



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 or selling of a product or service**

Markrting includes advertising , selling, and delivering product to consumers.

Marketing includes advertising, selling, and delivering products to consumers or other businesses

helps you know how and where to sell your products based on research and analysis.

The fulfillment of those needs can then motivate them to make a repeat purchase or to find different goods and services to better fulfill those needs.

Similar to customers, businesses also have need that must be satisfied to assure survival and well-being

Encourage people to make better choice

People usually want particular product, brands , or sevicees that satisfy their in a specific way



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Analysing behaviour and identification

Veriety seeking behaviour

Being empathetic is about understanding the customer's situation, not trying to feel like they do. Follow Up: If you say you are going to do something – do it. If you say you'll get back to them – do it

Analyze online activity on your business website to learn what customers are looking for or revisiting

Emotions can also affect our behavior directly, as in the case of aggression

The emotions you feel each day can compel you to take action and influence the decisions you make about your situation

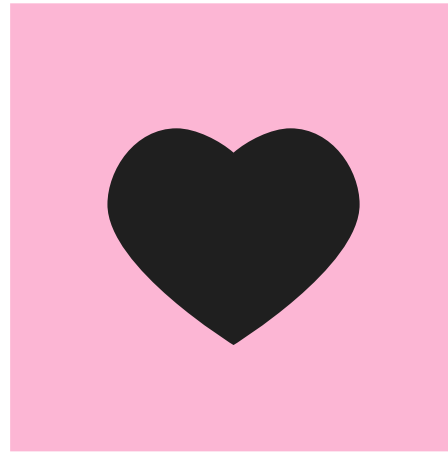
influenced by many external factors and internal factors such as situational, psychological, environmental, and marketing factors

Emotional marketing typically taps into a singular emotion, like happiness, sadness, anger, or fear, to elicit a consumer response.



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?