



Says

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

Positive attitude helps to value every customer in marketing.

It provides an opportunity for personalizing products and services to customers.

Consumers might be skeptical about the value of a new type of technology in marketing.

Customers may imagine the price of the products they buy must be budget friendly.

Consumer may compare the product with the another websites to clarify whether the product is good or bad.

To study their behavior, you need a mix of qualitative and quantitative data from customer surveys, customer interviews, and the information gathered from observation of their behavior in store and online.

Does

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



Thinks

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

Wants are the requests directed to specific types of items. Needs are the things that satisfy a basic requirements.

Demands are the requests for specific products that the customer is willing to and able to pay for.

Consumer behavior is greatly influenced by psychological, social, cultural and economic factors.

Purchase anxiety is a psychological effect that occurs when consumers are hesitant to buy a product primarily because they know little about it.

Customer face uncertainty when they buy a product for the first time from a company they are unfamiliar with.

The buying behavior is highly influenced by the life style of a customer.

Feels

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



CUSTOMERS

 See an example