

# Digital Marketing Strategies on Second Hand Goods

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**Abstract:** This study examines the key elements influencing participants' buying decisions in order to better understand the effects of digital marketing techniques on used products. To determine how much of a role price, brand name, reputation, and digital marketing sample of 300 people played in respondents' purchasing decisions, a representative from a range of educational backgrounds was questioned. The study emphasizes the enormous impact social media and internet platforms have on how consumers perceive brands and make decisions about what to buy when it comes to digital advertising. There are also differences between the perceptions of men and women regarding thrifting companies, the affordability of used clothing, preferences for making such purchases, and the practicality of online secondhand shopping. These priceless insights can help companies and marketers comprehend and successfully target the Moroccan market.

**Keyword:** Digital Marketing, Strategies, Second Hand Goods

**JEL Classification:** F02

## 1. Introduction

The business landscape has undergone substantial upheaval recently, notably in the area of digital marketing. Technology advancements and the internet's expanding influence have forced businesses to adapt (Cervellon et al., 2012). With their affordable, environmentally responsible, and fashionable apparel selections, thrift shops and second-hand businesses are a growing trend in web marketing (Penaloza & Gilly, 1999). This study compares current and upcoming digital marketing approaches with a focus on consignment shops (PwC, 2000). In order to engage with their target audience, businesses are increasingly adopting different strategies as they face challenges from changing customer preferences. Data will be gathered from participants in digital marketing, including customers, professionals, and experts, through interviews and surveys in order to investigate this. The results will shed light on the approaches secondhand and thrifting businesses utilize to engage online customers (Shaw & Shiu, 2003). According to Wang and Yang

(2008), the study will examine data utilizing theoretical frameworks like social exchange theory and sustainable consumption ideas.

This study focuses on thrifting and used items in an effort to identify contrasts between present-day and upcoming digital marketing approaches. The main goals include examining how gender affects used-goods purchases, analyzing the impact of social media on purchase decisions made through digital marketing, and assessing how well thrift stores connect their customers online. The study aims to provide light on the opportunities and difficulties thrifting businesses in their marketing efforts by looking at these elements. In the end, the objective is to help companies modify their marketing tactics to correspond with changing consumer preferences in the digital age.

## **2. Literature Review**

Cognitive, emotional, and behavioral aspects influence consumer purchasing behavior, which is a complex process. Consumer preferences are highly influenced by psychological factors as attitudes, learning, perception, and motivation (Schiffman & Kanuk, 2010). Further influencing purchasing decisions are social elements like family, peers, social classes, and cultures. Knowing consumer decision-making journey, which includes problem recognition, information search, weighing options, making a purchase, and post-purchase assessment, is essential for effective marketing (Kotler et al., 2017). Social media and digital marketing have a big impact on customer behavior in the digital era. Brand recognition, consumer attitudes, and purchase intentions are impacted by digital marketing strategies including mobile marketing and targeted advertising (Hofacker et al., 2016).

### **2.1. Consumer Buying Behavior**

According to Kotler et al. (2013), consumer purchasing behavior is a complex process that is influenced by cognitive, emotional, and behavioral aspects. Decisions are influenced by psychological factors such as attitudes, learning, perception, and motivation. Choices are also influenced by social factors like family, peers, social status, and culture (Schiffman & Kanuk, 2010).

### **2.2. Decision Making Process**

The decision-making process is crucial in determining how customers will react to used-item online marketing (Ray, 2019). A need must first be identified, then a search for information is conducted with the help of social media and tailored advertisements (Ha & Lennon, 2019). Brand recognition, sentiments, and purchase intent are impacted by digital marketing (Hofacker et al.,

2016). By putting these ideas into practice, second-hand shops can increase and broaden their internet presence.

### 2.3. EKB Model

The way consumers make decisions is described in the Engel–Kollat–Blackwell (EKB) Model of Consumer Behavior. It was first used in 1968 and takes into account internal elements, information processing, external effects, and decision-making processes. It helps companies adjust their marketing to customer preferences (Çelik, 2016).

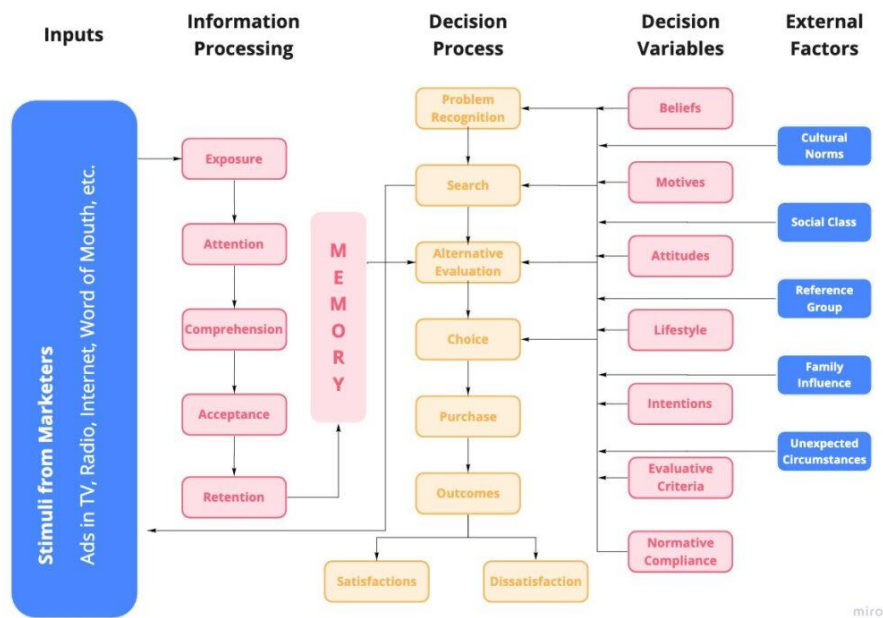


Figure 1. EKB model of consumer behavior

Resource: Çelik, H. (2016). The Functionality of Online Shopping Site within the Customer Service Life Cycle: A Literature Review. In Encyclopedia of E-Commerce Development, Implementation, and Management (pp. 13). <http://doi.org/10.4018/978-1-4666-9787-4.ch055>.

### 2.4. Howard–Sheth Model of Consumer Behavior

The three elements that make up the Howard–Sheth Model—input (external factors), intervening (psychological processes), and output (consumer responses)—explain consumer behavior. It aids marketers in comprehending the intricate interplay between internal and external factors that affect consumer decisions (Prakash, 2016).

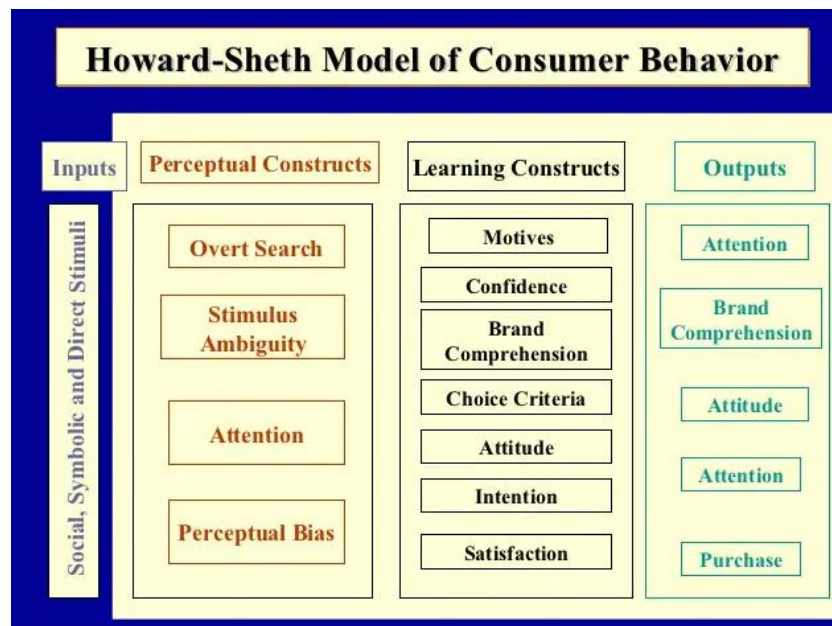


Figure 2. Howard–Sheth Model of Consumer Behavior

Resource: Prakash, A. (2016). *Deliberative Research*. Firozabad, 30(1), 43–47.

