

**T.C.**  
**ISTANBUL AYDIN UNIVERSITY**  
**INSTITUTE OF GRADUATE STUDIES**



**IMPORTANCE OF BRAND POSITIONING IN VALUE  
CREATION: A CASE STUDY OF APPLE SMARTPHONES**

**MASTER'S THESIS**

**Hichem ABADLI**

**Department of Business  
Business Administration Program**

**AUGUST, 2022**



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**Thesis Advisor: Assist. Prof. Dr. Hatice Şehime ÖZÜTLER**

**AUGUST, 2022**

# ONAY FORMU

## **DECLARATION**

I hereby declare with respect that the study “Importance of Brand Positioning in Value Creation: A Case Study of Apple Smartphones.”, which I submitted as a Master thesis, is written without any assistance in violation of scientific ethics and traditions in all the processes from the Project phase to the conclusion of the thesis and that the works I have benefited are from those shown in the Bibliography. (.../.../2022)

Hichem ABADLI

## **FOREWORD**

I would first like to thank my thesis advisor Assist. Prof. Dr. Hatice Şehime ÖZÜTLER from the Foreign Trade Department of Istanbul Aydın University. The door to Assist. Prof. Dr. Hatice Şehime ÖZÜTLER office was always open whenever I needed any guidance. She consistently allowed this thesis to be my own work but steered me in the right the direction whenever she thought I needed it.

I would like also to thank Istanbul Aydın University and its library for providing me with an access to all the books and articles that I needed, I also thank my family & friends for their support, Mr Mohammad A. Abu Baker for his guidance, and anyone who supported and helped me from near or far.

August, 2022

Hichem ABADLI

**IMPORTANCE OF BRAND POSITIONING IN VALUE CREATION:  
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**ABSTRACT**

In today's global society, where nations connection has risen dramatically, creating a brand, and increasing brand awareness has become critical. Brands globally positioned while retaining their cultural aspects have a better chance of success. The principal goal of this research is to look into the importance and effects of brand positioning in the costumer value creation. A questionnaire has been performed on Apple smartphones users for this purpose. It's the brand value seen by customers with regard to brand positioning in the Algerian and Turkish market has been studied. The findings indicate that there is a strong relation between the brand market positioning and the value seen by customers in both countries.

**Keywords:** Branding, Market Positioning, Value Creation, Customer Loyalty, Apple.

**DEĞER YARATMADA MARKA KONUMLANDIRMASININ ÖNEMİ:  
APPLE AKILLI TELEFONLARI**

**ÖZET**

Uluslar arasındaki bağlantının çarpıcı biçimde arttığı günümüz küresel toplumunda marka yaratmak ve marka bilinirliğini artırmak kritik hale gelmiştir. Kültürel yönlerini korurken küresel olarak konumlanan markaların başarı şansı daha yüksektir. Bu araştırmanın temel amacı, müşteri değeri yaratmada marka konumlandırmanın önemini ve etkilerini incelemektir. Bu amaçla Apple akıllı telefon kullanıcıları üzerinde bir anket yapılmıştır. Cezayir ve Türkiye pazarında marka konumlandırması açısından müşteriler tarafından görülen marka değeri incelenmiştir. Bulgular, marka pazar konumlandırması ile her iki ülkedeki müşteriler tarafından görülen değer arasında güçlü bir ilişki olduğunu göstermektedir.

**Anahtar kelimeler:** Markalaşma, Pazar Konumlandırma, Değer Yaratma, Müşteri Bağlılığı, Apple.



## TABLE OF CONTENTS

<b>DECLARATION</b> .....	<b>i</b>
<b>FOREWORD</b> .....	<b>ii</b>
<b>ABSTRACT</b> .....	<b>iii</b>
<b>ÖZET</b> .....	<b>iv</b>
<b>TABLE OF CONTENTS</b> .....	<b>v</b>
<b>LIST OF FIGURES</b> .....	<b>vii</b>
<b>LIST OF TABLES</b> .....	<b>viii</b>
<b>I. INTRODUCTION</b> .....	<b>1</b>
<b>II. BRANDING</b> .....	<b>2</b>
A. Brand and Concept of Branding.....	2
B. Brand Identity and Image.....	3
1. Brand Identity .....	3
2. Brand Image.....	5
C. Brand Value .....	6
D. Brand Loyalty .....	8
<b>III. POSITIONING AND VALUE MANGAMENT</b> .....	<b>12</b>
A. Market Positioning.....	12
B. Market Positioning Strategy.....	13
1. Positioning Based on Product Characteristics.....	14
2. Positioning Based on Price .....	15
3. Positioning Based on Quality or Luxury.....	15
4. Positioning Based on Product Use or Application .....	15
5. Positioning Based on The Competition .....	16
C. Importance of Brand Positioning in Global Marketing.....	17
D. Customer Value Management.....	22
<b>IV. GENERAL OVERVIEW OF APPLE AND APPLE BAND POSITIONING SURVEY</b> .....	<b>24</b>

- A. A General Overview of Apple .....24
  - 1. Market Entry Strategies of Apple .....25
  - 2. Positioning of Apple .....26
  - 3. Apple Swot Analyses .....27
- B. Apple Brand Positioning Survey.....30
  - 1. Literature Review.....30
  - 2. Methodology and Scope of The Research .....32
  - 3. Conceptual Framework and Questionnaire Design.....32
  - 4. Data Collection and Sampling Size .....34
  - 5. Validity and Reliability of The Data Set.....35
  - 6. Descriptive Statistics.....36
- C. Regression Analyses .....46
  - 1. Model Summary.....46
  - 2. ANOVA .....46
  - 3. Coefficients .....47
- D. Hypothesis Testing.....47
- E. Concluding Remarks.....48
  - 1. Study Findings and Theoretical Implications .....48
  - 2. Limitation of The Study .....49
  - 3. Implications for Future Studies.....49
- V. CONCLUSION ..... 51**
- VI. BIBLIOGROHY ..... 53**
- APPENDICES ..... 56**
- CURRICULUM VITAE ..... 77**

## LIST OF FIGURES

Figure 1 Brand Identity Planning Model .....	4
Figure 2 Possible Apple Computer Associations.....	5
Figure 3 Aaker’s Brand Equity Model.....	7
Figure 4 Aaker’s Brand Loyalty Pyramid.....	9
Figure 5 Positioning Perceptual Map.....	16
Figure 6 Associative Network- Henderson, Iacobucci, and Calder, 1998 .....	18
Figure 7 Brande Positioning Example – Hem, 2012. ....	19
Figure 8 Apple Timeline .....	25
Figure 9 Conceptual Framework.....	33

## **LIST OF TABLES**

Table 1 Model Summary (Market brand positioning & value seen by customer).....	46
Table 2 ANOVA (Market brand positioning & value seen by customer) .....	46
Table 3 Coefficients (Market brand positioning & value seen by customer) .....	47
Table 4 Hypothesis results .....	47

## **I. INTRODUCTION**

In today's borderless worldwide society, the significance and work of worldwide commerce is growing, and as compromise and interdependency between nations create in a resource-constrained world, exchanging between nations has gotten to be unavoidable. As a result, numerous divisions see furious competition. Businesses must thus adhere to worldwide rules in arrange to create and keep up certainty.

To be fruitful and well off, businesses must coordinate the wants of their clients, separate themselves from their counterparts, and stand out within the commercial center. In today's competitive marketplaces, it is crucial to recognize brand thought, brand positioning, how clients see brand esteem, and to get it and fulfill the requests of worldwide commerce.

This research goes into great detail into the brand concept as well as the brand aspects (brand loyalty, brand image, and so on). The concept of market positioning is addressed, as are several market positioning tactics. Along with the brand concept, the link between branding and brand positioning, as well as the necessity and relevance of brand positioning in the global market, have been described.

Following branding and positioning process, an overview of Apple market entry strategies is presented, as well as apple SWOT analysis. Finally, it is backed up by a questionnaire study that examines Apple's positioning, which is nearly universally recognized and has positioned its brand.

## **II. BRANDING**

### **A. Brand and Concept of Branding**

*“What do you need to be the best?*

*Concentration, discipline, a dream.”*

Florence Griffith Joyner, Olympic Gold Medalist.

From the beginning of time, when humans launched their first product, services have been a constantly changing and evolving concept. When businesses and industries were underdeveloped, the brand concept helps to identify the owner of a product, became the most important tool today to differentiate between the same product and product, as well as the owner of the product and service.

Building a successful brand is possible if a company position the brand better than its competitors on the consumer side. Ensuring the value that consumers expect from a brand sets the brand apart from its competitors, taking into account the brand's competitive factors. Successful brands can also be built by understanding what customers want and providing products and services to meet those needs.

Being a brand is more than fair getting an obvious or copyright for an item. The customer's sentiments and sees around an item, its execution and any item or benefit that reflects it are communicated by the brand in their minds. " The items are made in production lines, but the brands are made within the creative energy " a well-known marketer famously stated.

A brand is whatever services or products means to a consumer. As a result, a company's brand is a valuable asset. They play an important role in the interaction of the company's consumers. Large corporations are investing a lot of money to create a

brand, and the primary goal of these expenditures is to generate long-term consumer confidence and sustainability.

Many experts believe that a company's brand is its most valuable asset in the long run, surpassing its physical products and infrastructure. Former CEO John Stewart of Quaker Oats, previously said, "If this trade were part up, I would grant you the arrive and bricks and mortar, and I would keep the brands and trademarks, and I would passage superior to you."

According to the American Marketing Association, there are various definitions of a brand in literature. "A trademark is a term, name, trademark, or other mark that distinguishes a seller's products or services from other sellers". All the definitions have one thing in common and they all reflect the unique characteristics of the brand. Today, globalization, rapid technological advances and the availability of many factors affect competition between companies, allowing consumers to choose from several brands in the same category of products or services. When we talk about the brand concept, we need to look at what a brand is from different angles to understand where it is.

## **B. Brand Identity and Image**

### **1. Brand Identity**

Aaker believes that a company must first recognize its identity when communicating with customers, competitors and self-communication. The set of all the services that a company offers to its customers is called brand identity. When there are important points, promises, benefits, performance, quality, experience, and brand, this is esteem. Clients define brand identity as "the expression of how companies are perceived." Developing a strong brand character can provide a variety of benefits to businesses from a variety of perspectives.

The twelve dimensions of the Aaker brand identification model are structured in four perspectives: brand as product, brand as organization, brand as person, and brand as symbol. There are two types of brand identities: core and extended. As a brand expands into new markets and products, its core identity, or central and eternal meaning,

remains the same. Brand identity elements are organized into coherent and meaningful groups in extended identity.

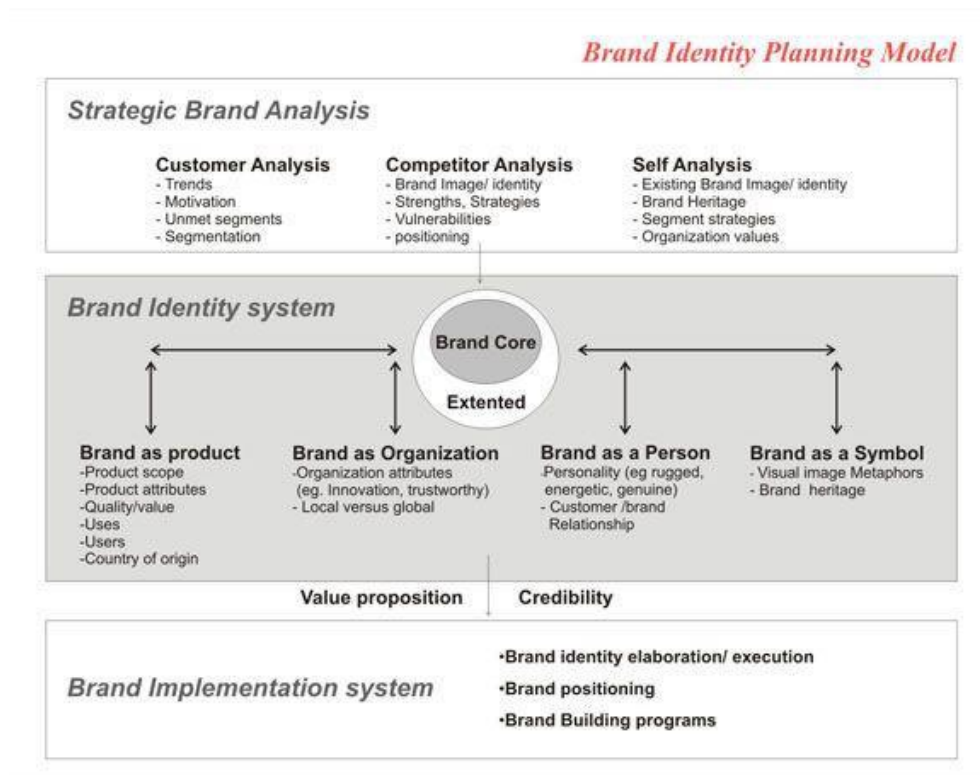


Figure 1 Brand Identity Planning Model

Furthermore, brand communication, promotional activities, consumer experiences, and commercials, as well as the slogans and the chosen words here, all contribute to creating a brand identity in the minds of consumers. Firm interaction efforts must be strong and effective to create brand identity.

A brand's identity can be established in a variety of ways. By identifying with a consumer personality that they like and enjoy, a brand identity can be created. To do so, Companies must first define their target groups and learn about their needs and objectives. Then, by defining consumer personalities and profiles, brand identities are created.



## 2. Brand Image

Brand image is the consumers' perception of the brand through associations of brands stored in the consumer's memory, according to Keller. The importance of brand image in marketing has long been recognized.

Brand associations (images) are unstructured information stored in the memory that conveys the brand's meaning to consumers. Associations can take many forms and can reflect product characteristics as well as aspects that are unrelated to the product.

If you ask someone what they think of when they think of an Apple computer, they say "well designed," "easy to use," "leading technology," etc. Customers have expressed some common associations for Apple in the past, as shown in Figure 2 The brand image for Apple is made up of the associations that came to mind.

