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Research Paper: Apple And Its Influence On Technology

And Society

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INTRODUCTION

In today's rapidly changing world, the significance of technology cannot be overstated. Not only does it impact our day-to-day activities, but it also has substantial implications for various industries and sectors. One of the sectors that has been particularly influenced by technology is communication industry, with Apple being at the forefront of this transformation. Apple, known for its cutting-edge technology and innovative products, has not only revolutionized the way we communicate and interact but has also had a significant influence on the development and advancement of technology as a whole.

This study is based on the premise that with its range of products and services, including Mac computers, iPhones, iPads, and the App Store, Apple has not only shaped the way

we work, communicate, consume media, and navigate the digital landscape, but also has impacted the society in the way these products are perceived. The purpose of this dissertation is to explore the influence of Apple on technology and society, specifically examining how Apple's innovations have impacted various aspects of our lives such as communication, entertainment, and productivity.

The Company: To understand the influence of Apple on technology and society, it is important to first examine the history and evolution of the company. Founded in 1976 by Steve Jobs, Steve Wozniak, and Ronald Wayne, Apple initially started as a computer company, producing the Apple I. Introduction Apple's early success can be attributed to its focus on delivering user-friendly and aesthetically pleasing products, such as the Macintosh and the iPod. As the company grew, so did its influence on technology and society. Apple's introduction of the iPhone in 2007 revolutionized the smartphone industry, forever changing the way we communicate and access information. Additionally, Apple's App Store created a platform for developers to create and distribute innovative applications, further expanding the possibilities of what can be achieved with technology. As Apple's influence on technology and society continued to grow, it faced both successes and challenges. One of the key factors that contributed to Apple's influence is its ability to understand and cater to the needs of consumers. Apple's products are known for their sleek design, intuitive interfaces, and seamless integration of hardware and software.

Competitors and Customers: Apple's focus on user experience and attention to detail has set it apart from its competitors, creating a loyal customer base that is willing to pay a premium price for its products. Furthermore, Apple's emphasis on creating a seamless ecosystem of devices and services has made it easier for individuals to seamlessly transition between

different Apple products, enhancing convenience and productivity. Another important aspect of Apple's influence on technology and society is its role in shaping cultural norms and practices.

RESEARCH METHODOLOGY

Market research plays a crucial role in shaping the direction, scope, and credibility of a dissertation. In this report, the researcher has used both Secondary and Primary research to fulfil the purpose of research. The secondary research method utilized is the literature review of seventeen research papers and for conducting primary research a questionnaire was prepared with ten questions.

The sample was selected based on stratified sampling method depending on the age range of the respondents. The questionnaire was sent via google forms to 350 respondents. The four age brackets of ten years each were considered to be relevant for this study. From the adult age of 18 years till above 58 years age range were selected. 100 questionnaires were sent to each of the age range 18-27years, 28 -37years, 38-47 years, 48-57 years and 50 questionnaires were sent to above 58 years range. The completed survey was received from 181 respondents.

Primary Research:Primary research involves the collection of original data directly from the source, typically through methods such as surveys, interviews, observations, or experiments. In the context of a dissertation, the researcher conducted a survey which involved administering structured questionnaires to a sample of respondents to gather quantitative data on attitudes, opinions, behaviours, or demographics related to the research topic.

Secondary research involves the collection and analysis of existing data, literature, documents, or sources relevant to the research topic. The researcher did Literature reviews for the secondary research, which involves systematically reviewing and synthesizing existing studies, articles, books, and other scholarly sources relevant to the research topic to identify gaps, trends, theories, and insights.

LITERATURE REVIEW

Seventeen research papers were analysed as part of the literature review. These covered Apple's impact on society, the company's influence on technology. Four of these are summarised below.

1. “Apple’s iconicity – Digital Society, Digital culture and the iconic power of Technology” by Paolo Magaudda. The research paper introduces how Apple Inc. have made a niche in the global market not as a another technology company but as a cultural phenomenon. The paper talks about the deep relationship between Apple products, the digital technology and the cultural significance in the world. The paper talks about Apple's role in Digital Technology and how the company has innovated various products like iPhone, MacBook and iPad which have revolutionized communication entertainment as well as productivity and how the consumers interact with the products on a daily basis. The Apple products have a sleek design and user- friendly interfaces and seamless integration across devices have redefined consumer expectations and have also set industry standards for technological excellence. Apple in recent times have become intertwined with Digital Culture representing not only a brand but a lifestyle. Apple has created a sense of belonging and a unique sense of identity among its users through its

marketing strategies, product launches and its ecosystem of apps and services. What makes Apple so 'iconic' is not its functionality rather its prestige, exclusivity, and aspiration. Apple's iconic status transcends mere popularity or market dominance, it also includes cultural values and ideals that resonate with the consumers deeply. Apple products are not just mere tools for communication or productivity but are now considered the symbols of status, creativity and individuality and mostly its ability to evoke emotions and spark desires. Despite Apple and its products have brought significant advancements in technology and convenience but they have also raised concerns over issues like consumerisms, digital dependency and inequality. Apple and its cult like following and its materialistic culture and its social comparison. It also raises questions about competition and innovation and lastly the concentration of power in the hands of a few tech giants. The paper lastly concludes on the multifaceted nature of Apple Inc. and its implications on society and digital culture. Apple has become an iconic symbol of status, identity and aspiration. As we navigated the digital age, it is crucial to examine the role the company in shaping the collective values, behaviors and aspirations.

2. "Digital Technology: e-Content Development using Apple Technology." This is the title of the document, which is a journal article published in 2019 by Noraida Haji Ali and Rabiatal Addawiyah Hanim Mohd Rosli from Universiti Malaysia Terengganu. The production, selection, and dissemination of digital content on various platforms and gadgets are all included in e-content development. The demand for interactive, interesting e-content that meets the tastes and requirements of contemporary audiences has increased as a result of the

widespread use of digital technology. E-books, multimedia presentations, films, interactive simulations, and mobile applications are just a few examples of the different formats that e-content can take. For firms looking to stay competitive and successfully communicate their messages in the digital realm, producing high-quality e-content is essential.

Hardware: The range of products from Apple, which includes Mac computers, iPads, iPhones, and Apple Watches, gives content creators strong tools for creating and editing digital material. Content creators may create visually beautiful and captivating e-content thanks to Apple devices' high-resolution displays, potent processors, and user-friendly interfaces.

Software: A range of software programs and development tools for e-content creation are available from Apple. Content makers may develop, edit, and publish multimedia-rich content across several platforms and devices with the help of applications like iBooks Author, Final Cut Pro, Logic Pro, and Xcode. These programs provide tools for creating interactive user interfaces, including multimedia components, and adjusting material to fit various screen sizes and resolutions.

Services: The infrastructure and distribution channels for the transmission of e-content are provided by Apple's ecosystem of services, which includes iTunes, iCloud, the App Store, and Apple Music. These services let content creators to market, distribute, and monetise their digital work to a worldwide audience. Developers may publish and distribute their mobile applications to millions of people worldwide through the App Store, in particular.

The following are some advantages of Apple technology for creating e-content:

Seamless Integration: Content makers may work effectively and cooperatively across many devices and platforms thanks to Apple's ecosystem, which offers

seamless connectivity across hardware, software, and services. By streamlining the process of creating content, this integration frees up content creators to concentrate on producing high-caliber material without worrying about incompatibilities.

Rich Multimedia Capabilities: Apple products and software support rich multimedia formats, such as high-definition video, audio, graphics, and interactive elements. Content creators can take advantage of these features to produce immersive and captivating e-content that captivates audiences and improves the user experience overall. **User Experience:** Apple prioritizes design aesthetics and user experience to make sure that e-content produced with Apple technology is aesthetically pleasing, easy to use, and optimized for users. This kind of attention to detail increases user satisfaction and engagement among e-content consumers, encouraging greater adoption and retention.

