

Unveiling Market Insights:
Analysing Spending Behaviour
and Identifying Opportunities for
Growth

1 INTRODUCTION

A Customer analysis is a critical section of a company's business plan or marketing plan or marketing plan. It identifies target customers, ascertains the needs of these customers and then specifies how the product satisfies these needs.

1.1 overview

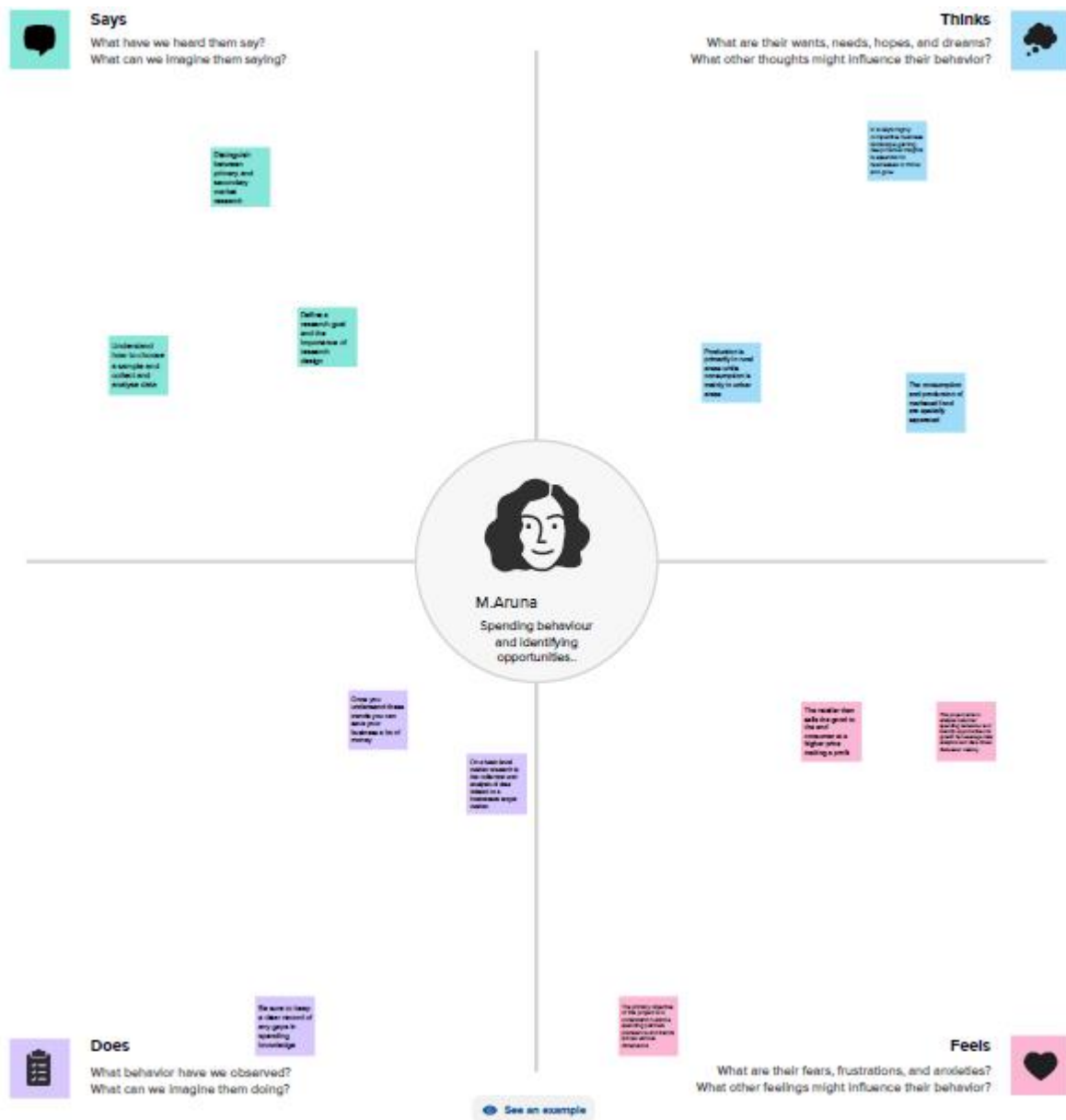
Consumer buying behaviour is the sum of a consumer's attitudes, preference, intention and decisions regarding their behaviour in the marketplace when buying a product or service.

