

4.2: Introduction to Understanding Customers

What you'll learn to do: Describe why it is important for retailers to research and understand their customers

Previously, you learned that no matter how similar consumers might appear to be, they are seldom the same. Their needs, motivations, assumptions, beliefs and biases are unique, informed by individual experiences and perspective. Understanding how to segment populations by identifying common traits helps marketers target specific audiences and position their products for them.

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