



Says

Thinks



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

work hard for the growth of marketing

These insights point to opportunities or possible solutions to overcome shortcomings

Market insights are discoveries made during market analysis.

valuable Information

A need that motivates a customer to purchase a product or service

Needs of the brand's target demographic



Marketing

A customer behaviour analysis helps you identify how your customers decide on a product or a service

By understanding how buyers think,feel and decide,businesses can determine how best to market their products and services

Behavioral characteristics are based on behaviour of the person

The most common fears are:Fear of paying Too much

Quality of the product is good or bad

The things may attract the customer by the appearance



Does

Feels



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?

[See an example](#)