

Business Project/ Lecturer : Aisling Duhy

Measuring the impact on Consumer Loyalty of Extending the Product Lifecycle through the offering of technological upgrades, a case study of Apple

Project supervised by Martin O'Dea



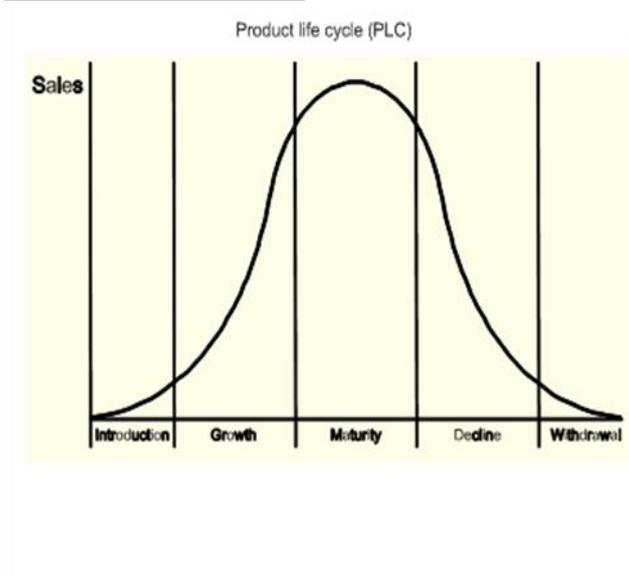
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Bachelor of Business Year 3

# Table of Contents

- I. List of Tables/Figures.....1
- II. Acknowledgements.....1
- III. Abstract.....3
- IV. Introduction.....3
- V. Literature Review.....5
- VI. Research Methods.....11
  - A. Research Design.....11
  - B. Sampling .....12
  - C. Instrument.....13
- VII. Data Analysis/Findings.....14
- VIII. Conclusion.....17
- IX. Recommendation.....18
- X. Appendice.....19
- XI. Bibliography.....22
  - A. World Wide Web.....22
  - B. Books.....23

I. **List of Tables/Figures**



I. **Acknowledgements**

This research project of a specific case allowed me to discover and learn new knowledge in areas belonging to marketing but also to sociology through consumer behavior facing a new consumer trend that installs in our current society.

This project was a real challenge for me because it was to be made in the English language that is not my native language but also because of the time that was necessary to treat it.

I would in a first time to thank my lecturer Aisling Duhy who was present throughout the year to advise me, guide me and teach me his module.

I also thank my project supervisor Martin O'Dea who was at my side to help me build my project by advising me on some approaches to make or even some tips to achieve.

Lastly I want to thank all the participants to my questionnaire that have been of great help in order to deepen my subject and they were allowed me of collecting information necessary to clarify certain ideas and advance my project.

Thank you Bryan Nahum

## **II. Abstract**

Until now, the Apple brand has maintained a climate of constant fidelity to its user regarding his fetish product, the iPhone.

This phone model has learned to evolve over time multiplying innovations and nearly 10 models followed one another and still arousing consumer interest.

This winning brand strategy amounts to asking what are the main causes that provoke this attachment and what could be the future of the product and its perception by consumers.

The study of our question and involves consideration of two major theories that join together to explain the need to constantly create products and so therefore build customer loyalty with what is created.

The objective of our research will be take into account these theories to explore answers to our questions and thus starting from theory to build an analysis of consumer opinion regarding our question and analyze its behavior to understand that attaches to the product, why and how.

So my research will focus on the analysis of a sample of people with an iPhone to interrogate by means of tools and create the necessary information to answer our question.

## **III. Introduction**

The objective of this project is to study the answers to an important question in our actual consumer society.

Indeed more and more brands want to generate profit as quickly as possible by providing well-established loyalty strategies by focusing on a single product in all possible ways.

This is the case of television, blockbuster movies, which often end up with several suites or the telephone sector with brands like Sony, Samsung or Apple who decline their smartphones improved in several versions from the perspective of characteristics and design but with ever more expensive prices for products that do not necessarily meet a new need for consumers or which is found relatively consistent across versions.

This present tendency can highlight new problems which brands have never been confronted and they risk being surprised by not diversifying their strategies and focusing on all the same technique.

