



Strategies to put the Trend of "Mobile Moments" in the US consumers' mind

By Ann-Christine Bischoff

GRIN Verlag Jul 2014, 2014. sonst. Bücher. Book Condition: Neu. 211x148x2 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2013 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,0, The ESC Rennes School of Business, course: International Consumer Behaviour, language: English, abstract: As Steve Jobs used to say: It isn't the consumers' job to know what they want. Referring to this famous quote, this report examined how the upcoming trend can be implemented in the US consumers' mind, so that the consumer behaviour is sustainably changed. In order to give advice the report follows three major steps. First the cultural framework of the United States was briefly analysed by help of Hofstede's five dimensions model. Second was a short study of the trend itself and the major aspects, which are important for an implementation of the trend. Last step was adaptation of the US consumers' behaviour to the trend in order to detect the key factors a company should cover with their product. Based on this set of actions were developed and recommendations for companies evolved. 20 pp. Englisch.



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