MARKETING MIX STRATEGY ADAPTATION: A RETAIL ORGANISATION’S RESPONSE TO THE GLOBAL ECONOMIC DOWNTURN

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ABSTRACT

The purpose of this research article was to offer recommendations to retailers concerning how to adapt their marketing programme (marketing mix strategies) to changing consumer behaviour during an economic downturn.

This study used a qualitative research strategy and gathered empirical data and information from both in-depth face-to-face interviews and document analysis of a high-end retailer in South Africa. In this regard, six participants who are members of the marketing department of the retailer were interviewed. The article reported on a value strategy as a possible marketing mix strategy adaptation for comparable retailers to deal with an economic downturn.

KEYWORDS

Marketing programme, marketing mix, 4 Ps, global economic downturn, recession, marketing adaptation strategy

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