

Table of Contents

CONTENT OVERVIEW	III
TABLE OF CONTENTS	IV
TABLE OF FIGURES	VII
TABLE OF TABLES	VIII
ABBREVIATIONS	IX
1 INTRODUCTION	1
1.1 STATUS QUO AND PROBLEM STATEMENT	1
1.2 EXPLORATORY PRE-INVESTIGATION AS RELEVANCE RATIONALISATION, CONCRETISATION AND POSSIBLE ADDITION OF TOPIC-CHOICE	7
1.3 IDENTIFICATION OF A RESEARCH GAP	11
1.4 RESEARCH OBJECTIVE	12
1.5 SCIENTIFIC APPROACH AND RESEARCH METHODOLOGY OVERVIEW	13
1.6 COURSE OF RESEARCH	18
2 STATE OF RESEARCH	21
2.1 AUTOMOTIVE MARKETING	21
2.2 AFTER-SALES	24
2.3 CHINESE CONSUMER BEHAVIOUR IN THE CONTEXT OF INTERCULTURAL MARKETING	37
3 GERMAN CAR MANUFACTURERS IN CHINA AS RESEARCH OBJECT	49
3.1 GERMAN MARKET OVERVIEW	49
3.1.1 <i>Car Manufacturers</i>	49
3.1.2 <i>Co-operating Suppliers</i>	53
3.1.3 <i>Consumer</i>	55
3.2 MACRO ENVIRONMENT OF THE PEOPLE'S REPUBLIC OF CHINA	59
3.2.1 <i>Chinese Economy</i>	60
3.2.2 <i>Chinese Consumer Landscape</i>	66
3.2.3 <i>Challenges to After-Sales Services in the Chinese Market</i>	70
3.3 AFTER-SALES OPERATIONS OF GERMAN AUTOMOBILE BRANDS IN CHINA	80
3.4 INTERIM CONCLUSION AND DELIMITATION OF THE RESEARCH OBJECT	83
4 CONCEPTUAL AND THEORETICAL FOUNDATION	87
4.1 CONCEPTUAL REFERENCE FRAME	87
4.2 DISAMBIGUATION	88

Table of Contents

4.2.1	<i>Success</i>	89
4.2.2	<i>Service and After-Sales Service</i>	93
4.2.3	<i>Customer and Service Satisfaction</i>	98
4.2.4	<i>Brand and Workshop Loyalty</i>	100
4.2.5	<i>Culture</i>	104
4.3	DETERMINATION OF A SUCCESS INDICATOR.....	113
4.4	DETERMINATION OF MODEL VARIABLES AND HYPOTHESES	116
4.4.1	<i>Relationship Between After-Sales Service Satisfaction and Loyalty</i>	117
4.4.2	<i>Determination of Variables According to the Marketing-Mix</i>	121
4.4.2.1	Instruments of Service Policy.....	121
4.4.2.2	Instruments of Price Policy	127
4.4.2.3	Instruments of Place Policy.....	133
4.4.2.4	Instruments of Promotion Policy	135
4.4.2.5	Instruments of Personnel Policy.....	144
4.4.3	<i>Cultural Influences</i>	145
4.4.3.1	Schwartz's Individual Level Values	146
4.4.3.2	Determination of Culture Related Variables.....	154
4.4.4	<i>Determination of Control Variables</i>	163
4.5	CONCEPTUAL RESEARCH MODEL AND OVERVIEW OF HYPOTHESES	164
5	EMPIRICAL RESEARCH	171
5.1	SUCCESS FACTOR RESEARCH AND STRUCTURAL EQUATION MODELLING.....	171
5.2	RESEARCH DESIGN	177
5.2.1	<i>Survey Method and Structure of the Questionnaire</i>	177
5.2.2	<i>Operationalisation</i>	181
5.2.2.1	Specification of Measuring Models	182
5.2.2.2	Scaling.....	185
5.2.2.3	Construct Operationalisation of Satisfaction and Loyalty Variables.....	188
5.2.2.4	Construct Operationalisation of Independent Variables.....	190
5.2.2.5	Construct Operationalisation of Individual Level Values	192
5.2.2.6	Construct Operationalisation of Control Variables.....	193
5.2.2.7	Filter Section and Operationalisation Summary.....	194
5.2.3	<i>Pre-Test</i>	197
5.2.4	<i>Data Collection, Preparation and Structure of Sample</i>	199
5.3	DATA EVALUATION.....	205
5.3.1	<i>Evaluation of Reflective Measuring Models</i>	211
5.3.2	<i>Evaluation of Formative Measuring Models</i>	216
5.3.3	<i>Evaluation of the Structural Model</i>	220
5.4	RESULTS OF THE EMPIRICAL ASSESSMENT.....	225
5.4.1	<i>Hypotheses Testing</i>	225

Table of Contents

5.4.2	<i>Mediating Effects</i>	232
5.4.3	<i>Moderating Effects</i>	233
5.4.4	<i>Total Effects and Construct Performances in Regard to the Success Indicator</i>	240
6	GENERAL DISCUSSION	243
6.1	SUMMARY OF THE STUDY	243
6.2	INTERPRETATION OF EMPIRICAL RESULTS AND MANAGEMENT IMPLICATIONS.....	245
6.3	LIMITATIONS AND FURTHER RESEARCH NEEDS.....	253
	REFERENCES	257
	APPENDIX	301