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Introduction

International marketing is mainly denoted as the exchange of goods and services athwart national borders to realize the growing demand of the customers. International marketing turns out to be important for the organisation because it makes social and cultural exchange possible between different countries of the world (Morgan, et al., 2018). International marketing in exchange for goods and services also promotes current trends from one nation to another, thereby growing cultural relations among the nation; hence achieving cultural integration is being achieved at the global level. This report will be examining about the product iPhone 13 that is being marketed and sold among the customers. Two different countries have been chosen for carrying out this report such as the UK and India. As the report will progress it will subsequently discuss the high or low involvement of the product. Examining the high and low involvement factors will be helping in knowing how the customers of the respective countries view this product and accept it. Growth of the smart phone market in both the UK and India will also be identified that will be helping Apple in marketing their products and knowing about the customers' acceptance towards the same. Marketing strategies in form of STP will be examined in both countries to identify the target customers and how the product will be positioned among the customers. 4Ps of iPhone 13 will also be identified and examined followed by briefly discussing the directional development of the product through the help of marketing strategies. The business market environment between the UK and India will be examined and the

similarities and differences of each country's market will be discussed. Moreover, during this report critical discussion across a wide range of variables along with analysis of data regarding the market viability of the same will also be examined within the report.

The smart phone market in the UK

The UK smart phone and accessories market during the year 2021 was GBP 1.9 billion, during the same year the quantity of smart phone users in the UK rose to 53.5 million, making it 78.9% of the total population (Intel, 2021). It has also been seen that 87% of the adults in the UK own a smart phone; the mobile internet dispersion rate in the UK was 72% in the year 2021. Smart phones make up 47.3% of online traffic in the UK, and the UK has the second-highest smart phone infiltration rate in the world that is 78.9%(Cybercrew, 2021). Factors that have contributed to the development of the smart phone market in the UK include of growth of customer potentials that have been elevated for smart phones that allow people to surf the web and provision a series of multimedia purposes. 99% of the people who fall in the age category of 16 to 34 years old owned a smart phone and 50% of the people falling in the age group of 55 years or older own a smart phone of their own in the UK. Smartphone has also made it easier for people to access information or make their purchase easier without travelling to the stores. From the year 2020 to 2021, an online sale through smart phone has increased by 83% considering the restrictions and lockdowns due to the spread of the Covid-19 virus (Techsciresearch, 2021). It has also been noticed that by the year 2025 the number of active mobile internet in the UK will reach 64.83 million which will contribute to the growth of the UK smart phone market.

