

Says

What have we heard them say? What can we imagine them saying?

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?



Thinks

customers might say they are looking for

value for their

some might mention the importance quality and brand reputation

they might express concerns about risking prices

customers might be thinking about ways to save money while still getting what they

they could be wonderinng if there are hidden costs in their purchase

some might be contemplating their long term benefits of the spending choices

analysing spending behavoiur and identifying

oppotunities for growth

customers might compare prices and read reviews before making a purchase

they may use coupons or loyality programs to save money

some might track that spending habits through budgettting apps

customers may fear about sales events or discounts from friends and family

they might listen to experts discussing customer trends on podcasts or in the news

some may here about economic affectin prices such as inflation



Does

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







