

*Digital Revolution and the Impact of Social Media and Influencers
on Consumer Buying Behaviour: A Case Study on Apple Inc.*



By Ana Nichita

Student ID: 1917452

Code: Dissertation (LCMB7020)

Doctor: Tushara Balendran

University of Wales Trinity Saint David

04/02/2021



Master's Degrees by Examination and Dissertation

Declaration Form.

1. This work has not previously been accepted in substance for any degree and is not being concurrently submitted in candidature for any degree.

Signed.....Nichita.....

Date 10/02/2021.....

2. This dissertation is being submitted in partial fulfilment of the requirements for the degree of Master in Business Administration.

Signed Nichita.....

Date 10.02.2021.....

3. This dissertation is the result of my own independent work/investigation, except where otherwise stated.

Other sources are acknowledged by footnotes giving explicit references.

A bibliography is appended.

Signed candidate: ...Nichita.....

Date: 10.02.2021.....

4. I hereby give consent for my dissertation, if accepted, to be available for photocopying, inter- library loan, and for deposit in the University's digital repository

Signed (candidate).....Nichita.....

Date.....10.02.2021.....

Supervisor's Declaration.

I am satisfied that this work is the result of the student's own efforts.

Signed:

.....T.Balendran.....

Date:

.....10/02/2021.....

University of Wales: Trinity Saint David

E-Thesis Deposit Agreement

Details of the Work

I would like to deposit the following item in the digital repository maintained by the University, and/or in any other repository authorized for use by the University:

Title *Digital Revolution and the Impact of Social Media and Influencers on Consumer Buying Behaviour: A Case Study on Apple Inc.*

This item is a product of my own research endeavours and is covered by the agreement below in which the item is referred to as “the Work”. It is identical in content to that deposited in the Learning Resources Centre, subject to point 4 below.

I agree that the University of Wales: Trinity Saint David may electronically store, copy or translate the Work to any approved medium or format for the purpose of future preservation and accessibility. The University is not under any obligation to reproduce or display the Work in the same formats or resolutions in which it was originally deposited.

UW: TSD Digital Repository

I understand that work deposited in the digital repository will be accessible to a wide variety of people and institutions, including automated agents and search engines via the World Wide Web.

I understand that once the Work is deposited, the item and its metadata may be incorporated into public access catalogues or services, such as national databases of electronic theses.

I agree as follows:

1. That I am the author or have the authority of the author/s to make this agreement and do hereby give the University of Wales: Trinity Saint David the right to make available the Work in the way described above.
2. That the electronic copy of the Work deposited in the digital repository and covered by this agreement, is identical in content to the paper copy of the Work.
3. That I have exercised reasonable care to ensure that the Work is original, and to the best of my knowledge, does not breach any laws including those relating to defamation, libel and copyright.
4. That I have, in instances where the intellectual property of other authors or copyright holders is included in the Work, gained explicit permission for the inclusion of that material in the Work, and in the electronic form of the Work as accessed through the open access digital repository, *or* that I have identified and removed that material for which adequate permission has not been obtained and which will be inaccessible via the digital repository
5. That University of Wales: Trinity Saint David does not hold any obligation to take legal action on behalf of the Depositor, or other rights holders, in the event of a breach of intellectual property rights, or any other right, in the material deposited.
6. That I undertake to indemnify the University of Wales: Trinity Saint David against all actions, suits, proceedings, claims, demands and costs occasioned by the University in consequence of any breach of this agreement

Signature Nichita.....

Date 10/02/2021.....

Table of Contents

<u>1.0</u>	<u>Introduction</u>	10
<u>1.1</u>	<u>Background of the Research</u>	6
<u>1.2</u>	<u>Rationale for Conducting this Research</u>	8
<u>1.3</u>	<u>Research Aim</u>	8
<u>1.4</u>	<u>Research Objectives</u>	8
<u>1.5</u>	<u>Research Question</u>	9
<u>2.0</u>	<u>Literature Review</u>	10
<u>2.1</u>	<u>Digital Revolution</u>	10
<u>2.2</u>	<u>Social media and its use in Business</u>	11
<u>2.2.1</u>	<u>Models of social media marketing for business</u>	13
<u>2.3</u>	<u>Emergence of Influencer in business</u>	17
<u>2.3.1</u>	<u>Importance of Influencers in today's business</u>	18
<u>2.4</u>	<u>Consumer Behaviour</u>	20
<u>2.4.1</u>	<u>Importance of consumer buying behaviour in business</u>	20
<u>2.4.2</u>	<u>Models of consumer behaviour</u>	22
<u>3.0</u>	<u>Research Methodology</u>	26
<u>3.1</u>	<u>Research Philosophy and Justification</u>	26
<u>3.2</u>	<u>Research Methods</u>	26
<u>3.3</u>	<u>Research Approach</u>	26
<u>3.4</u>	<u>Sample Size and Sampling Technique</u>	27
	<u>Sample size</u>	27
	<u>Sample type</u>	27
	<u>Sampling method</u>	27
<u>3.5</u>	<u>Data Collection Method</u>	28
<u>3.6</u>	<u>Data Analysis Tools and Techniques</u>	28
<u>3.7</u>	<u>Reliability and Validity</u>	29

<u>3.8 Ethical Consideration</u>	30
<u>3.9 Limitations of the Research</u>	31
<u>4.0 Analysis and Discussion</u>	32
<u>4.1 Data Analysis</u>	32
<u>4.2 Discussion and Findings</u>	49
<u>5.0 Conclusion and Recommendation</u>	52
<u>5.1 Conclusion</u>	52
<u>5.2 Recommendations</u>	53
<u>6.0 References</u>	55
<u>Appendix</u>	58

List of Tables

<i>Table 1: Socio-Demographic Profile of Respondents</i>	<i>30</i>
<i>Table 2: Socio-Demographic Profile of Respondents (Gender).....</i>	<i>31</i>
<i>Table 3: Socio-Demographic Profile of Respondents (Occupation)</i>	<i>32</i>
<i>Table 4: Number of Respondents in Question 4</i>	<i>33</i>
<i>Table 5: Number of Respondents in Question 5</i>	<i>34</i>
<i>Table 6: Numbers of Respondents on Question 6.....</i>	<i>36</i>
<i>Table 7: Numbers of Respondents on Question 7</i>	<i>37</i>
<i>Table 8: Numbers of Respondents on Question 8.....</i>	<i>38</i>
<i>Table 9: Numbers of Respondents on Question 9.....</i>	<i>40</i>
<i>Table 10: Numbers of Respondents on Question 10.....</i>	<i>41</i>
<i>Table 11: Numbers of Respondents on Question 11</i>	<i>42</i>
<i>Table 12: Numbers of Respondents on Question 12.....</i>	<i>43</i>
<i>Table 13: Numbers of Respondents on Question 13.....</i>	<i>45</i>
<i>Table 14: Numbers of Respondents on Question 14.....</i>	<i>46</i>

List of Figures

<i>Figure 1: Social Media Marketing Strategy</i>	<i>11</i>
<i>Figure 2: Online and Offline Communication Techniques.....</i>	<i>13</i>
<i>Figure 3: Social Media Content Matrix by Cook</i>	<i>15</i>
<i>Figure 4: Pavlovian Model of Consumer Behaviour.....</i>	<i>22</i>
<i>Figure 5: Psychological Model of Consumer Behaviour</i>	<i>23</i>
<i>Figure 6: Different Age Group of Participants</i>	<i>31</i>
<i>Figure 7: Socio-Demographic Characteristic (Gender)</i>	<i>32</i>
<i>Figure 8: Socio-Demographic Characteristic (Occupation).....</i>	<i>33</i>
<i>Figure 9: Percentage of Respondents to Question Number 4</i>	<i>34</i>
<i>Figure 10: Percentage of Respondents to Question Number 5</i>	<i>35</i>
<i>Figure 11: Percentage of Respondents to Question 6</i>	<i>36</i>
<i>Figure 12: Percentage of Respondents to Question Number 7</i>	<i>37</i>
<i>Figure 13: Percentage of respondents to Question Number 8</i>	<i>39</i>
<i>Figure 14: Percentage of Respondents on Question Number 9</i>	<i>40</i>
<i>Figure 15: Percentage of Respondents to Question Number 10</i>	<i>41</i>
<i>Figure 16: Percentage of Respondents on Question Number. 11</i>	<i>43</i>
<i>Figure 17: Percentage of Respondents on Question Number 12</i>	<i>44</i>
<i>Figure 18: Percentage of Respondents on Question Number 13</i>	<i>45</i>
<i>Figure 19: Percentage of Respondents on Question Number. 14</i>	<i>47</i>

1.0 Introduction

1.1 Background of the Research

Digital revolution is the buzzword that has brought about changes that have influenced businesses around the world to reshape and adopt new strategies as a result of which, the way of performing business activities have changed also. It means that businesses are shifting from the traditional way of operations to the one aided by technology, and every aspect of a business from its management to operations has been revolutionised (Tapscott, 2019). Therefore, consumers are handled in today's business scenario by means of technology and it is resulting in increased competitiveness in the market that influences a business to further expand in the global market. Businesses are adopting new ways of the digital revolution for exploring new areas and finding new customers each day so that business potentials can be increased, and market opportunities can be better exploited (Kaplan, 2015). Therefore, the emergence of social media and influencers to persuade consumers has been seen as one of the major business activities.

For a long time, computers were among us, but they were mostly used in offices, for government, institutional, or corporate efforts. From the first day on, Apple advertised the concept of a personal computer. Apple has always sought to shift power and authority to its consumers through its goods and ideology. Beautifully built, powerful machines with the latest sophisticated technology. With the new hardware and fast apps, Apple thinks that productivity improves when people enjoy the place they work and are filled with devices they love.

In order to implement digital business strategies, businesses must require adequate know-how about various processes in digitalisation through which consumers' buying behaviour can be influenced (Dosi and Galambos, 2013). This has been a serious issue in the current world as becoming top in the global market has been the major priority to a business; for example, Apple is maximising its profit by ensuring consumers' fullest satisfaction and using the benefit from the digital revolution. While using digital platform for experiencing a new era of development, a business always prefers social media as it is considered as one of the most common, viable and cost-effective ways of understanding consumers' demand and persuade them to buy a particular product. Therefore, social media is another catchphrase used by businesses in different ways. Social media; a 'common to all' digital tool through which users can create and share content in public in the shortest possible time; therefore, the platform is a huger

opportunity for business organisations to identify potential consumers and create a target market (Sidhu, 2015).

Comparing with the other brands, the use of social media of Apple is somewhat different. The social media is not used for advertising or advertisements alone or customer care. However, other social media platforms are very heavily used for user engagement. The brand's key aim is to connect its consumers with Twitter, Instagram and YouTube. Apple markets its products through advertisements and print ads and reflects on how its products vary from competitors. Commercial advertisements are released as a product is first launched and print ads are distributed during the product lifespan. Apple has a very particular approach to the proper usage of multiple social media channels. They have got a Facebook and a Twitter account, but they never posted anything at all, and the accounts remain inactive most of the time. There is also an Instagram for Apple, but it is just to show photos from their iPhone Shot On campaign. And this raises the question that why Apple does not take advantage of its huge social media following the promotion of Facebook, Twitter, and Instagram products and services; and the answer is actually, they are but probably not in the traditional way another company follows.

Digitalisation within a business reaches the pinnacle through the utilisation of social media along with influencers, and the term 'influencer' has become the social media attraction to people that has forced businesses to influence consumers through influencers and gain attention. Because of the current trends, demands, development in technology; businesses are bound to adopt those to remain competitive and understand consumers before their competitors do (Challoner, 2012). Therefore, the necessity of analysing the impact of social media and influencers on consumer buying behaviour is increasing along with the need for understanding the digital revolution at the same time. The researcher has, therefore, focussed on this trendy topic of identifying the impact of social media and the use of influencers on consumer purchasing behaviour where Apple Inc. has been selected as the case study on which the research has been conducted.

Apple has begun working with great YouTube influencers in recent years to help spread the word about items that actually do not need promotion. Their reasoning for partnering with trusted influencers brings them to a cool, acquirable brand that everybody wants from a great tech brand. The marketing campaign by Apple with prominent YouTubers contributes to the significant trend of internationally recognized businesses partnering and producing funded or branded content to reach large online user audiences alongside digital influencers. Advertisers

of all types, from beauty and fashion brands targeting customers on Instagram to California tourism that release a video series with famous financial services YouTubers, align with social media influencers to the best of their kind.

The success of Apple is marketed through consumer insight. Though Steve Jobs and Apple did not use customer research in the initial production of most products, consumer behaviour has a significant part to play in their marketing and consequently the awareness of the brand. Apple provides access to data obtained by the company when a customer buys or downloads a device. Apple uses this knowledge to obtain a substantial insight into the consumer and the consequences that purchasing behaviour.

1.2 Rationale for Conducting this Research

The research is about assessing the digital revolution and identifying the impact of social media and influencers on consumer buying behaviour. The Digital revolution has brought immense changes in every aspect of conducting business and social media, influencers are some of the outcomes of this revolutionary change that are influencing the consumer to purchase a particular product or service which has been an issue in recent time. It is an issue now in today's business scenario because businesses are accelerating the wheel of profit generation and attracting a large pool of consumer toward the organisation only by using social media like Facebook, Twitter, Instagram and hiring influencers who have the most followers and fans in social media for the purpose of increasing sales and to cover the large market area (Charlesworth, 2019). This research has shed light on the way the digital revolution is shaping social media and influencers and how these are having impacts on consumer buying decisions of Apple products.

1.3 Research Aim

The aim of this research is to assess, evaluate the digital revolution in today's business world and determine the impacts social media and influencers are having on consumer purchase behaviour of Apple Inc's products.

1.4 Research Objectives

The researcher has prepared the following objectives for completing the research paper:

- To determine how the digital revolution is changing the buying behaviour of Apple's consumers.

- To analyse the impact that social media and influencers are having on Apple's consumer buying behaviour.
- To assess the existing social media performance of Apple Inc.

1.5 Research Questions

- How is the digital revolution changing the buying behaviour of consumers?
- What is the impact of social media on consumers' buying behaviour of Apple Inc.?
- How is the current social media performance of Apple?

2.0 Literature Review

The Digital revolution has resulted in a new era for a business organisation where different aspects of digitalisation are providing opportunities to businesses in enhancing consumer attention toward the product or service. Social media and influencer are the outcomes of the digital revolution that are creating apparent impacts on organisational activities as well as on performance. Identifying the impacts of these elements on consumer behaviour has been one of the major issues in today's competitive business environment.

2.1 Digital Revolution

According to Ritter and Dolan (2011), the digital revolution can be termed as rapid advancement in information technology, and businesses are surrounded by this revolution; in the forthcoming years, they are approaching the peak. The internet has made up more than 25 per cent of the world's population since 2010 and beyond, and mobile communication has become so heavily dependent on it that about 70 per cent of the world's population owns a mobile device according to a source provided by Solomon and Previte (2012). Bridging the gap between the internet and mobile devices is as popular as driving a vehicle, with new devices regularly entering the market and creativity stirring the interest of customers. Businesses, therefore, have focussed on formulating digital strategies and exploring new areas around the world. Dosi and Galambos (2013) stated that business models are considered the core of any organisation as they are fundamental for analysing ways of satisfying customer needs and solving business problems, and the digital revolution has increased business problems for the modern organisation and also provided a solution to those problems.

