



## Says

What have we heard them say?  
What can we imagine them saying?

*A market insight is the discovery of a relevant, actionable and previously unrealized reality about a target market as the result of deep, subjective data analysis.*

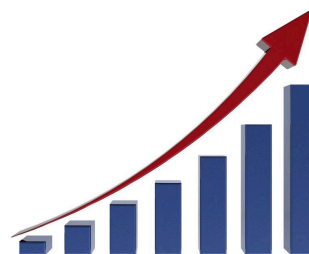


*Buyers behaviour refers to the decision and acts people under take to buy products or services for individual or group use.*

*Many factors contribute to growth in a market and it's the combination of these factors which impacts just how fast a sector.*

## Thinks

What are their wants, needs, hopes, and dreams?



*Marketers attempt to identify buyer's needs through various research methods such as surveys and interviews that probe how often consumer buy, when they shop, where they get their information, how they share this information with others.*

*The opportunities are identified by 8 ways,*

- Consume segmentation.
- Purchase situation Analysis.
- Direct Competitor Analysis.
- Indirect Competitor Analysis.
- Complementary Product And Service Analysis.
- Diversification Analysis.
- Foreign Market Analysis.
- Environmental Analysis.



## UNVEILING MARKET INSIGHTS ANLYSING SPENDING BEHAVIOUR AND IDENTIFYING OPPORTUNITIES FOR GROWTH

*Factors that are personal to the buyers influence their buying behavior. These personal factors always differ from person to person thereby producing different perceptions and consumer behavior. Some factors that influence buying behavior are age, personal beliefs, income, lifestyle, etc..*

*Growth Marketing is the process of using data gained through marketing campaigns and experimentation to drive growth.*

*Business can use market analysis to prepare their business plans and gain a deeper understanding of the market size, potential audience, profitability and growth rate. The analysis enables business to make informed decision, identify opportunities, and develop strategies to achieve their goals and objectives.*



*People are looking to make. Purchase that act as investments, rather than frivolously spend money. Most consumers believe that every purchase they make should ideally give them some value in return.*

*Despite the promising state of marketing careers many marketers struggle to see the growth potential available to them. A study by the content Marketing Institute found that 69% of marketers either believe they must leave their companies to advance or simply can't visualize the path forward.*



## 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?



[See an example](#)