



Advertising and Marketing Strategies: A Lifestyle Approach

By Savita Hanspal

New Century Publications, New Delhi, 2001. Hardcover. Book Condition: New. First. 14 cms. 336pp. Marketers in India are under increasing pressure to become more and more competitive. In this era of mass production and customisation, the marketers have to divide the market into distinct and meaningful segments and evaluate, select and concentrate on those segments that can be served effectively. Lifestyle analysis is an important tool for market segmentation. It helps marketers and advertisers in an effective analysis of marketing and advertising efforts in terms of product planning, product pricing and promotion strategies. The present book provides a comprehensive rationale for using the concept of lifestyle to study consumer behaviour. It identifies seven lifestyle groups for the middle-class consumers and suggests marketing and advertising strategies for these segments.

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