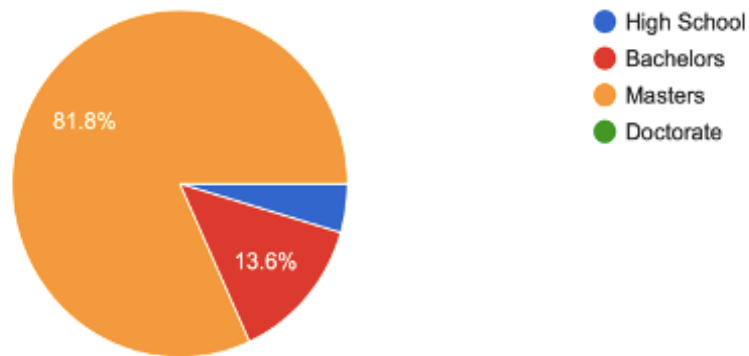


Interpretation:

People from multiple age groups have participated in this survey, majority of the respondents, however, belong to the age category of 25-30 years, followed by respondents in the age category of under 25 years.

4.3 Highest Educational Qualification

Highest Education
110 responses

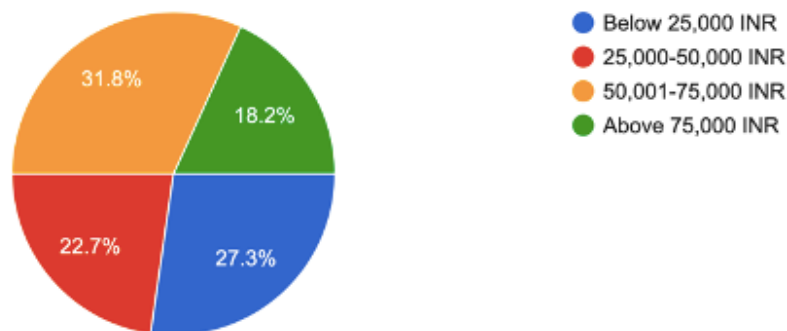


Interpretation:

The majority of respondents have a Masters as their highest educational qualification (81.8%) followed by 13.6% with are Bachelors's. A very small percentage of respondents also belong to the High School category. We do not have responses from the Doctorate category.

4.4 Income Range

Income Range
110 responses



Interpretation:

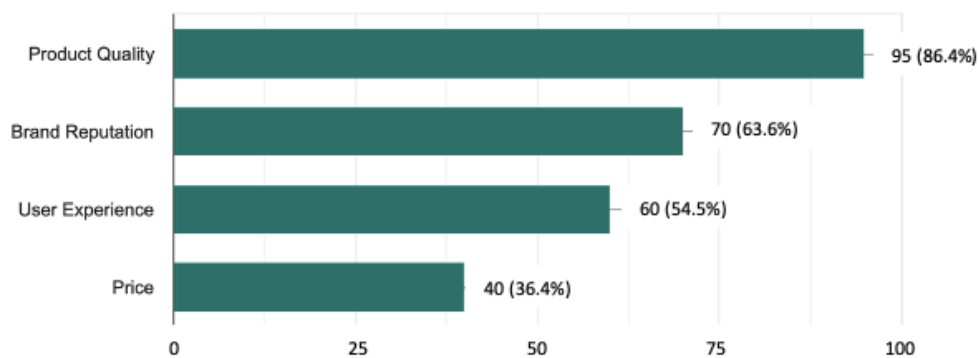
People from multiple Income groups have participated in this survey, majority of the respondents, however, belong to the Income category of 50,000-75,000 INR, followed by respondents in the Income category of below 25,000 INR.

4.5 Below are the questions that were asked In the questionnaire from various people surveyed in order to get their views on Apple products and their detailed analysis:

1. Factors considered when purchasing an Apple product:

What factors do you consider when purchasing an Apple product?