Rapid growth in the types of business models has been seen that are resulting from the digital revolution and different aspects of this revolution. Digitalisation is allowing businesses to improve in performance (Charlesworth, 2019), increasing the rate of productivity (Kaplan, 2015), accessing new market without hassle (Ritter and Dolan, 2011); thus, it is changing the way business interact with its consumers nowadays. The market, embodied in new habits, needs, desires, ways of interacting and consuming, is fundamentally evolving. Business organisations, regardless of size or sector, must be able to meet the needs and demands of their new customers who are the main social media users. Technology and the digital revolution

have opened up new opportunities for enhancing their manufacturing processes, for placing themselves in the market and for engaging with their customers (Challoner, 2012). Businesses take into account the effect of the digital revolution on other facets of their company, such as teamwork, team structure, digital management, deliverables, and production of goods and services; but in recent years, the emphasis of businesses has turned toward customer orientation through exploring the digital platform where users are waiting to receive information about the new product, services (Nwaiwu, 2018).

2.2 Social media and its use in Business

According to Harvard Business Review (2020), social media is no longer optional for a business organisation, rather it has been a fundamental part of modern business through which organisations are successfully managing consumers with a fingertip. It has been an effective way of meeting business clients, obtaining useful insights about customers, and increasing brand but the scenario has changed dramatically with the pace of the digital revolution and social media is used as the platform for businesses to conduct marketing and attract potential consumers by creating interest about a product or service (Sidhu, 2015). With almost half of the world's population using social media sites, they are a natural way to meet potential consumers who are new and highly targeted, therefore, this platform has been a reliable source of consumer information and a trustworthy way to convey the business message to potential consumers according to Dreyer and PACS (2016).

According to Kaplan (2015), social media is providing the opportunity for development as a leading brand and offers opportunities to discover relevant sources for the company's niche.

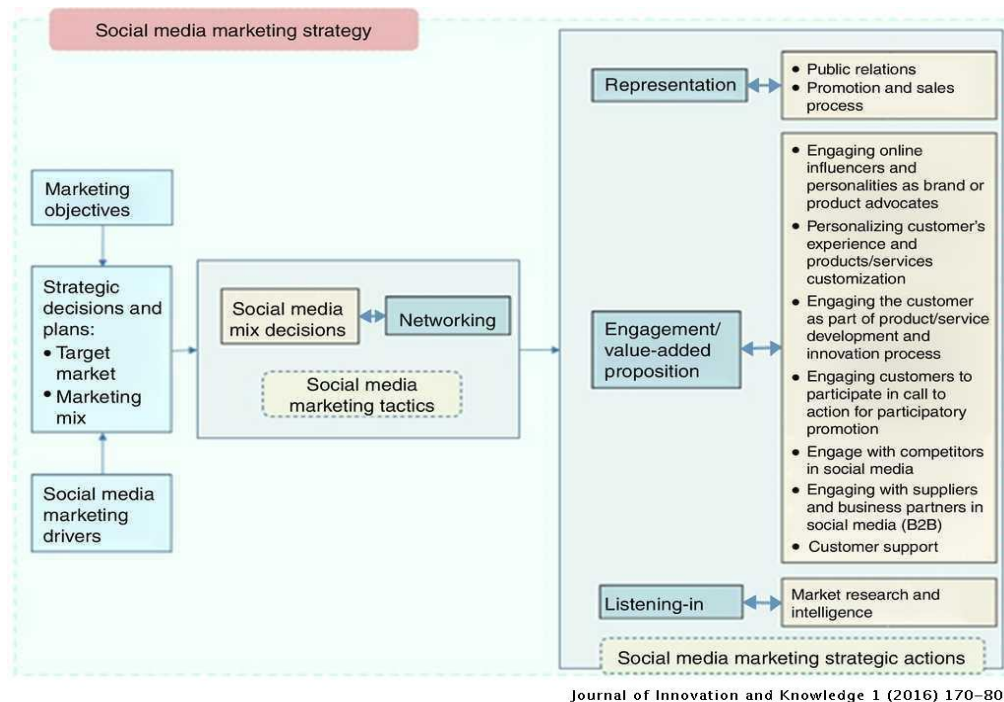


Figure 1: Social Media Marketing Strategy

Source: (Ioanas and Stoica, 2014)

Business organisations nowadays adopt different strategies based on social media and strategies are taken according to the marketing objectives of the organisation. According to Ertemel and Ammoura (2016), strategic decisions and plans need to be formulated before implementing strategies for social media marketing that includes identifying the target market for the product or service, identifying marketing mix such as the price of the product, place, promotional ways, people involved, process, etc. These strategic decisions and plans are considered social media marketing drivers for a business organisation that drives business toward adopting new strategies for attracting customers, influence to purchase the products or services (Tapscott, 2019). The strategic decisions lead toward social media mix decisions. Social media marketing tactics leads toward actions such as representation through developing public relations, introducing promotion and sales process. Engagement with consumers is ensured in the process where businesses engage with online influencers or personalities as a brand or product advocates such as Apple which is one of the most popular companies to sell their products using influencer marketing in recent years. Apart from its own fitness influencer, Kayla Itsines in Australia, it has expanded its celebrity reach with advertisements advertising its Apple Watch like Nick Jonas, Alice Cooper, Jon Batiste, Chloë Sevigny. They decided to concentrate on a younger audience, so they chose to do a marketing campaign for an Instagram

influencer (Wright, 2016). Market research and intelligence are also one of the actions taken by a business organisation that involves the listening-in of consumers criteria and understanding demands prevailing in the market (Ritter and Dolan, 2011).

The main marketing objective of Apple is to maintain its trustworthy customers while building new relations with future customers. Apple hopes that customers will continue to use Apple products for all their technological needs. According to marketing objectives set by the company, it develops the strategic decisions and plans including target market and marketing mix strategies (Wright, 2016). Apple's marketing efforts are focused on segmentation, targeting and positioning. The separation of the population into groups by certain attributes means the selection of certain groups defined as a result of the segmentation to advertise the goods. Apple Target Consumer market common features include the recognition of technology goods and services' architecture, quality and value over their costs (Apple, 2020). The selection of the marketing blend which is an ideal fit for the target consumer group is alluded to. According to Levin (2020), Apple's goal is to identify wealthy customers who would be able to pay more for functionality, design and innovative products. As the name suggests, multifunction placement attempts for various product or service bundles to concurrently address many consumer groups. There are now high-end models, consumer models and a long line of old products which the enterprise is keeping filling every niche and every point of value. Social media marketing drivers are also included in the marketing mix strategies of Apple.

2.2.1 Models of social media marketing for business

Different authors and marketing experts have opined about the importance of social media and its influences in different times, therefore, several theories, a matrix of social media, online marketing have emerged with the emerging necessity of consumers worldwide.

2.2.1.1 Chaffey's Theory of Social media Marketing

In order to foster meaningful engagement with a business and its brands; track and enable customer interaction, involvement and sharing through digital media is contributing to commercial benefit. On a company website, social networks and other third-party websites, interactions can occur. Social media marketing is an integral component of the field of online marketing that includes how a website or Facebook/Tumblr/Twitter can conduct customer conversations and this can be done on a website or blog as well (Nwaiwu, 2018). David Chaffey has focussed on this important aspect of marketing and defined social media marketing as the monitoring and facilitating customers interaction that influences their purchase behaviour of a

particular product or service which can ultimately lead toward overall business success (Sidhu, 2015).

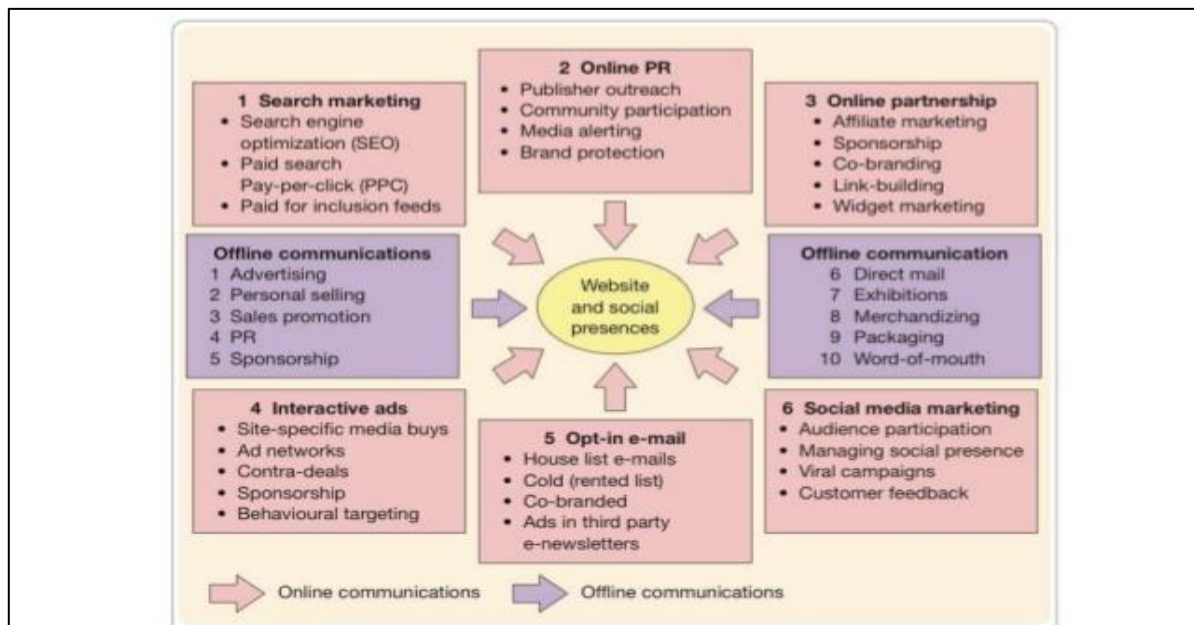


Figure 2: Online and Offline Communication Techniques

Source: (Solomon and Previte, 2012)

While following online marketing, the best options available to a business are search engine optimisation (SEO), paid search in different social sites, pay-per-click, paid for inclusion feeds that a business can adopt to adjust and exist in the market according to Levin (2020). Apple is hiring search engineers, and recently the launch of iOS 14, published new guidance on Applebot is indicating that the company is most likely to launch its search engine very soon that will be another social media strategy for the company (O'Marah, 2020). Moreover, online PR is another influential way of social media marketing for modern businesses that includes publisher outreach, community participation, media alerting, brand protection of the businesses. The technology manufacturer has built up a loyal fan base through the creation of innovative, high-quality products over the years. However, they are also mastering innovative marketing and PR tactics. The public relations policy of Apple can be said to be unusual. But it's effective too. The public relations policy of Apple pushes matters a step forward. Masters in the publicity campaign for teasers, Apple drags the anticipation as long as possible. The next option for a business according to McDonald (2016) is an online partnership through which a business can avail affiliate marketing such as Apple's affiliate marketing. Also called the Performance Partners Network, Apple Affiliate Program offers special access to the content of Apple Services for your platform or application. Affiliates can get awards for membership

credentials in Apple Music and sales of videos, TV shows, magazines, audiobooks and many more (Ramya and Ali, 2016). In addition to this, a business can avail sponsorship, co-branding for online marketing strategies that can aid in ensuring growth and productivity. Interactive advertising is also considered as influential for stimulating consumer purchase behaviour that includes ad networks, behavioural targeting, sponsorship, etc. and Apple has been very focussed on making interactive advertising from its beginning (Kirst, 2020). “Crazy Ones” - this black and white ad was the first commercial lanced after Apple's Think New’ campaign to put the brand into line with globally known revolutionaries. The ad honoured many once deemed "crazy," who showcased celebrated rebels such as Dr Martin Luther King, Gandhi and Picasso for their revolutionary ideas and transforming work (Harvard Business Review, 2020). For many, the adverts from Apple are most motivational. Furthermore, opt-in email can be adopted by modern business organisations for influencing consumer buying behaviour through house build emails, e-newsletters, etc. that are sent to actual and potential consumers for advertising and consumers who often get influenced through having such responses from a business usually purchase that brands of the business (Charlesworth, 2019). And, most importantly social media marketing includes viral campaigns, managing participation, customer feedback, audience participation, etc.

2.2.1.2 Social Media Content Matrix

A powerful marketing tool for modern companies is the creation and sharing of content through social media, and there are several different kinds of content and all of them has their impact. (Bognar and Kadezabek, 2019). For any leading social media organization, one of the main challenges is the capacity to reduce the “black box” aspect of social media management. In general, 3 kinds of content are identified on social networks. Certain content can fall into a certain type or it can be a combination of the 3 types.

They are:

- Value-adding
- Interaction
- Self-promoting

Usually, it would be far too self-promotional for accounts run by individuals and corporations who do not get social media content.

The content would be more like a TV or radio commercial, as value-adding or as fascinating as possible, but blatantly all about the sale (Brown and Hayes, 2008).

Among industries and businesses, the ideal social media content mix can differ wildly. Companies with a strong offline presence can afford to be more self-promotional, benefiting from individuals choosing to connect with the brand, since they can inherently bring value to their fans, regardless of what they share according to Ertemel and Ammoura (2016). This is not to suggest that this is good practice and will be the right approach, but they will also gain good numbers of fans and followers and earn elevated interactive levels.

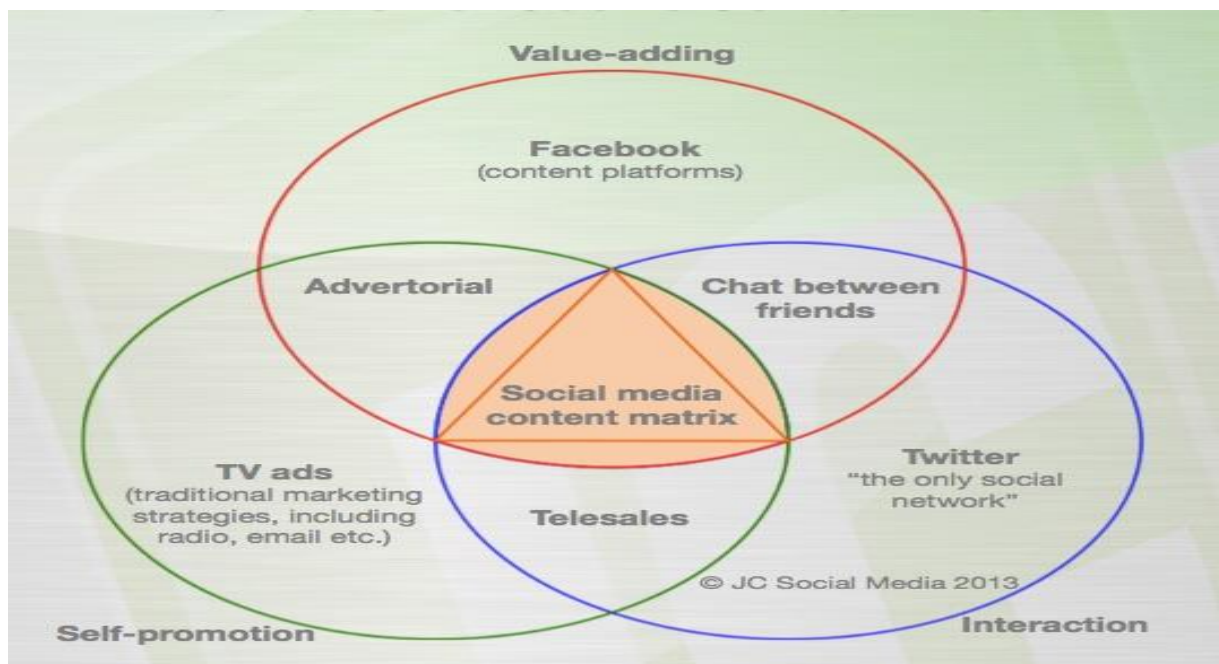


Figure 3: Social Media Content Matrix by Cook

Source: (Dreyer and PACS, 2016)

According to Challoner (2012), Twitter is the only social networking network; the rest are content channels. Now, this may seem like a weird comment to the untrained, but as a business organisation, this is absolutely true. Only on Twitter a company could actively seek out and engage with existing and potential customers and partners. Business can only interact with other platforms once someone has interacted with individual consumer such as if they comment on a Facebook post, for example. Apple has selected one digital channel, which is incredibly valuable to technology lovers and has focussed on paid Social Efforts instead of purchasing positions on many sites. It has acquired a trend, 'like a reminder,' and encouraged tweets (Analytive, 2020). Digiday It also took time in 12 different languages to create promoted tweets, this means that social media represents another platform for advertising for most,

through which their followers will distribute their promotional contents. Brands understood that this technique was met with a fairly frosty reception sooner rather than later, and adding a friendly voice and value content became crucial to modern business organisations (Anderson, 2018).

