# MBA404 Consumer Behaviour and Marketing Psychology On Apples MacBook Assessment Answer

# ASSESSMENT INFORMATION 3

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| Subject Code: | MBA404 |
| Subject Name: | Consumer Behaviour and Marketing Psychology |
| Assessment Title: Length: | Individual Report 2000 words (+/- 10% allowable range) |
| Weighting: | 40% |

Assessment Description

This assessment is a culmination piece, in which you will be given an opportunity to combine the information you have accumulated in Assessments 1 and 2. More importantly, you will need to showcase an understanding of marketing issues related to consumer behaviours such as attitudes, group influences, culture, social class, consumer learning processes, and personal buying decision-making processes.

The Task: Based on the scenario below, you are required to write a 2000-word report. In this report, you must demonstrate an understanding and application of various consumer behaviour concepts and theories by analysing the facts gathered from the video and the survey, and present strategic recommendations. You will be required to incorporate recent peer-reviewed literature in order to justify your proposed recommendations.

Scenario: Imagine that you have just been employed by the company of your chosen product or service that you analysed in your earlier assessments. You have been asked to prepare a report in which you must critically analyse the company’s current marketing strategy and marketing communication mix and its alignment to your findings in assessment 1 and 2. More specifically, you will need to determine if identified consumer behavioural factors in previous assessments align with the company’s current marketing focus. Based on your analysis, you are also required to provide at least three strategic recommendations to the board of directors, along with reasons for recommending further improvements, all of which must be based on scholarly sources.

# ASSESSMENT FORMAT

The paper is to be presented in a professional report format and cannot exceed 2000 words. In all of the responses, whilst your views are important and must be shared, you must cite consumer behaviour theory to support your position.

Your report MUST follow this professional structure: Table of Contents

Table of Figures (optional)

Executive Summary (1 page long, no more or less) Selected Product or Service Overview (250 words) Critical Analysis (1150 words)

Strategic Recommendations (600 words) that are logical and feasible. Appendices (optional)

Reference List

NB: Title page, Table of Contents, Table of Figures, Executive Summary, Reference List & Appendices do not count towards the word limit of your analysis

In addition to your video and survey results, you are also required to use at least 15 sources of information that are referenced in adherence to Kaplan Harvard Referencing Style. These may include government publications, industry reports, and journal articles.

Please note that Wikipedia and other ‘popular’ or non-academic sources are not to be used.

Assignment Submission

This file must be submitted as a ‘Word’ or ‘PDF’ document to avoid any technical issues that may occur from incorrect file format upload. Uploaded files with a virus will not be considered as a legitimate submission. Turnitin will notify you if there is an issue with the submitted file. In this case, you must contact your lecturer via email and provide a brief description of the issue and a screenshot of the Turnitin error message.

You are also encouraged to submit your work well in advance of the deadline to avoid any possible delay with the Turnitin similarity report or any other technical difficulties.

Important Study Information

Academic Integrity Policy

KBS values academic integrity. All students must understand the meaning and consequences of cheating, plagiarism and other academic offences under the Academic Integrity and Conduct Policy.

For details on academic integrity policies and penalties, the reassessment process, and the appeals process, please refer to <http://www.kbs.edu.au/current-students/student-policies/>.

# WORD LIMITS FOR WRITTEN ASSESSMENTS

Submissions that exceed the word count by more than 10% will cease to be marked from the point at which that limit is exceeded.

Study Assistance

Students may seek study assistance from their local Academic Success Centre representative or refer to the study help on the MyKBS Academic Success Centre page. You can find this by clicking on the top page toolbar:

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## Answer

****Selected Product or Service Overview:****

In this report, the selected product is Apple’s MacBook. MacBook is the Macintosh Laptop’s brand. This product is one of the renowned product of Apple Inc. MacBook uses the keyboard of the butterfly mechanism (Williams, 2018). The price of this MacBook product is a little higher than other brands. Therefore, the cultural and financial position is related to the consumer’s purchasing capability. This survey is conducted by the researcher to critically analyse the behaviour of the customer based on the perspective of attitude, culture, customer’s lifestyle, behaviour, individual or group motivation. Sixteen students are selected randomly from the college who have been studying in the same to complete this survey. This survey is conducted to identify the factors which are responsible for influencing the consumer for purchasing the MacBook. The report will discuss how the culture and lifestyle of the customer affect the purchasing behaviour of the customer while purchasing the MacBook.

