

Marktpsychologie Und Kundenverhalten - Psychologische Reaktanz - Lars Marquardt

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Die Theorie der psychologischen Reaktanz wurde 1966 von J. W. Brehm formuliert. Sie beschreibt eine motivationale Erregung, die Folge einer Bedrohung, Einengung oder tatsächlichen Eliminierung des Freiheitsspielraums einer Person darstellt. Ziel dieser Arbeit ist es, den Versuch anzustellen, das Konzept der psychologischen Reaktanz theoretisch zu erläutern und anschließend an einem Praxisbeispiel zu verdeutlichen. Schwerpunktmäßig sollen zunächst Präzisierung der Theorie der psychologischen Reaktanz behandelt werden. Dabei werden die grundlegenden Annahmen des Modells, die Ausprägung der Stärke von Reaktanz und umfassend, die damit verbundenen Ursachen sowie die möglichen Effekte, welche durch Reaktanz ausgelöst werden können, beschrieben. In Anlehnung an den Praxisteil wird auf die Knappheit von Gütern als Bedrohung der Wahlfreiheit - und somit mögliche Determinante für die Stärke der Reaktanz - tiefergehend eingegangen. Damit soll eine Hinwirkung auf die künstliche Verknappung zur Attraktivitätssteigerung von Wahlalternativen am Beispiel von Tchibo erreicht werden. Die Vermutung, dass die Theorie der psychologischen Reaktanz Anwendung und Nutzen beim Vertrieb von Produkten findet, soll an dem Einzelhandelsbeispiel Tchibo bestätigt werden. Author: Marquardt, Lars Publisher: GRIN Verlag Illustration: N Language: GER Title: Marktpsychologie und Kundenverhalten - Psychologische Reaktanz Pages: 00018 (Encrypted PDF) On Sale: 2009-01-01 SKU-13/ISBN: 9783640255467 Category: Business & Economics : Marketing - General

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