



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?



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Persona's name
Short summary of the persona

we have heard
lot about the
unvelling
marketing
insights,

it is the study
about individuals
,groups
organisation and
all the activities

such as,
purchase ,
use, and
preference

behaviour also
influence with social
family such as
sports,friends,family
and reference groups
(branded influencer
and opinion leader)

from here we are
happy to says about
the consumer
behaviour,what we
are learned about
analysis

here we interestly
known about the
marketing skills how
they were work
together for the
growth of needs

we observed
**Postures,
movements,
nonverbal and
verbal behavior -**

- 1.perception of risk
and fear
- 2.behavioral
intension
- 3.moderating factors
- 4.materials and
method

Behaviour is affected
by factors relating to
the person, including:
*physical factors - age,
health, illness, pain,
influence of a
substance or
medication*

Anxiety disorders are a group
of mental health disorders
that cause some children,
teens, adults, and older
adults to feel very frightened,
fearful, uneasy, and
distressed in everyday
situations which would not
normally evoke an anxiety
response.

we all can be
observed. Watching
people, seeing their
behaviors, looking at
their performance, is
interesting for many

we observed
consumers'
metrics, including
their **online
actions, interests
and geolocation**



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?