Says

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

88% of the people says products should provide value added information to their customers.

Word of mouth (Friends, Family & colleagues).

Prove that your products are better than those offered competitors.

Engage customers with conversation.

Low price with good quality.

Thinks

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

Quality & Quantity.

Make trust your priority.

Honest (86%), Friendly (83%) & Helpfull (78%).

Warantee of the products.

A fair price
A good service
A good product
A feel valued.

UNVEILING MARKET INSIGHTS

Offer a free sample of a product.

Show them that you care about their needs and expectations.

Convey the benefits of products

Give a variety of payment options

Make it easy for to complain.

Outside factor (Think pandemic, layoffs, housing crash).

Fear of paying too much

Uncertainty of quality

INFLUENCE CONSUMER BEHAVIOR
1) Psychological factor
2) Social factor
3) Cultural factor
4) Personal factor

Negative reviews or testimonials

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?

See an example