

CHAPTER V

CONCLUSIONS AND MANAGERIAL IMPLICATIONS

V.1 Conclusions

As stated on the previous chapter, we can conclude that Apple has potential affectively-committed customers. Some of the interviewed Mac Users have progressed to a deeper devotion while some other has not yet reflected that. But they who have not shown it already have some points implying that they are progressing to the affective commitment. Time is one factor that can transform the commitment but in order to catalyze the process, the brand holder also has to do some efforts.

Based on the data analysis in chapter IV some conclusions have been made as follows:

1. Customer devotion to Apple has formed in Jogjakarta. The degree of devotion still varies between one Mac User to the other.
2. Not all antecedents have successfully progressed to affective commitment because they have not reached the process of sacralization. Affective commitment is the base for consumer devotion to a brand.
3. There is a potential for the lower-degree committed customers to shift into a deeper devotion to the brand.

V.2 Managerial Implications

Based on the research finding, there are some managerial implications that could be drawn:

As more markets are characterized by products and services with little material difference, brands have to become more central in satisfying emotional needs. Many of us do not realize the power that brands wield. Yet every single time we buy a product or service, we make a conscious decision to purchase one brand over another.

Some brands are more appealing than the other. They exhibit a high degree of customer loyalty. Their customers not only choose their product or service over the competition once or twice, but do so repeatedly weekly, monthly, even yearly. Customers are hooked and happy, and that is what really makes their loyalty a beautiful thing for business. These brands do not just greatly influence purchase decisions, they actually become a crucial part of their customers' lives and actual identity.

To understand the customers, we must have the full comprehension of their behavior. What are the factors influencing the purchase decision. What are the antecedents influencing customers to commit themselves to the brand. Some marketing strategies must be based on that.

We have to see within our brand whether we have to differentiate our brand to the competitor. A brand should not be merely a logo with the company name on it. It

should go further than that. A brand should represent the value, mindset, and passion the company has and connected to the customers in term of sharing and holding trust. Traditional brand only treated their brand as a distinctive marker while cult brand communicate and transfer their values into the heart of the customers.

A cult brand does not only sell the product's functional use but also filling the gap between the customers' lives and their dreams and passions. It resulted in a fun experience and high level of satisfactory. Customers will be coming back repeatedly for more. This is the dream of every marketer.

But the commitment is working both ways. The devoted customers will keep coming back if the brand also keeps committed to deliver their promises. A cult brand could also lose its cult status through the process of desacralization. This can happens due to unfair lawsuits, continuous poor or lower than expected product performance, company's failure to innovate or keep up with the trends, or even health issues.

On the other hand the sacralization process is very important because it assists managers to alter customers from calculative or normative commitment to affective commitment. Manager should be able to find, and probably even provide the sacred aspects and transcend them to the customer's commitment. Or we could try to increase the efforts with experiential marketing by enhancing store visits. The point is to kindly invite potential customers to try the products and hoping a transcendent event occurs. Once the sacralization process happens, the commitment shifted to an affectively one. Affective commitment is the basis of creating devoted customers.

5.3 Limitation and Recommendations of the study

There are several limitations and recommendations of the study in this research.

1. Cult brand is the brand that not everyone wanted or have the courage to be the part of. Cult brand is only considered as inferior group therefore the study is limited to the minor number of members of the devoted worshippers. The nature and situation can not be generalized with the universal condition.
2. The methodology used in this research was case study which is a preliminary step to develop framework on the topic of cult brands. Further examination is needed to confirm the findings, both qualitatively and quantitatively.
3. Try to develop and explore this study outside Jogjakarta, which might be useful as a comparison to the current research.
4. Try to develop and explore this study on other brand. The study can be carried out on the brand who already reached the cult status, like Harley Davidson, or the one that has not.

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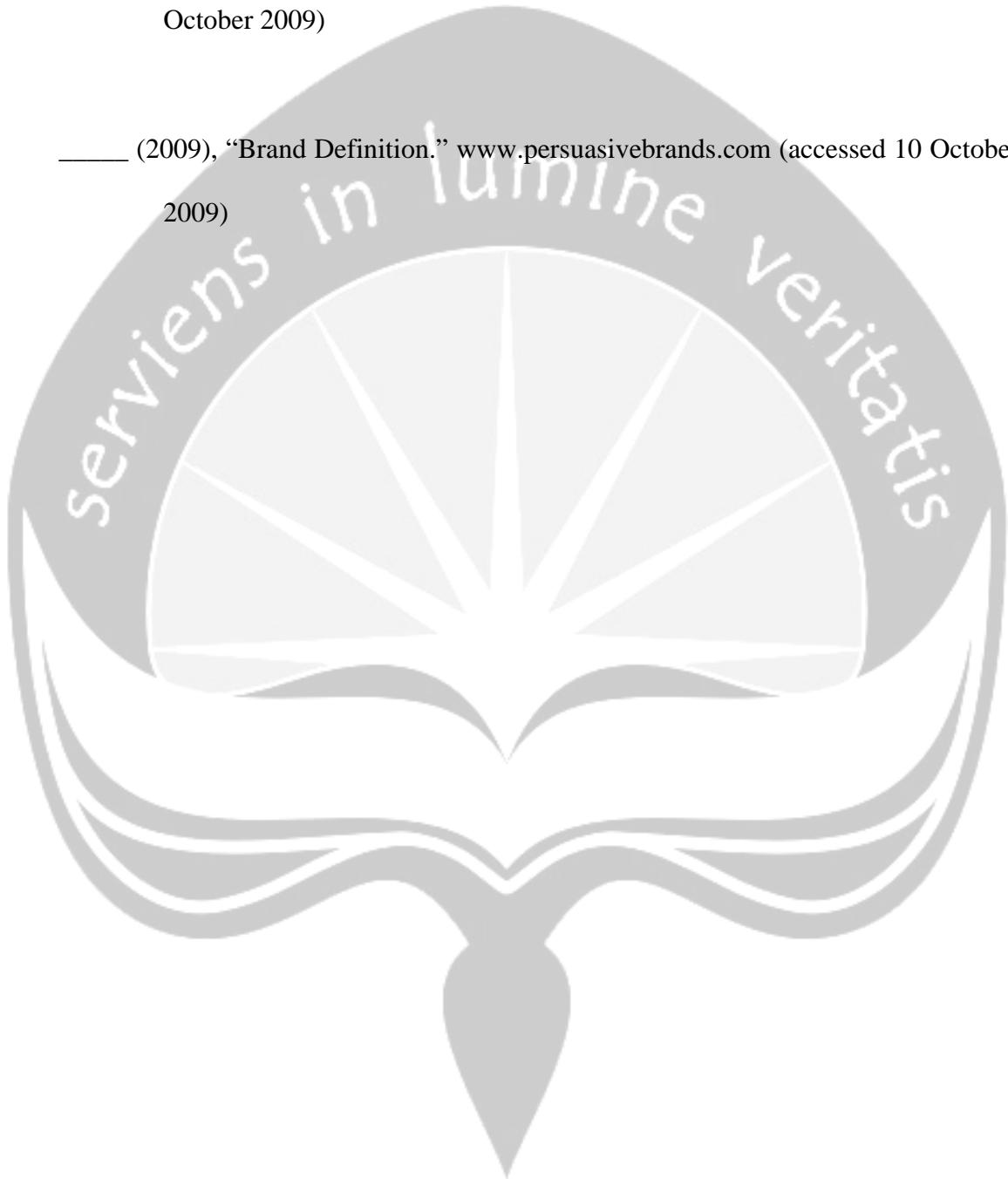
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APPENDIX 1
GUIDING QUESTIONS

