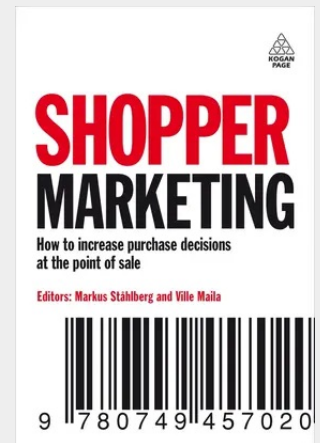


Shopper Marketing

How to Increase Purchase Decisions at the Point of Sale

Shopper Marketing explores the subject of shopper marketing, which takes place in the store, aiming to turn shoppers into buyers, at the point of purchase. The goal of shopper marketing is to influence purchase decisions when the shopper is close to the product in the store. Shopper marketing is a relatively new area of marketing, but the financial investments being made in the area are increasing each year. According to surveys, shopper marketing is growing even faster than internet advertising - doubling since 2004 and on track for an annual growth rate of 21% by 2010. - At least 70% of brand choices are made in the store - 68% of purchase decisions are not planned in advance - Only 5% of shoppers are loyal to one brand of the product group These results show that there is plenty of opportunity to influence and change shoppers' decisions at the time when they are actually doing the shopping - and this new title will show you exactly how to do this. Providing practical advice about shopper needs; retail environments; shopper trends; shopper marketing strategies; retailing relationships; effective packaging and much more, this book is a must-have for all sales and retail practitioners and students of marketing and sales.



Auf Anfrage

Nicht mehr lieferbar

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