110 responses



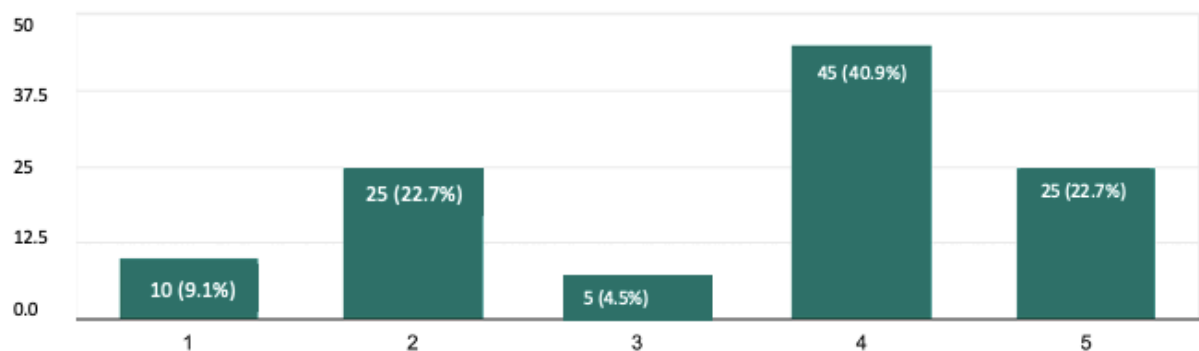
Interpretation:

- The survey results indicate that the majority of people prioritize product quality when purchasing an Apple product, with 86.4% of respondents stating that it is a crucial factor for them. Brand reputation follows as the next most important factor for 63.6% of people, while 54.5% of respondents consider user experience. Surprisingly, only 36.4% of people consider price when buying an Apple product.
- This suggests that Apple's reputation and the quality of its products are the main drivers of customer loyalty. However, to continue to attract a wider range of customers and stay competitive in the market, Apple should also keep their pricing strategies in mind.

2. Satisfaction with Apple product pricing compared to rivals:

How satisfied are you with the pricing of Apple products compared to other similar products on the market?

110 responses



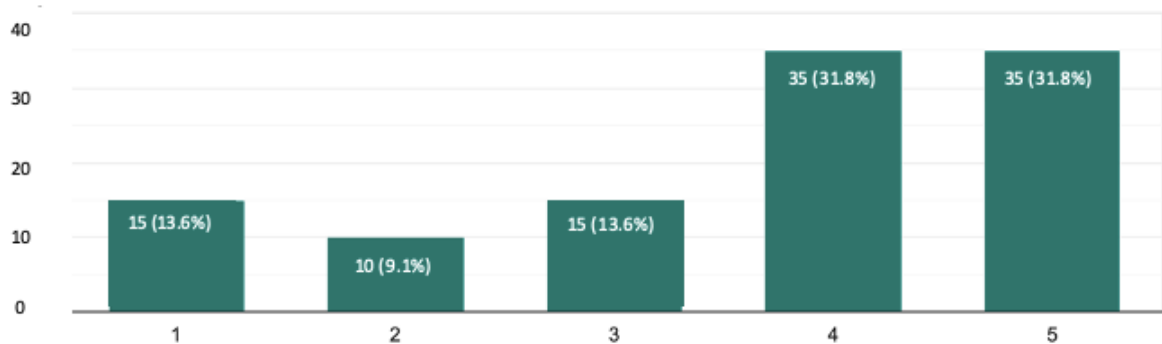
Interpretation:

- According to the responses, 40.9% of the people surveyed recorded their satisfaction with the pricing of Apple products as 4 out of 5, representing that they are generally satisfied. On the other side, 22.7% recorded their satisfaction as a 5 out of 5, which represents they are very satisfied with Apple's pricing strategy. However, 32.3% of the people surveyed recorded their satisfaction as a 1, 2 or 3 out of 5, which shows that they are not completely satisfied with the pricing of Apple products compared to other products in the market.
- According to these findings, it can be determined that while a large number of respondents are satisfied with the pricing of Apple products, there is still a place for improvement to meet the pricing expectations of a larger number of consumers.

3. Likelihood of continuing to purchase Apple products in the future:

How likely are you to continue purchasing Apple products in the future?

