



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?



Reviewing your
spending
regularly helps
you identify any
changes in your
spending habits.

spend analysis
converts raw
data into
usable
information.

Your spending
behavior is how
you regularly,
almost
automatically use
your money.

A want is placing
certain personal
criteria as to how
that need must
be fulfilled.

Beliefs and
attitudes
significantly
impact consumer
behavior as well.

Acknowledging and
addressing these
beliefs and attitudes,
we can tailor our
marketing messages
to resonate more
deeply with our target
audience.

One way to measure
consumer behavior is
to record facial
expressions of
participants, and
examine their food
preferences.

The applied area
focuses on using
that knowledge to
help people
overcome problems
they may be facing.

A consumer
behavior analysis
helps you identify
how your customers
decide on a product
or a service.

A crucial process for
strategic sourcing as
it helps you identify
and optimize your
spending patterns,
categories, suppliers
and opportunities.

A hungry customer
would fulfill their
need for food
before a learned
need to wear
trendy clothing.

Spending behavior is
influenced by a complex
interplay of personal and
external factors,
including income, wealth,
financial goals, the
economy, cultural
norms, and marketing.



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?