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Research interests

My research focuses on modeling consumers' shopping behavior and their responses to retailer and manufacturer decisions and characteristics, such as stockouts, shelf layout, price (promotions), branding, and assortment decisions.

Employment

Full Professor

Full Professor
Department of Marketing
Tilburg University
Netherlands
1 Apr 2003 → present

Research Group: Marketing

Tilburg University
Netherlands
1 Oct 2001 → present

Research outputs

How push messaging impacts consumer spending and reward redemption in store-loyalty programs

Bies, S., Bronnenberg, B. J. J. A. M. & Gijsbrechts, E., Feb 2021, (Accepted/In press) In: International Journal of Research in Marketing.

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van Ewijk, B., Stubbe, A., Gijsbrechts, E. & Dekimpe, M., Aug 2020, (E-pub ahead of print) In: International Journal of Research in Marketing.

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Evaluating the effectiveness of retailer-themed super saver events

Gijsbrechts, E. & Guyt, J. Y., Mar 2020, In: Journal of Marketing. 84, 2, p. 92-113

"Hello Jumbo!" The spatio-temporal rollout and traffic to a new grocery chain after acquisition

van Lin, A. & Gijsbrechts, E., May 2019, In: Management Science. 65, 5, p. 2388-2411

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On consumer choice patterns and the net impact of feature promotions

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Battling for the household's category buck: Can economy private labels defend supermarkets against the hard-discounter threat?

Vroegrijk, M. J. J., Gijsbrechts, E. & Campo, K., Sep 2016, In: *Journal of Retailing*. 92, 3, p. 300-318

The battle for health and beauty: What drives supermarket and drugstore category-promotion lifts?

van Lin, A. & Gijsbrechts, E., Sep 2016, In: *International Journal of Research in Marketing*. 33, 3, p. 557-577

Try it, you'll like it—or will you? The perils of early free-trial promotions for high-tech service adoption

Foubert, B. & Gijsbrechts, E., Sep 2016, In: *Marketing Science*. 35, 5, p. 810-826

Do feature and discount promotions for national brands primarily drive (national) brand choice, store choice, or both? An exploratory analysis

Guyt, J. & Gijsbrechts, E., Jun 2016, *Advances in National Brand and Private Label Marketing*. MartinezLopez, F.J., GazquezAbad, J.C. & Gijsbrecht, E. (eds.). Cham: SPRINGER INT PUBLISHING AG, p. 97-101 5 p. (Springer Proceedings in Business and Economics).

Fanning the flames? How media coverage of a price war impacts retailers, consumers and investors

van Heerde, H. J., Gijsbrechts, E. & Pauwels, K., Oct 2015, In: *Journal of Marketing Research*. 52, 5, p. 674-693

The impact of category prices on store price image formation: An empirical analysis

Da Silva Lourenço, C. J., Gijsbrechts, E. & Paap, R., 2015, In: *Journal of Marketing Research*. 52, 2, p. 200-216

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Close encounter with the hard-discounter: A multiple-store shopping perspective on the impact of local hard-discounter entry

Vroegrijk, M. J. J., Gijsbrechts, E. & Campo, K., 2013, In: *Journal of Marketing Research*. 50, 5, p. 606-626

Patterns in consumption-based learning about brand quality for consumer packaged goods

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Lourenco, C. J. & Gijsbrechts, E., 2013, In: *International Journal of Research in Marketing*. 30, 4, p. 368-382

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The Connected Customer: The Changing Nature of Consumers and Business Markets

Wuyts, S. H. K. (ed.), Dekimpe, M. G. (ed.), Gijsbrechts, E. (ed.) & Pieters, R. (ed.), 2010, New York: Routledge Academic . 353 p.

De impact van bundelpromoties op de aankoopbeslissingen van klanten in een supermarkt

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Conditional cross-brand learning: When are private labels really private?

Szymanowski, M. G. & Gijsbrechts, E., 2007, *Proceedings of the Marketing Science Dynamics Conference*. Unknown Publisher

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In search of lighthouse categories: Dynamic store price image formation and category pricing

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Breugelmans, E., Campo, K. & Gijsbrechts, E., 2006, Leuven: Catholic University of Leuven. 23 p. (KUL Working Paper; no. MO-0607)

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Price war: What is it good for?

van Heerde, H. J., Gijsbrechts, E. & Pauwels, K., 2005, *Proceedings of the 34th EMAC Conference*. Milan: EMAC

Retail assortment, shelf and stockout management: Issues, interplay and future challenges

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Knowledge transfer through marketing textbooks

van Waterschoot, W. & Gijsbrechts, E., 2003, *The Future of Marketing: Critical 21st Century Perspectives*. Kitchen, P. J. (ed.). Hampshire: Palgrave MacMillan Ltd, p. 224 224 p.

The impact of retailer stockouts on whether, what and how much to buy

Campo, K., Gijsbrechts, E. & Nisol, P., 2003, In: *International Journal of Research in Marketing*. 20, 3, p. 273-286 13 p.

The impact of store flyers on store sales and store traffic: A geomarketing approach

Gijsbrechts, E., Campo, K. & Goossens, T., 2003, In: *Journal of Retailing*. 79, 1, p. 1-16 16 p.

Case study Frere Jacques: Developing a marketing strategy for a Belgian abbey beer on the French market

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Should supers be different from supers and hypers be the same as hypers?

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Therapeutic Drug Prescription Behavior: Decision Process and Marketing Mix Effects

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The impact of store flyers on store sales and traffic: A location-specific perspective: Working Paper

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Dynamics in consumer response to product unavailability: Do stock-out reactions signal response to permanent assortment reductions?

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The impact of stock-outs on whether, how much and what to buy

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A content analysis of the discussions of the howard and sheth typology in marketing textbooks: Working Paper

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Case study Leffe. Developing a marketing strategy for the Belgian (and French) market

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Pricing

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