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Regarding the development of market share over time, the Four-Woodlock model differentiates between product trials and repeat purchases, whereas the Bass diffusion model describes the early phases of a product lifecycle in more mathematical terms, claiming to model the share of innovators and imitators among customers. For high repeat purchase rates and a vanishing share of imitators, both ...

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The Four-Woodlock equation (sometimes misspelled Fort-Woodlock equation) is a market research tool to describe the total volume of consumer product purchases per year based on households which initially make trial purchases of the product and those households which make a repeat purchase within the first year.

Four-Woodlock equation - Wikipedia

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