



Rethinking Retail

A Marketer's Guide to Decoding Consumer Preference through Data Analytics

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Details

Retailing has changed rapidly in recent years with the pandemic accelerating the long-term growth of e-commerce. Drawing on a unique data set drawn from hundreds of thousands of interviews over almost two decades, this book takes a close look at changes in consumers' shopping preferences, behaviors, and influences.

Across a range of topics, the authors argue that the rise of e-commerce has coincided with a decline in consumer preferences—what people buy and where they buy it. This presents challenges for both retailers and manufacturers.

The authors propose that the answer lies with consumers. A focus on consumers is fundamental to designing effective marketing strategies and campaigns. However, retailers and brands often have different perspectives about consumers. This book bridges that gap. The broad scope of topics and longitudinal data give retailers and brand marketers a roadmap for building and maintaining consumer preference in a rapidly changing and challenging environment.