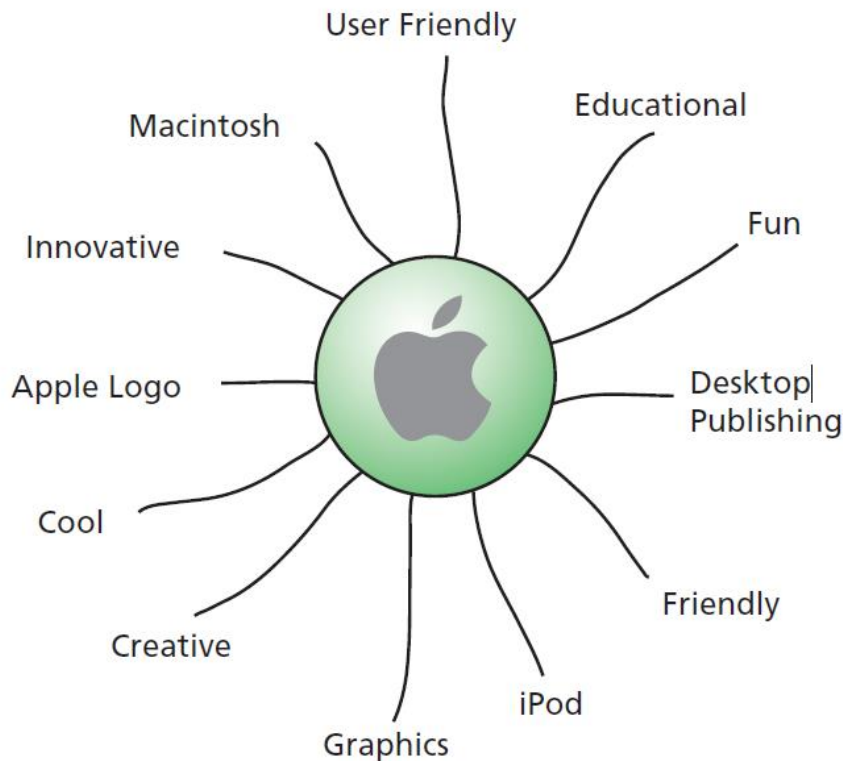


Figure 2 Possible Apple Computer Associations

Apple has built a strong brand image made of several brand associations thanks to breakthrough products and smart marketing. Many communities may refer to Apple

brand images as they may be shared by most consumers, but it should also be noted that these images vary greatly by consumer or market segment.

Creating a positive brand image requires a marketing effort to connect a strong, useful and unique link with a brand that is memorable. Trademark associations may be attributes of the trademark together with the benefits of the trademark. A descriptive element that describes a product or service is called a brand attribute. Consumers place personal value and significance on the characteristics of a product or service, also known as a brand benefit.

In conclusion, in order to build a strong brand image, marketers must ensure that certain strong brand associations are not only useful, but also unique and not shared with other companies. Consumers are more willing to choose a brand that they have a unique connection with it. You should decide on an appropriate and unique partnership that should be closely associated with your brand. Marketers carefully study consumers and competitors to determine which positions are best for their brands.

### **C. Brand Value**

The concept of brand value is complex and nuanced. Some criteria have been tested and studied. Aaker's model became the most popular model in 1991. This model was developed in 2003 by Baldauf et al. (brand awareness, brand loyalty and quality factors accepted in the paper). Yoo et al., 2000, Krishnan and Hartline, 2001, Myers, 2003, Atilgan et al. 2005, Pappu, et al. 2005 (Brand awareness, Brand reliability, Affiliations, and perceived quality of the brand in its study). Kim et al. 2003 (Brand reliability, Brand Awareness, Perceived Quality and Coca-Cola Cold Blooded Brand Image, Realistic Kodak Sincere, Charming Marlboro Rigid, Confident BMW Assertive, Powerful IBM Leader). According to this concept, the four most essential factors that contribute to brand value are brand loyalty, accepted quality, brand affiliation, and brand recognition.

In the corporate world, markets are considered as a critical budgetary resource that is highly valued. Brand value is an important criterion for potential investors and buyers in this regard. (Wood, 2000) According to Ferrell and Hartline, a brand is seen as a

consumer opinion about the added value of a product's brand. Consumers are people who know the difference between a brand and a product. As a result, mark esteem is influenced by both brand value and monetary esteem. The concept of brand value represents the added value of strong brands and positive associations that brands create in the minds of consumers, resulting in increased consumption of products and consumer (2002). The purpose of this value is to make the manager's assets and market value more important than the manager's profit from the positive effects (Alkibay, 2002).

According to Aaker, developing approaches for brand incentive is essential. The following are the reasons for this: because brands are bought and sold, both buyers and sellers should determine their value. The reason why public speculation increases brand value should always be mentioned when the use of the asset is competitive. It is also important that investments increase the value of the brand. Some supervisors who have a "feel" for how a brand is valued may be able to assist in making such decisions. Extra information about brand equity is included in the examination issue. The cost is determined by brand value, brand name, business esteem, client inclination, and redesign cost. (2009, Aaker)

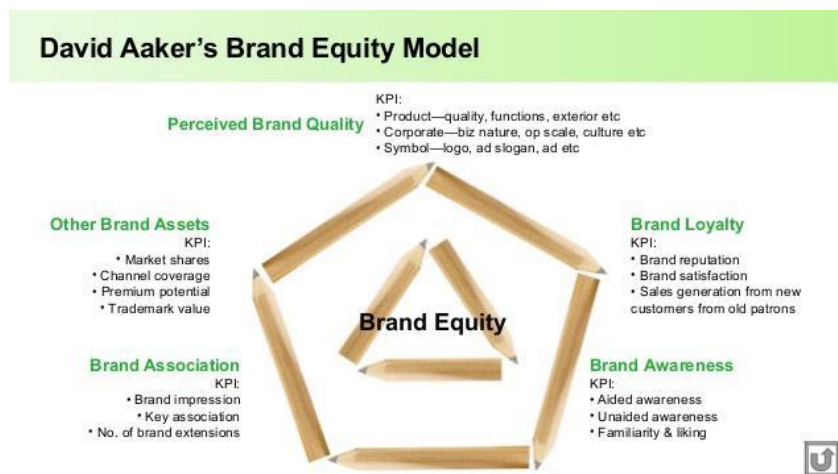


Figure 3 Aaker's Brand Equity Model

Jones believes that it would be wrong to focus only on the consumer when assessing brand equity, because brand equity is built through relationships with several key partners. (2005, Jones)

In contrast to the brand concept, the concept of brand value has drawn academicians' attention to an astounding degree since the mid-1990s. One of the first ideas to consider when identifying brand ideas and working methods is Peter Farkuhar's article "Managing Brand Equity" (1989). This study specifically highlighted the importance of favourable brand image of value products, brand ideas that influence consumer buying behaviour, building consumer relationships, and building brand equity.

#### **D. Brand Loyalty**

Studying the factors that influence customers' brand preference is a hot topic in today's competitive global economy. In recent years, it has been more and more challenging to fully satisfy brand consumers' expectations due to the range of opportunities given by other companies for the same service or product. With this in mind, consumers want to capitalize on the diversity of brands in the market to maximize their individual profitability. On the other hand, companies are interested in recognizing changes in customer attitudes and habits and establishing strategies to take advantage of them. The company hopes to continue to turn consumer choices into market benefits by building brand loyalty. Despite the presence of competing brands, loyal consumers are believed to be willing to pay more for their customers within specific boundaries.

According to Jacoby, the most common definition of brand loyalty is a non-uniform (non-random) behavioral response (purchase) provided by a unit of power over time with respect to at least one brand of choice and it's a part of mental techniques. (1971)

Giddens believes that Consumer brand loyalty is a circumstance in which a person's purchase behavior is repeated regularly. However, revealing brand devotion through repeating purchases is insufficient. Nevertheless, brand loyalty can be indicated if the customer likes brands despite shifting market competition conditions. Consumers with high brand loyalty should present their brand to those around them. (2002, Giddens)

According to Aaker, brand credibility is the foundation of brand equity. In his view, brand loyalty is closely linked to the consumer experience, because it is impossible without past purchase and comprehension. Regardless, he claims that other genuine brand esteem evaluations, such as care, affiliations, and perceived quality, have an impact on loyalty. Because the relationship's possibility is uncertain, he claims, faithfulness may be devoid of many aspects, such as perceived quality or trademark relationship. (1991)



Figure 4 Aaker's Brand Loyalty Pyramid

Mark dependability, according to Aaker, is an indicator of a customer's loyalty to the brand. It reflects the likelihood of a customer switching to another brand, particularly if that brand announces a price or feature change.

Aaker proposes five levels of brand loyalty, from insecure to extremely unshakable, in his Brand Loyalty Pyramid (broken levels are displayed at the bottom of the pyramid). He depicts the client's perspective at each level, as well as the difficulties faced by specialists in convincing a client/purchaser to spend more money. The higher up the pyramid the number of clients/purchasers, the more practical branding approach they sought.

The Aaker brand loyalty pyramid represents five levels of customer loyalty: (1) switchers, (2) satisfied/habitual buyers, (3) satisfied buyers with switching costs, (4) brand likers, and (5) committed buyers. The following sections consider these five levels carefully:

- **Switchers**

These are customers who aren't fans of the brand in question. When making a purchase, this type of customer/shopper does not consider the brand. They are more likely to buy or stumble upon brands that are included in the offer. This type of customer/buyer does not hesitate to trade brands. The best way to do this is to focus on these buyers by managing the brand name, which is a prerequisite for climbing the pyramid (brands still need to inform people before they think about buying).

- **Satisfied/ Habitual Buyer**

Clients or customers who purchase a product or service because it appeals to them. These are customers who are logically satisfied with their purchase path and see no reason to change it (and are not paying attention to choices this way). If consumers have to struggle to get a basic image, they are more likely to change brands (instead of going to another store to buy the brand they usually buy). Efforts to create opportunities for consumers to increase brand loyalty must transcend the boundaries between brands and other brands.

- **Satisfied Buyer with Switching Costs**

Consumers reluctant to switch to competing brands due to existing restrictions (exchange fees). Examples of such restrictions include the cost of time (the time spent finding other stores to find an average brand), the budget cost (when it comes to trade), and accepting a quality offer. If a company wants to entice satisfied customers from another brand to switch, it should offer substantial benefits to offset the costs of switching (for example, a free iPod in exchange for agreeing to accept a credit card). At this level of brand commitment, maintaining or attracting new buyers necessitates an evolving system with the goal of improving saw quality.

- **Brand Likers**

Those consumers could be classified as true fans of the brand. Their images depend on issues of interest, addressing easily recognizable benefits like interest, quality, and time. By connecting brands to certain relationships, intriguing points (via television commercials) or possibly experiences (for example, shopping learning) can be discovered. This incredibly persuasion-inducing attitude toward a brand can be compared to a family bond. This is due to the fact that many fans of the brand cannot explain why they have deep attachment to this brand (they run factories for the people who have strong links with the brand).

- **Committed Buyer**

Happy consumer whose brand is important in life (everyday). This brand appeals to confident buyers because it closely resembles their own sense of self-worth. Customers of brands such as Apple and Harley-Davidson are examples of featured buyers. Clients who have demonstrated such high levels of brand loyalty should be rewarded. Consistent card quality should be possible, clearing programs that allow consumers to use the centers, special procedures for issuing required variants, and so on.

In other words, brand loyalty is a concept that describes the consumer's commitment to a particular brand. One of the primary goals of a corporation functioning in a competitive market is brand loyalty. Loyal consumers tend to stick with the company's products for a long time, as they do not try to research and test competing brands. As a result, customers who practice brand loyalty stand out from other customer types because they consistently buy from the same company and try to persuade others by sharing positive feelings and thoughts about the company.

Brand reliability refers to the possibility of a buyer purchasing a specific brand in a given situation. This is when consumers know that a brand offers the best videos, photos, or great value at an affordable price. This agreement can lead to repeated purchases based on consistent quality. Brand loyalty is also linked to customer inclination and association with a brand. This may be due to a long history of use of something and may be thought to have evolved as a result of such use.

### **III. POSITIONING AND VALUE MANGAMENT**

#### **A. Market Positioning**

*“Marketers are doing exactly the wrong thing. They’re running more ads, they’re putting ads on parking meters, in hotel elevators, in washrooms. Because they think that the answer to clutter is more clutter. That’s why there’s so much spam in your e-mail box. Because marketers are desperate.”* (Harvard Business Review publication, 1999)

Putting an item within the minds and concepts of buyers is what situating involves. A brand's client association reflects it advertise position, hence while a brand can adjust the marketing mix to realize a advertise position, the shopper eventually decides the brand's position. Basically talking, positioning is the fight for a spot in customers' minds.

Businesses utilize positioning to form a visual picture of their item or benefit within the minds of potential clients gathering of people. A brand proposal's position influences its inventiveness in terms of giving concrete preferences to clients. Marketers utilize promoting to illuminate clients around their company's advertise position and how they perceive its products and services. Situating a thing isn't what you are doing to it. What you are doing with the prospect's considering, or how you put the item within the prospect's head, is alluded to as positioning (Ries & Trout, 2001).

An organization must begin with select a target advertise fragment some time recently settling on a showcase position. Since there are more clients or less competitors within the specialty where the situating happens, this showcase fragment ought to be beneficial. Companies must find ways to form their brands more engaging to this gathering of people.



The unique selling proposition (USP) of a service or product is determined by how well it is positioned. The unique selling proposal (USP) of a brand is the feature or description that differentiates it from its competitors.

In today's market, when there are multiple solutions with comparable benefits, the goal is to make the product to stand out, making it more unique and giving it a competitive edge. The unique selling proposition (USP) is the chance to convince consumers that a brand is more important than others.

Apple is the right example of a company that positions its brand using a unique selling proposition (USP). They are the most popular information technology company on the planet. Their USP is that they offer high-quality products with numerous extra features, and they are well-known for their creativity and smartness, sleek, cutting-edge design, user-friendly products, dependability, and innovation. Apple is positioned to target affluent customers who are prepared to spend more for superior capabilities, features, and designs in technology products and services.

The primary distinction between a USP and a positioning statement is that a USP focuses on a product or service and what distinguishes it from competitors. A company's positioning statement, which focuses on the principal advantage of the product or service to the target market, is developed after the USP. A positioning statement should be one paragraph long and written in a specific style.

Market research helps companies better understand their target markets and positioning statements that describe specific needs or objectives. It also defines which category the services or goods belongs to and how well it fits consumer needs. Consumers require benchmarks in order to assess brand offerings. From the customer's perspective, the positioning statement should demonstrate how a product or service differs from the competition. It should also clarify why customers in the company target market must trust their brand complaints and why they should trust their position.

## **B. Market Positioning Strategy**

Doyle believes that both the selection of target market segments that characterize the customers that a company intends to serve, and the selection of differentiating

advantages that determine how to compete with competitors in that segment are part of a positioning strategy. (Doyle, 1983)

A brand positioning methodology, concurring to this definition, as it were shows up to apply to a specific item or benefit working in a focused on advertise and ought to not be confounded with the broader concept of "commerce technique" or the more particular concept of procedure for each person component of the marketing mix, such as "advancement" or "cost" strategies.

A strong comprehension of the advertise in which a brand compete is required for a solid positioning technique. It appears how the firm is diverse from others, as well as advertise conditions and prospects. Numerous enterprises make the botch of considering positioning as it were as a showcasing device when it ought to be one of the foundations of their entire trade procedure. Since an item can't be positioned as a high-quality esteem in case it can't be backed up.

Shoppers will recognize in case a brand is competing on cost or quality in the event that it incorporates a solid positioning arrange. Positioning is more than essentially a communication technique; participation between corporate technique and deals and showcasing strategies is required. The blend of items or services can as it were coordinate buyer desires and fulfill positioning guarantees. Businesses must clearly distinguish their positioning all through the esteem chain. Communication would something else gotten to be unorganized and confused.

The five essential strategies that firms might utilize to position themselves are as follows:

### **1. Positioning Based on Product Characteristics**

Enterprises associate their brands with a specific feature that buyers will love when you use product benefits or features as a positioning strategy.

Toyota's market position in the automotive industry, for example, is the reliability, performance for Porsche and safety for Volvo. Brands constantly inform consumers about the unique benefits or features of their products.

*"Volvo owns 'safety.' BMW owns 'driving'..."* (Ries & Trout, 2001)

## **2. Positioning Based on Price**

Pricing a product or service is called a competitive price. A brand positioning plan typically targets the lowest or cheapest market, with that value becoming the brand's position.

Supermarket chains, for example, frequently feature private labels with readily accessible products from many product categories. Price-sensitive buyers frequently buy without knowing the price, as logistics and distribution costs are lower than those of their competitors.

If there is a market gap at a given price point, a brand priced be priced accordingly. If a brand is the only option at any price, it should have been defined its position in the market. Brands frequently expand their product offerings to cover market gaps.

## **3. Positioning Based on Quality or Luxury**

Because a high price is frequently associated with good quality, buyers' perceptions of a product's price and quality often match. However, the placement of products based on quality or luxury is different from the placement of products based on price. These firms frequently don't reveal their prices and focus on quality or high reputation to inspire enthusiasm, so people want to buy their products at any price.

Luxury does not always mean high quality. But buyers expect this to happen. Thanks to the brand's long-term fashion positioning efforts, they came to believe this. A \$ 300,000 Rolls-Royce construction, the top luxury could be less than a \$ 32,000 Hyundai.

## **4. Positioning Based on Product Use or Application**

Connecting a brand to a particular use is another way to reach the market positioning. For example, food substitutes can help someone who needs a quick, light meal or doesn't have time. Food alternatives designed for those who want to perform well at the gym or during exercise are frequently heavy in calories and contain additional vitamins and minerals.

Other firms produce diet food alternatives that are low in calories and do not provide enough energy for your workout. Both male productivity supplements and female low-calorie diet alternatives are food substitutes, although they are promoted differently.

## 5. Positioning Based on The Competition

The purpose of positioning based on competition is to differentiate yourself from your competitors. A brand makes a product or service unique by highlighting the important differences that marketing offers to make the product / service seem more accessible and unique compared to other opportunities in the market.

However, brands can implement similar strategies using competition as a model. Suppose a specific brand has a significant share of the market. In this situation, their positioning approach should be effective in attracting a big number of potential clients. As a result, they convert some of their clients by offering similarly priced items with similar characteristics.

In addition to market positioning tactics, businesses might develop a perceptual map of important brand market positions in order to identify market vacancies and opportunities.

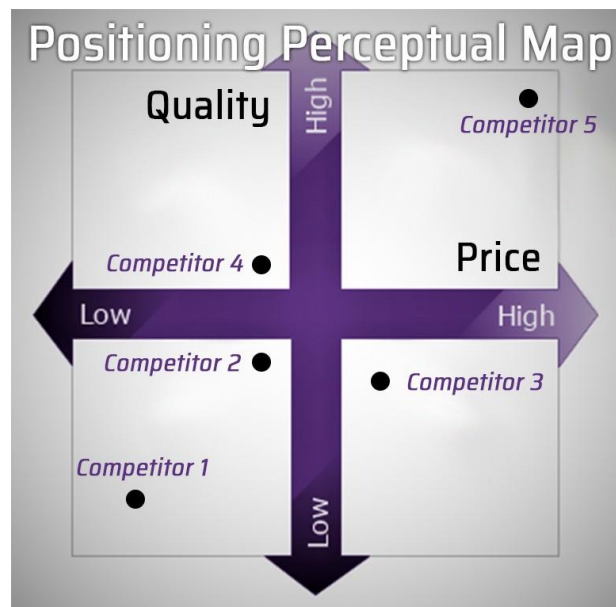


Figure 5 Positioning Perceptual Map

The positioning map illustrates consumer views of rival brands in a market using two important variables to compare them.

While most markets allow corporations to target price and quality, the map should focus on important consumer demands or product preferences that brands wish to understand, which may differ by market. A brand's market positioning establishes its position in respect to competitors and provides it a distinct identity. A brand should have a clear distinction in marketing and highlight it.

### **C. Importance of Brand Positioning in Global Marketing**

*“A product is something that is made in a factory; a brand is something that is bought by a customer. A product can be copied by a competitor; a brand is unique. A product can be quickly outdated; a successful brand is timeless.”* (Aaker, 1991)

Most people would agree that positioning means putting an image in the buyer's mind and getting a crucial message from that position. Furthermore, most people would also agree that the position of a brand in the minds of customers should not be the same as their competitors'. Simply, positioning is "the thing for which a brand should be known."

The impact of brand information on consumers' responses to brand advertising is termed as customer-based brand equity (CBBE) (Keller, 1993). The value of a brand name due to the difference between the sales results of branded goods and unbranded goods and services is called CBBE. As a result, the evolution of brand name has to do with brand positioning.

Brand awareness, which can be thought of as a brand hub in memory, is a key part of brand esteem (Keller, 1993). All thoughts, experiences, images, perceptions, emotions, and so on that are related with the brand hub are referred to as brand learning (Keller, 2009).

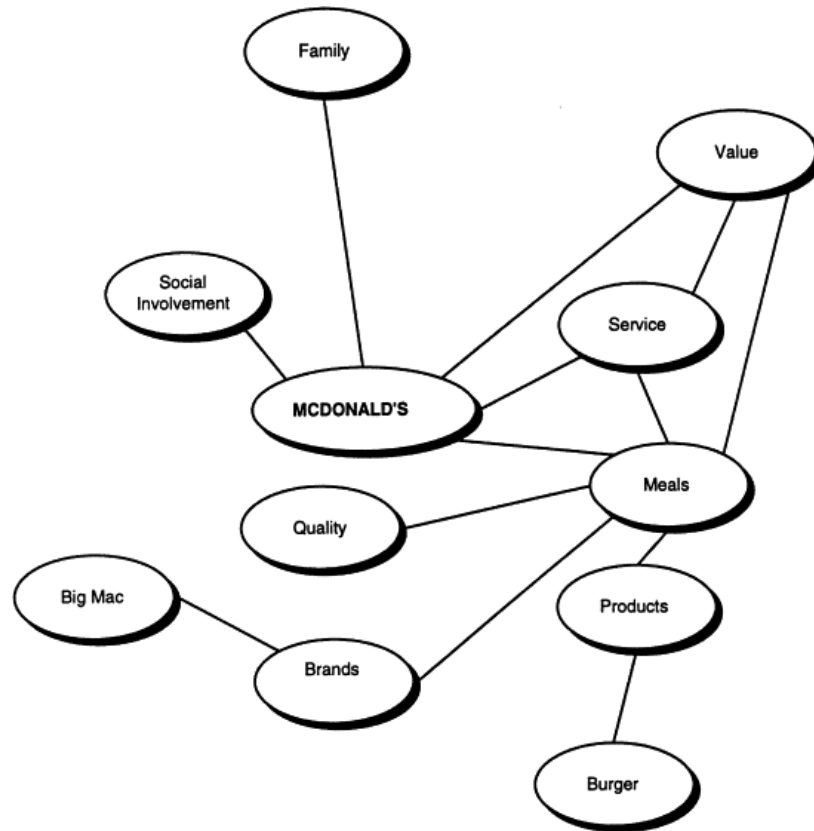


Figure 6 Associative Network- Henderson, Iacobucci, and Calder, 1998

Affiliations can be described by a familiar system model (figure 6), which represent memory as a collection of ideas (hubs) connected in a net-like structure by ways of relationship (Matlin, 2009). When a hub is activated on the system, the expected propagation begins and spreads to the connected hubs (Matlin, 2009). Memory activations are distributed in a variety of ways by cooperative systems, ranging from unique resources to related concepts (Anderson, 1983). The quality of the connection to the source of action determines the ability to make associated concepts dynamic (Anderson, 1983). The probability that a given information is useful at a given time is measured by initiation, implying that the learning we associate with the task at hand is likely to be important to the preparation (Anderson, 1983).

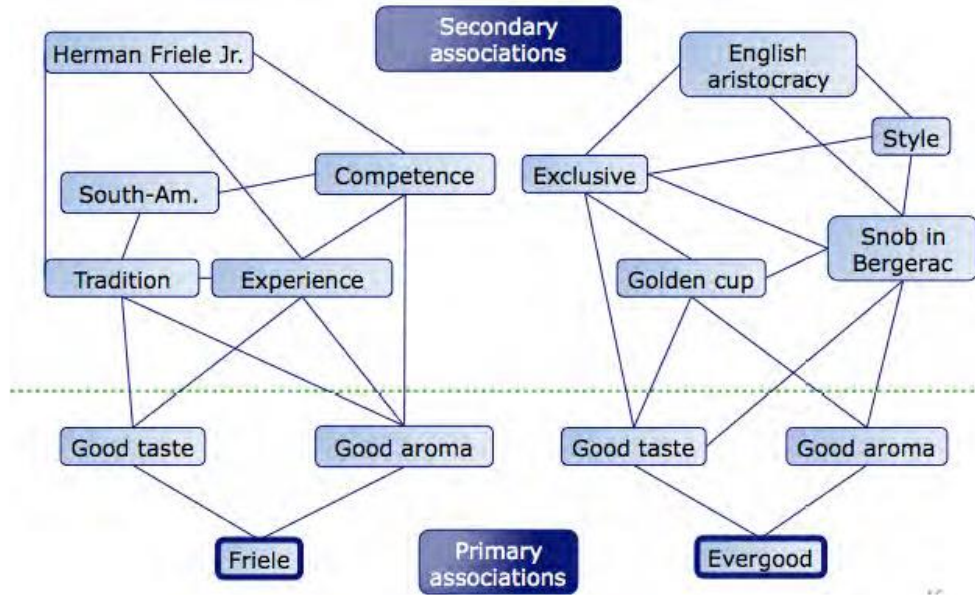


Figure 7 Brande Positioning Example – Hem, 2012.

Friele and Evergood brands share basic affiliations, as shown in Figure 7, but secondary affiliations interpret the trademarks differently. Supfellen believes that secondary associations can make decisions, communicate with each other, and maintain neutral relationships (2000).

CBBE, according to Keller, takes place when buyers are aware of the brand and have an ideal, solid, and unique relationship with it (1993). Supphelen believes that for a brand to grow, it needs to create new connections to add to it. For example, a brand can be associated with new usage parameters that stimulate growth by building new affiliations (2009). Consumers appreciate the connection with the brand, and the successful initiatives of the brand differentiate a brand from its competitors, resulting in more attractive and loyal customers (Aaker 1991; Carpenter, Glazer, and Nakamoto, 1994; Keller, 2008). As a result, it would appear to be beneficial to investigate specific types of brand affiliations (2009).

According to Keller, brand associations can take many shapes based on the level of abstraction. Depending on how much information is collected or distributed, growth can be divided into three main categories. Attributes, benefits, and attitudes are the three main categories, each of which can be further subdivided.

Keller defines attributes as "descriptive features that characterize a product or service" (1993). Attributes also include consumer's influence on what constitutes a product or service, as well as what influences their state of purchase or consumption (Keller, 1993). Keller distinguishes between correlations with product-related attributes and associations with irrelevant attributes.

Product-related attributes are components that a product or service must have in order to meet the needs of its clients (Keller, 1993). The physical features of a product or the requirements of a service are referred to as product-related attributes (Aaker, 1991; Keller, 1993).

Non-product attributes, according to Keller, are characteristics of a service or product that are unrelated to purchase or consumption (1993). Non-product-related attributes are classified into four types: (1) price information, (2) packaging or product appearance information, (3) user imagery, and (4) usage imagery (Keller, 1993).

According to Keller, the benefit is the value that a consumer places on a property or requirement that a service or product can satisfy (1993). Park, Jaworski, and MacInnis classify benefits into three types based on the underlying reasons they refer to: (1) functional, (2) symbolic, and (3) experiential (Keller, 1993).

According to Keller (1993), a functional benefit is an inherent advantage associated with the use of a service or product. Functional benefits are usually associated to the functionality of the product and often have to do with key motivations such as security requirements and problem avoidance (Keller, 1993). Experiential benefits are frequently related with product qualities and refer to the sensory experience that using a product or service provides (Keller, 1993). The sensory pleasure, cognitive stimulation, and diversity requirements are all met by the experiencing advantages (Park, Jaworski & MacInnis, 1986). Symbolic benefits are related to symbolic needs such as self-improvement, group membership or ego identification and are obtained as a result of consuming the product or service (Park, Jaworski & MacInnis, 1986; Keller, 1993). Non-product attributes, like the prestige customers may link with a brand, often come with token benefits (Keller, 1993).



Benefit associations are crucial for a company to build in order to generate customer choice drivers since benefits are the value customers place on traits. Differentiation should be based on the formation of an association of secondary benefit to the brand.

The overall impression of a consumer on a brand is reflected in the relationship with the brand, which indicates how much they will like or detest a particular brand (Hoyer & MacInnis, 2010). According to Keller (1993), brand attitudes are essential because they can influence consumers' brand decisions. Brand attitudes, according to multi-attribute models for attitude development, should be evaluated alongside brand benefits and attributes qualities and advantages, as these important connections serve as the foundation for customer attitudes (Keller, 1993).

Attitudes are important in everyday life because they fulfill cognition, emotional, and conative functions. As a result, our attitudes impact our thoughts, feelings, and behaviors (Hoyer & MacInnis, 2010). Given as brand attitudes are the whole of overall brand ratings, it is evident that businesses must understand how attitudes are formed and capitalize on this learning.

One of the most important marketing rules is that a company must be in the right place after choosing a category. Its position refers to the product's place in the consumer's mind in respect to competing products. A buyer will have no reason to buy a product if it appears to be similar to other products on the market (Kocabaş, Elden. Çelebi, 1999).

To face competitive pressures, positioning is a process that determines how best to communicate the unique characteristics of an organization to its target customers according to their needs. This is a set of carefully thought-out messages and key actions that help create a unique brand. If a brand use effective positioning, their marketing messages will stand out, resonate with their target audience, and encourage people to act. If a brand doesn't distance itself, they won't put themselves in a position.

