

MARKETING

ZFP – Journal of Research and Management

Carsten D. Schultz and Friederike Paetz
**Trust in Digital Voice Assistants:
A Fundamental Determinant for
Companies' and Customers' Engagement
in Voice Commerce**

Mohamed Souka, Markus Rump, Michael
Löffler, and Reinhold Decker
**Enhancing Internal Branding Outcomes
through Customer Experience
Management: New Empirical Insights
from the Automotive Industry**

Nicola E. Stokburger-Sauer, Verena Hofmann,
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and Customer Loyalty: A Life Event
Perspective**

Lennart Pape, Ingo Höhn, Kyle Bunds, and
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**The Role of Organizational Values for
Sustainable Development: The Case
of Forest Green Rovers and the Promotion
of Plant-based Diets**

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Der Klassiker zum Konsumentenverhalten.



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beschäftigt sich mit der Erklärung und Beeinflussung des Konsumentenverhaltens. Es bietet einen Überblick über theoretische Ansätze und empirische Ergebnisse der Konsumentenforschung.

Die 11. Auflage

ist vollständig überarbeitet und stellt den aktuellen Stand der internationalen Forschung dar. Zahlreiche **neue Abschnitte** sind enthalten u.a.

- zur Einstellungsbildung »on the spot«,
- zum Embodiment,
- zu neuen Zielgruppen, Meinungsführern und Influencern,
- zum Einfluss der Digitalisierung auf das Konsumentenverhalten.

Der Inhalt

- Grundlagen der Konsumentenforschung
- Psychische Determinanten des Konsumentenverhaltens
- Umweltdeterminanten des Konsumentenverhaltens
- Konsumentenverhalten und Verbraucherpolitik

”

Ein Klassiker, der allein schon durch seinen Aufbau, seine klare Sprache, 200 Abbildungen und fast 100 Seiten Literaturhinweise besticht.

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