## 2.5. Brands

Brands are crucial in digital marketing methods and have become essential for promoting used products. Used brands use distinct names, symbols, and graphics to set themselves apart from competitors in the market (Kotler et al., 2018). These brands become more accessible and sustainable as digital marketing develops, which boosts their popularity. Researchers have highlighted the exclusivity of used luxury goods and its distinctive value proposition (Cervellon et al., 2012), and they have also looked at how ethical arguments and sustainability initiatives affect customer choices in the used market (Pealoza & Gilly, 1999). Additionally, studies exploring how ethical appeals in digital advertising affect consumer choice offer insightful information for marketers focusing on the second-hand goods industry.

## 2.6. Importance of Brands

In the realm of marketing, brands are very important because they influence customer decision-making and the success of businesses. Brands have received a lot of attention in the literature, with scholars examining their many facets and ramifications. Customers' loyalty and trust are greatly influenced by brands (Aaker, 1996). They serve as indicators of excellence, dependability, and consistency, giving customers a sense of security and familiarity. Strong brands have the ability to connect emotionally with customers, increasing brand advocacy and loyalty (Fournier,

1998). Additionally, brands act as differentiators in industries with intense competition, assisting businesses in standing out from the crowd (Kotler & Keller, 2016). They give organizations the chance to develop a distinctive character and positioning that attracts the interest of potential customers (Kapferer, 2012). In terms of a company's overall market value and shareholder equity, brands have financial significance as well (Interbrand, 2020). Businesses may successfully create and implement brand strategies that connect with consumers, encourage customer engagement, and promote long-term success by recognizing the significance of brands.

### **2.7. Different Types of Brands**

The field of branding includes many different kinds of brands, each with its own distinctive traits and tactical considerations. Various brand categories have been recognized by researchers based on its positioning, function, and relationship with customers. Product brands concentrate on expressing the features, advantages, and quality of those offerings and are linked to particular goods or services (Keller, 2008). These companies want consumers to strongly associate their products with their brands. Corporate Brands: Corporate brands are an organization's total identity and reputation. They aid in building stakeholders' confidence, trust, and sense of common values. The mission, values, and culture of a business form the foundation of its corporate brand (Balmer & Gray, 2003). Service Brands: According to Berry (2000), service brands are focused on providing intangible services rather than tangible goods. To stand out from the competition and win over customers, they largely rely on customer interactions, experiences, and service quality. Retail brands, stand for the distinctive value propositions and shopping experiences that particular retail chains or stores offer (Kapferer, 2012). Through elements like retail atmosphere, customer service, and assortment, these firms hope to forge a close bond with customers and foster loyalty. Online companies: As e-commerce has grown, online companies have become more well-known. These companies typically use digital platforms and concentrate on giving customers seamless, tailored, and interesting online experiences (Hoffman & Novak, 2018).

### **2.8. Second Hand Brands Thrifting**

Due to their distinctive value proposition of affordability, sustainability, and distinctiveness, thrifting brands, sometimes referred to as second-hand brands, have attracted a lot of attention recently. These companies sell used goods that are frequently purchased through thrift shops, consignment stores, or online marketplaces. Customers looking for one-of-a-kind and vintage clothing items as well as those concerned with sustainable fashion choices are catered to by thrifting firms (Goworek et al., 2017). By prolonging the lifespan of garments and minimizing waste, these brands support the circular economy (Laitala, 2019).

### **2.9. Digital Marketing**

Digital platforms and technology are used in digital marketing to advertise goods, services, and brands. By utilizing digital tools and the internet, it has changed marketing methods (Chaffey &

Ellis–Chadwick, 2019). Digital marketing has become crucial for firms because to its extensive reach, low cost, and real–time statistics. Digital marketing uses a variety of strategies, like SEO, PPC content and email marketing. For increased effectiveness, these mediums provide tailored experiences and targeted communications (Kapoor & Chauhan, 2016). Digital marketing is continuously shaped by technical breakthroughs. AI, chatbots, voice search, and virtual reality are examples of innovations that bring both new opportunities and difficulties (Ryan & Jones, 2019).