3. “Ethical Issues of Apple Inc.” by Syed Abdul Rehman Bukhari. This paper clarifies the intricate ethical environment that one of the top technological businesses in the world works in. The purpose of this paper is to present a thorough analysis of Apple Inc.'s ethical dilemmas, examining the ramifications of these problems and the company's solutions. **Concerns about Ethics at Apple Inc. includes:** **Labour Practices:** Apple's labour practices, especially those in its supply chain, have come under fire. Concerns over ethical sourcing and corporate responsibility have been raised by reports of labour abuses, subpar working conditions, and human exploitation in factories that produce Apple products, mostly in China. **Impact on the Environment:** Apple has come under fire for their environmental policies, which include the usage of non-renewable

resources, energy use, and e-waste disposal. Apple has made steps to lessen its carbon footprint and switch to renewable energy, but it still has difficulties meeting sustainability targets.

Privacy and Data Security: There have been mixed reviews for Apple's privacy and data security policies. Despite emphasizing encryption and user privacy, the firm has been involved in scandals about data breaches, surveillance techniques, and government requests for user data. These issues have raised doubts about the corporation's dedication to upholding user privacy. Apple has faced allegations of engaging in anti-competitive behavior due to its dominance in specific markets, including digital services, app distribution, and smartphones. The company's dominance over the App Store, how it handles independent developers, and how it limits the distribution of apps have sparked questions about consumer choice, justice, and creativity.

Apple has made the following actions to address a few of these issues:

Supplier Responsibility Program: To keep an eye on and enhance labor and environmental standards throughout its supplier chain, Apple has put in place a Supplier Responsibility Program. The business offers training, audits, and incentives to suppliers so they follow moral guidelines.

Environmental Initiatives: In an effort to lessen its influence on the environment, Apple has committed to switching to renewable energy sources, cutting emissions, and encouraging recycling. To encourage sustainability, the corporation has started recycling initiatives and made investments in renewable energy projects.

Apple has included privacy features and regulations, such as encryption, data minimization, and transparency regarding data practices, to safeguard user data.

The business has adopted a resolute position regarding user privacy, declining to

jeopardize encryption or grant backdoor access to user information. Apple has incorporated corporate social responsibility (CSR) into their business practices. This includes implementing programs that promote diversity, education, and community development. To make a good impact on society, the corporation has contributed to humanitarian endeavours, diversity efforts, and education programs.

4. “A Critical Analysis of Internal and External Environment: Case Study of Apple Inc.,” by Choo Eern Yie, Choo Eern Zhi and Nicole Tham Seow Ping. The journal article that examines Apple Inc.'s (a well-known IT corporation) internal and external environments. It assesses Apple's strategic skills and difficulties using a variety of instruments, including Sun Zi's Art of War, Osterwalder's Business Model Canvas, SWOT, SPACE, BCG, and IE matrices. The study uses secondary data about Apple Inc. from sources that have been published. Several competitive analysis methodologies are used to evaluate Apple's advantages, disadvantages, opportunities, and threats in the international market. Additionally, it examines how Apple Inc.'s business methods relate to Sun Zi's Art of War and Osterwalder's Business Model Canvas.

ANALYSIS

The age range 18-27 years has 53.6% respondents. The skewed responses were accepted by the researcher, as it was observed that the responses received were more from this age range are the respondents in this age range are techno savvy and also this age has maximum number of Apple product owners. The respondents have used and/or owned an

Apple device at least once. Of the 181 people, 125 do really own an Apple product, while the remaining 56 do not. It was observed that, the majority of respondents, across all age groups are uses/owners of Apple devices.

33.15% of the respondents were in the 18-27 age group, 9.39% were in the 28-37 age group, 12.15% were in the 38-47 and 48-57 age groups. Finally, 2.21% of respondents over 58 years old possess an Apple product. 124 respondents out of 181 strongly agree/ agree that Apple has revolutionized technology. 49 respondents were non committal . Only 8 participants strongly disagree/ disagreed.