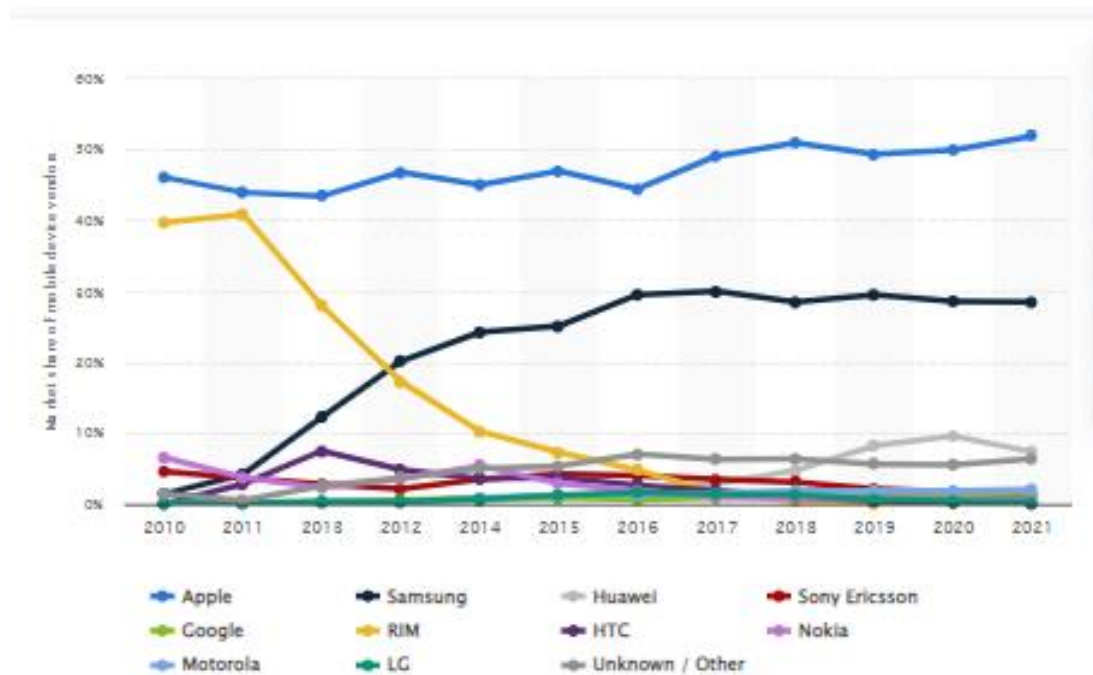


Figure 1: Market share of leading mobile devices in the UK, Source: (Statista, 2021)

The smart phone market in India

The Indian smart phone market is growing at the rate of 7% from the year 2021, despite the continued pandemic related challenges. India in the year 2021 has shipped 161 million smart phones (Idc, 2021). 81 million units of the smart phone have been sold through the online e-commerce platform which has registered a growth of 13% from the year 2020. The factors that have positively contributed to the growth of the smart phone industry in India are multiple sales festivals, attractive financing arrangements, and cashback and exchange offer. Evidence gathered from Idc, (2021), explains that the share of premium segment smart phones has recorded growth of 4% in the year 2021, largely due to higher Apple shipments. The smart phone market in India is also developing because of the growth of the manufacturing ecosystem, local manufacturing bounced back and the growing spending capability of the

Indian people. Revenue in India's smart phone market grows by 27% to \$ 38 billion in the year 2021, whereas it has been estimated that the revenue of smart phones in the Indian market will grow by \$ 44 billion in the year 2022(Economic times, 2021). Apple's iPhone was one of the fastest-growing brands that recording 108% growth in the shipment last year. The smart phone market in India also continued to grow due to Chinese smart phone makers such as Xiaomi which shipped 24% of smart phones, Samsung 18% and Vivo, Realme and oppo 15%,14% and 10% respectively. Currently, the Indian smart phone market size is valued at \$ 139 billion in the year 2021 and is expected to grow at the CAGR rate of 10.5% to reach \$ 281 billion by the end of the year 2028(Globenewswire, 2021).

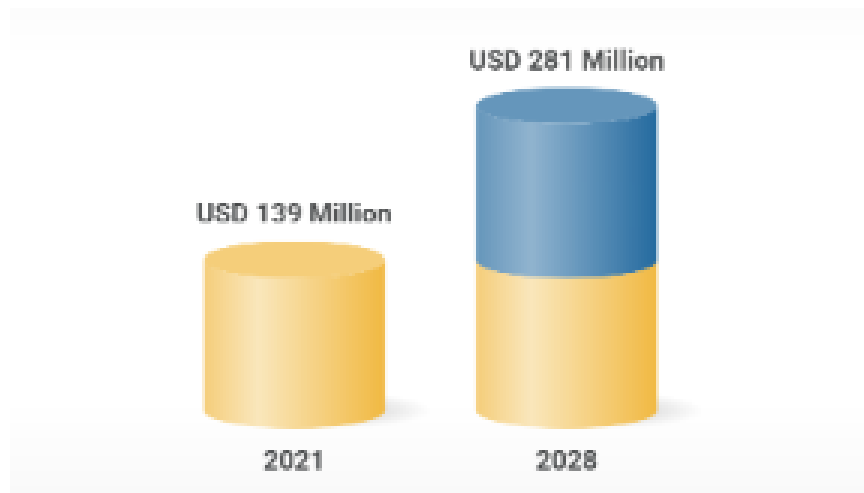


Figure 2: Indian Smartphone market from the year 2021-2028, Source: (Globenewswire, 2021)

