Says

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

Researchers may report on Apple's statements about the growth and success of the iPhone

The study might include statements from Apple about consumer trends they have observed in India, such as the popularity of specific iPhone models or features.

Researchers might imagine Apple expressing its commitment to further growth in the Indian market, potentially discussing strategies to expand its presence.



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



Many want access to the latest iPhone models for the cutting-edge technology and features.

A need for affordable iPhone options to cater to various income levels.

Hope for Apple to continue innovating with new features and technologies.



Persona's name

Short summary of

the persona

Many individuals in India have been observed purchasing iPhones, both online and through physical retail stores.

Apple has set up local manufacturing facilities in India, observed as a strategic move to reduce costs and comply with government regulations.

Frustration with the high prices of iPhones, which may put them out of reach for many consumers.

Anxiety about keeping up with the rapid pace of technological change and feeling left behind.



Does

Apple may continue

to gain market share

in India, especially as

models catering to a

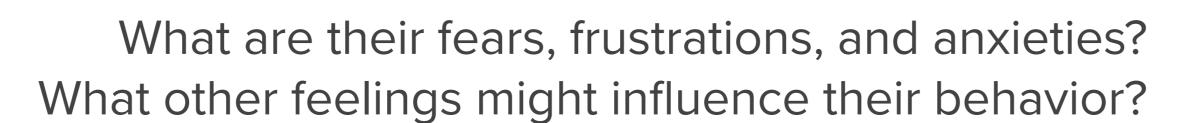
it introduces more

affordable iPhone

broader audience.

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





Fear of the financial

with purchasing an

iPhone, especially

among those with

limited resources.

strain associated



