



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?



A Core area containing a large population nucleus

Metropolitan areas also called as metropolis

Have a degree of economic and social integration with that core

Helps marketers understand that influence consumers buying decisions

Psychological factors

Help companies understand that their customers want and need



Does

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

More opportunities for career growth

More opportunities for business

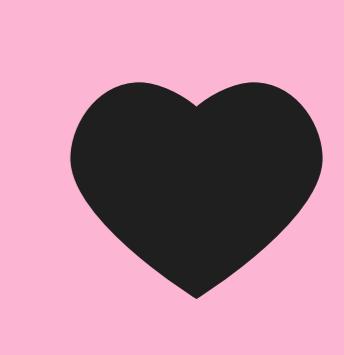
Better medical facilities and better public

Over crowding Or Over population

Degraded environmental quality

Water shortage problems

Sanitation problem and health hazards



Feels

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

[See an example](#)