

Bandwagon Appeal Technique on Non-Conformist Consumer Choices: A Study of Apple Ads' Innovation and Creativity

By

Olamidun Oluwateniola Olowofoyeku

Department of Mass Communication
Covenant University, Ota, Ogun State

&

Peluolami Adebisi Olowofoyeku

English Education Department
Lagos State University of Education Oto/Ijanikin, Lagos.

Abstract

This study investigates the influence of the bandwagon appeal technique on non-conformist consumer behaviour, using Apple advertisements as a case study. The bandwagon appeal, a popular marketing strategy, leverages social proof, emotional persuasion, and fear of missing out (FOMO) to drive consumer decisions. However, little attention has been paid to how non-conformists, individuals who resist the conventional trends and prioritise independent thinking, respond to such advertising. This research addresses two objectives: to assess the level of awareness of the bandwagon appeal in Apple ads and examine their perception of Apple's marketing approach. A quantitative method of survey was employed, using structured questionnaires distributed to young adults aged 18–35 in Lagos State, Nigeria. Findings reveal that non-conformists were highly aware of bandwagon strategies and often critique them as manipulative or inauthentic. Despite this, the findings reveal that the respondents appreciated Apple's innovative and creative brand messaging but maintained a cautious stance toward the social influence rooted in its advertisements. In the most effective medium for reaching this demographic, social media appeared as dominant. This led to the development of the Autonomous Dissent theory. The study also contributes to existing literature by filling a gap in understanding how non-conformists engage with conventional marketing and by providing a detailed perspective on consumer resistance to conformity. It further supports the advancement of responsible consumption by encouraging ethical advertising that respects individuality, aligning with Sustainable Development Goal 12. These insights are valuable to marketers, advertisers, and media professionals aiming to engage a more discerning and independent-minded consumer segment while fostering a balance between influence and authenticity in brand communication.

Keyword: *Bandwagon Appeal, Non-Conformists, Conformists, Fear of Missing Out (Fomo)*

Introduction

Marketing experts employ different appeals, including the bandwagon appeal, to influence consumers to purchase goods, pay for services, give to a charity, or take other actions. Thus, the bandwagon appeal aims to influence individuals by giving the impression that a product or concept is well-liked and that everyone else is following suit. Making people feel like they are falling behind or missing out if they do not follow the crowd who embrace the trend is the goal of the bandwagon appeal (Kwek, 2019). The bandwagon technique is applicable to various contexts, such as advertising, political speeches, social movements, or anywhere the popularity of an idea can sway opinions. The appeal becomes more effective when combined with visuals, testimonials, or statistics, which demonstrates its widespread support (Farjam, 2020).

Some strategies are noticeable as bandwagon advertising because they depict a lifestyle or experience that customers frequently aspire to arouse feelings of desire which are constantly

praised for its efficiency (Anantharaman, 2022). Fundamentally, these strategies use the bandwagon effect, which is a well-established psychological phenomenon that describes how people are influenced by the behaviors and viewpoints of their peers. The goal of this appeal is to influence people to follow the prevailing “bandwagon” of a certain product or service just because it appears to be the trendy option among others by skillfully utilizing the power of social proof (Niesiobedzka, 2018). Also, many individuals adopt the behaviors or beliefs of the group they belong to in order to maintain some level of social acceptance and inclusion while avoiding being marginalized. It is frequently discovered that regardless of whether we truly need or want the good or service in question, conformity results from a desire for other people’s approval (Panizza, 2024).

The bandwagon appeal invokes the use of social proof; large groups of people using a product or service or testimonies of those that have used it often suggest social approval, which is displayed in adverts (Hussain, 2024). The bandwagon appeal can also be used to influence consumer choices through nostalgia by employing nostalgia-driven marketing and elevating their involvement level to create a sense of community and shared experiences (Nwankpa, 2023).

Apple is one of the most desired products in the market today. Its unique use of the bandwagon appeal also makes it stand out from other brands. The brand uses visually appealing graphics and relative narratives in its adverts that showcase a lifestyle that is well-liked or desired by the audience. By doing so, the ads depict that purchasing an iPhone automatically increases one’s status and elevate one's lifestyle.