110 responses



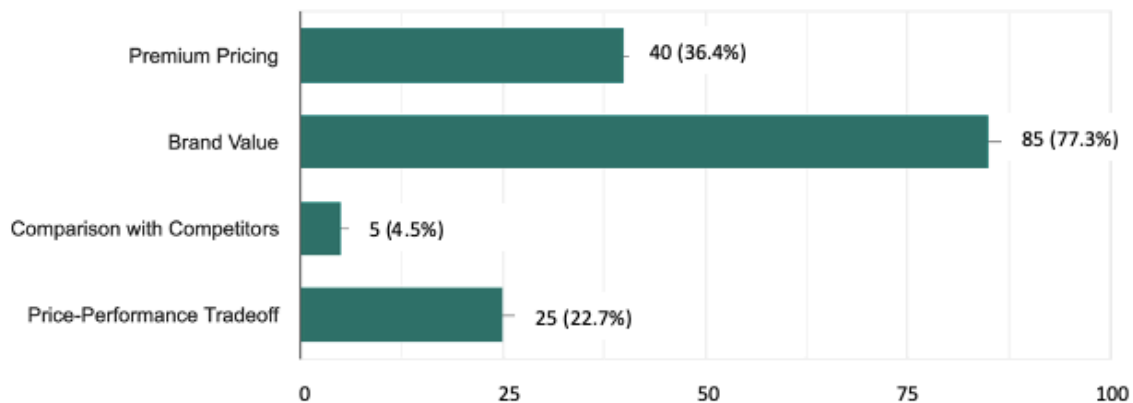
Interpretation:

- According to the responses, about 63.6% of the people surveyed believed brand loyalty was a factor in choosing Apple products over its rivals. Moreover, about 86.4% of the people surveyed believed product quality was a factor when purchasing an Apple product, followed by the brand image at 63.6% and customer experience at 54.5%.
- When asked if they were content with how much Apple products cost compared to similarly priced products on the market, 40.9% of the people surveyed gave the pricing a rating of 4, indicating that they were. However, 22.7% of the people surveyed gave Apple's pricing a 2 out of 5, indicating dissatisfaction with the price.
- 67.6% of the people surveyed said that they are likely to keep buying Apple products in the future by rating their likelihood as 4 or 5 on a scale of 1 to 5, indicating that they are likely to do so. 13.6% of the people surveyed, on the other hand, gave their likelihood a score of 1, suggesting that they are unlikely to keep buying Apple products.

4. Comparison of Apple product pricing to other technology brands:

How does the pricing of Apple products compare to other technology brands that you have purchased in the past?

110 responses



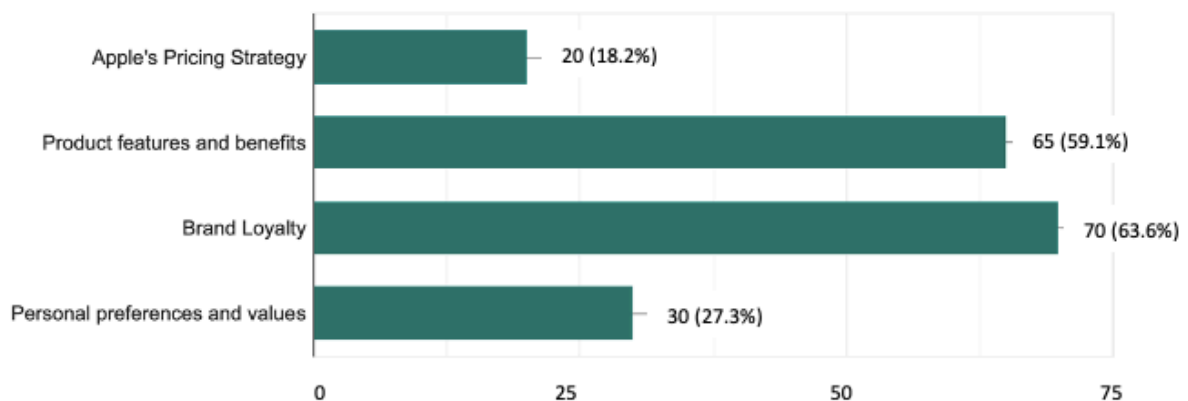
Interpretation:

Comparison of the price of Apple products to those of other technology brands: The majority of people surveyed i.e. (77.3%) thought that Apple products were more costly than those of other brands, while only 4.5% chose the option "Comparison with rivals." Only 22.7% of people who were surveyed said there was a decent price-performance trade-off for Apple products.

5. Purchase an Apple product over a competitor product:

Have you ever chosen to purchase an Apple product over a competitor product because of its pricing?

