

## *A descriptive research on neuro marketing strategies adopted by Apple in India*

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### **Introduction**

Neuromarketing is the art of applying the Neuroscience to marketing. Neuromarketing means the use of brain imaging, scanning, or some other technology to measure brain activity to measure a subject's response to the products, packaging, advertisements, and other elements of marketing. In certain cases, the brain response measured by these methods may not be perceived consciously by the subject and then this data may be more revealing than self-reporting on surveys, in focus groups, etc.

Marketing analysts use neuromarketing in order to correctively measure a consumer's preference, as the response that the subject gives to the question "Did you like the product?" may not always be the correct answer. This understanding helps the marketing people to make products and services that are designed even more effectively and marketing campaigns which are focused more on the brain's response.

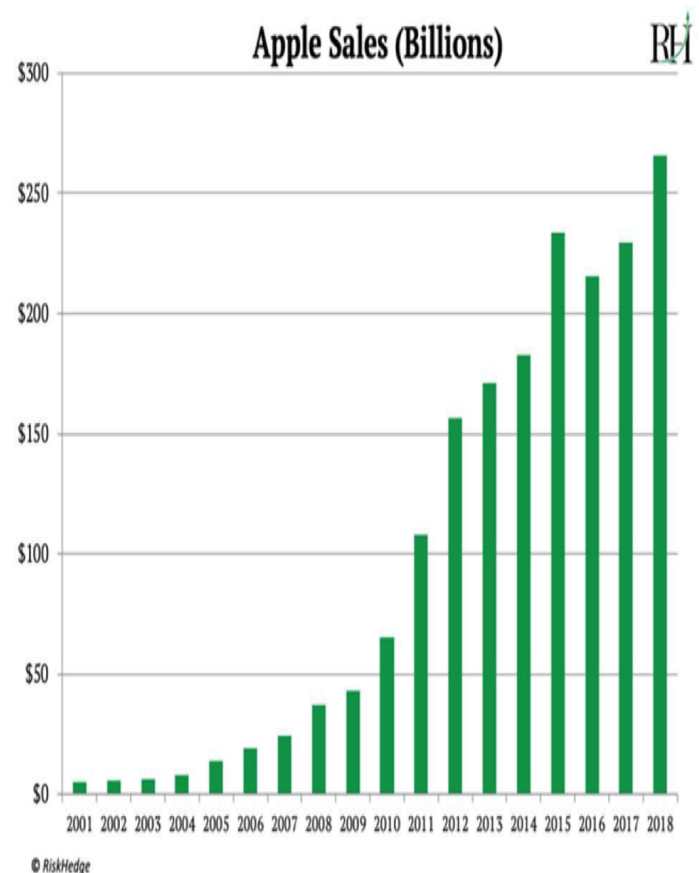
### **Apple Neuro Marketing Strategy**

Apple company uses this strategy in India by psychologically analysing the buying behaviour of the consumers while launching their products through sales and feedback provided by the consumers by online forms on social media & other platforms.

It is only through the results of this customer feedback that the company gets to know the mindset of the customers and make changes in their products accordingly.

Since apple has proved to be responsive to customer needs and wants, all this makes the company one of the leading brands in the Indian market.

Thus, to maintain its hold in the market, Apple company uses this neuro-marketing strategy.



Source: [www.forbes.com](http://www.forbes.com)

### **Literature Review**

Source: [www.forbes.com](http://www.forbes.com)

The customer's mindset connecting process made by Steve Jobs for Apple is a benchmark for all consumer-dealing businesses because of its holistic approach.

Once connected, Apple and its culture of addicts get immune to its competitors. Steve Jobs was very obsessed with building a strong and deep connection with its customers. His ability and talent to convert and translate science, technology as well as innovation in to an artistically designed, customer-friendly product is legendary and a benchmark for others to follow. The unique and attractive Apple Stores serve as the final link in the Company-Customer connection.

However, the business model of Apple Inc. did not complete over there. Apple is known for creating pre-launch excitement for their products via masked announcements at Macworld, revealing the product to hardcore fans even months prior to the launch and often after subtle leaks have already stimulated interest. Without disclosing the details of their products, Apple alleviates its fans' expectations, often in extremely creative ways.

