

STATISTICAL MODELS IN AGRO-FOOD PRODUCT MARKETING

MODELE STATISTICE ÎN MARKETINGUL PRODUSELOR AGROALIMENTARE

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Abstract:

Statistical modelling and marketing system optimization have nowadays a great variety of statistical models, many of them computer assisted, which can be utilized in agro-food marketing, by carefully considering the agro-food branch and the agro-food marketing specific. This paper gives details on statistical models applied in agro-food marketing for: the study of market segmentation, market share forecasting, and survey on the consumer behaviour

Key Words: χ^2 non-parametric test, Likert's scale, the Markov chains

JEL classification: C19