



Marketing für Best Ager: Vom Jugendwahn zum Altenwahn? (German Edition)

E. Krug

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Die Welt des Marketings, die sehr stark vom Jugendwahn geprägt ist, kann sich nur sehr schwer auf die Situation einstellen, dass die Kaufkraft, die sich hinter den so genannten Best Agern verbirgt, enorm ist. Die Folge ist, dass sich Konsumenten über 50 Jahre in der Werbung häufig unterrepräsentiert fühlen. (1) , (2) Die Generation 50plus ist sehr kritisch und lässt sich durch pseudo-wohlwollende Werbeaussagen nur selten beeinflussen. (3) Das Marketing muss in der Zukunft vom Jugendwahn Abstand nehmen und sich verstärkt und sensibilisiert den "neuen Alten" widmen, um dem demographischen Trend gerecht zu werden. (4)

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