Many forces drive people to follow the crowd and conform to social norms and trends. However, some exceptional individuals can withstand this pressure, they are known as non-conformists (Olowofoyeku, 2025).

According to the Britannica Dictionary, non-conformists are individuals who do not behave the way most people do and do not conform. These people can analyze situations independently, think critically, and make decisions without being swayed by public opinion. Such individuals move the community forward, and through this, they bring innovative ideas and solutions to the table (Haas, 2023). The desire to align with the norms and attitudes of the majority gives a sense of security and group harmony. However, it is crucial not to neglect one's personal beliefs and logical thinking. Striking this balance between social adaptation and individual criticism is what helps individuals avoid mistakes and make the right choices in the future (Pourpeyghambar, 2019).

Therefore, this study aims to understand the level to which the bandwagon appeal technique affects consumer purchase decisions. It is also essential to understand why those who do not conform to the bandwagon appeal and rely on a more logical sense of purchase are marginalized (Farjam, 2024). The study attempts to provide solutions to the cons of the bandwagon technique to limit disappointment, wasteful spending, and the inability to make decisions without following the vast majority. Instead, they foster a balance between emotional and logical reasoning in purchasing products, establish long-lasting customer relationships and avoid wasteful spending that leads to regret.

Objectives of the Study

To determine the level of awareness of the bandwagon appeal in Apple’s ads.

To examine the non-conformists’ perception of Apple ads.

Research Questions

What is the level of awareness of the bandwagon appeal in Apple ads?

What is the perception of the non-conformists on Apple ads?

Theoretical Framework

Bandwagon Appeal Theory

The Bandwagon Appeal Theory is deeply rooted in human psychology, influencing our choices, beliefs, and behaviours. As we dive into the world of Media and Communications, understanding this effect becomes vital. The theory is based on the assumption of the majority, where their opinion is always valid: that is, everyone believes it, so you should to (Nordquist, 2025). This theoretical background was established through academic research, demonstrated by Solomon Asch, who conducted experiments on conformity in 1950. The theory claims that most individuals are most likely to purchase an item that is mostly perceived as popular or trending. In the context of advertising, the theory is applied through visuals, testimonials, and FOMO tactics that create a sense of urgency and community, encouraging consumers to “join the majority.” From the perspective of the non-conformists who are characterised by their critical analysis and unwillingness to be influenced by the public’s opinion. In the aspect of marketing and consumer behaviour, the theory applies to this study in the way that it highlights the power of the bandwagon appeal theory on the choices of consumer purchase in the aspect of advertising. Using Apple as an illustration, the theory explains why brands like Apple succeed in cultivating mass appeal and driving consumer adoption. Although the theory does not elaborate on its downside, like how the theory itself raises important ethical considerations regarding the marginalisation of individuals who resist conformity and the potential for wasteful or regrettable consumption driven by social pressure. As a result of this, the study introduces an extension into the perspective of the non-conformists during purchasing decisions and also the aspect of the bandwagon theory that the media tries so hard to hide.

Extension of the Bandwagon Appeal Theory: Autonomous Dissent Theory

The extension, named the Autonomous Dissent Theory (Olowofoyeku, 2025) views the Bandwagon Appeal Theory from the perspective of the non-conformists. The theory came about from acknowledging that the bandwagon theory explains how social proof and the FOMO drive conformity. However, this theory highlights the limitations of the bandwagon appeal, overlooking those individuals who decide to conform and focusing on those who do not conform, the non-conformists, along with factors that contribute to their non-conformity. After gaining a thorough understanding of the bandwagon theory and why non-conformists reject the idea of conformity, certain factors stood out. And these factors, therefore, categorise non-conformists into four types, and they are:

The Critical Thinkers

ii The Posers

The Communists

i.. The critical thinkers: The critical thinkers among non-conformists are individuals who actively question and analyse accepted norms, ideas, and social pressures rather than accepting them at face value. They possess a strong disposition toward scepticism and intellectual independence, using reasoned judgment to separate information and uncover deeper truths beneath surface claims (Bursztyn, 2022). The non-conformists, driven by critical thinking, do not seek approval or popularity but instead challenge the status quo with courage and conviction.

