Brand Positioning by Apple Inc.

Wan Rasyidah Abd Razak[1], Nur Hamizah Ahmad Zawawi[2]
Faculty of Business Management and Information Technology, Universiti Sultan Azlan Shah, Bukit Chandan,
33000 Kuala Kangsar, Perak DarulRidzuan.

Abstract : *Purpose – The purpose of this paper is to about brand positioning within Apple Inc*
Design/methodology/approach – This case was written by documenting and analyzing past research has been publish available to the public about Apple.
Findings – Through several discussions of the case the authors havefound that answers to this issue depend on the company's situation.
Research limitations/implications – Since the case was written using public data, therefore it does not take into account the actual opinions and actions of Apple's management team except for those reported by the press.
Keywords: *brand positioning, Apple Inc,brand*

I. INTRODUCTION

"Brands are the lifeblood of companies. They generate market share, increase customer loyalty, amplify channel power, offer the potential for higher profit margins, and guard against competitive attacks.", said Jan-Benedict Steenkamp, (2014). "The consumer's perception of a brand is critical to its success" Aurand et al., (as cited in Victoria Magrath & Helen McCormick, 2013).According to K. Amstrong (as cited in Feng, 2014), stated that:

It is true that some research worker find brand as the very import lasting benefit for a manufacturer can make the products and facilities that only belong to them live longer. If you want create a famous brand and you need take care to build it up. The first thing is that the company's owner should know "what are the consumers thinking about?" Brands stand for consumers' view and way of imagine a new product with its presentation. Consequently, create brand will be very necessary to the manufacturers and very important for companies to set up a well-built brand to themselves. These four things to build a well-built brand are: "brand positioning, brand name selection, brand sponsorship, brand development.

According to Apple Inc., "Apple's products are currently manufactured in 748 different locations and, because of the tremendous increase in demand for Apple products over the past decade, the number of workers employed by Apple and its suppliers has grown significantly." (as cited in Connor Myers &Kalmanovitz Fellow, n.d.)

The purpose of this study is to study about branding positioning and effect of branding positioning within Apple Inc. This study contains information about general background situation of chosen company, branding history of Apple Inc., and also recommendation. This study is based on literature and past published research. The case in this study are generally discussed without going into details about any industries field.

1.1 Background Of Company

Based from research that made by J. Nicolás Marín Ximénez& Luis J. Sanz, (2014):

Apple Inc was Founded in 1976 by Steve Jobs and Steve Wozniak, Apple is currently the world's largest technology company in terms of market value, surpassing its rival, Microsoft, in 2010. In the last decade, the company has revolutionized the music industry with the iPod, the mobile phone industry with the iPhone, and the entertainment and media industries with the iPad.

Apple Inc. has developed over 850,000 kinds of unique App software, and two practical online shops (iTunes Music Store and Apple App Store) and simple operating systems (OS X and iOS) for customers (Apple Inc., 2013).

The Company designs, manufactures and markets mobile communication and media devices, personal computers and portable digital music players, and sells a variety of related software, services, accessories, networking solutions and third-party digital content and applications. The Company's products and services include iPhone®, iPad®, Mac®, iPod®, Apple Watch®, Apple TV®, a portfolio of consumer and professional software applications, iOS, OS X® and watchOS™ operating systems, iCloud®, Apple Pay® and a variety of accessory, service and support offerings. In September 2015, the Company announced a new Apple TV, tvOS™ operating system and Apple TV App Store®, which are expected to be available by the end of October 2015. The Company sells and delivers digital content and applications through the iTunes Store®, App Store, Mac App Store, iBooks Store™ and Apple Music™ (collectively "Internet Services"). The Company sells its

products worldwide through its retail stores, online stores and direct sales force, as well as through third-party cellular network carriers, wholesalers, retailers and value-added resellers. In addition, the Company sells a variety of third-party Apple compatible products, including application software and various accessories through its online and retail stores. (Apple Inc., 2015)

Apple and its subsidiaries was designed, produce and sold electronics and software products and also provide related services to their products and applications. "Its product and service line included iPhone, iPad, Mac, iPod, Apple TV, iCloud, and a portfolio of consumer products and professional software applications" (J. Nicolás et al., 2014).

II. LITERITURE REVIEW

2.1 Branding Positioning

According to Anna Glenn (n.d.), "the Apple brand strategy is all about the experience." Based on study by Wired.com as cited in Anna Glenn (n.d.) found that: Apple's emotional branding, a brand that is felt in the heart and mind of the consumer", is the key to its survival. Apple's brand is reflected through their core beliefs about innovation, imagination and design. It is promoted through their products, advertisement and customer experience. According to Feng (2014), there are four factors to build a strong brand name which are brand positioning, brand sponsorship, brand development and brand name selection. Besides that, Feng (2014) claim that:

This factor is effective to build a strong brand because product brand development refers to the process of growing the brand. Brand development strategy is based on internal and external business environment, in order to establish this advantage and make the advantage keep continuing. While, Anna Glenn (n.d.) stated that "Basically, there are three types of brands: unique, corporate and range. A unique branding strategy is built around an established brand that stands for one thing."

Apple's strategy is a corporate branding strategy that revolves around its emotional experience with its products. To be an emotional brand, it must have three things in common. The company must project a strong humanistic corporate culture; have a unique visual and verbal vocabulary; and establish a connection with its consumers.

2.1 Effect of Branding Positioning In Apple Inc.

According to Moss and Schuiling (as cited in Shamindra Nath Sanyal, Saroj Kumar Datta&Asok Kumar Banerjee, (2013): It has already been discussed that functional benefits of a brand are not the only way to encourage loyalty. Companies are to create the consumers' needs by addressing their emotional benefits for better brand awareness. It is also important to decide the ways of communicating these benefits to the target customers in a very systematic way.

III. CONCLUSION

This paper identifies general information about brand positioning and effect of brand positioning to Apple Inc. The writer make Apple Inc. as an example company to emphasize about brand positioning.

This case study of Apple Inc. brand positioning summarizes general information about brand information happened within this company. Apple Inc was one of the leading consumer products today in brand establishment, promotion, and product protection. The company produced the best product worldwide to establish their products. Brand positioning within Apple Inc give positive effect to Apple Inc. Brand positioning will help a the company to improve their marketing strategy and benefit to the company.

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