

## Consumer demographics and behaviour: markets are people

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### Abstrak

The book offers conceptual and analytical tools that can be used in the assessment of population characteristics as determinants of market size, composition and potential for a variety of products. It offers organising frameworks as well as empirical evidence of consumer behaviour in clusters of markets, with different rates of population growth and age distribution that affect consumers' priorities and demand for basic and progressive commodities. The book shows commonalities as well as differences in consumer behaviour arising from different cultures and social customs. It uses analytical tools that are explained and accessible to readers with a range of competences.