

UNVEILING MARKET INSIGHTS : ANALYSINGS SPENDING  
BEHAVIOUR AND IDENTIFYING  
OPPORTUNITIES FOR  
GROWTH



Says

Thinks

This is  
branded and  
useful for me

The products as  
a solutions to  
the customers  
problems  
(Needs)

Customer  
welfare and  
satisfication

Low cost  
and best  
quality

Thinking  
about  
warrenty

what is best  
for me? I want  
something  
awesome

Ads on the  
page was  
intersting to  
buy a things

Is this the  
page was  
fake or real?

CUSTOMER

More  
research and  
comparing  
products

Cheack the  
webiste

Design  
customer  
oriented  
marketing  
strategy

View  
Product  
rateing and  
reviews

Over  
whelmed  
with  
excitement

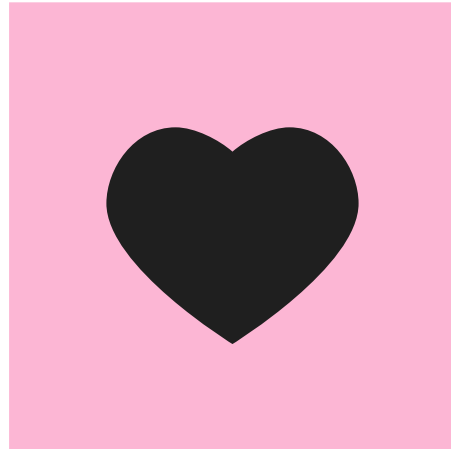
Just fear

Super  
growth and  
useful for  
everyone

Very good  
and  
excellent

Does

Feels



[See an example](#)