



Dachmarkenstrategie unter dem Aspekt der emotionalen psychologischen Distanz (German Edition)

Giovanni Adornetto

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Masterarbeit aus dem Jahr 2005 im Fachbereich Psychologie - Arbeit, Betrieb, Organisation und Wirtschaft, Note: 5, Universität Basel (Psychologie), Sprache: Deutsch, Abstract: Diese Studie untersuchte Assimilationseffekte bei der Bewertung von Produkten. Die Frage lautete, unter welchen Bedingungen sich Assimilationseffekte einstellen können. Trope und Liberman (2003) schlugen ein Modell der psychologischen Distanz (CLT) vor, bei dem sich die Repräsentation der Information für die Urteilsbildung je nach Distanz verändern kann (high vs. low level construals). Unter diesen theoretischen Annahmen wurden die Effekte der Dachmarke in der nahen (Italienkenner) resp. fernen (Skandinavienkenner) emotionalen Distanz untersucht. Die Ergebnisse deuten darauf hin, dass die reine Manipulation der emotionalen Distanz nicht die erwünschten Effekte hervorruft. Jedoch ist das Persönlichkeitsmerkmal (Vallacher und Wegner, 1989) „Denken in high resp. low level“ (CLT-Identität) von signifikanter Bedeutung. „High level agents“ bewerten Produkte mit der Dachmarke signifikant besser als „low level agents“.

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