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ANALYZING THE IMPACT OF SOCIAL MEDIA MARKETING STRATEGIES ON BRAND PERCEPTION AND CONSUMER ENGAGEMENT: - WITH SPECIAL REFERENCE TO APPLE

AUTHOR NAME:- DR. RAVNEET SINGH BHANDARI

MR. SARTHAK GUPTA

MR. MRINAL CHOUDHARY

INTRODUCTION

Apple Computer, Inc. was the previous name of Apple Inc., a global computer company with headquarters in Cupertino, California. With a market valuation of US\$394.3 billion as of March 2023[6], Apple is the largest company in the world by far and the largest in the technology sector by sales in 2022. According to profits, Apple is the largest manufacturing business in the world as of June 2022. It ranks second in terms of mobile phone sales and fourth in terms of unit sales of personal computers. As one of the top five American IT companies, it is recognized with Microsoft, Amazon, Alphabet, Meta, and Amazon. Ronald Wayne, Steve Jobs, and Steve Wozniak founded Apple Computer Company on April 1st, 1976, to develop and distribute the Apple I personal computer created by Wozniak. It was founded in 1977 by Wozniak and Jobs. The company's second computer, the Apple II, was among the first computers to be produced and went on to become a best-seller. When Apple went public in 1980, it had rapid financial success.

Under the name "1984", the company produced computers with innovative graphical user interfaces, including the initial Macintosh, which was introduced in a well-praised commercial the same year. Power struggles between the CEO and the company's outrageous product prices were problems by 1985. While Jobs left Apple to start

NeXT and took a few coworkers with him, Wozniak left the business to pursue other ventures.

As the personal computer market expanded and altered in the 1990s, Apple found itself falling behind the more reasonably priced Microsoft Windows operating system's monopoly on Intel-powered PC knockoffs (often referred to as "Wintel"). In 1997, only weeks away from bankruptcy, the company bought NeXT in an effort to remedy Apple's failed platform strategy and entice Jobs back to the company.

For the next 10 years, Jobs employed a range of tactics to steer Apple toward profitability. The much-lauded launch of the iMac, iPhone, iPod touch, and iPad, the commencement of the "Think different" promotion and other noteworthy marketing initiatives, the creation of the retail network of Apple Stores, and the purchase of other companies to expand the company's product range were among them. After Steve Jobs resigned as CEO in 2011 due to health issues, Tim Cook assumed the role. Two months later, Jobs died.

Apple became the first publicly traded American firm with a valuation of exceeding one trillion dollars in the month of August 2018, \$2 trillion in the month of August 2020, and \$3 trillion in January 2022. In June 2023, its worth was little over \$3 trillion. The company faces criticism for its labor violations of contractors, its environmental

policies, and its business ethics, including sourcing products and participating in anti-competitive activities. In spite of this, the company enjoys substantial fan devotion and a substantial fan following. Additionally, it has consistently been ranked as one of the world's top-selling brands.

CASE STUDY: APPLE'S MARKETING STRATEGY

The first Macintosh and the most modern 13-inch MacBook Air.

How might a business separate itself from the competition so much while yet upholding the same standard features? We will examine the cornerstones of Apple's advertising and communication tactics in this case study, paying particular attention to several significant historical events.

Established nearly half a century ago by Steve Jobs, Apple has grown to become one of the most well-known businesses in history, in part because of its focused marketing and communication tactics that have established a distinctive brand. Apple's success has made the corporation a status symbol amongst both its customers and non-users due to its capacity to produce enormous financial gains and create trends in the field of technology. With the same distinctively attractive and modern style, every Apple device has, in some manner or another, changed its target market. Because of its ease of use, the Macintosh computer has made it possible for people to use PCs more widely. The iPod has also made a significant contribution to the digitalization of the music business. Finally, the iPhone may be regarded as the first widely used smartphone, serving as the foundation for all subsequent models.

Apple has recently focused on the wristwatch and home assistance businesses, even creating its own streaming platform for movies and TV shows. Even while these goods are undoubtedly significantly different from the ones from the beginning, they yet have the same simple style and demonstrate the brand's inventive spirit.



THE FIRST MACINTOSH AND THE MOST MODERN 13-INCH MACBOOK AIR.

THE REASONS BEHIND APPLE'S SUCCESS

Numerous research projects have been undertaken in an attempt to completely comprehend the trade secrets that have made Apple the household name that it is today. The fact that no other business has been able to duplicate it up to this day might indicate that something is still lacking. All marketers, nevertheless, concur that the marketing strategy that supported Apple's success rested on the following four pillars:

THE POSITIONING

The price of Apple's goods is one of the key factors setting it apart from all other competitors in the market. or, more accurately, the position that that the company has selected for itself and its offering. In order to attract more clients, major rivals often tried to provide the lowest pricing. Apple, however, has broken with this tech industry tradition by putting forward pricing that are higher than normal but still make sense given the advantages and the exceptionally high levels of quality. This indicated that the brand was viewed as alternative and unique, perfect for anybody wishing to make a statement. Not only does Apple sell at a price far higher than the average for the market, but it also hardly ever offers discounts—often not even on Black Friday—despite using a variety of sales techniques including cross-selling, which we will cover in more detail later in the piece.

