

Kundenbindung: Ursachen Nachlassender Kundenbindung Im 21. Jahrhundert - Sebastian Neininger

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Diese Hausarbeit wurde im Zuge der Veranstaltung 'Unternehmenskommunikation II' im Studiengang 'Business Administration and Engineering' angefertigt. Ziel der Arbeit ist es, das Thema Kundenbindung im 21. Jahrhundert zu untersuchen. Hiermit ist gemeint, dass es für den Themenkomplex Kundenbindung in den letzten 20 Jahren und insbesondere seit der Jahrtausendwende neue Rahmenbedingungen gibt, die in der klassischen Literatur oft noch keine Berücksichtigung finden. Im Detail werden der Einfluss der Informationsüberflutung durch unzählige Werbebotschaften in unserem Tagesablauf, der Wertewandel der Gesellschaft, die Ablehnung gegenüber Werbung sowie die fast uneingeschränkte Möglichkeit der Informationsbeschaffung über das Internet vorgestellt. Im Kapitel Markentreue wird darauf eingegangen, welchen Einfluss die größten Marken auf unser Kaufverhalten und somit auch auf die Kundenbindung haben. Im abschließenden Kapitel werden mehrere Möglichkeiten aus dem Bereich Kommunikation aufgezeigt, eine enge Kundenbindung und -zufriedenheit auch unter den neuen Voraussetzungen im 21. Jahrhundert zu erreichen. Author: Neininger, Sebastian Publisher: GRIN Verlag Illustration: N Language: GER Title: Kundenbindung: Ursachen nachlassender Kundenbindung im 21. Jahrhundert Pages: 00022 (Encrypted PDF) On Sale: 2010-01-01 SKU-13/ISBN: 9783640602919 Category: Business & Economics : Marketing - General

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