They scrutinise societal narratives, political rhetoric, and advertising messages with a mental blade, much like unconventional detectives who think outside the box (Zaini, 2016). This category of non-conformists, according to this theory, is the individuals who will not easily conform to the strategy of the bandwagon appeal without a proper reason to conform. This set of individuals is probably the most difficult to persuade into the circle. In the case of Apple, the advertiser uses the tactics of “everyone is using an Apple device, you should too, “but a critical thinker will respond with thoughts like; why should I get an Apple device? Do I need it? What makes it different from other devices?

ii. The Posers: In the case of this theory, the posers are individuals who prioritise their self-identity as non-conformists even when they may desire to conform. This category of Autonomous Dissent Theory was inspired by the Social Identity Theory, where people derive part of their self-concept from the social groups to which they belong, and they strive to maintain a positive social identity by aligning with valued groups or identities. But unlike Social Identity Theory that uses valued groups and identities from others, posers from the Autonomous Dissent Theory are individuals who once publicly claim a non-conformist identity, which becomes a core part of their social identity, creating pressure to behave consistently with that identity to preserve self-esteem and social consistency. This can lead to identity-consistency behaviours, where posers reject conforming even if they privately desire it, because conforming would threaten their established self-image and social standing within their niche or peer group (Harnischfeger, 2015). This rejection of conformity despite personal dispositions is often driven by ego-protective motives: admitting to conformity after claiming non-conformity risks cognitive conflict and social embarrassment, potentially undermining one’s self-concept and group acceptance. The importance of the non-conformist identity can thus create a norm of consistency where individuals feel compelled to "perform" non-conformity to maintain credibility and avoid social sanctions. Moreover, the posers often belong to niche communities that see non-conformity as a virtue, reinforcing the pressure to maintain this identity publicly (Harnischfeger, 2015). This social reinforcement strengthens the ego’s investment in the non-conformist role, making conformity psychologically and socially costly. That feeling of belonging to a niche community leads to the next category of non-conformists for this theory.

iii. The communists: These are the Non-conformists who would much rather align themselves with the minority group that rejects the conventional trends. These individuals establish a unique social dynamic in which their desire to belong to a community is achieved, not through conventional conformity, but by belonging to a niche community that goes against mainstream trends. These individuals do not conform to usual societal norms, but instead to the norms, values, and behaviours of a smaller, like-minded minority group. This phenomenon is well explained by the concept of minority influence, where a consistent and committed minority can exert a powerful and lasting effect on its members, leading to genuine private acceptance rather than mere public compliance. In this category, individuals conform to a minority group that shares similar values and opinions with theirs, thereby making them feel like they belong, rather than just feeling a sense of belonging to a group stimulated by pressure (Stangor, 2016). Thus, these individuals showcase the need for humans to acquire social identity and belonging, even if it is not the conventional trend. This is accomplished through an arrangement with minority groups that can resist the mainstream trends. Therefore, makes them non-conformists to the majority and conformists within their subculture.

The three categories of non-conformists: the Communists, the Critical thinkers, and the Poster, are all interconnected sides of non-conformists, with each influencing and shaping the others, though each is dominated by a distinct factor. Communists prioritise collective solidarity and shared ideology, seeking conformity within a dedicated minority that challenges mainstream

norms for a common cause. Posers, by contrast, are dominated by ego and the need to maintain a self-identified non-conformist image, often rejecting conformity simply to protect their declared identity, even if they privately desire acceptance. The Critical thinkers focus primarily on independent reasoning and scepticism, evaluating social influences through reflective judgment rather than group identity or image management. These categories interact as communists provide a niche community that some posers may aspire to join or imitate, while critical thinkers may question the authenticity of both communists' collective conformity and posers' performative dissent. Together, they form a dynamic social ecosystem where identity, image, and cognition continuously shape how non-conformity and conformity are negotiated.