Since Apple sells its products as luxury items even if their production costs are modest, the business profits handsomely from each sale and can reinvest those profits in other services.

Interestingly enough, several industry specialists claim that Apple would have "lost the PC war against Microsoft." Even Nevertheless, Apple continues to be among the most prosperous businesses ever.

THE COMMUNICATION

Apple communicates in plain language that is accessible to everybody, instead than using specialized technical jargon. For instance, people who purchase a Macbook Pro do not do so merely because it has a better graphics card or more RAM; rather, they do so because they relate to the product's style and meaning: a product designed for a particular group of people who act in ways that are entirely distinct from those of the general public and that enables them to define their individual identities based on those of the brand. This preserved Apple's brand integrity while enabling the company to expand its product line beyond computers to include smartphones and wearables.

Other aspects of Apple's marketing approach highlight its straightforwardness, since it concentrates on the potential positive effects of the brand on society rather than squandering money on frivolous asides.

One distinguishing characteristic of Apple goods since the company's founding is their basic and minimalistic design. Another is the brand's absence of social media updates, which is equally noteworthy. Apple's main Facebook page simply posts updates to its cover photo and profile; in contrast, specialized support accounts are quite active and responsive. Conversely, Twitter is absolutely vacant. An approach that is entirely consistent with Apple's style, but one that we wouldn't recommend to other firms.

THE CUSTOMER RETENTION

Another contributing element to Apple's success is the thought and attention it provides to its customers. One example of this is the Apple Store itself. Each piece is expertly organized within to radiate modernity and inventiveness. But what truly makes these establishments stand out from the others is their staff, who need to be extremely well-mannered and kind. The clerks use language that is straightforward and in line with the company's interpersonal style in order to accomplish this. That the stores owned by Apple are considered to be the norm for in-store sales as well as the personalized customer service they offer is therefore not remarkable.

THE APPLE ECOSYSTEM

In reality, Apple has designed its offerings to create a genuine digital ecosystem that leads to a consumer's developing a kind of dependence: following the purchase of an iPhone, the buyer is likely to go on to acquire AirPods, an iPad, or an Apple Watch—different products which are extremely useful and work well with one another. Users were "forced" to rely on Apple since the Cupertino company's products were incompatible with other devices, particularly in the past. Even now, Apple gadgets frequently require specialized chargers or earbuds, which are offered for sale by the corporation using a technique known as cross-selling, which is the practice of advertising a related product to the one the customer is purchasing either during or right after the transaction.

Apple has put a lot of effort into making sure that all of their devices are simple to synchronize with one another in order to assist consumers. This allows for the automated and instantaneous transmission of all data and information. This greatly facilitated the process of updating to a new gadget, such as the iPhone. In an effort to comfort customers throughout the switch to the next model, Apple has also used the straightforward design that has always defined the brand to this. Change may instill dread and anxiety in the minds of users.

Apple's brand is now linked to innovation, dependability, and simplicity as a result of all these marketing and communication techniques. In an attempt to emphasize the nearly complete loyalty that consumers—or rather, fans—have for the business, some pundits have gone so far as to refer to Apple as a "cult-brand."

APPLE'S MOST MEMORABLE MARKETING CAMPAIGNS

APPLE II

The first commercial worth remembering was made for the Apple II, the first commercially manufactured, easy to use computer. The marketing effort that followed featured printed advertisements in tech journals, with a preview held at a trade fair in 1977. The colorful screen and applications of a computer in a residential setting were depicted in the artwork. Apple's logo was also redesigned as part of this effort. The previous version had Isaac Newton beside an apple tree; the updated version was more understated and

straightforward, with an apple with a rainbow of colors and the computer's name appended to it.

1984

The Super Bowl celebration ad from 1984 was the first well-known advertisement. In the short film 1984, Apple unveiled the first Mac desktop computer originally made. In a dull, unimaginative world where everybody is controlled by personnel and appears alike, a girl slams the screen of an enormous television, showing the iconic logo of the attacked apple with a rainbow colors, representing the end of a time while established norms. This commercial, produced by Ridley Scott, won the business the coveted Clio Award. It is a nod to George Orwell's novel.

THINK DIFFERENT

A little over ten years later, Apple launched the now-famous tagline "Think Different" in a new ad. This slogan has since come to represent Apple's unconventional philosophy.

Historical leaders including Martin Luther King, Gandhi, Muhammad Ali, and Einstein himself are included in this short film to represent Apple's uniqueness and inventiveness. Given the backlash to the comparison of these notable individuals to the brand, it is impossible to call this a total success, but it is undeniable that Apple's marketing campaign is one of the most influential in shaping public perception of the company.

THE SILHOUETTES

A series of films dubbed "Silhouettes" was created by Apple to market the initial iPod Touch, a product that distinguished itself from the mp3 players that were being advertised. The ads followed the widely recognized minimalist design aesthetic, with shadows moving to the beat with the music and white earphones and iPods on display. An obvious allusion to the legendary iPod debut advertisement from a few years prior, in which a person put headphones into the ears and began to dance.