110 responses



Interpretation:

- Product features and benefits are the most important thing for a large number of people who are surveyed when choosing to purchase an Apple product over a competitor product.
- Brand loyalty is also an important factor, with over 60% of people surveyed shows that they have selected to purchase an Apple product because of their loyalty to the company.

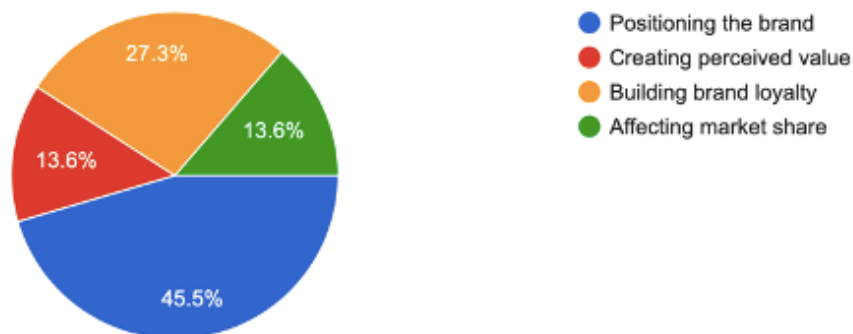
- Apple's pricing strategy is a comparatively small factor in influencing buying decisions, with only 18.2% of people surveyed indicating that they have selected to purchase an Apple product over a rival product because of its pricing.

Based on the findings, it can be determined that Apple's success in the market is mainly due to its capability to develop products with features and benefits that are mainly valued by consumers, as well as its tough brand reputation and customer loyalty. While pricing is still a main concern for a large number of consumers, it appears to be less influential in driving buying decisions compared to other factors such as product quality and brand loyalty.

6. Impact of Apple's pricing strategies on marketing success:

How do you think Apple's pricing strategies impact its marketing success?

110 responses



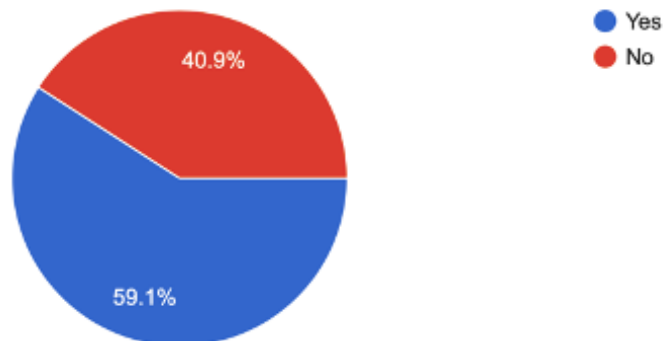
Interpretation:

- Based on the responses recorded, 45.5% of the people surveyed that Apple's pricing strategies impact the company's marketing success by positioning the brand. This shows that Apple's pricing strategy is seen as an important factor in creating the brand's image and reputation in the market.
- 13.6% of the people surveyed believe that Apple's pricing strategy impacts the company's marketing success by creating perceived value. This suggests that Apple's pricing strategy plays a role in establishing the brand's value proposition in the market.
- 27.3% of the people surveyed believe that Apple's pricing strategy impacts the company's marketing success by creating brand loyalty. This implies that Apple's pricing strategy is seen as a key factor in driving customer loyalty and repeat purchases.
- Finally, 13.6% of the people surveyed believe that Apple's pricing strategy impacts the company's marketing success by affecting market share. This suggests that Apple's pricing strategy is seen as a key factor in determining the company's market position relative to its rivals.

6. Fairness of Apple's pricing for the value of its products:

Do you believe Apple's pricing is fair and reasonable for the value of their products?

