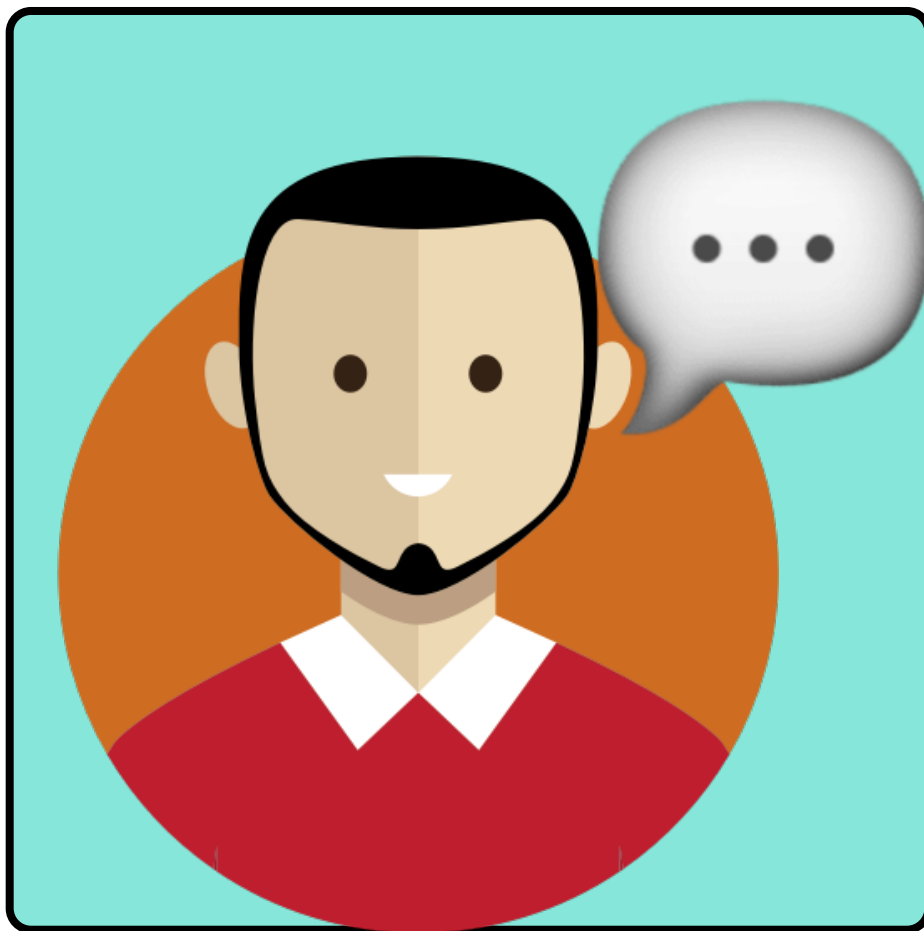


Analysing Spending Behaviour And Identifying Opportunities For Growth



Says

We social media to discover new products

I enjoy shopping online for convenience

I expect personalized recommendations

I look for good deals and discounts.

Friends recommendation impact my choice

I want to get value for my money



Thinks

What product align with my interests?

Limited expenses at low prices

Is my personal data safe with this company?

How can I save more on my purchase

Annoyed by pushy sales tactics



User



Does

compares prices across platforms

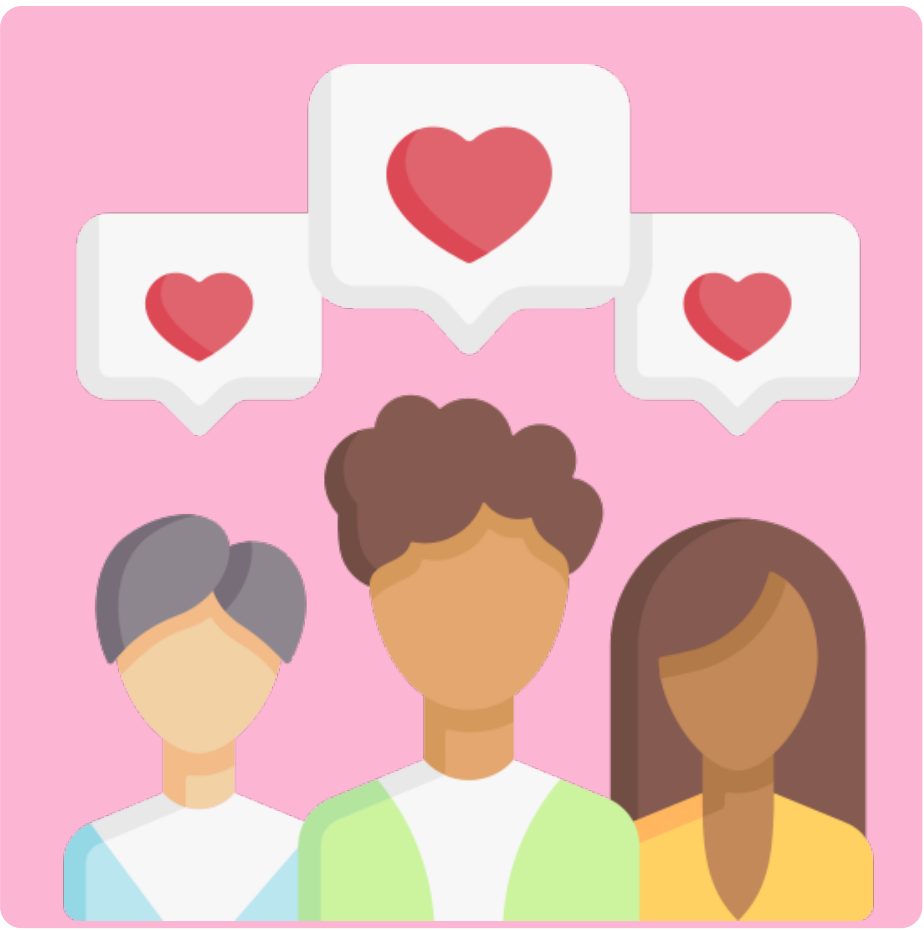
Disappointment by poor qualities purchase

Searches for product reviews

Expect helpful customer support

Choose online platform

Special consumer point for regular customer



Feels

Excitement about discovering new products

Advertisement affect my wants

Proud of myself for saving money

Satisfaction when finding great deals

Feel regret after impulse purchase