2.3 Emergence of Influencer in business

There is no key to the power of social media in contemporary culture and it has boomed through the global landscape and into the lives of people all over the world in just a couple of years. Facebook, the most popular platform, now counts over two billion monthly active users. With social media becoming more prevalent so rapidly, businesses in this modern world have had to adapt quickly to meet customers; influencer marketing is one of the prominent trends in today's business scenario that has been a buzz in the world. In this approach, businesses use social media celebrities to advertise their goods rather than using conventional advertising, especially on Instagram (Harvard Business Review, 2020).

According to Levin (2020), business organisations aim to make their pitch sound more real to their target market by adopting an influencer marketing strategy. This is particularly relevant for younger generations, with just 1% of millennials currently trusting the goods they see in conventional commercials. While a lot of social media celebrities have been convinced in the past to support a brand by just free promotional products, influencer marketing has become a big cash business, particularly for large-scale profiles like Selena Gomes, Kim Kardashian (Kawasaki and Fitzpatrick, 2014). Selena Gomez, the second most followed Instagram account after Instagram itself, officially gets paid \$550,000 per supported post with 122 million followers according to Kirst (2020) whereas Kim Kardashian, the second-highest earner, earns half a million dollars for each post.

However, there is also no necessity for paying celebrities to be the profiles brands want to advertise from. The influencers, non-celebrities with a broad social media audience, not only cost less to advertise but their posts may also appear more authentic to their followers than those of celebrities and this form has been popular in recent days for many businesses (Stubb and Colliander, 2019). The emergence of influencers in business activities reflects the modern marketing environment and the progressive thought of businesses. Here, on a more intimate and personalised basis, brands are seeking to communicate with customers, therefore, adopting the best ways to reach them. What better way to do that than to recommend products to people's idols in a way that people enjoy? The prevalence of influencer marketing will inevitably follow,

as the number of social media users continues to grow and influencing many customers of becoming loyal consumers of a specific brand mentioned by Tuten (2020).

2.3.1 Importance of Influencers in today's business

On the internet, it is becoming more difficult for business organisations to get recognition. This is primarily because every company, big or small, has entered into the online world and adopting the online platform for marketing, causing an unbeatable amount of noise. This has left customers highly cynical about products that participate in self-promotion. For this reason, there has been a growing interest in creating more creative content for digital marketing.

2.3.1.1 Amplified brand awareness

Influencers have the ability to increase brand visibility and improving brand recognition. Thus, there is a greater chance that a follower will buy a product after it has been promoted by an influencer, and in reality, coming from a trusted influencer, such suggestions are often deemed genuine to followers that help in increasing customers of the promoted products (Zarrella, 2009). Levin (2020) has opined that collaborating with influencers allows a business to break through the noise and draw the brand to its fan followers. It provides the brand with enhanced exposure and helps launch productive online discussions about it that are assisting in increasing sales. In reality, 37% of the respondents used influencer marketing to raise brand recognition, according to previous research on influencer marketing in business (Harvard Business Review, 2020). Apple has recently joined up with amazing influencers of YouTube to further spread the news about items that are probably not advertised. iJustine, a huge Apple fan has shared her Apple products, their key features and things that she has thought her fans would love and be benefited by using these products (Apple, 2020).

2.3.1.2 Precise targeting

For any marketing strategy, it is essential to identify the most appropriate target audience, so that the right product can be provided to the targeted customers. It is always, however, a painstaking process and involves a thorough understanding of a business' prospective customers. Influencer marketing allows businesses to bypass this step because influencers have already done the necessary work (Brown and Hayes, 2008). It must be taken into account that an influencer is interested in their product and that their image corresponds to the brand image (Anderson, 2018).

2.3.1.3 Enhanced credibility and trust

The power of an influencer lies in the hands and trust of his followers. which keeps them motivated to collaborate with more businesses. This is what generates followers who remain faithful. It is well known that when an influencer promotes reviews that correspond to reality, the brand image increases and in particular, it increases the credibility of the business (Nwaiwu, 2018). Thus, partnering with influencers can aid a business in gaining its audience's interest, and this is instrumental in the long run in creating a group of committed brand supporters. It also further improves brand recognition and eventually lets a business raise more money.

2.3.1.4 Renewed content strategy

Influencers make a living out of making entertaining content for their fans. Collaborating with them helps redefine and brings new insight to the content strategy. Amidst the self-promotional material that businesses frequently share, influencer serves like a breath of fresh air. Moreover, content involving influencers is also regarded as more real and trustworthy to followers and business consumers according to the opinion of Ritter and Dolan (2011). If it reaches the audience with the right chord, they are likely to share it with their networks that help a business to expand its customer base and ensure a strong network. This enhances businesses' content's exposure and links the businesses with an audience that otherwise would have remained unavailable (Levin, 2020). Working with influencers also provides a business organisation with access to a plethora of content created by users. Moreover, such content can also be used as real-life consumer testimonials that allows a business to gain its customers' interest and summonses them to try its products/services.

2.3.1.5 Increased conversion

Any business organisation's ultimate aim is driving revenue generation and increasing profitability by maximising customer satisfaction (Tapscott, 2019). However, it is incredibly difficult to persuade prospective customer as consumers nowadays are increasingly suspicious of such products and before making a purchase, often spend hours doing online research. Influencers can push an organisation's products and services towards more people. This is because the suggestions made by their favourite influencers are trusted by customers.

2.4 Consumer Behaviour

Consumer behaviour varies according to different factors that affect behaviour, and according to McDonald (2016), consumer behaviour can be defined as the study regarding consumers and the processes consumers use to select, utilise, and dispose of products and services and

emotional, mental and behavioural responses are included in consumer behaviour. The market can understand consumer's buying decision through analysing their behaviour therefore, it holds importance for marketers according to Ioanas and Stoica (2014). By identifying how a consumer decides to buy a product, companies, after understanding consumer understanding behaviour, find it easier to spot gaps and identify products that are in demand, as well as those that are no longer of interests (Ertemel and Ammoura, 2016).

Solomon and Preville (2012) shared their beliefs that consumer behaviour is the acts and decision making of people who purchase goods and services for their personal use, while market buying behaviour, refers to customer analysis and how they want to buy a product according to their needs. It is a consumer behaviour study that drives them to buy and purchase those items. In general, the conduct of buyers is a mental study of how people tend to shop; what motivates them to buy. Market activity has multiple dimensions, such as:

- How a customer feels about certain brands, goods or services
- What motivates a customer to choose one object over another and why
- What variables influence purchase decisions or brand expectations in the daily environment of a customer and why

2.4.1 Importance of consumer buying behaviour in business

For advertisers, it is important to research consumer buying behaviour, as they can understand consumer tastes. It helps to consider how a consumer can order a commodity. For it to be put on the market, the type of items that consumers desire must be decided. Based on the findings, marketers will approach and design their marketing campaigns for their consumer desires and dislikes. Business organisations that solve real consumer problems and communicate them in the best way are the ones that are leading in the modern market and gaining the best competitive advantage. Therefore, marketers nowadays are using consumer buying behaviour insight into all aspects of marketing a product or service (Wright, 2016). This analysis includes what content businesses can produce in an organisation's blogs and other media, the kinds of stories businesses say in their video and display ads, or even how businesses change their product lines to offer what the customer needs (Stubb and Colliander, 2019). Each company is a victim of Digital Darwinism, as culture and technology grow faster than the ability to exploit the evolution of consumer behaviour. There is no injustice in Digital Darwinism. Given the hard work and toil of the participants, every organisation deserves success. Therefore, understanding market behaviour is crucial in this performance, since it will be almost impossible to attraction

and retention without it. The effectiveness of an endeavour is primarily dependent on its consumers.

The business world is highly competitive, and businesses that seek to understand consumer behaviour are well positioned in the market to provide consumers with personalised goods and solutions which brings utmost success and consumer satisfaction and loyalty according to Tuten (2020). For enterprises to know that buying emotionally and rationally for a multitude of reasons is a very significant aspect of customer awareness, and it is good for an organization to accept these reasons (Tuten, 2020). Many businesses segment their customers in a variety of ways to make it easier to recognise their needs and expectations and to bring together more useful and beneficial products for utmost consumer satisfaction. A business will be able to forge connections and create emotional relationships with its consumers by understanding consumer behaviour (Sidhu, 2015), which is necessary to achieve customer loyalty (Ramya and Ali, 2016), brand advocacy, by understanding customer behaviour. Perhaps the most significant aspect of any company is the client because there would be no business without them.

An in-depth and clear understanding of consumer behaviour will allow a business organisation to know about their customers' needs and expectations, and in turn, this will assist the business to design products and put together services that can be of maximum benefit to the consumers, getting them closer to the business (Levin, 2020). Understanding market behaviour allows businesses to set a pricing rate for particular buyer segments, compile the most lucrative deals and rewards and to serve customers in such a manner that repeated business and references are promoted in general (Kaplan, 2015). Another value of market recognition is that it lets customers make the most of changing behaviour. It allows a company to shape and transform customer behaviour and achieve its objectives of increasing sales, benefit and sustained market growth.

Therefore, understanding consumer behaviours guarantees ultimate customer satisfaction and a stronger grip on the relationship between the two groups. Once they make a transaction, knowing consumer behaviour should not be limited to or terminated. Future business and the relationship's success or failure will also rely on how consistently and well a business can understand the behaviour of its consumers and foresee it, take necessary actions to mitigate demand (Dosi and Galambos, 2013). In addition to this, understanding the actions of consumers will help a business predict whether consumers want to purchase from the company in the

future or not that helps the businesses to formulate future strategies for attracting consumers according to Charlesworth (2019). The reactions of the consumer to the products of the company would provide insights into how consumers view the company. Positive feelings will contribute to continued business, while if the feelings were negative, the converse would be true.

2.4.2 Models of consumer behaviour

Consumer behaviour is a science that evolves continuously. Marketing practitioners would be more successful in targeting their audience with this awareness and adding value to employers.

2.4.2.1 The Pavlovian Model

The Pavlovian theory is a way of learning, where the stimulus of programmed reactions is integrated. The theory of the analysis of behaviour was created by Ivan Pavlov to evaluate behaviour changes with the aid of the dogs (Bognar and Kadezabek, 2019). The response of some clients to the term "sales" is a direct implementation of Pavlovian theory (Ritter and Dolan, 2011). It may have an incentive to buy, even though people do not really need it at the moment. The concept will also work with specific labels. Following repetitive marketing campaigns and/or familiarization with the company or the product, the consumer can initiate a certain sense of association with the brand or product.

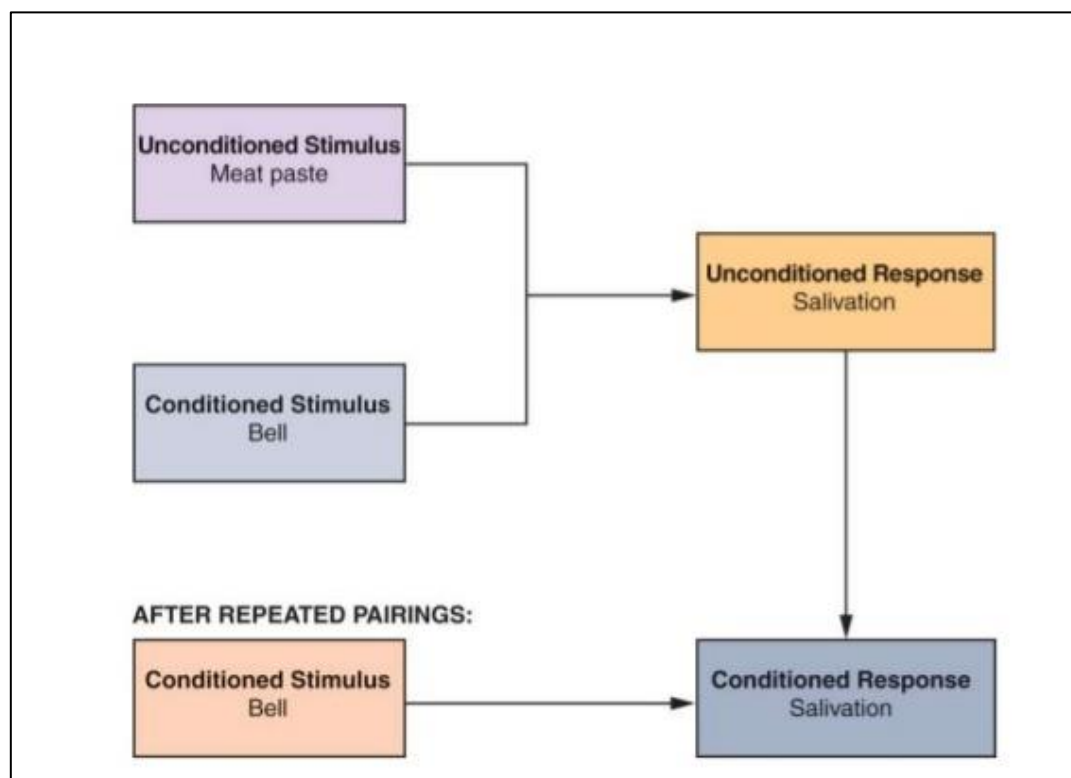


Figure 4: Pavlovian Model of Consumer Behaviour

Source: (Tapscott, 2019)

The learning process in Pavlovian model consists drive, drives and reinforcement and drive indicate the strong internal stimuli of consumer that create the demand of action and stimulate consumers to purchase something according to Zarrella (2009). Whereas drives are inborn psychological needs of human that arrives out of thirst, psychical pleasure, hunger, pain that creates stimuli which gives triggering and non-triggering cues to consumers, and triggering cues activates the decision process of consumers to purchase a specific good and non-triggering cues help in influencing the decision process only (McDonald, 2016). The aim of Apple is to tell consumers all about a product to get them excited. According to Levin (2020), Apple's approach is different. Their tendency is to keep consumers in suspense and not make the articles public until the actual presentation. Creating suspense surrounding product releases is one of their best publicity strategies. Apple has certainly worked hard for its target consumer to understand; how they think, how they speak, how they speak, their language, their actions, their likes, and much more. Instead of talking to consumers like salespersons, they know how to speak in their own tongue. This kind of awareness provides a great link for a current client between a new customer and a company (Analytive, 2020). If Apple really has a knack for choosing songs that are destined to become famous or the tech giant just has that much control over the music industry, songs used in Apple advertisements have a habit of being popular instantly; therefore, the advertisement has worked an unconditional stimulus here that has attracted customers toward purchasing Apple's products (Apple, 2020).

