



Says

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

In May, iPhone exports reached a record Rs 10,000 crore, pushing the total mobile shipments from the country to Rs 12,000 crore. The growth in the Indian smartphone industry has been primarily driven by the Apple ecosystem, which alone crossed a record \$5 billion in exports from India in FY23.

Apple iPhone see 68% growth in India in 2023 1st half, to reach 7% market share.

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

Apple iPhone shipments saw a 68 per cent(year-on-year) growth in India in the first half of 2023, driven by the iPhone 14 and iPhone 13 series.

Thinks



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

THE OPINIONS OF OTHRS ABOUT A IPHONE
The iPhone has been criticized for not giving its users as many customization options or as much flexibility as Android devices. But what iOS lacks in features, it makes up for in ease of use. Almost all of Apple's products and software are designed in a way that almost anybody can quickly understand.

NEEDS
A survey by USA Today found that like many other smartphones, LONGER BATTERY LIFE is the most-wanted feature for Apple's new iPhone with 75 percent of those polled placing it at the top of their list.

HOPES
iPhones give the hope for their privacy and security systems. They offer security features like facial or fingerprint authentication to protect your personal information.

DREAM
It's a sign that you want to upgrade yourself to a higher level you want people to feel you you want people to see you as a rich person. another version of buying a new phone in a dream. could also denote the fact that you want a set of person to respect you based on what you possess in life



IPhone targets India Market And Indians to grow up their company and eco system.

The Apple Products are the best to making the ecosystem between us.

The iPhone is a smartphone made by Apple that combines a computer, iPod, digital camera and cellular phone into one device with a touchscreen interface

Here, we'll list our top seven reasons to avoid buying Apple products Buy in India

- 1.The Apple Tax....
- 2.Poor Repairability. ...
- 3.Fewer Features Than the Competition. ...
- 4.Not as Customizable. ...
- 5.Limited Design Options. ...
- 6.Not for Gamers. ...
- 7.The Walled Garden.

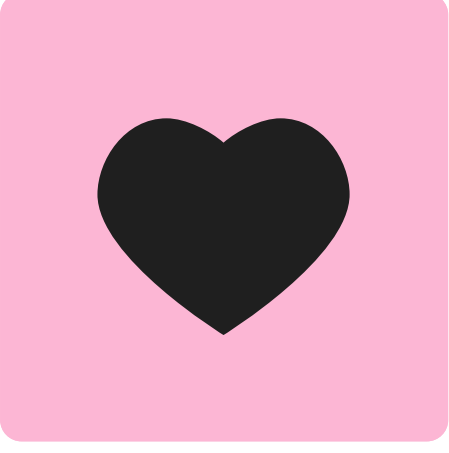
The decision to upgrade to the new iphone each year can feel torturous . Replacing a perfectly fine iPhone with one that's better in one or two ways can feel like some kind of moral failure.

Compared to Android devices, Apple phones offer better performance.They are built to work Faster and smoother



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?