



Says

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



Thinks

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

Apple has a very innovative way of marketing its products. Products are the main focus of Apple's marketing strategy

India is the largest market that the iPhone hasn't fully cracked, meaning it is critical for sales growth. "We are, in essence, taking what we learned in China years ago and how we scale to China and bringing that to bear," Cook said on an earnings call earlier this year.

Apple phone users can navigate through Google map using all that it offers over and above other platforms. Very often other platform users are heard of complaining of not being able to exploit all features that Google map offers, but not with users of ios

Most people get excited about things that are out of their reach. People who can't afford an iPhone make it a big deal when they see others with an iPhone. Indian society has this dumb quality of giving more value to a brand instead the product.



Does

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



Feels

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

KARTHIK
I REVOLUTION : APPLE I PHONES IN INDIA