Indeed, this unknown trend remains to emphasize and that is why I had the idea to carry through this project, research in both theory and practice that will help to provide answers to our question.

The objective of this research project is to study the extension strategy of the product through technological improvements and its impact on consumer loyalty.

The importance of this project comes from the principal fact that it has become crucial for a company to understand the viability of their strategy over the long term in order to be prepared for any change in behavior on the part of the consumer.

For this it is necessary to study satisfaction with a current strategy and to seek and identify strengths as weaknesses of the strategy to improve it and continue or seek to satisfy customers on items that can lead them to dissociate to the brand or cause a decline of interest in the products or services of a brand and thus ultimately affect the company's performance.

Given that this is a problem of great complexity and which requires viable and concrete information, I decided to focus on a particular company rather than work on a huge market that would certainly not help to advance the study.

This company that is going to serve as the project case study will be the representative example to all our interrogations, it is the American company Apple and its main product the iPhone.

Indeed, since the launch of the range smartphone by Apple iPhone 29 June 2007, the object has steadily evolved constantly seeking innovations and new processes in order to always position itself at the forefront of technology and still achieve more profits in order to be leader in the smartphone sector, but also to create an impression of constant rebirth to users and still capture more market share.

This strategy will bring us to reflect on several issues that may be required to the brand. Indeed what are the factors that lead consumers to move towards the brand and its products?

But also find out what brings them to remain faithful to the brand but especially to know their opinion about the brand's strategy to frequently renew the product and ultimately determine the impact of this strategy and to identify factors that can prevent the client to join it.

The goal is eventually to understand what may be the effect of this frequent updating strategy on long-term users, is there a risk of weariness or rather users are always ready to ask for more at brand.

To build this duty and to highlight both the theoretical and practical research, in a first time, the duty will seek to highlight two research topics linked with the problem, so this is the consumer fidelity but also the life cycle of the product in order to understand the different customer loyalty techniques and the importance of loyalty, but also to understand the stages of the life cycle of a product from its birth until its decline.

Following the project will deal with the research method used throughout the project by highlighting the identity, size, and the criteria defining the population chosen for the research sample while after I will analyze and I will interpret the data emerging from the study and my personal research to finally use them to meet the purpose of this duty.

#### IV. **Literature review**

##### **Introduction**

The objective of this part is to highlight themes of appropriate and relevant research about my subject.

For this it will be necessary to introduce some views related to my question about both subjects like customer loyalty, but also the product life cycle.

Through the study of my Business Project, I will review different sources to explain the concepts of my studies and the links between them but I would use also the theory as a reference to study the case of a company particularly in relation to my research question, Apple.

- **Consumer Loyalty**

The consumer loyalty boils down to the fact that a person chooses to use a product or a service in particular or visit a specific store rather than buying a product or service of a competing offer or a competing store.

The particularity of a loyal customer is that it buys a product or service over the long term and without detaching of brand by going to buy among the competitors.

For example, many customers like to spend their holidays in the same hotel due to the positive experiences they have had with the proposed service.

Indeed, to the seller, the most important work to do is retain the customer to bring him to adopt the brand as often as possible, be prepared to spend more for it, convey a positive opinion of the purchase of the product or service but also and especially to bring the customer to bring other customers by familiarizing him to the brand and therefore avoid attraction to competition (Source: Kay Ranade, December 10, 2012).

Loyalty is not just the fact of buying a product or service but returns to know the reasons that pushes the customer to act in this way which can be due to a contractual agreement with the company, (For example: avoid cancellation fees with a telephone operator),

effort and money required to switch brands, be aware to buy at the best price, a customer-business relationship based on customer-employee relationship or the possibility that the client is actively looking for a competitor.

Thus, according to the Loyalty Research Center, Loyalty can be defined as “*a customer continuing to believe that your organization’s product/service offer is their best option. It best fulfills their value proposition whatever that may be. They take that offer whenever faced with that purchasing decision*”.

Nevertheless as suggested Keiningham Et Al in their book "Loyalty Myths", total customer loyalty towards a brand returns to the fact that buying will be triggered for all occasions but in practice this is a totally unrealistic situation and that is why companies seek to build customer loyalty to the maximum.

What remains still measurable, it is the customer behavior face to the test of loyalty that can be calculated by the likelihood that the customer recommends the products or services of the brand to other persons.

