

From Product Innovation to Emotional Resonance: Take Apple as an Example

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Keywords: Product Innovation, Emotional Resonance, Omni-Channel Strategy.

Abstract: In today's fiercely competitive market environment, brand marketing has become a key factor for the success of enterprises. This research focuses on how brands in the new era can achieve a leap from product innovation to emotional resonance with consumers through omni-channel strategies. It takes Apple as a case for in-depth analysis. Through case analysis and literature research, it is found that Apple relies on continuous product innovation, such as the continuous upgrading of the iPhone series, combined with a full range of online and offline marketing channels, including the visual display of the official website and the experiential marketing of offline stores, it has successfully established a strong emotional connection with consumers and achieved the improvement of brand loyalty. Research shows that enterprises should pay attention to omnichannel marketing strategies and combine product innovation with emotional resonance to improve brand competitiveness. So that the product stands out in the fierce market competition.

1 INTRODUCTION

This study focuses on omnichannel marketing, an emerging and increasingly important market strategy. In the current business environment, with the rapid development of technology and the increasing diversification of consumer needs, traditional marketing methods have gradually become unable to meet the growth needs of enterprises (Li, 2010). Omni-channel marketing, as a strategy that integrates online and offline resources, and aims to provide consumers with a seamless and unified shopping experience, has become an important part of modern enterprise competition. Especially for sole proprietors, how to stand out among many competitors through effective marketing means and gain market share is of great practical significance. Through this all-round marketing method, enterprises can more accurately target customer groups and continuously interact with consumers through multiple channels, to improve customer loyalty and satisfaction, and finally achieve long-term brand building and market share.

In this study, Apple's marketing strategy, as the core object of analysis, is important exemplary, and representative. Through its strong brand effect and innovative product lines, Apple has successfully applied omni-channel marketing to practical

operations, forming a comprehensive marketing system that complements online and offline. Apple's success lies not only in the uniqueness of its products, but also in its accurate market positioning and the effective integration of multi-channel marketing. Apple has combined with traditional physical retail partners through its own retail stores, official websites, App Store and other online channels to achieve multiple contact points covering consumers, thus improving its market penetration rate and user stickiness.

To further verify the effect of omni-channel marketing, this study adopts literature analysis as the main research method (Yang, 2007). The advantage of the literature analysis method is that it can comprehensively and deeply sort out and summarize the research results of predecessors, and reveal its advantages, disadvantages, and differentiation in actual operation through the comparison of different channel marketing methods (Spirit, 2020). In this way, it can provide a more scientific basis for the strategy formulation of omnichannel marketing from the perspective of theory and practice. At the same time, through literature analysis, researchers can also learn lessons from the successful experiences and failure cases of different enterprises, providing valuable references for sole proprietorships in implementing omnichannel marketing.

The ultimate goal of this study is to understand and master diversified marketing theories and practical methods and provide strategic guidance for enterprises in the omni-channel marketing environment. To achieve this goal, the research not only analyzes from multiple angles and examines the integration effect of different channels, but also explores the depth of the implementation of marketing strategies. Through a comprehensive analysis of different marketing models, it aims to provide insights with theoretical and practical value for future marketing practices and promote enterprises to achieve sustainable development in the fierce market competition.

2 BACKGROUND

In today's digital brands, there are endless marketing "traps" of various manufacturers, and consumers are usually induced by diversified and high-quality marketing methods to make irrational consumption. The development of marketing strategy is indispensable for the control of data and accurate step-by-step operation. Most companies have continuous follow-up technology iteration and product innovation, but why has Apple always been at the top of the market in the field of digital products? How can Apple provide personalized services and products for different customer groups? How to enter the market, open up the market, expand the market and occupy the market through multi-faceted expansion, multi-channel trade and multi-dimensional summary?

As one of the oligarchs of digital products, Apple realizes its own "followers" through a variety of means. From a macro perspective, Apple mainly promotes efficient innovation strategies and high-quality user experience to attract high-quality consumers. However, its means are roughly divided into name and reality, and the name is similar to advertising marketing, brand stories and value propositions, etc. are actually similar to retail strategies, hunger marketing, etc. These two means make full use of the concept of "people", that is, why people buy goods and how people buy goods. In hunger marketing, Apple will never let its products overflow in the market. It has always been in short supply. It captures people's vanity and irrational behavior to create an illusion that people can't buy without buying, thus inducing consumption and maintaining the high value and scarcity of products.

Apple usually renders some distinctive cultural colors to its products to enhance their product value

and image. For example, the special customized design styles of "birthday apple" and "love apple" will make consumers feel fresh or representative, and then consume and buy. This strategy not only improves the added value of the product, but also meets the emotional needs of specific occasions.

