



Says

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



Thinks

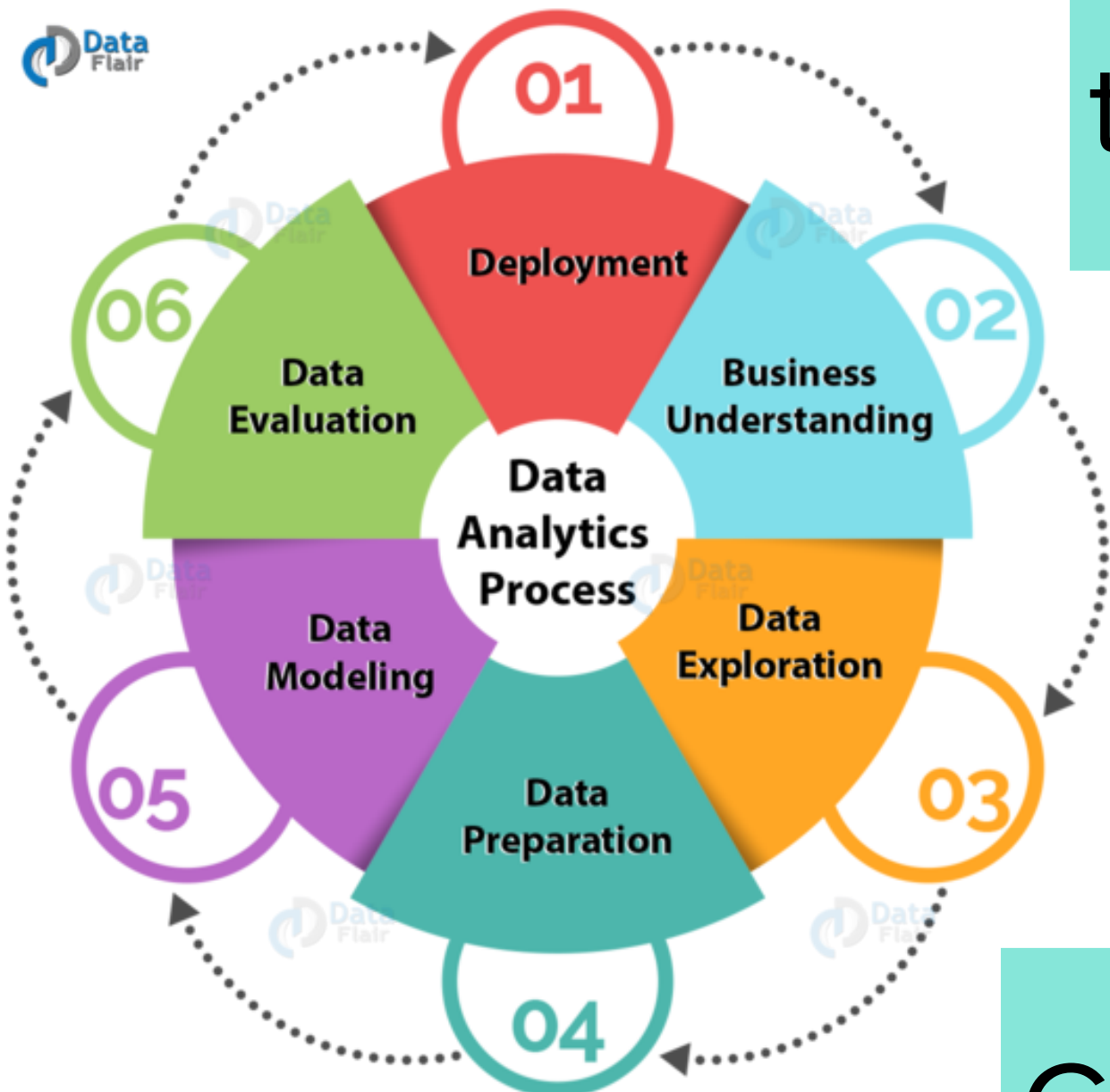
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

"I spend a lot of money on X product/service."

Customers might say they are looking for better value for their money.

Customers may think about the longterm benefits of their spending choices.

They might consider the reputation and trustworthiness of brands.



Customers could express concerns about price,quality, or convenience.



Some customers might think about the impact of their spending on their budget.

Customers motivation: Explore the underlying motivations that drive spending behaviour,such as the desire for value,quality,convenience, or exclusivity.

They might mention specific features or benefits they desire in a product or service.

Working project with marketing teams
Unveiling Market Insights: Analysing Spending Behaviour And Identifying Opportunities For Growth

Customers actively compare prices and read reviews online before making a purchase.

They may engage in social media discussions or forums related to products or services.

Customers may feel frustrated with current options in the market.

They might feel uncertain about the value they receive for their spending.



Interactions with brands: Note how customers interact with brands, such as signing up for newsletters, following on social media, or participating in loyalty programs.

Comparison shopping: Track how customers compare products or services from different brands before making a decision.



Some customers might feel loyal to certain brands or products.

Customer emotions: Identify the emotions associated with spending behavior, such as satisfaction, frustration, trust, or uncertainty.



Does

What behavior have we observed?
What can we imagine them doing?

What are their fears, frustrations, and hopes?
What other feelings might influence their behavior?