

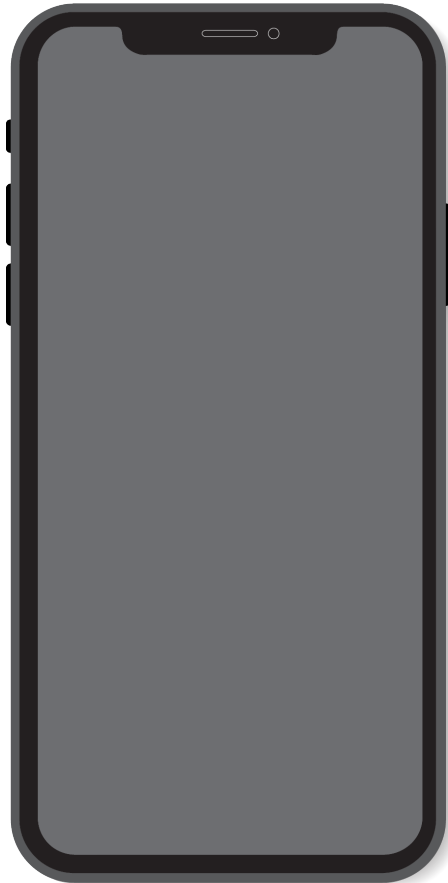
The Ultimate Guide to Hating Androids

Apple has shaped the mind of an every-day iPhone user, how did they achieve this?



The Ultimate Guide to Hating Androids

Ana Akrapovic



2018 iPhone XS Model

Apple are world-renowned for their marketing tactics — It's not about the product for them, it's about branding, packaging, the experience. Nobody buys into a product - people buy into an idea. So, what is Apple doing that no-one else is? Essentially, they're decimating their competition (Androids) for starters; Their closest competitor Samsung makes use of the Android operating system. However, through the power of propaganda and the social stereotypes of society, Apple has built a solid domain in their marketing strategy for the iPhone, classifying it as 'individual,' something Androids have not yet mastered.

The Power of Propoganda

Striving for superiority is a standard practice in this place humans call 'reality.' Comparison to another individual often allows a social hierarchy to occur - And Apple is only fuelling this concept. Apple sells 'superiority', and the lifestyle that goes with the iPhone; This is demonstrated through Apple's iPhone 10XS and 10XR, 'Apple's big news in 108 seconds'

advertisement, where they use vital keywords such as 'epic than ever,' 'super advanced,' and 'insanely powerful,' to emphasise the significance of the new iPhone.

With this foundation of exclusivity formed in an every-day iPhone user's brain, the idea of an Android being inferior is not a foreign concept. With market value of AUD1.8K for the new iPhone XS 256GB, the Samsung Galaxy S9 256GB sits at AUD1.3K - But, this does not sway an Apple consumer as they battle for supremacy. This is validated through Daniel Robert's article, 'I hate my iPhone but I'll still never ditch Apple,' as he insinuates this psychological power of propaganda that Apple has created to form customer loyalty. He states that the switch from Apple to Android is "too daunting to me," as well as saying "when I exchange text messages with those people, my texts are green, and it just doesn't look right... I'm trapped in the Apple bubble." Being the perfect example of customer loyalty, the 'Apple bubble' is indeed the accurate expression for this situation.

Stereotyping

The influence of propaganda has manifested the era of Pro-iPhone haters, who are essentially iPhone fanboys. These Pro-iPhone haters defend iPhones like their life depends on it, and have shaped social media's perspective on androids; primarily developing a social stereotype. Apple users are led to believe that Androids are slow, cheap and pathetic, which reflects their view on an Android user. But, within this 'Apple bubble,' people do not know that 85% of the 344 million smartphones worldwide are Androids, only 14.7% are iOS. However, in the typical Australian landscape, it seems that the ratio is flipped.

Another endorsement of Pro-iPhone haters is commonly seen on Twitter, as a 'meme' going around with the caption "Android users be like..." with a pixelated image attached, continues these stereotypical remarks and mockery towards Androids. As iPhones are considered more 'user-friendly,' ten year iPhone user Andrea Vaks states, "Personally, Androids seem too complex, and the look is so geeky - Also, the camera

quality is rubbish." It "seems" like a typical Australian iPhone user just needs a basic, standardised interface and a decent camera to go about their life - They **don't** want to dive deeper into the personal customisation possibilities the Android allows them. All this love towards the iPhone engenders passion, and passion drives hate - and this is why Apple inspires so much hate; through supreme customer loyalty.

