

primary needs




clothes

home

food

movement

primary needs



clothes

home

food

movement

primary needs



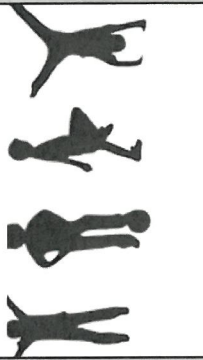
clothes

home

food

movement

primary needs



clothes

home

food

movement

secondary needs




vacation home

smartphone

scooter

Big Mac

secondary needs



vacation home

smartphone

scooter

Big Mac

secondary needs




vacation home

smartphone

scooter

Big Mac

secondary needs




vacation home

smartphone

scooter

Big Mac

e-commerce



webshop


Distance Selling Act

Amazon

delivery charges

e-commerce

• Verpakking en verzending is niet gratis, anderszins
 catalogus, boni en tijdschrift
 • Je hebt minimaal 14 dagen bedenktijd
 • Uitzonderingen bedenktijd: versie producten (eisen & bloemen), rozen en de meest gemakkelijke producten




webshop

Distance Selling Act

Amazon

delivery charges

e-commerce



webshop

Distance Selling Act

Amazon

delivery charges

e-commerce



webshop

Distance Selling Act

Amazon

delivery charges

influence on buyingbehaviour



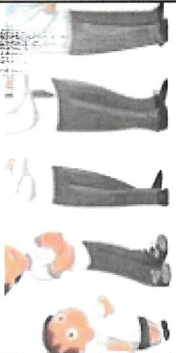
budget

age

gender

advertising

influence on buyingbehaviour




budget

age

gender

advertising

influence on buyingbehaviour




budget

age

gender

advertising

influence on buyingbehaviour



budget

age

gender

advertising

scarce goods



bread
drinkingwater
oil
gold

scarce goods




bread
drinkingwater
oil
gold

scarce goods




bread
drinkingwater
oil
gold

scarce goods



bread
drinkingwater
oil
gold

free goods



wind
seawater
sunlight
air

free goods




wind
seawater
sunlight
air

free goods



wind
seawater
sunlight
air

free goods



wind
seawater
sunlight
air



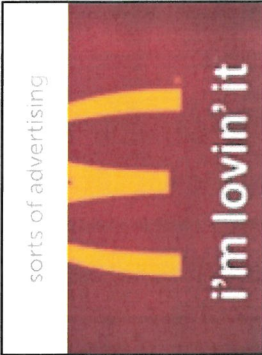
sorts of advertising

commercial advertising

brand advertising

ideal advertising

surreptitious advertising



sorts of advertising

commercial advertising

brand advertising

ideal advertising

surreptitious advertising



sorts of advertising

commercial advertising

brand advertising

ideal advertising

surreptitious advertising



sorts of advertising

commercial advertising

brand advertising

ideal advertising

surreptitious advertising



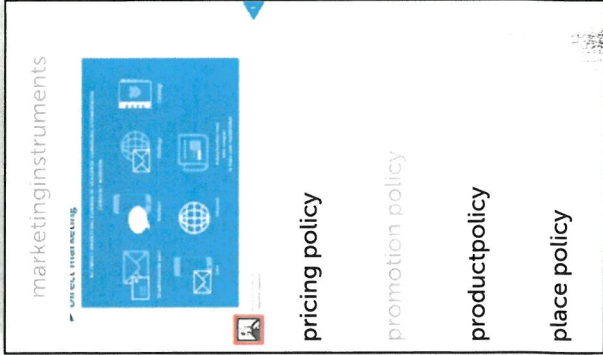
marketing instruments

pricing policy

promotion policy

product policy

place policy



marketing instruments

pricing policy

promotion policy

product policy

place policy



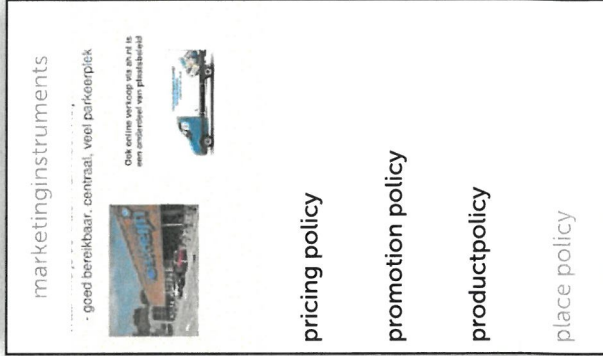
marketing instruments

pricing policy

promotion policy

product policy

place policy



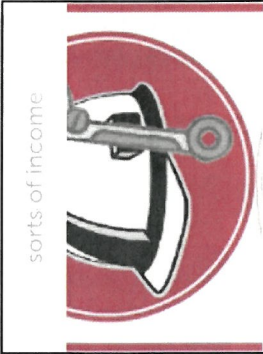
marketing instruments

pricing policy

promotion policy

product policy

place policy



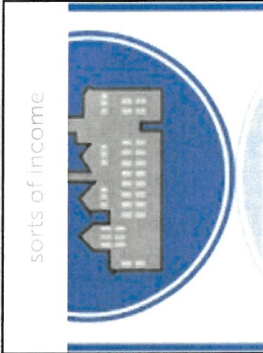
sorts of income

income from work

income from property

transferincome

income in kind



sorts of income

income from work

income from property

transferincome

income in kind



sorts of income

income from work

income from property

transferincome

income in kind



sorts of income

income from work

income from property

transferincome

income in kind



sorts of expenditures

daily expenses

fixed charges

incidental expenses

reservations



sorts of expenditures

daily expenses

fixed charges

incidental expenses

reservations



sorts of expenditures

daily expenses

fixed charges

incidental expenses

reservations



sorts of expenditures

daily expenses

fixed charges

incidental expenses

reservations

consumer law



Commodities Act

Product Liability

