

Aktuelle Studien Zur Werbewirkung - Nina Anna Ruppert

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Diese Arbeit soll anhand dreier Studien einen Überblick über die aktuelle Forschungslage auf dem Gebiet der Werbewirkungsforschung bieten. Zu diesem Zweck werden im ersten Teil der Arbeit das Forschungsgebiet 'Werbung' definiert, die Ziele und Wirkungsweisen von Werbung aufgezeigt sowie der Unterschied zwischen akademischer und kommerzieller Werbewirkungsforschung erläutert.

Anschließend werden - stellvertretend für die Fülle der vorhandenen Untersuchungen - drei Studien zur Werbewirkung vorgestellt sowie ein Überblick über ihre Ergebnisse gegeben. Dass sich dabei zwei der drei ausgewählten Studien mit der Wirkung von Banner-Werbung befassen, trägt der Tatsache Rechnung, dass auf diesem noch relativ neuen Gebiet zur Zeit besonders intensiv geforscht wird. Die im ersten Abschnitt der Arbeit verwendete Literatur, die sich auf Fernsehwerbung bezieht, lässt sich dabei grundsätzlich auch auf den Bereich der Online-Werbung übertragen.

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