

## Retail Marketing Communication and the Consumer Behaviour of Selected Generations

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<https://shop.lexisnexus.at/retail-marketing-communication-and-the-consumer-behaviour-of-selected-generations-9781800798557.html>

### **Details**

The focus of this tri-authored scholarly work is on marketing communication and consumer behaviour of the selected generations X, Y, and Z in terms of the size of purchases and the types of retail outlets they use. The main part of the book deals with theoretical aspects of retail business and with marketing communication and consumer behaviour of specific generations in the retail sector. The main outcome lies in identifying the optimal location of retail units in combination with customer service to be provided to selected generations and the market potential of the buying gradient in terms of competitors' impacts. The book also focuses on applying the results of the analyses whilst outlining the potential of the prediction models of generational tendencies towards the realisation of purchases in relation to marketing communication of the retail sector and its subsequent stimulation.

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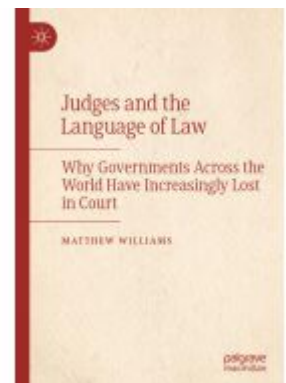
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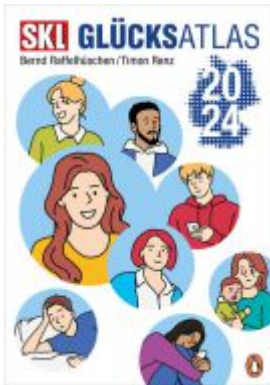
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