

MARKETING

ZFP – Journal of Research and Management

Gaia Rancati, Sabrina Bartolotta, Maurizio Mauri, Carsten D. Schultz, Alice Chirico, and Andrea Gaggioli

Young Customer Responses to Service Robots vs. Humans in Luxury Retail: A Multidisciplinary Approach

Claudia Franke, Andrea Gröppel-Klein, and Natalie Matla

Understanding the Influence of Chatbot Human-Likeness on User Satisfaction in Erroneous Customer-Chatbot Interactions

Heribert Gierl

The Color of Togetherness: A Theoretical Contribution to the Research on Color Effects

Volume 46

2/2024

2. Quarter 2024

C.H.BECK · Vahlen · Munich



2450202402

Der Klassiker zum Relationship Marketing.



Bruhn
Relationship Marketing
6. Auflage. 2022. XIX, 459 Seiten.
Gebunden € 44,90
ISBN 978-3-8006-6622-5
Portofreie Lieferung
≡ vahlen.de/32392584

Die Beziehungsführerschaft

zum Kunden rückt neben den klassischen Wettbewerbsvorteilen, wie der Qualitäts- und Kostenführerschaft, als **strategischer Erfolgsfaktor** zunehmend in den Mittelpunkt. Deshalb gewinnt das Relationship Marketing – verstanden als das Management von Kundenbeziehungen – für Unternehmen an Bedeutung.

Das Buch

gibt einen umfassenden Überblick über die Grundlagen eines effektiven und **effizienten Einsatzes** des Relationship Marketing für Unternehmen. Es entwickelt einen **systematischen Managementansatz** und stellt darauf aufbauend alle **notwendigen Phasen** des Managements von Kundenbeziehungen ausführlich dar. Schwerpunkte liegen auf den folgenden Aspekten:

- Analyse des Relationship Marketing,
- Strategische Ausrichtung und operative Umsetzung des Relationship Marketing,
- Implementierung und Kontrolle des Relationship Marketing,
- Institutionelle Besonderheiten des Relationship Marketing.

Aktuelle Entwicklungen

des Relationship Marketing sind integriert, wie zum Beispiel **Social Media-Kommunikation** oder **Customer Experience Management**.

MARKETING

ZFP – Journal of Research and Management

Volume 46
2/2024

Founded by

Prof. Dr. Dr. h.c. *Erwin Dichtl*, University of Mannheim, Prof. Dr. Dr. h.c. *Rudolf Gumbel*, Goethe University Frankfurt/M., Prof. Dr. *Werner Kroeber-Riel*, Saarland University, Prof. Dr. *Hans Raffée*, University of Mannheim, Prof. Dr. *Bruno Tietz*, Saarland University

