



Lifestyle Marketing in a retail clothing business

By Jules Miller

GRIN Verlag Nov 2011, 2011. sonst. Bücher. Book Condition: Neu. 210x148x1 mm. This item is printed on demand - Print on Demand Neuware - Essay from the year 2011 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: A, University of South Central Los Angeles, course: Consumer Behavior, language: English, comment: This essay was highly graded by the tutor as A. He commented the following: 'Excellent approach to discuss that businesses rely on the accurate knowledge of consumer attitude Explicit discussion with the help of figure VLSA shows the better understanding of assignment'. As a Ph. D student at Atlantic International University, I refined the text to make it more appealing. , abstract: Unless sellers recognize consumers preferences, they would not be in a position to win the hearts of the customers. This is because consumers are interested in products and services which correspond to their beliefs and with which they can identify themselves. This justifies how studying consumer behavior using the lifestyle approach is relevant. One of lifestyle approaches is Lifestyle And Values (VALS) which is a system that explicitly links personality traits and purchase behavior to show that people express their personalities through...



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