

research news



MARKETING TO THE GENERATIONS

Conventional marketing wisdom tells us that age plays a critical role in most customer buying decisions. And that seems to make a lot of sense. Its likely that our generational experiences help to create our expectations and determine what motivates us to adopt or dismiss a particular product or service.

But does the generation into which we are born have as much impact on buying and purchasing decisions as we think? Exactly how different are the generations? We can all be disrespectful, materialistic, choose work over family, choose family over work,

We are currently conducting research to see if YOU can tell the difference? The results will appear on our website in April 2006.

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