

## Documents

Ahmed, Z.U., Hinck, W., Felix, R.

**Twenty-Five Years after the Fall of the Berlin Wall: An Empirical Revisit of West German Consumers' Attitudes Toward Products and Brands from Former East Germany**

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**Abstract**

More than 25 years after the German reunification, data show that products/brands from the eastern regions of Germany ("Neue Länder") still do not have significant shares in the country's western part ("Alte Länder"). To analyze potential reasons for this phenomenon, our current study replicates a previous study that investigated selected attitudes of Alte Länder consumers toward products/brands from the Neue Länder. It is shown that factors such as consumer ethnocentrism, product judgment, willingness to buy, and economic animosity continue to influence consumer behavior and as such our study offers potential explanation for the failure of Neue Länder products/brands in the western regions of Germany. © 2018, © 2018 Taylor & Francis.

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