



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?

Marketing can also have significant impact on spending behaviour

Advertisement and sales promotions can create a sence of urgency or desire by a product,leading people to make impulse purchases

People's spending behaviour such as creating a sense of scarcity or exclusivity around product

Additionally,cultural norms can also affects spending behaviour

Gather and organize necessary shopper data

Analyze and interpret data

In short,shopping behaviour analysis is the acy of better understanding consumers through the collection and review of data on consumer shopping hebits,preferenees and buyer motivations

Identify buying behaviour trends and patterns

Analysing Spending Behaviour Identifing Opportunities For Growth

Identing problem areas and opportunities for improvement

Promote engagement with your protect

Market insights reveal your innovations true target market or lack thereof

Innovation focus on tomorrow making them unknown unproven uncertain

Personalize your marketing

Insights no longer take months to produce

Improve the customer experience

Optimize messaging & message tincing

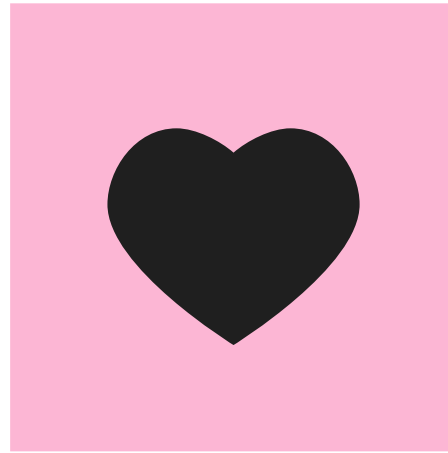
Insights validate your marketing

Maintain a customer certain approach



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?