



Says

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

Type your paragraph...

I Prefer shopping online for convenience and better deals

Data privacy and security are paramount concerns

I want products that offers good values for money

I like to try new products and experiences

Share recommendations with friends and family

Research and compare prices before making a purchase

Read and write reviews on products and services

Consumers may explore new brands or products to satisfy their evolving preferences or needs

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Unveiling Market Insights:
Analysis
Spending Behaviour And
Identifying Opportunities
For Growth

Thinks

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



Concerned about making informed purchasing decisions

Value products that align with their personal values

Desire convenience efficiency and simplicity in their shopping experiences

Dreams of travel and adventure can impact spending on vacations,experiences,and related products

Seek a sense of belonging status or exclusivity through their purchases

Feel excited about discovering new products or opportunities

Feedback and opinions from other customers on social media gives bad feelings

Brands that show empathy and understanding during challenging times can build stronger emotional connections with customers

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?



See an example