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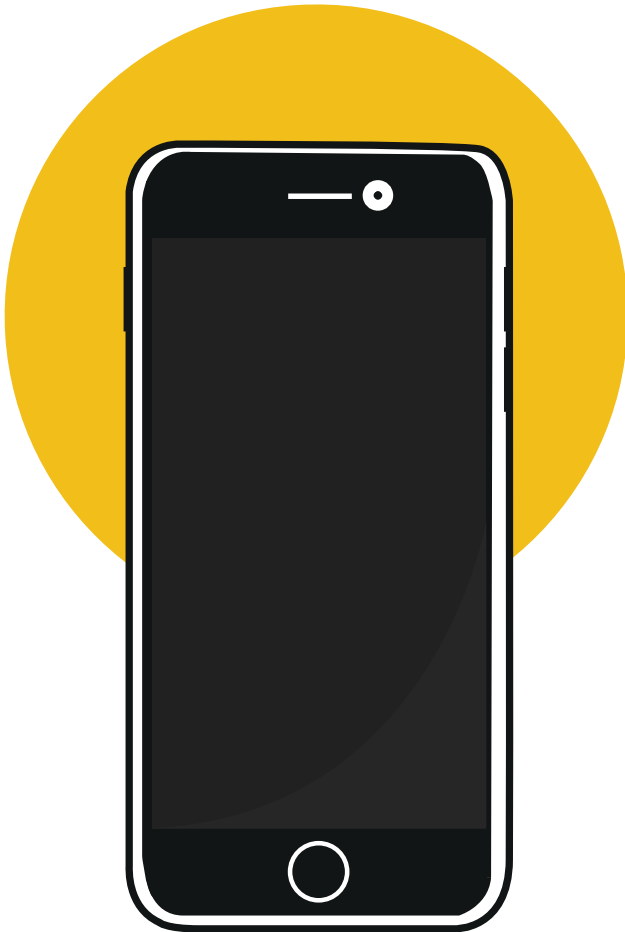
The New iMessiah

How Apple Is turning their consumers into cultist



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Noah Geerin and Thomas McGann



Apple revolutionised the world with the introduction of the iPhone in 2007. As the years went by, they continued to release newer versions of that innovative product. The newer editions of the iPhone have been getting less and less innovative but, more expensive than their competitors. Some of these competitor's phones have better specifications than Apple iPhones. So, why do people keep buying Apple products, if they are more or less the same as their competitors' products? There have been many studies questioning the psychology of Apple's consumers. Many of these studies conclude that it is the company's advertising, as well as the appeal and design of their store fronts. This has made many people question whether Apple is a cult.

Apple has used marketing to turn their consumers into cultists. When Apple began marketing the iPhone, they made advertisements that explained how it would change your life. The proliferation of this marketing strategy over time,

has cemented the idea that people can't live without Apple's iPhone. As the years have passed, the marketing strategy has shifted. The new marketing strategy is based on the idea that from its cult following consumers already know what the product is and feature little information about the product. The focus of the ads is on the lifestyle that the product can bring you, not the product itself. The advertisements rely on the cult value of not belonging to this congregation of people if you don't have an iPhone.

One of the main reasons that people see apple as a cult is their store fronts and how apple handle the release days of the iPhone. Apple's stores are designed to be large and make the consumers feel small against its presence, giving people the feeling that they are a part of a higher power. These stores do this by having large walk ways and display the products without prices being instantly visible, you the buyer have to use said product to

find the price. When apple releases each iPhone people camp out for days to be the first ones to snag the new technology. As the people wait in front of these store, the Geniuses (the employees of apple) come out cheering and clapping with these hungry consumers making them feel included in this celebration rather than excluded. All Apple stores have an area called the Genius Bar. At this area people go up to the Geniuses to gain knowledge and guidance about the new gods that people hold in their hands, much like confession booths in cathedrals. Apples store design is nothing short of genius, these stores make people feel connected much like what the iPhone's purpose is.

More and more people are buying Apples iPhones even with the growing prices, it is believed that the mentality of apple's consumers is to blame. Apple has done a great job of conditioning the brains of the customers with the use of advertising and their overall design philosophy. Many of apples buyers believe that Apple is

a lifestyle which is being reinforced in their advertising; giving the consumers and idea that you aren't connected to the world if you do not have an Apple iPhone. Apple through advertising and design have successfully gain a loyal cult following.



