Thinks

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

behavior?

"safety and security are fundamental needs both in terms of physical safety and data security"

(BUSINESS)

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"Frustations with slow

service, or unresolved

response times,

unhelpful customer

issues can lead to

dissatification and

churn"

success.

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"Many customers hope to achieve success in their personal and professional lives and may seek products or services that support this goal

"cultural values, tranditions and social trends can influence what customers buy and how they use products"

"I seems like everyday there's new trend or technology in the market"

"price is a signifacnt factor in our purchasing decisions"



"I tend to explore new products when they align with my interests and values"

"we tend to make more purchases during specific seasons"

"High quality

"customers often

and services that

more convenient

make their lives

and efficient"

want products



and reliable products are a common desire"

"customers have been making frequent purchases during seasonal sales"

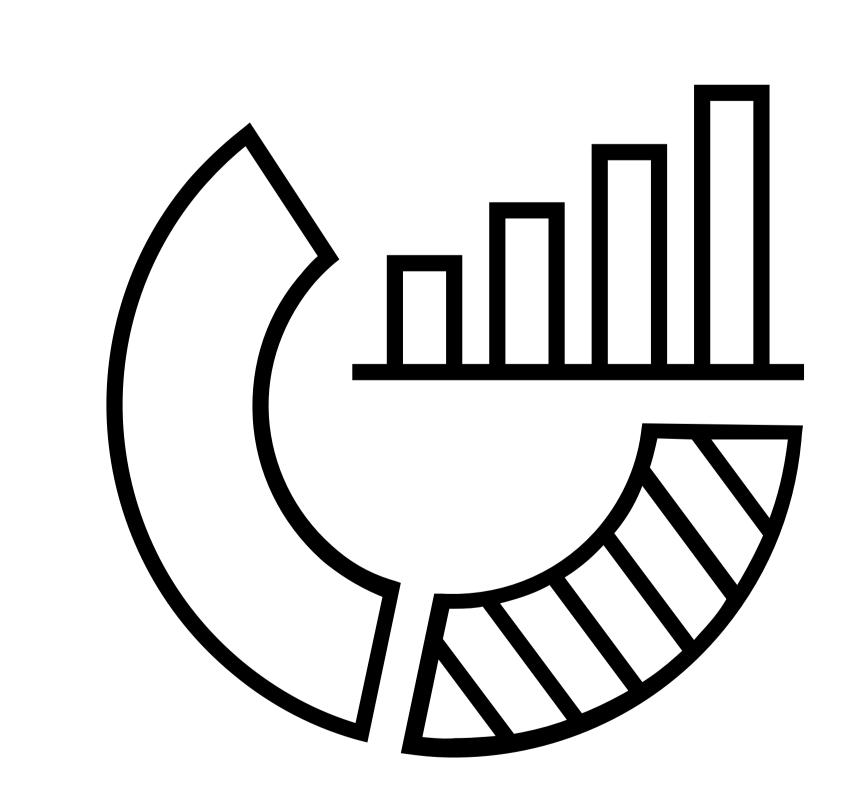
"An increasing number of customers are using mobile devices for online shopping"



"They could be willing to pay a premium for environmentally responsible options"

'customers are likely to continue the trend of using mobile devicies for online shopping"

"customers may fear economic instability, job loss, or insufficient income, impacting their spending decisions"



"trust in a brand, it's products, and it's values can significantly impact purchasing decisions and long term loyalty'

"General anxiety about the future, including political instability and global events, may lead to cautious spending"

Feels

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

