



Does a higher perceived product quality need less advertisement to be sold?

Lisa Hamann

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Scientific Study from the year 2009 in the subject Business economics - Trade and Distribution, , language: English, abstract: In this scientific paper, it is about to prove that higher perceived product quality needs less advertisement to be sold. The reader will find theoretical sources as well as an own empirical finding. In this the effect of "Stiftung Warentest" on the customers purchase decision will be proved. At the end, it comes out that customer's decision for or against a product is also depends on seals of quality even if they never heard about this product before. That means if a product reaches good test results (e.g. in a product test about sun lotions by Stiftung Warentest), sales should increase while displaying that seal of quality on the package true to the motto: good products sell themselves.

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