Along with nameless dancers, the videos included well-known singers and bands including Paul McCartney, Eminem, Daft Punk, and The Black Eyed Peas.

APPLE'S STRATEGIES FOR THE FUTURE?

As we've observed, Apple has set itself apart through its interactions and communications with its intended audience in addition to the way its products are designed and operate. Because of the attention it gives to its customers, the message it conveys, and the way it positions itself, it is among the most prosperous businesses in the world. The high standards that are set for the brand every time it introduces a new product serve as proof of this. Fans and others alike celebrate the introduction, and images of people queuing up outside of stores to get the latest model for sale are guaranteed to make an impact.

With Apple's history of effectively distinguishing its goods, it is reasonable to assume that their success will continue into the future. Observing their marketing strategies and communication channels will be interesting, and you can even get some ideas from them. There's hardly much room for doubt: Apple won't be updating its visual identity in the near future.

So now let us know what you think! Do you think of yourself as a member of the Apple user community? Have you ever made advantage of their offerings? Share your thoughts with us in the comments section or get in touch with us for tailored guidance. Apple may be a success story, but you can still reap significant rewards from focused and customized marketing techniques.

OBJECTIVES AND SCOPE OF THE STUDY

OBJECTIVE

1. To assess how well apple's social media marketing tactics have shaped consumer perception of the company.
2. To assess the degree of customer involvement produced by apple's social media efforts.
3. To pinpoint the essential components of apple's social media campaigns that enhance positive perceptions of the brand.
4. To evaluate how social media marketing has affected customer tastes and opinions about apple products.
5. To offer practical insights and suggestions for improving apple's social media marketing tactics in light of the study's conclusions.

SCOPE OF STUDY

This study's scope includes a comprehensive analysis of Apple's social media marketing tactics with the goal of determining how well they work to influence customer perception of the brand and increase consumer involvement. The study will employ quantitative methods to examine metrics

pertaining to customer involvement and changes in perception that arise from Apple's social media endeavors.

Examining the particular components of Apple's social media campaigns that enhance brand impression, the study will look for trends and approaches that appeal to the target market. It also includes a qualitative investigation of how these methods affect the attitudes and preferences of consumers, taking into account both overt and covert markers of their mood.

The focus will be on how digital marketing affects customer attitudes and preferences for Apple goods, enabling a thorough examination of the relationship between these tactics and changes in consumer behavior and purchase choices. The research endeavors to furnish practical insights and tangible suggestions for enhancing Apple's social media marketing tactics, based on the study's findings. The aforementioned recommendations will be customized to conform to the latest developments in the market, customer demands, and the ever-changing social media scene. This will guarantee that Apple's online presence is optimized strategically to improve brand perception and maintain customer engagement.

METHODOLOGY

METHOD OF RESEARCH

The purpose of this study is to examine how Apple's social media marketing tactics affect consumer involvement and brand image. A mixed-methods approach will be used in the research, using material from primary and secondary sources.

PRIMARY DATA:

- **Survey:** A survey will be conducted to gather data on consumer perceptions and engagement with Apple's social media presence. The survey will target Apple users across various demographics and geographic regions. It will include questions related to:
 - Brand awareness and image
 - Social media usage and engagement with Apple's channels

- Perception of Apple's content and messaging
- Purchase behaviour and brand loyalty

SECONDARY DATA:

- Case studies and industry reports: In order to gather knowledge and pinpoint best practices, previous research on social media marketing tactics and their effects on consumer engagement and brand perception will be examined.
- Press releases and company reports: In order to comprehend Apple's social media strategy and goals, an analysis of the business's official communication materials will be conducted.

DATA ANALYSIS:

- Data from social media analytics will be examined to ascertain how well Apple's marketing and content encourage interaction.
- Using quantitative techniques (descriptive statistics, statistical tests) the survey data will be examined to find trends and patterns in customer involvement and perceptions.
- Thematic coding will be used to examine qualitative data from industry reports and open-ended survey questions in order to identify important trends and comprehend the fundamental causes of consumer behaviour.

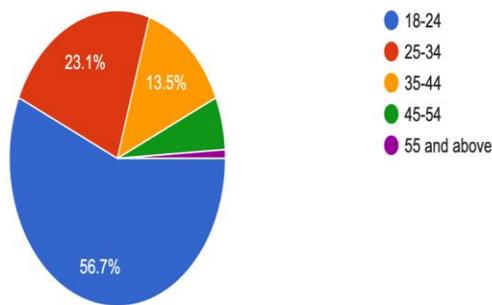
TIMELINE:

The study will take place over the course of X weeks or months, with deadlines established for every phase of the procedure (such as survey creation, data gathering, analysis, and case study composition).

DATA ANALYSIS AND FINDINGS

What is your Age?

