

Says

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

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



According to
Counterpoint
Research Apple's
market share in
India was 5.1 %.



India contributed close to 4% of all iPhone sales in the second quater, growing 50% year -on -year

Apple devices
are
manufactured in
India by Taiwan 's
Foxconn, wistron
and Pegatron.

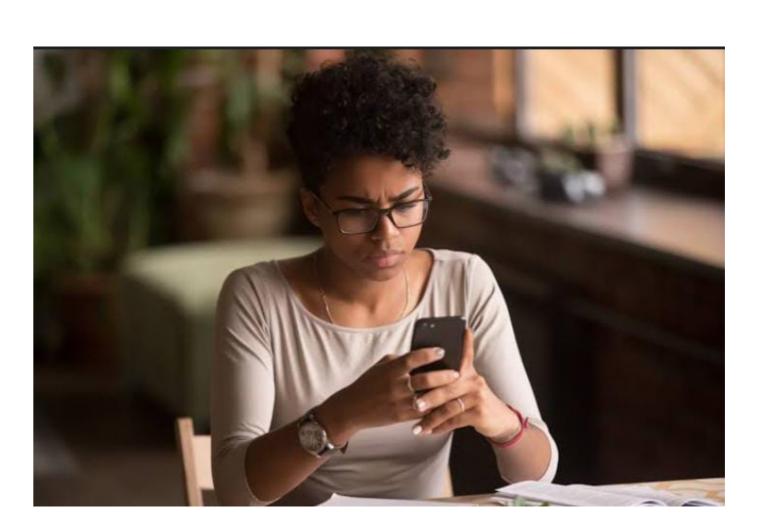
That changed last year, when apple started making new iPhone 14 devices in India weeks after they went on sale.

IOS devices
have the upper
hand when it
comes to cyber
security.

It is pretty straight forward to use.

Thinks

Selffulfillment



A dream to get a Apple iPhone in low budget.

Built -in privacy features minimize how much of your information is available to anyone but you, and you can adjust what information is shared and where you share it.

People depend on their iPhone to help them stay connected, play games, view media, accomplish tasks and track personal data in any location and while on the go.



iPhone is designed to protect your data and your

privacy.



They feel satisfied to get a iPhone.

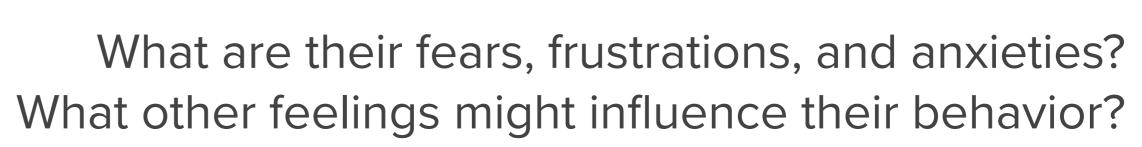
The fear of high priced product.

They feel iPhone is considered a simbol of power and status.

Does

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

Feels





A Data-Driven Exploration of Apple's Iphone Impact In India