

# 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  
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Nicola E. Stokburger-Sauer, Verena Hofmann,  
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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.



## Kroeber-Riel/Gröppel-Klein Konsumentenverhalten

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## Das internationale Standardwerk

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.*

in wisu 3/2009, zur 9. Auflage

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