Product description of iPhone 13

iPhone 13 is the recently launched premium smart phone from Apple's product plethora, iPhone 13 features a ceramic shield on the front and back. The smart phone comes in a super retina XDR display with true tone and an A15 Bionic chipset. Apple has made changes in the physical design of the smartphone that is reducing the notch by 20% in

the last year (Apple, 2022). Other features that are being offered by iPhone 13 are cinematic mode videography, autofocus performance and newly added support for ProRes video to integrate seamlessly with professional workflows (Forbes, 2021). The great in-hand feel and build quality of the iPhone 13 has made it stand apart from its competitors.

High or low involvement product

High involvement products are those that signify the customer's behaviour, status along with their lifestyle. Whereas, on the other hand, low participation products are more often bought often and with minimum thought and effort because they are not concerned to be vital or of great impact on the lifestyle of customers (Anand & Priya, 2020). iPhone 13 falls in the category of high involvement products due to its high price, specifications and differentiation from the other smartphone that is readily accessible in the market. The first feature of the iPhone 13 includes its high price which makes the customers think twice before making their purchasing decision (Apple, 2021). A price is a subjective approach, as the price of the iPhone 13 is high therefore people with high income and stature can also afford it. Differentiation is also a factor that makes the iPhone fall in the category of high involvement product such as the design, features and specification of the iPhone is different from another smartphone manufacturer. Differentiation among the product creates enough value in the mind of customers to make up their purchasing decision (Knight, et al., 2020). Poor differentiation in the product makes it challenging to maintain the status of the high involved product and lose out to a competitor who has excellent distribution.

iPhone 13 differentiates itself from the competitors such as Google Pixel and Samsung Galaxy S22 through technological innovation as iPhone uses the A15 Bionic chipset that is the fastest in the current smart phone

chips available in the market. Product level innovation and high-value satisfaction that is being offered by iPhone 13 to its customers help them in making faster decisions in a high involvement purchase (Forbes, 2021). Brand recall and valuation of iPhone 13 sets the standard of iPhone high among the mind of customers which influences them in paying higher to get their hands on the smart phone. Whereas, poor brand recall of iPhone 13 results in customer dissatisfaction and not accepting the product in the first place (Khurram, et al., 2018). Moreover, poor brand recall also decreases the status and overall sales of the organisation which makes Apple sustain their business in the competitive business environment.

Apple uses perceptual mapping to better comprehend the market segments, analysing how the target market distinguishes the brands in the market. There are four quadrants in perceptual mapping such as high quality, high price, low quality and low price (Gigauri, 2019). Based on the above analysis it can be said that Apple's iPhone 13 falls in the high quality and high price quadrant due to the features, specifications and high price of the product that helps them in setting themselves apart from its competitors. Although Google Pixel and Samsung Galaxy S22 fall in the same quadrant the differentiation in technology, software and hardware component in iPhone 13 makes it radically different from that of its competitors, hence customers view iPhone 13 as the premium device that they associate with their lifestyle and personality.

