

*What do they*  
**THINK AND FEEL?**  
what really counts  
major preoccupations  
worries & aspirations

How to  
believe  
someone?

Price rates

Reviews  
from  
others

Is it imp  
to buy ?

From  
previous  
customers

Condition of  
the  
car

*What do they*  
**SEE?**  
environment  
friends  
what the market offers

*What do they*  
**HEAR?**  
what friends say  
what boss say  
what influencers say

Comparison  
of  
prices

*What do they*  
**SAY AND DO?**  
attitude in public  
appearance  
behavior towards others

Comparing  
various  
cars

Backlogs of  
the  
car

Negotiate  
about  
the prices

Problems  
after  
buying

Best  
resale  
value

PAIN

GAIN

Cost  
Effective

Custome  
satisfacti  
on