## **D. Customer Value Management**

Clients can inquire a company to illustrate the source of a product's more noteworthy esteem relative to a competitor 's item, and the issue with numerous companies is that they have a destitute understanding of what genuinely makes esteem for clients, and they too grant the esteem aside through cost concessions to shut the offer, instead of esteem their claim items and services.

Companies make tremendous guarantees of premium esteem without giving any supporting realities, and now and then, despite prevalent esteem, they are constrained to compete as a product, coordinating competitor costs, and hence they don't get a reasonable return for their predominant esteem, causing them to "leave money on the table" and contrarily influence their profit. (Anderson, Kumar, and Narus, 2007)

To fight price concessions and commoditization pressures, companies must fundamentally re-examine their business philosophy and how they put it into action. Organizations must build up a demonstrated and recorded high esteem commerce philosophy some time recently executing it through a buyer esteem management methodology.

Client esteem management could be a common sense with a forward approach to organization markets with two essential objectives: the primary is to offer quality value to particular markets and client exercises, and the second is to get a sensible benefit on the esteem given, thus changing businesses into esteem shippers. (Anderson, Kumar, and Narus, 2007)

Customer value assessment is used in customer value management to determine how much it takes to fulfil a customer's needs and preferences in monetary terms. Businesses can achieve their first goal without completing a regular consumer value assessment, otherwise they will not be able to reach their second goal without it. (Anderson, Kumar, Narus, 2007)

Essentially said, in arrange to get a reasonable or worthy benefit on the esteem a firm gives, it must be able to influentially illustrate and record the esteem it gives to clients in comparing to another best choice. Illustrating includes illustrating potential

clients how much cash they will spare or how much more esteem they will get by choosing a company item over the following best alternative ahead of time.

It is significant to illustrate higher esteem, however being a best-practice organization is now not sufficient in today's commercial situations. Businesses ought to illustrate the fetched investment funds and additional benefits they give to clients. As a result, businesses collaborate with consumers to create values which will be utilized to degree encourage taken a toll reserve funds or focal points. (Anderson, Kumar, and Narus, 2007)

## **IV. GENERAL OVERVIEW OF APPLE AND APPLE BAND POSITIONING SURVEY**

### **A. A General Overview of Apple**

*“You can't just ask customers what they want and then try to give that to them. By the time you get it built, they'll want something new.”*

Steve Jobs

*“I think the iPhone is the best consumer product ever. That's what I feel about it. And it's become so integrated and integral to our lives, you wouldn't think about leaving home without it.”*

Tim Cook

Apple Inc. (initially Apple Computer Inc.) may be a worldwide enterprise that plans, makes, and offers shopper gadgets, pcs, servers, and programs, as well as computerized media items. On April 1, 1976, Steve Occupations, Steve Wozniak, and Ronald Wayne established Apple Computer to showcase the Apple I Wozniak desktop computer and change people's recognitions of computers by making sufficient for homes and work environments. On January 3, 1977, the enterprise was established in Cupertino, California.

Apple Computer has been manufacturing personal computers for nearly 30 years, including the Apple II, Macintosh, and Power Mac networks, but the company struggled with poor sales and falling market share in the 1990s. Jobs left Apple in 1985 and rejoined in 1997, when Apple purchased NeXT company. The next year, Jobs was appointed as the company's interim CEO, followed by a permanent post. Jobs launched a new company concept of popular products and simple design with the original iMac in 1998.

The touchscreen iPhone was presented in 2007, it was one of the foremost effective things within the world, and it has since discharged numerous overhauled adaptations of the versatile phone. The Apple Watch and iPad are two of the company's more well-known items. Apple's benefit commerce has of late been extended to incorporate an Apple Arcade for diversions, Apple News for news, Apple Card credit card, and Apple TV for spilling unique Apple substance. Occupations kicked the bucket two months after leaving due to wellbeing issues in 2011. Tim Cook took his position.

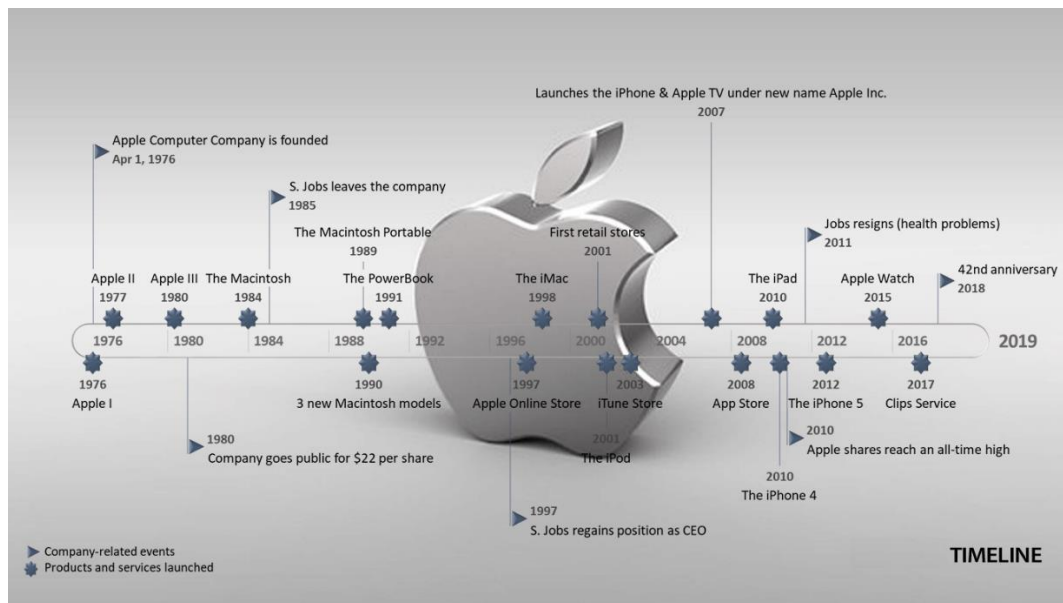


Figure 8 Apple Timeline

Apple was the primary publicly exchanged commerce within the United States to achieve a market valuation of more than \$1 trillion in Eminent 2018, \$2 trillion in Admirable 2020, and, most as of late, more than \$3 trillion in January 2022. The organization incorporates a tall level of brand dependability and is recognized as the foremost prevalent company within the world, as well as one of the foremost important brands within the world nowadays.

### 1. Market Entry Strategies of Apple

Apple's commerce demonstrate has enormously contributed to the company's victory within the program and equipment businesses. The firm includes giving

involvement to learners, educates, inventive experts, and individuals all around the world through breakthrough innovation and next-generation arrangements.

Apple's previous strategy included strong growth in the PC industry from 1976 to 1982. Apple managed to maintain their market-leading position by introducing new business areas, such as mobile phones and home electronics.

Apple has sought after a business-oriented approach to construct a full-service firm that plans it possess working framework (iOS), equipment, apps, and administrations. In any case, these strategies have advanced in assorted ways, with the enterprise depending on a little number of providers for each component. Apple's early separation procedure endeavored to form and distribute an assortment of things that as it were they may give.

Apple expanded its conveyance channels and started offering to third-party shippers known as "Apple Inc Prime Affiliates," in expansion to investing in R&D. Apple made associations with companies that would go on to be unimaginably fruitful, such as Disney (2014). As a result of this vital collaboration based on the best-selling Apple, iPhone, and iPod gadgets, Apple was able to deliver a wide assortment of merchandise.

After looking into Apple's improvement and re-examined technique, it is obvious that the commerce is more center on the improvement of the iphone. This can be too reflected within the company's title alter, which started as Apple Computer Inc. and is presently known as Apple Inc.

## **2. Positioning of Apple**

The situating approach of any showcasing methodology is exceptionally vital in advancing the picture of a brand within the minds of buyers. Apple positions itself over the showcase as a premium brand, giving high-quality products and administrations with modern highlights and capabilities.

To position the firm, Apple begin with concentrated on portioning its clients based on characteristics such as work, age, sex, and other inclinations, and these classifications must be available, versatile, and profitable. Apple has too utilized

statistic division to create merchandise depending on the target audience's age, way of life, and work. Apple things are along these lines conveyed in different places and classified based on family estimate and age.

Since client requests contrast, on the off chance that all buyers are adjusted additionally, the enterprise would come up short to meet its market-satisfying point. Clients must be served concurring to their person necessities. Both youthful and ancient are marvellous illustrations. These two markets have particular requests and merchandise, and different procedures are required to suit these needs.

Since of its tremendous around the world markets, Apple's division incorporates geological factors. By December 2021, Apple had 500 stores in 25 nations. Clients may buy things from online stores all around the world in expansion to their particular area. This empowers Apple to broaden its showcase reach and reach more individuals.

Apple's focusing on approach is to reveal the foremost engaging perspectives of the organization. Amid the division prepare, Apple will recognize certain bunches to which it may offer things. Apple's target clients are wealthy people who are willing to contribute more cash for innovative items and administrations with prevalent capabilities, proficiency, and plan. Agreeing to Apple's overview of buyer qualities, the lion's share of shoppers esteem the quality, execution, and plan of mechanical products and administrations.

Apple's positioning approach, which combines fabulous encounter with enthusiastic associations with clients, is among the finest, especially in this competitive showcase. Apple incorporates a competitive brand positioning methodology as well. As the IT segment develops progressively competitive. The company habitually presents unused items and highlights. The firm is still creating select advances for the brand that are not available anyplace else.

### **3. Apple Swot Analyses**

The SWOT analysis framework is a method of making strategic managerial decisions based on the internal and external business environment by identifying the major problems facing the company. Many businessmen consider SWOT analysis as

one of the most effective tools for analysing market data and information, and it is above all a simple and easy method to choose SWOT examination. The SWOT analysis performed by Apple examines the company's strengths, weaknesses, opportunities, and threats "SWOT variables" across various markets and industries.

**Strengths:** Apple has the largest brand value ever recorded in the Brand Finance Global 500 series, rising 35% to \$ 335 billion, making it the most valuable brand in the world, calculated to be the highest valuation in the brand's history. Apple has some of the most innovative products, advanced features, and unique design, but the company is still working to produce better and more cable technology devices. Apple also offers a modern, diverse, and wide range of products to help generate revenue and reduce the probability of product failure. The company financially secure to finance all investment research and development. Apple's revenue is one of the highest recorded revenues in history. Apple has added new services to its portfolio over the years, most of which are available online. Apple's retail locations provide a high-quality consumer experience as well as direct touch with skilled workers. Apple has 519 stores in 25 countries, and Apple also sells its products through business partners, online platforms, and other fancy retail stores. Apple is focused on its customers, and their products are constantly being designed with future users in mind. They're constantly trying to imagine what consumers don't consider. Apple has long been considered a Master of Advertising. Apple is making a lot of buzz about new products just before they are released. Apple public relations and marketing efforts have led to increased brand awareness and also increased product demand by word of mouth. Apple seems to have a separate business page that provides high-tech technology solutions for every firm.

**Weaknesses:** The biggest weakness of Apple is the very high price. Buyers can simply discover comparable products at lower prices, exposing the company's high-end products. These goods are only available at prices suited for the middle and higher classes. Apple's advertise share is additionally dropping, owing in portion to its dependence on the iPhone and iPad arrangement. This implies that on the off chance that the ubiquity of these merchandise falls, Apple's trade may endure. Apple has a limited advertising and promotions strategy; their success has made it unnecessary to spend as much money on advertising. Apple has maintained its position despite low



advertising costs due to the increase in the number of loyal customers. Apple's marketing strategy focuses on well-known and top retailers. One of the company's major issues is Apple products' incompatibility with third-party programs and devices, because Apple products are not compatible with other devices due to lack of support for other programs or technologies. Customers just need to purchase Apple accessories or software to continue utilizing Apple goods. Apple has been accused of placing monitoring apps on their phones that display the user's actual position. Consumers turn off tracking of newer versions of Apple phones, but once they lose confidence, it's hard to go back. Apple's product line is very limited, and the company produces iPhones with similar improvements. Apple was charged of infringing on other companies' patents and lost the lawsuit and results by losing its reputation.

**Opportunities:** For many years, Apple has controlled the technology business. They provide high quality and advance technologies that change the customer experience and thus loyal to the brand. They have an extraordinary customer loyalty of 92%. Apple always can depend on the Internet to reach new customers and create new partnerships in the future. Apple product developers, researchers and experts are a talented group of people with extensive experience with consumer product brands, who will help Apple expand its team and create new opportunities. Apple can increase its revenue and sales by focusing on expanding its distribution network. Marketing and advertising will also benefit the company. Apple has not yet released products with technologies that do not harm the environment. Apple's product line can be expanded by adding hardware and devices. Apple strong history of innovation has proven their experience in producing new items. If the company continue following this path, it can generate more revenue. Apple must apply artificial intelligence to raise profitability and maintain its dominant market position. The business's AI portfolio has lately grown but needs to continue to expand in order to have a strong presence in the future. As demand for autonomous vehicles grows rapidly, Apple has experience in providing autonomous vehicle software technology, instead of producing full-fledged autonomous or electric vehicles. Emerging economies are growing rapidly, and their young population has the potential to expand significantly. Apple announced plans to boost its music streaming services to 52 growing African and Middle Eastern countries.

**Threats:** The organization's business has been damaged due to recent events such as COVID19 and Ukraine war, and uncertainty in the supply chain has forced it to announce future sales. Having consumer electronics at the forefront of technology practically every day, keeping up with the current trends will be a huge task for Apple, and the firm is vulnerable to competitors despite its brand recognition. As competition intensifies with many brands such as Samsung, Google, and Dell, because of the technology developments, Apple needs to develop new technologies or adjust prices to increase its competitiveness. Apple is vulnerable not only to competitors but also to third world countries due to the illegal use of the image of a brand that sells counterfeit goods. Illegal merchants sell counterfeit Apple product as authentic Apple products, which leads to bad reviews and bad pressure on the company. The smartphone market has undergone significant changes as other brands have entered the market. Brands like Samsung, HTC, and Lenovo are adopting Android software to develop new gadgets, despite the fact that the US government has raised taxes on Chinese imports, raising the overall cost of items. As a result, the overall margin of the product is affected, and the product becomes more expensive on the market. Consumers were furious, surprised, and misled by Apple's lack of transparency when Apple acknowledged that it was intentionally limiting processor performance to older, battery-powered iPhone models. As a result, the company received several lawsuits against it from many people. Authorities have repeatedly called on Apple to use backups to unlock iPhones, including device decryption and data access. In some cases, Apple has refused to offer backdoor methods because they could be used by malicious actors and could endanger the security of millions of iPhone users.

## **B. Apple Brand Positioning Survey**

### **1. Literature Review**

Positioning has gotten more consideration within the final decade and has developed into a key theme in marketing management. One of the foremost noteworthy parts of advanced promoting administration is hypothetical, down to earth, and key positioning.

