1. Record Nr. UNINA9910616378803321 Autore Moschis George P. **Titolo** Marketing to the aging population: strategies and tools for companies in various industries / / George P. Moschis Pubbl/distr/stampa Cham, Switzerland: ,: Springer, , [2022] ©2022 **ISBN** 9783031130977 9783031130960 Descrizione fisica 1 online resource (352 pages) Collana Management for Professionals Disciplina 658.8340846 Soggetti Older consumers Marketing

Lingua di pubblicazione Inglese

Formato Materiale a stampa

Livello bibliografico Monografia

Note generali Includes index.

Nota di contenuto

Intro -- Preface and Acknowledgments -- Contents -- About the Author -- 1: Overview -- 1.1 The Older American Population -- 1.2 Consequences of Global Aging -- 1.3 Business and Government Responses -- 1.4 The Older Consumer Market -- 1.4.1 Demographic Characteristics of Older Americans -- 1.4.2 Older Consumers as a Target Market -- 1.5 About This Book -- 1.5.1 The Book's Gist of Recommendations -- 1.5.2 The Bases of Recommendations -- 1.5.3 Focus on Two Oldest Generations -- 1.5.4 Terms and Definitions Used in This Book -- 1.5.5 About the Cited CMCS Studies -- 1.5.6 Structure of the Book and Its Main Premise -- 1.5.7 A Training Manual for Students and Practitioners -- 1.6 Summary and Implications --References -- 2: Understanding the Needs of Older Consumers -- 2.1 Aging and Age-Related Changes -- 2.1.1 Biophysical Aging -- 2.1.2 Psychological Aging -- 2.1.3 Social Aging -- 2.2 Contextual Effects: Cohorts, History, and Life Events -- 2.2.1 Cohort and Historical Factors -- 2.2.2 Life-Changing Events -- 2.3 Lifestyles -- 2.4 Life Stages of Older Adults -- 2.4.1 Four Life Stages of Older Americans -- 2.4.2 Profiles of Life-Stage Groups -- 2.5 Summary and Implications --References -- 3: Overview of Older Consumer Behavior -- 3.1 The Effects of Aging, Life Experiences and Events -- 3.1.1 Aging Effects on Consumer Behavior -- 3.1.2 Cohort and Historical Influences --

