



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?

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.

The Indian states and UTs with highest proportion of iphone users are Punjab,Gujarat,Andhra Pradesh.

The world has changed as a consequence of the increasing use of smartphones,which have improved communication,connected people,andrevolutionized many different businesses.With its main product,the iphone,capturing markets around the world,Apple Inc.has emerged as a prominent player among the top smartphone makers.

In a report collaborated by market research and analyst firm Techarc,Apple's iphones have been performing well in their sale record over the last 15 years.

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 unveiling generates excitement and anticipation among India buyers.

In 2023, it was estimated that Apple shipped around six million smartphones to India.



At Apple, we work every day to put people first - by empowering them with accessible technology,being a force for equity and opportunity, creating an inclusive and diverse work environment, and respecting the human rights of everyone whose lives we touch.

The iphone made mobile web browsing useful for the first time.

In addition to reducing its carbon footprint Apple has also reduced the use of hazardous chemicals in its products, and increased the use of recycled materials in its products.

The iphone changed that with its safari browser,and made mobile web browsing a smooth & enjoyable experience.

Apple has revolutionized communication, playing games,watching movies,listening to music,and more....

Soon came a flood of apps, which removed the need to open a web browser at all. and opened a whole new world for the user.



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?