### **2.10. Definition of Digital Marketing**

Digital marketing refers to the promotion of goods and services and consumers by strategically using digital technologies, platforms, and channels. According to Smith and Zook (2011), it includes a range of digital platforms like websites, search engines, social media, email, mobile apps, and online advertising. Businesses can tailor their marketing strategies based on consumer preferences, behaviors, and demographic information by utilizing digital marketing. For knowing the customers, it uses various ways such as search engine optimization (SEO), content, social and email marketing. Digital marketing stands out for its real–time measuring and analysis capabilities, which offer insightful data on campaign effectiveness, consumer behavior, and return on investment (ROI). With the use of this data–driven methodology, marketers may improve the performance of their plans (Holliman & Rowley, 2014). In today's digitally driven economy, digital marketing is a dynamic industry that uses digital technology to reach customers, improve brand visibility, and accomplish marketing objectives. The key components that firms must take into account for successful marketing strategies are referred to as the 4Ps in digital marketing. In digital marketing, the 4Ps—Product, Price, Promotion, and Place—play a key role (Chaffey & Ellis–Chadwick, 2019). Product entails creating and providing goods and services that cater to the digital demands and preferences of customers. Price reflects the value that has been allocated to the good or service, and digital marketing offers flexibility in delivering tailored pricing alternatives and dynamically altering costs (Kotler & Keller, 2016). Promotion comprises using various digital marketing tools to raise awareness and spark interest in goods and services, including social media, content marketing, and search engine advertising (Ryan & Jones, 2019). Place focuses on choosing the best digital distribution channels to make goods or services simple for customers to access.

### **2.11. Importance of Digital Marketing**

Due to its capacity to reach a sizable audience, improve brand awareness, encourage customer engagement, and deliver quantifiable outcomes, digital marketing is incredibly important in today's corporate environment (Kapoor & Chauhan, 2016). It provides businesses with an audience on a worldwide scale and allows for precision targeting of particular groups, giving it a reach that is unmatched. As a result of real–time involvement made possible by platforms like social media, firms can increase client loyalty. Additionally, it offers useful data and analytics for gauging

campaign success and enhancing marketing plans. Digital marketing is essential for remaining competitive, adjusting to customer preferences, and successfully attaining marketing goals in today's digitally-driven environment.

### **3. Research Methodology**

The research is held by the method of quantitative approach which examines the effects of social media digital marketing campaigns on consumer choice and the role that gender plays in buying used goods. In this method, the data is in forms of numbers and organized accordingly after examined to find links and trends.

#### **3.1. Data Collection**

In order to accomplish research objectives, the search data collection process entails methodically acquiring and recording data from many sources (Kumar, 2019). A prominent technique is convenience sampling, which chooses participants based on their ease of reach. This is helpful for rapid data collecting with constrained resources (Nikolopoulou, 2022). A diverse collection of social media users from online forums and groups devoted to consumer behavior and digital marketing will be gathered in order to assure variety. Sample size was 300 people. In Morocco, information was gathered during July and August.

Primary data are unique facts gathered for a particular study (Babbie & Mouton, 2019). Data on social media exposure, purchasing behavior, and opinions about used items were gathered through a survey that includes closed-ended and Likert scale questions. To comprehend digital marketing trends, customer behavior, and purchase patterns, secondary data from prior research, industry reports, and social media analytics were also employed.

#### **3.2. Hypothesis**

Hypothesis 1: Digital marketing campaigns on social media significantly impact purchase decisions.

Hypothesis 2: Gender has significant influence on purchasing decisions for second-hand products.

This study has a significant impact on internet marketing, particularly in the thrifting and used goods sectors. It assists businesses in adjusting to the evolving digital landscape by supplying information for both present and future business strategies. It enables more effective gender-targeted marketing and tool use by examining gender effects on used goods purchases and social media's involvement in influencing decisions. This research increases consumer behavior understanding, social media usage, and digital marketing insights for businesses in the

secondhand sector. In the end, its objective is to increase customer pleasure and engagement in the digital age.

It is important to recognize the study's limitations. It's possible that the sample size prevents generalization to a wider population. Time constraints could make it difficult to measure how long-term behavioral consequences of digital marketing. The study's focus on particular merchants means that it might not be applicable to everyone. A bias may be introduced if self-reported data are used. However, the study aims to offer insightful information about how gender and digital marketing affect decision-making and preferences for used goods.