The eve of Apple's occupation of the market was continuous technological innovation. Until January 9, 2007, former CEO Steve Jobs released the first iPhone, which adopted a touch screen operation and a design without a physical keyboard for the first time. Since then, the iPhone has become an epoch-making product. Product, which also makes Apple the dark horse of the digital session.

3 LITERATURE REVIEW

In brand marketing in the new era, with the development of digital technology and the continuous changes in consumer demand, the data-driven marketing model has gradually become mainstream (Cai, 2019). The view of "marketing is to sell products with numbers" put forward by Kevin Claes is one of the core concepts of "data-driven marketing" (Cui, 2018). Data-driven marketing emphasizes helping enterprises make more scientific and accurate decisions in the process of product marketing and promotion by collecting, analyzing, and utilizing a large amount of consumer data (Yu, 2017). By analyzing consumers' purchasing behavior, preferences, emotional reactions, and other data, enterprises can have a clearer insight into market trends, to formulate marketing strategies that better meet customer needs and improve marketing effectiveness. Emotional Marketing was written by Scott Robinett, which points out that the current marketing concept is no longer to attract consumers with the quality and value of products but to give full play to the satisfaction and sense of accomplishment brought by emotional value to customers, to drive consumer desire and enhance consumer resonance. In today's competitive market, consumers not only pay attention to product quality and service quality but also pay more attention to the emotional experience brought by products or services. Emotional marketing can be aimed at this by touching the emotions of consumers to establish bonds so that consumers can establish a sense of identity and loyalty to their brands.

Philip Kotler proposed the 4P combination marketing theory, product, price, place, and promotion (Wu, 2016). This output makes sales more systematic and professional, providing a systematic

framework. Enterprises can formulate comprehensive and effective marketing strategies through comprehensive analysis and optimization of these four elements.

In addition, data-driven marketing strategies also provide strong support for omni-channel marketing (Huang, 2016). Omni-channel marketing requires enterprises to achieve seamless docking of information and resources between multiple channels to ensure the consistency of consumers' experience at different contact points. Through data integration, enterprises can obtain real-time data in all channels, ensure the coordination of marketing activities of different channels, avoid information duplication or omission, and improve user experience. For example, between its online stores and physical retail stores, Apple integrates user information through data sharing and analysis, ensuring that customers' purchasing experience in different channels is consistent, thus enhancing the influence and market competitiveness of the brand.

In general, the data-driven marketing model provides strong support for the implementation of omni-channel marketing, which can not only help enterprises identify target customers more accurately and improve marketing efficiency, but also optimize resource allocation and improve customer experience (Qiu, 2015). Through this model, enterprises can gain more advantages in market competition and maximize brand value. Therefore, exploring the combination of data-driven marketing and omni-channel marketing is of great significance to brand marketing in the new era, especially in the successful practice of innovative enterprises such as Apple, data-driven marketing has become an important force to promote the sustainable growth of brands.

4 CASE ANALYSIS

Theoretically speaking, Apple makes full use of the advanced and perfect service process of technology to meet the various requirements of most consumers. Its stores are global and growing steadily and pays attention to online and offline omni-channel marketing (Liu, 2014). The interface of Apple's official e-commerce platform is neat, and the layout is clear, which allows customers to directly lock themselves. The demand, the search function is powerful and intelligent, personalized recommendations fit customer preferences, and push multiple related products to improve customer experience and purchase conversion rate. At the same time, it is equipped with a perfect after-sales

guarantee. Offline physical stores create a good experience environment, the decoration style is close to local characteristics, simple and fashionable, and divided in the store (Li, 2023). Clear areas such as sales experience area, after-sales service area, etc. However, it is expensive, the process is cumbersome, and there are very few branches that cannot take care of all customers, which also leads to Apple's oligarchy rather than monopoly. Scientific and technological innovation is always the leading concept of the industry. Apple's annual equipment update, and technological breakthroughs have also made it an unstoppable sword in the international digital field.

In summary, Apple's marketing strategy in the digital product market is constantly changing according to the background of the times (Cai and Chen, 2024). Innovation-driven, emotional marketing and omni-channel strategy have achieved a leading position in the global market. However, in recent years, there has been no great breakthrough in technology, resulting in poor reviews. In the digital era, more scientific and technological innovation is needed to achieve economic benefits.

5 DISCUSSION

In today's surging digital wave, brand marketing is undergoing profound changes. From product innovation to emotional resonance, the brand marketing omni-channel strategy in the new era has become the key magic weapon for enterprises to win. Apple is a model, which is worth in-depth discussion and analysis.

