

CHAPTER OVERVIEW

2: Think - Understanding Customer Behaviour

Learning Objectives

In this chapter, you will learn:

- Conceptual tools for understanding your customer.
- Key concepts for thinking about your target audience.
- Some Behavioural economic theories.
- How digital has affected customer behaviour

[2.1: Introduction](#)

[2.2: Key terms and concepts](#)

[2.3: Understanding customer behaviour](#)

[2.4: Key digital concepts influencing customer behaviour](#)

[2.5: Tools for understanding your customer](#)

[2.6: Measuring success](#)

[2.7: Case study - Argos](#)

[2.8: The bigger picture](#)

[2.9: References](#)

[2.E: Understanding Customer Behaviour \(Exercises\)](#)

[2.S: Understanding customer behaviour\(Summary\)](#)

This page titled [2: Think - Understanding Customer Behaviour](#) is shared under a [CC BY-NC-SA 3.0](#) license and was authored, remixed, and/or curated by [Rob Stokes](#) via [source content](#) that was edited to the style and standards of the LibreTexts platform.