



Beeinflussende Faktoren des Kundenverhaltens bei Mobilfunkanbietern (German Edition)

Ines Jost

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Studienarbeit aus dem Jahr 2008 im Fachbereich BWL - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Social Media, Note: 1,0, Fachhochschule Köln (Institut für Informationswissenschaft), Sprache: Deutsch, Abstract: In dieser Arbeit „Analyse der Faktoren, die das Kundenverhalten bei Mobilfunkanbietern beeinflussen“, wird im ersten Teil auf das grundsätzliche Verhalten der Konsumenten auf dem Markt eingegangen. Die Faktoren, die eine Kundenbeeinflussung hervorrufen können, werden näher betrachtet.

Im zweiten Teil dieser Arbeit wird dann näher auf die Branche des Mobilfunkanbieters eingegangen. Dabei werden die aktuellen Bedürfnisse der Mobilfunkkunden und die Angebote der Mobilfunkanbieter verglichen. Abschließend betrachten wir den Einfluss von äußeren Informationen, wie zum Beispiel durch die Presse auf das Kaufverhalten. Hier wird besonders auf das aktuelle Beispiel der Schließung des Nokia-Werks in Bochum eingegangen.



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