



Patrick Metz

**Neuromarketing als Instrument
für modernes Markenmanagement
Die erfolgreiche Produktpositionierung
im Luxusgütersegment**

Neuromarketing Instrument Modernes Markenmanagement Produktpositionierung

Patrick Metz



Neuromarketing Instrument Modernes Markenmanagement Produktpositionierung:

Neuromarketing als Instrument für modernes Markenmanagement: Die erfolgreiche Produktpositionierung im Luxusgütersegment Patrick Metz, 2015-03 Gegenwärtig werden Unternehmen mit einer Vielzahl von Anforderungen an das Marketing konfrontiert. Besonders hinsichtlich des Managements von Marken lassen sich in den letzten Jahren immense strukturelle Veränderungen feststellen. Durch die voranschreitende Globalisierung steigt der Konkurrenzdruck. Angebote der Unternehmen werden austauschbarer, die objektiven und technisch funktionalen Qualitätsstandards der von verschiedenen Anbietern auf den Markt gebrachten Produkte gleichen sich auf hohem Niveau zunehmend an. Aufgesättigten Märkten mit austauschbaren Angeboten spielt die emotionale Ansprache sowie das Streben nach Lust und Stimulation eine immer größere Rolle. Ein gesteigener Wohlstand innerhalb der Industrienationen erklärt die steigende Nachfrage nach Luxusgütern. Die Anzahl der Konsumenten, die sich hochpreisige Güter leisten können, nimmt stetig zu. Die Voraussetzungen für eine Demokratisierung von Luxus werden somit zunehmend erfüllt. Des Weiteren kann ein Trend hin zur Polarisierung der Märkte beobachtet werden. Es wird sowohl von Discount als auch von Luxusgütern mehr konsumiert. Dagegen werden die zwischen Discount und Luxusgütern positionierten Produkte in der Gunst der Konsumenten verlieren. Ein hybrider Verbraucher kristallisiert sich heraus, der sich durch Verzicht z.B. bei Gütern des alltäglichen Gebrauchs finanziellen Spielraum für selektiven Luxus schafft. Es stellt sich die Frage, mit welchen Mitteln und Instrumenten es einem Unternehmen möglich ist, diesen wachsenden Anforderungen gerecht zu werden. Ein Instrument, das dazu beitragen könnte, die Anforderungen an ein modernes Markenmanagement zu erfüllen, steht im Mittelpunkt dieser Untersuchung. Ziel ist es herauszuarbeiten, inwiefern Neuromarketing dazu beitragen kann, ein Produkt auf dem Markt erfolgreich zu positionieren. *Neuromarketing als Instrument für modernes Markenmanagement*, 2015

Neuromarketing. Modernes Markenmanagement für Luxusgüter Patrick Metz, 2008-06-17 Diplomarbeit aus dem Jahr 2008 im Fachbereich BWL - Offline Marketing und Online Marketing, Note 1,3, Bayerische Julius Maximilians Universität Würzburg, Julius Maximilians Universität Würzburg. Veranstaltung: Diplomanden Seminar Sprache Deutsch. Abstract: Insbesondere wird hierbei der Markt für Luxusgüter genauer betrachtet. Luxusgüter sind an sich durch einen hohen emotionalen, symbolischen Zusatznutzen gekennzeichnet. Zunächst werden in Kapitel 2 die konzeptionellen Grundlagen erarbeitet, wobei insbesondere auf das gegenwärtige Verständnis von Marken und Luxus eingegangen wird. Darauf aufbauend werden Luxusgüter definiert, und die unterschiedliche Betrachtungsweise gegenüber Luxusmarken und deren Funktionen herausgestellt. Weiterhin werden Motive für den Konsum von Luxusmarken isoliert dargelegt, um sie anschließend in einen ganzheitlichen Bezugsrahmen zu integrieren. Abschließend wird in Kapitel 2 auf die Internationalisierung von Luxusmarken eingegangen. In Kapitel 3 werden die Besonderheiten des Managements von Luxusmarken ausführlich diskutiert. Dazu wird zunächst das Modell des identitätsbasierten Markenmanagements eingeführt. Insbesondere für Luxusmarken werden schließlich strategische und operative Ziele eines erfolgreichen Markenmanagements

