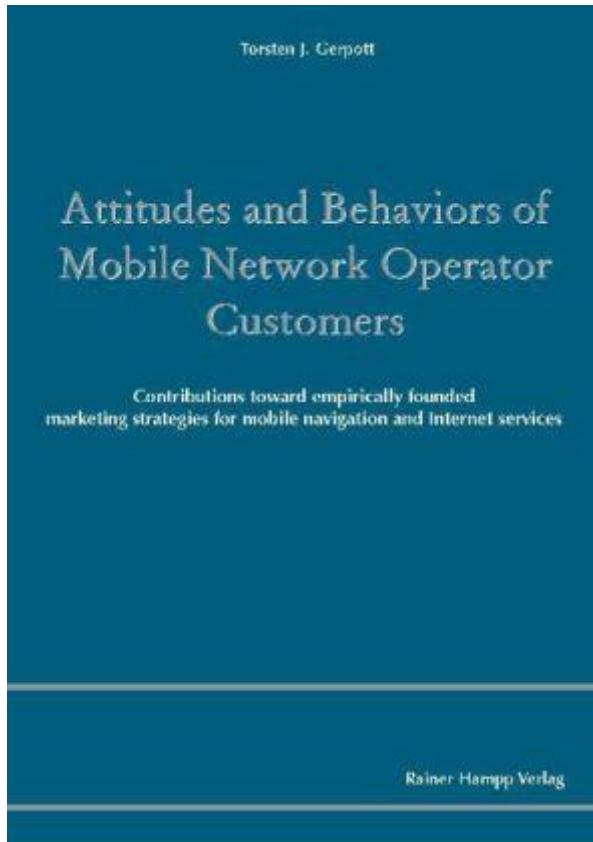


# Attitudes And Behaviors Of Mobile Network Operator Customers



[DOWNLOAD HERE](#)

1;Preface;6 2;Contents;8 3;Acronym guide;10 4;I Einflussfaktoren der Adoptionsbereitschaft von standortbezogenen Mobilfunkdiensten;12 4.1;Zusammenfassung;14 4.2;Abstract;14 4.3;I.1 Untersuchungseinordnung und -anliegen;16 4.4;I.2 Theoretische Grundlagen und Untersuchungshypothesen;24 4.5;I.3 Empirische Erhebungsmethoden und -befunde;35 4.6;I.4 Implikationen fr die Unternehmenspraxis und die betriebswirtschaftliche Forschung;50 5;II Pricing and collection preferences for navigation service offers by mobile network operators;68 5.1;Abstract;70 5.2;II.1 Study background and purpose;71 5.3;II.2 Previous work and present research questions;73 5.4;II.3 Methods II. 3.1 Research approach;76 5.5;II.4 Results;79 5.6;II.5 Managerial implications;88 5.7;II.6 Suggestions for further research;90 6;III Attribute perceptions as factors explaining mobile Internet accep-tance of cellular customers in Germany;95 6.1;Abstract;97 6.2;III.1 Background and study objective;98 6.3;III.2 Specification of basic concepts, hypotheses, and research ques-tions III. 2.1 Mobile

Internet;102 6.4;III.3 Empirical methods III. 3.1 Data collection procedure;114 6.5;III.4 Empirical results concerning the research hypotheses and questions;122 6.6;III.5 Discussion and implications;128 6.7;III.6 Limitations;132 7;IV Impacts of mobile Internet use intensity on the demand for SMS and voice services of mobile network operators;139 7.1;Abstract;141 7.2;IV.1 Research background and questions;142 7.3;IV.2 Clarification of basic concepts and development of hypotheses IV. 2.1 Basic concepts IV. 2.1.1 Mobile Internet;145 7.4;IV.3 Empirical methodology IV. 3.1 Data generation procedures and sample;154 7.5;IV.4 Empirical analyses addressing the research questions and hypotheses;161 7.6;IV.5 Discussion;164 8;V Determinants of self-report and system-captured measures of mobile Internet use intensity;173 8.1;Abstract;175 8.2;V.1 Introduction;176 8.3;V.2 Development of hypotheses;180 8.4;V.3 Empirical methods;185 8.5;V.4 Empirical results concerning the hypotheses;196 8.6;V.5 Discussion;200 8.7;V.6 Limitations;204 8.8;V.7 Conclusion;205 9;Index;213 EAN/ISBN : 9783866185326 Publisher(s): Hampp, Mering Discussed keywords: Mobilkommunikation, Verbraucherverhalten Format: ePub/PDF Author(s): Gerpott, Torsten J.

[DOWNLOAD HERE](#)

Similar manuals: