



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?

when we say "marketing insight", we mean the process of gaining a comprehensive understanding of consumers, customers, competitors, and the entire industry.

In marketing, a need is the consumer's desire to get functional utility out of an offering.

marketing insights benefit both parties by meeting your target audience's needs and wants while also profiting.

this is especially true when marketing a previously unused or unknown innovation. the best market insights help those selling the invention and the companies needing it.

It's desire for the offering's specific benefit that helps the consumer get the joib done.

A want is a desire for offerings or benefits that are not necessary. for example, food is a consumer need.



Persona’s name

Short summary of the persona

complex buying behavior. This type of behavior is encountered when consumers are buying an expensive, infrequently bought product.

If a consumer repeatedly visited a wb page with reviews of a product or searched for a product, then visited that product manufacturer website. this clearly indicates an interest in buying that product.

It is important to understand and acknowledge consumer behaviour and consumer insights should help you engage with customers emotionally. In order to do that, it's essential not to ignore the results of your consumer research, whether you agree with them or not.

Emotional build loyal, valuable clients. It's a key indicator of future purchases and consumer loyalty. Research revealed emotional customers spend twice as much as satisfied customers. customers who feel emotionally connected to a brand are more valuable than satisfied customer.

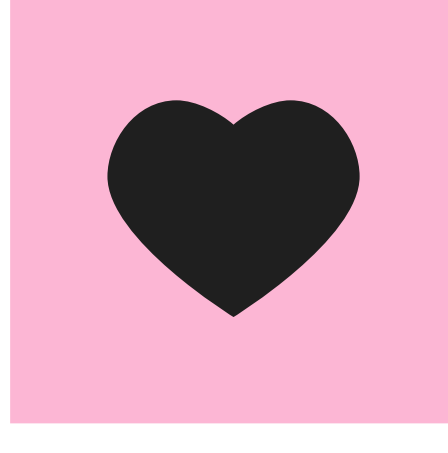
As customers,we make many decisions based on how we feel. When we feel an emotion, our brains send out chemicals thay make us feel good or bad about what's happening around us. Customers feelsomething when they make a purchase, write a review, or talk about your business in a social setting.

People 's perceptions are the rational analysis is the basis of the choicesbthey make when buying. In reality, emotions substantially influence and determine hoe people decide when purchasing products.



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?