93 respondents who own Apple products have a favourable opinion of Apple and they strongly agree/ Agree that the company has revolutionized technology. While 28 respondents were neutral on the statement, just 4 disagreed. there is a significant difference in the belief of respondents who own Apple products vis-à-vis those who do not own Apple products. 75% of respondents who own Apple products in comparison to 57% of respondents who do not own Apple products believe that Apple has revolutionized technology. Owners of Apple products are more decisive (22% neutral rating) as compared to 38% neutral rating of non owners. There are only 2% of respondents who do not own Apple products that strongly disagree with the statement and none of the Apple products owners strongly disagree with the statement.

From Figure 1, it can be inferred that 52% of the respondents that Apple is an ethical company. 34.25% of respondents are indecisive as to whether Apple is ethical or not. 36% of Apple owners are indecisive as to whether Apple is ethical or not. 12% of Apple owners believe that Apple is not ethical. It was seen that whereas there is no significant

difference in the opinion of owners and non- owners of Apple products when it comes to believers of Apple as an ethical company, there is a significant difference in their point of view when it comes to believing that it is not ethical. 52% of the Apple non-owners believe that Apple is an ethical company. 30.4% of Apple non-owners are indecisive as to whether Apple is ethical or not. 18% of non-owners believe that Apple is not ethical. There is no significant difference in the opinion of owners and non- owners of Apple products when it comes to believers of Apple as an ethical company, there is a significant difference in their point of view when it comes to believing that it is not ethical. There is also no significant difference between the perception of the respondents across age ranges 28-37 and 38-47 years. However, the perception of the age range 18-27 years differs significantly from above 48 years age. So, 18-27 age group has 19% respondents who believe that Apple is not ethical as compared to the age range of 48-57 and 58 above. The decisiveness is highest in age range 58 and above where only 20% have voted for maybe as compared to 46% and 30% in age ranges of 48-57 and 18-27 respectively. 80% of those above 58 years believe Apple to be ethical as compared to 54% and 52% in age ranges of 48-57 and 18-27 years respectively.