1. Respondent profile
2. History of product usage
 1. How long have you been using the Apple product?
 2. How many Apple products do you own now?
 3. How do you get involved using Apple?
3. Norms
 1. How do people perceive you as an Apple product owner?
 2. What values do you expect from people when they see you using the product?
 3. Is the loyalty to Apple because you are always use it, or because its performance?
4. Felt void
 1. What Apple value are you trying to find by owning it?
5. Need for distinction
 1. Why is Apple your favorite electronic computer brand?
6. Enhance self-identity
 1. How does Apple represent you as an individual?
 2. Define the value of Apple brand.
 3. Is there any other electronic computer brand that can represent you as an individual?
7. Sacralization
 1. How do you feel when you first using an Apple?
 2. How do you feel when you using an Apple now? Does it feel different?
 3. Do you have any rituals before using or purchasing Apple?

8. Devotion

1. Would you say Apple is a big part of your life?
2. How could you characterize your relationship with Apple if it were a person?
3. Have you influenced others to use this brand?
4. How do you feel about the brand?



APPENDIX 2

FOCUS GROUP DISCUSSION TRANSCRIPT

Name of group: MWI (Mac.Web.Id)

Description: Mac Users Group in Jogjakarta

Place: Own Café, Sagan

Date/ Time: 24 November 2009/ 20.00 – 22.00

Question: How long have you been using these Apple products?

Kusri Hatmoyo (KH): I have been using it for three years.

Hagi Widyakusuma (HW): Two years for me but actually in 1999 I have use it once.

R. Donni Firmansyah (DF): My family always uses Apple, so ever since I was a child I have used it.

R. Firman F. (FF): Around four years

Bimo Utomo (BU): I have been using Apple since 2002

Bono (BN): Since 2005.

Q: How many Apple products do you own now?

KH: Five in total. Three iPods, one IMac, and one MacBook.

HW: Only two, Macbook Pro and iPhone.

DF: I lost count.

FF: Two, one of them is Powerbook.

BU: Twelve units from the beginning. Now I only have two IMacs and one Powerbook.

Q: How do you get involved using Apple?

KH: In the beginning I was attracted because of the commercials and my friends' words.

BN: For me Apple is to "sell" myself. I mean that if I am using Mac for presentation, clients will respect more. It is easier to sell with a Mac. I mean if you are carrying a Windows to sell something for Rp. 5000.- is hard but with a Mac it is easy to sell something for Rp. 10,000.-.

KH: So the brand itself has already represented its class.

HW: The design is "cool", the specification is complete, it is powerful, and also I want to try new experience.

DF: Because my family always use Apple from I was still small and I began to be serious on using it since college. In addition the design is still sleek after years.

FF: Because it is more user friendly than Windows and more prestigious.

BN: Yes, the prestige. Frankly my Mac is full of application after I join MWI, it was empty before that.

BU: I used to like to compare operating systems. I tried everything, from Windows to almost everything because I am an academician. Until one day I want to find small; light laptop; hopefully, cheap; with long lasting battery because I am often going mobile. And at that time most batteries only lasts for maximum two hours, in addition if that is still a new one. In my experience if I am using PC the price will be drastically dropped within two or three years. I was interested on Fujitsu whose battery could last up to four hours. But when I was in Singapore, there is someone who tried to sell his G3, second hand, after two years the battery could still last to four hours. I ended up buy it and use it for two more years until it was broken. The service was costing me Rp. 700,000.- but when I sell it I still obtained profit compared to when I bought it before. One of the advantages of Apple is that the price degradation is not so drastic. As I said before I was looking for small laptop and at that time the smaller the size the higher the price but on the contrary, in Apple, the smallest was the cheapest one.

Q: How do you feel the first time you use Apple?

BN: My self-confident increased.

BU: Confused. Frankly I am a risk-taker. I just bought it although I did not know about the applications and etc. but I just bought it anyway. Nobody I know familiar with this and practically there was nobody to teach me how to use it. I learn it autodidact but actually if you are buying a competent Apple product, there is a

manual book comes with it. For me the manual book is already giving me enough understanding of it although at first I do not know how to insert a compact disk.

HW: The funny story when I first bought it is that my helmet was gone. I bought it in my friend's house, so when I am going home, I rode motorcycle, carrying a box of MacBook Pro without wearing any helmet.

After I got home and try it I was amazed by its sophistication and become more excited with my new experience. The fun part was on the registration. Some people found it frustrating but it will ease you when you have to service your computer and I found it fun.

DF: I do not remember it when I was still a child but on college I got the old monochrome iPod. I was confused how to operate it even when we just operate it as an USB flash disk. But since I use Apple laptops, from iBook to MacBook, bugs are rare found on Apple. In Windows there are some software cracks, this thing does not happen in Apple so it would be more secure. The bad part is when I am going to the office because they are all using Windows.