im Konstrukt des identitätsbasierten Markenmanagements identifiziert und aufgezeigt wie diese Ziele im Managementprozess erreicht werden können. In Kapitel 4 wird das Kaufverhalten mithilfe des verhaltenswissenschaftlichen Ansatzes analysiert. Zu Beginn werden klassische Verhaltenstheorien vorgestellt anschließend deren Grenzen bei der Erklärung von Kauf und Entscheidungsverhalten eines Konsumenten aufgezeigt. Mit dem Ziel ein besseres Verständnis der Wirkung von Marken auf den Konsumenten zu bekommen wird darauf aufbauend das Instrument Neuromarketing eingeführt. Anhand der Funktionsweise des menschlichen Gehirns und der neurowissenschaftlichen Methoden werden die Möglichkeiten von Neuromarketing diskutiert. Die Integration des Managements von Luxusmarken mit dem Instrument Neuromarketing erfolgt in Kapitel 5. Hier wird die Relevanz von Neuromarketing vor dem Hintergrund eines identitätsbasierten Markenmanagements aufgezeigt. Im Rahmen eines Fallbeispiels mit der Marke Maybach wird in Kapitel 6 verdeutlicht welchen Einfluss Neuromarketing für eine erfolgreiche Positionierung einer Marke auf dem Markt für Luxusgüter haben kann. Abschließend werden in Kapitel 7 die wesentlichen Ergebnisse zusammengefasst und ein Ausblick über die zukünftige Bedeutung von neurowissenschaftlichen Untersuchungen in der Marketingpraxis gegeben.

The book delves into Neuromarketing Instrument Modernes Markenmanagement Produktpositionierung. Neuromarketing Instrument Modernes Markenmanagement Produktpositionierung is a crucial topic that needs to be grasped by everyone, from students and scholars to the general public. The book will furnish comprehensive and in-depth insights into Neuromarketing Instrument Modernes Markenmanagement Produktpositionierung, encompassing both the fundamentals and more intricate discussions.

1. The book is structured into several chapters, namely:
 - Chapter 1: Introduction to Neuromarketing Instrument Modernes Markenmanagement Produktpositionierung
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 - Chapter 3: Neuromarketing Instrument Modernes Markenmanagement Produktpositionierung in Everyday Life
 - Chapter 4: Neuromarketing Instrument Modernes Markenmanagement Produktpositionierung in Specific Contexts
 - Chapter 5: Conclusion
2. In chapter 1, the author will provide an overview of Neuromarketing Instrument Modernes Markenmanagement Produktpositionierung. The first chapter will explore what Neuromarketing Instrument Modernes Markenmanagement Produktpositionierung is, why Neuromarketing Instrument Modernes Markenmanagement Produktpositionierung is vital, and how to effectively learn about Neuromarketing Instrument Modernes Markenmanagement Produktpositionierung.
3. In chapter 2, the author will delve into the foundational concepts of Neuromarketing Instrument Modernes Markenmanagement Produktpositionierung. This chapter will elucidate the essential principles that must be understood to grasp Neuromarketing Instrument Modernes Markenmanagement Produktpositionierung in its entirety.
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5. In chapter 4, this book will scrutinize the relevance of Neuromarketing Instrument Modernes Markenmanagement Produktpositionierung in specific contexts. The fourth chapter will explore how Neuromarketing Instrument Modernes Markenmanagement Produktpositionierung is applied in specialized fields, such as education, business, and technology.
6. In chapter 5, this book will draw a conclusion about Neuromarketing Instrument Modernes Markenmanagement Produktpositionierung. This chapter will summarize the key points that have been discussed throughout the book. The book is crafted in an easy-to-understand language and is complemented by engaging illustrations. It is highly recommended for anyone seeking to gain a comprehensive understanding of Neuromarketing Instrument Modernes

Markenmanagement Produktpositionierung.

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a break pressure tank which includes a lank structure a pipe arrangement defining a flow line leading through the tank structure from an inlet end connectable to a pipelina from reservoir and entering the tank structure near the top end thereof o an cullet end connectable to a pipeline leading to water supply points and leaving the tank

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