



Sales and Merchandise Management

Store Personality – Discuss.....

Relevance?

What you know?

Analysis?

Research?

IN THE NEWS

Highlight of 2018 - KFC run out of chicken in logistics fiasco!

Honda - [Could Brexit spell the end for “just-in-time” production?](#)



1 - [Forecasting](#)

[How to Choose the Right Forecasting Technique – HBR Article](#)

[Deloitte: Forecasting in a digital world \(on moodle\)](#)

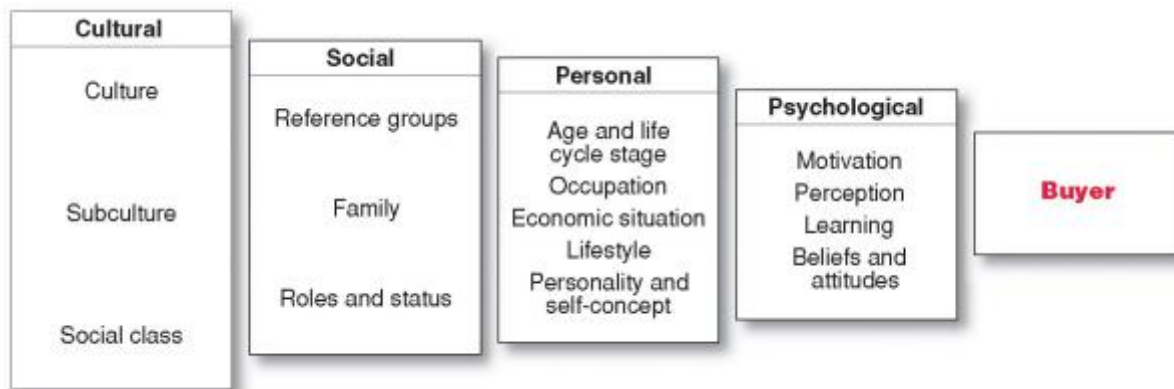
[How The Weather Influences Our Shopping Habits - The Great British Weather](#)

Identity and Consumption

The modern consumer assembles themselves around objects that facilitate the communication of their social identity (Miller et al 1998). Consumers therefore have the ability to create images of themselves through the symbolic communication power of products (Connolly et al 2003)

Characteristics Affecting Consumer Behavior

Factors Influencing Consumer Behavior



2 - characteristics Affecting Consumer Behaviour

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Question?

Consider these characteristics and evaluate their impact in relation to forecasting and sales management

Reading

- Caru A and Cova B (2003) Revisiting consumption experience: a more humble but complete view of the concept. *Marketing Theory* 3(2), 267-86
- Sheth J.N, Newman B.I and Gross B.L (1991) Why we buy what we buy: a theory of consumption values. *Journal of Business Research*, 22(2), 159-70

Next Week

Read: Deloitte's sports industry starting lineup - Trends expected to disrupt and dominate 2019. Be prepared to discuss in class.