Positioning is imperative, concurring to a few journalists (Arnott, 1992; Blankson and Kalafatis, 2004; Sengupta, 2005; Aaker and Shansby, 1982; Diwan and Bodla, 2011; Boatswain, 2015), since positioning procedure decides the heading of all showcasing choices that a organization implies to create. A company can as it were making an effective marketing blend in case it incorporates a well-defined positioning technique.

Destitute positioning determinations can adversely affect a company's showcasing blend. (Day et al., 1990; Urban and Hauser, 1993; Brooksbank, 1994; Mazanec, 1995; Watchman, 1996; Fisher, 1991) The showcase position of a firm and its administrations and items decides its long-term victory.

Item positioning is vital sufficient to be surveyed at the mission articulation level, concurring to (Aaker and Shansby, 1982). (Dovel, 1990) The positioning is the establishment of a trade procedure and the heart and soul of the organization. (Magard, 1976) fights that positioning may be utilized as an ideological instrument to effectively combine different promoting standards (showcase division, item separation, shopper inclinations, target advertise, etc.). (Crawford, 1985) consider positioning to be a component of an overarching procedure instead of a publicizing strategy, which it ought to be dealt with all through an organization's showcasing program. Taking after the positioning explanation must come the item, brand, estimating, promoting, and dissemination.

(Ries and Trout, 1986) Recognize the status of position as a competitive weapon. Situating helps clients in understanding the genuine qualifications between competitive components (DiMingo, 1988) and helps within the creation of true brand pictures within the minds of the consumers (Wells and Prensky, 1996). One of the foremost noteworthy benefits of a great situating procedure, concurring to (Schouten and McAlexander, 1989), is the fractional assurance it gives against competitive weight from competing firms.

(Marsden, 2002) Compelling positioning is vital to brand victory in today's progressively communicative and customer-oriented society. Positioning choices impact brand victory (Pham and Muthukrishnan, 2002; Punj and Moon, 2002; Fuchs and

Diamantopoulos, 2010), and there's a positive connection between positioning choices and brand victory. (Blankson and Kalafatis, 2007; de Chernatony, 2009; Esch, 2010) Positioning is a fundamental component of brand administration, and it is inherently tied to branding. An appropriate item positioning is basic for coming to and maintaining tall execution levels (Cravens and Piercy, 2009).

## **2. Methodology and Scope of The Research**

Deductive thinking is the inquire about technique and strategy utilized in this think about, which is centered with the detailing of a theory-based speculation. It makes a difference to decide the coherent conclusion that uncovered the veritable picture of a circumstance for a certain bunch. As a result, an expressive investigate method is utilized for the consider test to dissect the components in profundity and reveal their beginnings as well as their potential suggestions.

The study aimed to determining the importance of brand positioning in value creation. The independent variable in this study is the brand market positioning, and dependent variable of the study is value perceived by the costumer.

In two different countries, Turkey and Algeria, a questionnaire was designed and implemented online. The survey also used a 5-point Likert scale from 1(strongly disagree) to 5 (strongly agree). The entire questionnaire includes 5 demographic questions and 20 questions to determine the relevance of the brand position.

The study's analyses were based on primary data. SPSS was used to analyse the data. Hypothesis testing was used for data presentation frequency tables, and coefficient co-relation was used to check the relationship between variables using reliability statistics and factor analyses.

## **3. Conceptual Framework and Questionnaire Design**

The dependent variable of the conceptual framework is the value perceived by the customer, and the independent variable of the conceptual framework is the brand market positioning.

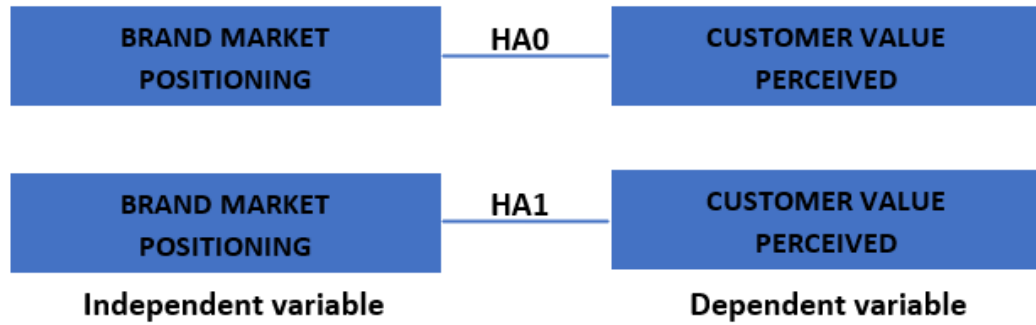


Figure 9 Conceptual Framework

The following are the two hypotheses that will be tested using this conceptual model:

HA0= There is no statistically meaningful relationship between the value perceived by customers and the brand's market positioning.

HA1= There is a statically meaningful relationship between the value perceived by customers and the brand's market positioning.

For the researcher, creating an effective questionnaire is not an easy task. It is the most difficult, but also the most interesting research task for a researcher. The questionnaire is an automated evaluation instrument that consists of a series of questions meant to collect data from survey respondents.

A questionnaire is used to collect data to determine the views and opinions of respondents in order to achieve the purpose of the survey. Questionnaires are used to identify and compare the knowledge, values, feelings, desires, and behaviours of different people and to record their reactions, opinions, and beliefs.

Attitude and classification questions are used in the questionnaire. To collect socio-demographic data from survey participants, classification questions are used. Apple smartphone users' opinions or views on Apple's value and positioning are elicited through attitude questions.

This study focuses on closed-ended questions. Closed-ended questions are designed to help scientists show how to answer a question correctly. When using an

open-ended questionnaire, respondents are free to answer in their own words, not limited to alternatives.

In a closed-ended questionnaire, the researcher asks questions, and the respondents or participants choose one or more options from a list of options. This is helpful during the analysis phase because it gives the responders a reaction and allows for more solidarity.

A closed-ended survey was utilized to gather information from respondents in this ponder, which was isolated into two divisions. It comprises of five closed-ended questions with checklist answers within the to begin with parcel that incorporate the respondent's socio-demographic and common data such as sexual orientation, age, instructive level, nation of home, and period of utilize of Apple gadgets. In his moment parcel, the survey utilized a 5-point Likert scale from 1 (strongly disagree) to 5 (strongly agree), with twenty expressions implied to capture the information required for the questionnaire's point.

#### **4. Data Collection and Sampling Size**

Primary data is data obtained directly from first-hand experience. There are a variety of primary data collection methods available. An interview, an observation, a questionnaire, a planning schedule, and other measures like awakening audits, distributor audits, consumer panels, and more are among them. According to the descriptive study type, the questionnaire survey approach is the best way to gather the first data. Data from a sample is gathered, and the entire population is measured for various sizes and values. Questionnaires can be sent over the phone, in person and by mail, through an online portal or over the internet.

For this study, a survey was utilized to gather essential information from Apple portable clients, the strategy of information collection was chosen quantitatively, and information was collected utilizing Google Forms.

Sampling is a method of drawing conclusions from a larger population by using a small number of items or portions of a larger population. The study's target population was Apple smartphone clients living in Turkey and Algeria, and a straightforward

arbitrary testing strategy was utilized to gather the primary information, in which each part of the measurable populace was given a break even with chance of being chosen, and the number of respondents was calculated based on the sampling equation. The sample size refers to the number of findings, responses, or replicates that will be needed for a certain study to achieve valid and reliable results.

According to conducted online statistics, the number of Apple smartphone in Turkey are around 7.15 million users, and in Algeria around 2.85 million users, totalling a number of 10 million Apple smartphone users in both countries. By adjusting the sampling formula to required population, the simple size mandatory for this study is 270 responds.

$$\text{Sample size, } n = N * \frac{\frac{Z^2 * p * (1 - p)}{e^2}}{[N - 1 + \frac{Z^2 * p * (1 - p)}{e^2}]}$$

Equation 1

Where N (Required Population Size) = 10,000,000, Z (Confidence Level) = 1.645, (Margin of Error) = 0.05, and P (Sample Proportion – uncertain) = 0.5.

## 5. Validity and Reliability of The Data Set

The IBM SPSS Statistics 22 program was used to conduct the study's statistical analysis. Following the coding of the survey form, the software was used to define the respondents' socio-demographic information, such as educational level, gender, age, country of residence, and length of time using Apple smartphones. Similarly, averages and standard deviations were calculated throughout the procedure to consider the independent and dependent variables presented in the form of questions on the Likert scale.

The ability to measure what should be measured in the questionnaire determines its validity. The validity of the study must be good, because if the study does not measure what needs to be measured, the results will be meaningless. If a question could be misunderstood, the data is considered to have low validity.

Reliability is the degree of consistency of results over time and accurately reflects the overall population studied. A research tool is reliable if its findings can be replicated using similar methods. According to Kirk and Miller, there are three levels of reliability in quantitative research: (1) the consistency of a measurement over time, (2) the stability of a measurement over time, and (3) the similarity of measurements within a given time period. (KIRK & MILLER, 1986)

Cronbach alpha checks the estimation reliability of a set of scale things in distinguishing and evaluating person contrasts utilizing surveys (Cronbach, 1951; 297). As a result, the scale's inner consistency is unmistakable by means of these reliability coefficients, which act additionally to a degree of comparability (Cronbach, 1947; 6). Agreeing to the foremost broadly acknowledged guidelines for the reliability coefficient, the proposed reliability level of alpha coefficient ought to be break even with to or more than “.70”, in any case, for common-sense inquire about, a level more prominent than “.90” is exhorted (Peterson, 1994; 381, 382, Cortina, 1993; 101, 102, Tavakol & Dennick, 2011; 53, 54). A run of alpha from “.90 to .95” proposes either awesome or fabulous constancy (Taber, 2018; 1278). As a result, a reliability scores way better than “.70” appears that our scale is reliable and competent of conveying factually significant discoveries.

The reliability test discoveries appear that the independent variable, band market positioning, is reliable with “.796” Cronbach's Alpha esteem with 10 items, whereas the dependent variable, client esteem, is reliable with “.800” Cronbach's Alpha esteem with 10 things. Besides, all factors with 20 things have a Cronbach's Alpha score of “.848”, demonstrating that there's solid reliability and legitimacy among things. The ponder comes about are displayed in Appendices A: Reliability Tests.

## **6. Descriptive Statistics**

### **a) Biodata**

The study results related to biodata are presented in Appendices B: Descriptive Statistics on Biodata. Over the 273 respondents, 160 (58.6%) were female, and the rest 113 (41.4%) were male.



Over the 273 respondents, 188 (68.9%) were between 18 – 25 years old, 58 (21.2%) were between 26 – 34 years old, 27 (9.9%) were aged between 35 – 44 years old, and none of the respondents were 45 and above years old.

Over the 273 respondents, 26 (9.5%) had a high school diploma, 142 (52%) had a bachelor's degree, 101 (37%) had, and 4 (1.5%) of the respondents had a doctoral degree.

Over the 273 respondents, 130 (47.6%) live in Turkey, and the rest which represent a number of 143 (52.4%) live in Algeria.

Over the 273 respondents, 16 (5.9%) use an Apple smartphone since less than 6 months, 13 (4.8%) between 6 – 12 months, 26 (9.5%) between 1 – 2 years, 50 (18.3%) between 2 – 3 years, and finally 168 (61.5%) use Apple smartphone since more than 3 years.

And for more understanding of the collected data in the targeted countries Algeria and Turkey, we made more data comparison between the respondents of these two countries.

Over the 143 responders from Algeria, 99 (69.2%) were female and 44 (30.8%) were male. Comparing with the 130 responders from Turkey, 61 (46.9%) were female and 69 (53.1%) were male.

Over the 143 responders from Algeria, 110 (76.9%) were between 18 – 25 years old, 23 (16.1%) were between 26 – 34 years old and 10 (7%) were between 35 – 44 years old. Comparing with the 130 responders from Turkey, 78 (60%) were between 18 – 25 years old, 35 (26.9%) were between 26 – 34 years old, and 17 (13.1%) were between 35 – 44 years old. We had no responders from the two countries above 45 years old.

Over the 143 responders from Algeria, 56 (39.2%) had a bachelor's degree, 4 (2.8%) had a doctoral degree, 17 (11.9%) had a high school diploma, and 66 (46.2%) had a master's degree. Comparing with the 130 responders from Turkey, 86 (66.2%) had a bachelor's degree, 9 (6.9%) had a high school diploma, 35 (26.9%) had a master's degree, and none of the responders had a doctoral degree.

Over the 143 responders from Algeria, 8 (5.6%) use an Apple smartphone since less than 6 months, 8 (5.6%) use an Apple smartphone between 6 – 12 months, 9 (6.3%) use an Apple smartphone between 1 – 2 years, 24 (16.8%) use an Apple smartphone between 2 – 3 years, and 94 (65.7%) use Apple smartphone since more than 3 years. Comparing with the 130 responders from Turkey, 8 (6.2%) use an Apple smartphone since less than 6 months, 5 (3.8%) use an Apple smartphone between 6 – 12 months, 17 (13.1%) use an Apple smartphone between 1 – 2 years, 26 (20%) use an Apple smartphone between 2 – 3 years, and 74 (56.9%) use Apple smartphone since more than 3 years.

### **b) Independent Variable**

The questionnaire's five-point Likert scale goes from strongly agree to strongly disagree, and the questions below summarize the respondents' replies for the market brand positioning. The study results are presented in Appendices C: Questionnaire results including factor analyses.

Question 1: I find the variety of Apple smartphones satisfactory.

Over the 273 respondents, 104 (38.1%) were strongly agree, 139 (50.9%) were agree, 25 (9.5%) were neutral, while the rest 5 (1.8%) were disagree.

Question 2: I prefer using Apple smartphones rather than other brand smartphones.

Over the 273 respondents, 159 (58.2%) were strongly agree, 86 (31.5%) were agree, while the rest 28 (10.3%) were neutral.

Question 3: My next smartphone can be an Apple smartphone.

Over the 273 respondents, 175 (64.1%) were strongly agree, 71 (26%) were agree, 25 (9.2%) were neutral, while the rest 2 (0.7%) were strongly disagree.

Question 4: I buy an apple smartphone even if other brands offer more innovative smartphones.

Over the 273 respondents, 80 (29.3%) were strongly agree, 115 (52.1%) were agree, 57 (20.9%) were neutral, 13 (4.8%) were disagree, while the rest 8 (2.9%) were strongly disagree.

Question 5: I am very satisfied with the support provided by Apple.

Over the 273 respondents, 89 (32.6%) were strongly agree, 132 (48.4%) were agree, 41 (15%) were neutral, while the rest 11 (4%) were disagree.

