

E. Schenfisch

Multisensorisches Marketing

Möglichkeiten und Grenzen bei der Vermarktung von Herren-Oberbekleidung unter besonderer Berücksichtigung der menschlichen Sinne

Studienvorarbeit

Multisensorisches Marketing Möglichkeiten Herren Oberbekleidung Berücksichtigung

E. Schenfisch



Multisensorisches Marketing Möglichkeiten Herren Oberbekleidung Berücksichtigung:

Multisensorisches Marketing E. Schenfisch, 2015-05-27 Der Bekleidungsmarkt in Deutschland befindet sich laut Branchenaussagen in einer strukturellen Stagnation. Der Grund hierfür soll zunächst darin liegen, dass das Interesse an neuen Modetrends nachgelassen haben soll. Zudem sollen mehr als die Hälfte der Kunden beim Kauf von Kleidung zuerst auf den Preis achten. Immer weniger Menschen geben Geld für Kleidung aus, und wenn dann, sollen die meisten auf Rabatte und Ausverkäufe bei Saisonende warten. Das hat zu einer starken Polarisierung des Marktes in ein Niedrig- und Hochpreissegment geführt. Die Hersteller hochwertiger Bekleidung können die Zeit der Preiskämpfe nur überleben, wenn es ihnen dauerhaft gelingt, sich bei gewinnbringenden Kunden zu profilieren. FOCUS Studie 2004: Aber wie? Zum einen ist eine Differenzierung der Qualität kaum möglich, weil der Qualitätsunterschied zwischen Discounter und Premiummarke marginal sei. Zum anderen verlieren gewohnte Kommunikations- und Profilierungsmittel aufgrund der zunehmenden Reizüberflutung ihre Wirkung. Ein neuer Ansatz im Marketing versucht, diese Reizüberflutung zu umgehen. Dazu bedient sich multisensorisches Marketing der Erkenntnis, dass die Aufmerksamkeit umso stärker ist, je mehr Sinnesorgane gleichzeitig angesprochen werden. Da multisensorisches Marketing eine Teildisziplin des Marketings ist, werden zunächst kurz die Grundlagen des Marketings sowie dessen Instrumente vorgestellt. Anschließend wird dargestellt, wie Umweltreize über die Sinnesorgane wahrgenommen und zu Sinneseindrücken verarbeitet werden. Am Ende folgt eine integrative Betrachtung. Im Fokus der Betrachtung steht die Untersuchung der multisensorischen Möglichkeiten und Grenzen bei der Vermarktung von Herren Oberbekleidung.

Adopting the Melody of Appearance: An Psychological Symphony within **Multisensorisches Marketing M Glichkeiten Herren Oberbekleidung Ber Cksichtigung**

In a world used by monitors and the ceaseless chatter of fast interaction, the melodic beauty and emotional symphony produced by the written word frequently diminish into the background, eclipsed by the constant noise and disturbances that permeate our lives. However, set within the pages of **Multisensorisches Marketing M Glichkeiten Herren Oberbekleidung Ber Cksichtigung** a wonderful literary value overflowing with natural feelings, lies an immersive symphony waiting to be embraced. Crafted by an outstanding composer of language, this charming masterpiece conducts viewers on an emotional trip, skillfully unraveling the hidden songs and profound impact resonating within each carefully constructed phrase. Within the depths of the emotional evaluation, we will investigate the book is key harmonies, analyze their enthralling publishing fashion, and surrender ourselves to the profound resonance that echoes in the depths of readers souls.

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