



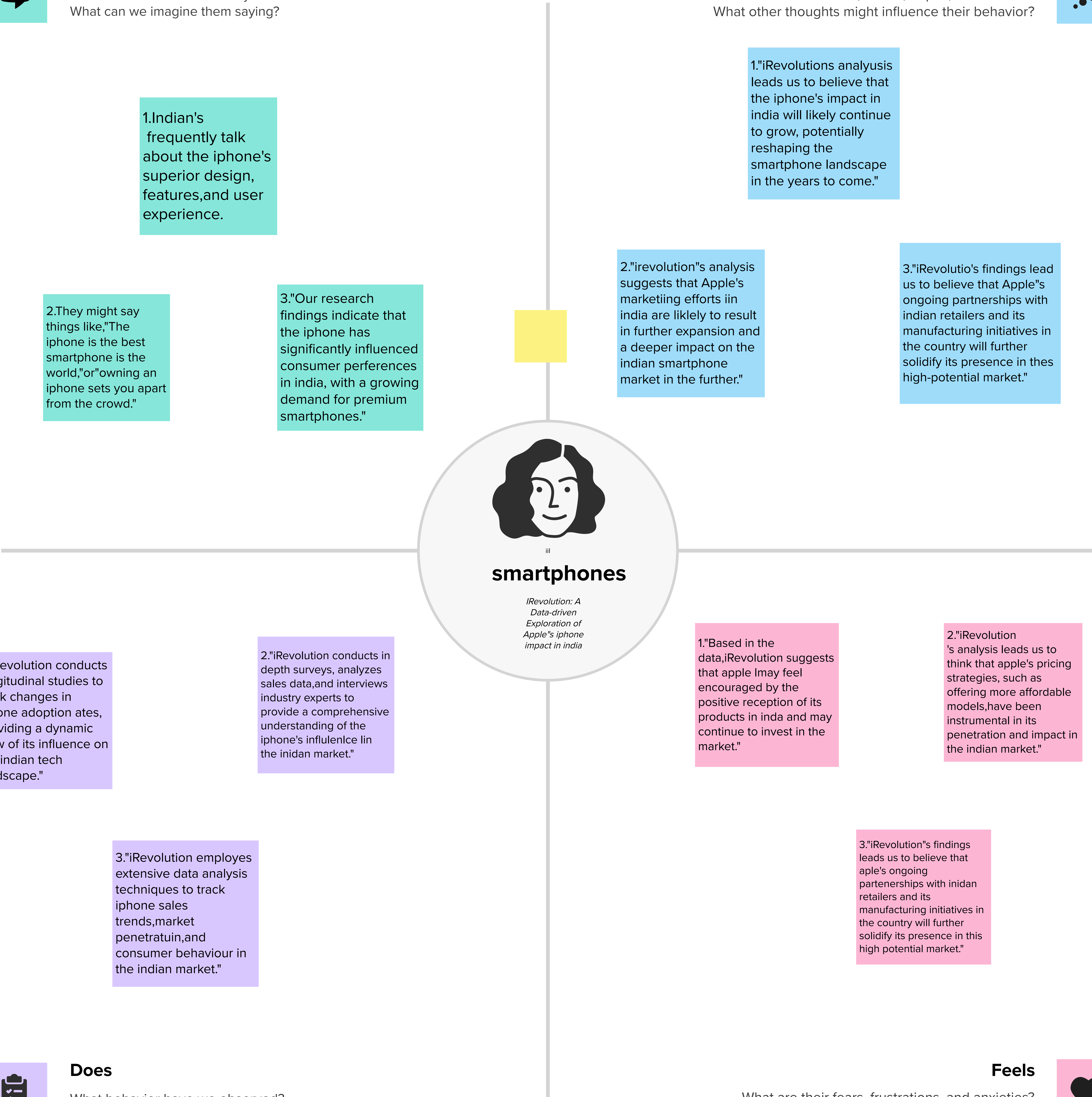
Says

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?



iii

smartphones

*iRevolution: A
Data-driven
Exploration of
Apple's iPhone
Impact in India*

1.Indian's frequently talk about the iPhone's superior design, features, and user experience.

2.They might say things like,"The iPhone is the best smartphone in the world,"or"owning an iPhone sets you apart from the crowd."

3."Our research findings indicate that the iPhone has significantly influenced consumer preferences in India, with a growing demand for premium smartphones."

1."iRevolutions analysis leads us to believe that the iPhone's impact in India will likely continue to grow, potentially reshaping the smartphone landscape in the years to come."

2."iRevolution's analysis suggests that Apple's marketing efforts in India are likely to result in further expansion and a deeper impact on the Indian smartphone market in the future."

3."iRevolution's findings lead us to believe that Apple's ongoing partnerships with Indian retailers and its manufacturing initiatives in the country will further solidify its presence in this high-potential market."

1."iRevolution conducts longitudinal studies to track changes in iPhone adoption rates, providing a dynamic view of its influence on the Indian tech landscape."

2."iRevolution conducts in-depth surveys, analyzes sales data, and interviews industry experts to provide a comprehensive understanding of the iPhone's influence in the Indian market."

3."iRevolution employs extensive data analysis techniques to track iPhone sales trends, market penetration, and consumer behavior in the Indian market."

1."Based on the data, iRevolution suggests that Apple may feel encouraged by the positive reception of its products in India and may continue to invest in the market."

2."iRevolution's analysis leads us to think that Apple's pricing strategies, such as offering more affordable models, have been instrumental in its penetration and impact in the Indian market."

3."iRevolution's findings lead us to believe that Apple's ongoing partnerships with Indian retailers and its manufacturing initiatives in the country will further solidify its presence in this high-potential market."



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?