

**SAS SPSS**

### Customer Behavior Research



**SPSS**

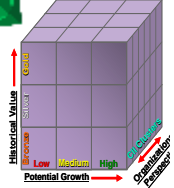
### Customer Attitudinal Research



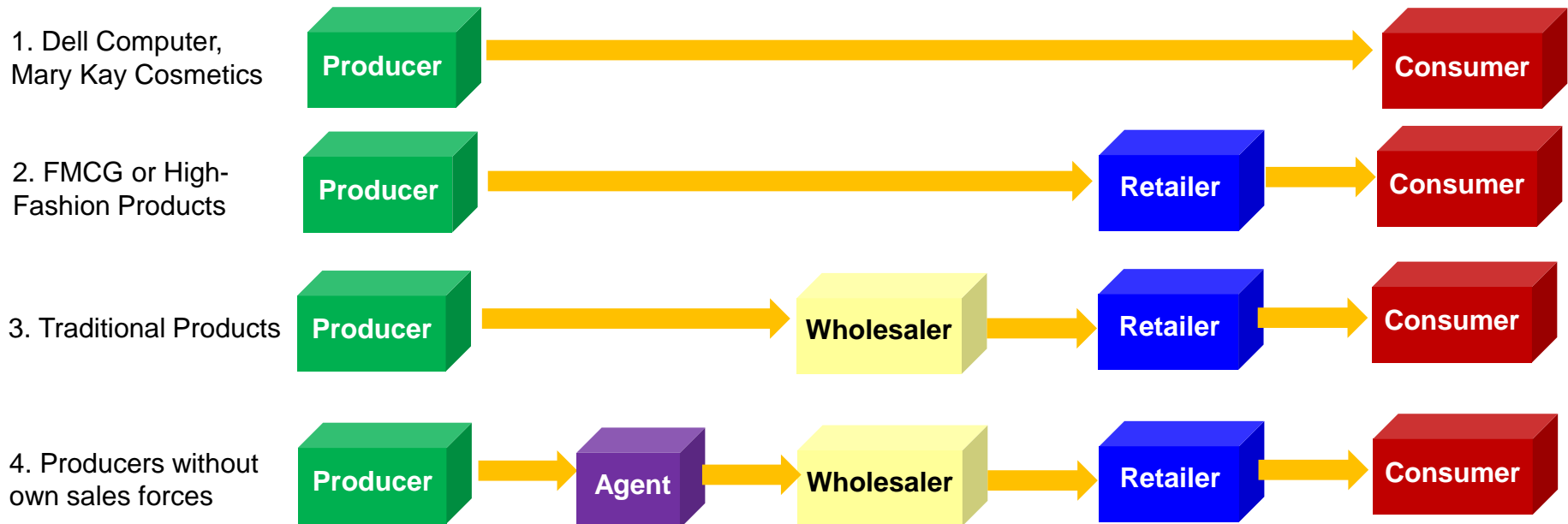
### Optimized Campaign Communication



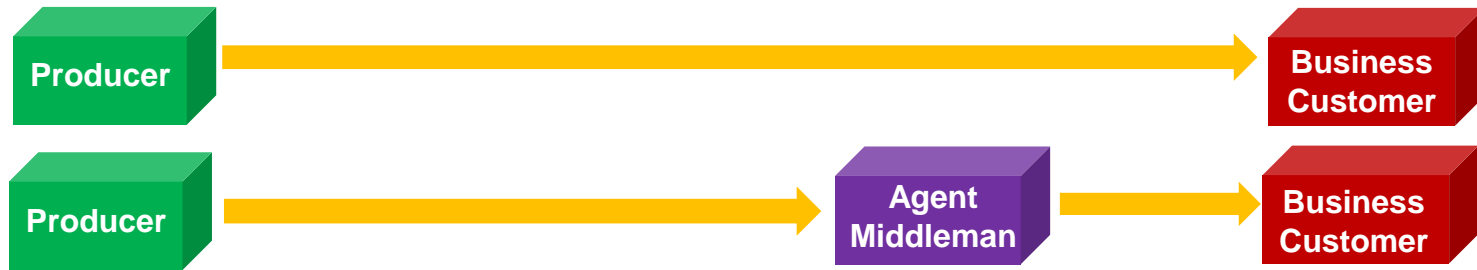
**Targeted Campaign Strategy**



- A manufacturer may use multiple channels
  - To reach different market segments
  - To increase sales or capture a larger market share



Type of Channel	Examples	Features
1. Direct Channel	Dell Computer, Mary Kay Cosmetics	<ol style="list-style-type: none"> <li>1. No intermediaries</li> <li>2. Used by all services and by a few consumer goods</li> <li>3. Producers can control quality and price, do not have to pay for intermediaries, and can be close to their customers</li> </ol>
2. Producer to Retailer to Consumer	FMCG or High-Fashion Products	<ol style="list-style-type: none"> <li>1. Producers sell directly to retailers when retailers (Wal-Mart) can buy in large quantities</li> <li>2. Most often used for bulky products for which additional handling would increase selling costs, and for perishable or high-fashion products that must reach consumers quickly</li> </ol>
3. Producer to Wholesaler to Retailer to Consumer	Traditional Products	<ol style="list-style-type: none"> <li>1. The traditional channel</li> <li>2. Used when a producer's products are carried by so many retailers that the producer cannot deal with them all</li> </ol>
4. Producer to agent to wholesaler to retailer to consumer	Producers without own sales forces	<ol style="list-style-type: none"> <li>1. Agent—functional middlemen that do not take title to products and are compensated by commissions paid to the producers</li> <li>2. Often used for inexpensive, frequently-purchased items, for seasonal products, and by producers that do not have their own sales forces</li> </ol>



Type of Channel	Examples	Features
1. Producer to Business User	Heavy Machinery, Airplanes	1. Usually used for heavy machinery, airplanes, major equipment 2. Allows the producer to provide expert and timely services to customers
2. Producer to Agent Middleman to Business User	Operating Supplies	1. Usually used for operating supplies, accessory equipment, small tools, standardized parts