2.4.1.2 The Psychological Model

Consumer purchase behaviour is all about their psychology, therefore, the model of consumer behaviour evolves with the connection of the psychological needs of consumers. The psychological model of consumer behaviour comes up with the theory of A.H Maslow who introduced the theory of the hierarchy of needs. The needs of the consumer are categorised into psychical needs, safety needs, love and belonging needs, esteem needs, self-actualisation needs that stimulate consumers in different times to purchase a product or service according to the level of needs (Sidhu, 2015).

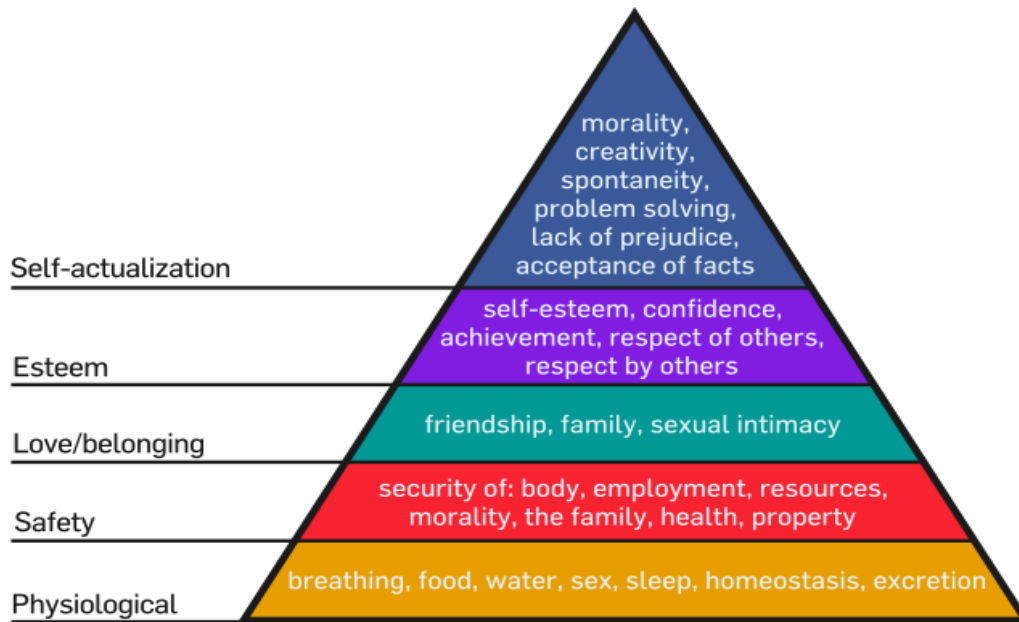


Figure 5: Psychological Model of Consumer Behaviour

Source: (Nwaiwu, 2018)

The first stage requires physiological needs such as water, sleep, food and it can be allied to consumer buying behaviour as people purchase foods, groceries, for satisfying these needs. Once these needs are met, the person can concentrate on meeting the needs for safety including shelter, security and protection; and belonging at the third level, such as affection, friendship, and acceptance (Kawasaki and Fitzpatrick, 2014). Satisfaction with these needs enables the personality to progress to the requirements of the ego. The needs of the inner-directed ego are self-esteem pride, individuality and freedom, whereas the category of outwardly directed ego criteria includes rank, popularity, reputation and social recognition that influences consumers to buy much esteem maintaining products such as costly device (Ioanas and Stoica, 2014). At the top is the need for self-actualization: seeking through schooling, travel, activities, involvement with environmental/social causes, etc to realize your full potential. According to Brown and Hayes (2008), the behaviour of consumer gets motivated by their needs and the needs never ceases rather arises one after another and evolve in different stages that Maslow has stated in five levels. Consumers tend to act according to the strongest need at a particular time and the basic needs are satisfied first by consumers that gradually increases and moves toward the higher level of needs according to Anderson (2018).

How Apple is successful is selling using customer insight. Despite the fact that Steve Jobs and Apple have not used customer testing in most products' initial growth, consumer behaviour is a big part of their marketing and the company's success in the end. When a customer buys or installs a product, Apple accesses details from the brand. Apple uses this knowledge to provide a good picture of customer behaviour and the driving force for buying (Apple, 2020). This is because Apple has an insight into the actions of the consumer. The basic conditions are buying behaviour. Maslow said the human needs are in five stages. Psychological needs are the most fundamental. The first is the desire for self-actualization, which is the principle of the renowned Maslow hierarchy. Many Apple products are high-end, and they are high-tech products, not inexpensive. The desire for an iPhone or an iMac could, according to Maslow's hierarchy, satisfy their admiration. Many young people in China, for instance, buy goods from Apple because they can represent their wealth and reputation (O'Marah, 2020). Though it can also be said that the needs of customers for an Apple product cannot appear following the hierarchy of Maslow's need theory. Apple aims to construct all the hierarchical facets of Maslow and produce an immersive good or service for each layer, eliminating cash in the whole process. If the hierarchy levels grow wider and more generalised, more people spread the individual quantities of money. Though the customers who have lower income and can avail of Apple iPad or iPad Air are desiring to purchase Mac Pro or iPhone 11 that is much higher in cost (O'Marah, 2020). Therefore, the lack of hierarchy is missing, and the theory Maslow has developed is not applied to human needs.

3.0 Research Methodology

The methodology is a 'contextual paradigm,' a coherent and logical system based on convictions, beliefs and values, which directs researchers' decisions and containing the systematic study of the set of methods and concepts connected with an array that relies on the historical development of the various methodologies used.

3.1 Research Philosophy and Justification

Research philosophy can be opined as the area of research that deals with knowledge and identify the source, nature and development of knowledge. In simple terms, it can be regarded as the beliefs about ways of collecting, analysing and using data of a phenomenon. Typically, research philosophy has many fields connected to a wide range of subjects. In the context of market studies, in particular, four main research ideologies exist:

- Pragmatism
- Positivism
- Realism
- Interpretivist/interpretivism

3.2 Research Methods

When carrying out a market inquiry, for scholarly or other reasons, analysis typically takes two kinds of data into account and makes it qualitative or quantitative. The researcher can apply phenomena with descriptive interpretation to accomplish the research goals with the use of qualitative data; however, this does not happen since quantitative data are able to evaluate social phenomena and the evidence and can also be calculated.

This research was intended to examine the effects of social media and influencers which have been the outcome of the digital revolution on the consumer's purchasing habits of the goods of Apple Inc. The best approach for research covering this subject is quantitative data selection, so quantitative data are used to plan this research.

3.3 Research Approach

The study is carried out on the basis of an inductive or deductive approach and chosen by analysis of the chosen method of testing. The analyst preferred a quantitative data system to use the deductive technique as the process of thinking conclusions is to draw a reasonable conclusion once the study has been completed.

3.4 Sample Size and Sampling Technique

Sample size

The number of participants or observations used in the analysis applies to the sample size. Typically, this number is n . Two statistical features affect the scale of a sample: 1) the accuracy of our estimates and 2) the strength of the analysis to conclude.

The researcher chose a sample size of 50 for this quantitative analysis. This researcher decided to do a sample of 50 applicants who would be random clients using Apple Inc. gadgets.

Sample type

In defining the features or characteristics of research participants, demographic information is an integral element for thoroughly collecting the research data. Demographic data may include

things such as the age of the participants, gender, race/ethnicity, level of education, and spoken languages (Kaplan, 2015). This research has been conducted on the consumers of Apple and participants have been chosen based on some criteria that are as follows:

- Age ranges between 20-60 has been targeted who are mainly Apple's users. The average age of an Apple's customer is 35-40 though people within 20-34 shows a strong interest in purchasing Apple's products.
- Respondents within the selected range have occupations of students, self-employed and unemployed.
- Both male and female customers have been prioritised to be selected.
- Respondents belong to the UK, and the Vassal London area has been chosen for the selection of Apple's users.

Sampling method

The sampling method chosen by the researchers is that of probability. Thus, the probability of any person being selected is non-zero. The researcher is attempting to choose in a randomised and non-biased way since it is very difficult to choose particular customers of the business. Random sampling will encourage the researcher to carry out bias-less analysis and will also include fresh data on the consumer's purchasing of Apple gadgets after being swayed by social media or influencers. In addition, it is also difficult to choose on the basis of customer attributes because Apple has a broad customer base and individual customers have different attributes.

3.5 Data Collection Method

Researchers can explore two ways to select the best data collection method according to a research topic: primary source data collection providing raw and unpolished data, or secondary source data collection that provides printed, polished, used data. As the data collection instrument in which the survey technique was used, the researcher chose **primary sources**. The researcher would classify the number of users buying the product of Apple, the number of people who have purchased from social media since they were examined, the amount of purchases made by influencers or feedback after they have been examined and all these requirements can be met through numerical or quantitative analysis. As this is the easiest way to collect quantitative data from sample participants, the **questionnaire survey** process becomes easier.

The data collection method has proceeded through a survey questionnaire that includes:

- 14 questions are distributed in 4 sections. The first section includes 3 questions related to the socio-demographic profile of the respondents. The second section includes 4 questions related to the digital revolution and Apple. The next section includes 3 questions related to social media and consumer buying behaviour of Apple. The last section consists of 4 questions related to influencers and consumer buying behaviour of Apple.
- The questions included in the survey form are close-ended questions where a Five-point Likert scale has been considered to provide options to respondents. [appendix]

3.6 Data Analysis Tools and Techniques

The methodical use of quantitative and logical methods for data scope explanation, data modelling, condensing, images, tables and graphs, analysing statistical inclinations, probability data, is known as data analysis to draw concrete conclusions. These methods of analysis permit one to lead to the underlying data conclusion by removing the needless chaos created by the rest of the data. Data generation is an ongoing process, which means continuous, iterative data analytics, where data is obtained and processed at the same time. The integrity of data is one of the key data processing elements.

Quantitative data analysis requires the researcher to choose a preferable approach for analysing and statically interpreting the researchers. The study was carried out with tables, diagrams and the scientist decided to use **MS Excel** to analyse and visualize the collected data.

3.7 Reliability and Validity

Reliability ensures that the same responses can be produced more than once with the same methods. Simply put, once the analysis is related to a high degree of reliability, anyone must be able to obtain the same outcomes by using the same methodology of study under the same circumstances. Reliability issues occur in many respects. Any time a single observer is the data source, reliability is concerned because they are unsure about the consequences of the subjectivity of this observer (Levin, 2020) The reliability challenges are most closely linked to subjectivity, according to Kaplan (2015) and if a researcher is subjective to the analysis, the level of the reliability of the work is undermined.

This research has limited reliability because the same answers cannot be gathered if any further research is conducted based on the same topic and the same methodology. This research is causal research where the dependent variable and independent variable is present and changes the independent variable that is social media and influencer can make a change in the dependent

variable that is consumer buying behaviour. Social media perspectives and influencer marketing can change its shape, style of operating or influencing customers, therefore, the changes will make a different outcome if a researcher conducts this same research using the same methodology.

On the contrary, Research validity can be explained by applying the criteria of the scientific research method during producing research results. For all forms of research, Kirst (2020) treats validity as a mandatory prerequisite. Brown and Hayes (2008) define multiple types of validity in research: material validity, criterion validity, construct validity, internal validity, external validity and face validity. Steps to make a research valid include but are not limited to:

- (a) an appropriate time scale must be chosen for the study;
- (b) the required approach must be selected taking the characteristics of the sample into account;
- (c) use of the most effective sample form in the study;
- (d) In order to choose particular options from the response sets, respondents should not be coerced in any way.

However, researchers have to make an attempt to mitigate this threat, while risks to study reliability and validity can never be completely removed. According to the steps mentioned above, it can be stated that this research has validity in terms of required characteristics to be valid. Because an appropriate time scale must be chosen for research; and the researcher in this research has selected duration for the fulfilment of the research and two months have been taken by the researcher. Moreover, the required approach must be selected by considering the sample characteristics that the researcher has taken. The researcher has chosen the quantitative approach for the research because the quantitative method measures the effect of a particular transition on current expectations and helps industry analysts to forecast future situations on which an organization will base its business strategy. For a systematic investigation of phenomena, the researcher has selected the best approach. Moreover, the most effective sample form for this study has been selected also by the researcher. This is causal research where the population is huge, therefore, the researcher has selected random sampling based on some criteria. For receiving the response from the research participants, the participants must not be coerced to choose a particular answer. This researcher has considered the ethical norms in conducting the entire research and no participant has been forced to select any particular option in a question.

3.8 Ethical Consideration

Study ethics offer guidelines on the responsible conduct of research such that the standards, principles and attitudes of the researchers do not hurt, and society does not harm them. In addition, to ensure a high standard of ethics, it educates and monitors scientific researchers. The researcher found certain ethical problems that should be maintained in the course of achieving the purpose of this study.

- This study result from the gathered data is not detrimental to participants or culture, and there is no misinterpretation of the data.
- Permission is given by chosen subjects before this study, and complete autonomy is available in order to respond to their preferred questions.
- Study anonymity will be preserved.
- The questionnaire survey will not inquire or query sensitive data and, if necessary, encrypt the data gathered.

3.9 Limitations of the Research

While conducting the research, the researcher has faced several drawbacks that are considered as research limitations. Limitations of this research have been discussed here:

Limitation of sample size

It is important to have enough samples when conducting a study to conclude a valid study result. The greater the sample, the more accurate the results of the research. If the sample size selected is too small, significant data relationships will be difficult to identify (Levin, 2020). The researcher has conducted this research on the Digital Revolution and the Impact of Social Media and Influencers on consumer buying behaviour of Apple's case study, the selected 50 participants indicate that the overall understanding of the impact cannot be determined as Apple's gadget users community is huge.

Lack of previous research on the topic

The citation and referencing of previous study articles form the foundation for the literary analysis of the academic studies of the researcher, which forms the theoretical basis for the research topic being investigated. However, previous research studies relevant to research could be limited depending on the scope of the research topic. In the case of this research, the researcher has experienced the limitation of prior research on the impact of influencers as this is a new marketing concept for modern business organisations. Apple has been focussed on the

digital revolution form the starting and adopted different social media strategies though it has introduced influencers marketing recently (Harvard Business Review, 2020).

Demonstrate outcome from a single organisational perspective

Though the topic is assessing digital revolution and the impact of social media and influencers pm consumer buying behaviour, it only demonstrates and focuses on a single organisation, therefore, the result attained from Apple's case cannot be applied to other organisations. Therefore, this is another limitation of this research.

4.0 Analysis and Discussion

4.1 Data Analysis

QUESTION 1.

