

Some of the values and hot buttons of the consumers strongest on “Joy of Consumption”

Needing to feel proud, they are particularly attentive to their social identity and seek the admiration of others. Their choice of products and brands serves to bolster their image of their social status, and to convince others of it.

They are highly hedonistic. They seek pleasure above all else, wanting to have fun and live intensely. This pleasure-seeking plays out in their consumption. The consumer marketplace is their playground.

But, they are also aware of their ecological responsibility! They aspire to sustainable consumption. They want the products and services they buy to adhere to the highest ethical and ecological standards. They want to be customers of good corporate citizens.

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- Much stronger
 - Stronger
 - Weaker
 - Much weaker
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