

ABSTRACT

The successful of current marketing strategy in which marketers try to reach the most customers' demand and expectation has been shown as an evidence. A lot of retailers try to imitate such a strategy onto their own business plan, especially the pricing method. However, it is not easy to do so because customers ' demand and expectation has changed over time and also varied per target group.

This thesis explores further how data mining technology and clear marketing strategies can be applied when there is a better understanding of the likely behaviors that drives consumers to make decisions. From this understanding, Opportunities flow for improved direct marketing campaigns, and marketing prediction.