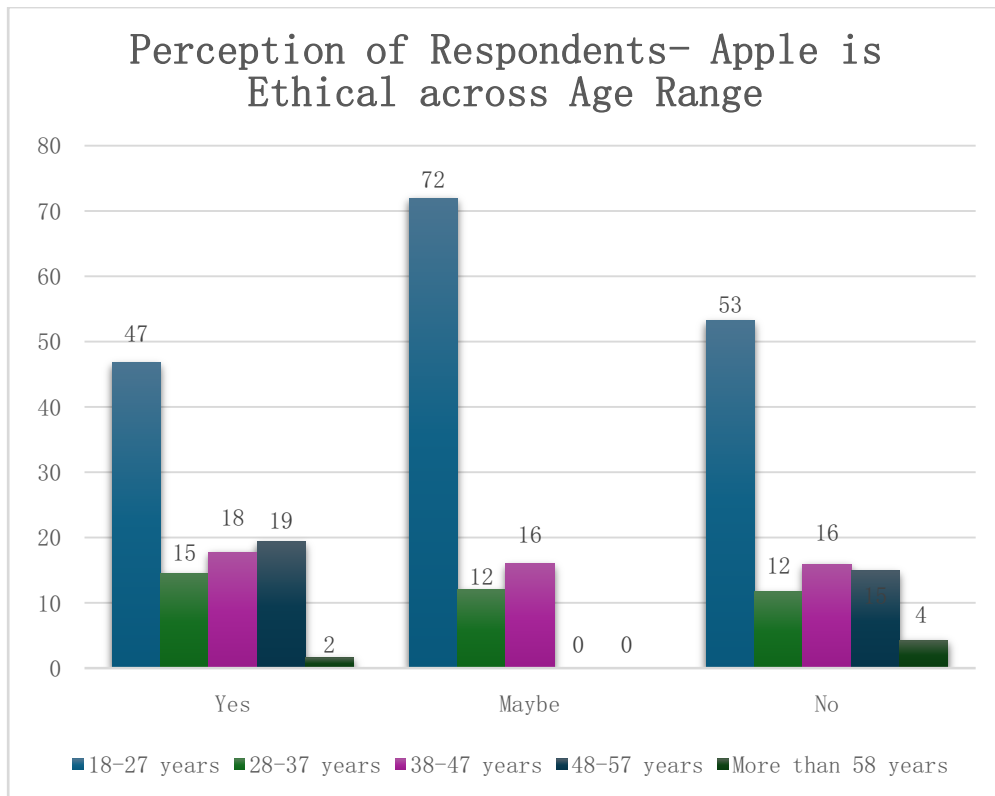


Figure 1: Perception of Respondents' that Apple is ethical across age range.

It can be seen that across all age ranges except 48-57 years, Apple has the maximum impact on lifestyle and the second impact is on innovation except in age ranges 48-57 and 58 and above respectively. Third level of impact is on Accessibility to technology except in age ranges 48-57 and 58 and above respectively, for 48-57 years, maximum impact is on innovation, second on accessibility to technology and third is lifestyle, whereas for more then 58 years age range, they feel maximum impact is on lifestyle and communication, innovation being second. There is a difference in beliefs of Apple owners vis-à-vis Apple non-owners as to the impact on society. 36% of Apple owners believes maximum impact is on lifestyle as compared to 46% of non Apple owners. Similarly, 10% of Apple owners believe that maximum impact is on communication as compared to only 2% of non Apple owners.

From the Figure 2, it can be observed that 65.19% of the respondents rate high/very high on Apple's contribution to advancement in technology. 32.04% rated Apple's contribution as moderate. Only 3% of the respondents rated low/very low on Apple's contribution to advancement in technology. It can be inferred that when we compare owners with non-owners of Apple products, 79% of the owners as compared to 57% of non-owners have rated Apple's contribution to advancement in technology as high to very high. Moderate rating is 30% and 38% for owners and non-owners respectively. However, only 1% owners have rated Apple's contribution as low as compared to 7% who have rated as low to very low. 12% of the respondents strongly agree, 56% agree, 27% neutral, 4% disagree and only 1% strongly disagree as to foreseeing the advancement in technology by Apple. , It can be inferred that there is a significant difference between the two sets of respondents between owners and non- owners of Apple products. 12% of the owners strongly agree but 11% of the non-owners strongly agree about Apple's role in technology, innovation and its impact on society. While 59% of the owners agree, 48% of the non-owners agree on the statement. 24% of the owners and 34% of the non-owners take on a neutral stance on the statement. 4% of the owners and 5% of the non-owners disagree, and only 1% of the owners and 2% of the non-owners strongly disagree with the statement.

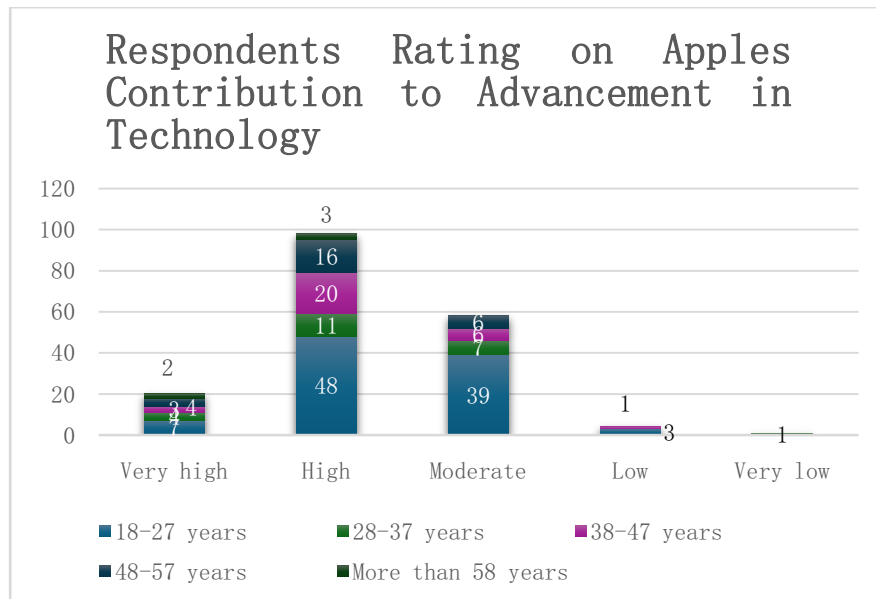


Figure 2: Respondents ratings on Apple's Contribution to advancement in technology

