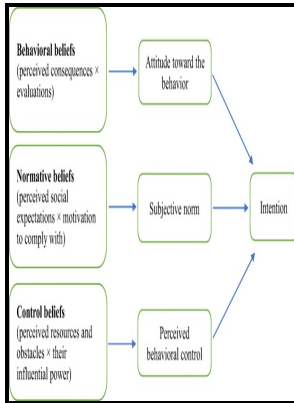


Rational model of consumer behaviour - an analysis of a forecasting model for the UK car market.

- - Consumer Behavior Implications for Marketing Strategies



Description: -

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4 important Factors that Influence Consumer Behaviour

Rational forms of reasoning can dictate why people go shopping in general.

Theory of Consumer Behaviour

A change in product attributes bring a change in consumers perception about the product and hence may affect his buying decision and subsequently his post purchase behavior. A young couple will prefer to buy a retirement plan and secure their future. There have been numerous tests on the effectiveness of focus groups.

What is Consumer Behavior?

Value Proposition The value proposition provided by Amazon is simple.

Example of Target Market Analysis

It is also very useful for companies to identify opportunities which have not yet been met. For eg: Interior designers, civil engineering firms design roads as per the requirement of customers. The more detailed understanding you have of your customers the better.

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