



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?