

Lifestyle Marketing in a retail clothing business

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Reviews

A really wonderful book with lucid and perfect reasons. This can be for all who statte there was not a worth reading through. You are going to like how the author write this book. (Dr. Grady Jacobi DDS)

LIFESTYLE MARKETING IN A RETAIL CLOTHING BUSINESS



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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 their behaviors. Such an approach would help marketers and business owners to effectively segment markets, well define their businesses, well position their brands and design and implement appropriate marketing strategies so as to meet targeted segment s needs, wants, beliefs, expected outcomes, purchasing habits and occasions. Thus, by the help of VALS, I was able to define my business as retail selling fashionable second hand casual clothes for men and women between the ages of 18 and 25 in Rwanda who are fashion conscious and want to look good and having sufficient disposable income to buy them . In order...

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