

Thinks

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

88% of the people says products should provide value added information to their customers.

Word of mouth (Friend s, Family & colleagues).

Quality & Quantity.

Make trust your priority.

Prove that your products are better than those offered competitors.

Honest (86%), Friendly (83%) & Helpfull (78%).

Engage customers with conversation.

Low price with good quality.

Warantee of products.

A fair price A good service A good product A feel valued.

UNVEILING MARKET INSIGHTS

Offer a free sample of a product.

Show them that you care about their needs and expectations.

Outside factor (Think pandemic, layoffs, housing crash).

Fear of paying too much

Convey the benefits of products

Give a variety of payment options

Make it easy for to complain.

INFLUENCE CONSUMER BEHAVIOR 1) Psychological factor 2) Social factor 3) Cultural factor 4) Personal factor

Negative reviews or testimonials

Feels

Does

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

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

Uncertainty of

quality