The excitement begins building initially with hints, then with elevating stage acts, until the anticipation is booming. As demand increases, Apple warns of limitedness, which further increases demand and drives a very large number of pre-orders. Overall, before the product is even disclosed, customers' brains are brimmed with the products and Apple itself, leaving no leftover space for things about other competitor brands.

Finally, Apple deploys its tactics through its products as well as its sophisticated and innovative retail stores, Apple further increases the mind-share and connectivity by making the consumer co-create a complete series of fun, learning experiences at their stores' Genius Bar with Apple's tech-savvy and young associates. Even the gorgeous and sleek, modern box for its products is designed to neurologically target the customers.

The ultimate proof of strength of neurological connectivity followed and adopted by Apple, is

that it succeeds at satisfying all the six major customer value shifts, also discussed in detail in the new edition of "*The New Rules*" toward the ever increasing demand for these experiences, personalization, relatively economical luxury, unbroken streams of new products and services, instantaneously and much more often than not a community like lifestyle, and technology integrated in every aspect of our day to day lives.

One widely held view that has been given attention is that Apple consumers display similar neural patterns as religious followers do when beholding a spiritual leader or icon. Even though we may not fully agree to this particular theory, we do know for sure if any customer-facing business would even get close to what Apple's consumer connection is in every part of the organization and spread across the complete value chain, must be maniacally and even religiously focused on creation of a superb and complete customer experience and a subconscious connection like Apple's.

### *Clarification*

#### *Steve Jobs Era*

Steve Jobs, the co-founder of Apple Computer Inc., now known as Apple Inc. was a visionary businessman. Steve Jobs was initially kicked out of Apple due to circumstances. He then went on to start his own venture NeXT Inc., a computer hardware and software company.

Apple was growing spontaneously under the leadership of Steve Jobs. Steve Jobs' vision was to provide the best possible products across Industries. He had an unsaid rule "I WILL DELIVER THE BEST POSSIBLE PRODUCTS, YOU COMPETE IF YOU CAN".

### ***Post Steve Jobs***

Steve Jobs, unfortunately passed away on 5<sup>th</sup> October 2011 in CA, USA. This was the beginning of the demise of Apple. After the death of Steve Jobs, one thing Apple was known for, Innovation, went along with him. iPhone, one thing that is strongly associated with Apple, was a brainstorm of Steve Jobs which helped Apple take giant leap forward.

### ***Objectives***

- To identify the impact of neuromarketing strategy on sales.
- To identify its impacts on the minds of the consumers.
- How does it influence by their buying behaviour.
- To identify its profitability in long run.

### ***Research Methodology***

In this research paper , we used primary research.

Primary research is a research in which you go directly to the information source usually consumers and target markets.

primary research like- interviews, survey, questionnaire etc.

In the primary research , we use questionnaire to conduct our research.

Questionnaire is a an instrument of research which consist of a set of questions for the objective of collection of information from the respondents.

If put simply questionnaires can be thought of as a kind of written interview that can be carried out face to face ,by telephone ,computer or post.

We've use this method, as through this data can be collected relatively quickly .Thus saves time and effort to interview each and every respondent personally .

Q1. How highly do you rate yourself as being tech savvy? (Select any one)

1. Highly Tech Savvy
2. Relatively more Tech Savvy
3. Somewhat Tech Savvy
4. Low Tech Savvy
5. Not a Tech Savvy

Q2. What technological/communication devices do you use? (select one or multiple)

1. Mobile Phone
2. Laptop/Desktop
3. Music Player
4. Tablet
5. Smartwatch

Q3. Which electronics brands' products do you use currently? (select one or multiple)

1. Apple
2. Samsung
3. OnePlus
4. Xiaomi
5. Any Other(Please Specify)-

Q4. How do you perceive Apple Inc. as? (select one or multiple)

1. Premium Brand
2. Brand with Value for Money Products
3. Just any other electronics brand
4. Inferior Brand

Q5. What do you think of Apple's products like the iPhone, Macintosh, iPad, iPod, Macbooks etc.? (select one or multiple)

1. Premium and High Quality Products
2. Useful and Productive
3. Not so useful

Q6. Which quality do you think most likely makes people buy Apple's products? (select any one)

1. Premium Specs
2. Features
3. Brand Image
4. Marketing Strategies
5. Apple Eco-System

Q7. How highly do you think people buy Apple's products due to neuro marketing? (select any one)

1. Very Highly
2. Highly
3. Maybe
4. I don't think it does
5. Definitely doesn't

Q8. Do you think competitor's like Samsung, OnePlus and Google have a brand loyal customer base like Apple's?