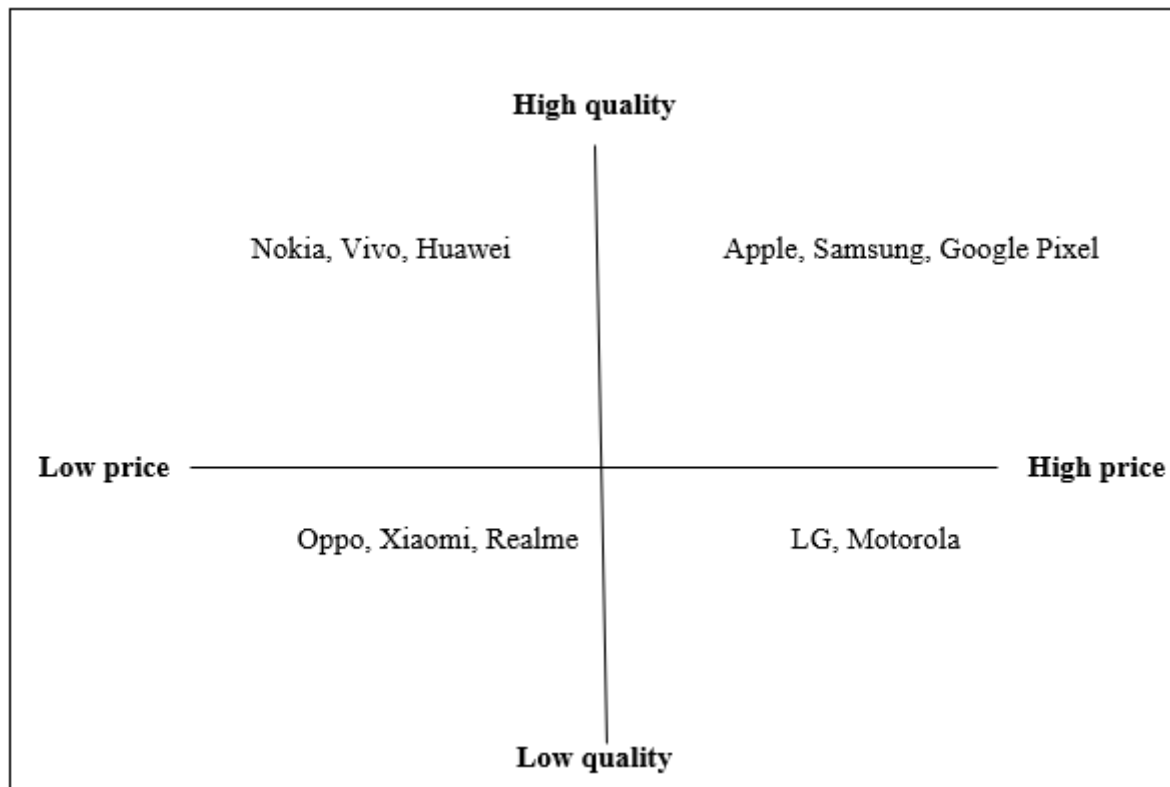


Figure 3: Perceptual mapping, Source: Author

STP of UK market

Segmentation

iPhone 13 in the UK market is being segmented on basis of customer demographic and psychographic segmentation as people falling in the age group of 25 years to 55 years are the right set of customers for the iPhone. Moreover, demographic segmentation for iPhone 13 includes customer income where people earning more than GBP 2000 in a month are the right set of customers for Apple (Camilleri, 2018). On the other hand, psychographic segmentation includes people having high lifestyles and attitudes where they prefer to use the latest and innovative smart phones to maintain their stature within the society.

Targeting

The appropriate target market for iPhone 13 in the UK is people in the age group of 25 years to 55 years. Apple has targeted this set of customers because they have the intention to use a smart phone that is high in specification, unique in design and secures their personal information (Schlegelmilch, 2022). The targeted market for iPhone 13 enables Apple in knowing about the acceptance of the product among the customers.

Positioning

Differentiation positioning strategies are being used by Apple when marketing their iPhone 13 among their targeted customers. iPhone differentiates its product line ups in terms of uniqueness in design, chipset and performance that are top of the line in comparison to their customers(Iyer, et al., 2019).

