

Exchange of money may happen in any time-zone

Consumers act differently in the different time zones

Search

Experience

Reflect

1 Purchase
behaviour

Estimate

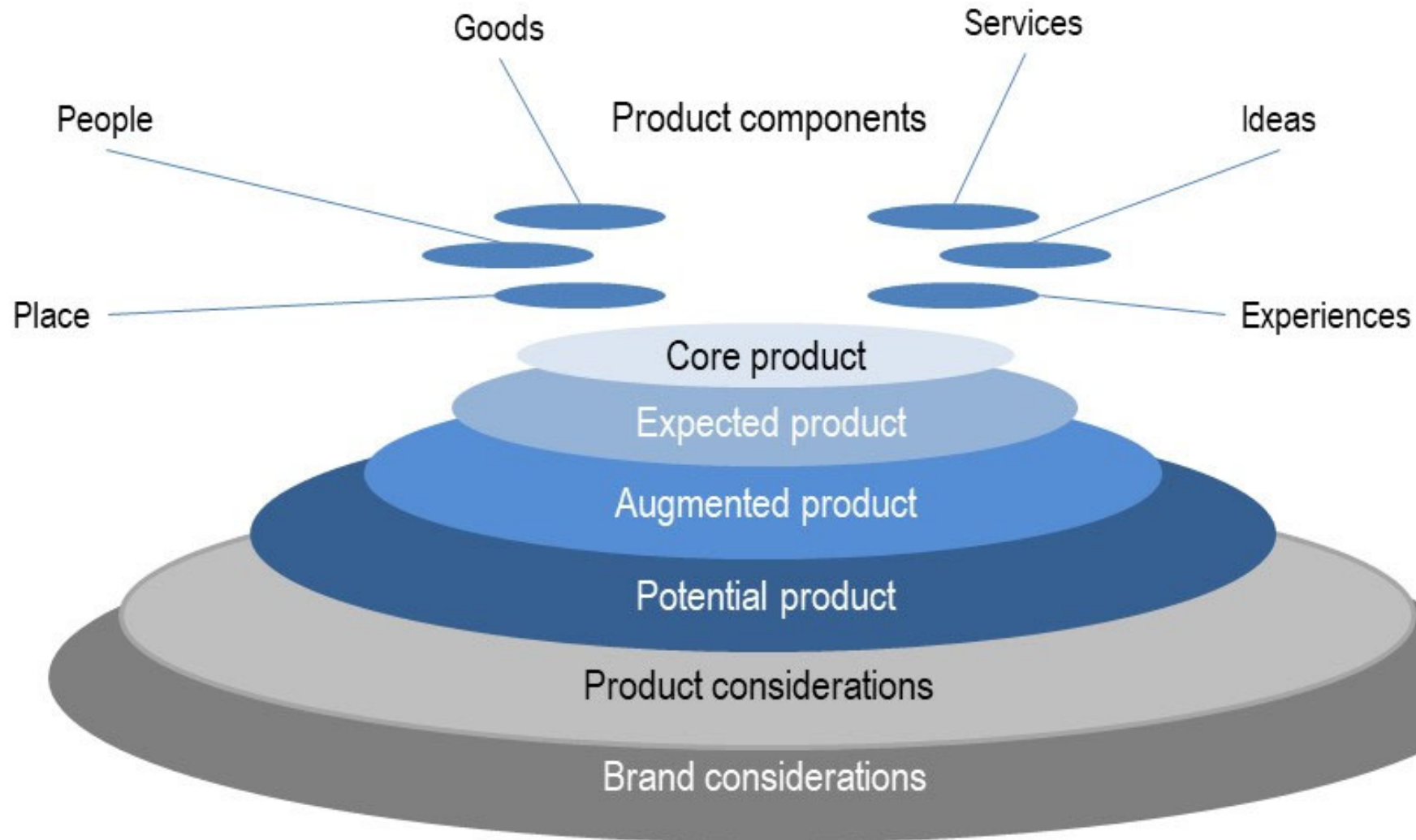
2 Product
delivery

Assess

3 Post
purchase

Evaluate