1.2 Purpose

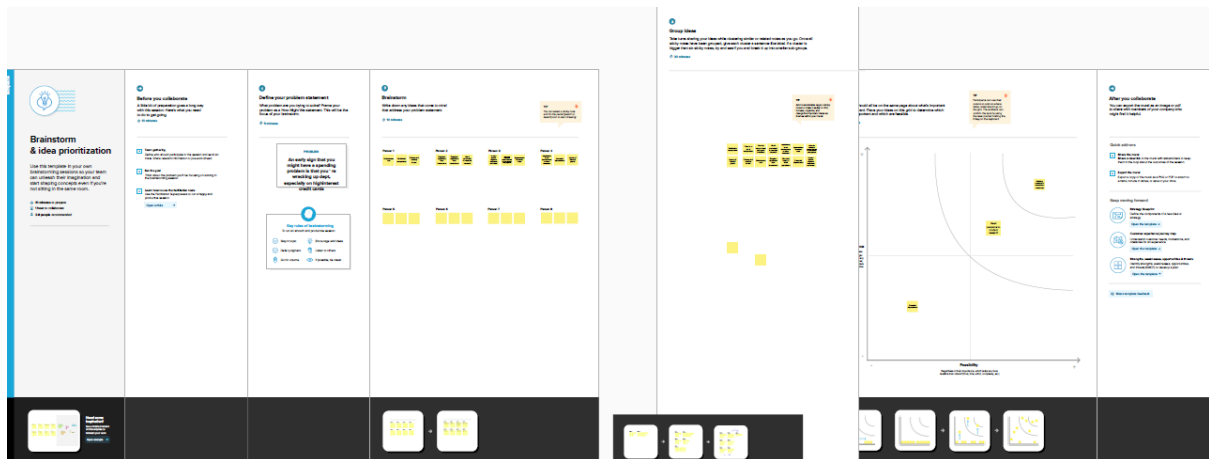
Market research provides critical information about your market and your business landscape. It can tell you how your company is perceived by the target customers and clients you want to reach.

The purpose of marketing research is to identify and understand customer needs and preferences so that companies can create products and services that satisfy those needs and preferences.

