



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?

Go fly travel
voyage explore
journey
discover
adventure

Adventure is
the essence
of life

One year
abroad hopes
dream and
goals on the
road

The future
belongs to
those believe in
the beauty of
their dreams

The real voyage
of discovery
consists not in
seeking new
landscapes but
having new eyes

We do not
discover new
lands without
consenting to
lose sight of the
shore

Psychological,
Cultural, Social
and Personal

The four
factors that
affect
consumer
behaviour.



saravanakumar .B
Voyage Vista

checking the
pressure in
an
automobile
tire

the disturbance
of an observed
system by the
act of
observation.

pull
ourselves
more into the
rational brain

interrupt
processes in our
brains that allow
us to regulate
emotions

some
phenomena
only exist
when
observed.

Observing a
situation or
phenomenon
necessarily
changes it.

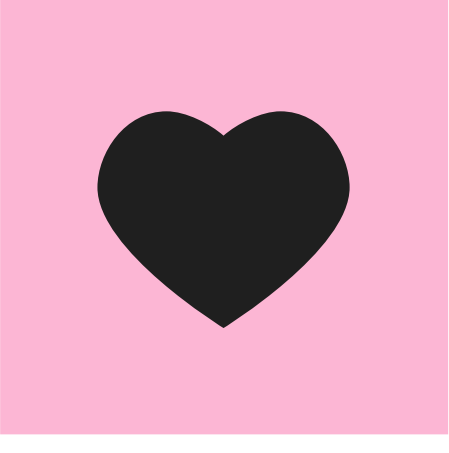
excessive,
uncontrollable
worry about
everyday issues
such as health,
work or finances

- Keep physically active. ...
- Avoid alcohol and recreational drugs.



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?