Distance Buying

Selling Act

consumer law



Commodities Act

Product Liability

Distance Buying

Selling Act

consumer law



Commodities Act

Product Liability

Distance Buying

Selling Act

consumer law



Commodities Act

Product Liability

Distance Buying

Selling Act

functions of money



medium of exchange

medium of calculation

savingstool

payment method

functions of money




medium of exchange

medium of calculation

savingstool

payment method

functions of money




medium of exchange

medium of calculation

savingstool

payment method

functions of money



Contant

medium of exchange

medium of calculation

savingstool

payment method

cashless payment




credit card

debit card

internetbanking

automatic collection

cashless payment




credit card

debit card

internetbanking

automatic collection

cashless payment




credit card

debit card

internetbanking

automatic collection

cashless payment



credit card

debit card

internetbanking

automatic collection

forms of credit



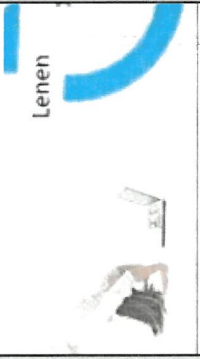
personal loan

revolving credit

hire purchase

rentbuy

forms of credit




personal loan

revolving credit

hire purchase

rentbuy

forms of credit




personal loan

revolving credit

hire purchase

rentbuy

forms of credit



personal loan

revolving credit

hire purchase

rentbuy

loanmotives



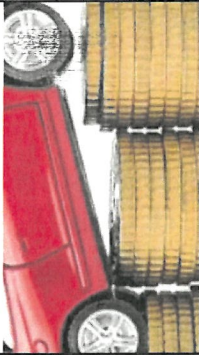
temporary shortage

buying durable goods

buying a house

unexpected need

loanmotives



temporary shortage

buying durable goods

buying a house

unexpected need

loanmotives




temporary shortage

buying durable goods

buying a house

unexpected need

loanmotives



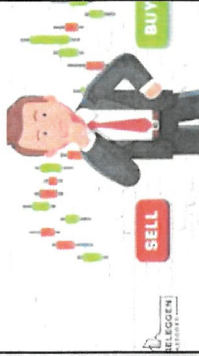
temporary shortage

buying durable goods

buying a house

unexpected need

forms of investment



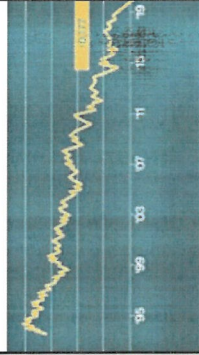
stocks

bonds

cryptocurrency

gold

forms of investment




stocks

bonds

cryptocurrency

gold

forms of investment




stocks

bonds

cryptocurrency

gold

forms of investment



stocks

bonds

cryptocurrency

gold

functions banks

money exchange

take out loan

save money

payment system

functions banks

money exchange

take out loan

save money

payment system

functions banks

money exchange

take out loan

save money

payment system

functions banks

money exchange

take out loan

save money

payment system

pros physical shop

testing product

advice seller

no delivery charges

take away directly

pros physical shop

testing product

advice seller

no delivery charges

take away directly

pros physical shop

testing product

advice seller

no delivery charges

take away directly

pros physical shop


testing product

advice seller

no delivery charges

take away directly

pros webshop




extra protection customer

overview assortment

easy ordering

no closing times

pros webshop



extra protection customer

overview assortment

easy ordering

no closing times

pros webshop




extra protection customer

overview assortment

easy ordering

no closing times

pros webshop



extra protection customer

overview assortment

easy ordering

no closing times

cons cashmoney




it gets dirty

you can lose it

it can be stolen

false banknotes

cons cashmoney




it gets dirty

you can lose it

it can be stolen

false banknotes

cons cashmoney



it gets dirty

you can lose it

it can be stolen

false banknotes

cons cashmoney



it gets dirty

you can lose it

it can be stolen

false banknotes