



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?



Feels

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



Does

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

See an example

C.ABINAYA  
Unveiling Market  
Insights;Analysing  
Spending Behaviour  
and Identifying  
Opportunities for  
growth.

This project  
aims to analyze  
customer  
spending  
behaviour

Factors; Income,  
wealth, financial,  
goals, the  
economy, cultural  
norms and  
marketing.

Extract the  
maximum value  
from their  
procurement  
expenditures

Todays highly  
competitive  
business  
landscape,gaining.

Spending  
plan;Increase  
income

Reduce  
expenses

The retailer then  
sells the goods  
to the end  
customer at a  
higher price  
making a profit

Main components;  
consumption,  
invertment,  
government  
spending and  
exports

People need  
to budget for  
are fixed,  
variable, and  
periodic

Get  
financial  
help.

Use bonus  
money  
wisely.

Understand  
the  
customer.