But also by continuing to buy the products with the same frequency, the customer's belief that the products / services of a brand are superior to the competition; the alternative research absence from other suppliers and finally use of the weaknesses of the brand chosen to help improving it and not use them as a result of rupture.

It was determined in an article<sup>1</sup> that the loyalty of a customer to a brand thus depends on several factors that accentuate the fastener.

These can be both psychological, economic, technical, functional and contractual (Source: Financial Time Lexicon)

The psychological aspect is manifested by the development of an attachment to key point of the company or product / service through several components such as building mutual trust with the employee of the company who correctly answered customer expectations and therefore valid needs and this sets up a psychological reason to stay loyal.

The customer experience through a store or beliefs, perceptions and attitudes of a customer to a brand, a product / service reinforce the psychological links that causes it to be and remain faithful.

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<sup>1</sup> Source : Financial Time Lexicon Article

There are quite specific example of this phenomenon regarding the company Apple, in fact according to a professor of the National University of Singapore <sup>2</sup>(Source: Jochen Wirtz):

*“Many Apple customers show absolute loyalty to Apple and even dislike competing products. Apple fans identify with its trendy brand and love its integrated and smart solutions, sleek design and excellent product quality. These customers seem to increasingly live in an “Apple-world”, where they tightly integrate the use of several Apple products such as their MacBook, iPod, iPhone and iPad). They frequently download and buy software, apps, songs and eBooks from Apple’s Store and iTunes. These customers have a deeply held commitment to re-buy and re-patronise Apple products and services consistently in the future, against all odds and at all costs despite strong marketing efforts of competitors”*

From an economic point of view, customer loyalty is manifested by the fact that the product / service has an advantage over the competition in terms of value for money.

The customer loyalty is based in particular on technical and functional reasons, in effect, a brand can develop a product update support which may require the customer to remain loyal to the brand to continue to enjoy the technical aspects of the product from the top level of the version by buying a new one.

And finally regarding the reason for contractual loyalty, it is set up when a client is linked to the company because of a contractual agreement or for legal reasons<sup>3</sup>.

From the viewpoint of the business, customer loyalty has become essential and statistical calculations were allowed to have an idea of the performance of a loyal customer for the company but also the impact of customer satisfaction on the enterprise. Indeed, 20% of customers account for 80% of sales, 5% increase in loyalty increases profits by 25 to 55% and a very satisfied customer speaks to 3 people and conversely, an unhappy customer informs 12 other people (Source: Pictura Verba)

On the other hand recruit a client is three times more costly than retaining an existing customer.

These figures show the evidence for companies to develop methods and retention processes to ensure an increase in the company's financial performance but also improve

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<sup>2</sup> Source : Jochen Wirtz, associate professor of marketing, NUS Business School, National University of Singapore

<sup>3</sup> Source: Christian Homburg, Marketing Professor and President of Mannheim Business School

its brand image and perception that show face to the customer, which helps to establish a link with the customer and keep it away from the competition.

The tools of loyalty based both on know-how and broadcast:

It is first necessary to launch a product / service of quality that responds to expectations of consumers by creating a necessary need order to launch a bond of loyalty and consider subsequently a loyalty program.

It is also very important for a company to look after its brand image and make sure that all the actors are involved in a positive way at different stages of the customer experience, indeed the perception of the customer in relation to a product / service or in relation to a store happens mostly during secondary stages of the buying process as client relationship management, customer service, or the sense of service.

It is obvious that the process of loyalty also requires the services offered by the company but also the websites and what they refer to the consumer in terms of presentation, design or ease of use.

The tool that is very often used and that contributes to customer loyalty remains the loyalty card that allows the client to enjoy commercial advantages and for the company to grow its turnover.

- **The Product Life Cycle**

The life cycle of a product corresponds to a step succession since the birth of the product until his death.

Indeed, this model highlights the life stages of the product from idea to design up the withdrawal from the market.

It is interesting to moderate this process because it is not all the products that follow this cycle in accuracy, some products do not reach a sufficient level of growth while some companies are implementing product life cycle extension strategy in order to keep it alive as long as possible on the market.

Thus, the objective of this theme is to first explain in detail the concept of product life cycle and to highlight what are the strategies that can set up companies to extend the life of their products.