110 responses



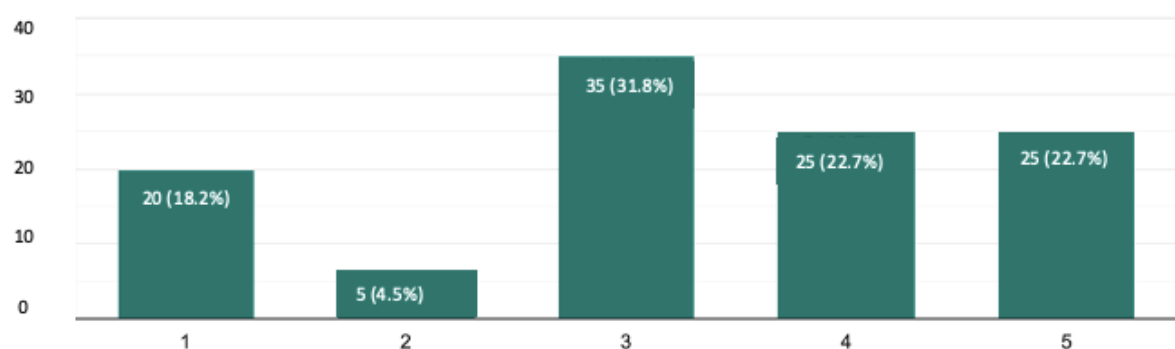
Interpretation:

Based on the given responses, 59.1% of the people surveyed believed that Apple's pricing is fair and reasonable for the value of its products, while 40.9% did not agree with this statement. It is worth noting that without further context or information about the people surveyed' backgrounds or demographics, it is difficult to draw any definitive conclusions about the overall perception of Apple's pricing among consumers. However, this data suggests that a significant portion of the people surveyed have a positive perception of Apple's pricing strategy.

8. Likelihood of purchasing an Apple product at its current price point:

How likely are you to purchase an Apple product at its current price point?

110 responses



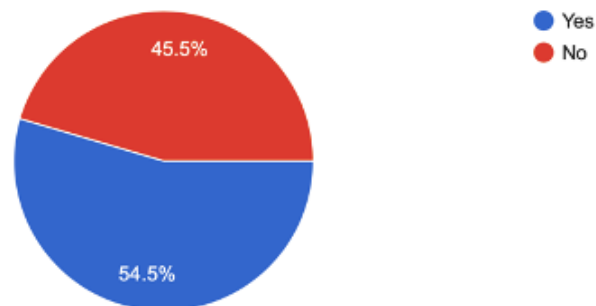
Interpretation:

Likelihood of purchasing an Apple product at its current price point: Only 18.2% of respondents were "1 - Very Unlikely" to purchase an Apple product at its current price point, while 31.8% of respondents were "3 - Neutral". 22.7% of respondents were "5 - Very Likely" to purchase an Apple product at its current price point.

9. Choosing a competitor's product over an Apple product due to pricing differences:

Have you ever chosen a competitor's product over an Apple product due to pricing differences?

110 responses



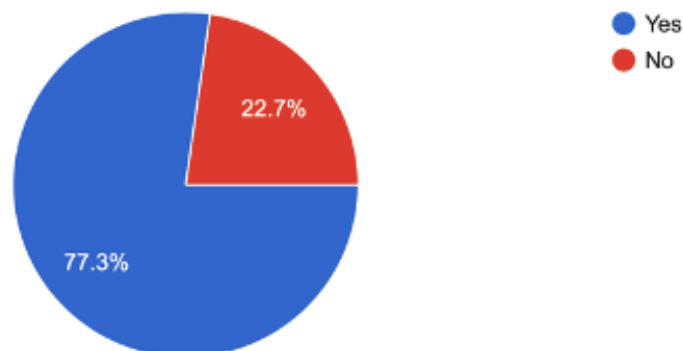
Interpretation:

Choosing a competitor's product over an Apple product due to pricing differences: More than half of the respondents (54.5%) had chosen a competitor's product over an Apple product due to pricing differences, while 45.5% had not.

10. Contribution of Apple's pricing strategies to its brand image and reputation:

Do you think Apple's pricing strategies contribute to its brand image and reputation?