2.1 Empathy Map

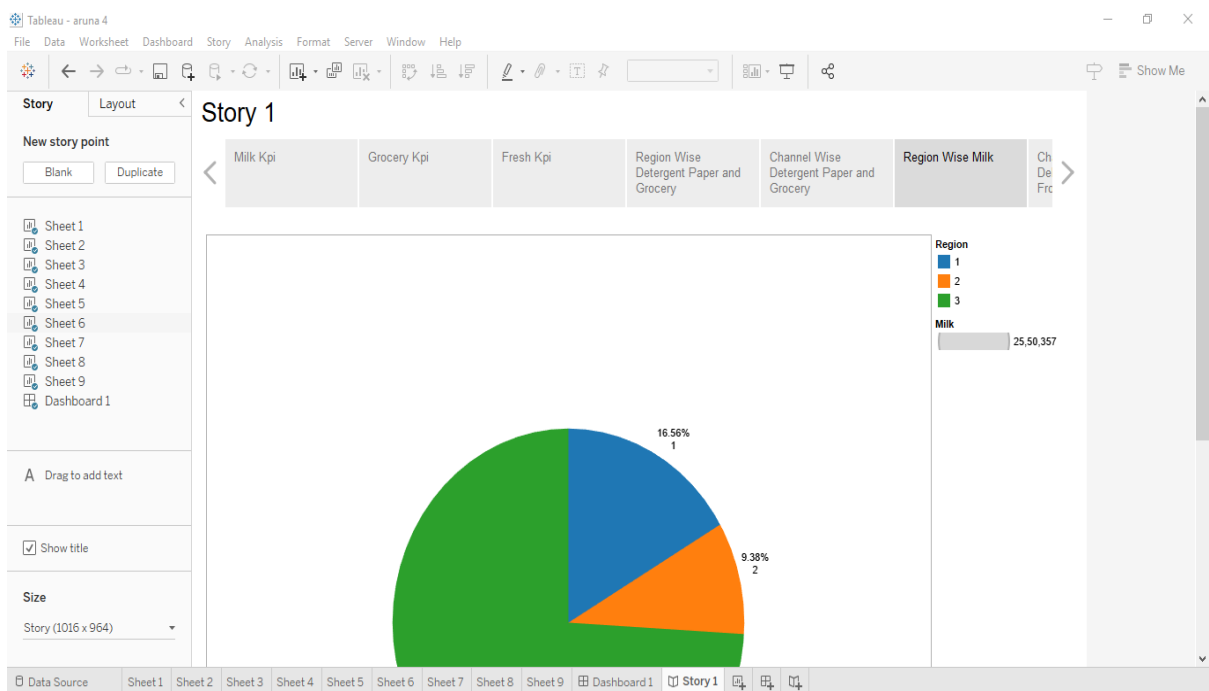


2.2 Ideation & Brainstorming Map

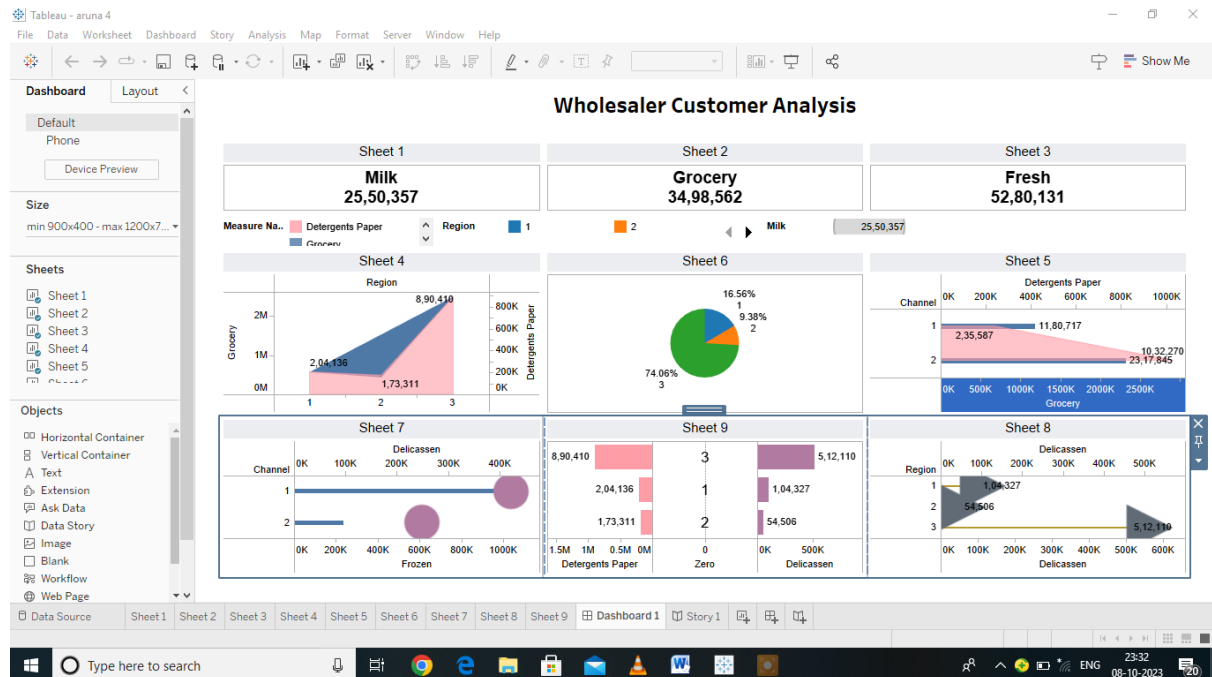


3 RESULT

Story Board



Dashboard



4 ADVANTAGES

A cost advantage is the competitive edge, or advantage, gained due to lowering a products or service's price point through economies of scale or other cost-reduction approaches.

DISADVANTAGES

Failure to define clear objectives to ensure the success of overall missions. Failure to define where the business needs to get and when failure to define timetables. Responsibilities, oversights, and control, stopping strategy from being implemented on time. Failure to bring tactics into alignment with strategies.

5 APPLICATION

One of the most basic applications of consumer behaviour is targeting marketing efforts to specific groups of people marketers use information about what types of products different groups buy, how they make their purchase decisions, and what motivates them to purchase specific items.

6 CONCLUSION

In conclusion, understanding consumer behaviour is vital to any successful marketing strategy. By analysing the factors that influence consumer behaviour, businesses can develop effective marketing campaigns that cater to the needs and wants of their target audience.

7 FUTURE SCOPE

As we look to the future of consumer behaviour, we can expect to see significant changes and trends that will shape the way businesses interact with their customers. The impact of AI, the rise of voice-activated devices, and the growing importance of privacy and security are just a few examples of these changes.