

*Eric Noh*

# Apples n' Oranges

What influences us to choose the  
products we do?

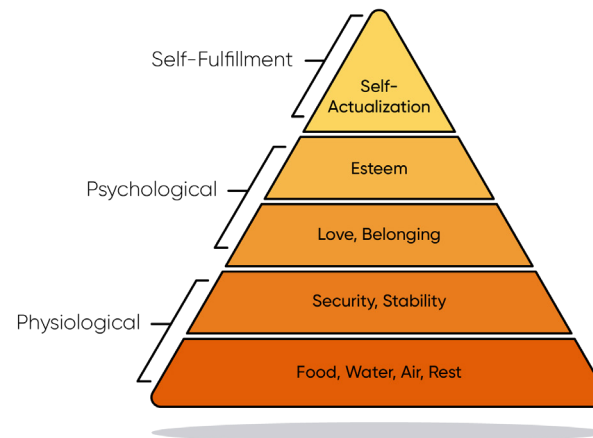


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In today's consumeristic culture that has no shortage of options that are more or less similar, what compels us to desire the products we do? Is it solely dependent on the product or perhaps something else?

Over the past century, it is evident that businesses have shifted from an industrially driven economy to one that places the consumer front and centre. The act of a selling product has transcended to a purpose much more elaborate than generating profit and companies have recognized this newfound responsibility, as best put by a New York Times article that stated, "Over the last fifty years the economic base has shifted from product to consumption. It has gravitated from the sphere of rationality to the realm of desire: from the objective to the subjective; to the realm of psychology." (Muschamp, 1999). In the past, the most reliable method of establishing consumer loyalty was to prove your product is superior through information, however in today's age where information is readily available at our fingertips,



this is no longer effective by itself. Companies must seek to inspire genuine connection by speaking, not just to the consumer, but to the individual and this cannot be achieved only through information but by appealing to the most powerful aspect of the human character; the subconscious. We as people are ultimately subject to an innate psychological way of behaving that drives us to do what we do and in understanding this, Apple is able to simply apply and fulfill these psychological principles through the guise of the iPhone.

One way Apple does this is through the application of the Hierarchy of Needs. This theory, created by Abraham Maslow, categorically ranks human motivation through our social and biological needs and posits that our physiological needs are the least important but must be covered first in order to meet our primary emotional needs. And it seems that Apple takes an extremely similar approach towards their marketing efforts.

Contrary to our beliefs, research has already indicated the effectiveness of appealing to emotion rather than rationality. According to studies conducted by the IPA, it posits that advertisements with purely emotional content are more likely to generate sales than those with pure rational content and that “emotional campaigns outperform on almost every metric”. (Pringle & Field, 2008). Data provided by Unruly ShareRank (2015) also displays that 70% of viewers who’ve experienced a strong emotional response to an advertisement were very likely to purchase the product. Coupled by the fact that we actually lead 95% of purchasing decisions with our subconscious mind, (Zaltman, 2003), the importance of emotion within a marketing context cannot be trivialised.

The concept of emotional marketing, developed by Marc Gobé, isn’t a recent or exclusive discovery however the determining factor seems to be that Apple simply does it better with the iPhone compared to their

competition. Instead of just placing emphasis on improving the product’s features, Apple’s impeccable attention to the minor details, to go further than what is considered necessary, is what keeps them ahead. Apple prioritizes establishing an emotional connection across every facet of the iPhone. From the sleek packaging to the cinematic advertisements, every element of design, marketing and distribution is carefully used to elicit an emotional response within the consumer.

It has been said that consumers don’t buy the product but rather the feelings associated with it and that couldn’t seem to be truer. Apple doesn’t reinforce the iPhone as an empirical solution but instead this tool that serves as the catalyst of your emotions. More than the improvement of a particular feature, consumers are drawn by the desire to become apart of the lifestyle and emotional experience that the iPhone provides. After all, what do you think causes so many consumers to sleep outside

waiting for the next iPhone? Their emotional connection to the product and brand or the fact the camera went from 8 to 12 megapixels?



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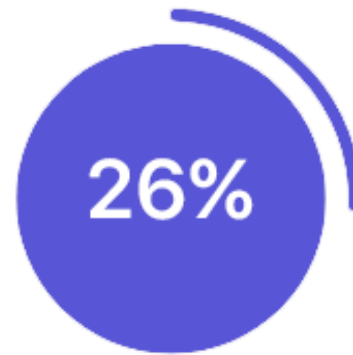
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# SUCCESS RATE OF ADVERTISEMENT APPROACHES



## EMOTIONAL

Advertisements with purely emotional content had a 31% probability of generating sales.



## COMBINED

Advertisements with a combination of emotional and rational content had a 26% probability of generating sales.



## RATIONAL

Advertisements with purely rational content had a 16% probability of generating sales.

# PURCHASE RATE BASED ON EMOTIONAL RESPONSE

## Strong Response

Consumers who experienced a strong emotional response to an advertisement were 70% likely to purchase the product.

## Moderate Response

Consumers who experienced a moderate emotional response to an advertisement were 30% likely to purchase the product.

