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## Receptivity to advertising messages and desired shopping values

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pers. If retail

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.

Q Keywords: retail advertising shopping value gender age income

## Related Research Data

An Empirical Analysis of Factors Influencing M-Shopping Use

Source: Informa UK Limited

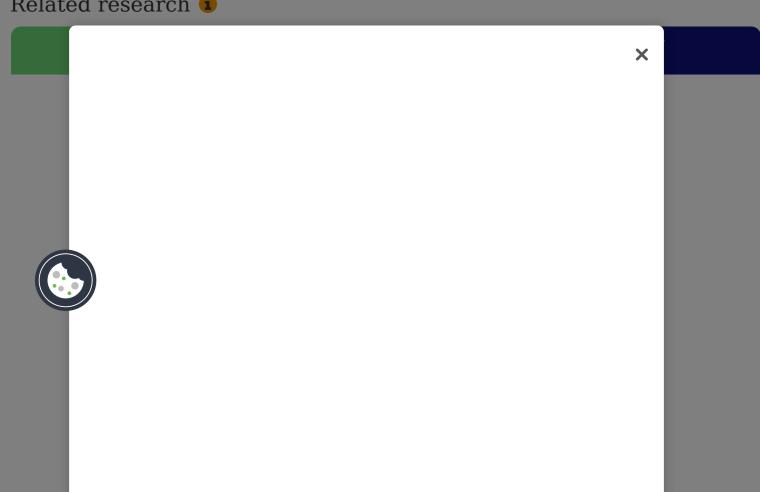
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