

# Implication of the absolute threshold for event marketers attempting to appeal to...

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## Implications of Absolute Threshold in Event Marketing for an Elderly Target

**Market Introduction** An elderly target market consists of a challenging segment for event marketers. In order to market events effectively for these markets, event marketers should carefully exploit the absolute threshold to bring about positive response from the target. This essay explores some implications the absolute threshold has on an elderly target market with a view to establish success in sales to such markets.

Age stratification theory has been widely used to explain the response of the elderly to advertisements in events targeted to them (Baker, 2010). The norms and attitudes are the key factors considered in developing a marketing strategy to the elderly people. Event marketers should appreciate the uniqueness of the objective and use it to determine the least effort needed to capture their attention. For example, events that market products to elderly people should print banners with larger fonts to ensure proper visibility. The banners should not be too wordy, and if they determine to use multimedia to promote a product in the event, sound should be crisp and not loud.

Modernization theory explains the social roles played by the elderly in the society with a key concern to inverse attitude towards industrialization. This theory operates on the functionality of the modern social system that seeks a welfare system for the elderly that the elderly are opposed to. Event marketers should not design products for social welfare then target the cohort of the elderly.

It would therefore be more effective to tailor an event marketing strategy while in consideration of the fact that the elderly exhibit a higher absolute

threshold for events than other markets.

#### References

Baker, M. J. (2010). Marketing theory a student text (2nd ed.). Los Angeles: SAGE.

Moschis, G. P. (1992). Marketing to older consumers: a handbook of information for strategy development. Westport, Conn.: Quorum Books