



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?



Abi

Having low cost and high efficiency.

Product appearance is modern but efficiency is classic.

Exchange and return facilities are needed.

Products have correct expiry date and warranty.

Payment flexibility.

Seasonable offers are important.

Expects loyalty.

Gave products in less EMI.

Analyse the required product and bring that for marketing.

Provide combo offers.

Make an awareness about the products.

Gave advertisement through podcast or website.

A retail marketing advertisement tempting me to buy more products.

Having a disorganized retail store made customer disappointed.

Feels happy because of customer-oriented employees.

Consumers trust input from their friends,family and neighbours.



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?