



Says

What have we heard them say?
What can we imagine them saying?

People says that iphones are famous for privacy and security.

People says that Apple iphone offers better performances than Android devices.

Some people says that buying apple iphones in India is to gain status in their social group.

Apple iphones are made of high-quality materials, which goes a long way in helping them to maintain.

The iphone has a seamless integration with other apple devices.

India became apple's fifth largest iphone market in the second quarter for the first time.

We observed that apple's success in India is that the country is emerging as a manufacturing centre for iphones.

In 2023, it was estimated that apple shipped around six million smartphones in India.



Does

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



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

Apple is contributing to the inculcating technological innovation.

The iphone has an intuitive user friendly interface.

The iphone's retina has high quality display.

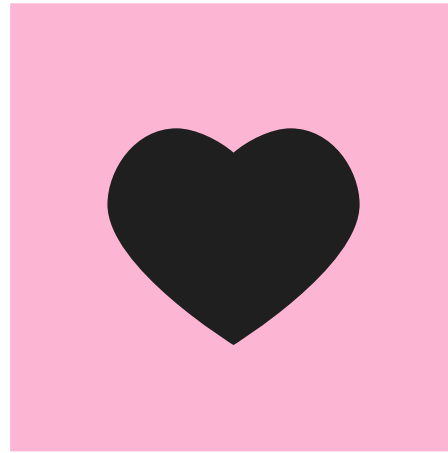
The need for creating thousands of jobs and supporting the creative industry.

The main fear is the price of apple iphones that they are more expensive than others.

The iphone's batteries are non-removable, which means that users cannot replace them.

Another fear that it has limited customization options.

Apple iphones are highly incompatible with other software.



Feels

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



REVOLUTION OF DATA
DRIVEN :
EXPLORATION OF
APPLE - IPHONE
IMPACT IN INDIA