

Joins online forums and communities to discuss Apple products.

Researches iPhone models and specifications before making a purchase.

Follows Apple events and product launches.

Does

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

Excited about owning the latest iPhone model.

IMPACT OF IPHONES

IN INDIA

Proud and confident when using an iPhone.

Anxious about the cost and whether it's a wise investment

Thinks



Feels

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



