# Consumer Behaviour
## & Approaches to Market Segmentation

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MSCB-1

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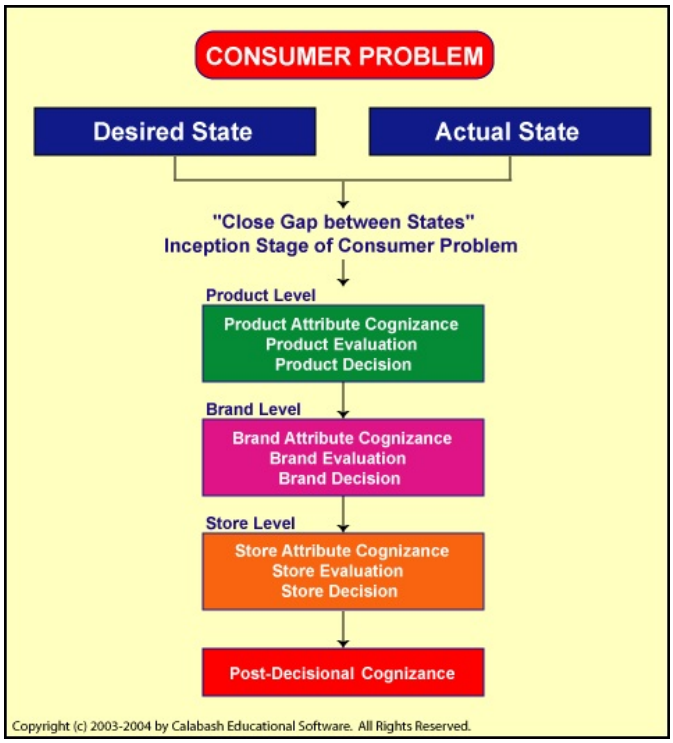


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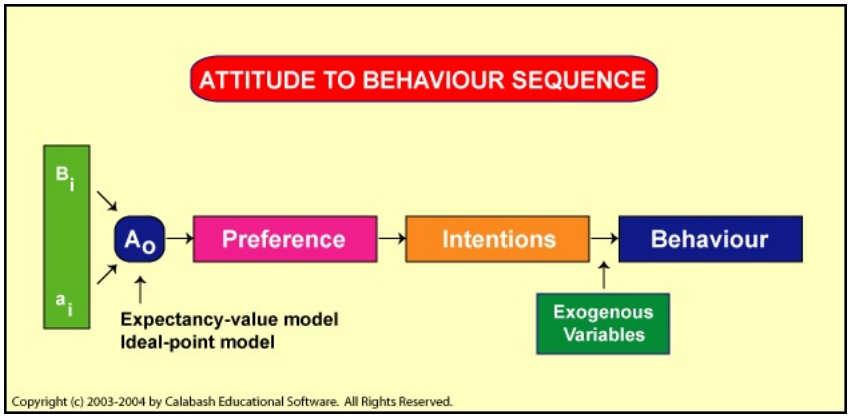


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## ATTITUDE MODELS

Unweighted Expectancy-Value Model

$$A_o = \sum B_i$$

Weighted Expectancy-Value Model

$$A_o = \sum a_i B_i$$

Unweighted Ideal-Point Model

$$A_o = \sum | B_i - I_i |$$

Weighted Ideal-Point Model

$$A_o = \sum a_i | B_i - I_i |$$

Other Attitude Models:

Lexicographic
Semi-lexicographic
Conjunctive
Disjunctive
Dominance

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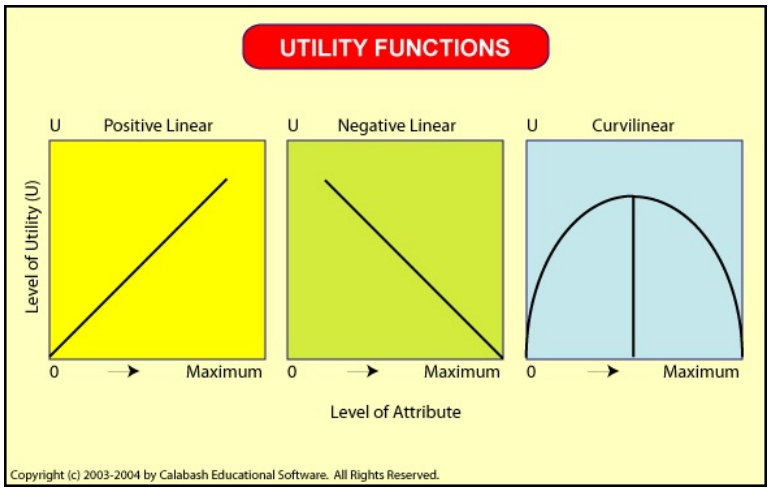


