



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?

Marketing refers to Activities a company undertakes to promote the buying of a product or service.

consumer problem solving is triggered by the identification of some unmet needs.

That may be the best reason of all to make market research a key part of your business growth strategy.

Consumer behavior is often influenced by different factor. Marketers should study consumer purchase patterns and figure out buyer trends.

You need to know the journey they're on and how you can take part in that adventure.

A consumer's beliefs and attitudes about a product,service or brand may be influenced by their personal experiences, cultural background , and social affiliations.



Persona's name
Short summary of the persona

The analysis of how consumer make decisions about what to buy,when to buy it and how to do so.

Spend analysis is an important business porcess that helps organizations identify ways to reduce costs and get better value from supplier relaionship.

A feeling of frustration a consumer experiences as a result of a negative interaction with a company.

Your consumers don't represent the attitudes of an entire market.

consumer emotion is a measurement of a consumer's overall level of satisfaction with their interactions with a particular company or brand.

Through emotional marketing, brands aspire to become entrenched in people's lives. They aim both to settle over time by working on the collective imagination and to connect with current issues by acting on the most popular trends at a given time.



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?