

Typologie Der Kaufentscheidungen - Sebastian Huber

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In der Literatur wird das Konsumentenverhalten schon seit l ngerer Zeit untersucht, wobei die ersten B cher in den Jahren 1967 (Myers, Reynolds) und 1968 (Engel, Kollat, Blackwell) erschienen. Die Konsumentenforschung ist eine angewandte Verhaltenswissenschaft, mit dem Ziel, das Verhalten der Konsumenten zu erkl ren, d.h. Gesetzm ssigkeiten  ber das Verhalten zu formulieren und zu pr fen, sowie an die Praxis weiterzugeben. Vor dem Hintergrund des theoretischen Zusammenhangs sieht der Autor folgende Problemstellung: Welche verschiedenen Einflussfaktoren wirken auf das Konsumentenverhalten und wie beeinflussen diese den Konsumenten Welches Zusammenspiel gilt zwischen Konsumentenpers nlichkeit und Umwelt Dominieren die emotionalen Prozesse  ber den kognitiven Entscheidungen Studienarbeit aus dem Jahr 2004 im Fachbereich Wirtschaft - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Note: 2,7, Ludwig-Maximilians-Universit t M nchen (Psychologie), Sprache: Deutsch.Author: Huber, Sebastian Publisher: GRIN Verlag Illustration: N Language: GER Title: Typologie der Kaufentscheidungen Pages: 00024 (Encrypted PDF) On Sale: 2004-01-01 SKU-13/ISBN: 9783638298025 Category: Business & Economics : Marketing - General

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