



Marketing für LOHAS: Kommunikationskonzepte für anspruchsvolle Kunden (German Edition)

Christiane Köhn-Ladenburger

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Die so genannten LOHAS mit ihrem „Lifestyle of Health and Sustainability“ sind eine kaufkräftige Konsumentengruppe, die nachhaltige Werte über den Preis stellen. Trotz ihrer anspruchsvollen und selbstbewussten Einstellung sind die LOHAS für die Wirtschaft hochinteressant: Sie gelten als Premium-Zielgruppe mit einer hohen Kaufkraft und -bereitschaft. Für die meisten Unternehmen ist es daher unerlässlich, dieser Zielgruppe stärkere Beachtung zu schenken und die Marktchancen und mögliche Schnittpunkte bei Produkten und Dienstleistungen zu identifizieren. Die Marketingexpertin Christiane Köhn-Ladenburger bietet in diesem Buch konkrete Anregungen, wie das Marketing speziell für dieses Kundensegment aufgebaut werden kann. Ein Praxisleitfaden mit zahlreichen Checklisten und Beispielen von Firmen, die sich erfolgreich auf die Zielgruppe LOHAS ausgerichtet haben.

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