

Consumer Subjective Well-Being as a Core Concept in Marketing

Theoretical Basis and Application to the Automotive Sector

Bearbeitet von
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1. Auflage 2007. Taschenbuch. XXXIV, 394 S. Paperback

ISBN 978 3 89936 581 8

Format (B x L): 14,8 x 21 cm

Gewicht: 600 g

Wirtschaft > Spezielle Betriebswirtschaft > Kundenorientiertes Management

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Consumer Subjective Well-Being as a Core Concept in Marketing

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Reihe „**Marketing**“, Band 32

Herausgegeben von Prof. Dr. Heribert Gierl, Augsburg,
Prof. Dr. Roland Helm, Jena, Prof. Dr. Frank Huber,
Mainz, und Prof. Dr. Henrik Sattler, Hamburg

Lohmar – Köln 2007, 428 Seiten

ISBN 978-3-89936-581-8

€ 57,- (D) ♦ € 58,60 (A) ♦ sFr 93,-

Even ancient Greek philosophers recognized that happiness is the highest motivation for human behaviour. Hence, it is puzzling that research on purchasing motivations has not attempted to exploit this concept beyond the current extent.

One reason for this shortcoming lies in the fact that the concept was practically non-measurable. Another one represents the wide-spread application of the concept of utility, which nowadays is nothing more than an empty shell used in economics and business administration to explain everything but means nothing.

This work shows that the well-being experienced as a consequence of a purchase strongly determines brand loyal behaviour. In addition, the author exemplary for the automobile industry shows which personal goals a consumer pursues and that attainment of these goals is responsible for the well-being experienced. In turn, attainment of goals depends on objective performance criteria of the vehicle and the garages. Thus, the author establishes a connection from objectively measurable performance criteria of a company via resulting purchase-related well-being to brand-loyal behaviour.

To account for a high degree of heterogeneity among consumers in the car market, the author segments the market on the basis of the different needs consumers attempt to satisfy by purchasing a car.

With a preface by Prof. Dr. Frank Huber, Johannes Gutenberg-Universität Mainz

***Frank Kressmann** earned his degree of a Diplom-Kaufmann from the University of Mainz in April 2002. Prior to studying business administration, he had studied philosophy, German studies, and education. Since July 2006 he works as a customer insights specialist at McKinsey and Company. In 2006 he obtained his doctoral degree (Dr. rer. pol.).*

Inhaltsübersicht

- 1 From Customer Satisfaction to Consumer Subjective Well-Being**
- 2 Derivation of a Theoretical Framework for an Integrative Model of Consumer Subjective Well-Being**
 - 2.1 Subjective Well-Being: Concept, Theoretical Basis and Its Relevance for Marketing
 - 2.2 Components of Consumer-Based Brand Equity
 - 2.3 A Theoretical Framework for a Model of Antecedents and Consequences of CSWB
- 3 An Integrative Model of Consumer Subjective Well-Being**
 - 3.1 Consumer Subjective Well-Being
 - 3.2 Antecedents of Consumer Subjective Well-Being
 - 3.3 Consequences of Consumer Subjective Well-Being
 - 3.4 The Overall Theoretical Model: CSWB and Brand Relationship Quality as Core Concepts of Marketing Research
 - 3.5 Brand Relationship Meaning-Based Market Segmentation
- 4 Specification of the CSWB-Model**
 - 4.1 Selection of a Target Product: Automobiles
 - 4.2 A Pre-Study: Determining Relevant Goals and Resources
 - 4.3 Operationalization of the CSWB-Model
 - 4.4 Methodical Basis for Model Estimation and Market Segmentation
- 5 Empirical Validation of the Integrative CSWB-Model in the Automotive Sector**
 - 5.1 Study Design, Sample, and Descriptives
 - 5.2 Results for Model Estimation
 - 5.3 Interpretation of Results
 - 5.4 Discussion: Implications for Theory and Practice
- 6 Conclusion and Outlook**

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