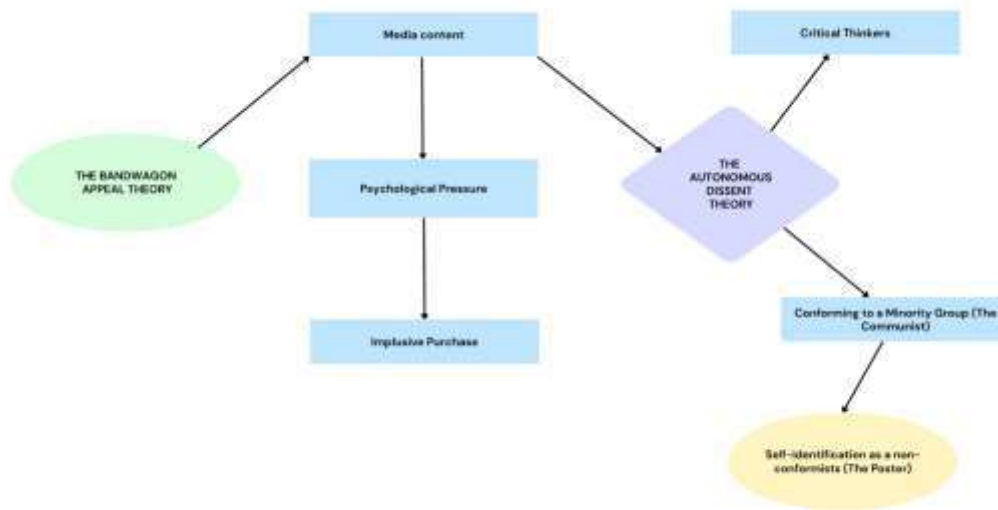
Fig 1.1



Figure 1.1 Hierarchical flow diagram is the process through which the Bandwagon Appeal theory works. Advertiser will implement the appeal by showcasing and projecting their product in a way that makes it seem like it's the most popular choice. They also make use of influential marketing, online reviews and testimonials to persuade consumers into thinking their product is the number one seller. This is best done through media content and exposure. This approach then leads to the consumers having psychological pressure. The aspect of the technique where the consumers start to feel pressured to conform. This is further backed up by the human's nature to belong to a social group so as not to feel left out. This stage is where consumers fight an internal battle between wanting to belong to a social group and the fear of missing out (FOMO). Many consumers end up leaving this stage for the last stage, where they purchase the product, or in other words, an impulsive purchase. Studies show that most individuals end up regretting their decision because of poor product satisfaction or not liking the product, leading to dissatisfaction in post-purchase decisions (My Bui, 2011).

This is the strategy that advertisers use to persuade consumers into purchasing their products; this strategy is called the Bandwagon Appeal Technique.

Fig 1.2



The Autonomous Dissent Theory is using the same process but from another viewpoint. This theory will focus on the Bandwagon Appeal technique from the non-conformists' point of view. Unlike the Bandwagon technique that focuses on getting the consumers' attention through media content like testimonials and online reviews, influencer marketing, outdoor marketing, and even subliminal advertising, therefore leading them into a battle of psychological pressure before later conforming. The Autonomous Dissent Theory, on the other hand, will contain other elements in the strategy, including analysing the exposure to media content and dwelling on the thought factors of the non-conformists before the aspect of psychological pressure, which later leads to consumers making impulsive purchases.

Those factors include: critical thinking, self-identification as a non-conformist, conforming to a minority, and prioritising uniqueness and identification as non-conformists. Critical thinking is primary among non-conformists, enabling individuals to dissect, question, and analyse media messages and social pressures rather than accepting them at face value. Non-conformists with strong critical thinking skills critique trends, advertisements, and popular opinions, seeking underlying drives and evidence before making decisions. This reflective process distinguishes them from those who conform impulsively or due to surface-level persuasion. For those non-conformists who thrive on the concept of self-identification, they consciously embrace their identity as it is set apart from mainstream trends. These individuals are motivated by a desire to be unique and authentic, which leads them to resist societal expectations even at the expense of social approval. This self-labelling reinforces their commitment to non-conformity, making them less susceptible to traditional bandwagon tactics that rely on social validation and fear of missing out (FasterCapital, 2025). Although these factors all involve the non-conformists refusing to conform to the conventional norms and rejecting to be a part of the social group. There is one factor that the non-conformist also desires, which is to be a part of a group, but a niche group that is not for everyone. These individuals, therefore, conform to the group of minorities. This refers to the phenomenon where non-conformists, while rejecting mainstream trends, find community and belonging within niche groups that share their alternative values or behaviours.