FF: I also felt confused at the first time.

Q: Most of you are confused when you first using it, did the regret feeling follow it afterwards?

HW: No, never.

DF: My feeling was more into curiosity. I used to be a game addict and Apple apparently has this gaming side. We can set the terminal and the games were unusual. It was easier to get new friends just because they used Apple also.

BU: That is the characteristic of being minority, our friendship binds stronger.

BN: Maybe it is not minority, it is exclusive.

Q: How do you see the value of Apple brand?

HW: Gadget freaks. When you already have Apple laptop or desktop, you will always keeping up with the new products technology and Apple has many funny accessories. I become a little more consumptive because I often buy those things. But the good part is they trigger my curiosity. That curiosity resulted in asking questions to people who used Mac. The first time I know about Apple applications and MWI was from Mas Yono. He taught me how to maximize my device and also invited me to join the MWI.

FF: As a gadget freak, I chose Apple because there is a consistency in the product design and the color of the products is not tawdry.

DF: It is simpler in Apple. For instance, you have gadget "A" and gadget "B". You ought to install the driver for gadget "A" and the driver for gadget "B" into your computer. In Apple, no matter you are using Apple "A" or Apple "B" or even iPod, you are using only one application, the iTunes. So the system is continuous, whether

you have an iPod and an iPhone. The system is integrated. That is the advantage. You do not have to install anything anymore.

BU: Unlike in the world of Windows, in Apple, as you can see with Mas Kusri, a photographer or even a graphic designer, they are art worker. You can see the fun side there. And in here I found many new friends share the same characteristic with me.

When we used Windows in the past, sometimes we crack some of the programs there. But when we switched to Mac, although some do it slowly and maybe some other just do rapidly, it feels great if we use the original copy of software. Just like when we download the MP3 from the internet and sometimes we felt that the sound quality was poor, so I rather buy the original copy and rip it by myself to compact disk. So there is a shift in more respecting other people's creations. It is more costly but there is some sort of satisfaction in the end.

KH: I see it from the creativity function perspective. Apple is so segmented that when we use Apple product, it become some sort of contagious, we have to use another Apple products. For example, you can download songs through iTunes. Buy it actually. But when you want to listen to them, you have to own an iPod.

Q: Would it be a burden to use all devices in Apple products?

KH: A little bit actually. So when Apple releases their new product, there will be more blasphemy than the praise.

HW: So in that day, there were so many blasphemy tweets on the Twitter.

Q: How could Apple represent you as an individual?

KH: I never think of that to be the truth. I choose Apple due to its technical function. I am not someone who maniac or stay to a single brand. Not really that type of person. If there is new product from another brand which is more creative, function, the shape, and support my works, I might switch. But the fact is so far only Mac can fulfill everything. There is not any brand that can fulfill it like Mac until now.

HW: Apple represents me as a social being; I can more connect to people.

DF: I use Apple because I can and I am comfortable with it, if I am looking great, that is just the bonus.

FF: Apple is so me.

BU: Just as I said before, PC is impressing geek while Apple is fun. To some people this is a computer but for me this is a toy because it is fun. I did not find it in Windows.

HW: Sometime when I hang out with my friends, they said that I am sophisticated because I can use Mac and they are technologically illiterate because they can not operate a Mac. It annoys me sometimes because Mac actually is not that hard.

Q: So if there is new brand which technically better than Apple, would you consider switching to Apple?

HW: It might happen.

DF: I could switch if I found minority community like in here; if I am comfortable there and found unpredictable people like in here. But if we are switching sides it means there will be a lot of cheap Apple products.

HW: Just like when someone's child is getting married.

BN: What I do not like from switching to another product or another brand is the adjustment process.

BM: Just like now. I can do everything just by using the trackpad on my laptop, even I can draw just by using it. I do not think I can use mouse anymore.

Q: Would you say Apple is a big part of your life?

BN: I chose Apple because of my work and I can not do my work without my Apple.

HW: Yes. It would be strange if I could not listen to music through my iPod.

DF: I rather lost my Blackberry rather than my iPod.

Q: How could you characterize your relationship with Apple if it were a person?

KH: I have five wives then.

FF: My soul mate.

HW: Yes, my soul mate.

BU: A family member. Someone fun in the family.

BN: For me, if this is part of my organ, it is my brain. Fifty percents of my life is there.

Q: Have you influenced others to use this brand?

KH: I do not influence other directly as if I am the marketing of Apple. But when people see what I did on Apple, questions will instantly come from them and became interested using Apple. This happened not only to one or two of them.

HW: I used to do it but now I do not actively do it like in the past now. If they ask, I will answer but if they are not asking anything, I do not really care.

DF: I often show off what I can do with my Mac to my office mate and it becomes particular interest point to them. Some of them end up purchase my Mac.

BU: I introduced Mac to my wife nine months ago. I only taught her the basic things, the fact she can use it within no time whereas she did not know Apple at all at first and she is not a computer expert. I used to promote Mac to everyone I know. When I did presentation on my Keynote program, my students were amazed and they themselves then bought Apple. But since Apple production migrated to China, I noticed a decrease in the hardware quality and I never promote it again because if they are not satisfied with it, it becomes a moral burden for me.

APPENDIX 3

INTERVIEW TRANSCRIPT

Name: Supriyono

Gender: Male

Occupation: Program Manager Assistant SODIS Program Indonesia

Place: Amichi Café. Jalan Kaliurang KM. 8.5

Date/ Time: 3 December 2009/ 20.30 – 21.15

Question: How long have you been using these Apple products?

Answer: This is my third year.

Q: How do you get involved using Apple?

A: I have known the Apple brand long time ago, since I was still a college student. But I had never touched it before. I just saw it on television and some other media. From what I heard the brand is identical with graphic designing, production house, and etc. I have never thought that Apple can be used in office work in term of its office application. Then there was a time when Apple switch their processors to Intel and their marketing efforts became more rapid because also they had the support from Intel. From there I was beginning to find information through the websites and etc, after that a friend of mine introduce me to Apple and I saw it also directly in a

printing company in Jogjakarta that uses it. It emerged my interest. Although I did not have a chance to touch it, but by seeing it I was stunned by its beauty, the price itself impressed its beauty. And I fell in love instantly.

