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Creating Customer Value for Generation Y

By Christopher Schroeder

GRIN Verlag GmbH Sep 2013, 2013. Taschenbuch. Book Condition: Neu. 218x149x17 mm. Neuware - Seminar paper from the year 2010 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, grade: 1,0, AKAD University of Applied Sciences Pinneberg, course: MKE 01, language: English, abstract: Companies nowadays face high competitive markets and very different needs and buying behaviors of consumers. It is therefore a reasonable strategy to segment all potential buyers into distinguished segments. In order to serve these segments more effectively, a company has to understand what the specific needs in such a segment are and how to satisfy them. It is essential that the process of serving a special market segments fits to the market. Otherwise the profits will suffer of lower revenues or higher costs. When marketers seek for similarities within consumers they use age - and in a broader sense, generations as a segmentation criterion. One of these generations is the so called Generation Y . Born between the beginning of the eighties and the mid nineties, this group cohort is today between fifteen and thirty years old. Nowadays they are coming into work life and are therefore a valuable customer segment with increasing buying...



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