



Deutschland sucht den Superstar (German Edition)

Sarah Wolf

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Die Sendung "Deutschland sucht den Superstar" hat es nicht nur erreicht, über mehrere Wochen die Zuschauer an sich zu binden, sondern sie stellte auch ein Gesprächsthema in allen Medien dar. Die Produkte und Dienstleistungen, die im Rahmen der Sendung vermarktet worden sind, waren ebenfalls erfolgreich. Die vorliegende Studie erklärt, welche Faktoren hinsichtlich des Erfolges der Sendung eine Rolle gespielt haben und welche ausschlaggebend waren. Zunächst werden die Fakten, die den wirtschaftlichen Erfolg belegen, zusammengefasst. Im theoretischen Teil sind die wesentlichen Hypothesen zur Erklärung der Erfolgsfaktoren erarbeitet worden. Eine umfangreiche empirische Untersuchung hat 200 Probanden mit Hilfe eines Fragebogens über deren Umgang mit der Sendung und Nutzung der verschiedenen Angebote untersucht. Die empirischen Ergebnisse liefern wertvolle Erklärungsansätze für die Fragestellung.

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