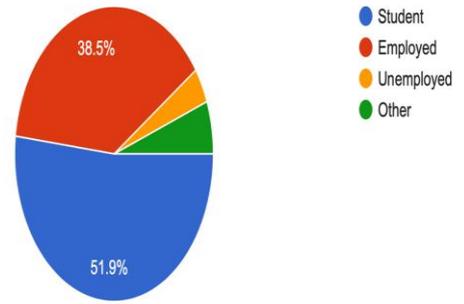
104 responses



The age breakdown of the 104 responders to the question "What is your age?" is displayed in the pie chart. The age group "18-24" occupies the most significant slice in the pie chart, 56.7%. The age bracket "25-34" has the second-largest slice, with 23.1%. Thirteen percent of the responders are in the "35-44" age group and 1% in "55 and above".

What is your Occupation?

104 responses

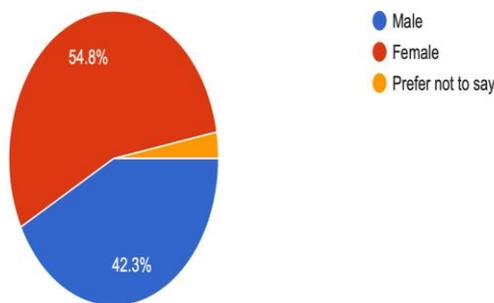


The distribution of replies from 104 respondents is depicted in the figure. These are the results:

- 51.9% of students (54 individuals)
- Employed: 40 individuals, or 38.5%
- Unemployed persons: 4.8%
- Other: 5.8% (6 individuals)

What is your Gender?

104 responses

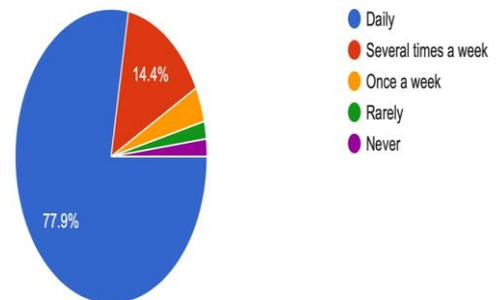


The findings of a survey question with 104 replies, "What is your gender?" are displayed in a pie chart. This is what the graph displays:

- Of those surveyed, 54.8% identified as female.
- Of those surveyed, 42.3% identified as men.
- 3.2% of those surveyed said they would "prefer not to say."

How often do you use social media platforms?

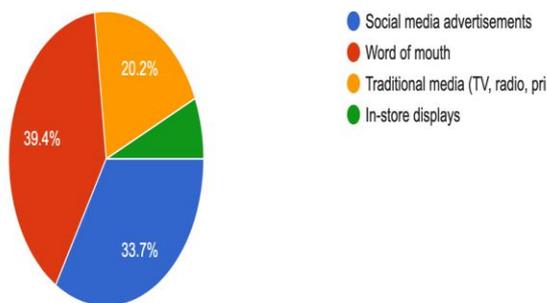
104 responses



- The majority of people (77.9%) regularly use social media. There are several possible causes for this, including time constraints, disinterest, or privacy concerns.
- Of those surveyed, 14.4% use social networking sites multiple times each week. This implies that these people depend on social media to keep themselves entertained, informed, or connected.
- 3.8% of participants utilize social networking sites once every seven days. This suggests that, albeit not as often as daily users, they utilize social media on a regular basis.
- Just 1.9% of respondents said they use social media sites seldom. In 1.9% of cases, social media is never used. There are several possible causes for this, including time constraints, disinterest, or privacy concerns.

How did you first become aware of Apple products?

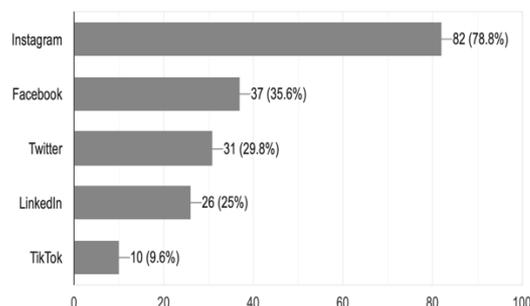
104 responses



- Based on 104 replies, the pie chart illustrates the manner in which consumers learned about Apple goods. This is what the graph displays: 6.7% of those surveyed said that in-store displays introduced them to Apple goods for the first time. This shows that creating brand recognition and drawing in new consumers are two major functions of Apple's physical locations.
- Of those surveyed, 33.7% said they learned about Apple goods from social media ads. This demonstrates how well social media marketing works to connect with potential clients.
- Word-of-mouth was how 39.4% of respondents found out about Apple goods. This suggests that suggestions made directly by friends, relatives, or acquaintances can have a significant impact on judgments about what to buy.
- Of the respondents, 20.20% said that traditional media—TV, radio, and print—was how they first learned about Apple goods. This shows that, although it is not as important as other channels for Apple, conventional media advertising still contributes to some degree to brand recognition.