Ultimately, a brand is one of the most important things a business can possess - With a solid brand comes customer loyalty, and with customer loyalty comes the opportunity to shape and manipulate thoughts and actions of an individual. Apple has allowed their customers to loathe Android products to increase their competitiveness on the market. As their marketing strategy involves this idea of 'luxury,' consumers are made to think they are more superior than Android users. This support of customer loyalty is extreme - So, market your product well, and you could literally sell your customers rocks.



2018 Samsung Galaxy S9

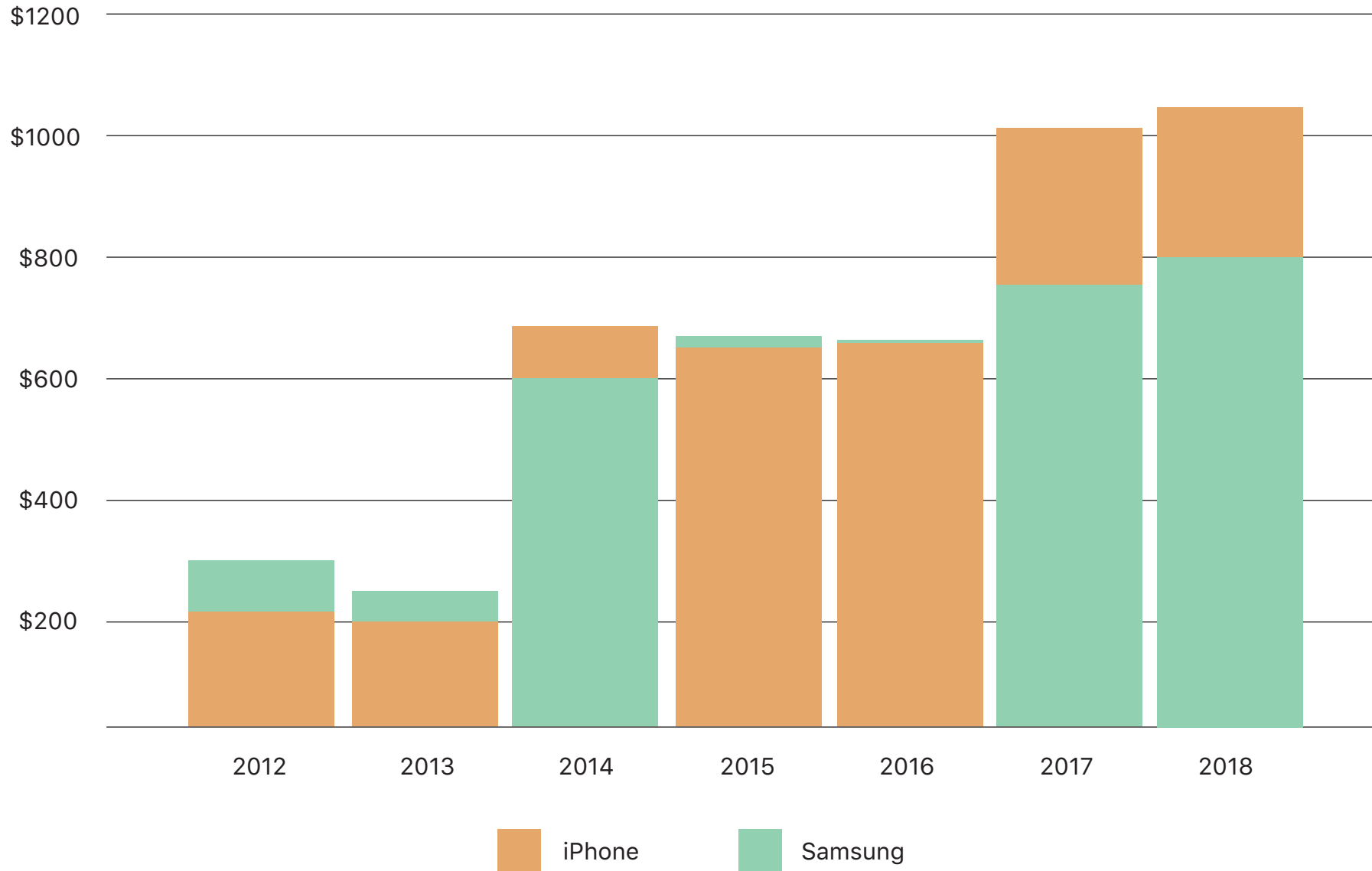
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iPhone VS. Samsung Price Comparison

(Lowest storage available)



Comparing Features (64 GB)



4.1 / 5

User Rating

4.7 / 5

Hexa Core

Performance

Octa Core

14.73cm

Display

14.73cm

12 x 12 MP

Camera

12 MP

2716 mAh

Battery

3000 mAh

3GB

Ram

4GB

