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# Sensory Satisfaction

How Apple's Unique Packaging Satisfies  
Customers Even After Purchase.



# Sensory Satisfaction

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iPhone 7 Price Depreciation  
Release price vs Current Price



It's quite a strange phenomenon that universally, iPhone users tend to hold onto their iPhones packaging well after purchase. This can't solely occur only on the basis of reselling their old iPhones as technology, by nature, heavily depreciates in price. (see page 3 for monthly depreciation).

**So why is it that we've chosen to participate in this weird little habit?**

Well for starters, Apple Inc is the **monarch of satisfying, iconic design**; not only is their technology well crafted, but their packaging and brand identity also maintain this high standard. Every minor design detail is **critical in maintaining brand identity**, and with a luxury brand like Apple, it can so much as come down to the sensory experience of the packaging.

The sensory experience of packaging can be and is often the most overlooked aspect of marketing. Despite this, **packaging can remain just as important as the product it holds within.**

The packaging is the first experience the customer has with the product. Apple's

**simple, clean and undeviating** design consisting of a smooth white background, partnered with chromatic logos and text, is part of an **unforgettable experience when buying an iPhone**. They allow it to be a sensory experience without creating over stimulation for the customer. Apple's minimalist design for their packaging links to the philosophy that the packaging; the first layer of the product, should resemble the sleek and elegant structure to the device inside.

In a world of constant overstimulation, **Apple's sensory packaging is refreshing**, and an iPhone customer who keeps their packaging appreciates the genius of it.

As we've established, an influential reason as to why customers keep their packaging is because of how it looks... but are there any other **hidden secrets** to Apple's packaging that **enhance the sensory experience** and may cause customers to keep their boxes?

Owning an Apple iPhone is seen as a luxury, especially when purchasing the newest iPhone as soon as it is released. Apple's combination of a **luxury brand price** and

a **marketing strategy** focused on **pushing this idea of luxury** creates a **psychological persuasion** to customers. In Cialdini's book '*Influence: The Psychology of Persuasion*', he lists the main factors that influence a person to agree with someone. Apple follows similar principles listed:

**The contrast principle**; if the item is fairly different from the first product we come across, we see it as more different than it actually is. Apple employs this with their unique brand identity and packaging as previously mentioned.

**Social proof**; we use our peers to determine what is correct. As Apple is a universally recognised brand, dominating all western smartphone sales, it automatically exploits this factor as a **cultural icon**.

**Association**; lining a product with something already liked or desired by a target audience. Apple **incessantly advertises this** to connect their products with things we like. As seen in the newest **iPhone 12 Pro ad**, it associates **passionate photographers** with iPhones and depicts

**fashionable, trendy** users with iPhones, all in the hopes of connecting the audience to an idea that iPhone is a **fashionable** and **high-quality** product. It could also include the protest of current **political & socio-political issues** to gain trust in consumers as seen recently with the positive response from Apple towards **Coronavirus** and the **Black Lives Matter protests**.

So with all these points in mind, we can assess that **Apple efficiently uses persuasion in their marketing campaigns**, which has led to a **cultural megaladon** that is the iPhone. It has become so influential on western society that humans naturally keep their iPhone's packaging as a way of **psychologically embracing the product's significance and status**.

iPhone's Persuasion:

1. The Contrast Principal
2. Social Proof
3. Association



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# iPhone X Price Depreciation

Monthly trade-ins



**2D image** of the product inside to excite the customer about what they purchased and what they will see under the lid.

**Crisp and simple** typeface on the box to represent the simplicity, professionalism and class revolved around owning an iPhone, again to enhance the unboxing experience as it heightens the excitement for the new iPhone owner.

**Smooth** white outer surface to begin the experience both visually, with the satin finish and tangibly with the smooth cardboard surface.

