



Multi Channel Retailing in the Automotive Industry

By Lena Fitzen

Grin Verlag Jun 2009, 2009. Taschenbuch. Book Condition: Neu. 210x148x6 mm. This item is printed on demand - Print on Demand Titel. - Master's Thesis from the year 2007 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, grade: A (Distinction 1), Edinburgh Napier University (Marketing Management and Research), course: MSc Marketing, language: English, abstract: Current regulatory and technological change factors force the development of an integrative multi channel approach over the whole car purchasing process to increase customer value and profit. Since the decade of multi channel services, the understanding and analysing of consumers behaviour gains more and more part in literature. Although if the adoption of new channels and particular channel usage is researched, further need of understanding why consumers use some channels rather than others, although purchasing the same products, is identified. Especially the automotive market is mainly focussed on product and manufacturer branding topics rather than distribution and service development. Using the example of the automotive industry this paper explores factors of influence on channel choice. Based on current literature and exemplified by a quantitative explorative study the present paper focuses mainly on the question asking after the main determinants on consumers channel...



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