On which social media platforms do you follow Apple? (Select all that apply)

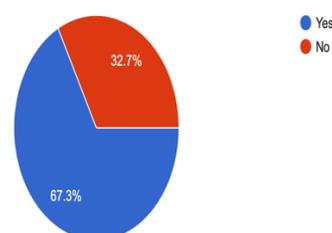
104 responses



- Instagram: The platform with the greatest number of users is Apple, as 82 (78.8%) of the respondents follow the company there. This could be because of the platform's emphasis on visuals, which fits in nicely with Apple's marketing approach that emphasizes products.
- Facebook: Apple is ranked second with 37 (35.6%) of the respondents following it. With its substantial user base, Facebook remains a crucial medium for Apple for reaching a wide audience.
- Twitter: Apple is the third most utilized platform with 31 (29.8%) of those surveyed following it. Users keen on Apple's most recent announcements and updates may find Twitter's fast-paced atmosphere and news sharing interesting.
- LinkedIn: Of those surveyed, 26 (or 25%) follow Apple there. Users who monitor Apple on this site may be interested in B2B material or employment prospects because it is more formal and business-oriented.
- TikTok: Of the respondents, just 10 (9.6%) follow Apple on the platform. This platform may not be the greatest fit for Apple's target market or brand image because it leans younger and emphasizes short-form videos.

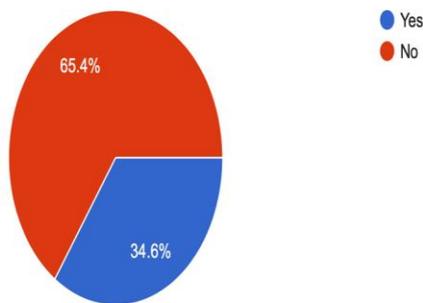
Have you ever purchased an Apple product because of seeing it advertised on social media?

104 responses



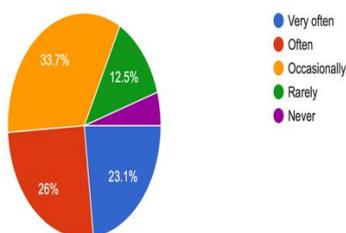
- 34 out of 104 respondents, or 32.7% of the sample, stated they have bought an Apple product as a result of seeing it promoted on social media. This demonstrates that for some segments of the population, social media advertising is still successful.
- Seventy out of 104 respondents, or 67.3% of the sample, said they haven't bought an Apple device as a result of social media promotion.

Have you ever participated in a social media campaign or contest by Apple?
104 responses



- The majority are still not involved: 65.4% of those surveyed (68 out of 104) said they haven't taken part in an Apple social media promotion or giveaway.
- Some took part: 36 out of 104 respondents, or 34.6%, stated they had not taken part in any Apple social media competitions or promotions. There might be a number of causes for this, including ignorance, etc.

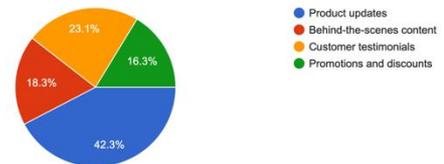
How often do you come across Apple-related content on your preferred social media platforms?
104 responses



- Most people only infrequently encounter Apple material: 35 out of 104 those surveyed, or 33.7% of the sample, said they only "occasionally" saw content about Apple on their favorite social networking sites. This implies that while Apple's social media presence is not overpowering people, most do not see it consistently.

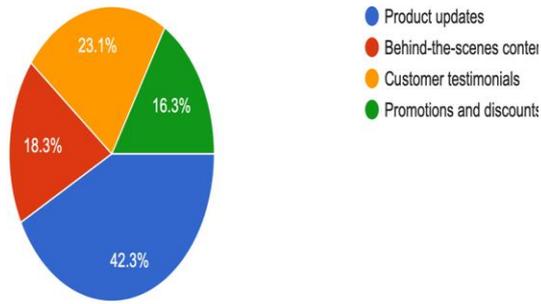
- certain respondents (27 out of 104) reported seeing Apple content "often" or "very often," showing a persistent presence for a sizeable minority. This represents regular exposure for certain respondents.
- For others, it's seldom or never: Thirteen out of 104 respondents, or 12.5% of the sample, said they saw Apple material "rarely" or "never." This demonstrates how some users' social media usage does not expose them to Apple material.
- 24 out of 104 respondents, or 23.1%, consume Apple material frequently.
- Of the 104 respondents, 4.8% (5 never consume Apple stuff).

In your opinion, what type of content from Apple on social media resonates with you the most?
104 responses



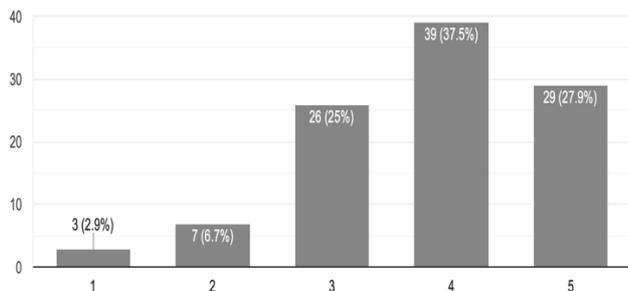
- Divergent opinions: Of those who responded, 32.7% said Apple's social media presence was extremely unsuccessful in spreading its brand message and values, 39.4% said it was effective, and 5.8% said it was ineffective. This implies that not all audience segments are responding well to Apple's social media approach.
- Neutral segment: According to a sizable percentage of respondents (19.2%), Apple's social media presence is neutral when it comes to expressing its values and brand message. This suggests that there is potential for strengthening the relationship with these users.
- 2.9% of respondents think Apple's social media presence is really ineffectual.