The main aim of the research is to know how social media platforms' digital marketing campaigns affect consumers' decision-making processes. The goal of the study is to comprehend how well these efforts are at influencing consumer behavior and generating conversions. Investigation of the study for the impact of gender on consumers' choices for used goods. It attempts to examine how gender influences consumer preferences and decisions in relation to second-hand brand. The study also compares standard company practices with the digital marketing tactics used by second-hand firms. The study aims to find the distinctive techniques used by these businesses to engage their target audience and obtain a competitive advantage by analyzing these strategies. The overall goal of the study is to offer insightful information about the rapidly changing field of digital marketing and its effects on customer behavior, particularly in relation to second-hand and thrift stores.

### **3.3. Research Questions**

- To what extent does brand effect influence purchasing behavior?
- How does digital marketing impact purchasing behavior?
- What factors influence the likelihood of buying second-hand products?
- Does gender play a role in the relationship between marketing strategies and purchasing behavior?

### **3.4. Data Analysis**

The variables under investigation will be described through descriptive analysis. By examining correlations and trends, factor analysis reveals hidden dimensions in data. In contrast to confirmatory factor analysis, exploratory factor analysis (EFA) reveals underlying structures without bias. Data complexity is reduced by EFA, revealing latent dimensions (Fontaine, 2005).

Analysis of regression looks at correlations between variables. A dependent variable is analyzed in multiple regressions together with a number of independent variables. The specific effects of each independent variable on the dependent variable are identified while taking other factors into



account (Berry, 2005). With a variety of predictors from different industries, our study reveals intricate relationships and forecasts results.

**Table 1. Demographics analysis**

<b>Gender</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	130	43.3	43.3	43.3
	Female	170	56.7	56.7	100.0
	Total	300	100.0	100.0	
<b>Education</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High School	30	10.0	10.0	10.0
	Graduate	80	26.7	26.7	36.7
	Undergraduate	170	56.7	56.7	93.3
	4.00	20	6.7	6.7	100.0
	Total	300	100.0	100.0	
<b>Age</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	29-39	20	6.7	6.7	6.7
	40-50	20	6.7	6.7	13.3
	4.00	130	43.3	43.3	56.7
	5.00	130	43.3	43.3	100.0
	Total	300	100.0	100.0	
<b>Occupation</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	60	20.0	20.0	20.0
	Private sector employee	150	50.0	50.0	70.0
	Government employee	70	23.3	23.3	93.3
	Other	20	6.7	6.7	100.0
	Total	300	100.0	100.0	
<b>Income</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 100\$	40	13.3	13.3	13.3
	1001-1500\$	130	43.3	43.3	56.7
	500-1000\$	100	33.3	33.3	90.0
	3001-5000\$	20	6.7	6.7	96.7
	5.00	10	3.3	3.3	100.0
	Total	300	100.0	100.0	
<b>Marital Status</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	150	50.0	50.0	50.0
	Married	140	46.7	46.7	96.7
	3.00	10	3.3	3.3	100.0
	Total	300	100.0	100.0	

With these impacting factors in mind, the table above gives a thorough picture of participant demographics, which is essential for understanding study outcomes. The questionnaire utilized in this study, which gathered data, was authored by Kiehn and Weller.

One area of statistics that provides succinct summaries and displays of data is descriptive statistics. Measures of central tendency offer insights while metrics like standard deviation and range are used to evaluate data variability. Histograms and frequencies display the distribution of data. Before conducting more sophisticated analyses, descriptive statistics helps researchers understand and analyze information by highlighting features and trends (Dodge, 2006).

**Table 2. Descriptive statistics**

<b>Descriptive Statistics</b>					
	<b>N</b>	<b>Minimum</b>	<b>Maximum</b>	<b>Mean</b>	<b>Std. Deviation</b>
Does the price influence your decision to purchase from a brand?	30	1.00	5.00	4.3333	.92227
Do you prefer shopping just at physical stores?	30	1.00	5.00	3.2667	1.17248
Do you prefer shopping just at online stores?	30	1.00	5.00	3.3333	1.44636
Do you see that the brand's name is important when you make a purchasing decision?	30	1.00	5.00	3.2667	1.11211
Have you ever purchased a product solely of the brand name?	30	1.00	5.00	3.1000	1.21343
Does the reputation of a brand impact your purchasing decision?	30	2.00	5.00	3.4000	1.10172
Do you see the social media presence is important to you when making purchasing decision?	30	1.00	5.00	3.8667	1.25212
Have you ever made a purchase solely because of a brand's digital marketing Advertisement?	30	1.00	5.00	3.8333	1.14721
Do you think that a brand's digital marketing efforts impact their overall reputation?	30	2.00	5.00	4.2000	.80516
Do you see that buying Second-hand clothing is a way of being more sustainable in your consumption?	30	1.00	5.00	3.7667	1.19434
Have you ever purchased clothing or accessories from thrifting brands (second-hand brands)?	30	1.00	5.00	3.2667	1.36289
Do you believe thrifting brands offer unique products?	30	2.00	5.00	3.6333	1.03335
Do you find it convenient to shop for used items through online platforms?	30	1.00	5.00	3.6000	1.06997
Do you believe that Second-hand clothing is more affordable than buying new clothing?	30	1.00	5.00	3.7333	1.22990
Valid N (listwise)	30				