Across age range, user interface is the most appealing ecosystem of Apple. Second most appealing feature is integration between devices and design and aesthetics being on third position for age range 18-27, 38-47 and 48-57 years. Whereas Design and aesthetics takes the second position in the age group 28-37 years. More than 58 years of age group gives an equal priority to design and aesthetics and Appstore ecosystems. 50% of the respondents consider user interface the most appealing feature with integration between devices and design aesthetics taking the second position. 43% of Apple product owners feel that Apple has high to very high impact on productivity and workflow. However majority of them i.e. 49% of them perceive only moderate impact on productivity and workflow. 8% perceive Apple has low to very low impact on productivity and workflow.

31% of respondents across age range except more than 58 years, respondents perceive that Apple has a positive impact on environment, however 52% of the respondents had a neutral perception on Apple's impact on the environment. 16% believed that Apple had a

negative impact on the environment. For age range more than 58 years, nobody reported a negative impact on environment 60% reported positive while 40% were neutral. Apple product owners i.e. 36% perceive positive impact on the environment whereas 21% non-owners perceive Apple's positive impact on the environment. 50% Apple product owners gave a neutral verdict as against 59% of the non-owners.

It can be observed from referring to Figure 3 that maximum number of respondents i.e. 48% across age ranges except 38-47 years perceive that Apple is very influential on culture and lifestyle. 28% believe that Apple has moderate influence on culture and lifestyle and 19% of respondents perceive extremely influential impact of Apple on culture and lifestyle. Only 1 respondent in the age range 48-57 years perceive no influence of Apple on lifestyle and culture. There is a significant difference between the perception of owners and non-owners when it comes to Apple's influence on culture and lifestyle. There are 18% of owners who perceive Apple is extremely influential on culture and lifestyle as against 22% of non-owners, whereas 52% of owners as compared to 39% of non-owners believe Apple to be very influential on culture and lifestyle. 26% of owners and 32% of non-owners perceive Apple has moderate influence. 3% of owners and 7% of non-owners perceive Apple to be slightly influential.

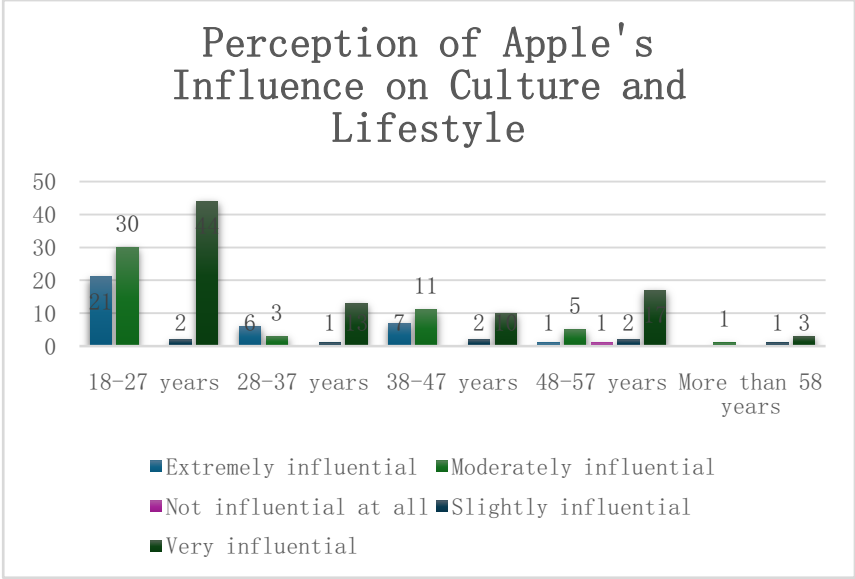


Figure 3: Respondents perception of Apple's influence on culture and lifestyle

CONCLUSION

Apple Inc. has had a significant impact on technology and society. From its modest garage origins to its current position as one of the world's most valuable corporations, Apple has consistently pushed the limits of innovation, changing how we use technology and influencing the structure of contemporary society. Apple's influence goes beyond simple technological improvements; it has radically changed the way people interact with one another, conduct business, have fun, and view the world.