These factors interact to shape how the non-conformists respond to media and advertising. Unlike the bandwagon, which leverages testimonials, influencer marketing, and psychological pressure to drive conformity, Autonomous Dissent Theory posits that non-conformists engage in a process of critical evaluation, self-reflection, and identity affirmation before any psychological pressure leads to action. The theory dwells on the importance of understanding media exposure and the internal thoughts unique to non-conformists, such as their need for authenticity, their placement with minority communities, and their pride in individuality, before any potential for impulsive decision-making arises. This approach repositions the process from one of passive vulnerability to one of active, autonomous dissent, emphasising the complex correlation of thought, identity, and community in non-conformist consumer behaviour.

Methodology

Study Design

This study employed a research design that involved quantitative data collection techniques. Quantitative data analysis in this study used descriptive statistics, which will present frequencies, percentages, and tables used to display them. The decision to use this methodology was drawn from the study's status scope, which was young adults between the ages of 18 and 35 in Lagos State.

For this study, the respondents (young adults in Lagos) are expected to fill out a survey that is projected to inquire about the awareness level of the bandwagon appeal and its influence on consumer choices. The survey technique was adopted in this study because of its ability to reach a large number of respondents, understand consumer behaviours, gather diverse perspectives, ascertain influencing dynamics, and be cost-effective (Abad, 2024).

Population of the Study

The chosen population for this study is non-conformists, the primary target population. It includes people who prioritise individuality and consciously decide to resist popular trends, brands, products, etc, resident in Lagos state, Nigeria. The population of this study includes young adults aged 18 to 35. The ages 18 to 26 years are Generation Z, and the ages 27 to 35 years are millennials. With 68% of Gen Z regularly monitoring fashion trends on social media, there is a noticeable trend among this age group to do so. However, only 34% of those 35 and older do the same. Invalid source specified.

Sample Size

The selected population for the sample size of this study is young adults in Lagos between the ages of 18 to 35, which is 35% of Lagos' total population, which is approximately over seven million three hundred and fifty thousand (7,350,000) people. Invalid source specified..

Sampling Technique

Multi-stage sampling and purposive sampling techniques were used for this study. These sampling techniques were used to select the respondents based on the age range, specifically between 18 and 35.

Instrument of Data Collection

The instruments chosen for data collection are questionnaires with an estimated sample size of three hundred and eighty-four (384) respondents. Questionnaires are shared with three hundred and eighty-four (384) respondents.

Analysis and Discussion of Data

To determine the level of awareness of the bandwagon appeal in Apple's ads.

Table 1. Analysis of Level of awareness of the bandwagon appeal in Apple ads

Statement	SA	A	U	D	SD
I am familiar with the concept of bandwagon appeal in advertising	79.00%	20.00%	1.00%	0.00%	0.00%
Apple advertisements often suggest that many people are using their products	59.00%	28.00%	6.00%	7.00%	0.00%
I feel that Apple ads imply that choosing their products is a popular choice	59.00%	38.00%	3.00%	1.00%	0.00%
Apple ads often create a sense of urgency by implying that everyone is buying their products	19.00%	78.00%	3.00%	0.00%	0.00%
I feel influenced by the portrayal of large groups using Apple products in their advertisements	50.00%	25.00%	9.00%	12.00%	5.00%
Apple ads make one feel like you are part of a community when using their products	38.00%	44.00%	0.00%	18.00%	1.00%
It is important to own products perceived as trendy or popular, such as those from Apple	1.00%	16.00%	17.00%	45.00%	21.00%

The level of awareness regarding the bandwagon appeal in Apple advertisements was examined through several statements assessing familiarity with the concept, recognition of bandwagon marketing tactics, and perception of social influence in Apple's advertising strategies. The "Agree" category is based on the decision rule, indicating that respondents generally acknowledge and recognise bandwagon strategies in Apple ads. This suggests that the majority of the participants are well aware of the bandwagon effect in advertising, specifically within the context of Apple's marketing approach.

