

Retail Loyalty Program Effects: Comments

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- Retail Loyalty Program Effects

The Paper

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- Self-Selection

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- Adoption of loyalty program

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- Rich scanner data set

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- Rich scanner data set
- Formalize number of testable hypotheses
- Test of such hypotheses

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Early adopters are already store-loyal customers

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 - Early adopters are already store-loyal customers
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 - Few reasons to stay loyal in a competitive market

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- Could we setup a formal model of consumer's behavior?