



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?



Apple Inc.(formerly Apple Computer Inc.) is an American computer and consumer electronics company famous for creating the iPhone, iPad and Macintosh computers.

Apple Inc. is an American multinational technology company headquartered in Cupertino, California. Apple is the world's largest technology company by revenue, with US\$394.3 billion in 2022 revenue.

Despite slowing sales growth,apple remains a cash-rich company with money to spend on research and development.

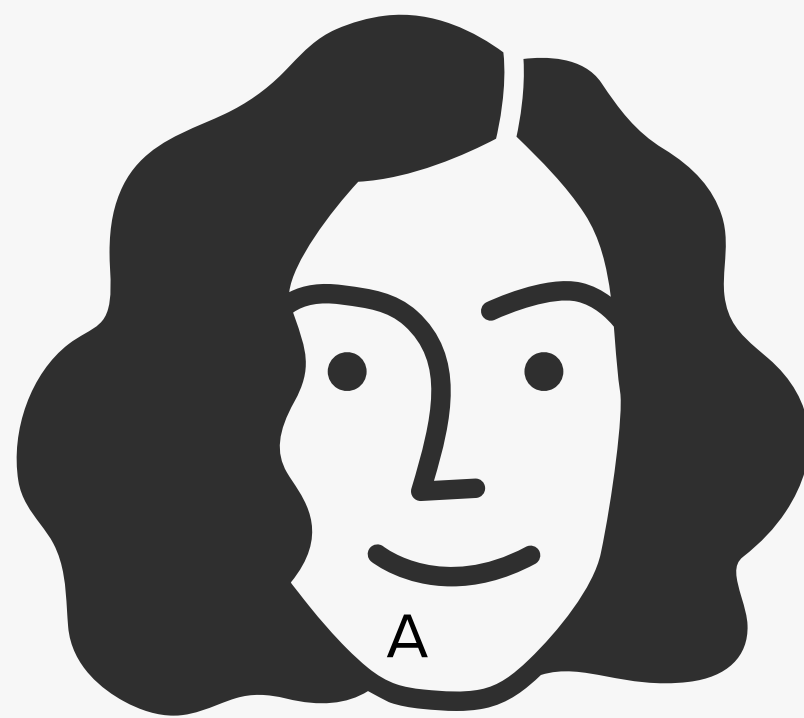
The company is exploring emerging technologies including augmented reality (AR) through its AR developer platform ARKit.

Showcasing the entire Apple product line in a customer friendly environment, Imagine is an Apple premium Reseller operated by Ample technologies.

One of the most preferred technology solutions provider present across major cities in India. Ample owns and operates multiple formats of retail across India.

This case study is focused on apple consumer behaviour in relation to iphones.

It also studies the target market, buying behaviour and decision making process in Apple's customer.



EXPLORATION OF APPLE'S IPHONES IMPACT IN INDIA

Apple was built for the once who yearned to be different. Steve Jobs dared to be different, he catered to creators and dreamers.

Apple was created to cater to people, not consumers. Unlike most corporations, Apple makes product decisions driven by design rather than finance and marketing.

Shares of the world's largest tech company fell 10 person to \$463 in after -hours trade, wiping out some \$50 billion of its market value- nearly equivalent to that of Hewlett- Packard and Dell combined.

Expectations heading into the results had been subdued by news of possible production cutbacks by some component suppliers in Asia.

Compared to Android devices, Apple phones offer better performance. They are built to work faster and smoother.

Even the old iPhone models work well and have smooth functioning with excellent internal storage, iPhones feel like a magical illustration.

Its going to call into question Apple's dominance in the space. It's still one of the strong players, the others being Samsung and Google.

Apple also undershot revenue targets in the previous two quarters, and these results will prompt more questions on what Apple has in its product pipeline, and what it can do to attract new sales.



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?