A closer look at individual responses reveals that a large portion of respondents strongly agreed that they are familiar with the concept of bandwagon appeal in advertising, while a smaller percentage agreed. This high level of familiarity may be attributed to the study's demographics, where the majority of respondents are students and young individuals who are more likely to be exposed to marketing strategies through digital media and advertising courses.

Similarly, the study conducted by Kwek (2019) explains that the bandwagon appeal works by giving the impression that a product is popular and widely accepted, influencing individuals to follow the crowd so they do not feel left out. This supports the finding that respondents are familiar with the concept and can recognise bandwagon tactics in Apple ads. The study's weight on the psychological drive to fit in mirrors the high awareness among your young, digitally savvy participants.

Another study that supports this finding is Anantharaman (2022). This discusses how bandwagon strategies in advertising often depict desirable lifestyles or experiences, arousing feelings of aspiration and desire. This aligns with your respondents' recognition of social influence and lifestyle messaging in Apple's marketing, confirming that these tactics are easily noticed and understood by the study group. Panizza (2024) is another work that emphasises the role of social acceptance and inclusion as key drivers of conformity, noting that people often recognize and respond to the majority's behavior to avoid marginalisation. The finding that most participants are aware of the bandwagon effect is supported by the researcher's observation that people are conscious of social proof and the desire for group belonging, both of which are central to Apple's advertising.

Moreover, the belief that Apple ads often suggest that many people use their products was strongly agreed upon by a large number of respondents. Therefore, reinforcing that Apple is widely perceived as leveraging social proof in its advertising to create an impression of mass product adoption.

Furthermore, a significant number of respondents strongly agreed and agreed that Apple ads imply that choosing their products is a popular choice, illustrating that the majority of respondents believe Apple positions itself as the preferred brand due to its widespread use. This perception aligns with Apple's marketing strategy, which often showcases its products as being used by influential figures, celebrities, and a loyal customer base.

Additionally, some respondents agreed that Apple ads create a sense of urgency by implying that everyone is buying their products. This further supports the notion that Apple leverages scarcity and urgency as part of its bandwagon appeal. Meaning that most participants acknowledge this tactic.

However, when asked whether they feel personally influenced by the portrayal of large groups using Apple products, responses were slightly more varied. While a high percentage of the respondent agreed so did not. Meaning that although many recognise this influence, a notable portion of respondents do not personally feel affected. Interestingly, when it comes to whether Apple ads create a sense of community among users, a high percentage of the respondents approved. This indicates that while many respondents see Apple's marketing fostering a sense of belonging, there is a degree of scepticism.

Finally, the statement regarding the importance of owning trendy products like Apple saw much lower agreement. Showcasing that, although most of them preferred to use the Apple brand because of the quality of the brand and their preference. Significantly, it is evident that most respondents do not necessarily prioritise brand trendiness when making purchasing decisions, which challenges the direct influence of Apple's bandwagon appeal on them.

Based on the findings, it is evident that respondents have a high level of awareness of the bandwagon appeal in Apple advertisements. The majority recognise Apple's use of social influence, urgency, and community-building strategies to market its products. However, while most acknowledge these tactics, there is some conflict in whether they personally feel influenced by them. Notably, the rejection of the idea that trendy products are important suggests that while respondents recognise Apple's marketing techniques, they do not necessarily conform to them.

To examine the non-conformists' perception of Apple ads.

Table 2. Analysis of Perception of the Non-Conformists on Apple ads

Statement	SA	A	U	D	SD
I choose products based on their popularity.	0.00%	23.70%	5.70%	65.90%	4.70%
Apple ads resonate with your values of creativity and individuality.	25.80%	59.60%	14.60%	0.00%	0.00%
Feeling part of a community that values creativity and innovation is important.	54.70%	45.30%	0.00%	0.00%	0.00%
Apple's marketing effectively communicates a message of individuality and non-conformity.	29.90%	56.00%	11.70%	0.80%	1.60%
Apple's commitment to innovation aligns with your personal values.	59.60%	39.60%	0.00%	0.80%	0.00%
Using Apple products enhances my identity as a non-conformist.	9.60%	7.60%	1.00%	47.10%	34.60%

The perception of non-conformists regarding Apple advertisements was analysed through various statements assessing their attitudes toward Apple's messaging, brand identity, and influence on personal identity. From the analysis provided above, this suggests that, overall, non-conformists have a generally favourable perception of Apple advertisements, particularly concerning creativity, individuality, and innovation. However, some statements showed notable disagreement, particularly regarding the role of Apple products in reinforcing personal non-conformist identity.

