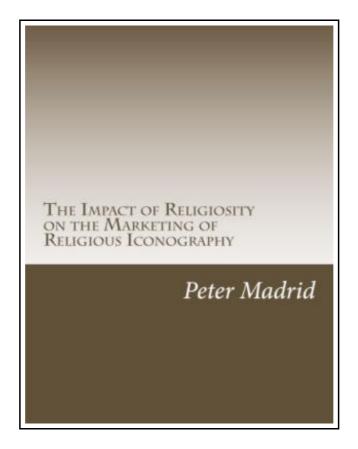
The Impact of Religiosity on the Marketing of Religious Iconography (Paperback)



Filesize: 1.52 MB

Reviews

This pdf might be well worth a study, and a lot better than other. It really is simplistic but excitement inside the fifty percent in the book. Its been printed in an exceedingly straightforward way which is just after i finished reading this ebook through which really modified me, modify the way i believe. (Derick Brekke)

THE IMPACT OF RELIGIOSITY ON THE MARKETING OF RELIGIOUS ICONOGRAPHY (PAPERBACK)



Royal Premier Publishing, United States, 2012. Paperback. Book Condition: New. 279 x 216 mm. Language: English . Brand New Book ***** Print on Demand *****. This study attempts to establish, identify, and classify target markets for the purchase of religious iconography based on past purchasing behavior and other consumer social behaviors perceived as religious vices. This study also distinguishes the likelihood of future purchases of religious iconography for the study, demographics. The CAGS sample consisted of students from California State University, Long Beach (n = 494), and University of Arkansas, Fayetteville (n = 216). The student respondents completed a self-administered questionnaire during the period of September 2004 through June 2006. The study methodology introduces a multidimensional religiosity index as an improvement over past studies, which employed unidimensional religiosity measures. The study reports that the consumer marketing behaviors perceived as religious vices can be used to determine the likelihood of purchases of religious iconography. The implications of this study are that business enterprises can better identify target markets for religious iconography products using the multidimensional religiosity index. This study also allows marketing plans for religious iconography products to leverage the religiosity index data to produce new quantified crossadvertising fields. Additionally, new potential marketing fields can also be developed by church groups, charities, and other non-profit organizations by using this scale in the advertising of religious iconography products and recruitment purposes. The items included in the survey upon which this study is based have been divided into two categories: traditional and non-traditional, and this study makes a distinction between Traditional Christian Iconography and Non-traditional Christian Iconography.

- Read The Impact of Religiosity on the Marketing of Religious Iconography (Paperback) Online
- Download PDF The Impact of Religiosity on the Marketing of Religious Iconography (Paperback)

Relevant Books



Studyguide for Introduction to Early Childhood Education: Preschool Through Primary Grades by Brewer, Jo Ann (Paperback)

CRAM101, United States, 2013. Paperback. Book Condition: New. 279 x 210 mm. Language: English . Brand New Book ***** Print on Demand *****.Never HIGHLIGHT a Book Again! Includes all testable terms, concepts, persons, places, and...

Download eBook »



Learning with Curious George Preschool Math (Paperback)

HOUGHTON MIFFLIN, United States, 2012. Paperback. Book Condition: New. Student, Workbook. 279 x 203 mm. Language: English. Brand New Book. Theres no better way to ignite your childs curiosity for learning than with Curious...

Download eBook »



Public Opinion + Conducting Empirical Analysis

SAGE Publications Inc, United States, 2011. Kit. Book Condition: New. Revised ed.. 279 \times 217 mm. Language: English . Brand New Book. Public Opinion : One of the central tenets of a democracy is that...

Download eBook »



Words and Rhymes for Kids: A Fun Teaching Tool for High Frequency Words and Word Families (Paperback)

AUTHORHOUSE, United States, 2009. Paperback. Book Condition: New. 279 x 211 mm. Language: English . Brand New Book ***** Print on Demand *****. This book is designed to make learning fun for children in kindergarten through...

Download eBook »



A Smarter Way to Learn JavaScript: The New Approach That Uses Technology to Cut Your Effort in Half (Paperback)

Createspace, United States, 2014. Paperback. Book Condition: New. 251×178 mm. Language: English . Brand New Book ***** Print on Demand *****. The ultimate learn-by-doing approach Written for beginners, useful for experienced developers who want to...

Download eBook »