Q: Until now?

A: Yes. Actually it was risky when I bought it at the first time. There was no rational calculation at all because I had no idea about the Apple's operation system. I did not know anyone who really knows about this and I only rely on the information given in the websites. Believe it or not, for a week I studied the whole thing basically by myself. Because, again, the store did not teach me anything at all. So I got out of the store with a laptop bundled with the operating system and some other applications. But how to operate, how to do maintenance, and etc is a blank spot for me. So I look for it in the websites. After a week and two, I look for a consumer community. I found it, and join with them. But remember, for that one and two weeks I was dealing with something that really new for me but the interesting fact was I did not experience any difficulties. Apparently what they said about Apple was true that Apple has a user-friendly operating system. I totally agree with that statement because back then I was in a state of knowing nothing at all.

Q: How many Apple products do you own until now?

A: If we are talking about the computer, I just have one unit. I also have iPod and other peripherals such as Mighty Mouse and wireless Airport. I am also working in the office supporting for office networking and slowly trying to “Apple-izing” the office although still unsuccessful but it really happens.

Q: What really happens?

A: So when we use a product of Apple and the other gadgets are also Apple, it become very easy. The integration is very amazing. For instance, if we use an Apple Airport, it is very easy to access the system and reconfigure the settings. Another example iPhone, it is very easy to import some multimedia files, videos, music, contacts, agendas, and others. The same thing happens with iPod. The integration between the peripherals is extraordinary.

Q: You were saying that you are trying to “Apple-izing” your office slowly. How do you do it?

A: Frankly, the process is not easy because some office works are using applications not under Mac, for example, AutoCAD. Although we can install Windows operating system on Apple computer but it would not be optimal. That was one of the difficulties. The second, I presume, is psychological factor. Generally speaking, the reason people, although they have money, are very difficult to switch to Apple because they already have such a psychological barrier. Why is that

happening? Because probably from elementary school until now we only know one operating system, Windows. Whereas there are many operating systems that exist in the world. There is Linux, Mac, and also Sun Solaris. That probably is the main reason. The third, we must admit that Apple is cost expensive. The initial investment is expensive, but if we are talking in long term operation, Apple is actually cheaper. Because we do not have to upgrade things and in Apple we get original copies of merely everything such as iLife, and the operating system must be original. The reason is because Apple never sells the operating system and the hardware separately. So every Apple hardware is bundled with the original copy of the operating system. That is a definite. Everything comes with the original copy.

Q: I have spoken to some Mac users; they tell me that they are trying to make people switch to Apple are by showing what they can do on Apple and the outcome of it.

A: Yes. Actually there are a lot of my friends who do that. But the question then, is it when you are using a non-Mac operating system, you can not do that? It would be very naïve if we said that it only can be done by Mac. But I believe that Mac makes it more “beautiful.” For instance, you are a photographer and your photographs are bad. When you present it on an Apple, it becomes more “beautiful” because we have a product with a good packaging. Therefore clients’ judgments will be psychologically affected by it. If you are a photographer wanted to do a

presentation and you bring a Sony Vaio and an Apple, you do not have to see the photographs. From the first time, the client will instantly think, “Wow.. Expensive”. Actually it is not because of the direct result of the working process. Although there is also an influence from the working process due to the stability of the system but real factor is because Apple already has an impression of luxurious and expensive so that the result must be good no matter what. The selling point eventually becomes higher. When people sees you using an Apple they will appreciate you more because you are using an expensive tool. There are a lot of cases like that. Many people doing an idle threat just because they use Apple, not because they have astonishing products. I used to use an ordinary Windows-based laptop to design posters; the product is good and beautiful. Now I still do it on Apple. Frankly, there is no significant improvement. But because I carry an Apple laptop so the packing is impressed more luxurious. So actually the psychological factors of the brand have been formed in the society, although they are not Apple users.

Q: How do you see the value of Apple brand?

A: I am more into the marketing of Apple. Take a look on their advertisement. They are clever. And for me it is interesting. Apple was established segmented. It is unintentionally very segmented because it is very expensive from the beginning. Because of it is so segmented that resulting in creating very fanatic users. Probably that can be said as the word of mouth marketing activity. So there is a belief

developed among the users that Apple is great, Apple is expensive, Apple is sophisticated in graphic designing, and production house must be using Apple but the one that previously has not been developed that actually Apple is also sophisticated in mobile office use. Now Apple begins to develop such communications to the public. Take a look on their exhibition advertisement; they are now mentioning the office use of their products. They can run Word program also. That thing has never seen before. Apple starts to highlight this because they are beginning to find wider segments within the market, not only in the graphic designing industry, production house, and audio recording but also for mobile office use. That is why their products more varied. MacBook Air, for instance, technically speaking their specification is bad. But for people who only need mobile office support such as, Microsoft Word, the MacBook Air is quite enough. Another thing, it is very light. MacBook Air became the pioneer for laptops weighted under one kilogram. Since then Sony Vaio and Acer also release their thin laptop line. I believe that the birth of MacBook Air is due to the Apple will to search for wider market. I am sure that you can purchase higher specification on other Apple laptop, but in term of prestige and lightness, MacBook Air is very salable.

Q: How do you feel when you first using Apple?

A: Beside confused, I feel proud. After all this time, finally I can make it true. I become a distinct person among hundreds even thousands people who are using

classic and conventional operating system. Proud and also confused. But the proud outclassed the confusion. I happens to have a good unlimited internet connection so it became easy to get information. So if I am asked who maintain the Apple users, the answer is not the store but the users themselves. Reference on the websites definitely is helpful, but the one who maintain the users are the networks among them. I do not know how it happens in Jakarta, but I think it would be the same in Jogjakarta, the store here is only orientating on selling. Unlike in the US where the stores are direct Apple Stores, in here the stores are owned by different individuals and management. In Jakarta, some stores are giving free trainings but it was only very basic training. So I can say that the one who maintain us is ourselves. This occurs because we need each others. Difficulties in finding applications, limited service centre, not everyone has this information. Group of minority certainly is more solid than the majority. Is there no such group in the majority side? I am sure there is some, the problem is they are seem to be invisible because there are so many of them. We are more visible and solid because, back again, the dependence factor. It is simple actually.

