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Positioning and Pricing Strategies in a Market with Switching Costs and Staying Costs

Yuncheol Jeong , Masayoshi Maruyama

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Highlights

- We analyze a two-period oligopoly model of BBPD.
- Key feature is that consumers incur switching costs and staying costs.
- Firms discount new customers in the market with more inertial consumers, while firms reward past customers in the market with more variety-seeking customers.
- When consumers are sufficiently naive (myopic), we find the result that BBPD could be profitable for firms.
- We find that the product differentiation is minimized in the second period.

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