

Seniorenmärkte, Senioren-marketing, Seniorenwerbung - Roland Mersch

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Unter Marktsegmentierung wird die Einteilung des heterogenen Gesamtmarktes in einzelne homogene Teilmärkte, unter Zuhilfenahme verschiedener Segmentierungskriterien verstanden. 1 Ziel der Marktsegmentierung ist es, Unterschiede zwischen den Kaufverhältnissen aufzuzeigen, um daraus Schlussfolgerungen für eine differenzierte Marktbearbeitung zu erzielen. Marketingmaßnahmen können so an die Ansprüche einer genau definierten Kauferschicht angepasst werden. Ein hoher Identifikationsgrad zwischen Käufer und angebotener Leistung wird ermöglicht. 2 Die Segmentierung des Gesamtmarktes in mehrere Teilmärkte kann anhand unterschiedlicher Kriterien erfolgen. In der Literatur wird zwischen soziodemographischen und psychographischen Kriterien sowie dem beobachtbaren Kaufverhalten unterschieden. 3 Die Kriterien können unterschieden werden in solche die zur Abgrenzung einzelner Segmente dienen, die sogenannten Trennvariablen, und in jene die zur Beschreibung eines Segments dienen, die Deskriptorvariablen. 4 Die Abgrenzung von Segmenten kann beispielsweise anhand soziodemographischer Daten erfolgen und dann weiterführend anhand charakteristischer Merkmale, wie Informationsverhalten, Einstellung oder Freizeitverhalten beschrieben werden. 5 Die nachfolgende Tabelle soll diese Abgrenzung verdeutlichen und enthält zudem eine Auswahl der essentiellsten Marktsegmentierungskriterien. 1 Vgl. Freter, H. in Köllzer B. ,1995, S.17 2 Vgl. Crone, B. in Köllzer B. ,1995, S.17 3 Vgl. Köllzer B. ,1995, S.18 4 Vgl. Freter, H. in Köllzer B. ,1995, S.18 5 Vgl. Köllzer B. ,1995, S.18

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