

Renée Thomson

Status Symbol?

Are the iPhones bought more as a status symbol or for practicality?



Are the iPhones more a Status Symbol?

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With Apple being one of the most popular phones bought in the world with around 46 million phones sold worldwide in 2018, and a very popular brand in general that people buy, its easy to think that the iPhone might only be bought because of how popular it is and the brand is throughout society.

The question is, are iPhones more of a status symbol or do people buy it for its functionality? Research says that if you want to find out if someone has either a high or low income you just see what type of phone they have as most iPhones cost in the higher numbers where as phones like android can mean that you might have a lower income as androids phone prices range from a high to low amount.

Many people without an iPhone think people who have iPhones are showoffs as they like to show off the Apple logo to demonstrate that they have an Apple product, and they have spent a lot to stay up to date with the status trend within

society. Many people buy the iPhone because the brand Apple to many people is a high prestigious label brand, in the same bracket as Rolex, Gucci and Louis Vuitton and people like to own popular expensive brands as people are attracted to popular brands and like to showoff to others who don't own high label brands.

Because many people have an iPhone for practical use or just for the label, why are people willing to pay a ridiculous amount for a phone? As each new iPhone is released, the pricing goes up as the first ever iPhone cost around \$499 which is very cheap for a iPhone nowadays. This might happen because how popular Apple is becoming in society and Apple might be making there iPhones more expensive so they can make more money as many people are willing to spend a large amount of money on a phone to be up to date in the phone trend.

A recent study has shown that 28 million people will go in debt in order to get the new iPhone, as this demonstrates

how eager society is to get the new and improved iPhone. As the new iPhone 11 Pro has just been recently released and the cost of this phone can be up to \$2,499, where as for example the Samsung galaxy note 10 costs only \$1,699. The basic need for a phone is to call, text and take photos and for a phone to cost nearly \$3000 is a ridiculous, and people are willing to pay this amount of money just to stay in the trend and fit in with everyone else.

Do people only prefer the iPhone because of its name and reputation in society or is the iPhone actually better than other phones. The iPhone has been made for easy use for people how aren't to tech savvy for example the older generation would find the iPhone easier to use as its simple to get the hang of and you can enlarge the writing suitable for your eyesight. Many people prefer to get the iPhones because many of their family and friends have the iPhone and have found it an easier way to stay connected with them through the use of FaceTime and

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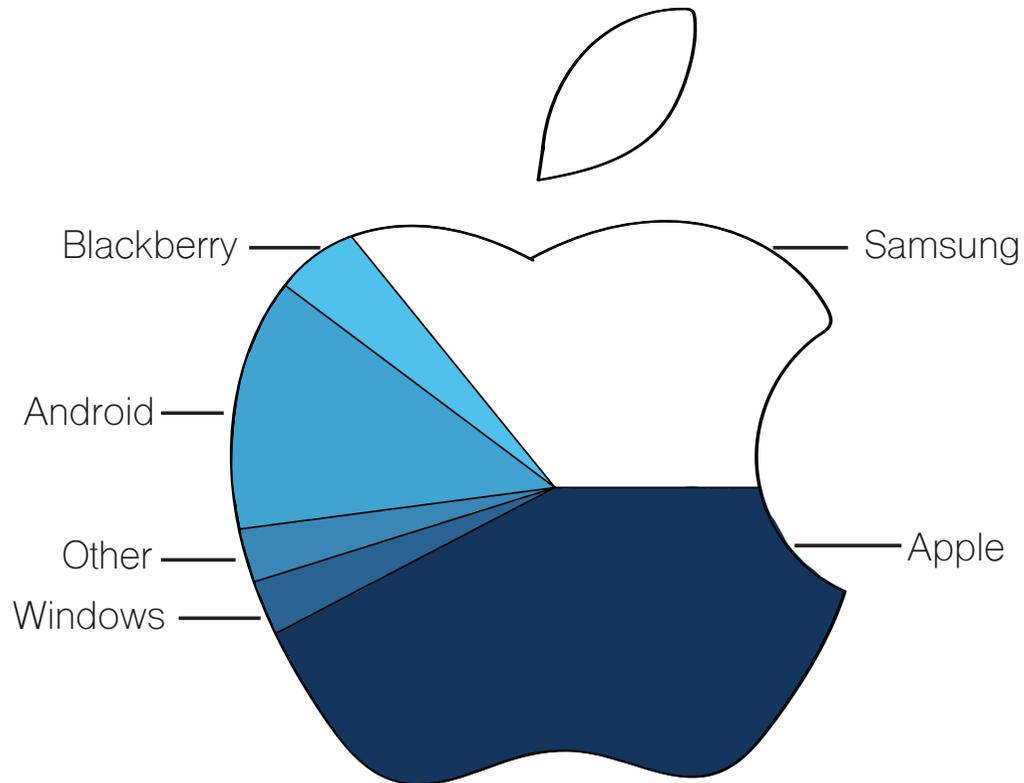
iMessage, which iMessage can be used without having a cellular service around.

The price of the iPhone could be only that expensive because of how many people are willing to buy the newest piece of technology Apple releases as many people want to have the newest and best piece of technology, definitely if its an Apple product. The bigger question is, do people buy the iPhone only because its made by Apple and a popular phone to have nowadays or are people buying it because of its practicality.



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Most Popular Phones Bought



The most popular phone bought is the iPhone by a little bit more than the Samsung phone. This pie graph demonstrates that the Apple iPhone is more popular than any other phone brand, but is that because of the status image you get if you have an iPhone or do people actually really enjoy owning an iPhone.