According to descriptive data from the surveys, consumers marginally prefer in-person shopping, put price first, and give brand reputation and recognition a modest amount of thought. Brand reputation is impacted by social media presence and digital marketing. Some participants express interest in sustainable consumerism by making prior purchases that were related to thrifting.

The independent t-test compares the means of two independent groups on a continuous outcome variable. In experimental or observational studies, it helps researchers evaluate the effects of interventions or treatments by determining whether there is a significant change in the group means (Freedman et al., 2007).

**Table 3. Independent samples test**

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Diff.	
									Lower	Upper
Do you believe thrifting brands offer unique products?	Equal variance assumed	.749	.394	-1.545	28	.134	-.57466	.37193	-1.33653	.18721
	Equal variances not assumed			-1.601	27.993	.121	-.57466	.35899	-1.31004	.16072
Do you believe that Second-hand clothing is more affordable than buying new clothing?	Equal variances assumed	2.808	.105	-2.064	28	.048	-.88688	.42963	-1.76693	-.00683
	Equal variances not assumed			-1.978	21.099	.061	-.88688	.44828	-1.81886	.04511
Have you ever purchased clothing or accessories from thrifting brands (second-hand brands)?	Equal variances assumed	1.146	.294	-2.858	28	.008	-1.28507	.44964	-2.20610	-.36403
	Equal variances not assumed			-2.795	23.542	.010	-1.28507	.45973	-2.23489	-.33525
Do you find it convenient to shop for used items through online platforms?	Equal variances assumed	.796	.380	-3.045	28	.005	-1.05882	.34773	-1.77112	-.34653
	Equal variances not assumed			-2.937	21.872	.008	-1.05882	.36051	-1.80673	-.31092

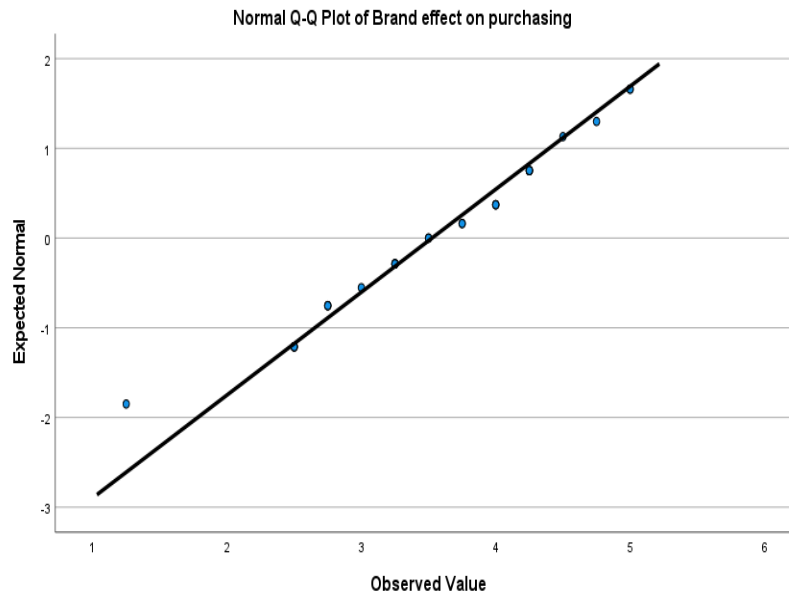
The independent samples tests for the studied variables showed some significant mean differences across various groups. There were no appreciable differences in means when the variable "Do you believe thrifting brands offer unique products?" was examined. There was a large disparity in means when comparing the notion that used apparel is more economical. Similar

results were obtained for the question "Have you ever bought clothing or accessories from thrifting brands?" There was a statistically significant difference in means. Last but not least, there was a large variation in means for the variable "Do you find it convenient to shop for used items through online platforms?" These results imply that there are differences in the groups' preferences and opinions with relation to these characteristics.

