

 Says

Thinks 

I want products that offers good values for money

I like to try new products and experiences

Concerned about making informed purchasing decisions

Value products that aling with their personal values

Say

I prefer shopping online for convenience and better deals


Desire convenience efficiency and simplicity in their shopping experiences



Unveiling Market Insights

Read and write reviews on products and services

Share recommendations with Friends and Family

Seek a sense of belonging status or exclusivity through their purchases

Feel excited about discovering new products or opportunities


 does

Research and compare prices before making a purchase

feels

Feedback and opinions from other customers on social media gives bad feelings

 Does

Feels 

 See an example