References:

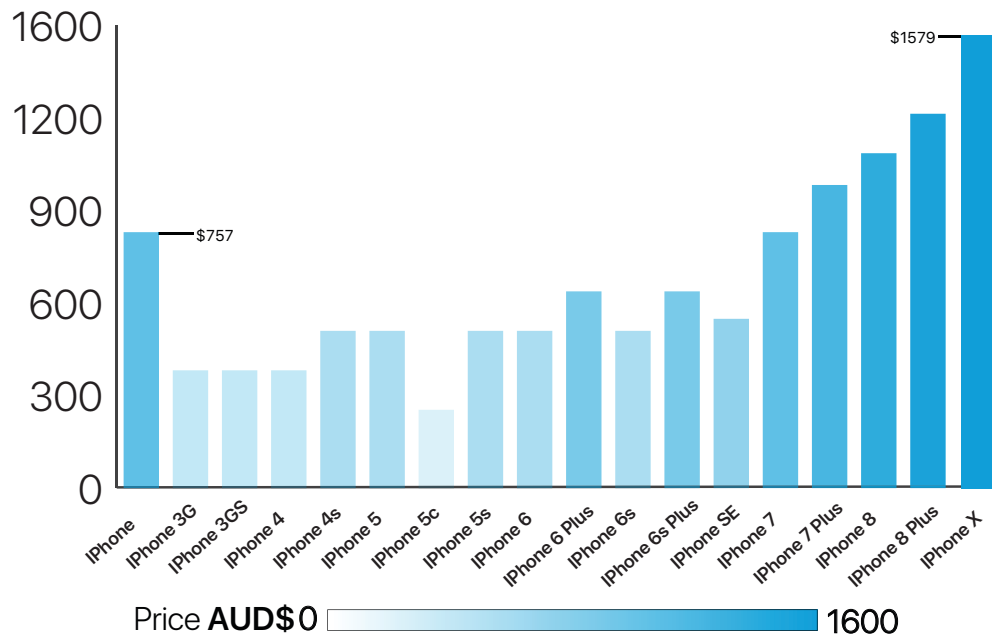
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iPhone Pricing

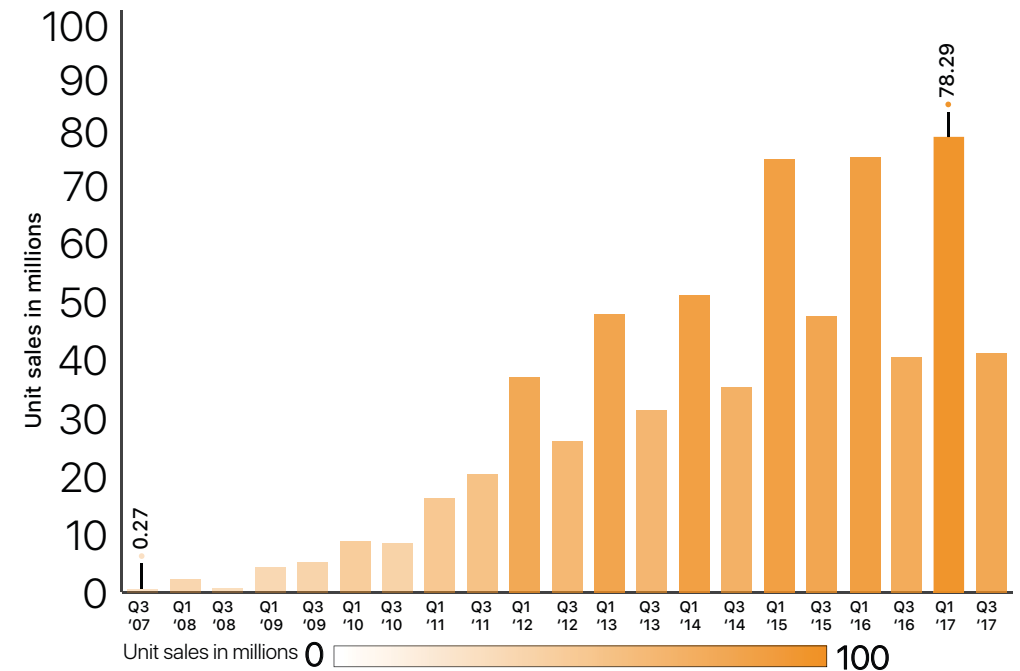
The prices of each iPhone. Higher the price, darker the colour.



