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ABSTRACT

The research is Effect of Changing Lifestyle on Marketing Strategy of Companies. Lifestyle is way of living could be the approach anyone existence. After 2000 year's people started to get effect modernization by cultures and hard lifestyle. It's recognized which modernization, as much as technology along with science come to mind, surfaced as soon as the Industrial Revolution, which was induced by the invention associated with re-writing devices throughout Great Britain during the overdue 16 centuries. Throughout some other Asian countries modernization features generally recently has been puzzled by using Westernization. The reason being modernization, while that took place throughout these kinds of international locations, in many cases meant acknowledging Developed lifestyle along with resulted in great adjustments associated with everyday activities. Companies

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answer the entire world close to these. Merchandise is sold definitely not in line with the business' models yet upon the potency of the actual customers' requirements. Therefore, it is vital intended for small businesses to get attentive to inhabitants work day and also lifestyle changes that are extensively adopted simply by customers. Shifts with inhabitants and also migration affect the actual arrangement of your employees and also affect the sort of items them should buy. In the meantime, prevalent lifestyle changes may affect the huge benefits corporations must supply to their personnel and also precisely what items they will offer to their customers.