

# Why Apple Products Are So Expensive



## A. Thinking Questions:

1. Do you like Apple products eg. iphones, computers, accessories?
2. Do you think Apple products are expensive? Why?
3. How do you think Apple products compare against its competitors?

## B. Word Definition: Connect the word with its correct meaning:

flagship product	Beliefs and opinions about something
trillion dollars	Keyboard, cables, mouse
reputation	The most important product
loyal	Money that companies earn after cost
upgrade	1,000,000,000,000
accessories	Showing support
profit	Improve, make it better

## C. Video Questions: These questions test your understanding of the video.

1. Why does Apple have so many loyal customers? They built a reputation for quality products and beautiful designs that are unmatched by its competitors.
2. How are Apple's products and accessories priced compared to its competitors? Apple phones and Samsung phones are priced around \$1000. Apple computers are a few hundred dollars more expensive than the comparable PC. It's keyboard is \$129 and mouse is \$79, which is a lot more expensive than its competitors.
3. Why do some customers think that Apple is sneaky when they remove ports from its products? Apple removed the headphone jack and SD card reader so that customers have to buy dongles to convert old cables. You also can't add memory to your phone.

## D. Advanced Questions: These questions make you think harder or apply what you know.

1. Why was the iPhone 10 such an important product to Apple? Apple raised the retail price of the phone to make significantly more money than the previous phones without raising much of its cost of materials.
2. Why are Apple phones less popular in countries like India? Apple products are popular in countries where people can afford to pay a premium for products. They are far too expensive for people who live in India because people generally earn less.
3. Why do you think they come up with so many models of the same product? Apple is trying to combat the psychology of extremeness aversion. People avoid buying the cheapest or the most expensive model, so people end up buying the middle one which is a compromise.