



	Awareness	Consideration	Engage	Exit
Activities	<u>Watch Ads &amp; Calling</u> <u>Social Media Campaign</u>	<u>Read Views</u> <u>Ask Friends/Family</u> <u>Content Marketing</u>	<u>Enroll in the Bank</u> <u>Receive Personalized</u> <u>Customer Service and Support</u>	<u>★ Loyalty Programs</u>
Motivations	<u>Trust and Reputation</u> <u>Financial Education</u> <u>Enrich Experience</u>	<u>Discover High-Quality</u> <u>Competitive Rates and Offers</u>	<u>Brand Loyalty</u>	<u>Account Portability</u> <u>Support and Assistance</u>
Emotions	<u>Curiosity</u> <u>Excitement</u>	<u>★ Trust</u> <u>Confidence</u>	<u>★ Satisfaction</u> <u>Connection</u>	<u>★ Empathy</u> <u>★ Relief</u>
Barriers	<u>Competitors</u> <u>Education</u>	<u>Complexity</u> <u>Negative Reputation</u>	<u>No promotion</u> <u>Lack of Availability</u>	<u>High Switching Costs</u>