



## Linking Consumer Mindset Metrics to Consumer Behavior and Capital Market Valuation

By Jan Kirenz

Josef Eul Verlag GmbH. Paperback. Condition: New. 152 pages. Dimensions: 8.3in. x 5.8in. x 0.5in. With the growing recognition that customers are market-based assets, research on linking consumer mindset metrics to consumer behavior and market value has been gaining significance. Advocates of perceptual metrics argue that company actions move customers closer to buying decisions and that tracking and interpreting mindset metrics provide early evaluation signals of actual consumer purchase behavior and capital market valuation. This book deals with the impact of mindset metrics on consumer behavior and capital market valuation. The author develops a market share attraction model, which models the link between primary consumer mindset metrics and customer acquisition as well as customer repeat purchase behavior. As an empirical illustration, the proposed model is applied to the US automobile industry. Furthermore, using representative large-scale surveys of US and European consumers, the author investigates the association between perceptual brand measures and the capital markets expectation of risk-adjusted future cash flows. The research findings indicate that perceptual metrics are important predictors of customer acquisition, customer retention and the market value of a firm. Hence, the results reported in this book help managers to quantify the return on intangible investments and offer a...



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