

Zur Wirkung Von Referenzpreisen Auf Das Preisg¹/₄nstigkeitsurteil Und Das Preisw¹/₄rdigkeitsurteil - Vera Werner

[DOWNLOAD HERE](#)

Der verhaltenswissenschaftlich orientierten Preistheorie folgend transformieren Konsumenten objektive Marktpreise in subjektive Preiswahrnehmungen, die auf die Kaufentscheidung wirken. Dieser Transformationsprozess orientiert sich an Preisankern, welche der Konsument intern, aufgrund von historischen Kauferfahrungen, im Gedächtnis verankert hat (interner Referenzpreis) und auf Basis aktueller Marktpreise ausbildet. Diese Arbeit gibt einen Überblick über wichtige Studien zu den Wirkungen von Vergleichspreisen (externen Referenzpreisen) auf die internen Referenzpreise der Konsumenten und die Preisg¹/₄nstigkeits- und Preisw¹/₄rdigkeitsurteile, welche über die wahrgenommene Ersparnis und den wahrgenommenen Wert erfragt werden. Der Vergleich der empirischen Befunde zeigt disperse, uneinheitliche Wirkungen, welche vor dem Hintergrund der unterschiedlichen externen Referenzpreisarten diskutiert werden. Schlagworte: externer Referenzpreis, interner Referenzpreis, Preisbeurteilung, Preisg¹/₄nstigkeit, wahrgenommene Ersparnis, Preisw¹/₄rdigkeit, wahrgenommener Wert Author: Werner, Vera Publisher: GRIN Verlag Illustration: N Language: GER Title: Zur Wirkung von Referenzpreisen auf das Preisg¹/₄nstigkeitsurteil und das Preisw¹/₄rdigkeitsurteil Pages: 00072 (Encrypted PDF) On Sale: 2009-01-01 SKU-13/ISBN: 9783640268009 Category: Business & Economics : Marketing - General

[DOWNLOAD HERE](#)

Similar manuals:

[Rothenburg Upon The River Tauber Middle Frankonia Bavaria Germany Business Sign Restaurant Altes Bruhaus](#)

[BRD Germany Bavaria Upper Bavaria Capitol Of Bavaria Odeons Square Hall Of Generals With Lion And The Theatiner Church Towers Of Theatiner Church](#)

[Munich, DEU, 20. May 2005 - Donnersberger Bridge In Munich, On Right Hand Side Is The General Customs Office Visible.](#)

[Rich Businessmen](#)

[Rich Businessmen](#)

[Rich Businessmen](#)

[Symbolic For Business Men](#)

[Symbolic For Business Men](#)

[Businesspeople And Money](#)

[Businessman And Money](#)

[Symbolic For Right Way In Business](#)

[Symbolic For Right Way In Business](#)

[Symbolic For Right Way In Business](#)

[Symbolic For Right Way In Business](#)

[Symbolic For Right Way In Business](#)

[Symbolic For Right Way In Business](#)

[Businessman And Money](#)

[Businessman And Money](#)

[Businessman And Money](#)

[Symbolic For Businessmen And Money](#)

[Businessmen And Money](#)

[Businessmen And Money](#)

[Ukraine Kiev Place Of Independence Northern Part With Historical Buildings In Sowjet Realism Architecture With Glasdome Of Shopping Center Globus I Businesspeople Tourists Visitors Blue Sky 2004](#)

[White Nights, GUS Russia St. Petersburg 300 Years Old Venice Of The North Gate From General Staff Building To The Big Square With Alexander Column Built In 1834 By Architect Auguste Montferrand N](#)

[White Nights, GUS Russia St. Petersburg 300 Years Old Venice Of The North Gate From General Staff Building To The Big Square With Alexander Column Built In 1834 By Architect Auguste Montferrand N](#)

[White Nights, GUS Russia St. Petersburg 300 Years Old Venice Of The North Gate From General Staff Building To The Big Square With Alexander Columnne Built In 1834 By Architect Auguste Montferrand N](#)

[White Nights, GUS Russia St. Petersburg 300 Years Old Venice Of The North Victory Coach On The Gate General Staff Building To The Big Square](#)

[White Nights, GUS Russia St. Petersburg 300 Years Old Venice Of The North Victory Coach On The Gate Of The General Staff Building To The Big Square With Alexander Columnne Built In 1834 Near Eremit](#)

[White Nights, GUS Russia St. Petersburg 300 Years Old Venice Of The North Victory Coach On The Gate Of The General Staff Building To The Big Square With Alexander Columnne Built In 1834 Near Eremit](#)

[White Nights, GUS Russia St. Petersburg 300 Years Old Venice Of The North Victory Coach On The Gate Of The General Staff Building To The Big Square With Alexander Columnne Built In 1834 Near Eremit](#)

[White Nights, GUS Russia St. Petersburg 300 Years Old Venice Of The North Victory Coach On The Gate Of The General Staff Building To The Big Square With Alexander Columnne Built In 1834 Near Eremit](#)

[GUS Russia St. Petersburg 300 Years Old Venice Of The North Victory Coach On The Gate Of The General Staff Building To The Big Square](#)

[GUS Russia St. Petersburg 300 Years Old Venice Of The North Victory Coach On The Gate Of The General Staff Building To The Big Square](#)

[White Nights, GUS Russia St. Petersburg 300 Years Old Venice Of The North Gate From General Staff Building To The Big Square With Alexander Columnne Built In 1834 By Architect Auguste Montferrand N](#)

[GUS Russia St. Petersburg 300 Years Old Venice Of The North Gate From General Staff Building To The Big Square With Alexander Columnne Built In 1834 By Architect Auguste Montferrand Near Eremitage](#)

[White Nights, GUS Russia St. Petersburg 300 Years Old Venice Of The North Big Square With Alexander Columnne Built In 1834 By Architect Auguste Montferrand And The Building Of General Staff And The](#)

[White Nights, GUS Russia St Petersburg 300 Years Old Venice Of The North At The Royal Field Memorial For Generalism Alexander Suworow](#)

[Crosswalk With Yellow Car-stop Button And A Businessman Crossing. Paarl - South-Africa](#)

[Businessmann Standing In A Papership Made Of Banknote](#)

[Businessmann Standing In A Papership Made Of Banknote](#)

[Businessmann Standing In A Papership Made Of Banknote](#)

[Businesspeople Looking Through A Loupe On A Papership Made Of Euro Banknote](#)

[Businesspeople Looking Through A Loupe On A Papership Made Of Euro Banknote](#)

[Business People Looking Through A Loupe](#)

[Business People Looking Through A Loupe](#)

[Symbolic Business People Under Loupe](#)

[Accumulation Of Inflatable Multicolored Swimming Tires In Business For Beach Accessories.](#)

[Morning Mood In The Brussels City Center To The St. Michels St. Michiels Cathedral. Illuminated Business In A Wilhelminian Style Building Before Cathedral In The Blue Morning Light.](#)

[Business Manager With No Money In His Pocket Is Totally Washed Out](#)

[Business Manager With No Money In His Pocket Is Totally Washed Out](#)