

Consumer Attitudes

How a person feels about a market offering at a point in time.

Overview

- How a person feels about brands, products, services and consumption in general.
- Highly personal and situational.
- Can be measured with surveys.

Examples

1. Status seeking
2. Value-conscious
3. Nostalgic
4. Resistant to change
5. Satisfied or dissatisfied

Simplicable

Developing Consumer Attitudes

Jin-Ying Zhang



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