

Need Recognition occurs when a customer perceives a difference between his or her current state (perceived current state) and their intended state (perceived desired state) (which is the perceived state the consumer strives to be at). B2C social media marketing focuses on creating compelling, shareable content, such as photographs, videos, advertisements, and reviews. To attract clients to upgrade from earlier versions, marketers could develop newer versions of their products. Businesses may use comedy and emotion to give their brands a personality and build a loyal client base. Either the Actual or Desired States can shift, causing a perceived imbalance in the other. When there is a gap between these two, we discover a consumer need. As a result of a change in the Actual State, we observe certain needs on a daily basis.