In this report, the researcher selected 16 respondents randomly from the students of the college who have a laptop or computer facility. Following ten questions are sent over the email to the respondents. The link of the survey is also sent to respondents through WhatsApp and direct messaging.

# ****CRITICAL ANALYSIS:****

The result of the survey has established the fact that buying behaviour of the customers is influenced by the society and culture, family, price, financial condition and opinion of others. This can be explained with the help of ***psychoanalytic theory*** that establishes the belief of Freud. According to Freud, humans are not able to understand their own level of motivation to buy any product because different psychological factors which shape consumer behaviour are highly unconscious in nature (Pappas, 2016). The main part of the unconscious mind mainly comprises of strong desires and urges. Therefore, by applying the psychoanalytic theory in the consumer buying behaviour of Macbook, it can be said that the customers mainly responded to the symbolic concerns as much they responded to the economics and functions. Instead of the marketing messages which contains a different emotional appeal to the hopes, feelings, fears and aspirations are highly effective than the rational appeal.

The survey has clearly established the fact that price always creates an impact on consumer buying behaviour. This is because, customers always love to accept those products which are lower in price in higher quality (Ramya and Mohamed Ali, 2016). However, in the case of Apple Macbook, it is observed that Apple always avoids the price wars by emphasising their quality and unique value proposition (beautiful design, great features, longevity and good packaging). The main reason behind it is Apple mainly believes that participation in the price wars actually harms their business. Therefore, it can be said that consumer behavioural factors from the assignment two do not align the current marketing of Macbook as Apple do not offer their products in lowest possible cost for drawing the attention of customers. Along with that, Apple has a good focuses on their audiences because they know their customers very well. Additionally, Apple talks to the customers in their own language, which motivates customers in buying products from Apply (Zekiri and Hasani, 2015). From the fact, it can be said that Apply respects the culture and society of their customers, which motivate the customers in buying products from Apple. For increasing the purchase of the products of Macbook, the organisation designs effective customer experiences. For offering the best products to the customers, Apple spends thousands of hours in designing and testing the products generated by Apple. Moreover, for selling Macbook, Apple designs an attractive store so that it can attract the customers. From the assignment 2, it has been observed that the layout of the stores always attracts customers in buying products. This is because most of the people wanted the store environments which are well maintained and includes staffs who are polite and courteous. In that case, developing a better store layout and courteous and helpful staffs always creates a better and positive overview about the organisation which influences the buying behaviour of customers in their near future (Mihaela, 2015). This fact can be explained with the help of ***the theory of reasoned action***, which mainly describes the importance of pre-existing attitudes in the process of decision making. According to the theory, customers involve them in performing a specific action when they expect an equally specific result. By applying the theory on the purchase process of Macbook, it can be said that positive purchase history from particular stores always motivates customers in buying products from the organisation repetitively (Moschis, 2017). Therefore, it can be said from the discussion that this previous assignment is effectively aligned with the marketing strategy of Macbook.

From the marketing strategy of Apple, it can be said that Apple strongly follows the emotional connection with the customer by making certain videos, stories and memes to go viral (Elg and Hultman, 2016). By developing positive content, Macbook develops a psychological relationship with the customers to make them a loyal customer of their organisations. By aligning this fact with the survey performed in the previous assignments, it can be said that developing a psychological connection with the customers always develops a positive perception among the customers about the particular product which makes customers repetitively buying products from Macbook or recommending the products to other customers. Apple has developed a community of the customers or users in the social media or their websites where they ask open-ended questions to the customers, responded to the comments of the customers to attract customers. In this community, people can identify the positive or negative review about a particular product of Apple (MacBook) which influence their buying behaviour. From the survey that has been conducted in the previous assignment, it can be stated that customers always get a stimulus from other customers during buying products. This fact can be explained with the help of ***EKB model***. EKB model is the five-stage model wherein the first step customers absorb different marketing materials (which also includes the review from other customers) to identify the best products (Afzal and Khan, 2015). After receiving the materials, customers process the information where they compare the input with their expectations and their past experiences. After that, customers move to a decision-making stage where customers are affected by different external influences. Then, the customer selects the best products for buying it. For communicating the customers, Apple mainly follows media and print media advertising, and sales promotional strategy (Valaei and Nikhashemi, 2017). Apple mainly uses print media and internet media advertising because they think that it features the images of the innovators more effectively. For facilitating the sales promotion, Apple offers the point of sales materials, they offer free gifts to the customers, arranges loyalty cards and programs and developing promotions for the seasonal sales (Singh and Singh, 2016). Developing all these communication mix elements are highly important for Apple in developing external stimulus for the customers that they receive during the information search and then process them for buying a particular product (Khan *et al.*2016). Therefore, different elements of the communication mix are highly important for Apple in attracting customers to buy Macbook.

