

Consumer Behavior And Marketing Action

Henry Assael

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However, marketers can adopt market segmentation to target appropriate customers. Within marketing segmentation, the marketers can group customers with similar needs, behavior and characteristics (Berger and Nasr, 1998). For local snack company, the marketers can target people who seek potato snacks since this new snack has high levels of potato. Besides this, other key concept of marketing is targeting. Assael, H 1984, "Consumer Behavior And Marketing Action," Kent Pub. Co. Andersen, T 2014, 'Strategic Planning, Autonomous Actions and Corporate Performance', Long Range Planning, 33(2), pp. 184-200. Ang, J & Chua, J 2012, 'Long-range planning in Large United States Corporations,' Long Range Planning, Volume 12, pp. 99-102.