Marketing concepts assignment2

Examples of the following list of items.

Targeting internal customers



Targeting discount customers



Targeting discretionary customers



Targeting need-based customers



Targeting seasonal customers



Using safety as level of need



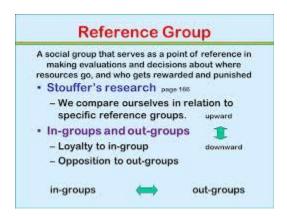
Using belongingness as level of need



Using Ego as level of need



Using the cool factor



Making reference to a reference group

