



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?

Consumers at the supermarket, online platforms, or local markets buying fruits.

Is this brand environmentally conscious?"

Shoppers comparing prices, reading labels, and inspecting the quality of fruits.

Various fruit options displayed attractively on shelves.

What fruits are in season right now?

Are these fruits fresh and of good quality?



A.AKASH  
FRUITS SALE AN  
SHARE MARKET AND  
IT'S BENEFITS

Customers may ask store employees about fruit sourcing or freshness.

Customers may participate in loyalty programs or subscribe to newsletters for discounts and promotions.

Trust and loyalty towards brands that promote sustainability.

Excitement about finding fresh, high-quality fruits

Some customers may choose to boycott brands with poor sustainability practices.

Satisfaction when making healthy and sustainable choices.



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?