7 Conclusion

Traditionally, the studies of behaviors in marketing usually discussed the causality between sale intensity and the possible affecting factors through regression models. In this thesis we provide another perspective, observe the behaviors and delineate them through differential equation models.

Theoretically, by modeling the behavior of sale intensity in the conception of diffusion, the sale intensity can be predicted more precisely, but for several reasons, this kind of model still cannot totally replace the regression models yet. The lacking of sufficient data is one of these reasons. To obtain a continuous model, a large number of data is necessary, without sufficiently data it is hard to obtain the model precisely, and, in turn without the precise model, the sale intensity is then hard to predict precisely. Because of the great difference between cases, the problem formulating and model solving cannot be generally modeled as one certain model and are restricted to be discussed case by case. So in modeling the behavior of sale intensity in this conception, there are still various kinds of conditions for further studies. Besides, the factor considered in the study is only the main factor in marketing. As a matter of fact, a authentically complete model of sale intensity is based on a large amount of factors, these factors traverse over various fields such as psychology, economics, media studies and administrations. To make the model more precisely, the collaboration of different kind of fields in the further studies is especially important.

The effects of advertising activities discussed in this paper do not prove applicable to all situations, since this study is limited to a few industry experiences, and therefore could not test all advertising media. However, as these studies progress and as the volume of experimental data grows, it will be possible to refine the model and measure its usefulness.