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ConsumerView can take your business to the next level with thousands of data attributes available, such as: Consumer demographics like age, gender, marital status, children and income. Abstract: The objective of this study is to analyze the effective market segmentation and consumer behavior: a family perspective towards the demand for Nigerian branded rice in Abuja (FCT). Primary data was collected randomly from six settlements, Who Are My Best Customers? Claritas Segmentation. Evaluate market segments by linking consumer behaviors for shopping, financial, media and much more, to gain powerful insights that allow you to create actionable strategies and tactically execute while benchmarking your performance. In sales, commerce and economics, a customer (sometimes known as a client, buyer, or purchaser) is the recipient of a good, service, product or an idea - obtained from a seller, vendor, or supplier via a financial transaction or exchange for money or some other valuable consideration. - Best Customers: Demographics Of Consumer Demand