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The Impact of Apple's Advertising Marketing on People Between the Ages of 20 and 30

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Abstract. This report examines the impact of Apple's promotional activities on purchase intentions among consumers aged 20–30, focusing on four key areas: physical retail stores, the "Shot on iPhone" campaign, product launch events, and the brand narrative shift from Steve Jobs to Tim Cook. Using a mixed-method approach, the study collected 50 valid questionnaire responses and conducted five semi-structured interviews with young Apple users. Findings indicate that Apple's retail stores enhance brand trust through tangible evidence and atmosphere, yet only 34% of respondents rated the in-store experience as highly impressive. The "Shot on iPhone" campaign effectively communicates creativity and authenticity (60% awareness), but user participation remains low. Product launches generate global excitement and influence purchase decisions, though signs of "innovation fatigue" are evident among younger demographics. The evolution from a revolutionary to a more pragmatic brand narrative reflects Apple's adaptation to a mature smartphone market, but also risks diluting its distinctive appeal. Overall, Apple's value-bundled marketing positively shapes brand identity and shopping willingness, yet strategic adjustments—such as fostering interactive communities, creating layered recognition for creators, and balancing innovation with practicality—are recommended to sustain engagement and counteract fatigue. This research provides empirical insights into how symbolic values influence consumer behaviour in the premium electronics sector.

Keywords: Apple advertising, Value-based marketing, Young consumers (aged 20–30), Purchase intention, Brand narrative evolution

1. Introduction

This report analyses the effect of Apple's promotional activities on the shopping willingness of young consumers aged 20-30. This article especially focus on four areas of Apple's promotional activities: physical retail stores, the "Shot on iPhone" campaign, major product launch events, and the shift from the Jobs era to the Cook era. Through these sources of data, This article will examine how these different types of promotional activities created by Apple affect the purchasing decisions of young consumers and assess the overall shopping willingness the brand generates [1].

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2. Background

2.1. Current stage of the research

The authors previously conducted extensive research into Apple's advertising strategies. Utilizing these findings, this study developed an applicable questionnaire to gather information from 50 participants aged 20 to 30. This marked a key point at which the study's research findings were put into practice using marketing theory [2].

2.2. Justification for the research

The marketing strategies of consumer electronics, particularly Apple, a global industry benchmark, have long focused on core values of "innovation, simplicity, independent thinking, and elite aesthetics" when targeting the 20-30 year-old demographic. Focusing on this age group as digital natives who are sensitive to technology products and in the process of building and solidifying their values, this study examines Apple's promotional strategies targeting this group and how enterprises incorporate values into their promotional mix to affect consumers' identity and purchasing behavior. The study further seeks to provide companies with empirical evidence that will inform their marketing strategies in the highly competitive and increasingly mature smartphone market [3].

2.3. Industry context and impact of issues

Apple faces several challenges as it enters the global market to promote its latest smartphone. The world's most recognised brand has long possessed a pioneering reputation, however, when it comes to new iPhones, the industry has reached a mature phase of development with limited space for further functional differentiation among top-end handsets [4]. As a result, many consumers are starting to feel a sense of 'innovation fatigue' when it comes to incremental upgrades that fail to deliver substantial value. Moreover, with a growing number of Apple customers young enough to have formed their own Worldviews, values have become an increasingly important consideration in the brand's promotional campaigns. And [5].

3. Methodology

3.1. Data collection methods and justification

A mixed-method design was used. A questionnaire on Questionnaire Star collected 50 valid responses, and five semi-structured interviews with Apple users aged 20–30 provided deeper qualitative insights.

3.2. Sources of primary and secondary data

Apple stores use iconic architecture, gallery-like product displays, trained "Genius" staff, and free "Today at Apple" sessions to turn retail space into a community and creativity hub.

