

Innovatives Markenmanagement
Christoph Burmann · Manfred Kirchgeorg *Hrsg.*

RESEARCH

Beat Meier

Brand Choice and Loyalty

Evidence from Swiss Car Registration
Microdata



Springer Gabler

Innovatives Markenmanagement

Band 70



HHL

LEIPZIG
GRADUATE SCHOOL
OF MANAGEMENT

Reihe herausgegeben von

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Marken sind in vielen Unternehmen mittlerweile zu wichtigen Vermögenswerten geworden, die zukünftig immer häufiger auch in der Bilanz erfasst werden können. Insbesondere in reiferen Märkten ist die Marke heute oft das einzig nachhaltige Differenzierungsmerkmal im Wettbewerb. Vor diesem Hintergrund kommt der professionellen Führung von Marken eine sehr hohe Bedeutung für den Unternehmenserfolg zu. Dabei müssen zukünftig innovative Wege beschritten werden. Die Schriftenreihe will durch die Veröffentlichung neuester Forschungserkenntnisse Anstöße für eine solche Neuausrichtung der Markenführung liefern.

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Brand Choice and Loyalty

Evidence from Swiss Car Registration
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With a foreword by Prof. Dr. Hans Peter Wehrli

 Springer Gabler

Beat Meier
Zurich, Switzerland

Dissertation Universität Zürich, 2019

ISSN 2627-1109

ISSN 2627-1117 (electronic)

Innovatives Markenmanagement

ISBN 978-3-658-28013-0

ISBN 978-3-658-28014-7 (eBook)

<https://doi.org/10.1007/978-3-658-28014-7>

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Foreword

Brand choice and loyalty have been a central concern in marketing for a long time. Understanding the determinants of consumers' decisions is crucial for success. Most studies focus either on purchase behavior and center around consumer goods or center the modeling aspect of brand loyalty and use datasets that contain only a small number of individuals or purchases.

The study of Beat Meier is set in this niche, the long-term observation of durable goods. By using a large set of car registration data he can track purchase decisions of people over a larger number of purchase incidents and isolates various influences on brand loyalty.

Furthermore, he looks into the effects of external shocks on purchase decisions. Thereby, the author can show that neither a negative reputation shock nor higher fixed costs affect consumer behavior in the short run.

Upcoming changes in the automotive industry and mobility in general highlight the importance of understanding consumer behavior. This empirical study contributes to a better comprehension of this complex matter.

This doctoral thesis is Volume 70 of the edited book series "Innovative Brand Management" that is published by Springer Gabler. This series documents research projects conducted by Germany's first and only Chair of innovative Brand Management (Lehrstuhl für innovatives Markenmanagement, LiM®) at the University of Bremen as well as brand-related dissertations from the SVI-Endowed Chair of Marketing at HHL VI Leipzig Graduate School of

Management. Although not a project conducted at the aforementioned chairs, this dissertation is published in the series “Innovative Brand Management” due to its outstanding quality and thematic fit. In the past, about five doctoral theses have been published in this book series per year. In short time intervals, this has allowed contributing new ideas, which cater to the growing interest in innovative brand management. This interest also becomes manifest in the translation of the book “Identity-based Brand Management”, which is currently in its second edition and forms the basis of all 60 dissertations, into Chinese, English, and French.

In conclusion, I wish the thesis of Dr. Beat Meier a very broad dissemination in theory and practice.

Zurich, July 2019

Prof. Dr. Hans Peter Wehrli

Acknowledgements

I would like to thank my doctoral advisor, Prof. Dr. Hans Peter Wehrli, for always being supportive and giving me the opportunity to pursue this research project. I am also very grateful to Prof. Dr. Florian Stahl for serving as my second advisor.

I would also like to thank my former colleagues Dr. Cornelia Caprano, Dr. Ruedi Ergenzinger, Dr. Stephanie Grassl, Dr. Armon Pfister, Marija Radevic, and Laura Schärker for their support.

Peter Kyburz and Sandro Macri from the Road and Traffic Office of the Canton of Zurich are thanked for providing access to the car registration data used in this thesis.

I sincerely thank my parents, my brother, and my sister for their encouragement and moral support.

Zurich, January 2019

Beat Meier

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