



Konsumentenpsychologie (Urban-Taschenbücher) (German Edition)

Georg Felser

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Wie Konsumenten "ticken", interessiert nicht nur die Werbung oder das Marketing. Für uns alle, die täglichen Konsumenten, die entscheiden, konsumieren und dabei beeinflusst werden, ist diese Frage von Interesse. Das Buch nimmt das Konsumentenverhalten auf unterschiedlichen Ebenen in den Blick: Unbewusste und intuitive Entscheidungen beeinflussen unser Verhalten im Markt genauso wie geplante. Daher werden auch beide Facetten betrachtet. Automatische Prozesse stehen dabei am Anfang, weil sie am wenigsten aufwendig und daher sowohl in der Bildung von Präferenzen als auch bei der Rezeption von Werbung besonders schnell sind. In den weiteren Kapiteln werden die komplexeren Prozesse des Konsumentenverhaltens betrachtet - hier werden die Beeinflussung durch Werbung und Marketing sowie die direkte Interaktion zum Thema.

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