



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?



Feels

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



Does

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



The world has changed as a consequence of the increasing use of smartphones, which have improved communication, connected people, and revolutionized many different businesses.

In order to shed light on important factors like market penetration, customer preferences, economic conditions, and societal changes, this research report will perform a data-driven investigation of the impact of the iPhone in India. This study will offer invaluable insights into the transformative impact of the iPhone on India's technological landscape and the lives of its consumers by using advanced data analysis techniques and analyzing large datasets.

Apple has a special chance to increase its market share and develop a significant presence in India thanks to the country's large population and rising smartphone adoption. Each new iPhone model creates genuine excitement and anticipation among Indian users. By utilizing the plethora of information already available, this research aims to go beyond conjecture and anecdotal evidence in order to develop a thorough knowledge of the effects of the iPhone.

India, one of the economies with the greatest economic growth, has seen a tremendous increase in smartphone usage, making it an interesting market to study the effects of Apple's iPhone.

Apple's iPhone was a great success because it **made communication more convenient than ever before.**

"Try convincing these customers to buy anything other than an iPhone and you'll see," a prominent smartphone retailer told me. He says that in his experience, 70-80 per cent of customers who have Apple on their minds will settle for no alternative.

"This is a trend we have seen only with this brand. They want only an Apple iPhone," he said.

iPhone has a 21% market share in the global smartphone industry as of 2023. iPhone has a 52% market share in the US smartphone industry as of 2023. iPhone has a 20% market share in China as of 2023. iPhone has a **3.85%** market share in India as of 2023.

Often seen as a premium offering for elites, easier financing options are helping spur sales among those who previously saw iPhones as a distant dream.

Brand loyalty is no enigma. But for a country that is infamous for being infatuated with 'value for money' products and services, Apple appears to be among the few outliers.

The Mumbai-based smartphone retailer said that with options like BNPL, no-cost EMI and credit card sops, the craze for iPhones is only picking up with flat discounts starting from Rs 2,000.

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One negative that has affected many people emphasizing young and older teens which is **cyber bullying**.

Hunger for a better smartphone experience knows no bounds and the same reflects in the demand fine print.

Apple of my i:  
How 'developing nation' India is falling deeper in love with iPhones