



Increasing competition and changing customer behavior in the German financial services sector

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Diplom.De Okt 2006, 2006. Taschenbuch. Book Condition: Neu. 210x148x9 mm. This item is printed on demand - Print on Demand Titel. Neuware - Master's Thesis from the year 2006 in the subject Business economics - Investment and Finance, grade: 1,0, University of Applied Sciences Ludwigshafen (MBA-Studiengang International Management Consulting, International Management Consulting (IMC)), language: English, abstract: Inhaltsangabe:Abstract: Within the last few years, dramatic changes took and still take place in the retail banking business. On the supply-side competition for cooperative banks is increasing due to various reasons. New competitors with different business models have entered the market. There is no doubt that they pose a serious threat to cooperative universal banks (which were the focus of this dissertation) and whose market share is declining constantly. Furthermore, non-banks and near-banks have to be considered in this respect, too, as these entities' business models are increasingly targeting customers of universal banks. On the demand side, changing customer behavior has accelerated transformation processes in recent years. An increased willingness to change suppliers can be noticed as consumers are placing more and more importance on price. A strong price awareness is changing market conditions in many business sectors in Germany. Decreasing customer loyalty forces...



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