Q: So can it be said that Apple represents you as an individual?

A: Yes. Apple is one of my identities. I would strongly say yes. Ever since I use Apple, when I design things with it, automatically people see the tool you are using. My community is Mac Users, my words indirectly are eventually also about Mac because Apple nowadays has become a lifestyle. If we are talking about MP3 player,,

who is the pioneer? IPod. Revolutionary handheld phone? iPhone. In the office, people complaining about virus on their computer and always have to update their anti-virus. My unconsciousness automatically suggests them to use Apple. And I am sure that most Mac Users believe that Apple has become one of their life styles.

Q: Is there any other electronic computer brand that can represent you as an individual?

A: Personally no. Everything with electronic is just Apple for me. There is even a joke, if Apple releases their clothing line, we would certainly buy it. But seriously, if you sell clothes with Apple logo on it, the Mac Users will purchase it for sure. There is some sort of pride wearing something with Apple logo on it. On fanatic Mac Users' cars or motorcycle at least they have Apple stickers on it.

Q: Why is Apple your favorite electronic computer brand?

A: Because up until now, I experienced a lot of ease. System stability. Well actually is Windows not stabile? Or is it Mac always stabile? It is not always like that, my Mac sometime is experience hang operation, especially now when we use Intel. But little things like virus or original software copy checker will never happen in Mac. Because in Apple we are using the original copy of the Mac operating system. We are also facilitated by some free original applications in Mac like the ILife. You can find applications like IPhoto there for photographs database

management, iMovie for making movie by just merely plug the camera and edit it then turn it into DVD, we call it iDVD. And it is all original. In the hand of someone creative, sometime even you can not imagine that you can do things like that. It sometime still surprises me of what I can do with this. I am amazed; I can produce something beyond my expectations. So I would say that Apple supports people to leap further forward to create something beyond their imaginations. But probably that is the philosophy of Apple products all this time. They always release products that leap so far forward that people does not think it would be possible to be existed at the moment. The design itself is very beautiful that it lasts for years, imagine the MacBook line. From the beginning of MacBook Pro, the design has not changed. When they switch to Intel, MacIntel, the design remains the same. That is why I can say the design can last for years. Take another example, if you bought Vaio, less than a year the design will out-of-dated because they release many variants of new products. Where Apple only has a few variants of new products and the difference is only on the specifications. Although the design stays the same, it will remains classic because the design itself will never be out-of-dated. They have great product designers and Apple has always been known for it. I see Apple is brave to invest in this particular field. Even they have research and development unit, according to the rumor, for the packaging of the products. Are not they beautiful? There was a case that my office mate bought an Apple, the outside packaging is the ordinary brown box and he found it very ugly. But when he opened it, he was surprised by the

aesthetic design of the packaging. As far as I know any other laptops packaging, even Vaio, are not that aesthetic. Even until the details like in Apple laptop charger we have like a special place to roll the cable. The small things that matter to Apple show that Apple is serious working on their products. And Apple is a company who has courage to do something different even when the other companies try to do it as well. Take a look on iPod, it is not only an MP3 player but in the newest generation, they have camera on it. But the weird thing is it can record a video but it can not take a picture. It is weird, right? Probably that is only a marketing strategy from Apple. But we, Mac Users, are always patient and always wait for the new products. We are definitely upset and grumbling, but we are still going to use it anyway.

Q: Do you find it burdensome for using all gadgets with Apple?

A: For someone who does not have a lot of capital like me, it certainly is. The wants are always there but the resources have not always support it. For someone fanatic like me, sometime we coerce ourselves to have the products. Sometime in the past we never had a desire to own a MP3 player but now when we use Mac, we must think how to get an iPod. Something like that.

Q: How could you characterize your relationship with Apple if it were a person?

A: My wife. Believe it or not, I even named my laptop. My friends know about it and always laugh about it. I gave a girl name to my laptop because I feel that it is

something very special for me. It is silly actually, but that is the way I am. I do not mind if my other gadgets are broken but not this laptop because this is my soul, my life. All of my works are in here and I am very comfortable with this thing.

Q: So if there is a new brand, a new product which is more powerful? Would you still consider staying with Apple?

A: Up until now my answer is yes. If we are talking in term of today my answer definitely stays the same. The past condition, especially before Apple switched to Intel, there are a lot of people addicted to Mac and they buy it because the need it. On the contrary nowadays people buy because the brand has developed into something prestigious. Do Apple products nowadays create fanatic users? Not always; but there are still a lot of them who are fanatics. The non-fanatic users probably own it because of the lifestyle, the prestige, and they can switch from time to time. Actually it is not a bad thing. I mean Apple has been successful in projecting an image of expensive, luxurious, premium brand. Furthermore, the users also are projecting the same image. Apple and Microsoft are almost at the same age, but I can not see the same image in Microsoft probably because there are an enormous number of people who use it. Technically speaking, is Apple better than Microsoft? Not always like that. But regarding brand image, Microsoft is nothing compare to Apple.

APPENDIX 4

INTERVIEW TRANSCRIPT

Name: Gregorius Gempa Trimuryono

Gender: Male

Occupation: Postgraduate student / co-founder mac.web.id

Place: The Islands Dormitory, Klebengan

Date/ Time: 4 December 2009/ 19.30 – 21.00

Question: How long have you been using these Apple products?

Answer: I have been using Apple since I am still on the second grade in senior high school. I think it is around 2001. So it has been eight years since I first used Mac. I remember the first time I used Mac is the IBook G3 or the early G4 which does not has Airport Express Card, Bluetooth, camera, and the RAM was only 256. It was hard to be a Mac User in that year, especially in Jogjakarta. In that time the Mac programs available in the market is only the original copy, it was hard for me as a high school student because they were very expensive. For me it is kind of struggle to use a Mac in 2001. By the time I went to college, I switch to IBook G4 and from there the story continues because, as you know, the gadget development is very fast. From G4 I switched to PowerBook, and so on.

Q: How do you involved in using Apple?

