

iPhone User Consumer Irrational Behavior

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Abstract.

The iPhone seems to have its own charm compared to other brands, especially for the millennial generation, whose decisions are mostly based on their immediate environment. This study aims to explain the existence of irrational phenomena that occur in iPhone users. This research use descriptive qualitative approach. The data obtained comes from literature studies and also observations. The results of the study explain that consumers who use Iphone have irrational behavior, for example, there are Iphone rental services, renting screenshot features, videos and reposting stories on Instagram, doing everything possible to be able to buy the latest iPhone series products with excessive credit, taking pictures on the reflection of the glass on purpose displays the iPhone logo. Conclusion on this research. The image and branding attached to the Iphone is what causes phenomena to occur. Factors of irrational behavior among Iphone users feel pressured and expelled from their community when they cannot follow their surroundings.

Keywords: Consumer Behavior, Irrational, Consumer Users, iPhone

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INTRODUCTION

The development of mobile phone brands in Indonesia is relatively good and dynamic, both for local and international products. One of the phenomena that has caught the world's attention is the growth of more sophisticated telecommunications, thus encouraging the creation of smartphone products. Along with the times, the human need to carry out communication relations can be considered a major need and in today's era everyone has at least at least one mobile phone and always carry it everywhere.

Apple products have become very special products compared to other technology products. Many companies are trying to compete with Apple today. Brand definitively means the internalization of the sum of all the impressions received by customers and consumers resulting in a special position in the "mind" of consumers based on functional and emotional benefits.

The iPhone is a smartphone product produced by the Apple company, this iPhone is the first generation to use the IOS operating system, first introduced by Steve Job in 2007 and over time it continues to grow and develop every year. Ramadhanti, et al (2021), one of the well-known smartphone brands in Indonesia, namely the Iphone, which has also succeeded in instilling its image in the minds of consumers. Not only that, consumers are also satisfied with the quality, features and design that are presented through this Iphone (Nazah, et al, 2017).

iPhone has a lot of exclusive modern smartphone hardware. Some hardware such as 3D Touch and Taptic Engine are only available on iPhone. The main iPhone hardware is the touch screen, with current models having screens measuring 4.7 inches and larger. Various sensors are included in the device, such as proximity sensor, light sensor, accelerometer, gyroscope sensor, magnetometer, facial recognition sensor, fingerprint sensor and barometer.

There are several factors that influence the decision to buy an iPhone which are divided into two, namely internal and external, these internal factors consist of age, education, lifestyle, past experiences, traits or personality and lastly likes, while external factors consist of culture, friends and family. family, there are also other external factors consisting of product quality and product design (Sugianto, 2019). The product quality itself consists of performance, reliability, features, conformance, durability, service ability, aesthetics and perceived product.

The point of view that most people use when buying an iPhone is that the features of the iPhone operating system are different and well integrated, as well as an application store that is different from other smartphones that have an Android operating system using the Google Play Store, while the iPhone uses an app store. iPhone user consumers are more attracted by the presence of a familiar logo, font style, color, description and other visual elements in the app store (Romel, 2011), not only that consumer users also do not care about the prices in the app store, and in fact do not interested in unpaid or free.

Besides that, the advertisements displayed by the iPhone contain persuasive communication, so that other smartphone users switch to using the iPhone (Taat, 2020), and in general, the advertisements served create a stimulus of happiness for the brand itself and sadness for other smartphone brands (Jose & Jose, 2015), on the other hand the millennial generation tends to use the iPhone because they want to follow trends, and hope to be accepted and appreciated by their surroundings (Ni & Gede, 2021). The iPhone seems to have its own charm compared to other brands, especially for the millennial generation who tend to make decisions based on their surroundings, therefore many people are competing to get an iPhone, whether it's the latest or used.

Through statistical data obtained with the Jakpat application conducted by Cindy Mutia Annur (2022), the reasons consumers are loyal users with iPhones where respondents can choose more than one answer and the number of respondents who filled out the questionnaire totaled 442 people, there are criteria selected as reasons for being loyal to iPhone such as good camera quality (74.2%), good system integration (51.6), good processor quality (50.9%), durable and long-lasting products (50.7%), has exclusive branding (48.9%), strong security (43.2%), easier to use (42.5%), good user interface (41.4%), diverse and elegant colors (26.2%), and finally the selling

price stable (23.5%).

Behind the reason for the loyalty of iPhone users, there are phenomena that don't make sense to iPhone users, you could even say this is beyond reason which doesn't happen to other smartphone users and this only happens to iPhone users. Hsu (2010) states that it is true that Apple is culturally successful and the iPhone is considered a social status symbol, and its brand is cult by its consumer users.

