



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

By Steffen Plutz

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...



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