<i>Socio-Demographic Profile of the Respondents (Age)</i>	Number of Respondents	Percentage of Respondents
Age ranges from 20-30	8	16%
Age ranges from 30-40	13	26%
Age ranges from 40-50	18	36%
Age 50+	11	22%

Table 1: Socio-Demographic Profile of Respondents

The researcher has collected related data from 50 participants who are Apple users, and the above table shows the socio-demographic profile of respondents; age. Basically, the researcher has focussed on participants who are 20 to 60; and according to the sampling type and criteria for respondent sample selection; different age group has been identified. There are 8 respondents age range from 20-30, 13 respondents age ranges from 30-40, 18 respondents age ranges from 40-50 and 11 respondents are 50+. According to the number of respondents of different age, the following chart has been prepared that shows the percentage of the different age group of Apple users who have participated in the research.

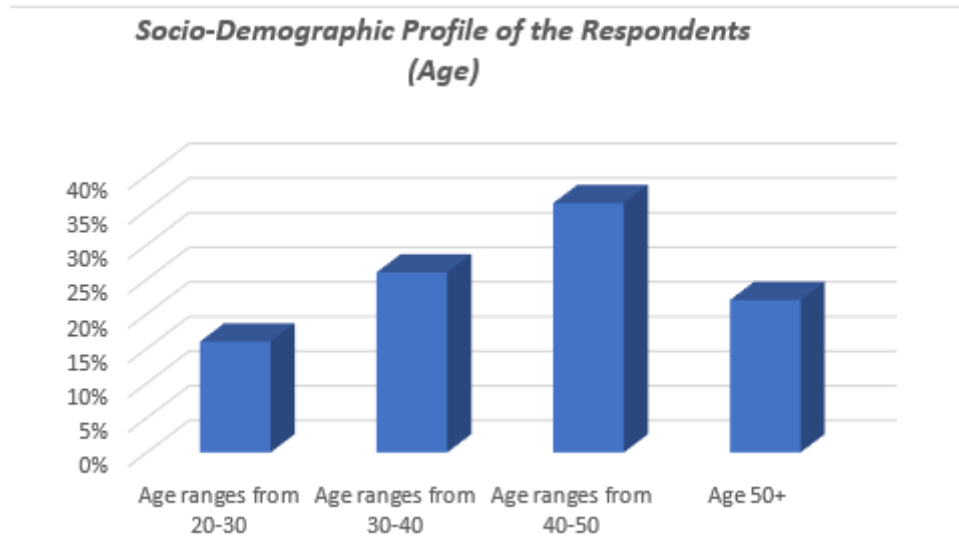


Figure 6: Different Age Group of Participants

Age group 20-30 is 16% who are using Apple's gadgets and actively responded in the survey for this research. Whereas, 26% of respondents belong to age group 30-40, and 36% respondents belong to age group 40-50 and, 20% belongs to age group 50+ who use Apple's products and actively participated and cooperated with the researcher in collecting relevant research data on Apple.

QUESTION 2.

<i>Socio-Demographic Profile of the Respondents (Gender)</i>	Number of Respondents	Percentage of Respondents
Female	19	38%
Male	27	54%
Prefer not to say	4	8%

Table 2: Socio-Demographic Profile of Respondents (Gender)

The above table indicates another socio-demographic characteristic of the research participants that is the gender of the respondents. It shows that 19 respondents are female among 50 participants that mean 19 female users of Apple products have provided data to the researcher. There are 27 make participants who have responded to the questionnaire survey and 4 such participants have been found who prefer not to disclose if they are male or female. The percentage of this characteristic of respondents have been stated using the following chart.

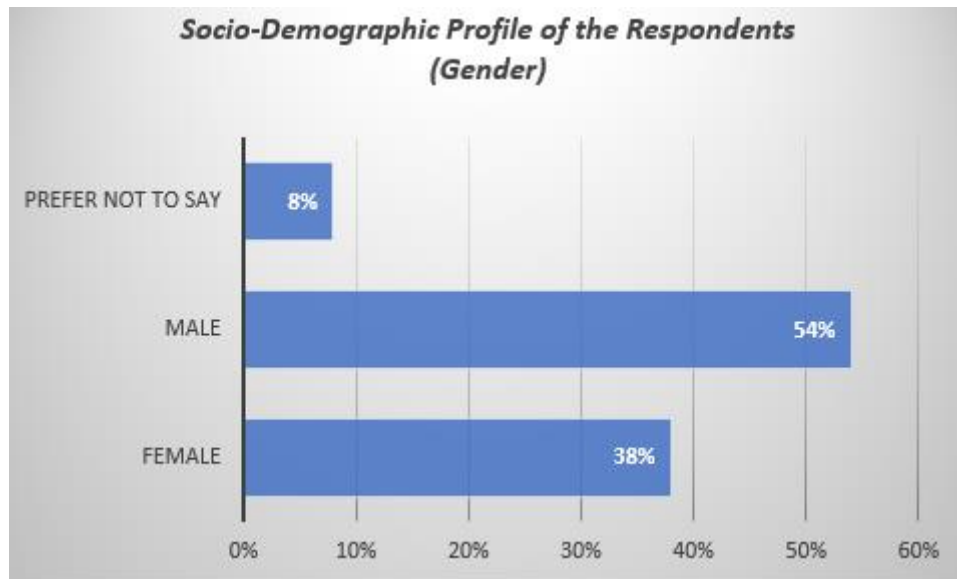


Figure 7: Socio-Demographic Characteristic (Gender)

In the above chart, it can be seen that 19 female participants have been respondent and the percentage is 38% and the male respondent is 54% who have given user experience on Apple's products and responded to different questions on the usage of Apple. Whereas, 4% of Apple users who participated in the research process have chosen 'prefer not to say their gender.

QUESTION 3.

<i>Socio-Demographic Profile of the Respondents (Occupation)</i>	Number of Respondents	Percentage of Respondents
Students	12	24%
Self-Employed	23	46%
Unemployed	15	30%

Table 3: Socio-Demographic Profile of Respondents (Occupation)

The above table is stating the socio-demographic characteristic, occupation of the respondents to this research who are Apple's users in the UK. It is showing that there are 12 such respondents who are students, studying in different colleges and universities in the UK and who have recently bought Apple's product or using a product for a long time. There are also 23 respondents who have found to be self-employed and doing different entrepreneurial activities in the UK whereas, 15 respondents have been found who are actually unemployed and also using Apple's gadgets. According to the acquired socio-demographic characteristic of respondents, the following chart has been prepared that shows the percentage of this characteristic.

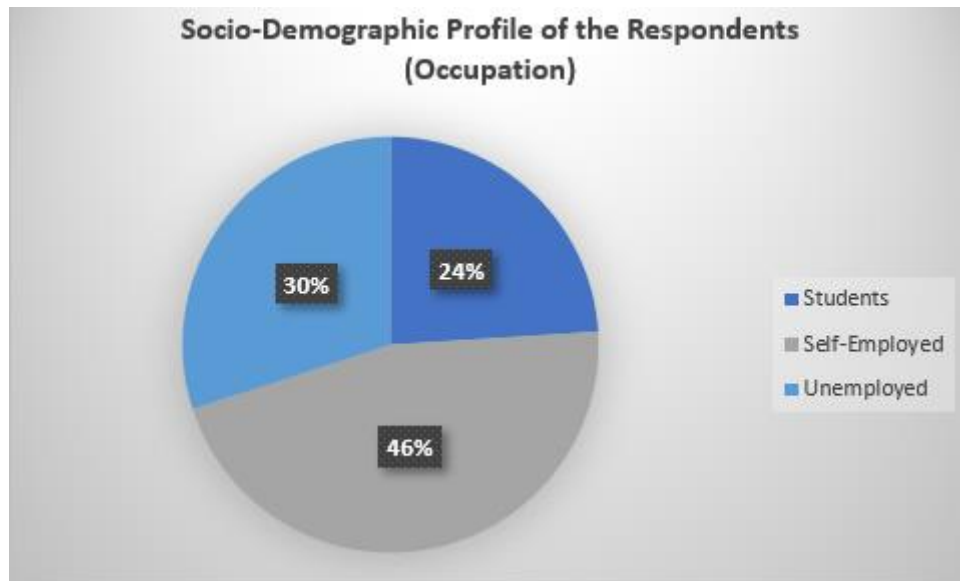


Figure 8: Socio-Demographic Characteristic (Occupation)

According to the table showing the occupation of different participants in this research, there are 12 respondents who are students that means the percentage of students is 24%. And, 46% are self-employed Apple users who are 23 in numbers whereas, 30% have been found to be unemployed who are 15 in number among 50 participants.

QUESTION 4.

<i>Do you agree that Apple is the Pioneer of the Digital Revolution in the Tech Industry?</i>	Number of Respondents	Percentage of Respondents
Strongly Disagree	5	10%
Disagree	2	4%
Undecided	3	6%
Agree	15	30%
Strongly Agree	25	50%

Table 4: Number of Respondents in Question 4

In response to the question, if Apple is the pioneer of the digital revolution in the tech industry or not, 5 among 50 participants have strongly disagreed with the statement, while 2 respondents only disagreed. 3 participants have been found who have not decided upon the statement whether to agree or disagree, therefore, remained undecided. Whereas, 15 participants have agreed that Apple is the pioneer and introducer of the digital revolution in the technology industry, and 25 participants have shown their strong consent that Apple is the pioneer of digital

revolution over other tech companies. The following chart shows the percentage of the response according to answers.

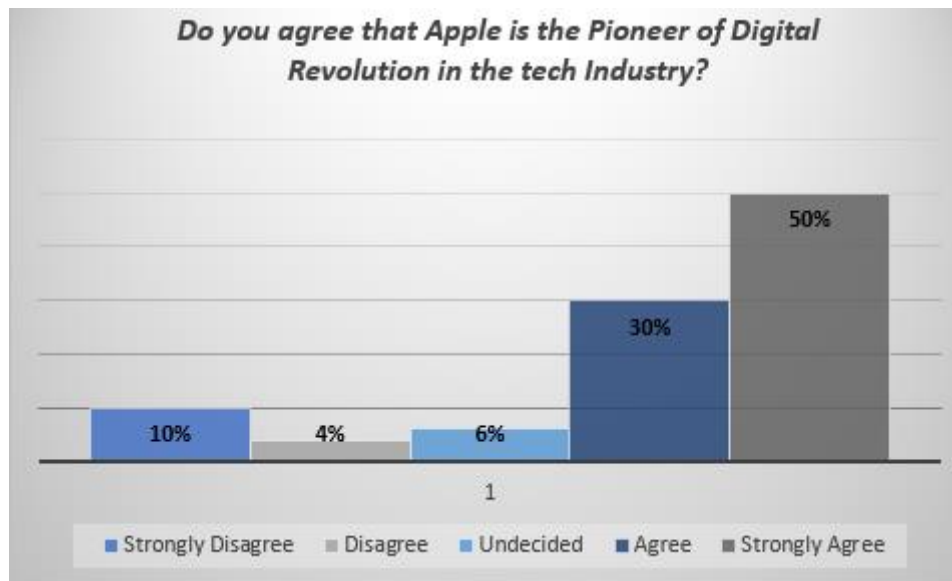


Figure 9: Percentage of Respondents to Question Number 4

5 respondents have shown strong disagreement on the questions that is 10% of 50 respondents. 2 respondents have disagreed which is 4% of the total number of respondents. There are 3 research participants who have shown their undecided state on the question that is 6% of 50 participants and the percentage of respondents is 30% who are agreed over the statement. 25 respondents have strongly disagreed with the statement that indicates 50% of the total of 50 participants.

QUESTION 5.

<i>Apple's new features and updates push me to purchase a new device.</i>	Number of Respondents	Percentage of Respondents
Strongly Disagree	1	2%
Disagree	7	14%
Undecided	3	6%
Agree	28	56%
Strongly Agree	11	22%

Table 5: Number of Respondents in Question 5

Question 5 is Apple's new features and updates push consumers to purchase a new device and 1 respondent has strongly disagreed with the statement. There are 7 respondents who think and

disagreed that they are not pushed by Apple's new features and updates for purchasing a new device from Apple. 3 such respondents found who have remained undecided on the statement whereas 28 respondents among 50 have agreed that Apple's new features and updates are the reason that pushes them to purchase a new one every time. 11 respondents among 50 have strongly agreed with the statement.

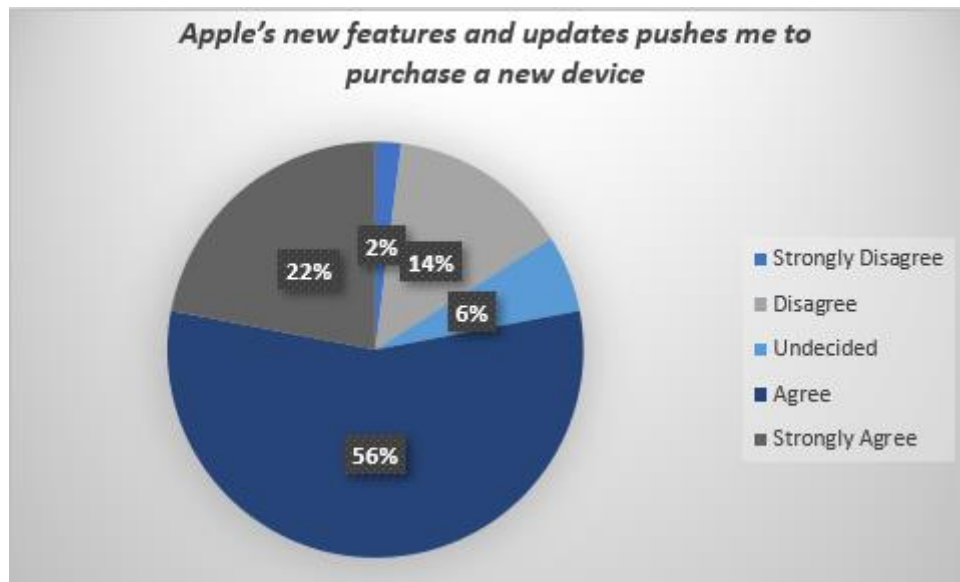


Figure 10: Percentage of Respondents to Question Number 5

Only 1 among 50 respondents to this research has strongly disagreed on respond to question 5, therefore, the percentage is 2%. The disagree option is 14% as 7 respondents have disagreed with the statement that they are pushed to purchase a new Apple device seeing its new features and updates. There is a 3-undecided respond to the statement that indicates 6% whereas 28 respondents have agreed to this statement that indicates 56% of 50 respondents. The chart also indicates that the percentage of strongly agreed respondents is 22% of 50.

QUESTION 6.

<i>Apple keeps customers well-informed always online about its products and services that create the obsession to purchase Apple's products.</i>	Number of Respondents	Percentage of Respondents
Strongly Disagree	0	0%
Disagree	2	4%
Undecided	10	20%
Agree	25	50%
Strongly Agree	13	26%

Table 6: Numbers of Respondents in Question 6

The above table consists of the response to Question 6 from the research participants and the statement provided to respondents is ‘Apple keeps customers well-informed always online and offline about its products and services that create obsession to purchase Apple’s products and in response; there are none of the 50 respondents who strongly disagreed to the statement. 2 of the 50 respondents have disagreed and 10 are undecided about the statement. 25 respondents have agreed that they are obsessed to purchase Apple’s products because the company keep customers well-informed online whereas 13 respondents have strongly agreed with the statement.

