



Markenbindung durch personalisierte Internetauftritte (Marken- und Produktmanagement) (German Edition)

Sebastian Ullrich

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Sebastian Ullrich untersucht personalisierte Internetauftritte. Ziel ist es, Erkenntnisse über die Wirkungen von personalisierten Internetauftritten schwacher und starker Marken zu gewinnen. Dabei sollen sowohl affektive als auch kognitive Prozesse betrachtet werden. Anschließend werden die Konstrukte der Zufriedenheit und Vertrauen in ihrer Funktion als Mediatoren für Bindungsprozesse erörtert. Auf Basis der theoretischen Erkenntnisse werden die Hypothesen zur Wirkungsweise von personalisierten Internetauftritten formuliert. Abschließend werden Implikationen für weitere Forschungsmöglichkeiten im Bereich personalisierter Internetauftritte gegeben und Handlungsempfehlungen für die Praxis abgeleitet.

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