

Addressing Women At Motor Shows - Jasmin Eckert

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As how and why women should be addressed at motor shows is an issue not heeded by current research, this work aims at filling the gap. Five research objectives were established to function as a guideline. At first, the current situation and the future prospects of the German automobile industry are investigated, to get an overview of the market. As the sector operates in a highly competitive environment and faces major challenges, there is need for tapping into new target markets. Secondly, the importance of trade shows as promotional tools is clarified including an in-depth analysis of trade shows' characteristics. The findings show that motor shows in particular are considered as effective marketing tools and of great importance within car manufacturers' communication measures. In the following, it is identified that women can be considered as a valuable target group by ascertaining their relevance to the general economy and the automotive industry. Within this context, women's particular consumer behaviour is analysed to create a basis on which judgements regarding appropriate motor show appearances can be made. However, a lack of female orientated marketing was identified, especially concerning products associated with men. In conclusion, women can be considered as a promising market to be targeted at motor shows by the car manufacturers or trade show organizers and should not be neglected. Using the gained insights of each key area, based on secondary literature, the essentials were combined to answer the research question and meet the objectives. Finally, the author gave practical suggestions on how to address women at motor shows.

Author: Eckert, Jasmin Publisher: GRIN Verlag Illustration: N Language: ENG Title: Addressing women at motor shows Pages: 00077 (Encrypted PDF) On Sale: 2011-01-01 SKU-13/ISBN: 9783640817535 Category: Business & Economics : Marketing - General

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