

## Says

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

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

Easily distinguish

between primary

and secondary

market research



**Thinks** 

January 2020,4.54 billion people are active internet users, encompassing 59% of the global population

America is
highest
marketing
country in the
world

India is the
4th place an
the marketing
field

Define a research goal and the importance of research design

Use Twitter for their marketing purposes

MARKETTING

Market
enhancement done
by marketing
agency, through
telephonic calls,
advertisement in
paper etc.

Enhance
customer
engagement to
derive revenue
growth

Provide exchange offer

Introduce offer, for the product

Cheep and best product with advanced version

If issues in product easy return facility with money back



## 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?