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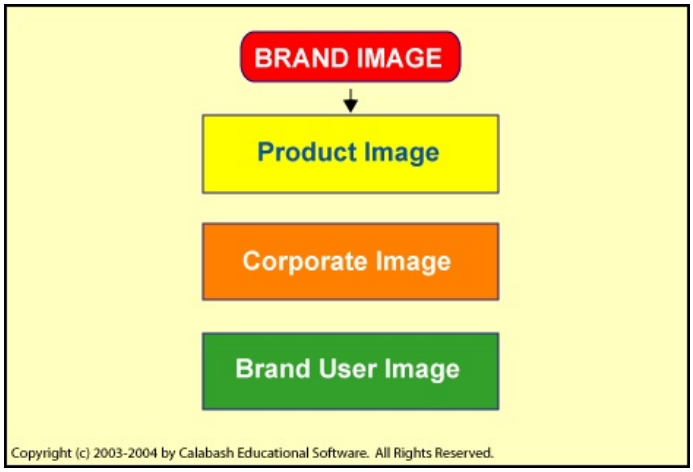


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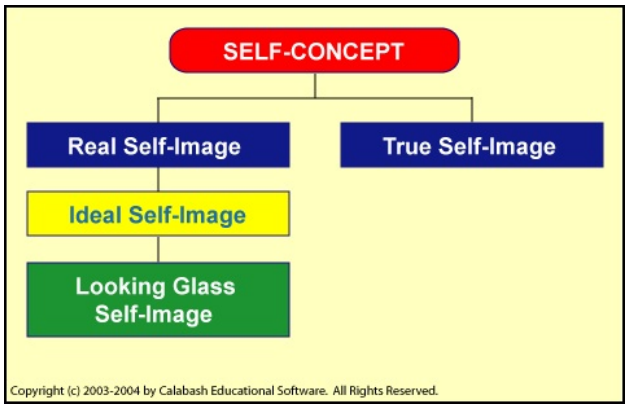


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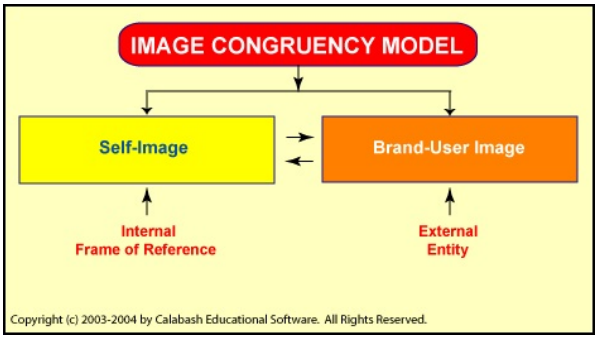


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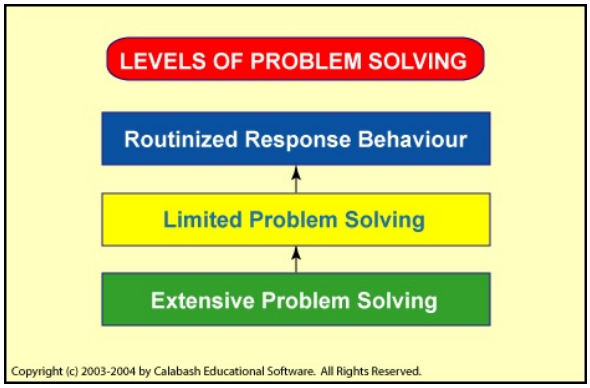


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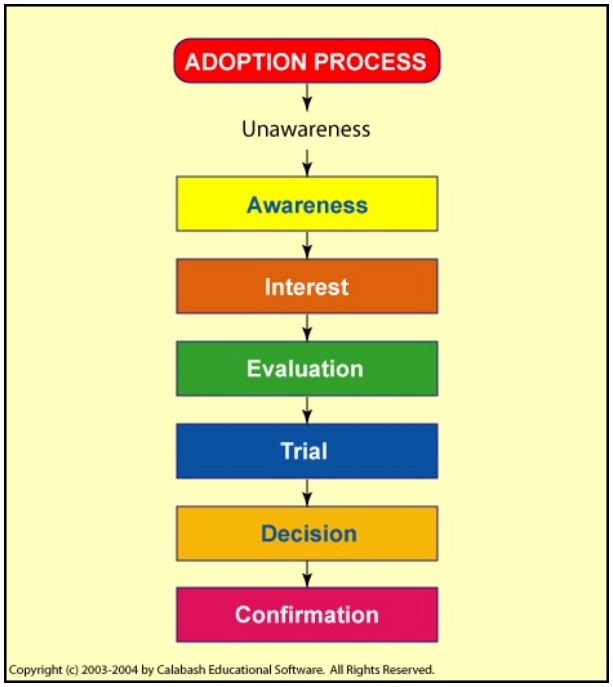