In your opinion, what type of content from Apple on social media resonates with you
104 responses



- The most popular content categories are new products and customer testimonials, selected by 42.3% and 23.1% of respondents, respectively. This implies that consumers want to learn about new goods and gain insight into Apple's internal operations.
- While Less people like behind-the-scenes material and promotions/discounts; just 18.3% and 16.3% of respondents, respectively, selected these. This suggests that although offers and social proof are valued by certain users, they are not the main factors influencing engagement.

How likely are you to recommend Apple based on its social media presence and engagement?
104 responses



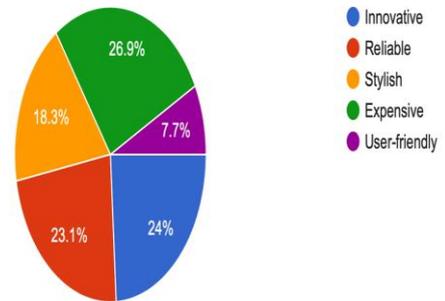
A bar graph with the following choices is displayed:

- Very Likely (5): 29 individuals (27.9%)
- Probably (4): 39 individuals (37.5%)
- Indifferent (3): 26 individuals (25%)
- Rather Unlikely (2): 7 individuals (6.7%)
- Unlikely (1): 3 individuals (2.9%)

This research suggests that, given Apple's social media presence and involvement, the majority of respondents (65.4%) are inclined to promote the

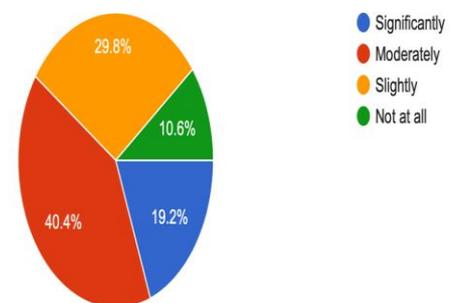
company. Merely 9.6% of participants expressed that they would be very or extremely unlikely to suggest Apple.

How would you describe your overall perception of the Apple brand?
104 responses



- Of those surveyed, 26.9% said they thought the Apple brand was pricey.
- Ingenious was said by 24%.
- Reliable was stated by 23.1%.
- 18.3% cited stylishness.
- User-friendly was mentioned by 7.7%.

To what extent do Apple's social media posts influence your perception of the brand?
104 responses



The pie displays the findings of a poll that asked 104 respondents how much their opinion of Apple is influenced by the company's social media activities. These are the results:

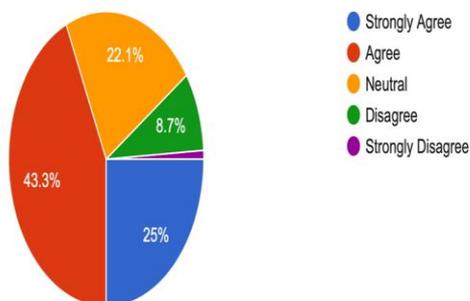
- Of those surveyed, 29.8% claimed that social media posts from Apple had a minimal impact on how they saw the company.
- 19.2% of respondents claimed to have a major impact, compared to 40.4% who claimed to have a moderate influence.
- 10.6% of respondents claimed that their opinion of Apple is completely unaffected by the company's social media posts.

This data suggests that around 59.6% of respondents think that their opinion of Apple is influenced in some way by the company's social media posts. It is crucial to remember that because this was a small-scale, non-scientific study, the findings could not be typical of the

respondents said "no," 36.5% answered "yes," and 4.8% answered "maybe."

- More than half (58.7%) of the participants stated they haven't taken part in any Apple social media competitions or promotions.
- Of the respondents, over two-fifths (36.5%) said that they had indeed participated.
- Of the respondents, just 4.8% indicated they

Do you think consumer's perceptions of a brand changes by social media marketing acti
104 responses

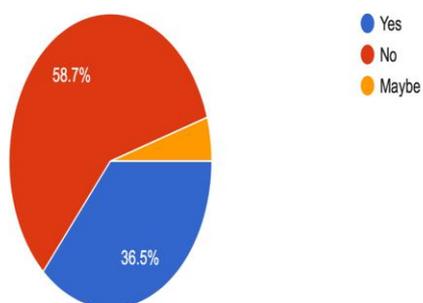


The results of a survey conducted with 104 respondents, "Do you think customer's views on a brand alter by social media marketing activities?" are displayed in the pie chart as follows:

- 25% of respondents strongly agreed,
- 43.3 percent agreed,
- 22.1% disagreed,
- 8.7% disagreed, and 1% strongly disagreed.

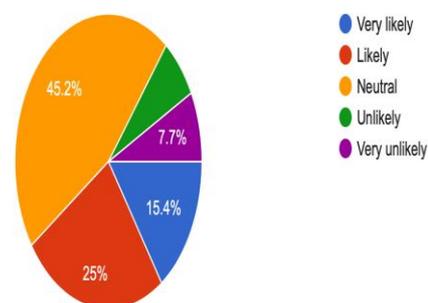
Based on this data, 76.3% of participants (71 people) think that activities related to social media marketing do change what customers think of a brand, while only 9.7% of respondents (10 people disagreed).