STP of the Indian market

Segmentation

Apple while promoting its iPhone 13 in India segment the customers on basis of three factors such as demographic, geographic and psychographic segmentation. In the demographic segment customers' age and income are considered in mind, where people in the age group of 27 years to 50 years are the target market for iPhone 13, with an annual income of more than INR 5,00,000 annually(Huang & Rust, 2021). Apple in India mainly prefers to target urban people who live in tier 1, 2 and 3 cities as the disposable income is high in these cities. Furthermore, concerning the psychographic segment people's lifestyles and attitudes are being checked towards accepting iPhone 13 as the premium smart phone device.

Targeting

The target market for Apple's iPhone 13 in India is people falling in the age group of 27 years to 50 years as people in this age group hold the purchasing capability to make up their mind to buy the iPhone 13 (Fahy & Jobber, 2019). Knowing about the market helped Apple in marketing their iPhone 13 accordingly in the Indian market to grow their business and revenue.

Positioning

Apple iPhone 13 in India similar to the UK uses a differentiation strategy due to the unique value and exceptional experiences that are being offered iPhone 13 to its customers. Differentiation in iPhone is due to its R&D and unique technologies that are harder to copy by any other brands. Apple is considered to be the trend setter in the smartphone industry that is being followed by other smart phone brands, hence differentiation strategy is justified for Apple iPhone 13 (Fayvishenko, 2018).

4Ps of iPhone 13 in the UK market

Product

Apple offers different types of products to the customers of which iPhone 13 is one such product that has gained immense attention from the customers of the UK. The main features of the iPhone 13 are its cinematic mode videography, improved battery life, better design and high-end performance of the phone (Apple, 2022). iPhone 13 has been differentiated from its customers on basis of the chipset that is being used helping in optimising the phone performance hence giving an improved performance to the customers.

Place

iPhone 13 in the UK is available in all leading outlets such as Walmart and imagine that helps the customers get on their hands on the smartphone easily. iPhone is also being marketed through both physical and online markets that help Apple in reaching out to a large number of customers and tapping them. Moreover, Apple also sells iPhone 13 from their company website which enables the organisation in attracting the attention of customers towards the organisation to grow their overall sales.

Price

The price of the iPhone 13 in the UK starts from GBP 779 and goes up to GBP 1,149 for the pro max variant(Apple, 2021). Apple iPhone 13 falls in the premium price segment based on the product specifications, features and design quality. The premium pricing strategy for iPhone 13 also helps Apple in maintaining the high brand status of the product and making the customer think about the brand value and USP that are being offered iPhone 13 to the customers.

Promotion

Apple's iPhone 13 uses different types of promotional activities to market their product among the customers such as advertising the iPhone 13 in television ads, magazines and newspapers. Whereas, social media campaigns such as Facebook ads and Instagram stories and videos are being posted to make the customers know about the picture and video quality of the iPhone 13(Macworld, 2021). Moreover, sales promotional offers and instant cashback are also being offered on the iPhone 13 models to attract customers to the stores.

4Ps of iPhone 13 in the Indian market

Product

iPhone 13 in India has gained a significant market due to its growing demand among the people. iPhone 13 has gained immense popularity in India due to the rising youth population within the country which is 464 million in the year 2021(Thehindu, 2021). Besides, iPhone in India is being symbolised as a status symbol therefore people earning a good amount of salary prefer to buy iPhones. Due to the product feature of the iPhone 13 such as camera, design and performance the product has created a special place in the heart of Indian customers.

Place

iPhone in India is being marketed through different distributors and retailers such as Reliance Digital, Tata Croma and imagine stores in all leading cities in India. Moreover, Apple iPhone 13 is also available on leading online retail platforms such as Amazon, Flipkart and Apple's own India website (Businesstoday, 2021). Apple in India mainly operates in Tier 1, Tier 2 and Tier 3 cities based on the purchasing capability of people. Therefore, a strong distribution channel for Apple helps them in making their products available in the Indian market.

