



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?



CAN DETERMINE A QUALITY AND QUANTITY OF GOODS?

I THINK WHOLESALE SHOPPING STAFFS ARE VERY FRIENDLY AND KNOWLEDGE

ARE WE FEEL COMFORTABLE?

I LIKE TO STAY UPDATED ON THE LATEST TRENDS.

DOES THE RATE OF THE GOODS CHANNGES DEPENDING ON THE CLIMATIC CHANGES?

WE COME TO KNOW THAT WHOLESALE SHOPPING IS BEST AND PROFITABLE THAN A RETAIL SHOPS.

IS THIS PRODUCT WORTH MY MONEY?

PEOPLE MAKE RATIONAL DECISIONS WHEN PURCHASING OR INVESTING A PRODUCT.

WHETHER THE SUPPLIER WILL DELIVER CONSUMABLES ON TIME?

DOES THE PRODUCT GIVES SATISFACTION.

COMPARES PRICES AND READS REVIEWS BEFORE MAKING A DECISION

CUSTOMER FEELS SURPRISE AND EXCITED AFTER

USES AD-BLOCKERS TO AVOID ONLINE ADS

NEED BETTER UNDERSTANDING ABOUT THE PRODUCT

FOLLOWS BRANDS ON SOCIAL MEDIA FOR UPDATES

QUALITY PRODUCTS AND GOOD SERVICE

EXCITEMENT ABOUT DISCOVERING NEW PRODUCTS

MY EXPECTATION IS BETTER ABOUT A PRODUCT BY OUTCOME IS WORST

SEARCHES FOR COUPON CODES BEFORE PURCHASING

GOODS AVAILABLE IN AFFORDABLE PRICE



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?