

- Custom Research | User Experience Survey

# Why Is It Hard for Apple to Drive “System” Pull?

An analysis of Apple’s ecosystem marketing and user experience survey.

Document Analysis

SWOT

STP

4C

Survey

SEAMLESS EXPERIENCE

## RESEARCH FOCUS

As smart devices become an integral part of daily life, brand competition is no longer limited to individual products but to the overall ecosystem experience. This study takes Apple’s ecosystem as its core, analyzing its execution strategies, user experience, and brand loyalty to identify the key barriers to achieving “system” pull.

## KEY FINDINGS

01

### Core System Pull

Deep integration of hardware, software, and services creates a seamless cross-device user experience.

02

### Main Purchase Drivers

Ease of use, system fluency, product effectiveness, and elegant design are the key reasons users choose iOS devices.

03

### High Stickiness in Daily Use

Apple products are deeply, embedded in users’ daily life and work, reflecting high levels of usage and brand loyalty.

# Nearly 9 in 10

Surveyed iPhone Users

The survey results show that nearly 9 in 10 users spend more than three hours per day using their iPhone, indicating that Apple products are not just tech tools, but an integral part of daily life, social interaction, and work and study.



## STRATEGIC INSIGHTS

### Strengthen Ecosystem Value Proposition

Enhance integration across iCloud, cross-device connectivity, and workflow continuity to make the “seamless experience” a core differentiator that competitors cannot easily replicate.

### Lower the Barrier to Ecosystem Entry

Introduce more accessible entry-level devices, subscription bundles, and flexible solutions to encourage more users to enter the ecosystem and expand market share.