Therefore, it is clear from the above descriptions that the purchase behaviour of customers always affected by the opinion of others. Thus, the previous assignment is effectively aligned with the marketing strategy of Macbook. ***Veblen social psychological model*** is also applied in that context that mainly suggested that human is one of the social creatures. Therefore individual needs and desires of the customers are always affected by the group membership. Therefore, the theory mainly described the desire for the prestige rather than the fulfilment of the utilitarian need (Khare, 2015). Therefore, for drawing the attention of customers towards a particular product, marketers must understand the social influences which create an impact on customers for facilitating better comprehension of the demand of the product. By applying the theory in the results achieved from the survey, it can be said that a customer mainly achieves the social influences from their families and the other who lives in the same society (Shareef *et al.*2015). This theory effectively analyses that customer buying behaviour is highly influenced by the opinion of others or families. Therefore, this fact is effectively aligned with the survey in the previous assignments.

# ****STRATEGIC RECOMMENDATION:****

In this report, the researcher conducted a survey with randomly selected students of the college to understand the factors which are directly or indirectly influence the purchasing behaviour of the customer. After critically analyzing, this report listed out some recommendation for the products of  Apple company, including MacBook and other Laptop of Apple.

1. Apple company must include more features into their products like MacBook and Laptop to improve the features of their company’s products. It will help in making the products of the company more reliable, robust and secure (Joshi and Rahman, 2015). In the modern age, customers are more tech-savvy and prefer those products having more features to satisfy their needs and requirements. Implementation of more features will make the product of the company more faster in the process than the products of other brands (Suki *et al.* 2016). Apple company must update the features of their products constantly by implementing a new feature in it to improve the service of the particular product. The company must implement the latest hardware and software features into their products to deliver the most updated version of Apple’s laptop and MacBook. Effective features of the products will increase the preference of the customer for Apple’s product among the other brands.
2. The company must improve its promotional strategy and add more promotional schemes to promote its business globally. In this report, it is identified that customers are more influenced by the friend's recommendation and advertisement of the products. But the company must promote their business through other social media like Facebook, Instagram. It will help in attracting more customer for their products (Gainsbury*et al.*2016). This promotional scheme will cover the huge number of the customer because the young generations are spent their maximum time on Facebook and Instagram. It will help in increasing the sales percentage of the products of the Apple Company. The effective promotional scheme will help in increasing the global customer base for the company. The effective promotional scheme will help in delivering a positive message towards the customer and customers are inspired for purchasing products the products of the company (Oladepo and Abimbola, 2015). It will help in making a quick decision during the purchasing time.
3. Apple mainly follows high pricing strategy for offering their products to the customers. This is because they think that they offer the best quality products to the customers. However, there are different top mobile phone, laptop and tab manufacturing organisation that offers good quality products in the lowest possible costs. Therefore, for achieving good market share in the market, it is important for Apple in selling their goods in a competitive pricing strategy so that they can attract customers.
4. The company must improve its services to deliver excellent services to the customer. Effective customer service facility must be implemented by Apple. This strategy would help in improving the trust-based relationship with the potential customer of the company (Pappas, 2016). This strategy would help in increasing the reliability factor among the customer. Effective service facility from the company will enhance the reputation of the company (Liu and Lee, 2016). This effective strategy will create a positive image of the products of the company in front of the customer. It will increase the sale of the product and enhances the profit margin level for the company. More security and reliability will create a competitive edge in the global market among competitors (van der Valk and Axelsson, 2015). Effective services facility will make the product of their company more robust and secure.

This above-declared recommendation will help in improving the market value of the Apple Company. This would help in increasing the customer base for the company globally. It will help in enhancing the profit margin level for the company. The implementation of the recommendation will make a competitive edge for the company in the global market and delivers more secure and robust services to their customer.