110 responses



Interpretation:

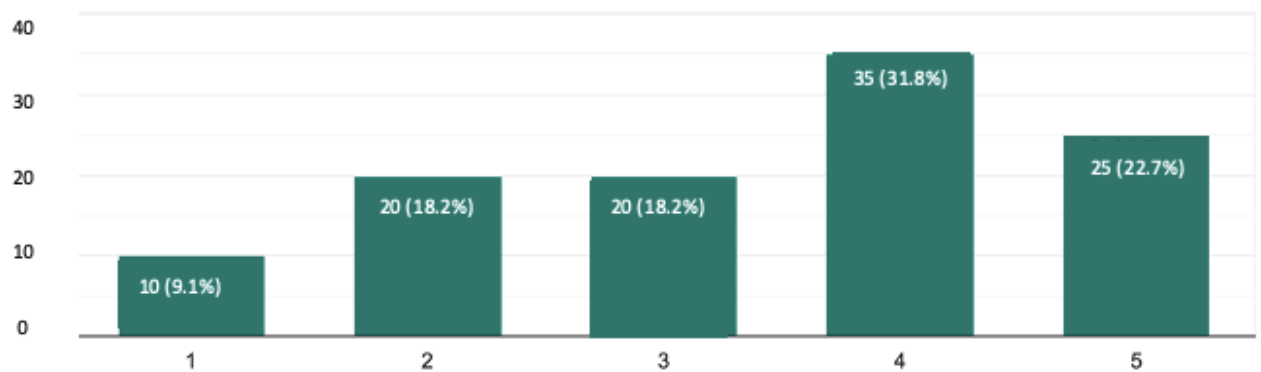
- This suggests that a majority of the respondents perceive Apple's pricing strategies as playing a significant role in the company's brand image and reputation. It is likely that Apple's pricing strategy i.e. premium pricing and the perceived value of its products contribute to this perception.
- The company's pricing strategies may also reinforce the notion that Apple products are exclusive and premium, which can further enhance the brand's image and reputation. However, it is important to note that some respondents do not perceive Apple's pricing

strategies as contributing to its brand image and reputation, indicating a potential opportunity for the company to explore alternative pricing strategies.

11. Likelihood of remaining loyal to Apple products despite changes in pricing:

How likely are you to remain loyal to Apple products despite changes in pricing?

110 responses



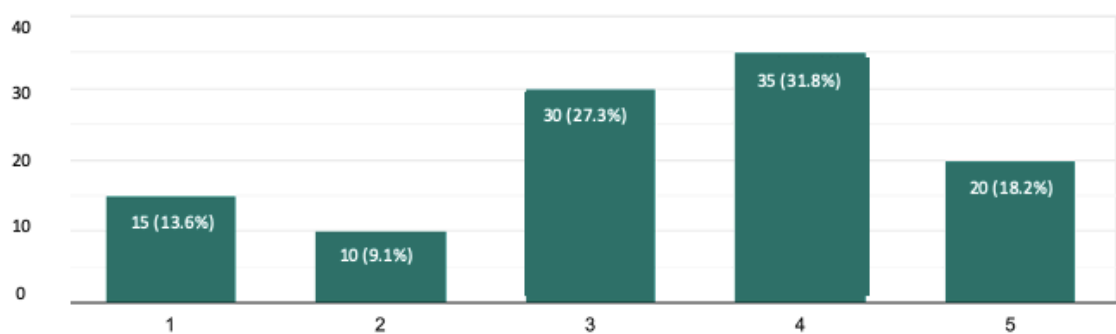
Interpretation:

Likelihood of remaining loyal to Apple products despite changes in pricing: Most respondents (31.8%) were "4 - Very Likely" to remain loyal to Apple products despite changes in pricing, while 18.2% of respondents were "2 - Unlikely".

12. Likelihood of recommending Apple products to others based on their pricing:

How likely are you to recommend Apple products to others based on their pricing?

110 responses



Interpretation:

- The majority of respondents (31.8%) selected "4" indicating they are likely to recommend Apple products to others based on their pricing. A significant proportion of respondents (27.3%) selected "3" indicating they are somewhat likely to recommend Apple products based on pricing. However, a combined 22.7% of respondents selected either "1" or "2", indicating they are unlikely to recommend Apple products based on pricing.

- It is important to note that the given data does not provide any information on the reasons behind the respondents' likelihood to recommend Apple products based on pricing. Further research or analysis would be needed to gain a deeper understanding of this topic.



