



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?

Analyzing the impact of iPhones on India requires a multi-faceted approach, considering various aspects such as economic, social, and technological.

Apple's revenue from India had been steadily increasing, indicating a significant economic impact. In the fiscal year 2020-2021, Apple India reported a 78% YoY increase in revenue. Examine the number of jobs created directly and indirectly in India's retail and manufacturing sectors due to iPhones.

Examine iPhone's market share compared to other smartphone brands in India, and its trends over time.

Investigate how iPhones may contribute to reducing or widening the digital divide in India, considering factors like affordability and accessibility. Explore the role of iPhones in education through e-learning and digital literacy initiatives.

India witnessed a substantial increase in smartphone adoption, partly driven by iPhones. The availability of older iPhone models at lower price points made them more accessible to a wider audience.

The iOS app ecosystem continued to grow, offering opportunities for Indian app developers. Indian developers and startups contributed to the global app economy through the App Store.



iPhones have faced tough competition from Android devices, and market share has historically been lower compared to dominant Android brands.

Exploring the impact of iPhones in India through data analysis can provide a comprehensive understanding of the trends and effects of Apple's products in the country. While data can provide valuable insights and statistics, "how it feels" is a subjective aspect that varies from individual to individual.

Import tariffs and duties have influenced iPhone pricing in India, often making them relatively more expensive compared to other markets.

E-commerce platforms have played a vital role in iPhone sales, offering financing options and discounts that make iPhones more accessible.

owning an iPhone in India may feel like a status symbol, representing prestige and access to advanced technology. Others might feel that iPhones have improved their quality of life, offering a seamless user experience and access to a wide range of apps and services.

it's essential to note that feelings and perceptions can be highly subjective and influenced by personal experiences, preferences, and socio-economic factors. A data-driven exploration can help provide an objective overview, but individuals' feelings and experiences with iPhones in India will vary widely.



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?