Rinandi (2015) states that this cult occurs because of several things, for example the existence of an I-message facility where Iphone customers can form friendships, Iphone casings that can give a feeling as individuals which will still feel part of the group and Iphone photo application facilities which is considered where the Iphone is superior to other smartphone brands, can even destroy these other brands.

This irrational behavior is driven by recognition and pride, and it's no longer about need, even a used iPhone is still much desired, it is also considered valuable (Putri & Muhammad, 2021). This study aims to explain the existence of irrational behavior phenomena that occur in consumers who use the iPhone with all the things that seem exclusive..

LITERATURE REVIEW

Brand image Brand is a name, term, nickname, sign, symbol, design or a combination of those things which are intended to identify a product or service from a person or group of producers and as part of distinguishing it from competing products. The brand is actually a promise from the manufacturer to consistently try to make it happen, while the measurement of the brand image is as follows:

a. Strength Strength refers to the various advantages possessed by the product or service in question that are physical in nature, and are not found in competitors. In products this is determined through performance, reliability, features, conformance, durability, service ability, aesthetics and perceived quality, while in services this is determined by tangible, empathy, reliability, responsiveness and assurance. This brand association depends on how the information gets into consumer memory and how the process persists as part of the brand image.

b. Uniqueness Uniqueness is the distinct ability to differentiate among other competitors. This unique impression arises from product attributes, a unique impression means that there is a differentiation between one product and another. The spectrum of uniqueness is quite broad, not limited to product or service quality, it can come from price, advertising, business location and so on.

c. Favorable Favorable refers to the ability of the product or service to be easily remembered by customers, including the ease with which the brand is pronounced, in the long term it is remembered by customers, or the suitability of the image built by the company with what is expected by the customer.

The factors of forming a brand image consist of quality or quality related to the quality of products offered by manufacturers, reliability related to opinions and agreements formed by the public about a product, benefits related to the function of a product that can be accepted by the public. consumers, services related to the task of producers in serving their consumers, risks related to profit and loss experienced by consumers and prices related to commensurate costs issued by consumers.

Consumer behavior

Consumer behavior includes an activity that is closely related to a process of purchasing goods or services. Modeling of consumer behavior is generally divided into 2 which consist of rational and irrational consumer behavior. Rational consumer behavior, namely a behavior in purchasing goods or services based on general consumer aspects, for example the existence of an urgent level of need, basic/primary needs, the uses and benefits of these goods and services for buyers and so on.

In contrast to rational consumer behavior, irrational consumer behavior is carried out without clear and urgent considerations, decision making just happens and can even be beyond reason.

This irrational behavior cannot be explained with certainty what causes it and how it can occur, things that can be explained only in the phenomena that occur for this irrational behavior by consumers, these phenomena can be seen from before, taking place and after using the product or these services.

Buying decision

In every purchasing activity, consumers are directly involved in making purchasing decisions for the products or services offered and this goes through various complicated processes of the many alternative choices that are influenced by various factors, both internal and external to consumers. The most important factor in making a purchase decision is influenced by thoughts and feelings, this decision can be made consciously or unconsciously, from the many alternative choices that instinctively exist in a consumer, one choice will be determined.

Decision making process Each decision-making goes through various processes and various considerations before determining which choice the consumer will make, while this process is as follows:

1. Identification of needs. This stage is marked when the consumer recognizes a problem in himself or it could be when the consumer feels a difference between the current situation and the state he wants, this happens because it is influenced by internal and external factors.
2. Information search. This stage occurs when consumers are looking for more sources of information that are used as reference data, this is done to be able to be at the next stage in making choices.
3. Evaluation of alternatives. The stage when the consumer determines the ranking of various alternative choices with the help of available information that has been collected, this makes the consumer analyze whether an alternative choice is good or bad.
4. buying decision. This stage occurs when the consumer has made the right alternative choice for himself, this decision making is based on a collection of information and alternative evaluations that have been made.
5. Post-purchase behavior. This stage occurs after the consumer makes a decision, satisfaction occurs, and considers whether or not a consumer will repurchase the product.

METHOD

This research uses a case study approach that is carried out in a qualitative descriptive manner. The data obtained in this study was carried out using literature studies obtained through scientific articles originating from theses, theses and journals and statistical data that had been carried out in previous studies and observations made through news, social media and the surrounding environment related to the occurrence of phenomena of irrational behavior among consumers who use Iphone.