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4. Discussion

4.1. Physical retail stores

4.1.1. Theory: the role of 'place' and 'physical evidence' in services marketing

Service marketing mix - 7Ps - The traditional 4Ps framework is extended to include "personnel", "process" and "physical evidence" based on service-based experience. Physical evidence is the 'physical' part of the service, such as the actual characteristics of the hotel you are staying in - beautiful decoration, room temperature. This concept is relevant to the Apple retail strategy. The Apple Store provides tangible clues about brand quality and philosophy. Non-personal communication channels, 'atmosphere', create or strengthen the design environment of buyers' tendency. The Apple Store is a master class of using the atmosphere. Minimalist design, using glass and stone, product layout and all other sensory elements of the environment are all deliberate choices to create a specific feeling among customers. This aligns with the concept of integrated marketing communication (IMC), which aims to convey clear, consistent and convincing information about the organization and its products. The physical space must be perfectly consistent with the simplicity, innovation and high-quality information of brand information.

4.1.2. How Apple executes the in-store experience

Apple's Retail Strategy Note. Architectural design. Apple store's iconic design is famous for its huge glass facade, simple interior and natural materials like stone and wood. Flagship stores like Fifth Avenue and Apple Park Visitor Center are designed as architectural landmarks embodying the connection between Apple brand and excellent design. Products as artifacts. Apple products are presented in unique retail spaces without the typical product display manner of the competitors. Simple and elegant tables are arranged in well-lit rooms displaying products freely available for customers' testing. Artifacts are presented in the form of a gallery with no disorganization and with no tags indicating the product's price. "Genius" and "creativity" as personnel. Apple doesn't train retail staff as sales representatives but as so called "genius" of technical support and of education. Employees give customers free consultations or help them in learning Apple products and applications. "Today at Apple" as a process. The mentioned free in-store courses on photography, music, coding and design are the core "process" element. They changed retail stores from places of trade into places of the community where people gain creativity and skills that Apple gives to its users.

4.1.3. The reason for doing this: building loyalty beyond the transaction

Methods for forming long-term emotional links between customer and brand increase shopping willingness among 20-30 year olds. For young consumers, high-end purchases involve considerable hesitation; being able to touch, hold and test products in a beautiful, stress-free store setting reduces perceived risk. The store itself is tangible "evidence" of brand quality (interviewee 1). Apple Store also offers "Today at Apple" courses, which provide free creative lessons and position the brand as selling potential, not just products. Creativity and innovation are embedded in the company's values (interviewee 1). Moreover, the service experience—driven by enthusiastic, helpful, and creative employees—adds an enhanced layer that makes the overall product more attractiv.

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4.2. "Shot on iPhone"

4.2.1. Theory: public relations, word of mouth, and source credibility

Public Relations, PR (Pururireppu in Japanese) Public Relations (PR) is establishing good relationships with various public members of a company to gain favorable publicity, build a good corporate image, or stop bad rumors or news created by negative happenings and various other incidents by suitable means or measures. The "shooting on iPhone" campaign is an excellent PR tool as it continues to garner positive publicity for Apple without seemingly resorting to traditional advertising. This sport also utilises the power of word of mouth communication. The campaign further serves as a model for Service sector companies as it turns customers into brand advocates by displaying user-submitted photos on billboards, in galleries and on Apple's social media sites. The theory of choice explains why this method of promotion is so successful, stating that "the impact of information depends on how the target audience views the communicator." In this case, information about the brand gained by potential consumers comes from the real users, as opposed to company sponsored communications. This type of information has higher source credibility due to the real and objective nature of the users. They are more trustworthy than paid actors/endorseurs or top-level company executives.

4.2.2. Method of work: how Apple executes the "Shot on iPhone" campaign global call for submissions: Apple regularly invites iPhone users worldwide to submit their best photos and videos taken with their devices

A selection of well-known planning and display for print from "Well-known planning and display: Selected works". These pieces are displayed in the Apple bookstore, in billboard form outside, in a dedicated online gallery and in the retail store. Cooperation with professional artists: Just like with iMove, Apple doesn't just confine content creation to amateur users. Famous photographers and famous film directors are also invited to create art with the iPhone. Integrated with "Today at Apple": As with the video section, the core idea of "shooting on iPhone" is reinforced with free stores-based photography walk and editing workshops. through free photography walks and editing sessions offered in stores.

