Popular brand

Attractive disigns

Expensive

Potential iPhone buyers

40M Users in India

Apple User

Analysing Impact of Apple

Iphone in India

Dual SIM & Battery
Life
Features

5.5% Market Share

Tech budget prioritization

High service costs

Cuttingedge
technology



Does

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

Require additional features

brand is success

Strong brand loyalty

Indian's popular choice

Data safety with encryption

Jobs are skilled

Retailers store increased

Good reviews

Feels

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