1. Yes
2. No

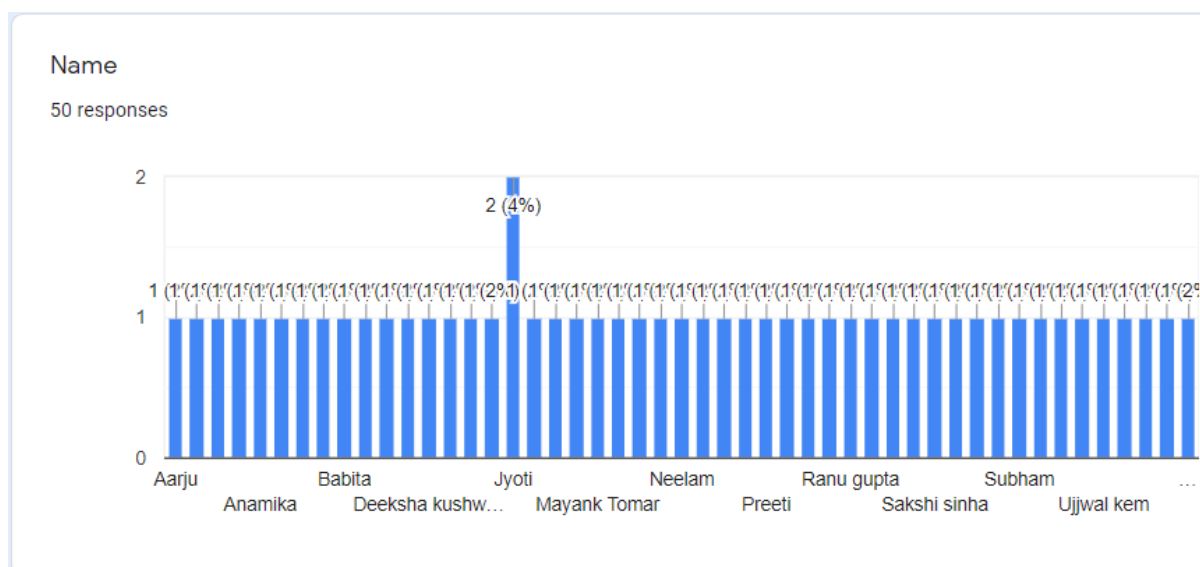
Q9. How highly do you rate yourself as brand loyal towards current brands you use? (Select any one)

1. Highly Brand Loyal
2. Slightly Brand Loyal
3. Not at all Brand Loyal

Q10. What things do you think can make a brand loyal customer switch brands? (Select one or multiple)

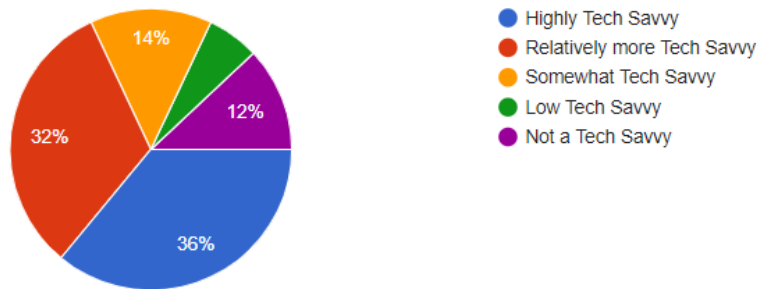
1. Lower Prices
2. Better Specs & Features
3. Unfavourable acts by the brand they are loyal towards
4. Monotony
5. Any other(please specify)-

