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Receptivity to advertising messages and desired shopping values

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Abstract

Advertising designed around the 'value' notion represents a way to deal with widespread retail competition and knowledgeable, empowered consumers. This study empirically examines the relationship between advertising receptivity and desired shopping values. The study finds that advertising receptivity is positively related to desired shopping values, and that the relationship is moderated by gender, shopping frequency, and shopping experience. The study also finds that shopping frequency and shopping experience are positively related to desired shopping values. The study concludes that advertising receptivity is a key factor in determining desired shopping values, and that advertising receptivity is a key factor in determining desired shopping values.

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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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