3.1.3 Effects of Life Events -- 3.2 Older Consumer Behavior -- 3.2.1 The Consumption Habits of Older vs. Younger Consumers -- 3.2.2 The Internet as a Source of Information and Purchasing Channel -- 3.3 Consumer Behavior of the Older Generations -- 3.3.1 Buying Habits --3.3.2 Preference for Purchasing Methods -- 3.3.3 Buying New Products -- 3.3.4 Information Sources -- 3.3.5 Store Patronage Habits -- 3.3.6 Loyal Customers. 3.3.7 The Influence of Relatives -- 3.3.8 Preference for Methods of Payment -- 3.3.9 Dis/satisfaction and Complaining -- 3.4 Consumer Behavior of Gerontographic Groups -- 3.4.1 Healthy Indulgers -- 3.4.2 Ailing Outgoers -- 3.4.3 Healthy Hermits -- 3.4.4 Frail Recluses -- 3.5 Summary -- References -- 4: Effectual Marketing Strategies and Tactics -- 4.1 Marketing Strategies -- 4.1.1 Market Segmentation -- 4.1.2 Segment Selection and Targeting -- 4.1.3 Product/Service Positioning -- 4.2 Marketing Tactics -- 4.2.1 Product Development -- 4.2.2 Promotion -- 4.2.3 Distribution -- 4.2.4 Pricing -- 4.3 Assessing Effectiveness of Strategies and Tactics -- 4.4 Summary -- References -- 5: Marketing Food and Beverage Products -- 5.1 Understanding the Older Food Buyer -- 5.1.1 Aging Effects on Consumption of Food Products -- 5.1.2 Food Buying Habits of the Older Generations -- 5.1.3 Gerontographics of Food Buyers --5.2 Marketing Strategies for Food and Beverage Manufacturers -- 5.2.1 Market Segmentation -- 5.2.2 Target Marketing and Positioning --5.2.3 Marketing Tactics -- 5.3 Marketing Strategies for Food Stores and Supermarkets -- 5.3.1 Market Segmentation and Positioning --5.3.2 Marketing Tactics -- 5.4 Marketing Strategies for Restaurants --5.4.1 Menu Items -- 5.4.2 Pricing -- 5.4.3 Promotion -- 5.4.4 Atmosphere and Operations -- 5.5 Summary -- References -- 6: Marketing Apparel and Footwear -- 6.1 The Effects of Biophysical Changes -- 6.2 Apparel and Footwear Purchasing Behavior of Older Americans -- 6.2.1 Fashion Product Ownership -- 6.2.2 Criteria for Selecting Clothes and Shoes -- 6.2.3 Reasons Older Consumers Choose Specific Brands -- 6.2.4 Patronage of Retail Outlets of Apparel Products -- 6.2.5 Direct Buying -- 6.2.6 Sources of Information. 6.3 Marketing Strategies for Apparel and Footwear Manufacturers --6.3.1 Market Segmentation and Product Positioning -- 6.3.2 Marketing Tactics -- 6.4 Marketing Tactics for Retailers -- 6.4.1 Products and Services -- 6.4.2 Price -- 6.4.3 Promotion -- 6.4.4 Distribution -- 6.5 Summary -- References -- 7: Marketing Housing -- 7.1 Mature Consumer Housing Preferences and Decisions -- 7.1.1 Preference for Type of Housing -- 7.1.2 Plans for Future Housing --7.2 Remodeling Market -- 7.3 Factors Affecting Housing and Remodeling Preferences -- 7.3.1 Aging and Age-Related Changes -- 7.3.2 Perceptions and Motives -- 7.4 Marketing Strategies for Housing Projects -- 7.4.1 Market Segmentation -- 7.4.2 Target Segments and Positioning -- 7.4.3 Marketing Tactics -- 7.5 Marketing Strategies for Remodeling Projects -- 7.5.1 Market Segmentation and Positioning -- 7.5.2 Marketing Tactics -- 7.6 Summary --References -- 8: Marketing Pharmaceutical and Personal Care Products -- 8.1 Research Findings -- 8.1.1 Product Use -- 8.1.2 Purchasing Methods for Drugs and Cosmetics -- 8.1.3 Reasons for Patronizing Drug Stores and Pharmacies -- 8.1.4 Reasons for Choosing Brands of OTC Drugs and Health Aids -- 8.1.5 Sources of Information -- 8.2 Marketing Strategies for Pharmaceutical Companies -- 8.2.1 Market Segmentation -- 8.2.2 Positioning Drugs -- 8.2.3 Marketing Tactics for Drug Makers -- 8.3 Marketing Strategies for Drug Stores and Pharmacies -- 8.3.1 Positioning -- 8.3.2 Marketing Tactics -- 8.4 Marketing Personal Care Products -- 8.4.1 Market Segmentation --