Price

iPhone 13 in India has been priced premium due to its high brand value and demand among the customers. The base model of the iPhone 13 mini starts from INR 70,000 and the top-end iPhone 13 pro max model has been priced at INR 1,79,000(Apple, 2021). One of the factors for the high price of the iPhone in India is the high tax and custom duty charges that increase the price of the iPhone 13 model in the Indian market.

Promotion

iPhone 13 in India promote its products in different ways such as through digital media ads, newspaper ads and magazines. On the other

hand, social media ad campaigns are also being used to promote iPhone 13 such as Facebook and Instagram where social media influencers promote iPhone 13 through different unboxing videos (Hindustantimes, 2021).

Directional development of the UK market

Market development

iPhone 13 while operating their business in the UK market undertakes market development strategy because it helps Apple in promoting their latest iPhone in the relatively new market of the UK that will yield them high profitability. Market development strategy for iPhone also helps them in identifying a new set of customers who preferably for the first time enters into the ecosystem of Apple that benefits in seeing growth in the sales of iPhone 13 in the UK (Dawes, 2018). Market development strategy also helps Apple in improving the quality of the product that matches the expectations of the customers to fulfil their growing expectations.

Differentiation

iPhone in the UK undertakes a differentiation strategy because it helps them in reducing competition that they get from other smart phone manufacturers such as Samsung and Google Pixel. Differentiation in iPhone 13 also helps Apple in maintaining uniqueness within the product alongside maintaining better profit margins. Product differentiation in iPhone 13 also benefits in offering a unique value proposition to the customers that help in gaining the attention of the customers towards the organisation (Knight, et al., 2020). Hence, the differentiation strategy turns out to be beneficial for the organisation as it grows customer brand loyalty and the high status of the organisation.

Directional development of the Indian market

Market development

Market development strategy for iPhone 13 in India enables them in acquiring new customers. iPhone 13 offers different unique features in a Smartphone such as an upgraded Lidar scanner, Cinematic video and high-end performance due to its optimised chipset that is currently not being offered by other competitors. Market development strategy for iPhone 13 in the Indian market increases revenue margins and acquires new customers. Therefore, market development strategies for iPhone 13 help them in setting out their business in the Indian market to grow business (Schawel & Billing, 2018). Undertaking market development strategies also help iPhone 13 in generating more leads that help Apple in turning them into customers enabling them in earning high revenue and profitability.

Differentiation focus

iPhone 13 while operating their business in India undertakes a focus differentiation strategy because Apple in India primarily focuses on marketing their products in tiers 1,2 and 3. Focus differentiation strategy for Apple iPhone 13 in India helps them in reducing the price competition that opens up the business opportunities for the organisation. A focused differentiation strategy for iPhone 13 also helps them in offering unique products to the customers that grow the ability of the organisation in retaining the trust and loyalty of the customers towards the organisation (Brenes, et al., 2020). The high price of the iPhone 13 has benefited Apple in maintaining a differentiation focus strategy that has enabled the organisation in contributing to the growth of profitability of Apple's enterprise. Therefore, iPhone in India undertakes a differentiation focus strategy.

Similarities and differences in each country market

Similarities and differences between UK and India include the purchasing habits of the people. In India Apple primarily focuses to market their iPhone 13 in tier 1, 2 and 3 cities considering the purchasing capability of the people. Whereas, in UK Apple sells their iPhone all over the country due to the development of society and the high purchasing power of the customers. Differences in purchasing capability among the customers of the UK and India have enabled Apple's iPhone 13 in undertaking differentiation and focused differentiation strategies subsequently (Chernev, 2018). Differences in purchasing power of the people in both the countries show the economic position of the country along with the society's growth. Whereas, the similarities that have been seen in both UK and India is the growth of the smart phone market that is providing an opportunity for the iPhone 13 to market its products among the customers to gain their attention and earn their trust in the organisation. Growth in the smart phone market in both UK and India opens up the market opportunities for introducing new products and services that will be helping them earn profitability and growth subsequently (Abratt & Bendixen, 2018). Considering the differences and similarities in India and UK iPhone 13 make up its strategies accordingly.