A: I was interested in using Apple because on that time not many people I know use it and I like things that nobody else commonly uses. Actually I have no idea about Apple, I never tried the operating system, and I do not know the difficulties, what it contains, and the difference with Windows. I was simply blind when the first time I bought it. I was confused on how to turn it on and register it. Unlike other laptop or PC, the Apple software and hardware are united. I mean it comes together in one package and in order to use it you have to register it first. But it would not take a long time to finally figure out the system. Not as a master on every details in every applications. But at least I know the function and able to operate the programs like ILife; the IPhoto, iTunes, Garage Band within 2 months.

Q: How do you get information how to operate those programs?

A: Mostly is trial and error actually. Some information I got also from the Internet. You have to be brave enough to ask questions. I had also have to ask who are the people using Apple in Jogjakarta. Finally I have a chance to meet with some people who uses Apple in Jogjakarta which actually there are a number of them here although they were still individually; such a group had never been establish yet. Then, first time, we launched Macinjogja. It developed into a forum called MWI (mac.web.id) which only had six members at that time. From there together we know, learn, trading information, and ultimately it really works because actually Mac is not

that difficult. It is different when you were clueless about Microsoft, then you are handed with a Microsoft, the learning process is easier in Mac. The Mac interface is much easier, note that I also used Windows previously. The Apple interface is easier, more eye-catching, and not boring. What I love about Mac is they combine technology and fashion. That was one reason why I like Mac, why I interested with Mac. From what I see with Windows, with Microsoft, they are seemed more serious with their word processor and Power Point. In Mac you can do the same thing actually but with more fun. And it makes it much easier compare to Microsoft. For instance, in Windows there is Microsoft Word and in Apple, we have the same task application called Pages. I found it was much fun when I use Pages.

Q: How do you feel when you first using an Apple?

A: It was hard. I admit it was hard. But it was the same like the first time you learn how to ride a bicycle. Everything in the first time must be hard but there is also a first time for everything. The first time I use Mac, just simple, when you look at the default wallpaper, it shows that this is a fun, not boring, and sophisticated computer. Eventually the confusion is covered by all of those because it would not take a long time to learn how to use Mac. Nowadays Apple uses Mac OSX, X stands for ten. It is the tenth generation of Mac operating system. The latest is 10.6.2 version. Six stands for Snow Leopard version, before that there was the Leopard, Tiger, and Panther. The

first time I use Apple was the Panther era. There were a lot of improvements between the operating systems.

Back to your previous question, apart from the confusion, I felt “cool.” Because back in 2001, Apple was really rare and I suppose you know how it felt to use something really rare compare to the public who uses Windows. There was some sense of pride there because, again, the first reason I use Mac was because it was different. I am proud to be different and frankly I do not have any intention switching back to PC. That is for sure. Because while I use Mac I never have to worry about computer viruses and during my time as a Mac User I have never known anybody who uses Mac and turn back to PC. As far as I know, there is nobody turn back to PC and says that Mac is hard and PC is more fun. So why should I be the first one? I will always use Mac because I am proud of it, I love it, and there is no reason, up until now, for me to return to PC. Some Mac’s ordinary lacks for me are still tolerable like hang operation, for instance. That is something that you can fix by your own. In Windows there are some viruses that make you desperate but in Mac I never found something like that so far. Because Mac is based on UNIX, there are no viruses within Mac. Another thing that I like from Mac, they invited all developers and Mac Users in the world to find ways to take down the Mac through its weaknesses. From there Apple recruits them to be the developer for Apple. There is this thing called Apple Developer Toolkit, it can be downloaded freely and everyone who has that application and become the developer for Apple is invited by Apple to attend the

WWDC (Worldwide Developer Conference), if I am not mistaken. So everyone who is the Mac Users developers is invited to San Francisco and there are seminars held there. In Jogjakarta, from what I know, there is Mr. Ari Lukito. He received a gold pin from Apple because he is one of the developer and technician. Apple's development program is very concern with their customers. Every time a program crashed, they ask for that event reported to Apple. Therefore every two or three months, Apple always has program updates where we can update our operating system to eliminate the bugs. They are really concern of us. Actually the same things happens in Windows but because of most of the Windows used in Indonesia are pirated so the Windows user tend to be afraid to send the report to Microsoft.

Q: How many Apple products do you own now?

A: The range of Apple products is wide. I have two computers, iMac and MacBook Pro; iPod; iPhone; and peripherals like Mighty Mouse, Airport Extreme, and Time Machine. The last is Apple Magic Mouse. That is the revolutionary project from Apple where they apply track pad on mouse. They plan to release it in Indonesia this December but in some countries like Australia and Singapore, it has been released since early November. I have a plan to get a MacPro but still working on the budget.

Q: Define the value of Apple as brand!

A: Fun, not boring, different. Apple nowadays is also concern on the environmental issues. They create way to produce a product which does not consist of unrecyclable materials. Take a look on MacBook Pro and MacBook Unibody, only one piece of cable within a MacBook to connect all parts of it. Apple really cares of what the users felt. They know what their customers wants and able to deliver it to them. They even have a particular division to listen to all complains coming from their customers. That is what really important in the consumer business world. In Apple this is executed well. The other thing is when you enter an Apple store; it would felt different when you enter Toshiba store, Dell store, or Sony store. The aura is different and shown by the effort of making the store looks aesthetic. The most things I can see from Apple are that they combine technology with fashion. Both are the most things I like personally. That is why I like Mac, not just because they concern with the technology but also concern on how it should look like.

Q: How do people perceive you as a Mac User?

A: It is important to me, for people to see me as a Mac User because then I will be different and being different is good.

Q: How does Apple represent you as an individual?

A: I have a hobby which is photography and Apple really accommodates it with great graphics, sleek model, and durable machine. Because of Apple my creativity is

broader and even can create something beyond my mind. In Apple we have iTunes, everything is integrated there. You can rent a movie, buy a movie, buy songs, buy applications for iPhone and iPod, upgrade iPhone firmware, there are a lot of thing that you can do from single software. And, once again, what really matters from Apple is how it looks. Eighty percents the reason I switched to Apple is by it looks. Mac Users call it as “candy.” It is fun just by looking at it. In IPhoto application you can tag someone on that picture, you know where it was taken, and even upload it to the social networking websites.

Q: Would you say Apple is a big part of your life?