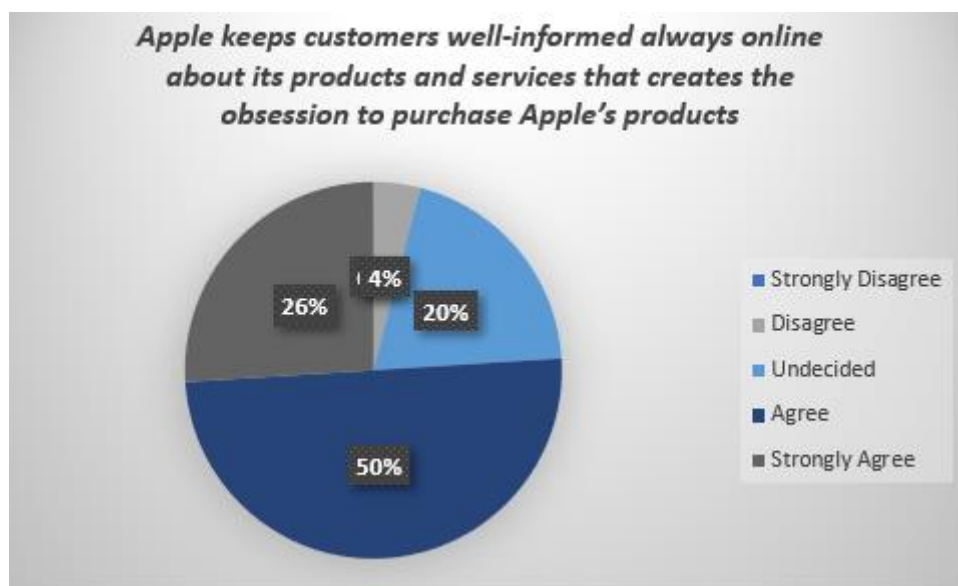


Figure 11: Percentage of Respondents to Question 6

The percentage of strongly disagree response to the question is 0% as no one has strongly disagreed whereas the percentage of disagreeing is 4% and undecided is 20% as 10 respondents have remained undecided on the reply to question 6. 50% of respondents that means half of the research participants have agreed to this statement and 26% have strongly agreed that Apple keeps them a well-informed always-on online platform.

QUESTION 7.

<i>When it comes to Social Media (Twitter, Facebook, Instagram, Blog Post), it influenced me to buy Apple's product.</i>	Number of Respondents	Percentage of Respondents
Strongly Disagree	2	4%

Disagree	1	2%
Undecided	5	10%
Agree	30	60%
Strongly Agree	12	24%

Table 7: Numbers of Respondents in Question 7

While expecting a response from research participants on question 7 that is “when it comes to social media, Twitter, Instagram, Facebook, Blog post; it influenced the respondent to purchase Apple’s product”; the researcher has found several responses such as 2 respondents have strongly disagreed among 50 research participants. 1 respondent has opined the disagreement to the statement that when it comes to social media Twitter, Facebook, Instagram, he/she is not influenced to buy Apple’s products and 5 respondents among 50 research participants have remained undecided. Also, 30 respondents have been found who have agreed with the statement and 12 respondents are found by the researcher who has chosen strongly agreed to the statement.

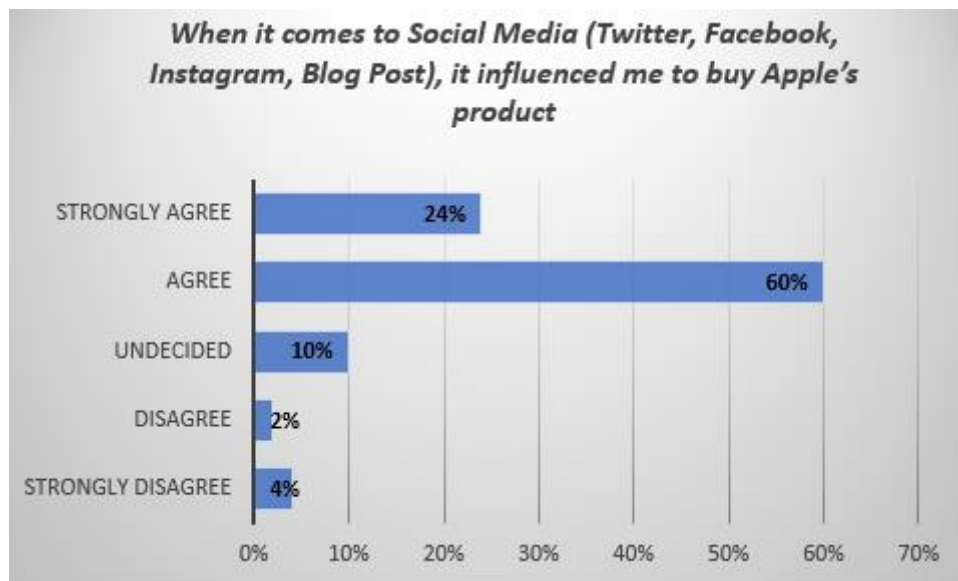


Figure 12: Percentage of Respondents to Question Number 7

When the researcher has identified the percentage according to the response on this question about social media sites and their influences to purchase Apple’s products, it has been found that the percentage of strongly disagree is 4% as the number of respondents is 2 for this option. Further, the researcher has found 2% for the option “Disagree” because the number of respondents for this option is 1 whereas 10% respondents have been found who have preferred

to remain undecided where the number for the undecided option is 5. Moreover, the researcher has identified 60% who agreed to the statement that they are influenced by social media to buy Apple's products and the number is thereby 30 among 50 respondents. Furthermore, the researcher has identified 24% of respondents who strongly agree to the statement provided in question 7 in the questionnaire where the number of respondents to this option is 12.

QUESTION 8.

<i>Based on my last shopping from Apple, I make my purchase after watching some sort of review on the social platform of Apple.</i>	Number of Respondents	Percentage of Respondents
Strongly Disagree	0	0%
Disagree	9	18%
Undecided	5	10%
Agree	34	68%
Strongly Agree	2	4%

Table 8: Numbers of Respondents in Question 8

In the above table prepared on question 8 that is based on the last purchase from Apple, respondent has purchased after watching some sort of review on social media platform where the researcher has given 5 different options like other questions and received answers from 50 participants where it can be seen that there are no such participants who have strongly disagreed to the statement and 9 respondents have been found among 50 who have gone for the option 'Disagree' only whereas the researcher has also identified that 5 respondents have responded to option three that is 'undecided' and the major portion among 50 respondents have gone for the option 'Agree' and the number is 34. Moreover, there are 2 respondents who strongly agree with the statement that based on the last shopping from Apple, they made the purchase after watching review social media platform of Apple.

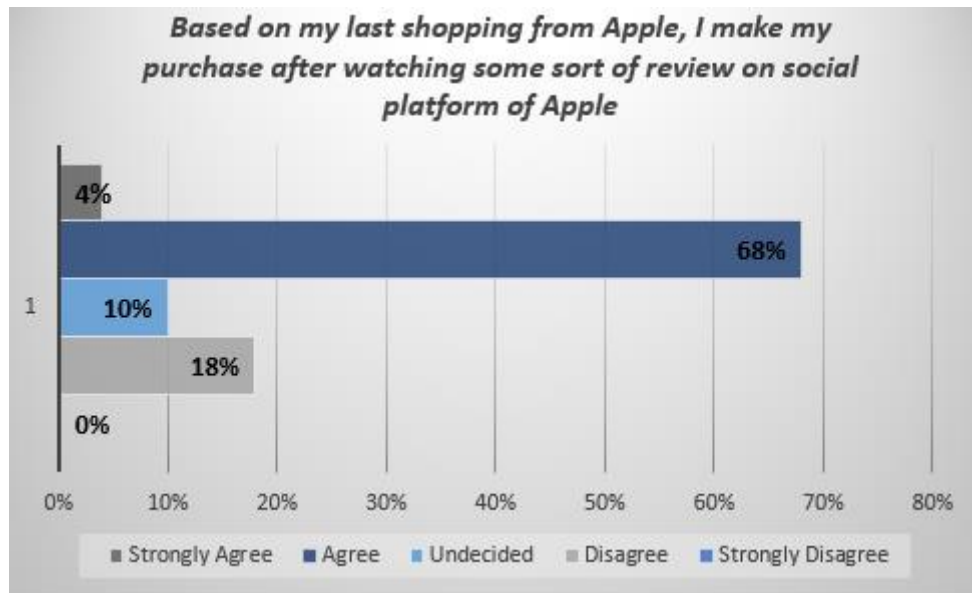


Figure 13: Percentage of respondents to Question Number 8

Based on the table prepared on question 8, the above chart is indicating the percentage of respondents on different options on question 8 and it shows that the percentage of strongly disagree is 0% as there is no such respondent who has gone for this option among 50 participants. Whereas 9 respondents have disagreed that according to their last shopping experience, they have not made the purchase after watching reviews on the social media platform of Apple thus the percentage is 18%. Moreover, the researcher has identified 10% of total respondents who have remained undecided upon the question 8 and 68% of respondents have identified who have responded on option 4 that means 68% agreed that according to their last shopping from Apple, they have made the decision of purchase after getting a review on the social media platform of Apple. The researcher has also found 4% of respondents have strongly agreed with the statement as the number of respondents in that option is 2.

QUESTION 9.

<i>I have relied on YouTube/Facebook/Twitter reviews before purchasing Apple's gadget.</i>	Number of Respondents	Percentage of Respondents
Strongly Disagree	2	4%
Disagree	7	14%
Undecided	3	6%
Agree	27	54%

Strongly Agree	11	22%
----------------	----	-----

Table 9: Numbers of Respondents in Question 9

The above table shows the number of respondents on different option on the question that individual has relied on YouTube/Facebook/Twitter reviews before purchasing Apple's gadget and 2 respondents among 50 research participants have chosen option 1 that means they are strongly disagreed to the statement. Further, the researcher has identified 7 participants who have responded on option 2 that is 'disagree' and 3 respondents have been found who preferred to choose the 'undecided' option. 27 respondents have agreed that they have relied on YouTube/Facebook/Twitter reviews before they make a purchase of Apple gadget. In addition, 11 such respondents have been found who choose the option strongly agree.

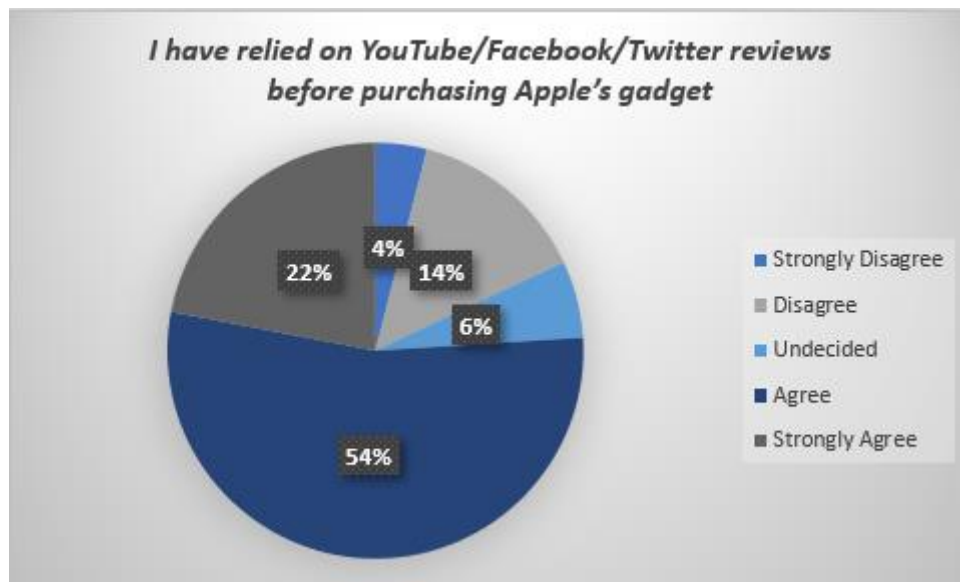


Figure 14: Percentage of Respondents on Question Number 9

According to the table where a number of respondents to each option has been identified, the above chart has been prepared to show the percentage of respondents. It has been found that 4% has strongly disagreed with the statement whereas 14% of respondents have disagreed as 7 respondents have disagreed that they have relied on Social media reviews for purchasing Apple gadget. Moreover, 6% of research participants among 50 have responded as undecided on the statement whereas 54% of respondents have agreed that they have relied on YouTube or Facebook or Twitter reviews before they make a purchase of Apple's gadget. The researcher has also found the response of 22% who have strongly agreed to the statement on question number 8.

QUESTION 10.

<i>I follow more than one influencer on social media.</i>	Number of Respondents	Percentage of Respondents
Strongly Disagree	0	0%
Disagree	2	4%
Undecided	2	4%
Agree	40	80%
Strongly Agree	6	12%

Table 10: Numbers of Respondents in Question 10

While searching for answers if the respondents follow more than one influencer on social media, several responses have been found. The researcher has identified that no respondents among 50 participants have responded on the strongly disagree option. Also, 2 respondents have responded to the 'Disagree' option and 2 among 50 have responded on the 'Undecided' option. The researcher has identified 40 respondents who have agreed that they follow more than 1 influencer on social media and 6 have responded that they strongly agree with the statement.

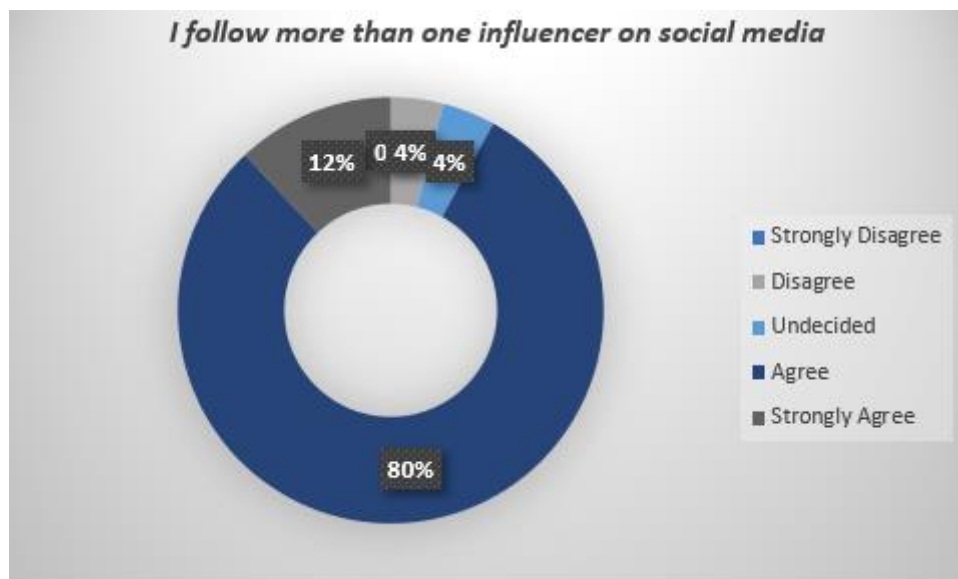


Figure 15: Percentage of Respondents to Question Number 10

The above chart shows a different percentage according to the respond to several options provided to the research participants on the statement if they follow more than one influencer on social media or not. The respond of strongly disagree is 0% as no such respondent has been identified who has selected this option. 4% among 50 respondents have disagreed with the statement that indicates that 2 respondents do not follow more than 1 influencer on social media

and another 4% responded on option three by remaining undecided. In addition, the researcher has also found that 80% of respondents have agreed to the statement as the number of respondents on that option is 40 and 12% have strongly agreed to the statement that they follow more than one influencer on social media.