The life cycle of a product includes a 4-step process that begins with the product launch phase and its growth phase, followed by its mature phase to finally end with the decline, its change of periods therefore have an impact on the marketing mix, so on the strategy of the company in terms of price, product, distribution and communication (Source: Product Life Cycle Stage article).

*a. Introduction Stage*

This first step is the most expensive in terms of costs for the company, the new product is launched in an uncertain market where demand for the product is not yet proven, furthermore the size of the target market is still small and therefore it is a stage where sales are low.

So this is a very risky step for the company that requires efforts in terms of product promotion but also a necessary investment in order to bridge costs such as research and development, consumer testing, marketing but especially promotional and advertising efforts needed in order to sensitize the product to consumers.

Market penetration will therefore be to ensure that the product is at a higher price in order to be profitable or else to adopt a low price in order to influence global adoption of the target customer.

*b. Growth Stage*

The growth phase is characterized by sales growth, profitability and thus profits which result in greater investment in terms of promotion to build on this momentum to generate even more profits and get the most from the product.

This phase will have the consequence of attracting new competitors in the market and therefore respond to competition by offering new product lines, new heights or a demographic expansion of the offer.

*c. Maturity Stage*

During this phase the objective of the company is to maintain its market share in a market downturn, consumer demand can be changed which has the effect to see sales reach their maximum but by observing a decrease of growth due to increased competition or market saturation.

This is a very competitive phase during which companies must make wise choices by improving certain processes or reducing expenses.

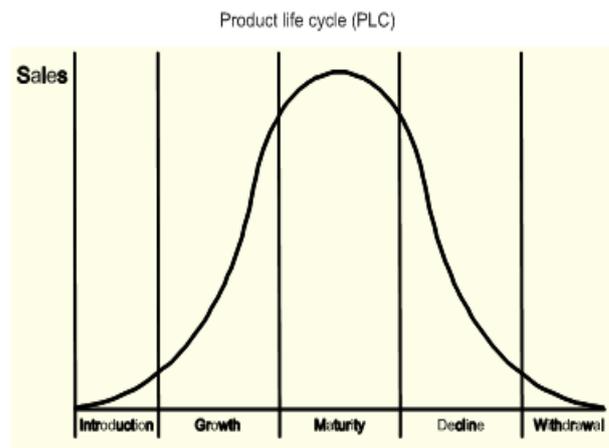
*d. Decline Stage*

This final stage of the product life cycle occurs when sales start to fall because the market in question starts to shrink.

Thus, the product in question may have been acquired by all potential customers or so when customers turn to another type of more efficient product or more current

The objective at this stage for a company is to avoid unnecessary expenses like marketing or storage which can easily happen when production increases while sales drop very quickly.

### Product Life Cycle stages



Different companies can also implement different strategies to repel the decline of a product or to extend its maturity period (Source: Scott Smith, Demand media, azcentral article).

For this there are various marketing strategies such as setting up new uses such as adding new features to extend the use of a product (Example: Improving the characteristics of a telephone).

These strategies can use advertising to gain a new target customers or by a price reduction.

It is also possible to get into new markets to discover an unknown customer or opt for Re-Branding strategy by changing the packaging, name and appearance of a product. (Source: Kristie Lorette, Chron Article)

## V. **Research Methods**

The purpose of this section is to demonstrate a clear understanding of research design through how the data will be collected, what instruments will be used, but also by highlighting the identity of the target of the study.

In this part of the folder I will determine which method will be used in relation to my research question and my research objectives by establishing links with my subject and by justifying the adoption or abandonment of data collection methods.

### A. *Research Design*

The objective of the study is to determine what may be the impact on consumer loyalty to undertake technical lengthening the life cycle of a product through technological improvement.

Given the complexity of the subject, it was deemed necessary in this case to focus precisely on a business that practice this kind of technique and that is why it was decided to focus primarily on the Apple brand through his repeated offers of Smartphone iPhone and make it a case study.

Therefore, the use of an exploratory research design through the case study of Apple has proved essential in order to help understand the theory by the practice used by the brand in the real world.

Indeed, trying to understand the relationship between customer loyalty and technique of lengthening lifecycle of a product returns to highlight the reasons for the attraction of a consumer with respect to a product / service and to identify what are the social, technological or practical factors that drives him to remain faithful to the brand.

