

MARKETING MANAGEMENT

Assignment - 2-9

S.D.S

2.5

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(5)

EVALUATE CONSUMER INDICES RELATIVE TO ONE ANOTHER

AGE	PERCENT OF TOTAL MINISET PURCHASES	PERCENT OF TOTAL POPULATION	INDEX
10-19	12%	8%	150
20-29	17%	8%	213
30-39	15%	14%	107
40-49	14%	15%	93
50-59	10%	16%	63
60-69	14%	15%	43
70-79	12%	13%	92
80-89	6%	11%	55

FORMULA

$$\text{CUSTOMER INDEX} = \frac{\% \text{ of Purchases}}{\% \text{ of Population}} \times 100$$

Solu

$$CI = \frac{12}{8} \times 100$$

$$= 1.5 \times 100$$

$$= 150$$

$$CI = \frac{17}{8} \times 100$$

$$= 2.125 \times 100$$

$$= 213$$

$$CI = \frac{15}{14} \times 100$$

$$= 107$$

$$CI = \frac{14}{15} \times 100$$

$$= 93$$

$$CI = \frac{10}{16} \times 100$$

$$= 63$$

$$CI = \frac{14}{15} \times 100$$

$$= 93$$

$$CI = \frac{12}{13} \times 100$$

$$= 92$$

$$CI = \frac{6}{11} \times 100$$

$$= 55\%$$