Question 6: Visiting Apple stores gives a joyful experience and a good service provided.

Over the 273 respondents, 68 (24.9%) were strongly agree, 113 (41.4%) were agree, 83 (30.4%) were neutral, while the rest 9 (3.3%) were disagree.

Question 7: Visiting Apple stores gives a joyful experience and a good service provided.

Over the 273 respondents, 55 (20.1%) were strongly agree, 96 (35.2%) were agree, 84 (30.8%) were neutral, 33 (12.1%) were disagree, while the rest 5 (1.8%) were strongly disagree.

Question 8: Apple smartphone as a brand is a reflection of my lifestyle that no other brands can replace it.

Over the 273 respondents, 61 (22.3%) were strongly agree, 118 (43.2%) were agree, 45 (16.5%) were neutral, 39 (14.3%) were disagree, while the rest 10 (3.7%) were strongly disagree.

Question 9: I recommend people around me to buy Apple smartphones.

Over the 273 respondents, 92 (33.7%) were strongly agree, 138 (50.5%) were agree, while the rest 43 (15.8%) were neutral.

Question 10: I prefer to buy Apple smartphones over other brands at any cost, regardless of its price level.

Over the 273 respondents, 76 (27.8%) were strongly agree, 95 (34.8%) were agree, 65 (23.8%) were neutral, 27 (9.9%) were disagree, while the rest 10 (3.7%) were strongly disagree.

And for more understanding of the collected data in the targeted countries Algeria and Turkey, we made more data comparison for the independent variable between the respondents of these two countries. The study results are presented in Appendices D: Questionnaire results data comparison.

Question 1: I find the variety of Apple smartphones satisfactory.

Over the 143 responders from Algeria, 57 (39.9%) were strongly agree, 71 (49.7%) were agree, 11 (7.7%) were neutral, and 4 (2.8%) were disagree. Comparing with the 130 responders from Turkey, 47 (36.2%) were strongly agree, 68 (52.3%) were agree, 14 (10.8%) were neutral, and 1 (0.8%) were disagree.

Question 2: I prefer using Apple smartphones rather than other brand smartphones.

Over the 143 responders from Algeria, 95 (66.4%) were strongly agree, 39 (27.3%) were agree, and 9 (6.3%) were neutral. Comparing with the 130 responders from Turkey, 64 (49.2%) were strongly agree, 47 (36.2%) were agree, and 19 (14.6%) were neutral.

Question 3: My next smartphone can be an Apple smartphone.

Over the 143 responders from Algeria, 104 (72.7%) were strongly agree, 31 (21.7%) were agree, and 8 (5.6%) were neutral. Comparing with the 130 responders from Turkey, 71 (54.6%) were strongly agree, 40 (30.8%) were agree, 17 (13.1%) were neutral, and 2 (1.5%) were strongly disagree.

Question 4: I buy an apple smartphone even if other brands offer more innovative smartphones.

Over the 143 responders from Algeria, 53 (37.1%) were strongly agree, 47 (32.9%) were agree, 32 (22.4%) were neutral, 7 (4.9%) were disagree, and 4 (2.8%) were strongly disagree. Comparing with the 130 responders from Turkey, 27 (20.8%) were strongly agree, 68 (52.3%) were agree, 25 (19.2%) were neutral, 6 (4.6%) were disagree, and 4 (3.1%) were strongly disagree.

Question 5: I am very satisfied with the support provided by Apple.

Over the 143 responders from Algeria, 59 (41.3%) were strongly agree, 57 (39.9%) were agree, 20 (14%) were neutral, and 7 (4.9%) were disagree. Comparing with the 130 responders from Turkey, 30 (23.1%) were strongly agree, 75 (57.7%) were agree, 21 (16.2%) were neutral, and 4 (3.1%) were disagree.

Question 6: Visiting Apple stores gives a joyful experience and a good service provided.

Over the 143 responders from Algeria, 35 (24.5%) were strongly agree, 55 (38.5%) were agree, 48 (33.6%) were neutral, and 5 (3.5%) were disagree. Comparing with the 130 responders from Turkey, 33 (25.4%) were strongly agree, 58 (44.6%) were agree, 35 (26.9%) were neutral, and 4 (3.1%) were disagree.

Question 7: Visiting Apple stores gives a joyful experience and a good service provided.

Over the 143 responders from Algeria, 28 (19.6%) were strongly agree, 58 (40.6%) were agree, 40 (28%) were neutral, 13 (9.1%) were disagree, and 4 (2.8%) were strongly disagree. Comparing with the 130 responders from Turkey, 27 (20.8%) were strongly agree, 38 (29.2%) were agree, 44 (33.8%) were neutral, 20 (15.4%) were disagree, and 1 (0.8%) were strongly disagree.

Question 8: Apple smartphone as a brand is a reflection of my lifestyle that no other brands can replace it.

Over the 143 responders from Algeria, 36 (25.2%) were strongly agree, 59 (41.3%) were agree, 26 (18.2%) were neutral, 17 (11.9%) were disagree, and 5 (3.5%) were strongly disagree. Comparing with the 130 responders from Turkey, 25 (19.2%) were strongly agree, 59 (45.4%) were agree, 19 (14.6%) were neutral, 22 (16.9%) were disagree, and 5 (3.8%) were strongly disagree.

Question 9: I recommend people around me to buy Apple smartphones.

Over the 143 responders from Algeria, 61 (42.7%) were strongly agree, 68 (47.6%) were agree, and 14 (9.8%) were neutral. Comparing with the 130 responders from Turkey, 31 (23.8%) were strongly agree, 70 (53.8%) were agree, and 29 (22.3%) were neutral.

Question 10: I prefer to buy Apple smartphones over other brands at any cost, regardless of its price level.

Over the 143 responders from Algeria, 49 (34.3%) were strongly agree, 48 (33.6%) were agree, 31 (21.7%) were neutral, 12 (8.4%) were disagree, and 3 (2.1%) were strongly disagree. Comparing with the 130 responders from Turkey, 27 (20.8%) were strongly agree, 47 (36.2%) were agree, 34 (26.2%) were neutral, 15 (11.5%) were disagree, and 7 (5.4%) were strongly disagree.

### **c) Dependent Variable**

The questionnaire's five-point Likert scale goes from strongly agree to strongly disagree, and the questions below summarize the respondents' replies for the value seen by the customer. The study results are presented in Appendices C: Questionnaire results.

Question 11: I am very comfortable using an Apple smartphone.

Over the 273 respondents, 142 (52%) were strongly agree, 116 (42.5%) were agree, 13 (4.8%) were neutral, while the rest 2 (0.7%) were disagree.

Question 12: I buy Apple smartphone for its high build quality.

Over the 273 respondents, 138 (50.5%) were strongly agree, 96 (35.2%) were agree, 29 (10.6%) were neutral, 9 (3.3%) were disagree, while the rest 1 (0.4%) were strongly disagree.

Question 13: I buy Apple smartphones for its durability.

Over the 273 respondents, 102 (37.4%) were strongly agree, 104 (38.1%) were agree, 56 (20.5%) were neutral, 10 (3.7%) were disagree, while the rest 1 (0.4%) were strongly disagree.

Question 14: I buy Apple smartphones for its unique ecosystem.

Over the 273 respondents, 33 (12.1%) were strongly agree, 147 (53.8%) were agree, 74 (27.1%) were neutral, 18 (6.6%) were disagree, while the rest 1 (0.4%) were strongly disagree.

Question 15: I buy Apple smartphones for its excellent product attributes—design, camera, performance, etc.

Over the 273 respondents, 153 (56%) were strongly agree, 140 (38.1%) were agree, 12 (4.4%) were neutral, while the rest 4 (1.5%) were disagree.

Question 16: I buy Apple smartphones for its high security, privacy, and data protection.

Over the 273 respondents, 142 (52%) were strongly agree, 109 (39.9%) were agree, 21 (7.7%) were neutral, while the rest 1 (0.4%) were disagree.

Question 17: I buy Apple smartphones for its variety of complementary services provided, applications, books, music, movies, cloud solutions, etc.

Over the 273 respondents, 63 (23.1%) were strongly agree, 109 (39.9%) were agree, 68 (24.9%) were neutral, 32 (11.7%) were disagree, while the rest 1 (0.4%) were strongly disagree.

Question 18: The value of Apple smartphones is worth the money to spend.

Over the 273 respondents, 75 (27.5%) were strongly agree, 117 (42.9%) were agree, 50 (18.3%) were neutral, 23 (8.4%) were disagree, while the rest 8 (2.9%) were strongly disagree.

Question 19: Being an Apple user, I have experienced how it facilitated my life and became a part of it.

Over the 273 respondents, 62 (22.7%) were strongly agree, 162 (59.3%) were agree, 46 (16.8%) were neutral, 2 (0.7%) were disagree, while the rest 1 (0.4%) were strongly disagree.

Question 20: Apple smartphones meet my needs.

Over the 273 respondents, 109 (39.9%) were strongly agree, 116 (42.5%) were agree, 38 (13.9%) were neutral, while the rest 10 (3.7%) were disagree.

And for more understanding of the collected data in the targeted countries Algeria and Turkey, we made more data comparison for the dependent variable between the

respondents of these two countries. The study results are presented in Appendices D: Questionnaire results data comparison.

Question 11: I am very comfortable using an Apple smartphone.

Over the 143 responders from Algeria, 81 (56.6%) were strongly agree, 54 (37.8%) were agree, 6 (4.2%) were neutral, and 2 (1.4%) were disagree. Comparing with the 130 responders from Turkey, 61 (46.9%) were strongly agree, 62 (47.7%) were agree, and 7 (5.4%) were neutral.

Question 12: I buy Apple smartphone for its high build quality.

Over the 143 responders from Algeria, 74 (51.7%) were strongly agree, 55 (38.5%) were agree, 9 (6.3%) were neutral, 4 (2.8%) were disagree, and 1 (0.7%) were strongly disagree. Comparing with the 130 responders from Turkey, 64 (49.2%) were strongly agree, 41 (31.5%) were agree, 20 (15.4%) were neutral, and 5 (3.8%) were disagree.

Question 13: I buy Apple smartphones for its durability.

Over the 143 responders from Algeria, 56 (39.2%) were strongly agree, 49 (34.3%) were agree, 30 (21%) were neutral, 7 (4.9%) were disagree, and 1 (0.7%) were strongly disagree. Comparing with the 130 responders from Turkey, 46 (35.4%) were strongly agree, 55 (42.3%) were agree, 26 (20%) were neutral, and 3 (2.3%) were disagree.

Question 14: I buy Apple smartphones for its unique ecosystem.

Over the 143 responders from Algeria, 14 (9.8%) were strongly agree, 79 (55.2%) were agree, 40 (28%) were neutral, 9 (6.3%) were disagree, and 1 (0.7%) were strongly disagree. Comparing with the 130 responders from Turkey, 19 (14.6%) were strongly agree, 68 (52.3%) were agree, 34 (26.2%) were neutral, and 9 (6.9%) were disagree.

Question 15: I buy Apple smartphones for its excellent product attributes—design, camera, performance, etc.

Over the 143 responders from Algeria, 93 (65%) were strongly agree, 42 (29.4%) were agree, 6 (4.2%) were neutral, and 2 (1.4%) were disagree. Comparing with the 130



responders from Turkey, 60 (46.2%) were strongly agree, 62 (47.7%) were agree, 6 (4.6%) were neutral, and 2 (1.5%) were disagree.

Question 16: I buy Apple smartphones for its high security, privacy, and data protection.

Over the 143 responders from Algeria, 77 (53.8%) were strongly agree, 52 (36.4%) were agree, 13 (9.1%) were neutral, and 1 (0.7%) were disagree. Comparing with the 130 responders from Turkey, 65 (50%) were strongly agree, 57 (43.8%) were agree, and 8 (6.2%) were neutral.

Question 17: I buy Apple smartphones for its variety of complementary services provided, applications, books, music, movies, cloud solutions, etc.

Over the 143 responders from Algeria, 35 (24.5%) were strongly agree, 61 (42.7%) were agree, 31 (21.7%) were neutral, and 16 (11.2%) were disagree. Comparing with the 130 responders from Turkey, 28 (21.5%) were strongly agree, 48 (36.9%) were agree, 37 (28.5%) were neutral, 16 (12.3%) were disagree, and 1 (0.8%) were strongly disagree.

Question 18: The value of Apple smartphones is worth the money to spend.

Over the 143 responders from Algeria, 42 (29.4%) were strongly agree, 58 (40.6%) were agree, 23 (16.1%) were neutral, 16 (11.2%) were disagree, and 4 (2.8%) were strongly disagree. Comparing with the 130 responders from Turkey, 33 (25.4%) were strongly agree, 59 (45.4%) were agree, 27 (20.8%) were neutral, 7 (5.4%) were disagree, and 4 (3.1%) were strongly disagree.

Question 19: Being an Apple user, I have experienced how it facilitated my life and became a part of it.

Over the 143 responders from Algeria, 35 (24.5%) were strongly agree, 78 (54.4%) were agree, and 30 (21%) were neutral. Comparing with the 130 responders from Turkey, 27 (20.8%) were strongly agree, 84 (64.6%) were agree, 16 (12.3%) were neutral, 2 (1.5%) were disagree, and 1 (0.8%) were strongly disagree.

Question 20: Apple smartphones meet my needs.

Over the 143 responders from Algeria, 65 (39.2%) were strongly agree, 60 (42%) were agree, 24 (16.8%) were neutral, and 3 (2.1%) were disagree. Comparing with the 130 responders from Turkey, 53 (40.8%) were strongly agree, 56 (43.1%) were agree, 14 (10.8%) were neutral, and 7 (5.4%) were disagree.

### C. Regression Analyses

A show outline, ANOVA discoveries, and coefficient examinations will be utilized to evaluate regression considers between the two variables, dependent and independent.

#### 1. Model Summary

The model summary appears the model's generally relationship, which encompasses a R square value of “0.067”. As a result, market brand positioning may clarify 67 percent of the variety in customer seen esteem.

Table 1 Model Summary (Market brand positioning & value seen by customer)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.258 <sup>a</sup>	.067	.063	.84996
a. Predictors: (Constant), Brand market positioning				

#### 2. ANOVA

Concurring to the ANOVA comes about, the regression examination does not back speculation HA0 but does back speculation HA1 with an importance esteem of 0.001, which is less than “0.05”.

Table 2 ANOVA (Market brand positioning & value seen by customer)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13.988	1	13.988	19.363	<.001 <sup>b</sup>
	Residual	195.777	271	.722		
	Total	209.766	272			
a. Dependent Variable: Value seen by the customer						
b. Predictors: (Constant), Brand market positioning						

### 3. Coefficients

To decide how successfully each variable contributes to the ultimate condition, we must look at the Coefficients. Factually critical coefficients have p-values of “0.05” or underneath, and the coefficient of brand market positioning in our information. Because its p-value of “0.001” is less than “.05”, “.238” is statistically significant.