The choice to adopt an exploratory research design through this case study can be beneficial to the study in several point of view.

First, the use of this technique makes sense because it will help to bring some answers to the understanding of a complex question through simple and precise analysis of the consumer behavior of the Apple brand.

But again, this will allow to rely on the answers of the population that will be studied and cross their answers with some sources to converge information and thereby to have more reliable data and become familiar with the facts and generate new ideas.

On the contrary, the use of a descriptive research was not selected because it requires prior knowledge of the environment or the problem studied, which is not the case for our study since the objective is to discover elements of answers to our problematic.

Similarly, the use of explanatory research is generally used for known phenomena when seeking to understand why the facts are like this but in our case we should already analyze and understand the facts and then decipher their reasons.

B. Sampling

The objective of this section is to highlight the population on which the sampling process will be done, in fact, it would be very expensive to collect data from the entire population which in our case would have an iPhone.

The sampling process happens in several steps first consist in defining the target population, and selecting a sampling frame, a sampling method, and a sampling size.

a) Define the target population

In this study, the target population consists of people that we want to collect information, which is in this case those with an iPhone that will serve as sources of information to inform issues related to loyalty consumer and the reasons for the attraction to Apple products.

So in our case it is people aged between 18-70 from all around the world and the time dimension is from March 25<sup>th</sup> to April 5<sup>th</sup>.

b) Select Sampling Frame

Given that my sampling method is nonprobability since I am going select a sample of people with an iPhone based on a population with an online questionnaire, the population to be studied (This study will cover 30 persons) will be selected based on two elements, the possession of an iPhone and age between 18 and 70 years in order to obtain reliable data, thus, the elements of the population does not have the same chance to be selected and must meet its two criteria.

c) Select Sampling Method

To continue my study, I decided to opt for a non-probability sampling method considering the fact that my study sample meets specific criteria and does not selected at random.

So I decided to use the technique of quotas through a questionnaire within the limit of 30 people.

The advantage of this sampling technique is that it is a technique that does not need to have an exhaustive database of the population.

Moreover, what has led me to choose this technique comes from the speed of implementation but mainly of the fact that contrast to the random method, respondents are interchangeable.

### *C. Instrument*

The objective of this part of the record is to implement a questionnaire to draw information of the replies from people selected following the sample and thus inform our interrogations about the possible effects of the extension of the life cycle of a product through technological improvement on customer loyalty.

To proceed to the realization of the questionnaire, I decided to use Google Form and thus, I formulated my 8 questions in several ways and with Answers in many forms.

Indeed, I decided to first put in place two types of questions in the form of multiple choice, a question related to the age of the survey participant and the other linked to his possession or not of the iPhone in order to select the study participants possessing these two criteria.

The following two questions are related at both to the reasons that prompted users of the phone to buy it (Features, Design.) but also related to the general opinion that emerges from Apple products.

For this I decided to use two forms of response types, check boxes but also a linear scale.

The following three issues are linked and related to the general opinion of people about the Apple strategy of releasing a product each year but also to the interest they pay to new products and their intention to acquire one or not and in that case why.

The interest here is to identify the factors that may affect the restraint to purchase a new Apple smartphone and highlight the relationship between that and the results concerning the general opinion of respondents in relation to this strategy.

The last question of the questionnaire relates to the general opinion of the respondents regarding the future of the iPhone in terms of popularity.

To eliminate the answers of respondents that do not correspond to the research problem therefore who do not have iPhone and do not belong to the selected age group (18-70), I would delete their answers.

## VI. Data Analysis/Findings

The purpose of this section is to analyze and interpret the responses to questionnaires in order to answer to our problem of measuring the impact of the life cycle of the product through the offering of technological upgrades on consumer loyalty.

In fact, the Apple case study through the answers and interpretations to this questionnaire will help to highlight the general trend that emanates in relation to the extension of the product idea and the identification of factors that accentuate the grip or not for the product.

For each of the trends to each question, it will be necessary to decipher the information necessary in order to answer to our problem.

Among the 50 responses received to the questionnaire, 30 were selected because they comply with selection criteria corresponding to the parameters defined in advance.

That is to say have an age between 18 and 70 years in order to gather reliable and unbiased information; moreover this criterion was defined from the fact that generally it is from 18 years that a person starts to earn his own salary and also began to fund these own products such as the iPhone.

