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Receptivity to advertising messages and desired shopping values

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Abstract

Advertiser

widespread

empirical

desired shopping

gender

shop

monetary

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from RTA

younger

monetary

to engaging store environment is stronger for low- and middle-income shoppers. If retail

This study

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advertisers are aware of the value dimensions that are crucial to the high-RTAM segment within specific target markets, they could achieve advertising goals more effectively and efficiently through tailored advertising messages.

Keywords: retail advertising shopping value gender age income


Related Research Data

An Empirical Analysis of Factors Influencing M-Shopping Use

Source: Informa UK Limited

Profiling Consumer Behavior in the Context of Involvement Level and Demographic Factors: Evidence of Within-Country Differences From a Developing Economy

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