



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?

Increase in
eco-friendly
products

Inflation in
India
expected to
come down

Stock
market
affected by
inflation

Collecting the
data will help
in consumers
view

Implementing
customer
rights

Improvement
is necessary

Unveiling Market Insights: Analysis
Spending Behaviour And Indetifying.
Team leader:
S.Shaziya
Team members:
M.Gopika
K.Gayathri
S.Anjali

Developed
countries are
leading in
market
insights

Market insights
has the ability to
forecast potential
changes needed
in market

Cultural and
social factors
determine
the market
insight

Facilities
have to be
improved in
rural areas

Market
crashes led
to fear

Avoid
behavioural
biases



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?