Therefore respondents with this criterion of age were more involved and applied to respond.

The second question relates directly to the possession of the phone brand or not.

The goal for these first two questions was to eliminate unwanted respondents and thus retighten the respondent population and finally select a representative sample in order to find answers to the problematic which focuses on the customer.

The objective of both following questions was to identify factors that may lead to the purchase of the iPhone and discover the general opinion towards products of the Apple brand.

The idea here is to highlight the factors triggering the buying process and familiarization with the brand.

Thus from the responses to the questionnaire, nearly 74% of respondents choose to buy this phone for its characteristics, thus is the first factor that drives the purchase.

Product design is a purchasing criterion for 50% of respondents followed by brand image which led to 24% of respondents buy.

Compared to our problem, among these three dominant criteria features and product design evolve with the versions of the iPhone while the brand image remains the same.

Concerning the opinion of the people compared to Apple products, nearly 54% of respondents are satisfied to 80%.

It is also useful to say that there is no dissatisfaction with Apple products.

Those surveyed are either averagely satisfied or satisfied or very satisfied.

Thus on the whole sample nearly 90% of people are satisfied or averagely satisfied with Apple products.

The information that emanates here returns to determine that the owners of iPhone are generally satisfied with their phone that meets their expectations.

Since launching its first iPhone, the Apple brand has put in place a strategy based on extending the life cycle of the product based on the technological and visual improvement and with a price still more High from version to version.

The next question in the questionnaire focuses on the interest and usefulness to sell a new phone every year.

Thus, nearly 54% of respondents find this useful strategy while the rest does not approve it.

Thus the reconnaissance of Apple's strategy is more or less shared, so this shows that there are factors that can be the source of this opposition.

From the next question in the questionnaire, the objective is to examine the interest of the consumer to change his phone every year and so to accede to the strategic brand process of create envy for each of new products.

For nearly 73% of respondents, there is no way to buy a new phone every year while only 23% would be prepared to buy another one.

It is obvious that there are factors that hinder the buying process considering that 54% of those surveyed did not agree with Apple's strategy and 73% are not ready to renew their smartphones annually.

Data collected from the questionnaire next question will allow to identify important factors that have a negative effect on the Apple brand and on its strategy of renewing its flagship

product annually through the technological upgrading and improved visual but also a negative effect on customer loyalty will be less apt to be seduced by the brand products.

Indeed, what first comes to the conditions of brake to the purchase is *the price of the phone* (75% of respondents) that can easily exceed thousand euros for the latest version of the iPhone 6S (Source: Apple.com).

*The question of price can also be related to the potential lack of need for the consumer to switch products* because indeed, almost 42% of respondents and thus possessing the phone are satisfied with their current product and 38% of respondents accuse a brake on the purchase due to *the similarity with the old version*.

While 1 in 5 people is ready to be seduced by competition.

The last question of the questionnaire focuses on the feelings of consumers in relation to the popularity of the brand in the long term, and *opinions are divided*.

48% of respondents think that the future of the brand in terms of popularity is uncertain while 48% of people think that the popular effect of Apple has a good future.

To summarize all the collected information and to learn from the teaching, it appears certain that the Apple brand has set up a customer loyalty process to its product who are generally satisfied with what is sold to them.

Nevertheless the brand has established a fast Loyalty process through the extension of the product given the quality of its core products, which is good.

Also acquires a new brand product is expensive and is not necessarily needed as the difference between the versions is light.

This strategy consists of always wanting to control the consumer about his actions that may annoy some which can perhaps guessed breathlessness of the brand what may have a consequence on the popularity of long-term brand.

However with nearly 6 versions that have followed, this strategy always pays in terms of sales which possibly suggests a comfortable future for the brand by monitoring the output frequency, the price and the value added of the new products in relation to their previous versions.

## VII. Conclusions

In conclusion, to learn from the progress of this project and to answer questions formulated in the introduction using the results, it appears necessary to recall the main objective of the study is to measure the impact of the business product extension strategies on consumer loyalty.

The purpose of this question is to get companies to think about their frequent updating strategies of their products in order to anticipate the positive or negative behavior of consumers face to this strategy over the long term.

For this it is necessary to study consumer satisfaction with respect to this strategy what amounted to consider first the consumer's relationship with the product and the brand and identify the factors that leads him to perform this first contact.

