



Says

What have we heard them say?
What can we imagine them saying?

The impact of apple's iPhone in India has been significant. It has contributed to the growth of the smartphone market, increased consumer awareness of premium devices and influenced the adoption of new technologies.

The iPhone's presence has also led to increased competition among smartphone manufacturers and improvements in the overall mobile ecosystem in India.

However, challenges such as price sensitivity and competition from local brands have also been noted .



Persona's name

Short summary of
the persona

Brand attraction:
Many indian consumer are attracted to the apple brand's reputation for quality, Innovation and status, leading to a desire to own iPhone's.

Status symbol:
Owning an iPhone is often perceived as a status symbol in Indian society, reflecting a certain level of affluence and modernity.

Adoption of premium devices:
The iPhone's presence has contributed to the acceptance and adoption of premium smartphones in India, even among segments that we are not previously targeted by such devices.

Economic disparities:
The conspicuous consumption associated with iPhone's can highlight economic disparities, leading to anxiety and frustration among those who can't afford them.

Dependency on status:
The perception of
iPhone's as status
symbols might lead to
frustration over societal
pressures to conform
and keep up with
trends.

High Cost:
The premium pricing of iPhones can be a significant barrier for a large portion of the population, leading to fears of exclusivity and frustration over not being able to afford such devices.

Cultural perceptions:
Cultural values and perceptions about luxury, status, and technology can impact whether individuals view owning an iPhone as a symbol of prestige or necessity.

Local Competitors:
The presence of strong local smartphone brands offering competitive features at lower prices can influence consumer choices.

Economic factors: People's purchasing power, income levels, and economic stability play a significant role. High prices of iPhone's might limit adoption among certain income groups.

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?



Does

What behavior have we observed?
What can we imagine them doing?

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?