A deeper analysis of individual responses reveals that non-conformists strongly reject the idea of choosing products based on popularity, with a significant number of respondents disagreeing, while a smaller percentage agreed or remained undecided. This means that, on average, non-conformists do not actively seek out products because they are popular. This aligns with their identity as independent decision-makers who are not influenced by mass trends. The findings suggest that most of the respondents may still consider popularity to some extent when choosing products.

Apple advertisements appear to resonate strongly with non-conformists in terms of creativity and individuality, as shown by the large number of respondents who agreed that Apple's ads align with their personal values. Therefore, reinforcing the idea that Apple effectively communicates messages that align with non-conformist values. This finding supports Apple's branding as a company that promotes innovation and individuality, making it appealing to those who consider themselves independent thinkers.

Similarly, when asked about the importance of feeling part of a community that values creativity and innovation, all respondents agreed, confirming that non-conformists appreciate being part of a group that shares their creative and innovative values. This suggests that while non-conformists emphasise individuality, they still value a sense of belonging to a like-minded community.

Apple's marketing effectiveness in communicating individuality and non-conformity was also well received by a large number. Demonstrating that non-conformists generally believe Apple's branding successfully conveys messages of independence and non-conformity. However, there is a small degree of variation in how respondents interpret Apple's marketing concerning non-conformity.

Apple's commitment to innovation was another area where respondents showed overwhelming agreement, confirming that almost all non-conformists associate Apple with innovation, reinforcing the strong agreement on Apple's reputation as an innovative company. This finding aligns with Apple's brand image as a leader in technological advancements and creative product development.

However, when respondents were asked whether using Apple products enhances their identity as a non-conformist, there was a notable shift in responses. With a small number agreeing and a large number disagreeing. This indicates that a majority of non-conformists do not believe that using Apple products reinforces their personal non-conformist identity. Therefore, while some respondents may see Apple as a brand that promotes individuality, they do not necessarily believe that owning Apple products makes them more non-conformist. This suggests a wider range of opinions on this topic, indicating that some respondents might see a contradiction between Apple's mainstream success and the idea of non-conformity.

Mahmound (2021) investigated a similar insight, the researcher's study indicates how the non-conformists may express appreciation for distinctiveness but still reject conventional marketing, suggesting a dual perception that is fascinated by Apple's quality but is turned off by its mass appeal. In relation to this study's findings, non-conformists generally have a positive perception of Apple advertisements, as many respondents fall within the "Agree" category. They strongly resonate with Apple's messaging on creativity, individuality, and innovation, as seen in the overwhelming agreement that Apple's ads align with their values, have effectively communicated individuality, and are committed to innovation. Additionally, while non-conformists value individuality, they also appreciate being part of a community that values creativity and innovation, suggesting that Apple has successfully cultivated a brand identity that balances individuality with a sense of belonging.

Conclusion

The study concluded that the bandwagon appeal significantly influences consumer choices in Apple advertisements, as respondents demonstrated a high awareness of Apple's strategic use of social proof, popularity, urgency, and community-building to market its products. Non-conformists, who formed the majority of respondents, valued individuality and creativity, strongly resonating with Apple's innovative and creative messaging; however, they explicitly rejected popularity as a primary reason for purchasing decisions. Although non-conformists positively perceived Apple's emphasis on creativity and innovation, they did not agree that using Apple products enhanced their identity as non-conformists. Thus, while the bandwagon technique effectively increases brand appeal and awareness, its direct impact on influencing consumer identity among non-conformists remains limited.

Recommendations

1. to Advertisers
 - a. Target Individuality in Marketing
 - b. Enhance Social Media Engagement
 - c. Leverage Influencers with Caution
2. ARCON (Advertising Regulatory Council of Nigeria)
 - a. Advocate for Ethical Advertising
3. Media and Communications Professionals
 - a. Balance Popularity with Authenticity
 - b. Cultivate Community through Innovation

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