CHAPTER 5 – FINDINGS AND RECOMMENDATIONS

5.1 Findings:

- Product quality is the most important factor considered by respondents when purchasing an Apple product, with 86.4% of respondents choosing this option. This indicates that Apple's emphasis on product quality has been successful in creating a strong brand image.
- Brand reputation is the second most important factor considered by respondents, with 63.6% of respondents choosing this option. This indicates that Apple's brand image is a significant factor in driving sales.
- Price is not the most important factor for consumers when purchasing an Apple product, with only 36.4% of respondents choosing this option. This suggests that Apple's pricing strategy i.e. premium pricing is effective in creating perceived value for its products.
- While 40.9% of respondents indicated that they were satisfied with the pricing of Apple products compared to other similar products on the market, 31.8% of respondents indicated a neutral position. This suggests that Apple may need to consider adjusting its pricing strategy to remain competitive in the market.
- Brand loyalty was found to be a significant factor in driving sales of Apple products, with 63.6% of respondents indicating that they have purchased an Apple product due to brand loyalty.
- While most respondents (77.3%) believed that Apple's pricing strategies contribute to its brand image and reputation, 40.9% of respondents indicated that they do not believe Apple's pricing is fair and reasonable for the value of its products.

5.2 Recommendations:

- Apple should continue to prioritise product quality and brand reputation in its marketing strategy, as these factor are the most important to consumers when purchasing Apple products.
- Apple should consider adjusting its pricing strategy to remain competitive in the market. While Apple's pricing strategy i.e. premium pricing has been successful in creating perceived value for its products, it may also be driving customer to rivals due to pricing differences.
- Apple should leverage its strong brand loyalty to drive sales and increase customer retention. This could be get by offering loyalty programs or incentives for repeat purchase.

- Apple should consider addressing concern around the fairness and reasonableness of its pricing strategy, as this may be impacting user thoughts of the brand. This could involve more transparent pricing and communication around the value of their products.
- Apple should continue to invest in its marketing strategy to position the brand and create maintain their value. This could involve highlighting the unique features and benefits of its products, as well as promoting its strong brand reputation and quality.

CHAPTER 6 – LIMITATIONS OF THE STUDY

Based on the data analysed, there are many limitations that should be considered:

- **Sample Size:** The sample size of the study is 110 which is a very small sample size, and therefore may not represent the entire population of Apple users.
- **Limited demographic information:** The survey does not provide much information about the people, such as age, gender, income, or geographic location. This makes it difficult to conclude if the results are representative of a particular demographic group.
- **Self-selection bias:** The people were self-selected, which means that they may not represent the entire population of Apple customers. It is possible that the people who chose to take the survey have a stronger interest in Apple products than the average user, which could bias the results.
- **Limited scope:** The survey focuses on Apple products and does not compare them to other brands or products. Therefore, it is difficult to determine if the findings are specific to Apple or if they apply more broadly to the technology market.
- **Social desirability bias:** Respondents may have provided answers that they believe are socially desirable or that they believe the researcher wants to hear, rather than their true opinions.

These limitations should be taken into account when interpreting the results of the study.



CHAPTER 7 – CONCLUSION

- Based on the data analysis, it can be determined that Apple customers mainly consider product quality, brand reputation, and customer experience when buying an Apple product. Pricing, while still important, is not as significant a factor as these other considerations.
- In terms of user satisfaction with pricing, the large number of people surveyed rated Apple's pricing as fair and reasonable for the value of its products, and over 60% indicated they were likely to continue buying Apple products in the future. However, there were also a large number of people who rated Apple's pricing as too costly and indicated they would be unlikely to buy at the current price point.
- The data also shows that Apple's pricing strategy contributes mainly to the company's marketing success, particularly in terms of positioning the brand and creating brand loyalty. People also noted that they have chosen to buy Apple products due to the company's pricing strategy, although product features and benefits and brand loyalty were more important factors.
- Limitations of the study include the relatively small sample size and potential biases in self-reported data. Additionally, the study only examines the opinions of present Apple customers and does not consider the opinions of potential customers who may have different opinions on pricing and other factors.
- Overall, the data shows that while pricing is not the most important factor for Apple users, it remains an important consideration for many people. To continue to be successful, Apple may require to consider pricing strategies that balance good value with affordability for a large number of consumers. Additionally, Apple should continue to focus on creating brand loyalty and high-quality products and customer experiences satisfaction and retention.

