

## 4.5: Introduction to Describing Customers

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### What you'll learn to do: Summarize the main factors used to describe customers

It's important for retailers to understand their customers because their needs and desires shape their actions and purchases. Consumers are influenced by their life experiences, as well as demographic factors, so understanding how they make decisions can help retailers with promotions. Their decisions are also a result of their attitude and motivation, so even if two customers have similar life experiences and are members of the same demographics, they may make different choices.

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