

1. Record Nr.	UNINA9910886072203321
Autore	Oetzel Sebastian
Titolo	33 Phenomena of Purchasing Decisions : Understanding Customer Behavior - Knowledge and Inspiration / / by Sebastian Oetzel, Andreas Luppold
Pubbl/distr/stampa	Wiesbaden : , : Springer Fachmedien Wiesbaden : , : Imprint : Springer Gabler, , 2024
ISBN	3-658-44799-0
Edizione	[1st ed. 2024.]
Descrizione fisica	1 online resource (180 pages)
Disciplina	658.85019
Soggetti	Marketing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Understanding the customer's purchasing decisions per purchasing phase -- Advertising - How do I become aware of the product? -- How do I plan the purchase? -- What role does the price play in the purchasing decision? -- What influence do promotions have on the purchasing decision? -- What factors increase the likelihood of an unplanned purchase? -- What factors influence the purchasing decision in the shop? -- How do I behave at the shelf? After the purchase.
Sommario/riassunto	This book delves into understanding customer purchase decisions: How do customers decide? Are they overwhelmed by choice? Can a decoy on the shelf influence them? How do factors like hunger and caffeine affect their behavior? Marketing and sales professionals often grapple with uncertain decisions, relying more on intuition than concrete knowledge. In 33 concise chapters, Sebastian Oetzel and Andreas Luppold, experts in shopper marketing and research, explore factors shaping purchasing decisions. They examine various angles, challenging common assumptions through economic, behavioral, and psychological lenses. Ideal for professionals and academics involved in purchase decisions, as well as those curious about their own decision-making processes. Includes insights on: The impact of positive framing and numerical presentation. Why "€ 0.-" surpasses "for free" and the allure of complimentary offerings over discounts. How individuality can breed dissatisfaction and the dynamics of shopping alone vs. with others. The

paradox of price guarantees raising prices yet enhancing retailer image. Unconscious stimuli influencing decisions and their counterintuitive effects. Plus, 28 more intriguing phenomena. The Authors Dr. Sebastian Oetzel is a Professor of General Business Administration, particularly Marketing, at the Department of Business at Fulda University of Applied Sciences. His research focuses on the application of quantitative methods to optimize marketing decisions. Andreas Luppold, Dipl. Kaufmann, is the Managing Partner of the consulting firm Innobrand GmbH and also serves as a Leading Consultant & Company Advisor at Yagora GmbH, a market research and consulting firm specializing in purchase decision behavior. The translation was done with the help of artificial intelligence. A subsequent human revision was done primarily in terms of content. This book is a translation of an original German edition. The translation was done with the help of artificial intelligence (machine translation by the service DeepL.com). A subsequent human revision was done primarily in terms of content, so that the book will read stylistically differently from a conventional translation.
