

## CROSS BUYING EXTENDED IN MULTI PARTNER BONUSPROGRAMMEN%0A

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Heike Papenhoff untersucht die Effekte des erweiterten Zusatzkaufverhaltens, des Cross Buying extended Verhaltens, in Multi Partner Bonusprogrammen. Sie leitet die Einflussgrößen aus ökonomischer Perspektive ab und entwickelt im Rahmen einer zweistufigen Untersuchung ein umfassendes Messmodell. Für die Untersuchung stehen Längsschnittdaten eines der größten deutschen Multi Partner

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### **Fazit und Schlussbetrachtung | SpringerLink**

In der vorliegenden Arbeit ist das Cross Buying extended-Verhalten von Kunden bei Unternehmen, die an einem Multi Partner Bonusprogramm teilnehmen, konzeptionalisiert und operationalisiert worden.

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