Table 3 Coefficients (Market brand positioning & value seen by customer)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.367	.159		14.892	<.001
	Brand market positioning	.238	.054	.258	4.400	<.001

a. Dependent Variable: Value seen by the customer

### D. Hypothesis Testing

The table underneath diagrams the speculations assessed based on the regression investigation discoveries. The p-value suggested underneath “0.05” at a 5% certainty interim for the dependent variable (Value watched by client) with the independent variable (Market brand positioning) underpins one of the theories as measurably critical since of the positive interface built up within the information. The model is factually significant, the p-value is less than “0.05”, and one of the two speculations is backed.

Table 4 Hypothesis results

H	Hypothesis	Result
HA0	There is no statistically meaningful relationship between the value perceived by customers and the brand’s market positioning.	Not Supported
HA1	There is a statistically meaningful relationship between the value perceived by customers and the brand’s market positioning.	Supported

## **E. Concluding Remarks**

### **1. Study Findings and Theoretical Implications**

In this thesis, we aimed to address two research hypotheses on the role of brand positioning in value creation. Two ponder speculations were developed in arrange to decide whether or not there's a pertinent positive interface between the esteem seen by consumers and the brand's market positioning.

Previous studies acknowledged the importance of positioning, and that positioning strategy effects all marketing decisions made by organizations, and that a poor positioning decision might influence a company's marketing. A company's and its services' and products' long-term success should be defined by its brand market placement. Anker contends that product positioning must be reviewed at the decision-making level, and we all believe that positioning is one of the most important factors in making a business living and visible to the company's target consumers, and it can be utilized as a tool in many marketing ideas.

Positioning helps customers in understanding the genuine qualifications between competition factors and helps within the creation of true brand images within the minds of clients, expanding the esteem seen by them and making them more steadfast to the brand. Concurring to Marsden (2002), great positioning is crucial to brand victory in today's progressively communicative and customer-oriented environment.

We have maintained that establishing and maintaining high performance requires strong product positioning. Client value management, on the other hand, could be a viable and forward-thinking approach to corporate markets with two principal objectives: the primary is to supply higher esteem to specific markets and client exercises, and the second is to get a sensible return on the esteem given, subsequently changing businesses into esteem vendors according to view of Anderson, Kumar, and Narus (2007), since we have also agree that there is an optimistic and important association between the value seen the customers and band positioning in the market.

## **2. Limitation of The Study**

In this thesis, we used questionnaires to conduct an experiment. As a result, our research design may represent a limitation of our study. We chose a questionnaire for data collection because we intended to evaluate the relationship between two variables. This may restrain our capacity to look at other variables, set up other theories, and evoke the number of real connections held toward other different factors, which may have results for our discoveries.

Furthermore, our study is limited to a single product from a particular firm in two different nations. As a result, the study's conclusions are only applicable to owners of similar and particular products in the incredibly quickly consumer market. We are incapable to create any conclusions on how to distinguish brands that give the comparative item category or center on other item categories.

In our study, we look at holders of a certain product from a specific brand. We only investigate a portion of the brand, and as a result, one restriction of our research is our inability to examine the full concept for the entire brand, not just one product that they produce.

## **3. Implications for Future Studies**

This study's limitations and outcomes have implications for future research. In our study, we look at the relationship between customer value and a brand's market position. However, a combination of additional variables may be more successful in identifying the nature of a brand's relationship with its customers. Future research should incorporate more than two variables as a combination to see if such a combination is more successful in detecting whether a relationship is positive or negative.

We have shown that there is a relationship between a brand's market positioning and the value perceived by customers. Future research should look into the notion for more than just one brand's goods. An examination of all brand products and services should be conducted in order to understand the true value perceived by a customer for the entire brand in order to determine what is perceived as a positive relationship or note in order to develop more hypotheses about brand positioning.

We also investigate a distinct brand in our thesis. This is caused to suppose that customers of competing brands do not appreciate a brand in the same manner. Future research should compare the concept of brand positioning to customer value on other brands in order to better understand the relationship between the two.

Furthermore, our study examines only two variables out of the numerous that can be evaluated. Future studies should look into more variables. It may also be advantageous to elicit associations about the nature of our initial study objective in order to obtain more valid results.

## V. CONCLUSION

The branding concept, as well as the brand's components, are thoroughly discussed in this research. It has been a continually evolving and growing belief that we employ our skills from the dawn of time, when humans began to produce their first goods. The brand thought, which raises the proprietorship of the thing in the midst of events when industry and trade are immature, has turned out to be the foremost imperative instrument for separating things from comparable products, also just the proprietor of things and arranging directly.

Positioning and brand associations were investigated. This ponder looks at brand viewpoints such as brand loyalty, brand esteem, and brand character and picture, as well as the brand conception. Alongside the brand thought, the interface between brand and brand positioning, as well as the pertinence and need for brand positioning within the worldwide advertise, have been underlined. The brand's positioning in connection to shopper esteem, which underlies the investigation's concept, is examined, and clarifications approximately both client esteem recognition and brand positioning are made. Client esteem and brand positioning were examined. These concerns have been raised in connection to Apple and its brand positioning. There was too a talk about Apple as well as it advertises technique.

After establishing brand and adopting segmentation strategy, corporations must enter the market. The increasing diversity of global marketplaces and the growth of global people groups have made global market prospects appealing to companies. Corporations that wish to capitalize on these opportunities must build internationally institutionalized items and publicize them in the same manner that innovation is homogenizing foreign marketplaces.

Apple, one of the foremost well-known corporates, has situated itself as an extravagance and premium brand in an around the world industry, advertising high-

quality items and services with progressed highlights and capabilities. Their promoting technique, which centers on fragmenting its clients concurring to certain criteria and utilizing statistic division to create items based on focused gathering of people and particular needs, has made their clients esteem the brand more. And the reason of their segmentation is to discover the foremost appealing components of the firm to customers and to memorize through different analytics that their clients esteem the quality, execution, and plan of Apple merchandise and services.

Numerous organizations have a destitute get a handle on of what genuinely creates esteem for customers; rather than esteeming their items and administrations, they create showcasing methods. Companies must make and codify a high-value company reasoning some time recently actualizing it through a shopper esteem administration strategy. Customer value administration could be a practical and forward-thinking approach to hierarchical markets, and in arrange to urge a sensible and reasonable return on the esteem a commerce gives, a company must be able to convincingly illustrate and record the esteem it gives to buyers in comparison to the next best elective. It is crucial to illustrate more noteworthy esteem, however being a best-practice organization is not adequate in today's commercial situations. Organizations ought to moreover illustrate the taken a toll investment funds and additional benefits they give to clients. As a consequence, corporates work with consumers to develop values that might generate extra cost reductions or advantages by strategically positioning their operations.



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## **APPENDICES**

**Appendices A:** Reliability Tests

**Appendices B:** Descriptive Statistics on Biodata

**Appendices C:** Questionnaire Results

**Appendices D:** Questionnaire Results Comparison

**Appendices E:** Research Questionnaire

**Appendices F:** Ethical Approval Form

**Appendices A: Reliability Tests**

Appendix A.1.1: Reliability for independent variable

Cronbach's Alpha	N of Items
.796	10

Appendix A.1.2: Reliability for dependent variable

Cronbach's Alpha	N of Items
.800	10

Appendix A.1.3: Reliability for all variables

Cronbach's Alpha	N of Items
.848	20

**Appendices B:** Descriptive Statistics on Biodata

Appendix B.1.1: Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	160	58.6	58.6	58.6
	Male	113	41.4	41.4	100.0
	Total	273	100.0	100.0	

Appendix B.1.2: Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 - 25	188	68.9	68.9	68.9
	26 - 34	58	21.2	21.2	90.1
	35 - 44	27	9.9	9.9	100.0
	Total	273	100.0	100.0	

Appendix B.1.3: Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High School Diploma	26	9.5	9.5	9.5
	Bachelor's Degree	142	52.0	52.0	61.5
	Master's Degree	101	37.0	37.0	98.5
	Doctoral Degree	4	1.5	1.5	100.0
	Total	273	100.0	100.0	

Appendix B.1.4: Where do you live?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Turkey	130	47.6	47.6	47.6
	Algeria	143	52.4	52.4	100.0
	Total	273	100.0	100.0	

Appendix B.1.5: Since when do you use an Apple smartphone?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 6 months	16	5.9	5.9	5.9
	6 - 12 months	13	4.8	4.8	10.6
	1 - 2 years	26	9.5	9.5	20.1
	2 - 3 years	50	18.3	18.3	38.5
	More than 3 years	168	61.5	61.5	100.0
	Total	273	100.0	100.0	

Appendix B.1.6: Gender comparison

Country	Female	Female Percentage	Male	Male Percentage	Total
Algeria	99	69.2%	44	30.8%	143
Turkey	61	46.9%	69	53.1%	130

Appendix B.1.7: Age comparison

Country	18 - 25	18 - 25 Percentage	26 - 34	26 - 34 Percentage	35 - 44	35 - 44 Percentage	Total
Algeria	110	76.9%	23	16.1%	10	7%	143
Turkey	78	60%	35	26.9%	17	13.1%	130

Appendix B.1.8: Education comparison

Country	Bachelor's Degree	%	Doctoral Degree	%	High School Diploma	%	Master's Degree	%	Total
Algeria	56	39.2%	4	2.8%	17	11.9%	66	42.6%	143
Turkey	86	66.2%	-	-	9	6.9%	35	26.9%	130

Appendix B.1.9: Duration of usage comparison

Country	> 6 months	%	6 - 12 months	%	1 - 2 years	%	2 - 3 years	%	< 3 years	%	Total
Algeria	8	5.6 %	8	5.6 %	9	6.3 %	24	16.8 %	94	65.7 %	143
Turkey	8	6.2 %	5	3.8 %	17	13.1 %	26	20 %	74	56.9 %	130



## Appendices C: Questionnaire Results

### Appendix C.1.1: I find the variety of Apple smartphones satisfactory

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	5	1.8	1.8	1.8
	Neutral	25	9.2	9.2	11.0
	Agree	139	50.9	50.9	61.9
	Strongly Agree	104	38.1	38.1	100.0
	Total	273	100.0	100.0	

### Appendix C.1.2: I prefer using Apple smartphones rather than other brand smartphones.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	28	10.3	10.3	10.3
	Agree	86	31.5	31.5	41.8
	Strongly Agree	159	58.2	58.2	100.0
	Total	273	100.0	100.0	

### Appendix C.1.3: My next smartphone can be an Apple smartphone.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	.7	.7	.7
	Neutral	25	9.2	9.2	9.9
	Agree	71	26.0	26.0	35.9
	Strongly Agree	175	64.1	64.1	100.0
	Total	273	100.0	100.0	

### Appendix C.1.4: I buy an apple smartphone even if other brands offer more innovative smartphones.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	8	2.9	2.9	2.9
	Disagree	13	4.8	4.8	7.7
	Neutral	57	20.9	20.9	28.6

	Agree	115	42.1	42.1	70.7
	Strongly Agree	80	29.3	29.3	100.0
	Total	273	100.0	100.0	

Appendix C.1.5: I am very satisfied with the support provided by Apple.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	11	4.0	4.0	4.0
	Neutral	41	15.0	15.0	19.0
	Agree	132	48.4	48.4	67.4
	Strongly Agree	89	32.6	32.6	100.0
	Total	273	100.0	100.0	

Appendix C.1.6: Visiting Apple stores gives a joyful experience and a good service provided.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	9	3.3	3.3	3.3
	Neutral	83	30.4	30.4	33.7
	Agree	113	41.4	41.4	75.1
	Strongly Agree	68	24.9	24.9	100.0
	Total	273	100.0	100.0	

Appendix C.1.7: I follow the latest developments of Apple smartphones on the website of the brand.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	5	1.8	1.8	1.8
	Disagree	33	12.1	12.1	13.9
	Neutral	84	30.8	30.8	44.7
	Agree	96	35.2	35.2	79.9
	Strongly Agree	55	20.1	20.1	100.0
	Total	273	100.0	100.0	

Appendix C.1.8: Apple smartphone as a brand is a reflection of my lifestyle that no other brands can replace it.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	10	3.7	3.7	3.7
	Disagree	39	14.3	14.3	17.9
	Neutral	45	16.5	16.5	34.4
	Agree	118	43.2	43.2	77.7
	Strongly Agree	61	22.3	22.3	100.0
	Total	273	100.0	100.0	

Appendix C.1.9: I recommend people around me to buy Apple smartphones.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	43	15.8	15.8	15.8
	Agree	138	50.5	50.5	66.3
	Strongly Agree	92	33.7	33.7	100.0
	Total	273	100.0	100.0	

Appendix C.1.10: I prefer to buy Apple smartphones over other brands at any cost, regardless of its price level.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	10	3.7	3.7	3.7
	Disagree	27	9.9	9.9	13.6
	Neutral	65	23.8	23.8	37.4
	Agree	95	34.8	34.8	72.2
	Strongly Agree	76	27.8	27.8	100.0
	Total	273	100.0	100.0	

Appendix C.1.11: I am very comfortable using an Apple smartphone.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	2	.7	.7	.7
	Neutral	13	4.8	4.8	5.5
	Agree	116	42.5	42.5	48.0
	Strongly Agree	142	52.0	52.0	100.0
	Total	273	100.0	100.0	

Appendix C.1.12: I buy Apple smartphone for its high build quality.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	.4	.4	.4
	Disagree	9	3.3	3.3	3.7
	Neutral	29	10.6	10.6	14.3
	Agree	96	35.2	35.2	49.5
	Strongly Agree	138	50.5	50.5	100.0
	Total	273	100.0	100.0	

Appendix C.1.13: I buy Apple smartphones for its durability.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	.4	.4	.4
	Disagree	10	3.7	3.7	4.0
	Neutral	56	20.5	20.5	24.5
	Agree	104	38.1	38.1	62.6
	Strongly Agree	102	37.4	37.4	100.0
	Total	273	100.0	100.0	

Appendix C.1.14: I buy Apple smartphones for its unique ecosystem.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	.4	.4	.4
	Disagree	18	6.6	6.6	7.0

	Neutral	74	27.1	27.1	34.1
	Agree	147	53.8	53.8	87.9
	Strongly Agree	33	12.1	12.1	100.0
	Total	273	100.0	100.0	

Appendix C.1.15: I buy Apple smartphones for its excellent product attributes-design, camera, performance, etc.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	4	1.5	1.5	1.5
	Neutral	12	4.4	4.4	5.9
	Agree	104	38.1	38.1	44.0
	Strongly Agree	153	56.0	56.0	100.0
	Total	273	100.0	100.0	

