

Jugendliche Als Marketingzielgruppe: Besonderheiten, Konzepte, Beispiele - Florian Brau?e

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Die Milliarden schwere Kaufkraft der jungen Generation - klein und jung, aber kaufkräftig und konsumfreudig: Genau da sieht das Marketing seine Ansatzpunkte um sich mit der Zielgruppe Jugendlicher auseinandersetzen zu wollen. Die ersten Einblicke in das Konsumverhalten Jugendlicher versprach 1968 die Studie von Deutschlands größter Teenie-Zeitschrift 'Bravo'. Die Bedeutung der Jugend für den Warenabsatz, ist der Wirtschaft schon lange bekannt, somit ist es kein Wunder, dass sie sich mit allen Mitteln darum bemüht.....Author: Brau?e, Florian
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