



**FACULTEIT ECONOMIE
EN BEDRIJFSKUNDE**

**HOVENIERSBERG 24
B-9000 GENT**

**Tel. : 32 - (0)9 - 264.34.61
Fax. : 32 - (0)9 - 264.35.92**

WORKING PAPER

Customer Base Analysis: Partial Defection of Behaviorally-Loyal Clients in a Non-Contractual FMCG Retail Setting

Wouter Buckinx¹

Dirk Van den Poel²

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¹ PhD Candidate, Department of Marketing, Ghent University

² Assistant Professor of Marketing, Department of Marketing, Ghent University