Have you ever participated in any Apple social media campaigns or contests?
104 responses



The survey's findings, which inquired about respondents' participation in past Apple social media campaigns and competitions, are displayed in a pie chart. 58.7% of the 104

How likely are you to engage with Apple's social media content (liking, commenting, sharing)?
104 responses

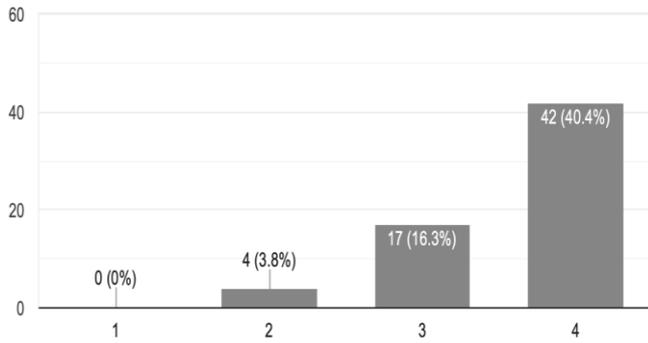


The pie chart shows how likely it is that consumers will engage with Apple's social media content (like, comment, share). The 104 respondents' replies are summed up as follows:

- Of those using social media, 25% are likely to engage with content from Apple.
- There is a neutral likelihood of engagement for 45.2%.
- 15.4% are undecided about the matter, and 7.7% are extremely unlikely to participate.
- Engagement is quite probable at 15.4%.
- Engagement of 6.7% seems improbable.

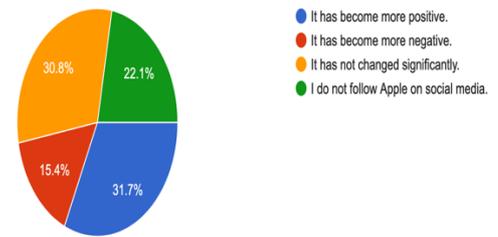
Please rate the following qualities of Apple as a brand on a scale of 1 to 5:

104 responses



How has your perception of Apple changed, if at all since you started following them on social media?

104 responses



The graph you showed me illustrates, on a scale of 1 to 5, how good the Apple brand is. "Very Low" (1) to "Very High" (5) are the extremes of the scale. The outcomes are broken down as follows:

- Of the 42 respondents, 40.4% gave Apple's quality a 4 (High) rating.
- Of 41 respondents, 39.4% gave Apple's quality a 5 (Very High) rating.
- Of the 17 respondents, 16.3% gave Apple's quality a 3 (Moderate) rating.
- Four respondents, or 3.8%, gave Apple's quality a 2 (Low) rating.
- Not a single responder gave Apple's quality a score of 1 (Very Low).
- It's important to keep in mind that because there aren't enough 104 data points in this analysis, it could not be entirely representative of the population.

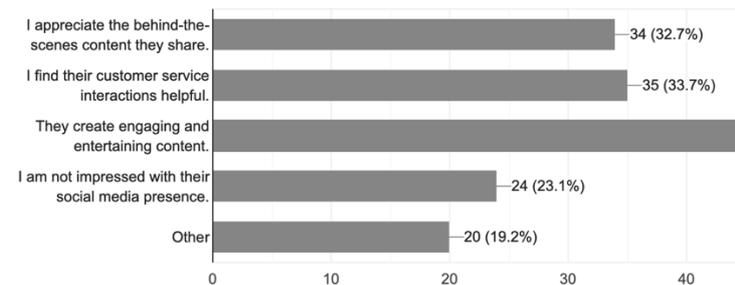
The majority of respondents (80.8%) assessed Apple's quality as "High" or "Very High" based on the data. This implies that a significant portion of the respondents to the poll had a favorable opinion of Apple's brand quality. But it's crucial to keep in mind that there can be bias in the data's selection and that this might not be approximate to the larger population.

The pie chart you sent me shows the results of a survey asking people how their perception of Apple has changed, if at all, since they started following them on social media. Here's a breakdown of the results:

- **31.7%** of respondents said their perception of Apple has become **more positive**.
- **15.4%** of respondents said their perception of Apple has become **more negative**.
- **30.8%** of respondents said their perception of Apple **has not changed significantly**.
- **22.1%** of respondents said they **do not follow Apple on social media**.

Please select the statements that best describe why your perception of Apple changed, if applicable, choose all that apply):

104 responses

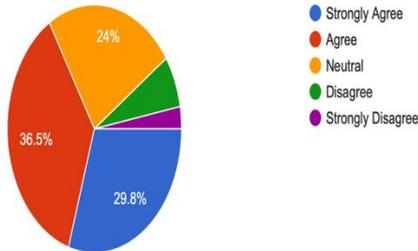


- Of the 34 respondents, 32.7% expressed their appreciation for Apple's behind-the-scenes sharing of content.
- Of the 35 respondents, 33.7% felt that their encounters with Apple customer service are useful.
- Of the 46 respondents, 44.2% claimed that Apple produces interesting and fun material.

