"Wholesalers

offer cost-

effective bulk

purchases."

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

> "Convenience and accessibility are important to me."

"I prefer to shop in urban areas where there's a wide selection."

products at competitive prices."

"I want quality

"Urban living might be costlier, affecting product pricing."

"Businesses that understand my preferences earn my loyalty."

Unveiling Market Insights

promotions and discounts."

"Appreciation for businesses that listen to feedback."

"Shops at retailers for convenience."

"May switch to competitors if unsatisfied."

"Satisfaction when I find value for my money."

"Frustration when products are unavailable."



Does

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



Feels



