



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?

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.

Self-fulfillment



It is pretty straight forward to use.

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

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