QUESTION 11.

<i>I often make purchases from the Apple store based on online reviews or recommendations from an influencer.</i>	Number of Respondents	Percentage of Respondents
Strongly Disagree	15	30%
Disagree	19	38%
Undecided	8	16%
Agree	5	10%
Strongly Agree	3	6%

Table 11: Numbers of Respondents in Question 11

This above table show responds on question 11 that has been prepared to identify if research participants often make a purchase from Apple store based on online review or recommendation from an influencer, and the researcher has received five different response from 50 participants. 15 research participants have strongly disagreed that they do not make purchase often based on recommendation or reviews from influencers while purchasing Apple product whereas 19 participants have disagreed only. In the option 'Undecided', 8 participants have been found to be responded and 5 participants have responded on option 4 which means they have agreed that they often purchase from the Apple store based on influencers' reviews or recommendations. The researcher has found 3 participants among 50 who have responded on the strongly agree option.



Figure 16: Percentage of Respondents on Question Number. 11

This chart indicates the percentage on the question if research participants often make a purchase from an Apple store based on online reviews or recommendations from an influencer and 30% of respondents have strongly disagreed with the statement. The researcher has identified 38% of respondents who have disagreed with this statement and 16% among 50 research participants that means 8 participants have remained undecided. The researcher has also found that 10% of respondents have agreed that online reviews or recommendations from an influencer make them purchase from Apple store often whereas 6% of respondents have been found to respond on strongly agree with option.

QUESTION 12.

<i>I am more likely to try a new gadget from Apple if my favourite influencer recommends it.</i>	Number of Respondents	Percentage of Respondents
Strongly Disagree	10	20%
Disagree	18	36%
Undecided	17	34%
Agree	3	6%
Strongly Agree	2	4%

Table 12: Numbers of Respondents in Question 12

The table shows the number of respondents on question 12 through which the researcher has tried to identify answer if respondents are more likely to try a new gadget from Apple if their

favourite influencer recommends it and 10 participants among a total of 50 have strongly disagreed with the statement whereas the researcher has found 18 responses on behalf of disagreeing option. On the option ‘Undecided’, 17 respondents have responded whereas 3 have agreed that are more likely to try a new gadget from Apple if their favourite influencer recommends it; and 2 among 50 respondents have strongly disagreed with the statement.

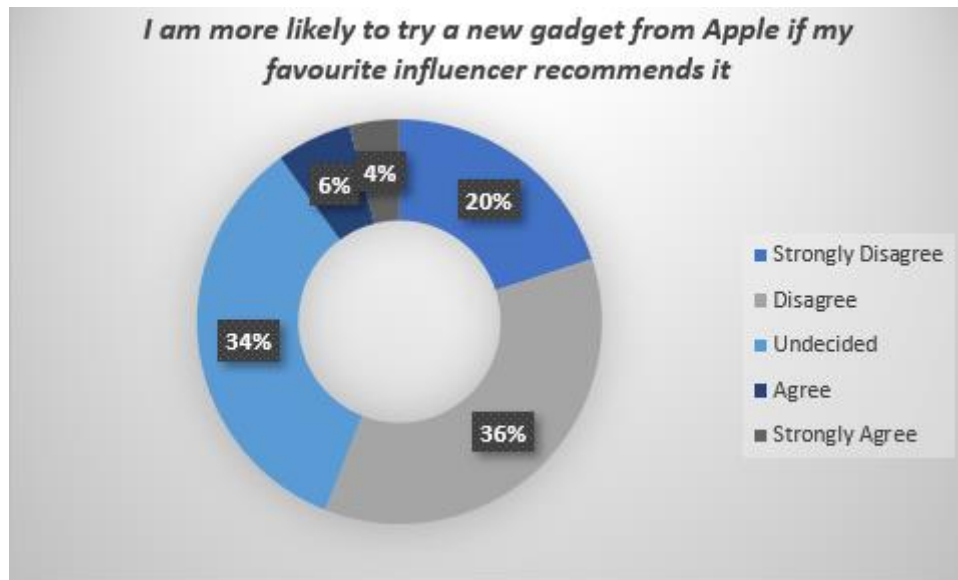


Figure 17: Percentage of Respondents on Question Number 12

The researcher has demonstrated the percentage of respondents who have given their response to that question if they are more likely to purchase or try a new Apple gadget when it is recommended by their favourite influencer. The above chart shows that 20% have strongly disagreed with the statement as the number of responses to this option is 10. The researcher has identified that 36% of respondents have disagreed with this statement whereas 34% have remained undecided whether they are influenced or not by their favourite influencers' recommendation to try a new Apple gadget. 6% have been found who have agreed to this statement and 4% of 50 respondents have strongly agreed on this.

QUESTION 13.

<i>I would pay more for Apple's product that is endorsed by my favourite influencer.</i>	Number of Respondents	Percentage of Respondents
Strongly Disagree	9	18%
Disagree	13	26%
Undecided	7	14%

Agree	19	38%
Strongly Agree	2	4%

Table 13: Numbers of Respondents in Question 13

This table consists of the respondent number on question 13 that is “*I would pay more for the Apple’s product that is endorsed by my favourite influencer*” and the researcher has found 9 respondents among 50 who have actively participated in this research and respond over this question well by strongly disagreeing to the statement. Whereas, 13 such respondents have been found who only have shown their disagreement that they would not pay more for Apple's products that are endorsed by their favourite influencer. Also, 7 research participants have been undecided upon this statement. 19 research participants in this research have provided their response on option 4 which means they have agreed that they would pay the gadget from Apple that their favourite influencers have endorsed. 2 among 50 have strongly agreed to this statement.

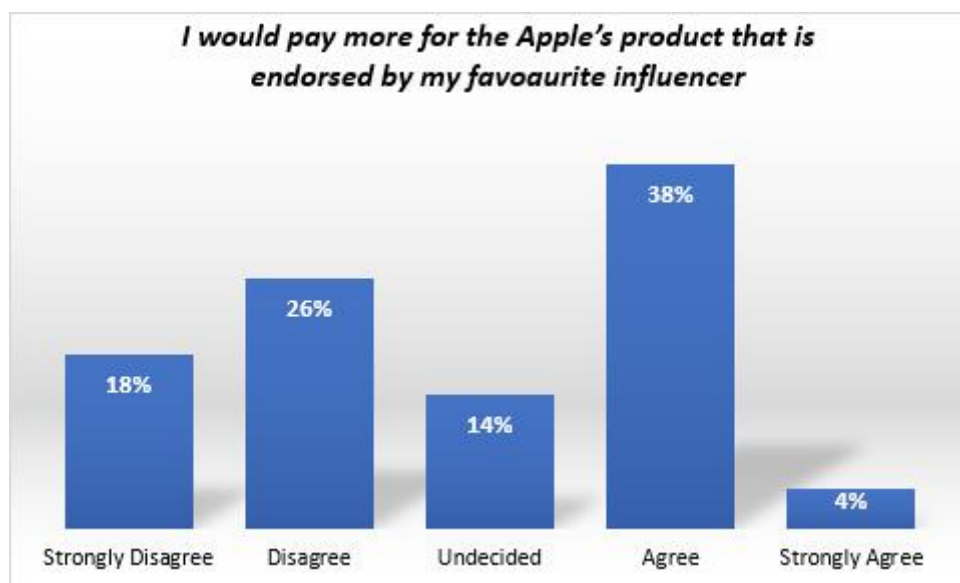


Figure 18: Percentage of Respondents on Question Number 13

The above figure indicates the percentage of respondents over question 13 in the questionnaire where the researcher has tried to identify whether a respondent would pay more for Apple's products that are endorsed by his/her favourite influencer and according to the five different options given to respondents; the researcher has received different answers. It can be seen that 18% of total respondents have responded on the strongly disagree option that whereas 26% have disagreed only. Moreover, 14% has been seen as remaining undecided and 38% have agreed that they would pay more for an Apple gadget that is endorsed by their favourite

influencer. In the same question, 4% of respondents have strongly agreed that they would pay more for Apple's product that is endorsed by their favourite influencer.

QUESTION 14.

<i>I have purchased single/multiple Apple's products after getting reviews from Kara Swisher/Mark Gurman/Jay Freeman or other influencers of Apple.</i>	Number of Respondents	Percentage of Respondents
Strongly Disagree	11	22%
Disagree	16	32%
Undecided	14	28%
Agree	8	16%
Strongly Agree	1	2%

Table 14: Numbers of Respondents in Question 14

The above table has focussed on question 14 that is “*I have purchased single/multiple Apple's products after getting reviews from Kara Swisher/Mark Gurman/Jay Freeman or other influencers of Apple*” and several responses have been received. Among 50 research participants, 11 have strongly disagreed with the statement and 16 such responses have been received that have disagreed only. Whereas, 14 research participants have chosen the option ‘undecided’. 8 respondents have agreed and 1 has strongly agreed that reviews from Kara Swisher/Mark Gurman/Jay Freeman or other influencers of Apple influence them to purchase single or multiple Apple's products.

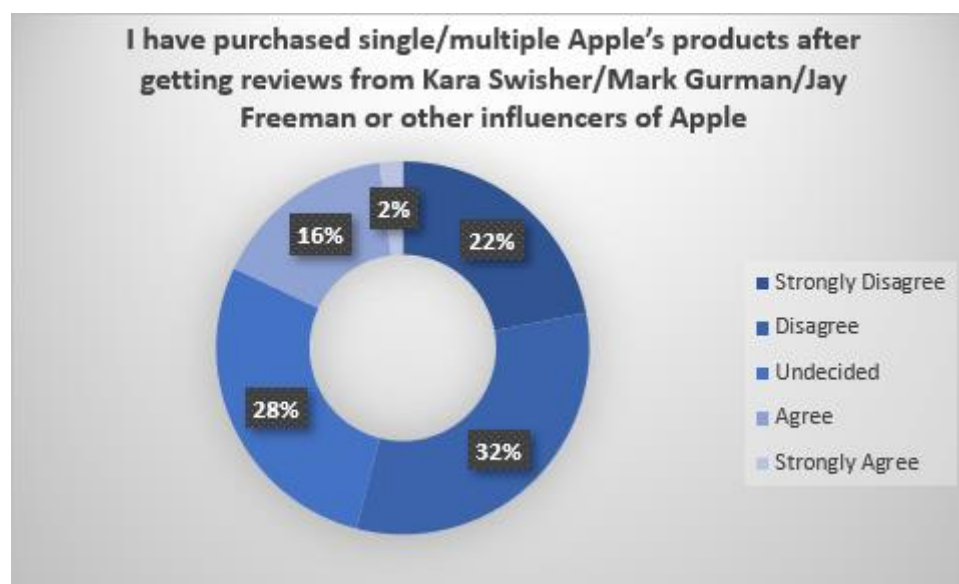


Figure 19: Percentage of Respondents on Question Number. 14

The above figure states the percentage of respondents on question 14 where it is indicating that 11 participants have strongly disagreed with the reviews from Apple's influencers have influenced them to purchase one or more Apple's products, therefore, the percentage of strongly disagree option is 22%. Moreover, 16 research participants have disagreed, thus, it is indicating that 32% of respondents of 50 participants have disagreed. It can be seen that 28% is undecided whereas, 16% of respondents have agreed with the statement. According to the number of respondents on strongly agree with the option, the percentage is 2% as 1 respondent has chosen this option.

4.2 Discussion and Findings

The findings from the literature review have been discussed here:

The immense growth in technological development has changed the business and the way of operating across the world. The digital revolution over the years has been seen within Apple, and its innovative products show how the consumer world is getting tech-dependent.

Social media has brought revolutionary changes in the way businesses conduct marketing activities and it has allowed a company to be a leader in the market and demonstrate to others how to attract customers with the best use of technology. The models regarding social media marketing are Chaffey's Theory of social media marketing, Social Media Content Matrix; and these models indicate the contents that businesses utilise in stimulating consumers toward purchasing a product.

Influencers now have taken a place in the marketing, and businesses are leaning toward influencers' marketing for increasing credibility, reach and maximum customers. It is facilitating businesses in different ways such as ensuring the authenticity of the products, bridging between consumers and business, increasing brand awareness, helping business in precise targeting, and many more. Apple is not falling behind as it has adopted a celebrity endorsement strategy for reaching maximum target customers. Also, the company has Mark Gurman, Kara Swisher like celebrities to promote Apple's new products.

Concerning social media marketing, and influencers' marketing; consumer behaviour comes up that can be better described as the act and decision making of consumers related to the

purchasing of a product or service of a specific brand. The Pavlovian model better describes consumer behaviour indicating that consumers often get attracted toward a product or service whenever they are stimulated and the stimulus here can be discount, offers, attractive features, etc. Whereas Maslow's hierarchy of Needs Theory indicates that the needs of consumers appear following a hierarchy; when the basic needs are fulfilled, the desire for something more.

According to the data analysis given, the researcher has developed the following discussion and findings that can be presented here:

According to the age distribution of the respondents in this research, it has been found that most Apple gadget users are within the age of 40-50. Individuals who are matured to purchase his/her gadget preferably purchase their gadget and most of them are above 40, therefore, the researcher has identified and concluded that 40+ aged people in the UK have more experience of using Apple's products. The researcher has also found that people aged between 30-40 and 50+ have user experience on Apple's gadget though young people particularly those aged between 20-30 have a low tendency to use Apple's gadget. Gender of respondents is another characteristic of the socio-demographic profile of the respondents and the researcher has analysed and found that most of the Apple product users among the research participants are male. Men pay a lot more than women on Apple goods and services. On average, male Apple buyers paid £897 each, while female Apple buyers paid £633. Women younger than 24 invested the least - £669 in the last year according to Kirst (2020). Therefore, the researcher has concluded that male users outspend female users in case of using Apple products in the UK according to this research. According to the analysis of question 3 where another socio-demographic characteristic (occupation) has been focussed, the researcher has found that maximum users of Apple gadgets are self-employed. Students tend to purchase Apple products or wish to purchase a new device more, therefore, the analysis shows that among 50 research participants, 12 respondents are students that indicate that among every 50 people in the UK, there are 12 students who are using Apple products or tend to purchase a product from Apple store. College students or university students want to buy Apple products more because most of the time are influenced by social media advertisement, influencer's endorsement etc.

In the analysis of question 4, the researcher has found several answers whether respondents think that Apple is the pioneer of the digital revolution in the tech industry, and 50% among 50 people in the UK who have participated in the research think and believe firmly that Apple is the pioneer of the digital revolution. Steve Jobs, founder of Apple is widely regarded as a

charismatic leader of a personal computing revolution, changing one market after another, from computers and cell phones through to music and films, throughout its influential career; therefore, most of the people participated in this research either agreed or strongly agreed to the statement. While discussing question 5, it has been found that most of the respondents think that Apples' new features and updates have pushed them to purchase a new device, therefore, it can be stated that most of the people have been influenced by Apple's updates and features which influence them to buy more Apple's products. Moreover, the result also indicates how technological advancement and the digital revolution have changed or diverted people's mind toward purchasing a product, and Apple has been one step ahead of other tech companies in attracting customers for purchasing their products through new updates and attractive features which have helped the company to make a strong customer base also. Apple tries to keep its customer updated by providing news and information; therefore, customers are obsessed with Apple's products and 50% of Apple users among 50 research participants have opined and agreed on this statement. Apple has not only changed an industry: it has changed the environment and turned the market into an "application economy," with a technology revolution planting itself in its centre.