A: Definitely. I have used to use Apple for years. Of course, I can substitute it with another product from another brand. But the issue here is if I have an option between using an Apple and another brand, I would certainly go for the Apple. For example, if I had to choose between the best, the most expensive, the newest Sony Vaio and my MacBook, I will certainly choose the MacBook. I can “survive” using Sony Vaio, of course, but if there is an Apple there, I would choose the Apple. Same thing with iPod and iPhone.

Currently I am living in Melbourne, Australia. If my iPhone battery running only on twenty-five percent left, I began to panic because all my life started to be integrated with iPhone. You can find the directions to anywhere by simply input the name of the place and the suburb. If you are getting bored, there is an iPod application on the

iPhone. Those applications that, I think, no other cellular phones can even match. I am lucky in Melbourne the internet connection and the network signal is good so that my iPhone can be more optimal. At home, supported by Melbourne's high speed internet connection, it is fun to watch movies on MacBook Pro's high definition and good screen. That is why I feel like I can not be separated from Apple.

Even if there is a more sophisticated product from other brands, I will not easily switch to them because it is not the matter of technical specifications any longer. It is more like brand loyalty for me, if I love Apple I will always use Apple. If I love Nike sneakers, I will always Nike. People can judge me from there, me with my Apple, or me with my Nike. I do not see it good for me to be easily switch brand whenever a new brand appears in the market. I am sure when there is something new from another brand; Apple certainly will also have something new. So far I feel like how good a Nokia will be, I will stay loyal to iPhone. How good a Vaio, Fujitsu, or even Blackberry will be, I will stay loyal to Apple.

Q: Is there any other electronic computer brand that can represent you as an individual?

A: No.

Q: How could you characterize your relationship with Apple if it were a person?

A: A best friend. A best friend shares the same values with me. I am comfortable with him and vice versa. Someone who always there in my daily life and share the moments together. Actually if I can say, if Apple is a person in my life, it would be I.

Q: How do you feel when you use Apple now? Does it feel different?

A: I have been using Apple since they have not switched to Intel and frankly I do not feel any different now than the first year I use Apple. Some says that the switch to Intel decreases the fanaticism of the users but for me it is only a corporate strategy from Apple. When they started to use Intel and decided to make a way to allow another operating system to operate in the same device, in my opinion they are actually inviting other people to use Apple and experience themselves that this device is more optimal using Mac OS. There are some of my friends using Windows when they first time use Apple but when they try Mac, they found it more fun and now they chose to use Mac instead of Windows. Today applications like Adobe Photoshop and Microsoft Office are also available in Mac version. So, for me, whether they use Intel or PowerPC as their processor, it is still the same. Apple used to be more stabile with PowerPC but now, with Intel, the difference is not that high and still tolerable but I admit there are some parts of Apple more improved with Intel. I believe one day Apple will not using Intel anymore and use their own processor design. Admittedly a decrease in fanaticism happened when Apple switched to Intel but on the other side

people who are not fanatic yet about Apple switched to them because they thought that they can also use Windows there with a sleeker hardware-design.

Q: Have you influenced others to use this brand?

A: I often influence other people to use this and most of the time I am successful because it is not difficult to convince people with Apple's nice features. For me, there is nothing wrong with influence people to move to something better. I am lucky that people sees me as a relatively successful person. They see my work and how I always do my work with. How I can do many things with Apple. Actually they have seen Apple before but they just need a little more guidance in order to understand. So it is not hard to convince them to use Apple because basically this is a good product.

APPENDIX 5

INTERVIEW TRANSCRIPT

Name: Boni Susilo

Gender: Male

Occupation: Business Development Manager Artha Digital

Place: Artha Digital, Jl. Kaliurang

Date/ Time: 5 December 2009/ 10.00 – 10.30

Question: How long have you been using these Apple products?

Answer: I have been seriously using Apple since 2003. Before that I have also use Apple, but I return to Windows because some of my previous works are using Windows. Then on 2003 I return to Apple when I came to this office.

Q: How many Apple products do you own now?

A: Personally I have two, MacBook and iPod Touch.

Q: How do you get involved using Apple?

A: The reason is because I went to study design in Australia around 1995 or 1996. In there all the computers are Macintosh. That was the first time I was introduced to Mac. It used to be called Mac back then, now they call it Apple. The

first time it was PowerMac, the design similar to current iMac, the CPU and monitor was merged into one unit, while the mouse and the keyboard are separated, with 3.5 inches floppy disk drive.

Q: How do you feel when you first using Apple?

A: At first, I was confused because the platform was different with Windows 95. It was the time when Windows 3.11 improved to Windows 95 and it was already amazed me. Windows at that time was still easy to use. Then I was forced to switch to Mac during my study but since there was a tutor in the school so at no time I became accustomed to Mac. Another thing beside the confusion is I felt annoyed because the files were incompatible between a Mac and a Windows. During that time Microsoft Office has not been available in Mac. Mac's file were not always could be read in PC and PC's files were not always could be read in Mac. It was annoying because I had a PC back in my home but still I can not do my school assignments with it. Although I was taught that for programs that have quality colors Macintosh is the best.

Q: How do you feel when you now using Apple? Is there any difference?

A: It is different now because I follow this brand from the beginning. When the first time I enter the world of Apple I felt annoyed. There are three stages actually. The first is when I went for study in Sidney, Australia. The second is the stage when I

work for the first time in Jakarta. The third is now, after I move into this office in Jogjakarta. During all these stages, I am satisfied the most in Jogjakarta. So I experienced the transformation of Mac. When I was studying, the Mac was very awful. When I was working around 2000, I met some both local and international photographers who use Mac in their studios which have already different from the one I use in 1995. In 2000, Mac has shifted into a good product; the operating system was much easier than during my time of study, the files were already compatible between a PC and Mac. When Apple was already in that point with their new interface, their new shape, the design was great, really great, I became interested to Apple. It seems good to use Mac again but my office insisted to still using PC for the operations. Then when I moved to new office in Jogjakarta and had the opportunity to propose for equipments, I was proposing for Mac. All platforms finally shifted to Mac around 2006 or 2007. I realize that the benefits are better, the operating system is better so we charge our service a little bit more. It was hard on the beginning but in long term it is more profitable for us. We have felt the benefits instantly from 2006. From fifteen Macs that we have in this office, we only need one admin so I would not be tired thinking about human resources for the office network. For three years, since 2006, there was only one unit of Mac broken down and it was fixed by only replaced the power supply. The other Macs never have any problem at all. Our Macs whereas are running on heavy duty which means they are running everyday. So far we have not experience virus threads, hang operations, there are no major problems happen on

the Macs. We are very satisfied, we only invested once and in three years we are not spending anything. Try to compare to PC platform, in a year maybe some computers' power supply are broken, the graphic card are also broken. There are so many cases like that and eventually become burdens to us.