As per the study conducted by Bucheli and Salvaj (2018), it has been mentioned that it is likely for a multinational firm to face differences mostly compared to similarities when they are found to operate in both developed and developing countries. In addition to this, it has been mentioned that the cultural difference play a huge role in creating differences that affects the strategic and financial performance of a firm. Based on this opinion, it can be stated that it has been inevitable for

Apple to come across differences in the UK and India reflecting the sale of its products. As per the study, it has been found that in the Indian market, customers with an annual salary of INR 5,00,000 can only afford the iPhone 13 launched in the market as the prices of the products has been essentially high. On the other hand, customers in the UK having an annual salary of GBP 2000 can afford the same product reflecting a high difference in the purchasing power.

Upon further analysis, concerning the availability of the product, it has been found that iPhone is being marketed in leading outlets in the UK whereas there are few renowned stores that sale the product of the company in India. As per the words of Zahler *et al.*, (2022), availability of product is essential depending on the market demand that enables a proper sale for companies. Following the opinion, it can be stated that the sale of iPhone 13 in the UK has been comparatively better as the demand in the markets have been high reflecting the availability of the smart phone in several leading outlets. Furthermore, as emerged from the above discussion, it has been found that in the UK, customers have been highly focusing on developing their standard of lifestyle thereby purchasing products that are innovative and matches the current trend in the market. This implied that the UK consumers are highly motivated to lead a luxurious lifestyle where their attitudes have changed.

On the other hand, concerning the situation in India, it has been observed that customers consider iPhone as the premium quality smart phone that are to be purchased if there is a need. In other words, in India, it has been evident that customers do prefer innovative and unique products, however; they tend to not move beyond the budget they face fixed for the same. This essentially indicates that although Indian customers prefer innovativeness in their lifestyle, yet, they are

highly concerned about the expenses. Concerning the growth of the product, it has been found that there have been different reasons that helped the company and the product gain a substantial identity within the markets.

In this context, it has been noticed that in the Indian market, the increase in the population reflecting an increase in the number of youth population has simply assisted the growth of the smart phone. On the other hand, in the UK market, the development of the smart phone has been due to its design, innovative capacity and other characteristics. This implies that there has been a huge difference concerning the popularity, availability and profitability concerning the product iPhone 13 in India and the UK.

On the contrary, as analysed from the above discussion, it has been evident that other than the differences, there are few things that are found to common or similar in both the countries reflecting the situation faced by the company. In this regard, it has been seen that both the countries have been open to innovativeness which essentially helped Apple in intervening in the markets. According to the views of Feldstein (2019), it is essential for a company enriched with technological developments to choose a country that openly welcomes the advanced technologies reflecting innovation. In addition to this, it has also been mentioned that it is important to analyse the external environment concerning the markets thereby analysing how far the countries have progressed in terms of technology and societal change. Concerning this view, it has been found that the UK has been termed to be the technological hub where there is presence of digital technologies as well as artificial intelligence depicting the emergence of technologies such as

block chain, Internet of Things (IoT), machine learning, robotics and many more.

In the same way, it has been evident that even in India; the country is developing technologically reflecting the presence of artificial intelligence technologies as well as digital technology. As per studies, it has been noticed that expensive technological software are installed by the Indian government so as to help the innovation process within the country. This, in turn, indicates that the support of technological advancements have been found to extensively help the company in featuring its product in the country reflecting the gaining of popularity in the countries discussed.

Furthermore, it has been found that the demand of the product has been found to be high in both the markets reflecting the preferences of the customers. In this context, as opined by Ren *et al.*, (2020), it is essential to market product by analysing the demand of the customers thereby having a piece of information concerning their preference and taste of products. Additionally, it has been stated that when a company rich in innovation and technology decides to operate and sale the products in different markets, it is of utmost importance to gain idea on the cultural background. Depending on this view, it has been found that the demand of iPhone 13 in the Indian market has been found to be demanded by customers within the age group of 27-50 years, whereas in the UK, the age range has been found to be between 25-55 years.