From a theoretical point of view, through the research conducted, the reasons that lead a consumer to attach to a product or service could be both psychological, economic, technical, functional and contractual.

Regarding the answers obtained to the questionnaire, the reasons to support this attachment are mainly due to technical and visual aspect with a strong attraction to the features and product design and to a lesser extent due to the brand image from Apple and its psychological influence on the consumer.

Thereafter it is important to gather the opinions of customers compared to the Apple brand strategy to release a new product each year order to identify their opinions but especially to highlight the factors that can stop the loyalty process and can result in a lack of interest from customers for the brand.

Thus, the potential lack of interest in a brand does not really based on the strategy in herself but mainly on the contents of the strategy and what she really brings to consumers in terms of prices, real needs and practices new developments.

Generally and through Apple case study, only 23% of customers of a brand are ready to follow the brand's strategy in buying new products every year while others do not do so first for a financial reason which is quite often mingled with a useless of enjoy the new products that are very similar to their previous versions and which often have high features that meet their owners for a period greater than one year.

## VIII. **Recommendation**

This project aims at find out if consumers are still willing to ask more of a brand and under what conditions.

Thus, first, it is important to say that this research also has limitations mainly from the fact that all brands do not have the same relationship with their clients by causing different needs.

Some brands and products are successful as a failure and if successful it is important to preserve it and guarantee it over the years.

The mature phase of a product is often profitable for businesses that are implementing extension strategies by declining product in several forms to maximally take advantage.

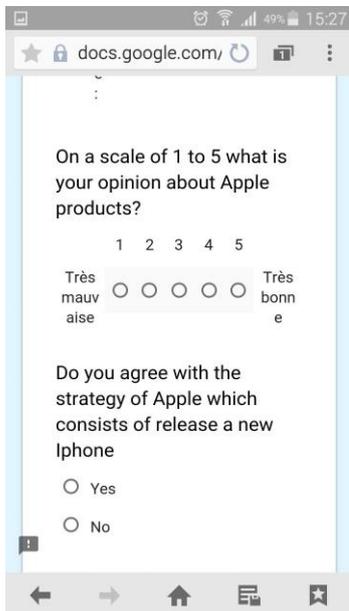
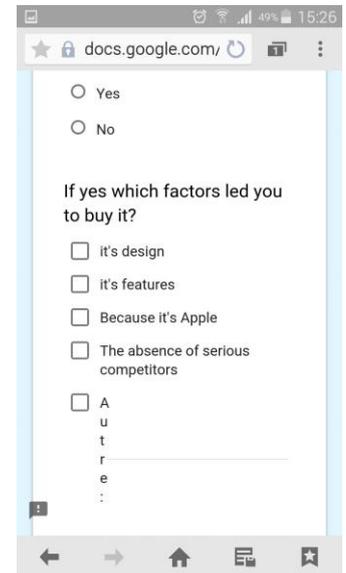
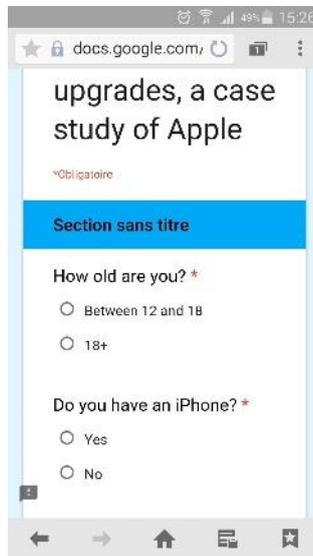
Through the study of the company Apple and its smartphone the iPhone, the establishment of an expansion strategy is not in itself a bad idea but an idea that must be conducted intelligently.

Indeed, extend the output between two versions of products will benefit the company in order to develop completely new features that differ from previous versions and thus justify the price and creates an even stronger feeling of attraction with its consumers.

Another conceivable solution would be to continue to lead the current strategy, taking care to offer attractive products adapted to the new features and benefits they offer.