DISCUSSION

Smartphone competition is getting tougher, making the iPhone keep pushing to be able to meet the increasingly complex needs and desires of consumers. The iPhone is an international brand that has a positive image for most consumers in the world. The iPhone tries to maintain a positive image that is owned by consumers in the world. Many people want to buy an iPhone by doing everything they can, this happens because of the strong image factor attached to the iPhone, that this iPhone is deliberately segmented towards people who are in the upper middle class and creates system integration that makes everyone have to buy the product another one that is still a production from Apple, this system integration also makes it easy to access and also guarantees better security than other operating systems.

The iOS Operating System feature released by Apple products has attracted the attention of cellphone users around the world, especially the people of Indonesia. Apple products that are very popular with the people of Indonesia is the iPhone. This giant company always launches its

products with the latest versions and features that attract the attention of mobile phone users. Many people want to buy an iPhone by doing all they can, this happens because of the strong image factor attached to the iPhone, that the iPhone is segmented towards people from the upper middle class, so that the iPhone becomes a privilege for its users.

Mobile users now feel a strong gap, between owners of iOS and Android based phones. Starting from the price gap that is difficult to follow, as well as special paid features available on iOS, this is different from the Operating System on Android, which is easy to obtain and low cost. There are many apps that are only valid for iOS users. This has led to the irrational behavior of iPhone fans who also want to experience using an iPhone without having to buy it. Some others want recognition or validation in the social circle of people who think the iPhone is the best cellphone compared to other brands.

The public's interest in using the iPhone is due to the exclusivity that this Apple company has, so that these exclusive things become triggers for people, especially Indonesia, to feel the sensation of using the iPhone. Quality that is comparable to the price offered also makes the iPhone even more exclusive. Its development is relatively fast from year to year with a variety of new features offered and prices that are not cheap. So it is difficult for consumers to keep abreast of iPhone developments, let alone potential consumers who really idolize the iPhone but don't have purchasing power. Then there were various irrational actions to become iPhone consumers

Irrational behavior is shown in the existence of a special iPhone cellphone rental service with a price tag that is quite tempting for consumers or iPhone owners, this price is quoted from the hashtag on Instagram #sewagadget, the average daily iPhone rental starts from IDR 200,000-1,000,000 depending on the type of iPhone those who are rented out, they usually rent out this iPhone with a number of binding conditions such as an original KTP / SIM, mandatory domicile with the rental provider, and a deposit if any damage occurs when returning the iPhone. Users of this service think that their cell phones are not compatible like iPhones, so they use iPhone rental services. The interest in renting iPhones is quite high from time to time and never dimming, iPhone renters want to be stylish and be recognized as successful people. In practice, people who rent often show off Apple's products as their own.

The phenomenon that has recently happened is a concert of k-pop or band groups from South Korea such as NCT, Stray Kids Maniac, who are holding concerts in Indonesia after almost 3 years of not holding concerts in Indonesia hindered by a pandemic, fans of South Korean bands in Indonesia quite a lot and they don't want to waste this event, so fans want to capture the highest quality pictures and videos. They think that using the iPhone can produce good pictures and videos.

Other irrational behavior, namely rental services for screenshot features, video capture (screen record), reposting stories on Instagram (repost story). Users of this service must pay for services starting from Rp. 500 - 5,000, usually these service users take screenshots of private messages so that the iPhone features can be seen from the screenshots or just want to re-share stories on Instagram stories, with the excuse that the image quality is not broken or reduced.

The goal of those who buy or rent this just wants to look rich in front of friends, work and society, whether done directly or through posts on social media. They value satisfaction as if they look rich compared to fulfilling their daily life, even though the most basic level of needs, namely their primary needs, are still not fulfilled, but instead they do various methods and try hard to be able to get an iPhone, something that they shouldn't have done and should have. used to pay more attention to their primary needs first.

The price of the latest iPhone is certainly difficult to follow for those in the lower middle class, the price range for the latest iPhone in 2022, namely the iPhone 14 which was released in September, starting from the iPhone 14, iPhone 14 Plus, iPhone 14 Pro and iPhone 14 Pro Max . The price range starts from Rp. 16,000,000 - 32,000,000 is where irrational behavior occurs which makes consumers willing to buy even with burdensome credit, for them when they can't keep up with iPhone developments it will make them feel depressed and interpreted as feeling excluded by their community.

Surely this iPhone feature service business exists based on the target market's demand from iPhone fans who want to feel the sensation of using an iPhone, or the social needs and demands felt by users of this service. Both service providers and service users above can be found easily on Social Media, namely Twitter, not infrequently these services are also provided through E-commerce such as Shopee. They can interact, negotiate and transact directly through the platform. For iPhone service providers they consider this a profitable business opportunity without the need for extra effort to get money, and for service users, this iPhone feature service is enough to help them get what they want easily, cheaply without having to own an iPhone.

