

Annotation (Abstract)

The bachelor thesis deals with the issue of marketing segmentation with a focus on the population over 55 years of age. First part of the thesis conveys the theoretical framework of this phenomenon, where key segmentation approaches are presented and segmentation itself is incorporated into a wider strategic framework along with targeting and positioning. At the same time, current topics and debates within the marketing segmentation are elaborated, with the emphasis on the controversy over the validity of the age-based segmentation of the elderly market. The practical part presents author's research based on data from the MML-TGI database, which aims at revealing the differences between the cohorts of the older population and at the same time it aims at characterizing these cohorts. Finally, another mission of the research is to confirm the assumption that the segmentation of the elderly population with age as an exclusive segmentation criterion without recognizing various differences between members of this group is not appropriate.