### Summary



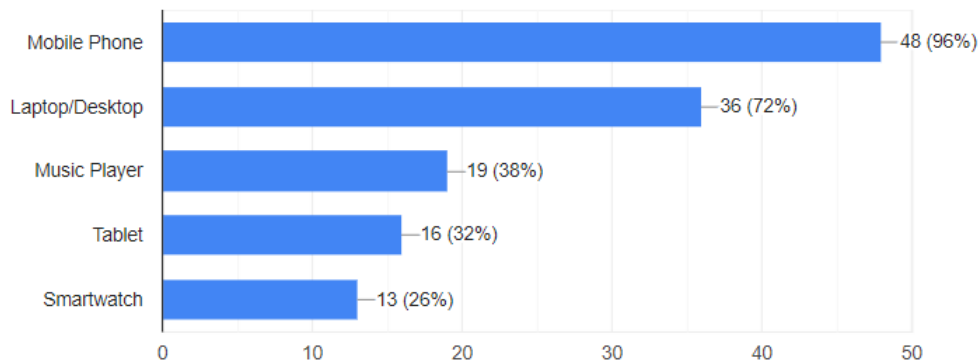
### How highly do you rate yourself as being tech savvy?

50 responses



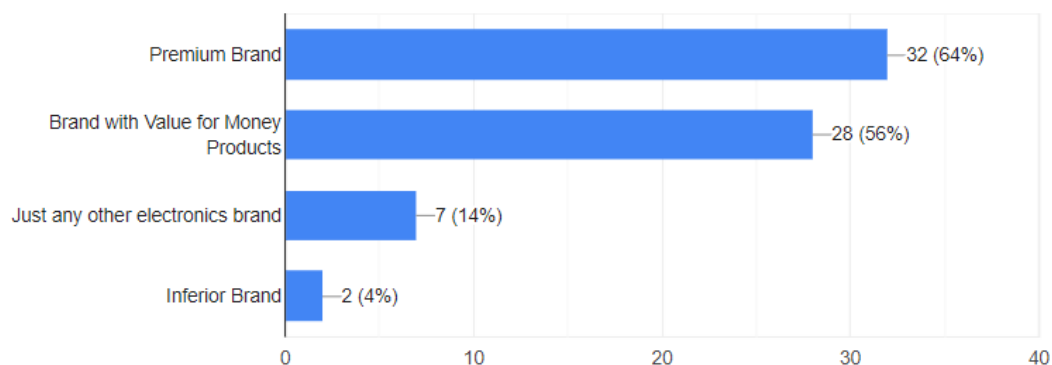
### What technological/communication devices do you use?

50 responses



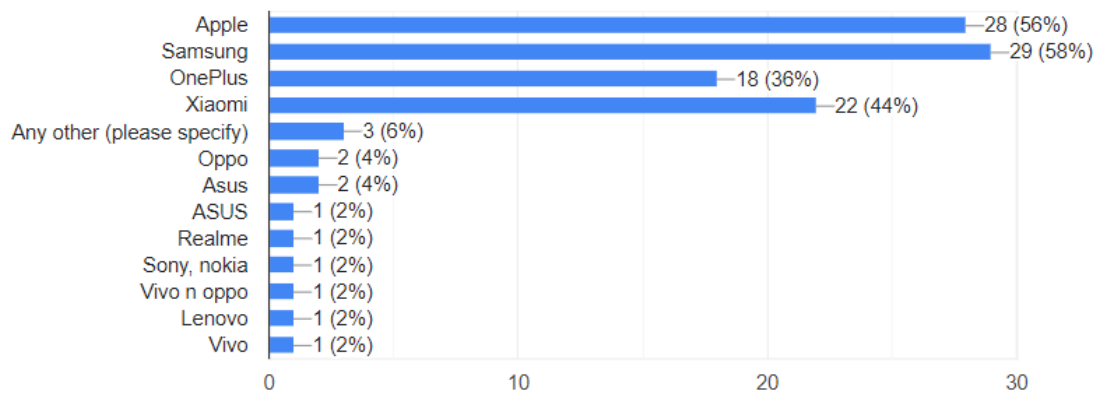
### How do you perceive Apple Inc. as?

50 responses



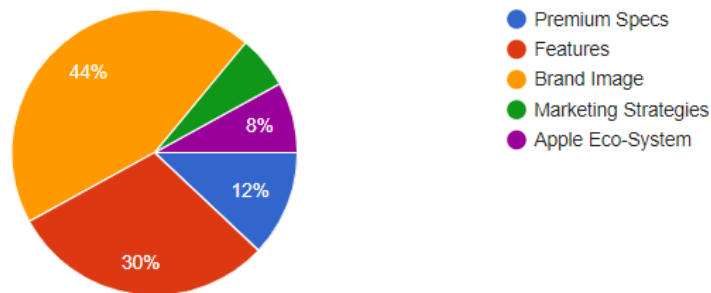
Which electronics brands' products do you use currently?

50 responses



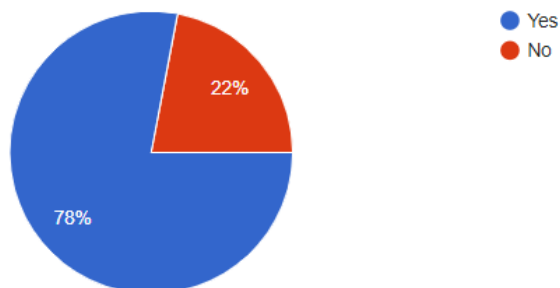
Which quality do you think most likely makes people buy Apple's products?

50 responses



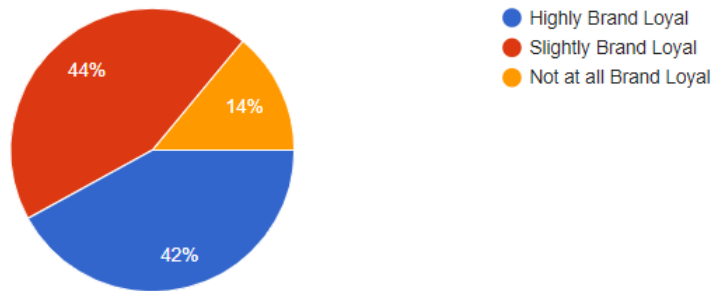
Do you think competitor's like Samsung, OnePlus and Google have a brand loyal customer base like Apple's?

50 responses



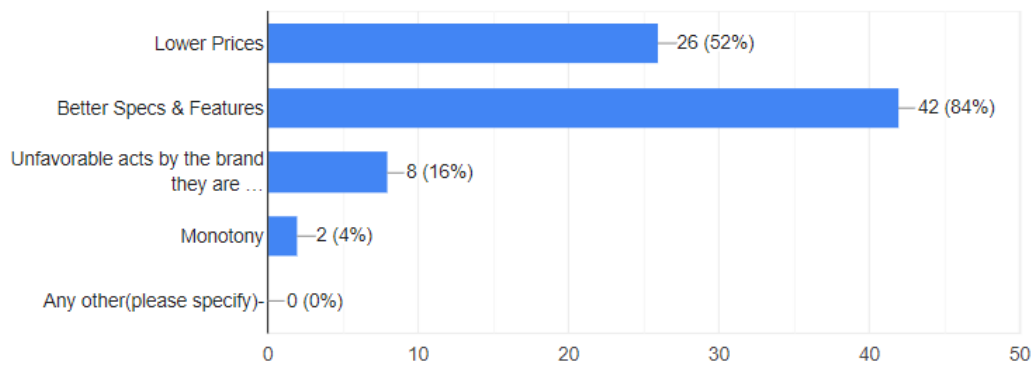
How highly do you rate yourself as brand loyal towards current brands you use?

50 responses



What things do you think can make a brand loyal customer switch brands?

50 responses



### Conclusion

From this research we can conclude that majority of the people consider apple as a premium brand and are loyal towards this brands mainly due to its provided features and advertisements that very much influence their buying behaviour. Hence it can be said that the neuromarketing strategy adopted by apple has been proven beneficial for

the company and can work better in the long run. Thus, it answers all the objectives which were mentioned in this project.

However, we believe that this strategy has been proven as a profitable deal for the company and by working on its certain limitations the company can become from one of the top brands to the top brand in the market.