4.2.3. The reason for doing this: authenticity, community, and demonstrated capability

The campaign works because it uses real user-created photos and videos instead of direct comparison. It proves Apple's camera capability through authentic content and builds a creative community around the brand

4.3. "Shot on iPhone"

4.3.1. Theory: the AIDA model and the communication process

AIDA stands for Attention, Interest, Desire and Action. Note: Apple attracts global attention to its new product through the means of carefully maintaining confidentiality prior to the event, attractive invitations to the press, and broadcasting the event live all over the world. Interest: Apple keeps up the interest through a catchy story which presents products by explaining the problems that they solve and the experiences they offer. Desire: Apple generates strong desire for its products by presenting their design and benefits in an upscale and impressive manner in a cinematic format.

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Action: At the end of the story, Apple announces the prices and the distribution of the new products, and pre-order sales begin immediately. This is the optimal implementation of the information communication process. Information is encoded by Apple through a script and a stage set and it is transmitted via light and music to the audience, who decode it and experience positive emotions, which range from euphoria to desire.

4.3.2. Method of work: how apple executes its launch events

Drama of presentation: The event was presented in the form of the premiere of the main movie, with keynote speeches with bright graphics, video demonstration of innovative technologies. Narration instead of specs: Apple prefers to promote user benefits, and briefly describe the features of the new chip, stating that it is "extremely fast" and can perform professional video editing. Secrecy and media strategy: pre-event secrecy allowed for speculation and free media coverage, post-event comments in an embargo allowed for the second wave of active publicity. Global impact: The live webcast from Apple's website and social media accounts allowed 20-30 people around the world to watch the event immediately.

4.3.3. The reason for doing this: creating a global moment of shared experience

The purpose of these activities is to maximize impact and create an emotional connection between consumers and product before they first encounter it. Create large-scale hype and expectations: For the 20-30% of the population of digital natives, Apple's launch event is a cultural moment. In their view, Apple's advertisements are highly artistic and equal to movies. Furthermore, even for those consumers who are not necessarily looking to purchase a new product, Apple's new mobile phone or computer launches elicit a strong desire to familiarise themselves with the updates and innovations that Apple has developed. Simplify complex technologies and make them ideal: As technology becomes increasingly sophisticated, Apple is able to draw attention away from complexities associated with it and focus instead on the user experience. The release of iPhone X was reported to be the most memorable Apple product launch, with one consumer stating: "It has a button from the bottom to the whole screen is a mobile phone. It has ushered in a new era." This shows how Apple can frame a product's release as historical significance. Control the initial narrative and set the agenda: take the lead and be the loudest, so that Apple can shape the way the media and consumers talk about new products, and define what is valuable.

4.4. The evolution of brand narrative: from Steve Jobs to Tim Cook

4.4.1. Theory: product life cycle and brand positioning

Product Life Cycle; Apple under Jobs and Apple under Cook - "Promotion" Strategy to Challenge the Status Quo. When Steve Jobs returned to Apple, the company was in the "Introduction" stage of iPhone and iPod touch, and in the "Growth" stage of Mac. The entire industry was in the process of creating a new market, thus there was no room for brand positioning at the level of interests and attributes. The promotion strategy in the era of Jobs was to emphasize Apple's beliefs and values at the highest level and to maintain "different". When Tim Cook took over as CEO, the smartphone market, Apple's main business, has entered a "mature" stage. Although Apple has maintained a large market share, "product sales did not grow rapidly", and the profit is flat or down. In order to "maximize profit while maintaining market share", Apple is seeking "market development, product

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development... And marketing innovation in the mature stage" to extend the product life cycle. The brand positioning at three levels of attributes, interests, and beliefs and values is also discussed. Similar to Jobs era, desirable brand positioning is maintained; however, Cook's Apple also needs to pay attention to attributes and interests in the mature market to maintain market share.

