



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?

I'm always on the lookout for discounts and promotions.

The act of obtaining a desired product or service from an individual or business by providing in return something of value,

"I prefer fresh, locally sourced produce."

we always imagine a product how it looks like.

Wholesale customers are more attracted to the terms of the offer such as their minimum ordering requirements, the price breaks for wholesale ordering and how long they have to pay (invoice terms).

Shop owners often do this based on the amount their wholesale customer is ordering. They will also sign them up to a minimum ordering volume with a tiered rate of pricing.



Sales encouraging them to order certain products rarely make a huge difference to their ordering preferences.

Your buying choices are further influenced by several major psychological factors, including motivation, perception, learning, feelings, beliefs, and attitudes

the buying tendencies of consumers who do not have a high involvement with a product when there are significant differences between brands.

Inventory management: Predict demand for certain products to ensure you have adequate inventory in stock.

Many participants are hesitant to give out identifying information for fear that the information will leak, be tied back to them personally, or be used to steal their identity.

Consider other emotional factors like joy, excitement, or nostalgia that might influence customer behavior. For instance, promotions, seasonal events, or special occasions can evoke positive emotions.



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?