

Konsumentengerichtete Verkaufsförderung - Patricia Willner

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1. Einleitung Aus Konsumentensicht sind Verkaufsförderungsmaßnahmen ein alltägliches Phänomen. Verbraucher werden im Handel immer wieder mit Rabatten und Sonderangeboten, Gutscheinkaktionen, Warenproben, Gewinnspielen und vielem mehr konfrontiert. Aber auch in Zeitungsanzeigen und Zeitschriften wird auf verschiedene Aktionen aufmerksam gemacht. Mit zunehmendem Handel und Wettbewerb ändern sich auch die Werte und Wünsche des Konsumenten. Im vorherrschenden Kaufmarkt, reicht es nicht mehr aus, allein mit klassischen Werbeformen, die Aufmerksamkeit der Verbraucher auf die angebotenen Produkte zu lenken. Studien belegen, dass etwa 70% der Kaufentscheidungen erst am Verkaufsort (Point of Sale) getroffen werden¹. Daher gilt es, den Kunden nicht mit Aktionen zu überfluten, sondern direkt und individuell mit ihm zu kommunizieren. Die Verkaufsförderung als Marketing- und Kommunikationsinstrument hat in den letzten Jahren kontinuierlich an Bedeutung gewonnen. Dies äußert sich in den steigenden Budgetzahlen, sowie in der veränderten Denkhaltung in den Unternehmen. Die Gesellschaft für Konsumforschung (GfK) stellt fest, dass deutsche Unternehmen der Konsumgüterbranche im Jahr 2005 etwa 23% ihres Werbebudgets für Verkaufsförderungsmaßnahmen eingesetzt haben. Allein durch Aktionen konnte der Lebensmitteleinzelhandel in Deutschland bei manchen Produktkategorien (z.B. Kaffee, Waschmittel) mehr als 50% des Umsatzes erzielen. Author: Willner, Patricia Publisher: GRIN Verlag Illustration: N Language: GER Title: Konsumentengerichtete Verkaufsförderung Pages: 00012 (Encrypted PDF) On Sale: 2010-01-01 SKU-13/ISBN: 9783640764846 Category: Business & Economics : General

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