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Autore	Meier Beat
Titolo	Brand Choice and Loyalty : Evidence from Swiss Car Registration Microdata // by Beat Meier
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Nota di contenuto	General Understanding of Consumer Behavior Regarding Choice and Loyalty -- Influences of Demographic Factors on Brand Choice and Loyalty -- Effects of Incentives on Purchase Behavior -- Formation of Brand Loyalty over Time. .
Sommario/riassunto	By analyzing a large car registration dataset, Beat Meier shows various aspects of consumer behavior in the context of durable goods. He thereby isolates various influences on purchase decisions, e.g. the brand owned before, the price, and demographic variables. Furthermore, he investigates the short-term effects of tax incentives and reputation shocks on brand choice and brand loyalty. The dataset used is very unique and allows a longitudinal examination of the cars owned by a person. This permits to gain insights on consumer behavior of durable goods that are relatively expensive and bought infrequently. Contents General Understanding of Consumer Behavior Regarding Choice and Loyalty Influences of Demographic Factors on Brand Choice and Loyalty Effects of Incentives on Purchase Behavior Formation of Brand Loyalty over Time Target Groups Researcher and students of business administration, marketing, branding, consumer behavior,

decision theory Experts in the automotive industry, durable goods,
marketing, branding About the Author Beat Meier studied banking &
finance and completed his doctorate in business administration at the
Department of Business Administration at the University of Zurich,
Switzerland. His focus is the quantitative analysis of consumer behavior
in the context of durable goods. .