EDITORS-IN-CHIEF

Daniel Baier, University of Bayreuth, Germany

Joerg Koenigstorfer, Technical University of Munich, Germany

EDITORS

Yasemin Boztuğ, University of Göttingen, Germany

Heribert Gierl, University of Augsburg, Germany

Andrea Gröppel-Klein, Saarland University, Germany

Lutz Hildebrandt, Humboldt-University Berlin, Germany

Hans Mühlbacher, University of Monaco, Principality of Monaco

Henrik Sattler, University of Hamburg, Germany

Bernhard Swoboda, University of Trier, Germany

Dirk Temme, University of Wuppertal, Germany

Udo Wagner, Modul University Vienna, Austria

EDITORIAL BOARD

Richard P. Bagozzi, University of Michigan, USA

Ingo Balderjahn, University of Potsdam, Germany

Carsten Baumgarth, Berlin School of Economics and Law, Germany

Hans Baumgartner, Pennsylvania State University, USA

David R. Bell, University of Pennsylvania/Philadelphia, USA

Marnik G. Dekimpe, Tilburg University and KU Leuven, Netherlands/Belgium

Pierre Desmet, ESSEC Business School, France

Martin Eisend, European University Viadrina Frankfurt/Oder, Germany

Frank-Rudolf Esch, EBS Business School, Germany

Paul W. Farris, University of Virginia, USA

Martin Fassnacht, WHU – Otto Beisheim School of Management, Germany

Marc Fetscherin, Rollins College, Florida, USA

Marc Fischer, University of Cologne, Germany

Thomas Foscht, University of Graz, Austria

Wolfgang Fritz, Braunschweig University of Technology, Germany

Karen Gedenk, University of Hamburg, Germany

Claas Christian Germelmann, University of Bayreuth, Germany

Dominique Hanssens, University of California/Los Angeles, USA

Oliver P. Heil, Johannes Gutenberg University Mainz, Germany

Andrea Hemetsberger, University of Innsbruck, Austria

Thorsten Hennig-Thurau, University of Münster, Germany

Stefan Hoffmann, Christian-Albrechts-University of Kiel, Germany

Harald Hruschka, University of Regensburg, Germany

Frank Huber, Johannes Gutenberg University Mainz, Germany

Frank Jacob, ESCP Business School Berlin, Germany

Daniel Klapper, Humboldt-University of Berlin, Germany

Martin Klarmann, Karlsruhe Institute of Technology, Germany

Michael Kleinaltenkamp, Freie Universität Berlin, Germany

Nicole Koschate-Fischer, Friedrich-Alexander-University Erlangen-Nürnberg, Germany

Manfred Krafft, University of Münster, Germany

Tobias Langner, University of Wuppertal, Germany

Gilles Laurent, HEC School of Management Paris, France

Peter Leeflang, University of Groningen, Netherlands

Michael Lingenfelder, Philipps-University Marburg, Germany

Kristian Möller, Helsinki School of Economics, Finland

Thomas Otter, Goethe University Frankfurt, Germany

Christian M. Ringle, Hamburg University of Technology, Germany

Stefan Roth, University of Kaiserslautern-Landau, Germany

Marko Sarstedt, Ludwig-Maximilians-University Munich, Germany

Christian D. Schade, Humboldt-University of Berlin, Germany

Bodo Schlegelmilch, Vienna University of Economics and Business, Austria

Hanna Schramm-Klein, University of Siegen, Germany

Hermann Simon, Simon-Kucher & Partners, Bonn/Boston, Germany/USA

Bernd Skiera, Goethe University Frankfurt, Germany

Michael Steiner, Witten-Herdecke University, Germany

Martina Steul-Fischer, Friedrich-Alexander-University Erlangen-Nürnberg, Germany

Nicola Stokburger-Sauer, University of Innsbruck, Austria

Stefan Stremersch, Erasmus Research Institute of Management, Netherlands

Harald van Heerde, Massey University Auckland, New Zealand

Fred van Raaij, Tilburg University, Netherlands

Markus Voeth, University of Hohenheim, Germany

Gianfranco Walsh, Friedrich Schiller University Jena, Germany

Rolf Weiber, University of Trier, Germany

Klaus Wertenbroch, INSEAD Europe Campus, France

Raimund Wildner, GfK Nuremberg, Germany

Robert Wilken, ESCP Europe Berlin, Germany

Herbert Woratschek, University of Bayreuth, Germany

Stephan Zielke, University of Wuppertal, Germany

CONTENT

Editorial	2
Young Customer Responses to Service Robots vs. Humans in Luxury Retail: A Multidisciplinary Approach By <i>Gaia Rancati, Sabrina Bartolotta, Maurizio Mauri, Carsten D. Schultz, Alice Chirico, and Andrea Gaggioli</i>	3
Understanding the Influence of Chatbot Human-Likeness on User Satisfaction in Erroneous Customer-Chatbot Interactions By <i>Claudia Franke, Andrea Gröppel-Klein, and Natalie Matla</i>	20
The Color of Togetherness: A Theoretical Contribution to the Research on Color Effects By <i>Heribert Gierl</i>	32
Imprint	2