REFERENCES

- G. Y. Zhang, Research on the Enlightenment of Apple's marketing strategy to China's IT Industry [D]. East China University of Science and Technology, 2013.
- MarketLine Report, Apple's Company Report, March 2021, 63-66, apple/. Haque, F., Andrew, R., & The Strategy
- Watch. (2020, July 8). SWOT Analysis of Apple Inc. The Strategy Watch.
- <https://www.thestrategywatch.com/swot-analysis-apple-inc/>. Advances in Social Science, Education and Humanities Research, volume
- The SWOT Analysis of Apple: Edraw Max. Edrawsoft (n.d.). <https://www.edrawmax.com/article/swot-analysis-of-apple.html>.
- Frue, K., & About The Author Kiesha FrueKiesha Frue is a freelance writer and editor with a love for health. (2020, September 16). SWOT Analysis Case Study of Apple Inc. PESTLE Analysis. <https://pestleanalysis.com/swot-analysis-case-study-of-apple/>
- Mallin, M. L., & Finkle, T. A. (2015). Apple Inc.: Product Portfolio Analysis. Apple Inc.: product portfolio analysis. Journal of the International Academy for Case Study.
- Soh, N., & Najhah, N. (2019). An Analysis Of An Explanation Of Apple Inc. MPRA. <https://mpra.ub.uni-muenchen.de/id/eprint/97280>.
- Mohamad Yusoff, Nur Husnina, Determinants of Risks and Performance in Apple Inc. (May 19, 2018). Available at SSRN: <https://ssrn.com/abstract=3181705> or
- <http://dx.doi.org/10.2139/ssrn.3181705>
- Marrero, A. G. (2017). Abstract. In the Rise of Apple Inc: Opportunities and Challenges in the International Marketplace (ISSN:1934-4244, pp.

ANNEXURE

QUESTIONNAIRE

1)Name

2)Gender

- Male
- Female

3)Age

- Under 25
- 25-30
- 31-40
- Above 40

4)Highest Education

- High School
- Bachelors
- Masters
- Doctorate

5)Income Range

- Below 25,000 INR
- 25,001-50,000 INR
- 50,001-75,000 INR
- Above 75,000 INR

6) What factors do you consider when purchasing an Apple product?

- Product Quality
- Brand Reputation
- User Experience
- Price

7) How satisfied are you with the pricing of Apple products compared to other similar products on the market?

- On a scale of 1 to 5
- 8) How likely are you to continue purchasing Apple products in the future?
- On a scale of 1 to 5.

9) How does the pricing of Apple products compare to other technology brands that you have purchased in the past?

- Premium Pricing
- Brand Value
- Comparision with Competitors
- Price-Performance Tradeoff

10) Have you ever chosen to purchase an Apple product over a competitor product because of its pricing?

- Apple's Pricing Strategy
- Product features and benefits
- Brand Loyalty
- Personal preferences and values

11) How do you think Apple's pricing strategies impact its marketing success?

- Positioning the brand
- Creating perceived value
- Building brand loyalty
- Affecting market share

12) Do you believe Apple's pricing is fair and reasonable for the value of their products?

- Yes
- No

13) How likely are you to purchase an Apple product at its current price point?

- On a scale of 1 to 5.

14) Have you ever chosen a competitor's product over an Apple product due to pricing differences?

- Yes
- No

15) Do you think Apple's pricing strategies contribute to its brand image and reputation?

- Yes
- No

16) How likely are you to remain loyal to Apple products despite changes in pricing?

- On a scale of 1 to 5.

17) How likely are you to recommend Apple products to others based on their pricing?

- On a scale of 1 to 5.

PAPER NAME

2. MRP_Amritesh_Khare_25.docx

WORD COUNT

5677 Words

CHARACTER COUNT

31120 Characters

PAGE COUNT

24 Pages

FILE SIZE

2.3MB

SUBMISSION DATE

Apr 26, 2023 10:06 AM GMT+5:30

REPORT DATE

Apr 26, 2023 10:06 AM GMT+5:30**● 6% Overall Similarity**

The combined total of all matches, including overlapping sources, for each database.

- 0% Internet database
- 0% Publications database
- Crossref database
- Crossref Posted Content database
- 6% Submitted Works database

● Excluded from Similarity Report

- Bibliographic material
- Quoted material
- Cited material
- Small Matches (Less than 14 words)

Summary