In this situation, it has been found that the age group of customers demanding the product has been similar thereby reflecting the similarity between the two countries with respect to the product. Therefore, considering the above analysis, it can be stated that although there have been differences concerning the position of the product; however, the

demand of the product has been same. However, even the market opportunities have been found to be similar reflecting the availability of the product in both the UK and the Indian market.

Strategies and organisational approaches of Apple concerning two countries

Relating to the above analysis of the similarity and difference in the two countries such as India and the UK with respect to iPhone 13 product, it has been evident from studies that the strategies and approaches of the company Apple has been also different. As per the viewpoint of Tong *et al.*, (2020), companies need to adopt different strategies while operating in different countries thereby abiding by the country's external environment reflecting society, technology, economy, and political conditions. Furthermore, it has been mentioned that with the incorporation different approaches, the marketability of the product increases that help the firm in performing well in the market both financially and strategically. Gaining an idea out of the opinion, it has been found that Apple has also been maintaining different approaches for marketing the products in Indian and the UK.

Studies reflect that most of the Indian population have been found to be highly engaged with the social media platforms especially Facebook and Instagram (Hindustan times, 2021). In addition to this, it has been found that the Indian youth have been found to be highly influenced by the influencers of the social media platforms. Understanding the situation, Apple has been found to rely on social media influencers for marketing its product in the Indian market. On the other hand, concerning the UK market, the company has been found to invest in social media campaigns reflecting a regular posting of the company's product reflecting the quality. However, the company has been found to refrain

from hiring social media influencers in the UK as customers are found to be less influenced by them.

On the other hand, it has been evident from the analysis that the product differentiation strategy of Apple in the UK and India has been different as the situation in both the market has been different. It has been observed that in the UK, the competition has been high reflecting the presence of Google and Samsung. In this context, the strategy of Apple has been found to be different as the strategy have been strictly focused on the development of the product features so as to gain a sustainable position in the market thereby reducing the competitive score. Furthermore, the company has been found to incorporate a strategy that helps the company in increasing the customer's engagement thereby outnumbering the competitors from the market. This has essentially helped the firm in gaining a competitive benefit reflecting the different strategy undertaken for grabbing the attention of the UK customers.

In the Indian market, the differentiation strategy has been found to be different to that of the UK market reflecting approaches taken to increase the sale of the product thereby gaining customer's engagement. In this context, as mentioned above, the company has been found to reduce its prices of the products including the iPhone 13, so that customers can avail the same. However, the company has made its product available in leading markets in the UK as well as in India as the growth opportunities have been found to be high. This essentially reflects that with the consideration of the differences and similarities, strategies have been developed by the firm which has significantly helped in gaining the market share.

Conclusion

The study hereby concludes that the smart phone markets both in the UK and India have been growing thereby providing opportunities for multinational companies to expand their business. Considering the two markets such as India and the UK with respect to the position of the newly launched product of Apple which is iPhone 13, it has been found that the strategy of the company have been different. In the UK market, the STP of the company has been found to be based on demographic and psychographic reasons thereby targeting customers within the age group of 25 years to 55 years. The STP for the Indian market, on the other hand, has been found to be different where the company targets the Indian customers within the age group of 27 years to 50 years, however; based on geographic, psychographic and demographic conditions.

Furthermore, the study also concludes that there has been a difference concerning the strategies followed by the company for marketing its product as there have been significant differences. In the UK, the company focused on reducing the competition by developing product features, whereas, in India, the firm focused on reducing the prices in order to gain customers attention. However, it has been evident from the study that despite huge differences, the market opportunities, and the support of technological advancement in both the countries have been high which essentially assisted the company in expanding its business and gain a stable profitable position.

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