Apple's brilliant achievements come first of all from its persistent and outstanding product innovation ability. Take iPhone as an example, it completely subverts the concept of traditional mobile phones. From the original multi-touch technology, people have said goodbye to the shackles of physical keyboards and opened a new human-computer interaction mode; to the continuous upgrade of high-definition cameras, making photography a convenient tool for the public to record beautiful moments anytime and anywhere; and then to the smooth running speed brought by powerful chips, satisfying users' efficient processing The needs of various complex tasks. These technological innovations are not only functional breakthroughs, but also implicitly change people's lifestyles, social patterns and work habits, creating unprecedented value experiences for users.

However, Apple did not stop at product innovation, but cleverly used omni-channel strategies to closely connect products with consumers, thus stimulating emotional resonance. In terms of physical channels, Apple retail stores are like the temple of science and technology, carefully located in the bustling core areas of major cities around the world. The decoration style of the store is simple, fashionable and full of technological sense. As soon as you step in, you can feel the unique brand atmosphere. In the exhibition area, all kinds of products are displayed in an orderly manner. Consumers can freely touch and operate each product at zero distance, and experience its exquisiteness in person. And those well-trained, enthusiastic and professional "Genius Bar" staff are always ready to answer questions for customers and provide professional technical support and personalised suggestions for use. This kind of face-to-face in-depth interactive communication makes consumers truly feel valued and cared for, so as to plant the seeds of favourability for the brand in the bottom of their hearts.

Online channels are another important support for Apple to build an emotional bridge between brands and consumers. With its simple, clear and informative interface design, the official website comprehensively displays Apple's various product lines, detailed technical parameters, rich software ecology and intimate after-sales service, which provides sufficient information reference for consumers before making purchase decisions. At the same time, Apple's official flagship stores on major e-commerce platforms also ensure that consumers can conveniently buy their favourite products and enjoy efficient and fast logistics and distribution services. In addition, Apple's social media account is even more active. By releasing exquisite product promotional videos, touching user stories, cutting-edge scientific and technological information, and creative brand activities and other contents, it has attracted the attention and participation of a large number of fans, which has greatly enhanced the communication power and influence of the brand and made the brand shape It is constantly vivid and deepening in the minds of consumers.

More importantly, Apple has realised the seamless integration and coordinated development of physical channels and online channels. For example, consumers can easily make an appointment for new product experience activities or maintenance services online, and then go to a nearby retail store at a specified time to enjoy exclusive services; or complete product customisation and purchase online,

and choose home delivery or in-store pick-up. This online and offline omni-channel interconnection allows consumers to feel the consistency and coherence of the Apple brand in different consumption scenarios and contact points, and experience all-round and integrated high-quality services, thus further deepening the emotional identity and dependence on the brand.

In summary, in the journey of brand marketing in the new era, Apple takes excellent product innovation as the engine and the all-round and multi-touch omni-channel strategy as the wing, accurately understands and meets the emotional needs of consumers, and successfully establishes a unique and charming brand image in the hearts of consumers. This undoubtedly provides extremely valuable reference experience for other enterprises, that is, in today's increasingly serious product homogenisation, enterprises should not only focus on product innovation, but also build an omni-channel marketing system and build emotional ties with consumers, so as to be invincible in the fierce market competition and win The long-term favour and loyal followers of the fee.

6 CONCLUSION

In a word, Apple has embarked on an excellent path from product innovation to emotional resonance in the journey of brand marketing in the new era, and its omni-channel strategy is a model worth learning from.

Apple has established a unique position in the hearts of consumers with continuous product innovation, such as the remodelling of iPhone's mobile phone functions and experience, and the expansion of iPad's mobile office entertainment scenarios. These innovative products have become powerful partners for people's life, work and study, making users have initial trust and favour for the Apple brand.

The omni-channel strategy further strengthens this connection and generates emotional resonance. In the physical store, the carefully created environment and professional and considerate service allow customers to feel the charm of the brand and form an in-depth interaction. Online platforms, whether it is the detailed information of the official website, the convenient shopping process, or the creative publicity and user interaction on social media, have widely extended the brand's influence. The seamless integration of online and offline, such as online reservation and offline services, offline experience and online purchase, allows consumers to experience

the consistency and care of the brand at various contact points.

This enlightens other enterprises that they need to do both in brand marketing. On the one hand, we should vigorously invest in product innovation to truly solve the pain points of consumers and give products unique value. On the other hand, build an omni-channel marketing system, integrate physical and online resources, pay attention to every link of interaction with consumers, and accurately convey the brand concept and emotional temperature. Only in this way can we, like Apple, establish a deep emotional bond in the hearts of consumers, so that the brand is not only a commercial logo, but also a symbol of lifestyle and emotional sustenance, so as to stand out in the fierce market competition and lead the way for a long time.

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