



Online-Appendix zu

„Visuelle Wirkung von Produktneuheiten: Die
Rolle der Marke bei der Designanpassung“

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ANHANG



Abbildung 1: Huawei P Serie seit 2017 (eigene Darstellung basierend auf Amazon 2017b, 2018b, 2019b, 2020; Huawei 2021)



Abbildung 2: Apple iPhone Serie ab 2017 (eigene Darstellung basierend auf Amazon 2017a, 2018a, 2019a, 2021; Notebooksbilliger.de 2020a)



Abbildung 3: Verwendete Markenlogos von Huawei und Apple (Wikimedia 2021; Wikipedia 2019)



Abbildung 4: Manipulierte Zielstimuli in den experimentellen Bedingungen (basierend auf Huawei 2021; Apple Inc. 2021b)



Abbildung 5: Vorgängermodelle der Zielstimuli (basierend auf Notebooksbilliger.de 2020b; Kaufland.de 2020)

LITERATUR

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