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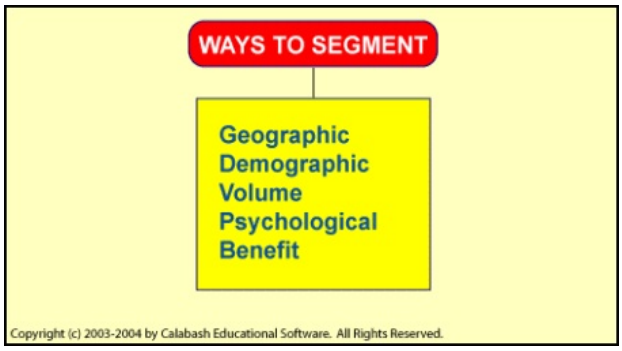


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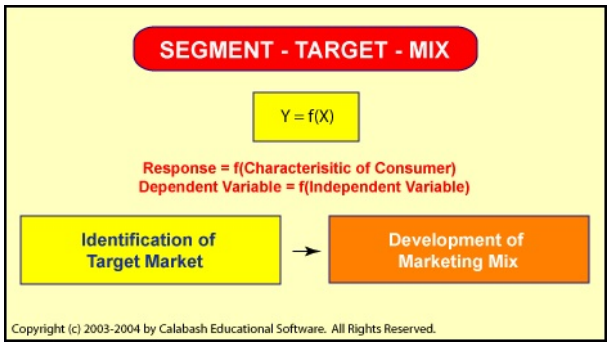


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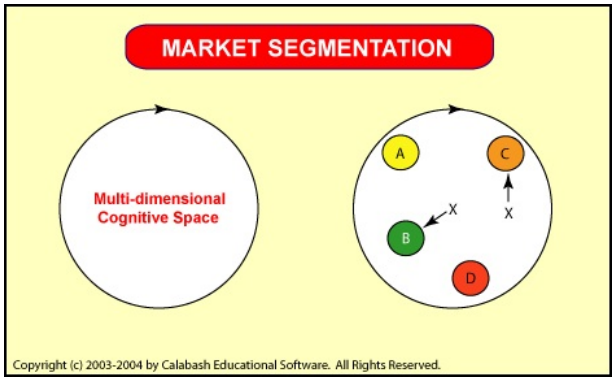


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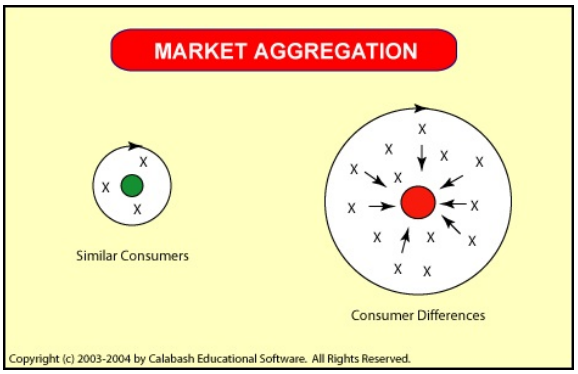


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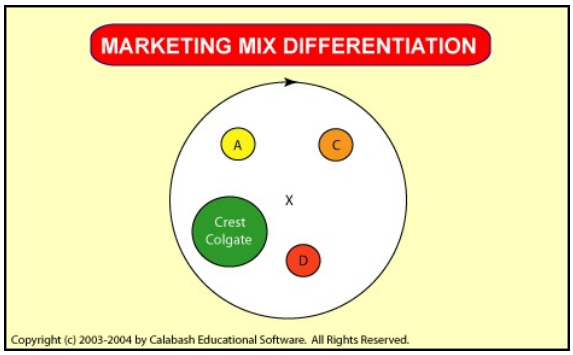


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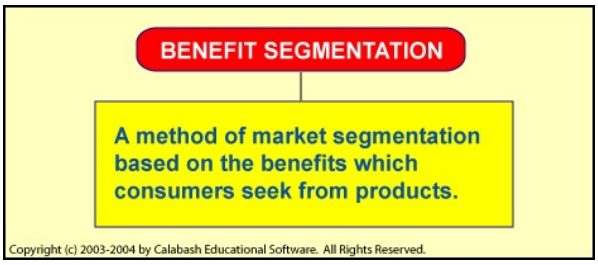


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