8.4.2 Positioning -- 8.4.3 Marketing Tactics -- 8.5 Summary --References -- 9: Marketing Healthcare -- 9.1 Health of Older Americans -- 9.2 Healthcare Expenditures -- 9.3 Research Findings -- 9.3.1 Preventive Healthcare -- 9.3.2 Exercising Habits of Older 9.3.3 Use of Healthcare Products and Services -- 9.3.4 Sources of Information -- 9.3.5 Reasons for Patronizing Healthcare Providers -- 9.3.6 Ambulatory -- 9.3.7 Preference for Payment Systems --9.3.7.1 Use of Telehealth -- 9.4 Marketing Strategies for Health Clubs -- 9.4.1 Market Segmentation -- 9.4.2 Positioning -- 9.4.3 Marketing Tactics -- 9.5 Marketing Strategies for Hospitals and Physicians -- 9.6 New Facility Designs Provide a More Home-Like Setting -- 9.6.1 Market Segmentation -- 9.6.2 Positioning of Healthcare Services -- 9.6.3 Marketing Tactics -- 9.7 Summary --References -- 10: Marketing Long-Term Care -- 10.1 Long-Term Care Options -- 10.2 Home Care -- 10.3 LTC Research -- 10.3.1 Home Care -- 10.3.2 Institutionalized Care -- 10.4 Marketing Strategies for Long-Term Care Services -- 10.4.1 Marketing Home Care --10.4.2 Marketing Nursing Care -- 10.5 Summary -- References -- 11: Marketing Financial Services -- 11.1 Research Findings -- 11.1.1 The Financial Health of Older Americans -- 11.1.2 Preferences for Financial Services -- 11.1.3 Institutional Patronage Preferences -- 11.1.4 Information Sources -- 11.1.5 Preference for Methods of Purchasing Financial Services -- 11.1.6 Satisfaction with Vendors of Financial Services -- 11.1.7 Characteristics of Older Consumers of Financial Services -- 11.1.8 Financial Preferences of Upscale Older Consumers -- 11.2 Strategies for Financial Service Providers -- 11.2.1 Market Segmentation and Positioning -- 11.2.2 General Tactics for Financial Service Providers -- 11.2.3 Marketing Strategies for Prime Segments of Financial Services -- 11.2.4 Marketing Strategies for Types of Financial Institutions -- 11.3 Summary -- References -- 12: Marketing Insurance -- 12.1 Research Findings -- 12.1.1 Preference for Insurance Services. 12.1.2 Preference for Sources of Information -- 12.1.3 Reasons for Patronizing Insurance Service Providers -- 12.1.4 Preference for Nontraditional Providers of Insurance Services -- 12.1.5 Preference for Methods of Purchasing Insurance Policies -- 12.1.6 Reasons for Buying or Not Buying Insurance Direct -- 12.1.7 Motivations for Buying Umbrella Policies: The Case of LTC Insurance -- 12.2 Marketing Strategies -- 12.2.1 Market Segmentation and Positioning -- 12.2.2 Marketing Tactics for LTC Insurance -- 12.3 Summary --References -- 13: Marketing Travel & Dervices -- 13.1 Research on Travel -- 13.1.1 Types of Travel-Related Services Used --13.1.2 Preference for Vendors of Ttravel Services -- 13.1.3 Generational Differences in Travel Behavior -- 13.2 Research on Leisure Activities -- 13.2.1 At-home -- 13.2.2 Attendance of Special Events -- 13.2.3 Other Leisure Activities -- 13.2.4 Gambling -- 13.3 Strategies for Marketing Travel and Leisure Services -- 13.3.1 Travel and Tour Packages -- 13.3.2 Lodging -- 13.3.3 Cruise Lines -- 13.3.4 Airlines -- 13.3.5 Casinos -- 13.4 Summary -- References -- 14: Seeking Profits by Enhancing Older Consumer Well-Being -- 14.1 Well-Being -- 14.1.1 The Concept of Well-Being -- 14.1.2 Domains of Well-Being -- 14.1.3 Well-Being Is Life-Stage Specific -- 14.2 Enhancing Longevity and Well-Being -- 14.2.1 Longevity and Quality of Life -- 14.2.2 Prescriptions for a Longer and Happier Life -- 14.3 How Businesses Can Enhance Consumer Well-Being -- 14.3.1 Helping Consumers Live Longer -- 14.3.2 Improving Financial Well-Being -- 14.3.3 Creating Positive Images of Older

Persons -- 14.3.4 Promoting Active Lifestyles -- 14.4 Summary -- References -- 15: Looking Ahead -- 15.1 Emerging Business Opportunities -- 15.1.1 Healthcare -- 15.1.2 Long-Term Care -- 15.1.3 Housing. 15.1.4 Financial Services.