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# Why iPhones?

The psychology behind consumers  
decisions



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Consumers often explain their willingness to buy a product from brand X as a sense of connection to that brand. But why do they feel that connection? Is that a **rational or emotional decision**?

Brands do not only sell products and services, they also sell meanings and attributes associated to them, becoming part of their identity and how other consumers see their products/services. According to Demo and Guanabara (2015), there are two aspects to decision-making: rational and intuitive. Rational judgement is related to tangible attributes and functions of a product, it is based on abstract and explicit knowledge (Marini & Shi, 2014). On the other hand, intuitive decision not only takes in consideration the tangible characteristics, but also emotion and past experiences. And, individuals that make their buying decisions based on intuition tend to do it faster, looking for less information or comparisons between products and brands. That happens because the subjective attribute consumers associate to a brand is **based on social**



**aspects**, such as culture and, as mentioned before, past experiences.

Often consumers use both types of decision-making when deciding to buy a product, which can be divided into buying steps or into categories. Related to buying in steps, they first search for the product's utility, value, convenience and efficiency (Demo & Guanabara, 2015) then they consider the emotional side. Buying in categories is when an individual analyzes the product into categories, such as performance and design, then associates each to a rational or emotional value. The reason behind the emotional decision may change between cultures but, in the decision process, **individuals unconsciously think of social approval and how well the product represents themselves**.

A research from the National Bureau of Economic Research (2018) concluded that "owning an Apple iPhone is a status symbol" (Deccan, 2018). Social associations link having an iPhone to being part of the **high-income** society group.

"Buying a phone or a tablet or a computer isn't an isolated incident. Gadgets don't exist on islands. They're one-way tickets to platform archipelagos, to fiercely guarded fiefdoms where everything works in harmony within high and fiercely guarded walls. And the longer you're inside, the harder it is to leave" (Barrett, 2013). iPhone, iPad, a Mac, AirPods, an Apple Watch... Apple has **created an ecosystem that works well together** and, in a way, forces people to keep buying from them instead of other brands - even though there are cheaper options available in the market. Mainly because third-party brands are not compatible with their ecosystem. If a person already owns an Apple product, they are more likely to buy more tech products or services from the same brand as to buying from Samsung, Google or any other. It is easier since the connectivity between devices is seamless.

Registering **55% market share** in Australia in September 2019 (StatCounter, 2019), Apple is the leader brand when it comes to mobile, followed by Samsung (22,35%)

and Huawei (9,56%). Individuals trust Apple because of its high quality products and their relationship with their audience. Their good experience with the brand turns them into loyal buyers that will consume other products of the Apple range, not only the iPhone. They believe in what Apple stands for - innovation and excellence -, one of many reasons Apple loyal customers recommend the brand to family and friends.

So, **why do people choose iPhone?** Trust (and status).

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## Mobile vendors market share in Australia - September 2019

