Says

UNVEILING MARKET INSIGHT'S ANALAYSING SPENDING BEHAVIOUR AND

IDENTIFYING OPPORTUNITIES FOR GROWTH.

Thinks

What have we heard them say?

What can we imagine them saying?

what your target audience typically says about buying and consuming vegetables.

Understand the thoughts and emotions that drive their spending

decisions.

What are their wants, needs, hopes, and dreams?

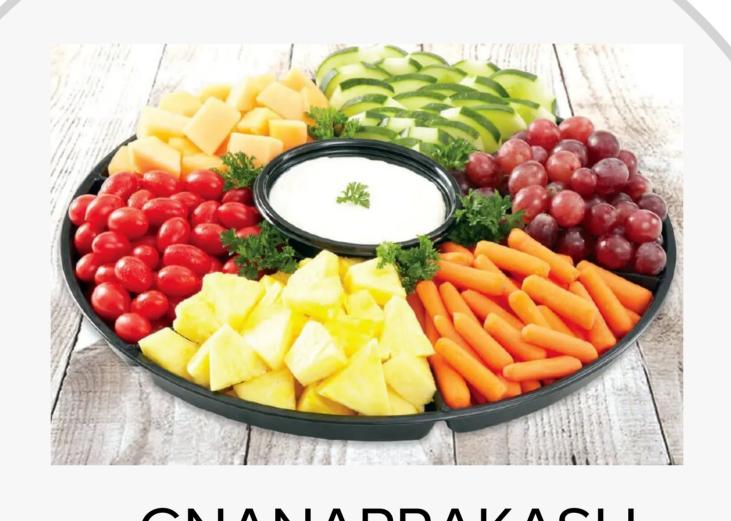
What other thoughts might influence their behavior?

This can include their preferences, concerns, or motivations.

"I'm willing to pay a bit more for high-quality vegetables

I feel guilty if I buy vegetables with a lot of packaging."

I believe that buying vegetables from farmers' markets is more sustainable."



GNANAPRAKASH

VEGETABLE SALES AND MARKETING

I check product labels for nutritional information

I compare prices and quality at different grocery stores "I feel guilty if I buy vegetables with a lot of packaging."

I follow vegetablerelated blogs and social media pages.

I worry about the rising vegetable prices."

"I believe that buying vegetables from farmers' markets is more sustainable."

Feels

Does

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

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