IX. Appendice

Questionnaire:



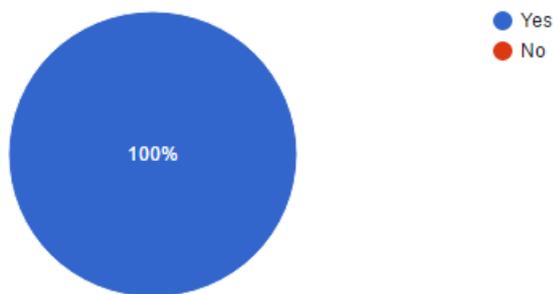
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Answers:

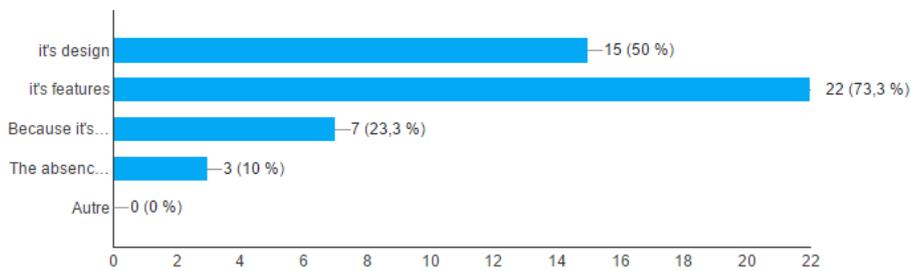
How old are you? (30 réponses)



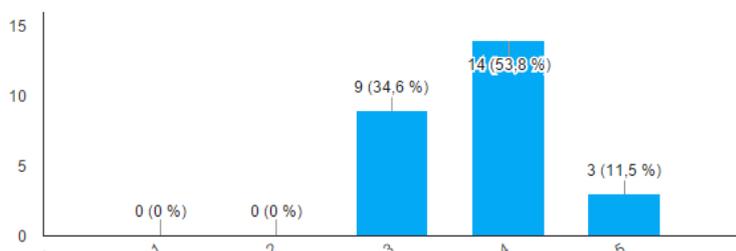
Do you have an iPhone? (30 réponses)



If yes which factors led you to buy it? (30 réponses)

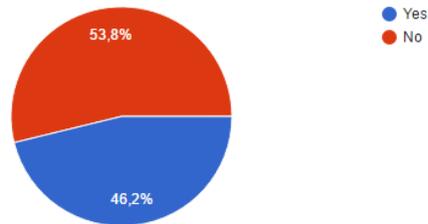


On a scale of 1 to 5 what is your opinion about Apple products? (26 réponses)

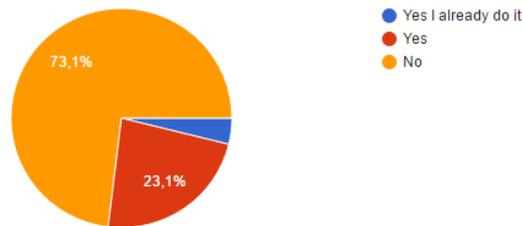


Do you agree with the strategy of Apple which consists of release a new iPhone

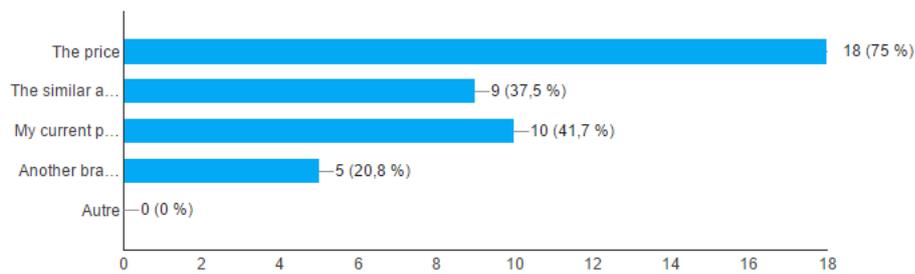
(26 réponses)



Would you be willing to buy one every year? (26 réponses)

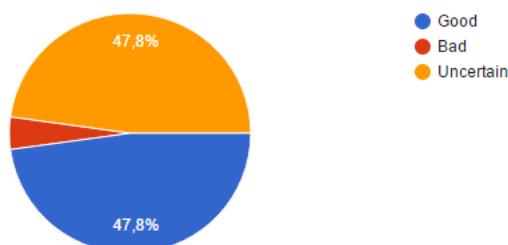


If not why? (24 réponses)



What do you think about the future of the iPhone in terms of popularity?

(23 réponses)



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