What other thoughts might influence their behavior?

Users tend to

as reliable and

perceive iphone's

well-built devices



Analyze iphone's market share compared to others smart phone brands in India

Apple's financial reports highlight revenue generated from indian operations Market reports indicate iphone's consistent

growth in India

Many Indian consumer's view owning an iphone as a symbol of prestige and success

The company's environmental initiatives like recycling programs are appreciated by eco-consious consumers



IPHONE'S IMPACT IN INDIA

Apple collabrate with Indian app developers and support their growth on the app store

Apple invest in retail stores and online sales channels to expand its reach in the indian market

> Users have emotional attachments to the Apple brand and its product

Iphone users in India often feel a sense of pride and satisfaction in owning Apple's products

> The user experience, design and build quality of Iphone evoke positive emotions among consumers

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Does

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



Apple manufactures

some iphone models

locally in India,

India"initiative

"Make in

contributing to the

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



