



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?

*Buying the  
populared  
products  
by celebriti  
es.*

*Same products  
buying again  
and again for  
their own  
taste.*



*Buying of  
high quality  
with low cost  
products.*

*Offers!  
Buying the  
products with  
low budget with  
low quality*



**Unveiling Market  
Insights: Analysing spending  
behaviours and identifying  
opportunities for growth**

*Collection of datas that  
provide marketers with  
valuable information on the  
wants and needs of the  
brand's target demographic.*

*"Trust is the  
core of a  
good sales  
mindset"*

*Psychological,Cultural,  
Social and Personal are  
the four factors that  
affect consumer  
behaviour.*



*Providing  
solutions aligned  
with the  
customers' needs,  
and establishing a  
good relationship  
too.*

*Great salespeople  
build trust with  
their customers by  
asking the right  
questions,listening  
intently,etc.,*

*Reading  
your own  
'REVIEWS'.*

*Tune into  
social  
channels.*



*Comparision  
between the  
other sellers.*

*"EXPERT  
GUIDES"*

*Fear of  
paying too  
much.*

*Poor product  
and Retail  
experiences.*



*Anxious  
customers tend to  
be more critical of  
products and may  
be less loyal.*

*"Customer  
service  
interaction".*



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?