

CHANGES IN CONSUMER BEHAVIOUR IN THE MARKET AND THE VALUE OF COMPANIES

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ABSTRACT

In every economy there is the phenomenon of customer migration. Customer migration in the macro scale means the moving of purchasing power and customers of a company on a worldwide scale and between regions. Customer migration on the micro scale means changes in customer behavior, resulting in changes in marketing, assets and business strategies. Moving of purchasing power and customers themselves is caused by different reasons and can take different directions and intensity. This may mean an increase or decrease in demand for the offers of individual companies, as well as a change in the level and duration of customer loyalty. Changes in demand for a company's offer translates directly into the value of the company. The aim of this study is to introduce the reader to the directions and intensity of the migration of customer demand and its impact on the value of companies and the migration of capital.

Keywords: market, consumer, globalization, migration of capital.