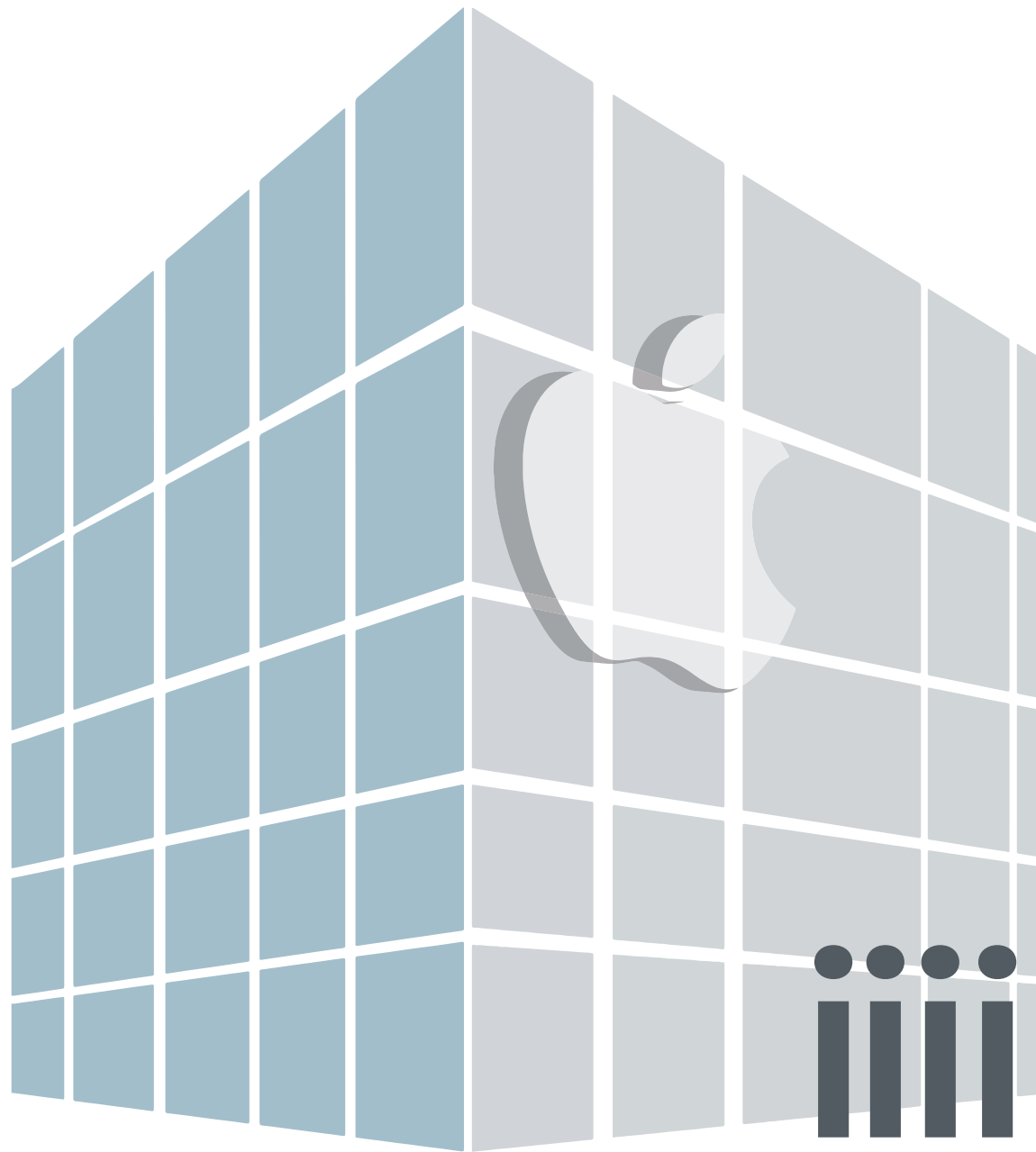
Sources: Apple (2017).

iPhone Sales

Global Apple iPhone sales from 3rd quarter 2007 to 3rd quarter 2017 (in million units).



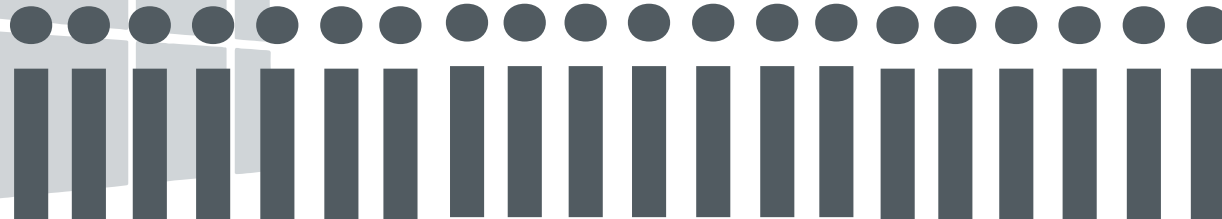
Sources: Apple (2017).



There are **450** Apple retail stores
in operation around the world

Which employ around **50,000**
people

They **sell** an average of
328,767 phones per *day*
2,301,369 phones per *week*
9,863,010 phones per *month*
119,671,188 phones per *year*



Sources: The Balance (2017), Apple (2017).