A statistical technique is used to determine whether a dataset has a normal distribution. It aids scientists in evaluating the reliability of various statistical tests' assumptions. Shapiro–Wilk, Anderson–Darling, and Kolmogorov–Smirnov are often used tests to determine normality, with a significance threshold (ex., 0.05) being utilized. Researchers may employ non–parametric tests or data transformations if the data contradict the presumption (Daniel, 1990).

**Table 4. Normality test**

Tests of Normality						
	Kolmogorov–Smirnov <sup>a</sup>			Shapiro–Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Brand effect on purchasing	.107	30	.200*	.962	30	.351
*. This is a lower bound of the true significance.						
a. Lilliefors Significance Correction						



**Figure 3. Normal Q–Q plot of brand effect on purchasing**

The normality tests, namely the Kolmogorov–Smirnov and Shapiro–Wilk tests, were conducted on three variables: "Brand effect on purchasing," "Digital Marketing effect on purchasing," and "Thrift product purchasing." The results indicated that all three variables showed non-significant findings, suggesting no strong evidence to reject the assumption of normality. Therefore, it can be reasonably assumed that these variables follow a normal distribution, allowing for the use of parametric tests in further analysis.

The difference test compares the means of related groups or circumstances. To determine if mean differences between paired values are statistically significant, it is utilized in research with before–and–after designs or related groups (Rosenthal et al., 2000). T-test results show a sizable gender gap in consumers' decisions to buy from thrifting brands. The null hypothesis is strongly rejected with p-values of 0.008 (assuming equal variances) and 0.010 (assuming unequal variances), both below 0.05. Effect sizes (Cohen's d, Hedges' correction, and Glass's delta) support a sizable impact and emphasize the significance in terms of application. In conclusion, gender has a big impact on buying from thrifting brands, with women showing a larger propensity than men.

#### **4. Conclusion**

Based on a varied sample of 300 people with various educational backgrounds, the investigation produced important insights about Moroccan consumer behavior. The effects of variables including price, brand, reputation, and digital marketing on shopping behavior are among the key findings. Notably, online and social media advertising, particularly, has a significant impact on consumer choice-making and brand perception. Gender variations were noticeable in how people perceived thrift brands, how much used clothing cost, what people preferred to buy secondhand, and how convenient online used goods purchasing was. These observations offer insightful information on Moroccan consumer behavior.

To sum up, this thorough study illuminates Moroccan consumer behavior through in-depth investigation encompassing a broad sample of 300 people from various educational levels. The study reveals important aspects, including price, brand familiarity, reputation, and the effects of digital marketing methods, that influence customers' decisions to buy used goods. Social media and online platforms are highly effective instruments for influencing Moroccan customers' decisions and raising brand awareness. The survey also reveals fascinating gender disparities in preferences for buying used items, price of used clothing, views of thrift store brands, and the ease of shopping for used things online.

To respond to the digital consumer landscape, businesses should focus their online presence, guaranteeing user-friendly websites, attractive social media content, and seamless online buying

experiences. It's critical to establish and retain brand credibility, which can be done through ethical business operations, environmentally friendly projects, and satisfied clients. Utilizing green marketing techniques can draw in clients who care about the environment by emphasizing the advantages of buying secondhand goods.

Moreover, the influence of cultural norms and values on purchase decisions is advised in order to better understand how cultural elements affect consumer behavior in the context of used goods. Exploring generational disparities, with a special focus on millennials, Gen Z, and other generations, might offer insights into the motives and preferences of various age groups with relation to second-hand shopping. To have a thorough understanding of this sector, it will be helpful to examine how various digital marketing tactics, such as influencer engagement, tailored advertising, and online brand contact, affect consumer behavior in the second-hand market. By putting these suggestions into practice, companies can better understand how people behave in the second-hand goods market and adapt their strategy to match changing consumer demands. Similar to how consumer choice is influenced by cultural, generational, and technological factors, academic research may help firms make good decisions and adjust to shifting market dynamics.

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