- Of the 24 respondents, 23.1% expressed dissatisfaction with Apple's social media engagement. Out of the 20 responses, 19.2% chose "other".

Do you think Apple effectively communicates its brand message through social media?

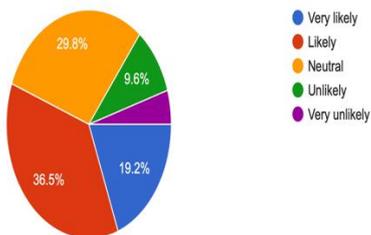
104 responses



- Of those surveyed, 29.8% strongly concur that Apple uses social media to successfully express its brand message.
- 24% of those surveyed had no opinion on this statement.
- 9.6% of those surveyed disagree with the statement.
- Of those surveyed, 36.5% concur that Apple uses social media to successfully express its brand message.
- 4.8% of those surveyed strongly disagreed with this assertion.

How likely are you to consider purchasing an Apple product based on their social media content?

104 responses



The findings of a survey question on people's propensity to buy an Apple device based on their social media posts are displayed in the pie chart you supplied me. Ninety-six percent of the 104 respondents indicated they were unlikely, 19.2% said they were very likely, 36.5% said they were likely, 4.8% said they were extremely unlikely, and 9.6% said they were neutral.

LIMITATION

Primary Source: A structured questionnaire is being used to collect the primary data for the study. This will allow researchers to get firsthand information from participants on how they view Apple's social media advertising strategies and how they affect customer involvement and brand perception.

Secondary Sources: To have a thorough grasp of Apple's social media efforts, industry trends, and professional perspectives, secondary data will be gathered from reliable websites and online articles. This data will support the original data and make the study more comprehensive.

LIMITATIONS OF THE STUDY:

- Sampling Prejudice: Potential sampling error in the survey responses might restrict the usefulness of the study since the sample could not accurately reflect the broad demographic of Apple customers.
- Subjective Interpretations: Because responses to surveys are based on personal experiences and views, they may not accurately reflect the objective effects of social media techniques.
- The Adaptive Character of Social Media: The study's timeliness may be limited by the rapidly changing social media landscape, which makes it difficult to capture the latest trends and customer attitudes.
- Dependency on Publicly Available Data: The use of websites and online publications as a source of secondary data may restrict access to private or

proprietary information regarding Apple's unique marketing tactics, hence omitting certain relevant details.

- **External Factors:** The study's results and conclusions may be impacted by outside variables like world events or changes in buying habits unrelated to social media. It is important to acknowledge these limitations in order to preserve the integrity of the research and offer a comprehensive interpretation of the findings.

CONCLUSION

As a result of this extensive research, the analysis of Apple's social media marketing tactics has yielded important insights into the complex processes that influence customer involvement and brand perception. Using a two-pronged methodology, the research combined secondary data from websites and online publications with primary data from a carefully crafted questionnaire. The goal of combining these sources was to provide a comprehensive analysis of Apple's digital marketing environment and how it affects the intended audience.

The questionnaire provides the primary data, which provides a direct line of access to customer viewpoints. But it's important to recognize the inherent drawbacks of this strategy. A possible risk is sampling bias, which might appear if the selected respondents do not fairly reflect the variety of Apple's customer base. Individual replies contain subjectivity, which makes analysis more difficult because different people will have different ideas and interpretations, which will affect the study's overall objectivity. The possibility of a low rate of response, where the opinions stated could not be representative of the larger consumer community, poses a risk to the validity of the data. Furthermore, the limitations imposed by the questionnaire structure may limit the quantity of insights obtained by restricting the depth of replies.

The study made considerable use of secondary sources, namely webpages and web articles, to supplement the original data. These sites have their own set of constraints, despite offering a plethora of information about Apple's social media initiatives, business developments, and expert analysis. The quality of the sources determines how reliable the information is, and biased or erroneous data may be included. Given the constantly changing character of social media, the timing restrictions related to secondary sources are significant. In this environment, trends and customer attitudes change quickly, thus the information may become out of date or inaccurately represent the situation at hand. Moreover, the absence of context in certain secondary data may complicate efforts to gain a thorough grasp of Apple's internet marketing tactics.

Notwithstanding these drawbacks, the research provides a detailed understanding of the variables affecting customer involvement and brand impression. The essential components of Apple's social media campaigns that have been identified as favorably influencing brand perception offer practical insights for improving the company's strategy. When examined in conjunction with original data, trends in customer engagement measures provide insight into how well Apple's tactics facilitate deep connections.

The study's results must be approached objectively, taking into account both the advantages and disadvantages of the research technique. Although the results offer a significant understanding of the intricate relationship between social media tactics and consumer attitudes, they also highlight the necessity for careful reading. Recognizing that social media platforms are dynamic, the study provides a basis for further investigation and tactical modifications. To maintain a favourable brand image and ongoing customer involvement, Apple will need to adjust and improve its social media marketing methods going ahead. This will require addressing the study's findings within the framework of the changing digital world.

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