Service users decide to use Apple products because assessing brand image has expertise in influencing their perceptions of the concept and message content contained in these products, so that the messages contained in these products can be received by Apple consumers and then make decisions about using iPhone services. This can be seen from the concept of possibility of being known, reputation and attractiveness, products that use brand image positioning as an influence on purchasing decisions attract more audience attention than those that do not use brand image positioning, and consumers evaluate how Apple products have a significant contribution and achievements. has been inscribed from generation to generation in the world of gadgets and smartphones, so that audiences will view brands in these products as communicators who can be trusted and have a good reputation. Brand Image has a positive and significant effect on Purchase Decision and iPhone Users, Lifestyle has a positive effect

Taking pictures on the reflection of glass or also called mirror-selfies which are done in closed rooms, for example in elevators, toilets, rooms and so on which directly displays the iPhone product logo which of course is addressed to everyone through posts, be it stories or photos on social media. This irrational behavior only happens to consumers who use Iphone, even just by showing the Iphone product logo when it is placed on the table and seen by people, then when it is discussed continuously it can make consumers who use Iphone feel proud. Just by looking at the Iphone logo everyone will know it, the strength of the brand image that exists on the Iphone seems to shape the upper class in society.

Not only that, consumers who use Iphone have their own community group and discuss new things related to Iphone, this community group is rarely found on cellphone brands other than Iphone, community group members also often hold regular gatherings and form strong social relationships, because for them only fellow consumers who use Iphone can understand their feelings, it is also in the community group that creates irrational rental services, and rents them out to people who just want to experience owning the cellphone, even if for a short period of time.

Apple is known for its strict rules regarding product marketing. But the Indonesian market, which is called unique, forced this iPhone manufacturer to change its marketing strategy. Like what? In other countries, Apple usually markets iPhones by cooperating with local cellular operators. However, in fact the marketing strategy, which is often called the closed channel line, is not suitable for the Indonesian market, because Indonesian consumers prefer to buy cell phones 'free' without any contract frills. This strategy has been carried out by Apple by cooperating with cellular operators in Indonesia, but it is considered inefficient. Therefore, for 2014 specifically for the Indonesian market, Apple changed its marketing strategy using the open channel method. Open channel means that Apple does not only market iPhones through cellular operators but also through distributors. In Indonesia, one of the distributors trusted by Apple to market its products is Erajaya. Even so, there are still rules from Apple that must be met by distributors, one of which is the design of retail stores which must follow Apple's standards. Even for the sake of following these standards, the furniture in the store was imported by Apple itself.

The euphoria of the iPhone from year to year has never dimmed, when the Apple company wanted to release the newest iPhone, iPhone consumers were willing to line up in front of the Apple store all day long and even stayed overnight carrying sleeping gear to get the latest iPhone release. Actions like this don't make sense because the Apple company will definitely produce a lot of iPhones seeing its worldwide target market. Phenomena like this must happen every year, even in Indonesia itself the first person to succeed in having the latest iPhone release, namely the iPhone

14 Pro Max, is published on social media Instagram.

iPhone products that are used with old year releases are still a lot of people who want to buy them and have high prices, due to the euphoria of consumers using this irrational Iphone, they think that the Iphone has the highest caste compared to other brands, even though other brands are in quality not much different and in fact some are even higher than the Iphone, even so they can't see that and continue to behave irrationally, the phenomena that occur seem to explain that the image and marketing of the Iphone are ingrained in most people, that the Iphone is a classy product which can only be owned by people who are also classy, especially with a community environment that is also classy.

CONCLUSION

For people who just want to look classy and be recognized by their surroundings, coupled with the desire to create satisfaction for themselves, even those who value satisfaction more and ignore their main daily needs, this is what makes irrational behavior happen, even though they are maybe you don't need to do these things, let alone feel pressured and expelled from the community, something that sounds like too much.

The strong and inherent image factor, coupled with good marketing related to branding, makes the Iphone considered a classy product, this is what causes phenomena of irrational behavior of consumers using Iphone, this phenomenon is like the existence of special Iphone cellphone rental services, catch rentals screens, videos, reposting stories on Instagram, doing everything possible to be able to buy the latest iPhone series with excessive credit and taking pictures on the reflection of the glass that deliberately shows the Iphone product logo.

This phenomenon occurs due to a combination of corporate image, marketing strategy and consumer loyalty, thus creating irrational consumer behavior, even used iPhone products are still of high value, this price formation can occur based on the assumption that Iphone has a high caste compared to other brands. , even though the quality is not much different and there are even other brands whose quality is better than the Iphone. This phenomenon of consumer irrational behavior shows that the image and marketing strategy carried out by Iphone are successful, thus creating phenomena like this, phenomena that are not found in consumers of other brands in the same industry.

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