Appendix C.1.16: I buy Apple smartphones for its high security, privacy, and data protection.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	1	.4	.4	.4
	Neutral	21	7.7	7.7	8.1
	Agree	109	39.9	39.9	48.0
	Strongly Agree	142	52.0	52.0	100.0
	Total	273	100.0	100.0	

Appendix C.1.17: I buy Apple smartphones for its variety of complementary services provided, applications, books, music, movies, cloud solutions, etc.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	.4	.4	.4
	Disagree	32	11.7	11.7	12.1
	Neutral	68	24.9	24.9	37.0
	Agree	109	39.9	39.9	76.9
	Strongly Agree	63	23.1	23.1	100.0
	Total	273	100.0	100.0	

Appendix C.1.18: The value of Apple smartphones is worth the money to spend.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	8	2.9	2.9	2.9
	Disagree	23	8.4	8.4	11.4
	Neutral	50	18.3	18.3	29.7
	Agree	117	42.9	42.9	72.5
	Strongly Agree	75	27.5	27.5	100.0
	Total	273	100.0	100.0	

Appendix C.1.19: Being an Apple user, I have experienced how it facilitated my life and became a part of it.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	.4	.4	.4
	Disagree	2	.7	.7	1.1
	Neutral	46	16.8	16.8	17.9
	Agree	162	59.3	59.3	77.3
	Strongly Agree	62	22.7	22.7	100.0
	Total	273	100.0	100.0	

Appendix C.1.20: Apple smartphones meet my needs.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	10	3.7	3.7	3.7
	Neutral	38	13.9	13.9	17.6
	Agree	116	42.5	42.5	60.1
	Strongly Agree	109	39.9	39.9	100.0
	Total	273	100.0	100.0	

## Appendix C.1.21: Factor Analyses

Factor	Factor Loading
<b>Brand Market Positioning</b>	EV: 3.632% of Var.: 62.560
I find the variety of Apple smartphones satisfactory	.601
I prefer using Apple smartphones rather than other brand smartphones.	.745
My next smartphone can be an Apple smartphone.	.724
I buy an apple smartphone even if other brands offer more innovative smartphones.	.550
I am very satisfied with the support provided by Apple.	.590
Visiting Apple stores gives a joyful experience and a good service provided.	.536
I follow the latest developments of Apple smartphones on the website of the brand.	.645
Apple smartphone as a brand is a reflection of my lifestyle that no other brands can replace it.	.645
I recommend people around me to buy Apple smartphones.	.612
I prefer to buy Apple smartphones over other brands at any cost, regardless of its price level.	.608
<b>Value Perceived by Customer</b>	EV: 3.655% of Var.: 50.761
I am very comfortable using an Apple smartphone.	.415
I buy Apple smartphone for its high build quality.	.663
I buy Apple smartphones for its durability.	.624
I buy Apple smartphones for its unique ecosystem.	.408
I buy Apple smartphones for its excellent product attributes-design, camera, performance, etc..	.270
I buy Apple smartphones for its high security, privacy, and data protection.	.446
I buy Apple smartphones for its variety of complementary services provided, applications, books, music, movies, cloud solutions, etc.	.640
The value of Apple smartphones is worth the money to spend.	.497
Being an Apple user, I have experienced how it facilitated my life and became a part of it.	.536
Apple smartphones meet my needs.	.578
EV: Eigenvalue, Var.: Variance	

## Appendices D: Questionnaire Results Comparison

### Appendix D.1.1: I find the variety of Apple smartphones satisfactory

Country	Agree	%	Disagree	%	Neutral	%	Strongly Agree	%	Grand Total
Algeria	71	49.7%	4	2.8%	11	7.7%	57	39.9%	143
Turkey	68	52.3%	1	0.8%	14	10.8%	47	36.2%	130

### Appendix D.1.2: I prefer using Apple smartphones rather than other brand smartphones.

Country	Agree	%	Neutral	%	Strongly Agree	%	Grand Total
Algeria	39	27.3%	9	6.3%	95	66.4%	143
Turkey	47	36.2%	19	14.6%	64	49.2%	130

### Appendix D.1.3: My next smartphone can be an Apple smartphone.

Country	Agree	%	Neutral	%	Strongly Agree	%	Strongly Disagree	%	Grand Total
Algeria	31	21.7%	8	5.6%	104	72.7%	-	-	143
Turkey	40	30.8%	17	13.1%	71	54.6%	2	1.5%	130

### Appendix D.1.4: I buy an apple smartphone even if other brands offer more innovative smartphones.

Country	Agree	%	Disagree	%	Neutral	%	Strongly Agree	%	Strongly Disagree	%	Grand Total
Algeria	47	32.9%	7	4.9%	32	22.4%	53	37.1%	4	2.8%	143
Turkey	68	52.3%	6	4.6%	25	19.2%	27	20.8%	4	3.1%	130



Appendix D.1.5: I am very satisfied with the support provided by Apple.

Country	Agree	%	Disagree	%	Neutral	%	Strongly Agree	%	Grand Total
Algeria	57	39.9%	7	4.9%	20	14.0%	59	41.3%	143
Turkey	75	57.7%	4	3.1%	21	16.2%	30	23.1%	130

Appendix D.1.6: Visiting Apple stores gives a joyful experience and a good service provided.

Country	Agree	%	Disagree	%	Neutral	%	Strongly Agree	%	Grand Total
Algeria	55	38.5%	5	3.5%	48	33.6%	35	24.5%	143
Turkey	58	44.6%	4	3.1%	35	26.9%	33	25.4%	130

Appendix D.1.7: I follow the latest developments of Apple smartphones on the website of the brand.

Country	Agree	%	Disagree	%	Neutral	%	Strongly Agree	%	Strongly Disagree	%	Grand Total
Algeria	58	40.6%	13	9.1%	40	28.0%	28	19.6%	4	2.8%	143
Turkey	38	29.2%	20	15.4%	44	33.8%	27	20.8%	1	0.8%	130

Appendix D.1.8: Apple smartphone as a brand is a reflection of my lifestyle that no other brands can replace it.

Country	Agree	%	Disagree	%	Neutral	%	Strongly Agree	%	Strongly Disagree	%	Grand Total
Algeria	59	41.3%	17	11.9%	26	18.2%	36	25.2%	5	3.5%	143
Turkey	59	45.4%	22	16.9%	19	14.6%	25	19.2%	5	3.8%	130

Appendix D.1.9: I recommend people around me to buy Apple smartphones.

Country	Agree	%	Neutral	%	Strongly Agree	%	Grand Total
Algeria	68	47.6%	14	9.8%	61	42.7%	143
Turkey	70	53.8%	29	22.3%	31	23.8%	130

Appendix D.1.10: I prefer to buy Apple smartphones over other brands at any cost, regardless of its price level.

Country	Agree	%	Disagree	%	Neutral	%	Strongly Agree	%	Strongly Disagree	%	Grand Total
Algeria	48	33.6%	12	8.4%	31	21.7%	49	34.3%	3	2.1%	143
Turkey	47	36.2%	15	11.5%	34	26.2%	27	20.8%	7	5.4%	130

Appendix D.1.11: I am very comfortable using an Apple smartphone.

Country	Agree	%	Disagree	%	Neutral	%	Strongly Agree	%	Grand Total
Algeria	54	37.8%	2	1.4%	6	4.2%	81	56.6%	143
Turkey	62	47.7%	-	-	7	5.4%	61	46.9%	130

Appendix D.1.12: I buy Apple smartphone for its high build quality.

Country	Agree	%	Disagree	%	Neutral	%	Strongly Agree	%	Strongly Disagree	%	Grand Total
Algeria	55	38.5%	4	2.8%	9	6.3%	74	51.7%	1	0.7%	143
Turkey	41	31.5%	5	3.8%	20	15.4%	64	49.2%	-	-	130

Appendix D.1.13: I buy Apple smartphones for its durability.

Country	Agree	%	Disagree	%	Neutral	%	Strongly Agree	%	Strongly Disagree	%	Grand Total
Algeria	49	34.3%	7	4.9%	30	21.0%	56	39.2%	1	0.7%	143
Turkey	55	42.3%	3	2.3%	26	20.0%	46	35.4%	-	-	130

Appendix D.1.14: I buy Apple smartphones for its unique ecosystem.

Country	Agree	%	Disagree	%	Neutral	%	Strongly Agree	%	Strongly Disagree	%	Grand Total
Algeria	79	55.2%	9	6.3%	40	28.0%	14	9.8%	1	0.7%	143
Turkey	68	52.3%	9	6.9%	34	26.2%	19	14.6%	-	-	130

Appendix D.1.15: I buy Apple smartphones for its excellent product attributes-design, camera, performance, etc.

Country	Agree	%	Disagree	%	Neutral	%	Strongly Agree	%	Grand Total
Algeria	42	29.4%	2	1.4%	6	4.2%	93	65.0%	143
Turkey	62	47.7%	2	1.5%	6	4.6%	60	46.2%	130

Appendix D.1.16: I buy Apple smartphones for its high security, privacy, and data protection.

Country	Agree	%	Disagree	%	Neutral	%	Strongly Agree	%	Grand Total
Algeria	52	36.4%	1	0.7%	13	9.1%	77	53.8%	143
Turkey	57	43.8%	-	-	8	6.2%	65	50.0%	130

Appendix D.1.17: I buy Apple smartphones for its variety of complementary services provided, applications, books, music, movies, cloud solutions, etc.

Country	Agree	%	Disagree	%	Neutral	%	Strongly Agree	%	Strongly Disagree	%	Grand Total
Algeria	61	42.7%	16	11.2%	31	21.7%	35	24.5%	-	-	143
Turkey	48	36.9%	16	12.3%	37	28.5%	28	21.5%	1	0.8%	130

Appendix D.1.18: The value of Apple smartphones is worth the money to spend.

Country	Agree	%	Disagree	%	Neutral	%	Strongly Agree	%	Strongly Disagree	%	Grand Total
Algeria	58	40.6%	16	11.2%	23	16.1%	42	29.4%	4	2.8%	143
Turkey	59	45.4%	7	5.4%	27	20.8%	33	25.4%	4	3.1%	130

Appendix C.1.19: Being an Apple user, I have experienced how it facilitated my life and became a part of it.

Country	Agree	%	Disagree	%	Neutral	%	Strongly Agree	%	Strongly Disagree	%	Grand Total
Algeria	78	54.5%	-	-	30	21.0%	35	24.5%	-	-	143
Turkey	84	64.6%	2	1.5%	16	12.3%	27	20.8%	1	0.8%	130

Appendix C.1.20: Apple smartphones meet my needs.

Row Labels	Agree	%	Disagree	%	Neutral	%	Strongly Agree	%	Grand Total
Algeria	60	42.0%	3	2.1%	24	16.8%	56	39.2%	143
Turkey	56	43.1%	7	5.4%	14	10.8%	53	40.8%	130



2. Answer the following questions with your own sense of Apple in your mind and with your experience with Apple smartphones.

	Questions	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
		5	4	3	2	1
	<b>BRAND MARKET POSITIONING (INDEPENDENT VARIABLE)</b>					
1	I find the variety of Apple smartphones satisfactory.					
2	I prefer using Apple smartphones rather than other brand smartphones.					
3	My next smartphone can be an Apple smartphone.					
4	I buy an apple smartphone even if other brands offer more innovative smartphones.					
5	I am very satisfied with the support provided by Apple.					
6	Visiting Apple stores gives a joyful experience and a good service provided.					
7	I follow the latest developments of Apple smartphones on the website of the brand.					
8	Apple smartphone as a brand is a reflection of my lifestyle that no other brands can replace it.					
9	I recommend people around me to buy Apple smartphones.					
10	I prefer to buy Apple smartphones over other brands at any cost, regardless of its price level.					
	<b>VALUE PERCEIVED BY CUSTOMER (DEPENDENT VARIABLE)</b>					
11	I am very comfortable using an Apple smartphone.					
12	I buy Apple smartphone for its high build quality.					
13	I buy Apple smartphones for its durability.					
14	I buy Apple smartphones for its unique ecosystem.					
15	I buy Apple smartphones for its excellent product attributes—design, camera, performance, etc.					
16	I buy Apple smartphones for its high security, privacy, and					

	data protection.					
17	I buy Apple smartphones for its variety of complementary services provided, applications, books, music, movies, cloud solutions, etc.					
18	The value of Apple smartphones is worth the money to spend.					
19	Being an Apple user, I have experienced how it facilitated my life and became a part of it.					
20	Apple smartphones meet my needs.					

## Appendices F: Ethical Approval Form

Evrak Tarih ve Sayısı: 29.07.2022-57556



T.C.  
İSTANBUL AYDIN ÜNİVERSİTESİ REKTÖRLÜĞÜ  
Lisansüstü Eğitim Enstitüsü Müdürlüğü

Sayı :E-88083623-020-57556  
Konu :Etik Onayı Hk.

29.07.2022

Sayın HICHEM ABADLI

Tez çalışmanızda kullanmak üzere yapmayı talep ettiğiniz anketiniz İstanbul Aydın Üniversitesi Etik Komisyonu'nun 23.06.2022 tarihli ve 2022/11 sayılı kararıyla uygun bulunmuştur. Bilgilerinize rica ederim.

Dr.Öğr.Üyesi Alper FİDAN  
Müdür Yardımcısı

Bu belge, güvenli elektronik imza ile imzalanmıştır.

Belge Doğrulama Kodu : BS44K59YEZ Pin Kodu : 56782

Belge Takip Adresi : <https://www.turkiye.gov.tr/istanbul-aydin-universitesi-ebys?>

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## **CURRICULUM VITAE**

Name Surname: Hichem ABADLI

### **Education:**

2010 Bachelor's degree in Natural Science, Algeria.

2010-2013 Diploma in Accounting and Finance, University of Algiers 3, Algeria.

2013-2015 Master's degree in Accounting, University of Algiers 3, Algeria.

2019-2022 Master's degree in Business Administration (MBA), Istanbul Aydin University, Turkey.

### **Professional Experience:**

2014-2015 Sales Specialist.

2015-2016 Finance Executive.

2016-2019 Bank Customer Relationship Manager.

2019-2022 Financial & Management Consultant.

### **Certifications:**

2013 Certified internship of accounting.

2018 Bank Business Councillor Certificate.

May 2021 Cybersecurity Awareness Training.

September 2021 Fundamental of Open-Source Intelligence Research (OSINT).

### **Languages:**

Arabic: Native

English: Advance

French: Advance

Turkish: Beginner

**Skills:**

-Finance, Banking, Accounting, Customer Relationship, Anti-money Laundering.

-Management, Communication, Teamwork.

-Microsoft Office Application, Microsoft Teams, KYC, eDiscovery, SAB, Internet.