

## 50+ Customers' Behavior in the Financial Market of the Czech Republic

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**Abstract :** The paper deals with behaviour of the segment 50+ in the financial market in the Czech Republic. This segment could be said as the strong market power and it can be a crucial business potential for financial business units. The main defined objective of this paper is analysis of the customers' behaviour of the segment 50-60 years in the financial market in the Czech Republic and proposal making of the suitable marketing approach to satisfy their demands in the area of product, price, distribution and marketing communication policy. This paper is based on data from one part of primary marketing research. Paper determinates the basic problem areas as well as definition of financial services marketing, defining the primary research problem, hypothesis and primary research methodology. Finally suitable marketing approach to selected sub-segment at age of 50-60 years is proposed according to marketing research findings.

**Keywords :** population aging in the Czech Republic, segment 50-60 years, financial services marketing, marketing research, marketing approach

**Conference Title :** ICBFEM 2014 : International Conference on Business, Finance, Economics and Management

**Conference Location :** Madrid, Spain

**Conference Dates :** March 27-28, 2014