4.4.2. How Apple's promotional approach has evolved

Propaganda campaigns and product launches at Apple have long defined rebellion and revolution. The now classic "1984" Macintosh advertisement positioned the new computer as a means to break free from corporate compliance. Each "Think Different" advertising campaign since has featured some of history's greatest rebels and creative people, making the case for Apple as a company bent on changing the world. Under the leadership of Steve Jobs, product launches at Apple were often one-man shows, packed with narrative that presented the latest creation as purely magical. Although the brand still posits itself as creative and innovative under the leadership of Tim Cook, a shift is observable in the propaganda narratives that Apple circulates. Information transmission has become more practical and closely tied to the lifestyle of Apple's customers. User-generated content created while "shooting on iPhone" is one form of proof for the brand's propaganda efforts. In contrast to the classic "silhouette" iPhone advertisement that made the product a cultural phenomenon without even listing technical specifications, Apple now places much more emphasis on the features, integration, and applications of its products in its advertising campaigns. For example, Apple recently released a series of advertisements during the holiday season featuring people connected with their families using different products in powerful and emotional ways. When Apple holds a product launch these days, the focus has largely shifted to how the product can be used in real-world scenarios, within an ecosystem of other products that can heighten value for enterprise customers. A team of executives, aided by external partners, provides additional proof for the product's functions and uses.

4.4.3. The reason for doing this: adapting to a mature market and a new generation

The market environment and preferences of young consumers are constantly evolving, and the strategies Apple has adopted in response are reasonable. Defend market share in mature markets: With the rapid saturation of the smartphone market, the company can no longer count on creating new users. To retain users in the Cook Age, Apple has been actively promoting the ecosystem locking of iPhone, Mac, iPad, Apple Watch and services. For 20-30% of users who often use multiple Apple devices, the integration of experience provided by iPhone, Mac, iPad, Apple Watch and services is a very important value proposition that will determine whether they will continue to stay in Apple's ecosystem. Responding to the ever-changing consumer concept: The interviewees have shown an obvious awareness of this phenomenon. The No. 1 defendant interviewee, who has used Apple since childhood, said: "Compared with the Jobs era, that era is like the beginning. Jobs hopes that every update will be very big, and you can feel it. A very innovative leap. But now, although the aesthetics of Apple is more in line with the public's taste, it doesn't feel as bright as before. But defendant No. 2 said: "In the past, it was more like 'I show you what I want, and you will like it', but now it is more in line with the public's taste. Of course, this kind of change is necessary. Because at first, only one company manufactured touch-screen mobile phones. Later, when Samsung came out, their market share was taken away, so now they must be more suitable for the public. "I think this change is very good. Because, in the end, the telephone company needs to make a profit, right? Relying too much on creativity to make profits may lead to bad marketing if creativity is not accepted by the public." The No. 4 respondent said: "Personally, I prefer the Jobs

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era. Because I think the advertisement of the Jobs era showed me more information about functional innovation, and now it is more about video design.

This simple, elegant design and related innovation is still the core of Apple's brand values, and is just expressed in different ways to reach different consumers.

5. Conclusion

This report finds that Apple's retail stores build trust and reduce perceived risk through minimalist, community-driven experiences; the "Shot on iPhone" campaign effectively showcases creativity and authenticity via user-generated content, though participation remains limited; product launch events masterfully use the AIDA model to create a global brand experience; and the shift from Jobs to Cook reflects adaptation to a mature market but risks innovation fatigue. To sustain engagement, Apple should foster interactive communities, create layered recognition for creators, and balance innovation with practicality to counteract fatigue and strengthen non-product brand values.

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