



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?

The primary objective of this project is to understand customer spending patterns, preferences, and trends across various dimensions.

Distinguish between primary and secondary market research. define a research goal and the importance of research design .

By conducting a comprehensive analysis, businesses can optimize their marketing strategies, improve product offerings, and enhance customer engagement to drive revenue growth.

The discovery of a relevant, actionable and previously unrealized reality about a target market as the result of deep, subjective data analysis.

Understand how to choose a sample, and collect and analyze data. Identify common sources for secondary market reseach.

Understand how to identify the target within the total available market and serviceable available market.



Marketing
Unveiling Market Insights

Focus on the behavior you have named, but be aware of anything else going on.

A consumer insight is an interpretation of data used by businesses to gain a deeper understanding of how their audience thinks and feels.

Take notes about what happens, and where it happens.

Only take notes about what you see and hear. Do not try to guess why it is happening. You do not need to make sense of it yet-just to keep track of it.

It involves watching and recording what consumers do, say, and feels as they interact with products, services, staff, and other customers.

Fear appeal in advertising is a strategy used that provides the audience with a persuasive message that emphasizes a serious threat or harm that might come to them if they do not do what is asked of them in the advertisement.



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?