Your Name

Title of Submission

Date

1. Diffusion of Innovation, p. 375

This is a theory seeking to explain the spread of new ideas and technology within the market. According to Everett Rodgers, diffusion refers to the process of communicating an innovation over time among people within a social system (Santacreu, 2015). Diffusion of innovation is therefore one of the most important steps that a product must be taken through before it is finally released into the market. Diffusion of innovation generally entails the communication of ideas that are perceived to be new among the people within a particular social system. Apple I-phone is one of the companies that have always desired to concur the world of communication through differentiation. The Apple I-Phone has thus managed to partner with major mobile phone service providers, as well as partnering with enterprise software firms.

1. Product Development, p. 388

The main target of Apple I-Phone has always been the upper-middle professionals. Consequently, Apple I-phone has managed align the product with certain factors so as to ensure success in marketing the product (Choundrie et al., 2018). To begin with in terms of relative advantage, Apple I-Phone is perceived to be very effective and operates quite smoothly compared to the other versions. Compatibility – the current digital society is in need of convenient ways of sharing and receiving information, and this is what Apple I-phone seeks to offer in the best way possible. Complexibility – This cell phone seems to be somehow sophisticated. However, the company issues a guide to help the buyer understand how to operate the product. Trialability- the customers are always in a position to try the product using the devices that are within the Apple store. Observability – the company has many channels of receiving feedback from the buyers regarding the product.

References

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