

عنوان مقاله:

The Holy Bible as a Product: Consumer Segments Based on Preferences toward the Bible Cover

محل انتشار:

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خلاصه مقاله:

This paper studied the customer segments of keepers of the Bible among believers of Jesus Christ in Hong Kong with respect to their preferences of the Bible cover. The results provided suggestions to marketers (specifically publishers) doing business of faith in the commercial age as well as implications in the renewal of faith as it gradually fades among the younger generations. The study involved a total of 182 respondents (80 male; 102 female) through the assistance of five local Christian churches. The findings indicated that there were significant differences of perception and understanding among segments which extended support to how religion and religiosity played significant roles in affecting consumer behavior and perception across a wide range of commercial products. The study contributes to the literature by incorporating the concept that sustainable production of traditional long-time products could be revived by carefully studying the products' changing customer segments.

کلمات کلیدی:

Holy Bible, book cover, customer segments, faith business

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