

SAYS



They want to own an iPhone to experience its premium features and brand reputation.

iPhones offer a user-friendly interface and a seamless ecosystem.

iPhone are costly, but they are willing to invest due to perceived value.

Owning an iPhone is seen as prestigious and a marker of success.

Owning an iPhone will enhance their social status and modern lifestyle.

The iPhone will simplify their digital life and provide access to a wide range of apps.

THINKS



Balancing the desire for an iPhone with affordability and other financial priorities.

People's perception of them will change positively if they own an iPhone.



DOES



They might showcase their iPhone on social media or discuss it with friends and family.

They explore apps, personalize settings, and share positive experiences with peers.

They research iPhone models, compare prices, and explore options to make a purchase decision.

They might opt for installment plans, trade-in their old phones, or wait for special offers.

Excitement and anticipation about the potential benefits of using an iPhone.

Pressure to conform to social norms and expectations related to technology trends.

Determined to save money or explore financing options to make the purchase.

Satisfaction and delight when using the iPhone's features and applications.

FEELS

