

## References

- De Toni, D., Reche, R. A., & Milan, G. S. (2022). Effects of market orientation, innovation strategies and value-based pricing on market performance. *International Journal of Productivity and Performance Management*, 71(8), 3556-3580.  
<https://www.emerald.com/insight/content/doi/10.1108/IJPPM-08-2020-0414/full/html>
- Deepak, R. K. A., & Jeyakumar, S. (2019). Marketing management. *Educreation Publishing*.  
[https://books.google.co.ke/books?hl=en&lr=&id=DnvDwAAQBAJ&oi=fnd&pg=PA1&dq=direct+marketing+channels&andfq=indirect+marketing+channels&ots=u481micrWh&sig=iNDyAgB1I-8BA3GXn4mb6IjJVzs&redir\\_esc=y#v=onepage&q=f=false](https://books.google.co.ke/books?hl=en&lr=&id=DnvDwAAQBAJ&oi=fnd&pg=PA1&dq=direct+marketing+channels&andfq=indirect+marketing+channels&ots=u481micrWh&sig=iNDyAgB1I-8BA3GXn4mb6IjJVzs&redir_esc=y#v=onepage&q=f=false)
- Hollifield, A., & Coffey, A. J. (2023). Media Analytics: Understanding Media, Audiences, and Consumers in the 21st Century. *Taylor & Francis*.  
[https://books.google.co.ke/books?hl=en&lr=&id=d-m9EAAAQBAJ&oi=fnd&pg=PT13&dq=Characteristics+of+consumers+in+the+21st+ce ntury&ots=VHl0SpJIZ6&sig=Zudh3yhiBrHV6iQOFGE8bxGvpz8&redir\\_esc=y#v=onep age&q=Characteristics%20of%20consumers%20in%20the%2021st%20century&f=false](https://books.google.co.ke/books?hl=en&lr=&id=d-m9EAAAQBAJ&oi=fnd&pg=PT13&dq=Characteristics+of+consumers+in+the+21st+ce ntury&ots=VHl0SpJIZ6&sig=Zudh3yhiBrHV6iQOFGE8bxGvpz8&redir_esc=y#v=onep age&q=Characteristics%20of%20consumers%20in%20the%2021st%20century&f=false)
- Statista. (2023). Mattress market size worldwide from 2017 to 2024 (in billion U.S. dollars). *Prices and Access*. <https://www.statista.com/statistics/883510/mattress-market-size-worldwide/>