

Effective Marketing and Consumer Behavior Tactics for High-End Products

Vera Teixeira Vale (University of Aveiro, Portugal)
Adriana Coutinho Gradim (University of Aveiro, Portugal)



Description:

Effective marketing and consumer behavior tactics for high-end products require a better understanding of both psychological drivers and strategic brand positioning. High-end products often cater to a select group of consumers who value exclusivity, craftsmanship, and prestige, making it crucial for brands to tailor their marketing strategies to evoke a sense of luxury and desire. By leveraging consumer psychology, emotional appeal, and targeted experiences, brands can create a strong connection with their audience. Successful tactics go beyond traditional advertising, incorporating personalized messaging, influencer partnerships, and unique storytelling to reinforce the appeal of luxury and ensure high-end products resonate with their target market.

Effective Marketing and Consumer Behavior Tactics for High-End Products explores how social media can impact consumer behavior in the luxury sector. It examines brand management practices, new digital communication channels, and the role of social media in marketing tactics. This book covers topics such as e-commerce, social media, and digital technology, and is a useful resource for business owners, entrepreneurs, marketers, academicians, researchers, and scientists.

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Topics Covered:

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Business Psychology	Marketing and Consumer Science
Compulsive Buying Behavior	Mobile Applications
Consumer Behavior	Retail Industry
Digital Technology	Social Media
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Readership Level: Advanced-Academic Level (Research Recommended)

Classification: Edited Reference
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