

Analysing Spending Behaviour And Identifying Opportunities For Growth

Complementer Product And Direct Analysis

Product Review and Social Media Comments in Online Interaction

Direct Competition Analysis

Foreign Analysis

Discussion with others about Product or Service

Decision about Buy Product

WAYS

DOES

THINKS

FEELS

Understanding the Problems and Frustration

Emotional Influence

Buy a Specific product in purchase Frequency

Needs and Desires For Customer Motivation

Research And Gather information before Making a Purchase

Explore New Option in Loyalty Brand