

M ARKETING M ANAGEMENT

Assignment - 2-9

528

B. VENNILA

IP23MM020

M. Com [CA]

Evaluate consume Indices Relative To one another.

Age	Percent of Total Minigt 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

$$\left. \begin{array}{l} \text{Customer} \\ \text{Index} \end{array} \right\} = \frac{\% \text{ of Purchase}}{\% \text{ of Population}} \times 100$$

$$\begin{aligned} C1 &= \frac{12}{8} \times 100 \\ &= 1.5 \times 100 \\ &= 150 \\ C1 &= \frac{17}{8} \times 100 \end{aligned}$$

$$= 2.125 \times 100$$

$$= 213$$

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

$$= 107$$

$$CI = \frac{14}{1.5} \times 100$$

$$= 93$$

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

$$= 62.5$$

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

$$= 93$$

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

$$= 92$$

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

$$= 55\%$$