Apple's unwavering emphasis on design, user experience, and the smooth integration of hardware and software has raised the bar for product development excellence. Along with propelling Apple to previously unheard-of levels of financial success, the release of renowned products like the iPhone, iPad, and MacBook also completely changed whole industries and spurred waves of competitor invention and imitation.

Apple's role in empowering people and encouraging creativity is one important part of its influence. Users are now able to express themselves in fresh and creative ways because to the democratization of technology brought about by user-friendly interfaces and intuitive design. The widespread availability of creative software, such as GarageBand and iMovie, has made it easier for aspiring musicians, artists, and filmmakers to enter the market, democratizing the creative process and encouraging a DIY innovation culture. Apple's dedication to corporate responsibility and environmental sustainability also highlights the company's wider impact on cultural norms and expectations. Through its

support of programs like recycling, ethical sourcing, and the use of renewable energy, Apple has shown that social responsibility and profitability are not mutually contradictory. By doing this, it has changed the corporate environment and paved the way for a more sustainable future, setting an example that other corporations can follow. Furthermore, Apple's ecosystem goes beyond just software and hardware; it also includes a booming app store that has completely changed how we access and use content. The App Store has developed into a global hub for innovation, facilitating communication between developers and millions of consumers while promoting entrepreneurship and economic expansion. Apple has completely changed the entertainment industry by providing artists and developers with never-before-seen reach and revenue options through platforms like Apple Music and Apple Arcade.

Apart from its technological advancements and business methodologies, Apple has also profoundly influenced popular culture and societal conventions. Because Apple goods are so widely used in daily life, social relationships, consumer behavior, and even self-perception have all changed. The emergence of the "Apple ecosystem" has blurred the boundaries between business and culture by fostering a cult-like dedication to the brand and a sense of community among users.

Apple also has its roots in influencing the education sector. Teaching and learning have been completely transformed by the introduction of technology into the classroom through programs like the iPad in Education program. Students now have access to an abundance of instructional materials and individualized learning experiences, while workflow and productivity have risen significantly. Apple has significantly contributed to the future of education and the preparation of students for success in the digital era by providing instructors with strong tools for collaboration and creativity.

Furthermore, Apple's impact is felt on a wider range of socio-political concerns, including access to information, digital rights, and privacy, in addition to its own goods and services. The company's legal disputes with government organizations on user privacy and encryption bring to light the challenges of managing the digital age's blurred lines between technology and civil rights. Given the rapid advancement of technology, Apple's position on these matters will surely influence the direction of future policy discussions and debates.

With an eye toward the future, it is evident that Apple will maintain its prominent position in influencing both society and technology. With continuous advancements in augmented reality, artificial intelligence, and healthcare technology, Apple is well-positioned to upend entire sectors and push the frontiers of creativity. The ethical and societal ramifications of Apple's choices and actions must be carefully considered, though, given its continued enormous influence over our lives.

Apple's impact is not without controversy, though, and criticism. The business has come under fire for its monopolistic actions in the app store, tax evasion tactics, and labor violations in its supply chain. These difficulties show how difficult it is to run a corporation at the nexus of technology, society, and business. They also emphasize how important it is for organizations like Apple to regularly review their policies and principles in light of changing social norms.

This dissertation concludes with a thorough examination of Apple's impact on society and technology, emphasizing the company's revolutionary effects on popular culture, corporate procedures, consumer electronics, and sociopolitical issues. It is evident that Apple's decisions and innovations will continue to have a significant and lasting impact on our world as we consider its history and look to the future.

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