

## The demographic developments in Germany and their effects on consumer behaviour



Filesize: 7.89 MB

### Reviews

*Extensive guide! Its such a very good read. I really could comprehended almost everything out of this created e ebook. You will like how the writer write this ebook.*  
*(Katherine Feil)*

## THE DEMOGRAPHIC DEVELOPMENTS IN GERMANY AND THEIR EFFECTS ON CONSUMER BEHAVIOUR

[DOWNLOAD PDF](#)

GRIN Verlag Apr 2012, 2012. Taschenbuch. Book Condition: Neu. 214x149x24 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2012 in the subject Communications - Public Relations, Advertising, Marketing, Social Media, grade: 2,0, AKAD University of Applied Sciences Leipzig, course: Market Research, language: English, abstract: Our society is in the change. A decline in the birthrate, ageing and a shrinking population have moved during the last years rightly in the centre of the public discussion and shift the demographic frame in a not known way up to now. The demographic change is a sign of this time and will exercise a big influence on the social development. Demographic developments can lead to the fact, that market relations as well as the size and the growth of markets change substantially by what new markets and new sales opportunities can originate from (cf. Kuß/ Tomczak, 2004, p.76f). Because the demographically conditioned changes of the markets slowly take place, it is already today important for enterprises to explore the needs and preferences of the older customer group. Previous to the background of the demographic change, the good and service offer just as internal processes of development and not least the communication with the customer must be considered. This is the only way enterprises can early position themselves to work on this already growing and in future gigantic market (cf. Heitzer-Priem/ Hertling/ Ratazzi-Förster, 2011, p.13). Market research can help the decision maker to recognize trend statements (forecasts), timely market changes and consumer trends and to act accordingly (cf. Steinmetz/ Weis, 2008, p.18). Especially marketing research at the macroscopic level provides the informational base for marketing strategies and for the strategically early detection (cf. Baumgarth, Benecker, 1999, p.5). In this work, especially the area 'socio-cultural environment'...

[Read The demographic developments in Germany and their effects on consumer behaviour Online](#)[Download PDF The demographic developments in Germany and their effects on consumer behaviour](#)

## See Also

---



### **Ideology of Death: Why the Holocaust Happened in Germany**

Ivan R. Dee. PAPERBACK. Book Condition: New. 1566631742 12+ Year Old paperback book-Never Read-may have light shelf or handling wear-has a price sticker or price written inside front or back cover-publishers mark-Good Copy-I ship...

[Download eBook »](#)

---



### **Becoming Barenaked: Leaving a Six Figure Career, Selling All of Our Crap, Pulling the Kids Out of School, and Buying an RV We Hit the Road in Search Our Own American Dream. Redefining What It Meant to Be a Family in America.**

Createspace, United States, 2015. Paperback. Book Condition: New. 258 x 208 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.This isn t porn. Everyone always asks and some of our family thinks...

[Download eBook »](#)

---



### **Social Studies for the Preschool/Primary Child**

Book Condition: Brand New. Book Condition: Brand New.

[Download eBook »](#)

---



### **Studyguide for Social Studies for the Preschool/Primary Child by Carol Seefeldt ISBN: 9780137152841**

2011. Softcover. Book Condition: New. 8th. 8.25 x 11 in. Never HIGHLIGHT a Book Again! Includes all testable terms, concepts, persons, places, and events. Cram101 Just the FACTS101 studyguides gives all of the outlines, highlights,...

[Download eBook »](#)

---



### **Serenade for Winds, Op. 44 / B. 77: Study Score**

Petrucci Library Press, United States, 2013. Paperback. Book Condition: New. 240 x 166 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Dvorak composed this deservedly popular work 1878 shortly after the premiere...

[Download eBook »](#)