



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?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?



Does

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



Consumer behavior:
Habitual buying
behavior, variety-
seeking behavior,
dissonance-reducing
buying behavior,and
complex behavior.

Sevaral factors
influence cosumer
behavior, including
psychological,
social,
cultural.personal,
economic.

Costomer behavior:
analysis is through
investigation of how
customers engage
with your company

Conduct
interviews.

Define
your target
Market.

Analyze the
competitors.

Consumers
emotional
response.

Mental
responses refer
to the consumer
thought
process

The consumer
observable
responses in
realation to the
purchase and
disposal of good or
services.

Fear can
lead to
market
crashes.

Government,
international
transaction.

Speculation and
expectation,and
supply and
demand.

 See an example