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Toward a further understanding of drivers of customer loyalty across economic conditions, industries, firms, and customers

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Toward a Further Understanding of Drivers of Customer Loyalty across Economic Conditions, Industries, Firms, and Customers

van

Yi-Chun Ou

1. There are no universal customer strategies, which are always effective for firms in all industries and for all customers (this dissertation).
2. During recessions, firms tend to emphasize their attractive price proposition, instead they should emphasize their attractive value proposition (Chapter 2).
3. The way customers react to changes in their economic circumstance differs strongly between services in a contractual and a non-contractual setting. (Chapter 2).
4. The effectiveness of core marketing initiatives (e.g., improve the quality/ price ratio and invest in loyalty programs) is weaker when the usage of products/ services is visible in public (Chapter 3).
5. Market leaders may encounter the ceiling effect of investing in marketing strategies, such as increasing brand equity (Chapter 3).
6. Evoking positive emotions can win customers' hearts, but may reduce the effects of strategies focusing on creating value through quality, brands, and relationships. (Chapter 4).
7. General emotions do not affect the loyalty relationship between customers and firms (Chapter 4).
8. The situational theory perfectly explains why I eat bread for lunch in the Netherlands every day, but eat rice in Taiwan.
9. If writing a PhD dissertation provides a context, I start to understand why friends tell me that I am so different from the person they know, such as wearing less and less make-up but more and more jeans.
10. Patterns of customer behavior exist, but dynamics of these patterns also exist. This is why executing customer research is so fun and cool.