



Der Einfluss von Einstellungen auf das Konsumentenverhalten (German Edition)

Konrad Brylla

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Studienarbeit aus dem Jahr 2005 im Fachbereich Psychologie - Sozialpsychologie, Note: 2,0, Universität Mannheim, Veranstaltung: Sozialpsychologie der Werbung, 16 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: Welche Wirkung haben Einstellungen auf das Konsumentenverhalten? Welche psychologischen Faktoren wirken sich steuerungsrelevant auf absatzbezogene Variablen aus? Die wichtigsten Aspekte werden in diesem Text zusammengefasst.

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