While discussing social media and consumer buying behaviour at Apple, three questions have been asked to the respondents in this research and the researcher has found different outcome. When people see advertisement or promotion on Twitter, Facebook or Instagram about Apple's products, most of the people are influenced to purchase a gadget from Apple and the response to question number 7 indicates that; where it can be seen 60% of the population among 50 selected participants have agreed on this statement and 24% have shown 'strongly agree'. Therefore, it can be stated that Apple's blog posts and social media advertisement are influential that attracts customers. In the next question where the respondents were asked about their last shopping with Apple and if the purchase decision was based on some sort of reviews on Apple's social media platform; the researcher has found that the major portion of the respondents that is 68% have responded that they are agreed with the statement which indicates that Apple's reviews posted on the social account of the company are very useful for consumers. While discussing the next question whether people who want to purchase products from Apple rely on Twitter/Facebook/YouTube reviews before purchasing or not; the researcher has surprisingly found that the number of respondents who have agreed and strongly agreed is much more than who have disagreed or remained undecided. 54% have agreed with this statement that means reviews are important for most Apple users or such customers who tend

to purchase Apple products. Apples' app stores are the only way people hoping iOS, iPadOS, tvOS or watchOS applications would get them. User reviews are one part of keeping prospective buyers about product complaints and retaining Apple's "honest" attitude by presenting input that might not be answered in its marketing process.

Influencers and consumer buying behaviour have now been a related topic because influencers in the modern business world have been a reliable source of advertising and marketing. While discussing this issue of how Apple's influencer marketing is affecting consumers, the researcher has gathered different outcome. When respondents are asked that if they follow more than one influencer in social media, the researcher got a maximum response in the favour of 'agree' option. 80% agreed that they are following more than one influencer in social media which indicates that every 40 people among 50 are following social media influencers. The next question focussed on the purchase behaviour of consumers based on online reviews or recommendations from an influencer. Here, the researcher has found that people who tend to purchase Apple's products from the stores are less relying on online reviews from influencers which mean customers often follow influencers in social media for entertainment purposes or they like to follow. In case of making a purchase from the Apple store, their preference and wish are more important than online reviews from influencers. While discussing question number 12, the researcher has found that 34% of respondents have remained undecided that they are more likely to purchase a new product from Apple if it is reviewed or recommended by influencers whereas 36% also disagreed. This data indicates that buying a product or new gadget from Apple or making the purchase decision does not rely on Influencers' endorsement whether the influencer is a favourite one. On the contrary, another chart presented according to question number 13 indicating the opposite results because 38% of respondents in this research have agreed that they would pay more for a product from Apple that is endorsed by their favourite influencer. Kara Swisher, Mark Gurman, Jay Freeman are the most popular influencer who is best known for promoting Apple's products. Therefore, the followers of these influencers are unlimited, and they are influencing consumers by reviewing, recommending the products they have purchased and used. While asking respondents about their influence and consumer purchase decision, 32% disagreed that they have not purchased single/multiple products after getting reviews from any of these influencers of Apple. Though 16% among 50 respondents have agreed to the statement that indicates Apple's influencers are attracting a specific market toward purchasing the products from Apple who is mostly spending time on

social media, following one or more influencers and maintaining lifestyles by following their favourite influencers.

5.0 Conclusion and Recommendation

5.1 Conclusion

Technology is continually developing and will be in the coming years. At Wireless Trike, businesses do everything to keep up with the new technical developments to best serve the customers. When a business looks at the kinds of technologies it has, much comes from Apple's innovative thinking. They have been and now are the first to come up with a new idea in most situations. Other businesses use the ideas of Apple to create similar ones for their goods. Apple has been an immense contributor to today's technology, and therefore, other businesses and consumers as well think of Apple as the pioneer of the digital revolution. The promotion of Apple is much like an onion at its heart. Separate layers, all of which are united to create the whole image. Input, assessment and suggestions are given at any point of product creation or promotion. Consider Apple not to have a single marketing department that manages both the advertisement and design; the marketing department is rather the whole business and its customers. In the process of developing digital technologies and making its products better, Apple has always adopted the new technologies and updated its products for a better customer experience. Through the long path of progress, the company has now taken social media strategies to take advantage of the digital revolution and, influencer marketing is now a part of Apple's marketing strategy. The researcher, throughout the research, has focussed on how the digital revolution has been adopted by Apple and the way it resulted in social media strategies and influencer marketing by Apple. Moreover, the researcher has shed light on the discussion on how consumer buying behaviour is getting impacted by the digital revolution, social media and influencer within the context of Apple Inc. Apple has been different and simultaneously understood its customers through the use of different media. It has kept its customer updated about new features, upcoming products, etc. so that customers can raise hype about it and Apple can use it for pre-launching analysis of what customers are desiring. Therefore, this research paper has focussed and discussed the consumer buying behaviour of Apple's products and how the behaviour is impacted by social media and influencers in this modern business world.

5.2 Recommendations

According to the discussion and analysis, some recommendations can be provided here through which Apple can make effective use of social media and influencers for a better customer experience:

- Influencer marketing has been a trend for businesses and also attracting more customers toward purchasing a product. Apple is not away from such marketing as the company has already many influencers including celebrities like Dwayne Rock, Lady Gaga, Shahrukh Khan, etc. Though the company can make one step ahead compared to its rivals in the tech industry by teaming up with celebrity Footballer like CR7 who is on the top list of most paid celebrity influencer, Messi, Rodger Federer can make a hype among users and potential users to purchase the advertised products of Apple. It can be feasible also as 38% among 50 people think that they will pay more for a product from Apple that is endorsed by their favourite influencer, and Cristiano Ronaldo can successfully make a crazy hype.
- Social media platform gives billions of individuals a stage that might become a company's potential customers, so a company must give them a reason to use the products. A company will begin to develop a community around its brand, build the trust and reliability of its brand by inviting consumers to check the social media channels. In the case of Apple, it is focussed on Twitter and YouTube activities which limits the review option for Apple users because more presence in social sites will provide customers with the opportunities of reviewing or recommending a product. Apple can make a common platform where people based on their regional area can provide reviews for different product categories and make a recommendation so that buyers before purchasing a product can check the related reviews from an authentic Apple review site. It can be developed based on a different country so that language, preferences can be based on regions. Also, the opportunity to drop video review, audition review along written review can add more value to the site.
- Apart from the review platform, Apple can develop a virtual place for current and potential customers who can share their views, ideas and information of new updates, features, the upcoming launch of Apple's gadget. Though users' community based on different products is an old concept, those platforms have been developed by users themselves. Therefore, the virtual idea-sharing place can be effective for receiving ideas from customers that Apple can use for its product or market development also. In

addition to this, customers will also find a trustworthy place where they can discuss what good features are introducing and what may be bad about them. Most of the respondents in this research have agreed that the tendency of Apple to inform its customers about new product or updates create an obsession to purchase. Therefore, the obsession can be increased to some extent through the new virtual idea-sharing place developed and authorised by Apple.

5.3 Further Research

If further research is conducted, then, the area of online business performance and the impact of social media can be explored that is also a current favourite purchase place for consumers worldwide. Online business has taken place of offline business because people nowadays prefer shopping stating at home and it also saves time as no physical presence is required. In addition to this, the online business in Covid-19 situation can also be explored because this pandemic has strengthened the online platform as consumers and businesses both are concerned about health and safety during Covid-19.

6.0 References

Anderson, C. (2018). *Twitter Marketing: A Beginner Guide To Get Success In Your Business* (Volume 4).

Apple. (2020). *Apple Performance Partners*. [online] Available at: <<https://www.apple.com/shop/performance-partners>> [Accessed 10 December 2020].

Analytix. (2020). *How Apple Is Winning On Social Media - Analytix*. [online] Available at: <<https://analytix.com/blog/apple-winning-social-media/>> [Accessed 10 December 2020].

Bognar, Z.B., Puljic, N.P. and Kadezabek, D. (2019). Impact of influencer marketing on consumer behaviour. *Economic and Social Development: Book of Proceedings*, pp.301-309.

Brown, D. and Hayes, N. (2008). *Influencer marketing*. Routledge.

Bronner, F. and de Hoog, R. (2014). Social media and consumer choice. *International journal of market research*, 56(1), pp.51-71.

Challoner, J. (2012). *The digital revolution*. Dk Pub.

Charlesworth, A. (2019). *The Digital Revolution*. Dorling Kindersley Ltd.

Dreyer, K.J., Hirschhorn, D.S., Thrall, J.H. and PACS, M. (2016). *A guide to the digital revolution*. Springer, New York.

Dosi, G. and Galambos, L. eds. (2013). *The third industrial revolution in global business*. Cambridge University Press.

Ertemel, A.V. and Ammoura, A. (2016). The role of social media advertising in consumer buying behavior. *International Journal of Commerce and Finance*, 2(1), pp.81-89.

Harvard Business Review. (2020). *What Is Holding Back The Digital Revolution? - SPONSORED CONTENT FROM GENPACT*. [online] Available at: <<https://hbr.org/sponsored/2016/05/what-is-holding-back-the-digital-revolution>> [Accessed 11 November 2020].

Ioană, E. and Stoica, I. (2014). Social media and its impact on consumers behavior. *International Journal of Economic Practices and Theories*, 4(2), pp.295-303.

Kaplan, A.M. (2015). Social media, the digital revolution, and the business of media. *International Journal on Media Management*, 17(4), pp.197-199.

Kirst, S. (2020). *The Kardashian's Social Media Influence*. [online] Forbes. Available at: <<https://www.forbes.com/sites/seamuskirst/2015/12/17/the-kardashians-social-media-influence/>> [Accessed 3 December 2020].

Kawasaki, G. and Fitzpatrick, P. (2014). *The art of social media: Power tips for power users*. Penguin.

Levin, A. (2020). *Influencer marketing for brands*. Springer Books.

McDonald, J. (2016). *Social media marketing workbook: how to use social media for business*. JM Internet Group.

Nwaiwu, F. (2018). Review and comparison of conceptual frameworks on digital business transformation. *Journal of Competitiveness*.

O'Marah, K. (2020). *Apple And Personalization: A Digital Bridge To Consumer Products*. [online] Forbes. Available at: <<https://www.forbes.com/sites/kevinomarah/2017/09/14/apple-and-personalization-a-digital-bridge-to-consumer-products/?sh=693c162f2f6a>> [Accessed 10 December 2020].

Ramya, N. and Ali, S.M. (2016). Factors affecting consumer buying behavior. *International journal of applied research*, 2(10), pp.76-80.

Ritter, A., Cherry, C. and Dolan, W.B. (2011), July. Data-driven response generation in social media. In *Proceedings of the 2011 Conference on Empirical Methods in Natural Language Processing* (pp. 583-593).

Sidhu, I. (2015). *The Digital Revolution: How Connected Digital Innovations are Transforming Your Industry, Company & Career*. FT Press.

Solomon, M., Russell-Bennett, R. and Previte, J. (2012). *Consumer behaviour*. Pearson Higher Education AU.

Stubb, C., Nyström, A.G. and Colliander, J. (2019). Influencer marketing. *Journal of Communication Management*.

Tapscott, D. (2019). *Blueprint to the digital economy: Creating wealth in the era of e-business*. McGraw-Hill, Inc.

Tuten, T.L. (2020). *Social media marketing*. SAGE Publications Limited.

Wright, R. (2016). *Consumer behaviour*. Cengage learning EMEA.

Zarrella, D. (2009). *The social media marketing book*. " O'Reilly Media, Inc."

Appendix

Questionnaire Survey

Dear participants

I am a student at the University of Wales Trinity Saint David, UK. For my academic purpose only, I am conducting a survey on dissertation where my objective is to identify and analyse 'Digital Revolution and the Impact of Social Media and Influencers on Consumer Buying Behaviour: A Case Study on Apple Plc.' This questionnaire is fully anonymous and the backbone of my dissertation, therefore, your allocation of 10 minutes to fill this up will be helpful for me. Thanks in Advance for the cooperation and help!

SECTION A: *Socio-Demographic Profile*

1. *My age is between*

- ☐ 20-30
- ☐ 30-40
- ☐ 40-50
- ☐ 50+

2. *I identify my Gender as*

- ☐ Female
- ☐ Male

☐ Prefer not to say

3. *My occupation is*

☐ Student

☐ Self-Employed

☐ Unemployed

Strongly Disagree	Disagree	Undecided	Agree	Strongly Agree
(1)	(2)	(3)	(4)	(5)

SECTION B: *Digital Revolution and Apple Inc.*

4. *Do you agree that Apple is the Pioneer of the Digital Revolution in the Tech Industry?*

☐ Strongly Disagree

☐ Disagree

☐ Undecided

☐ Agree

☐ Strongly Agree

5. *Apple's new features and updates push me to purchase a new device.*

☐ Strongly Disagree

☐ Disagree

☐ Undecided

☐ Agree

☐ Strongly Agree

6. *Apple keeps customers well-informed always online about its products and services that create the obsession to purchase Apple's products.*

☐ Strongly Disagree

☐ Disagree

☐ Undecided

☐ Agree

☐ Strongly Agree

SECTION C: Social Media and Consumer Buying Behaviour at Apple.

7. *When it comes to Social Media (Twitter, Facebook, Instagram, Blog Post), it influenced me to buy Apple's product.*

☐ Strongly Disagree

☐ Disagree

☐ Undecided

☐ Agree

☐ Strongly Agree

8. *Based on my last shopping from Apple, I make my purchase after watching some sort of review on the social platform of Apple.*

☐ Strongly Disagree

☐ Disagree

☐ Undecided

☐ Agree

☐ Strongly Agree

9. *I have relied on YouTube/Facebook/Twitter reviews before purchasing Apple's gadget.*

☐ Strongly Disagree

☐ Disagree

☐ Undecided

☐ Agree

☐ Strongly Agree

SECTION D: Influencers and Consumer Buying Behaviour

10. *I follow more than one influencer on social media.*

☐ Strongly Disagree

☐ Disagree

☐ Undecided

☐ Agree

☐ Strongly Agree

11. I often make purchases from the Apple store based on online reviews or recommendations from an influencer.

☐ Strongly Disagree

☐ Disagree

☐ Undecided

☐ Agree

☐ Strongly Agree

12. I am more likely to try a new gadget from Apple if my favourite influencer recommends it.

☐ Strongly Disagree

☐ Disagree

☐ Undecided

☐ Agree

☐ Strongly Agree

13. I would pay more for Apple's product endorsed by my favourite influencer.

☐ Strongly Disagree

☐ Disagree

☐ Undecided

☐ Agree

☐ Strongly Agree

14. I have purchased single/multiple Apple's products after getting reviews from Kara Swisher/Mark Gurman/Jay Freeman or other influencers of Apple.

☐ Strongly Disagree

☐ Disagree

☐ Undecided

☐ Agree

☐ Strongly Agree

