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Nota di contenuto	Chinese Consumer Behaviour in the Context of Intercultural Marketing -- German Car Manufacturers in China as Research Object -- After-Sales Operations of German Automobile Brands in China. .
Sommario/riassunto	This paper provides a guideline for how the entire process chain of automotive after-sales services could be researched in China. In addition, Schwartz's individual level value theory is introduced as a beneficial operationalisation approach to cultural marketing. So, values are modelled as exogenous variables in order to show which ones are really causal. A total of 301 Chinese workshop customers were surveyed to assess the critical success factors of after-sales services via partial least squares structural equation modelling. After-sales services have become very important in the automobile industry. However, this area has not been sufficiently researched, particularly with regard to China, the most important car market globally. Contents • Chinese Consumer Behaviour in the Context of Intercultural Marketing •

German Car Manufacturers in China as Research Object • After-Sales Operations of German Automobile Brands in China Target Groups • Teachers and students of marketing and cultural research • Executives and consultants in the field of the automotive industry, marketing management The Author Alexander Fraß studied social economy and entrepreneurship at the University of Hamburg and the Institute of Technology Tralee (Ireland). In 2015, he completed his dissertation at the Universitat Politècnica de València (Spain) in co-operation with the Hamburg University of Applied Sciences. Since 2015 he is responsible for the marketing and sales activities of a leading forklift dealership in North Germany.

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