The total product – an exploded view

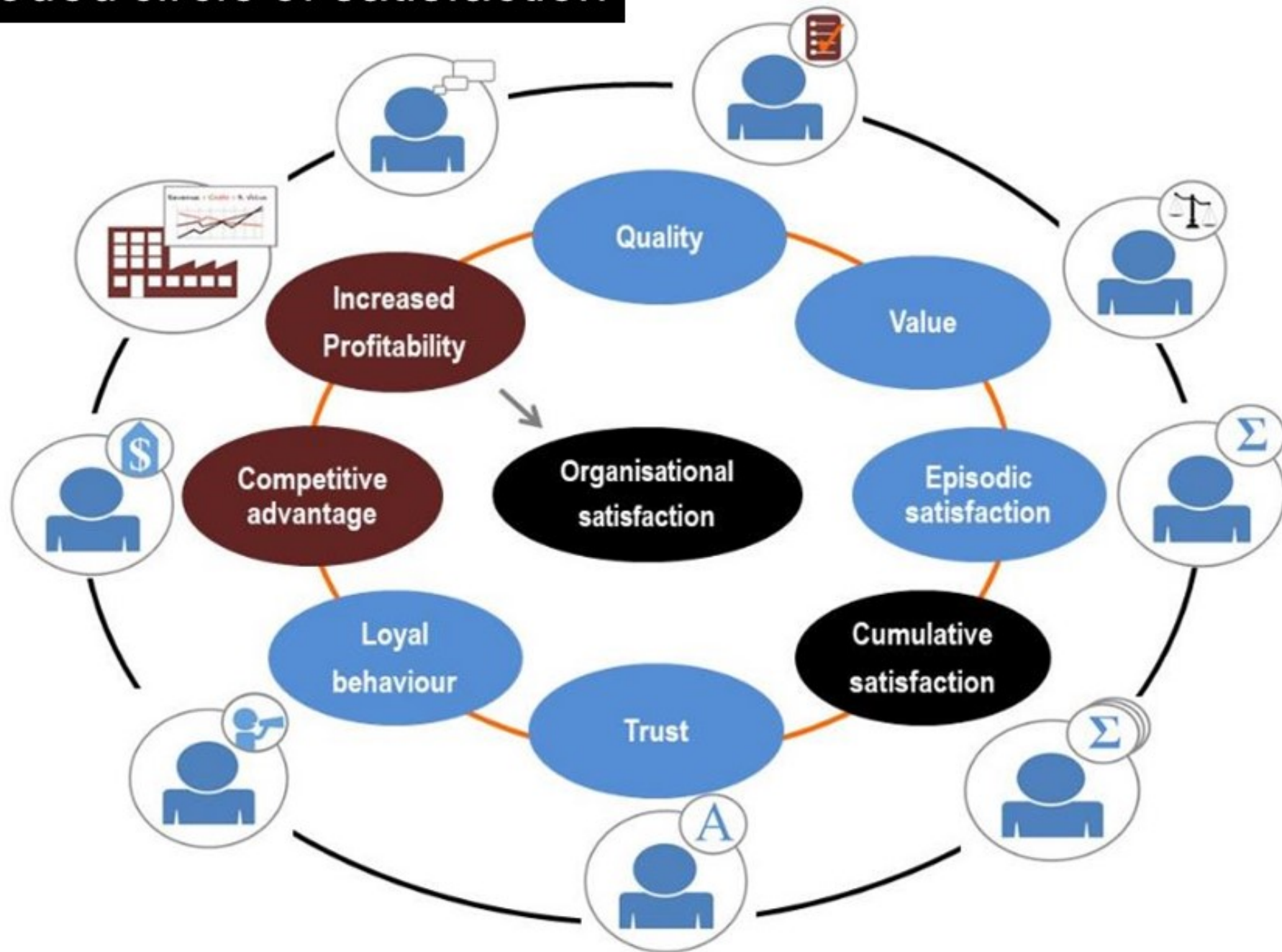


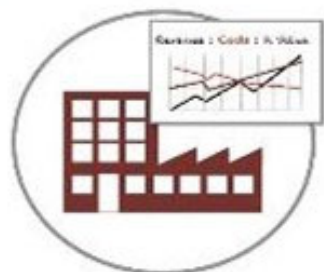
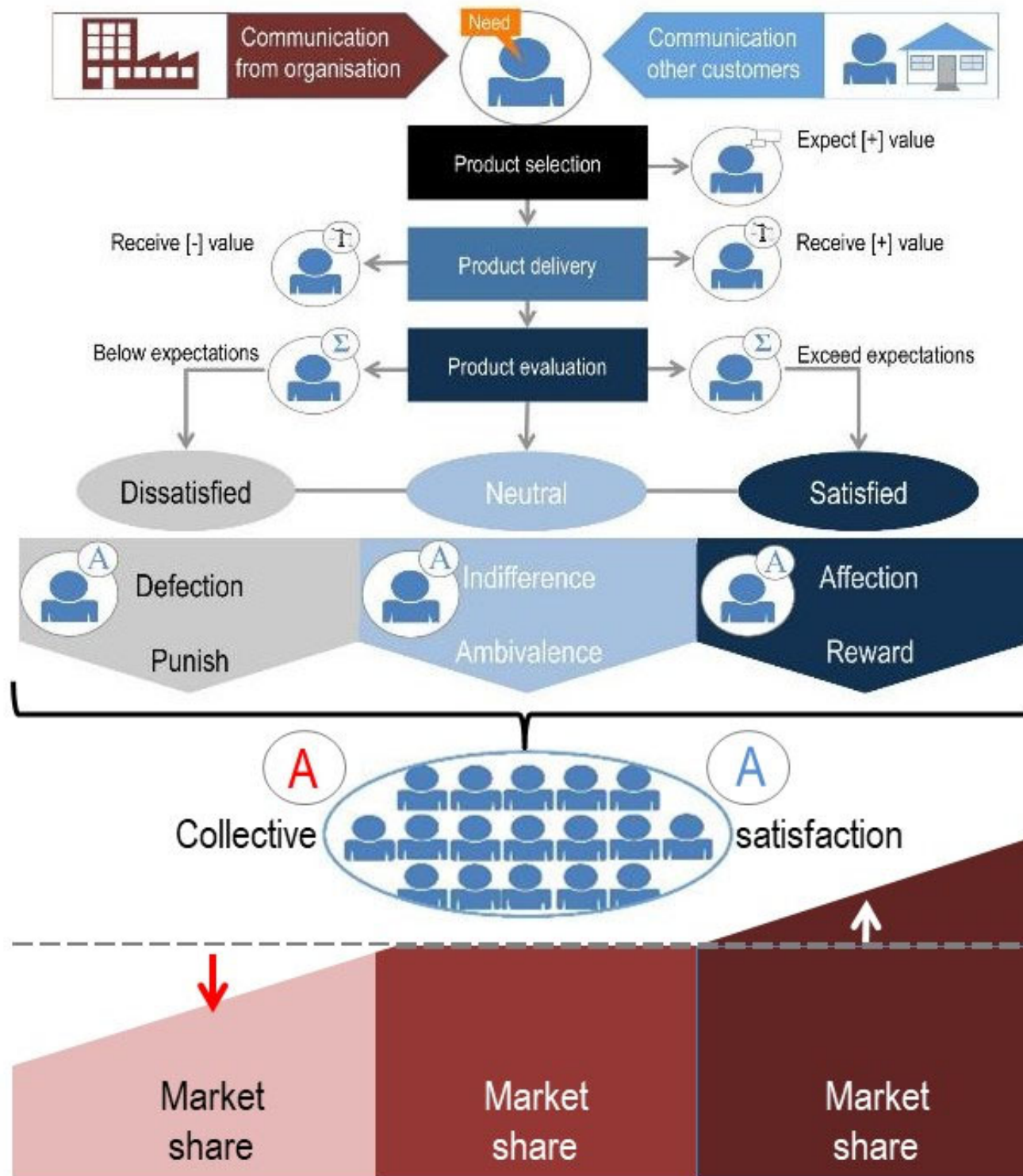
The circle of satisfaction is our 3rd mega concept.



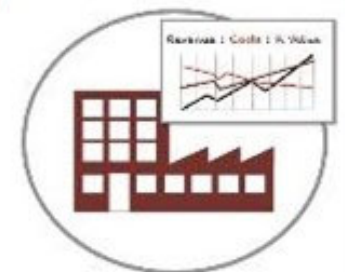
We concluded that there are different types of satisfaction
episodic <> cumulative <> **aggregate** <> collective

Exploded circle of satisfaction





3 marketing
financial
objectives
 $[-]$



3 marketing
financial
objectives
 $[+]$



The marketing concept – best satisfy²

