

Richard Lutz

Professor/Chair at University of Florida

Gainesville, FL, US

Richard Lutz's research addresses experiential consumption, customer donation decisions, and social media's effects on purchase behavior.

Biography

Richard Lutz's current research addresses experiential consumption, customer donation decisions and social media effects on consumer purchase behavior. He is an expert in consumer behavior, advertising response and marketing. Richard is the J.C. Penney Professor of Marketing and the chair of the Marketing Department in the Warrington College of Business.

Industry Expertise

Business Services, Consumer Services, Consumer Goods, Social Media

Areas of Expertise

Advertising Response, Consumer Behavior, Services Marketing, Business

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