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Analyzing Children's Consumption Behavior

Ethics, Methodologies, and Future Considerations

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Jony Haryanto and Luiz Moutinho



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Analyzing Children's Consumption Behavior:

Ethics, Methodologies, and Future Considerations

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Analyzing Children's Consumption Behavior

Ethics, Methodologies, and Future Considerations

To gain the most competitive edge, marketers must continually optimize their promotional strategies. While the adult population is a prominent target, there is significant market potential for young consumers as well.

Analyzing Children's Consumption Behavior: Ethics, Methodologies, and Future Considerations presents a dynamic overview of the best practices for marketing products that target children as consumers and analyzes the most effective promotional strategies being utilized. Highlighting both the advantages and challenges of targeting young consumers, this book is a pivotal reference source for marketers, professionals, researchers, upper-level students, and practitioners interested in emerging perspectives on children's consumption behavior.

Topics Covered:

- Autobiographical Memory
- Brand Loyalty
- Brand Personality
- Brand Relationship
- Market Performance
- Neural Network Approaches
- Product Longevity



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