



Branchen- und Marktstruktur des Automobilmarkts China (German Edition)

Samuel Artmann

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Akademische Arbeit aus dem Jahr 2004 im Fachbereich BWL - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Social Media, Note: 1,3, Universität Karlsruhe (TH) (Institut für Entscheidungstheorie und Unternehmensforschung), Sprache: Deutsch, Abstract: China stellt für die internationalen Automobilkonzerne einen Markt der Hoffnung dar, der über großes Marktpotenzial verfügt. Mit 1,3 Mrd. potentiellen Konsumenten übt China eine große Anziehungskraft auf die Automobilindustrie aus.

Die vorliegende Arbeit soll einen detaillierten Überblick über die genauen Marktstrukturen und -entwicklungen des Automobilmarktes in China geben. Zudem wird die Branchenstruktur hinsichtlich seiner historischen Entwicklung, der Konkurrenzsituation sowie des staatlichen Einflusses untersucht. In einem dritten Teil wird das Nachfrageverhalten der Automobilkunden dargestellt, wobei auf Determinanten des Nachfrageverhaltens, Kriterien zur Kaufentscheidung und Markenpräferenzen eingegangen wird.

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