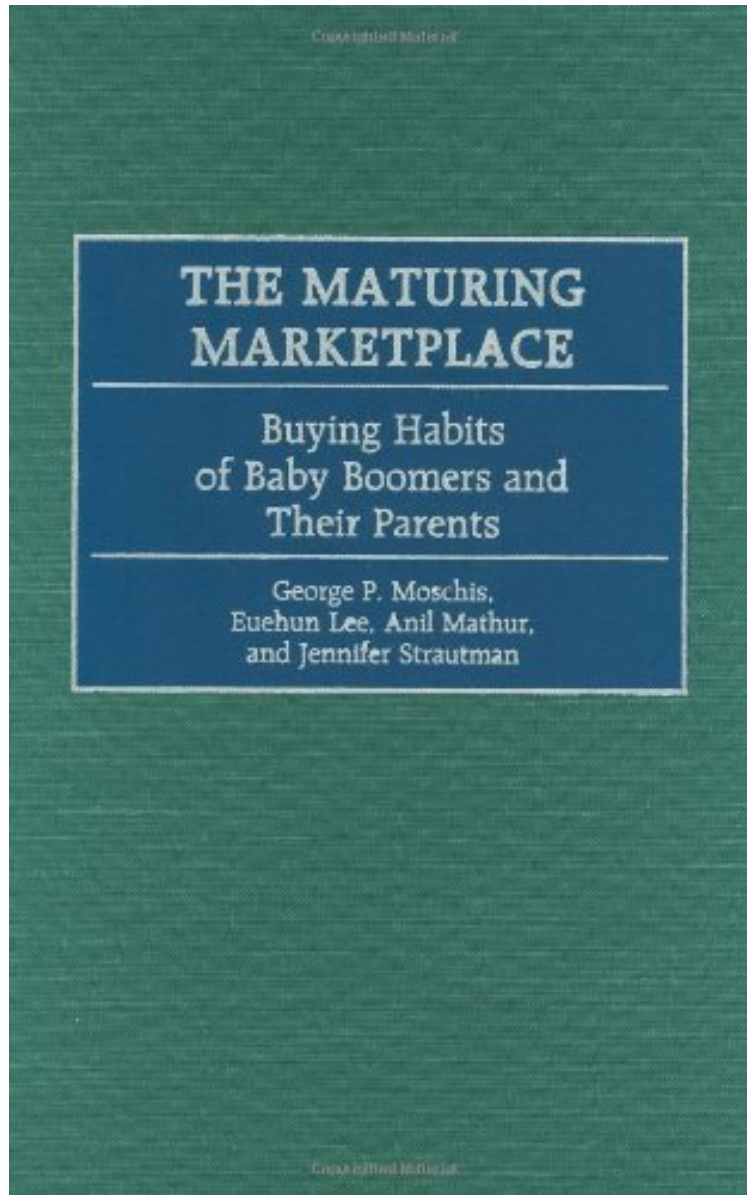


(Mobile pdf) The Maturing Marketplace: Buying Habits of Baby Boomers and Their Parents

# The Maturing Marketplace: Buying Habits of Baby Boomers and Their Parents

*Euehun Lee, Anil Mathur, George Moschis, Jennifer Strautman*

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**Euehun Lee, Anil Mathur, George Moschis, Jennifer Strautman : The Maturing Marketplace: Buying Habits of Baby Boomers and Their Parents** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Maturing Marketplace: Buying Habits of Baby Boomers and Their Parents:

The buying habits of baby boomers really do differ from those of their parents. The authors show how marketers can use each group's consumption patterns to reach both markets most effectively. Another insight: buying habits of these groups differ according to the product or service offered. By analyzing each cohort's buying habits in various purchasing situations, the book dramatizes the need for customized marketing strategies. Based on two national surveys conducted by the Center for Mature Studies, Georgia State University, the book will be essential for marketing professionals and their academic colleagues. Moschis and his coauthors concentrate on food products, apparel, footwear, drugs and cosmetics, housing, technology products and telecommunications services, health care, travel and leisure, and financial and insurance services. They cover preferences for selected products and services, patronage habits, methods of purchasing, motives for preferences for specific brands and services and for payment methods, and reasons for buying direct. Each chapter addresses a specific product or service category and includes analyses of survey respondents by demographic and lifestyle characteristics and media use habits. The book concludes with a discussion of the implications of their research and the ways in which it will lead marketers to design more effective strategies, not only today but in the future.

"Given the findings presented in this book, marketing practitioners as well as academicians can now have a much better understanding of baby boomers, older consumers, and seniors than before."-Journal of Consumer Marketing  
"Recommended for graduate, research, and professional collections."-Social Behavioral Sciences  
"[T]he most immediately notable features of the new book is that it is much more readable and organized in a very accessible fashion, especially for the casual reader."-BFA Networker  
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GEORGE P. MOSCHIS is Professor of Marketing and Director of the Center for Mature Consumer Studies at Georgia State University, Atlanta. A member of the University's gerontology program, he has lectured frequently and has consulted for leading corporations and government agencies worldwide. Among his many publications are three books published by Quorum: Marketing to Older Consumers (1992), Marketing Strategies for the Mature Market (1994), and Gerontographics (1996).  
EUEHUN LEE is Assistant Professor of marketing at Sejong University in Seoul, Korea. He is an affiliate member of the Center for Mature Consumer Studies at Georgia State University. Dr. Lee has worked as consultant and marketing researcher for several firms and government agencies in Korea and the United States. His research interests include the effects of life events on consumer behaviors over one's life span.  
ANIL MATHUR is Associate Dean for faculty Development and Associate professor of Marketing at the Frank G. Zarb School of Business, Hofstra University. He has published over thirty articles in journals and conference proceedings. His research interest is in the areas of Consumer Behavior, Services Marketing, Marketing Research and Research Methodology. Dr. Mathur has consulted with numerous corporations on a multitude of marketing problems.  
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