

## Says

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

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



Apple often emphasizes its dedication to innovation, with a focus on creating cuttingedge products and services that enhance the lives of its customers.

Apple company wants to continue offering the innovative products that meet the needs of the Indian customers

They are eager to see how this research can help them better to serve the Indian market.



driven Exploration of

Apple's iPhone

Impact in India

The imaginative possibilities: Expand product range, Localisation services, Retail expansion, Support for local developers,

Enhanced data privacy

measures, Support for

education, etc.,

Customized Marketing Campaigns: Apple could develop targeted marketing campaigns that resonate with Indian cultural and societal values to build a stronger emotional connection with consumers.

Wants: Continued growth and success in Indian market, a positive image among Indian consumers

Needs: Market insights, strategies to enhance product's appeal and favourable government policies

**Thinks** 

Factors can influence their behaviour: Economic factor, Technology trend, Regulatory changes, Competitor actions, Consumers preference, etc.,

Hopes: To maintain or increase market shares and profitability in India

Dreams: To became a dominant force in India tech landscape

Fears: Market share decline, negative consumer sentiment, or unfavorable regulatory changes in India.

Frustrations: Market competition, supply chain disruptions, and challenges in balancing global and local strategies.

Anxieties: Consumer reception of new product launches, compliance with local regulations, and maintaining brand loyalty.

The feelings influence their behaviour: Optimism, Excitement, Curiosity, Motivation, Satisfaction, Empathy, Determination, Competitiveness, Altruism, Trust, Skepticism, Fascination, Awe.

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## Does

Behaviours and

observations related to

apple's presence in India:

Market expansion, Local

manufacturing, Price

customisation, Retail

strategies, Product

presence, etc.,

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?



