



Says

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

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



Thinks

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

Conduct  
interviews.

Analyze the  
competitors.

Define  
your target  
Market.



See an example

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.



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?