



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



What brand do you like?

Says

Thinks



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



Thoughts like the quality of the product in the long run might influence their behaviour .

Consumers main needs are buying products which satisfy their daily wants giving them hopes .

It allows to stay ahead of trends and chnages in consumer behaviours making it easier to adapt and innvoate .

Gathering qualitative and quantitative data.

Is the price of the product we purchase appealing?



UNVEILING MARKET INSIGHTS

Does



Being the retailer who sells the product for higher rates notice behaviour like consumers changing products with the prices being increased.

They are unlikely to return to the same brand after just one negative experience.

We can imagine them jumping to the competitor products that are 86% honest 83% friendly and 78% helpful.

Feels



Usure whom to trust. ?

Challenges faced by them in the case of buying new product. ⚡

Fear of being cheated and looted. 😬



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



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