Another interesting part of Apple is that the users love to share stories and information among them. Until now I am still amazed with my gadgets. For example, when we purchase new gadget, usually we are amazed only on the first time we use it, after a week the feeling subsides. But in Apple we always discover something new everyday. It could be the applications, shortcuts, or even discover new utilization if we combine it with other gadgets. The same amazing feeling also appears in my daily work. I am currently using a twenty-four inches IMac in my office. You actually can do it on an ordinary PC but when you saw it on an IMac, it really brings out the color and makes it prettier. So we are still amazed with this product. When I use my IMac, first I feel satisfied; second working becomes much fun and not boring. It can makes me stay in front of the computers for hours for working, browsing, or else.

Q: Define the value of Apple brand!

A: Windows is nothing compares to Apple. I see the value of Apple is nothing near Windows, the difference is very far. I do not believe any PCs' values would even come close to Apple because the segmentation is already different. Apple values are smart, sophisticated, high tech, and innovative. Apple always creates technologies

that have not yet existed in this world regarding both the hardware and the software. They always lead in innovation. I have never seen Windows or anything compatibles with it did something totally new or a breakthrough. Take a look on iPod. MP3 players are already existed before the birth of iPod. But why do people still insist on buying iPod? Why do they still prefer iPod than the Chinese MP3 player which would only cost Rp. 300,000.-? From the easy-to-use and the compatibility, iPod has many advantages. Apple has a system that always consistent with their products. They developed new products, they stick to them, and they improve it. From the first generation of iPod until now the iPod Touch, the evolution happened there. They do not leave the old one and create something new but they keep on make it more perfect. That is what might be hard for the other competitors to pursue.

Actually Apple can be use for office use such as word processor and spreadsheet processing but I feel like it is overqualified. For the admin in this office we use Mac Mini, although we can force Mac Mini to do designing. I just have to upgrade the memory and the hard disk space. For non-video project, the Mac Mini is still considered to be powerful. So it would be such a waste to use it only for browsing or word processing. That is why Apple created MacBook Air for those who travel a lot, do not need heavy duty operations where the specifications a little bit downgraded compared to an ordinary MacBook. There is a rumor that Apple is currently developing tablet computer that will automatically replace the netbook technology.

Q: Is Apple the standard operations in this office?

A: In the second floor, for office and design department, Apple is the standard but we still have some PC here because we have the Fuji printing machine which using Windows NT as the operating system. I have not found a way to switch from it.

Q: Have the employees here found difficulties in using Mac?

A: Basically they are common users. Some of them are not designing-literate users, like the customer service. At the first time they are confused but after four hours of training they can operate it. Even when the wireless network is down, they can fix it by themselves. Another advantage in Mac, we can block users to install other applications due to the copyright and etc. We have two user groups, the users itself and the admin. Admin can block several programs in the Mac although it was already installed so the works itself become more effective. For example if a computer only needed on running Photoshop, why we should allow the Microsoft Office to run as well. So we are total to our customers because we can control the employees' behaviors. We are as a business practice more benefited from this. Just try to rate the ratio between PC with internet access and controlled Mac, I am sure it is more productive here.

Q: Do you share the same value with Apple?

A: Yes. Most of them are my characteristics, apart from innovative. I am not that innovative. I guess Apple represents me as an individual. Most Apple Users also have the same characters with me. First, they are usually independent, keeping up with the current technology, and we they are working, they work in the simplest way possible. I found those values in the Mac Users. Automatically we share the same understanding and character; and it makes us easier to gather.

Q: Is there any other electronic computer brand that can represent you as an individual?

A: This is quite a difficult question to answer because we have to pay attention to the product category. If we are talking about laptop then the comparison are between MacBook and Acer, Asus, HP, Dell and Sony. Actually they are specifically and their casing are good but because of their operating system are Windows, for me, the value is just merely the same. That is why I can not equalize them with Apple because their operating systems are Windows. No matter how good your processor, your memory, or even your hard disk, if your operating system is Windows then it would not make any difference. So far I think there is no other brand that can represent like Apple.

Q: So if there if there is new brand with more sophisticated, more efficient, and more user friendly would you personally switch to them?

A: Not every Mac Users are loyal. Personally I like Apple because so far I found what I need in Apple. But if one day there is a new product, whatever that is, that answers what Apple does not have and compatible with everything as well as helping in daily works, I might switch to it because the basic of people who uses Apple they prioritize practical-use technology. So far there is no other brand that can compare to Apple in term of practical use and innovation. That is why we have not switched yet because such brand or product has not existed yet.

Q: Would you say Apple is a big part of your life?

A: Yes. There is no way I do not use IPod in one day. We have twenty-four hours in a day, eight of them we use it to sleep, another eight hours we use it to work using Mac, then I went home and have meals for two hours, even that I am still holding a Mac. So it is like ten hours in a day I am using Mac, more than a day. So it is bigger than my wife, seriously. The time I meet Apple compared to the time I meet my wife is bigger the time I meet Apple.

Q: So if Apple is someone in your life, who would that be?

A: Definitely my second wife.

Q: Have you influenced others to use this brand?

A: Of course. That is a definite, there is no way you would not influence other people because Apple creates their customers to become their marketing. They know that if the customers satisfied, they will speak by themselves. Apple is clever to realize that if they create good products, the people who own it will create word-of-mouth. This has proven to be successful because there is no reason why we should not discuss something good. Human being basically loves to share and if it is good and brings benefit, why we should keep the information for ourselves.

Q: Are you successful so far?

A: Some are successful. Some others are still reluctant to switch because the price is still high. But so far, during 2009, I have been successfully “poisoning” six to seven persons. They do not necessary bought Macbook, but at least they purchased IPod or something else. Just multiply it. If I can influence seven persons, than those seven persons can influence their friends, imagine the number. Especially now the price keeps on declining.