

Quantitative marketing research process



Quantitative Models In Marketing Research

**Dominique M. Hanssens, Leonard J.
Parsons, Randall L. Schultz**

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Quantitative Models in Marketing Research Philip Hans Franses, Richard Paap, 2001-08-09 Advances in data collection and data storage techniques have enabled marketing researchers to study the individual characteristics of a large range of transactions and purchases in particular the effects of household specific characteristics This 2001 book presents important and practically relevant quantitative models for marketing research Each model is presented in detail with a self contained discussion which includes a demonstration of the mechanics of the model empirical analysis real world examples and interpretation of results and findings The reader of the book will learn how to apply the techniques as well as understand the methodological developments in the academic literature Pathways are offered in the book for students and practitioners with differing numerical skill levels a basic knowledge of elementary numerical techniques is assumed

Quantitative Modelling in Marketing and Management (second Edition) Luiz E. T. Al MOUTINHO, 2015-11-06 The field of marketing and management has undergone immense changes over the past decade These dynamic changes are driving an increasing need for data analysis using quantitative modelling Problem solving using the quantitative approach and other models has always been a hot topic in the fields of marketing and management Quantitative modelling seems admirably suited to help managers in their strategic decision making on operations management issues In social sciences quantitative research refers to the systematic empirical investigation of social phenomena via statistical mathematical or computational techniques The first edition of Quantitative Modelling in Marketing and Management focused on the description and applications of many quantitative modelling approaches applied to marketing and management The topics ranged from fuzzy logic and logical discriminant models to growth models and k clique models The second edition follows the thread of the first one by covering a myriad of techniques and applications in the areas of statistical computer mathematical as well as other novel nomothetic methods It greatly reinforces the areas of computer mathematical and other modeling tools that are designed to bring a level of awareness and knowledge among academics and researchers in marketing and management so that there is an increase in the application of these new approaches that will be embedded in future scholarly output

Quantitative Marketing and Marketing Management Adamantios Diamantopoulos, Wolfgang Fritz, Lutz Hildebrandt, 2013-01-31 Quantitative marketing has been gaining importance during the last decade This is indicated by the growing number of model and method oriented studies published in leading journals as well as by the many successful applications of quantitative approaches in pricing advertising new product planning and market segmentation decisions In addition market research has clearly benefitted from applying advanced quantitative models and methods in practice Some 60 researchers among them worldwide leading scholars offer a broad overview of quantitative approaches in marketing They not only highlight diverse mathematical and methodological perspectives but also demonstrate the relevance and practical consequences of applying quantitative approaches to marketing problems

Building Models for Marketing Decisions Peter S.H. Leeflang, Dick R. Wittink, Michel

Wedel, Philippe A. Naert, 2013-06-29 This book is about marketing models and the process of model building Our primary focus is on models that can be used by managers to support marketing decisions It has long been known that simple models usually outperform judgments in predicting outcomes in a wide variety of contexts For example models of judgments tend to provide better forecasts of the outcomes than the judgments themselves because the model eliminates the noise in judgments And since judgments never fully reflect the complexities of the many forces that influence outcomes it is easy to see why models of actual outcomes should be very attractive to marketing decision makers Thus appropriately constructed models can provide insights about structural relations between marketing variables Since models explicate the relations both the process of model building and the model that ultimately results can improve the quality of marketing decisions Managers often use rules of thumb for decisions For example a brand manager will have defined a specific set of alternative brands as the competitive set within a product category Usually this set is based on perceived similarities in brand characteristics advertising messages etc If a new marketing initiative occurs for one of the other brands the brand manager will have a strong inclination to react The reaction is partly based on the manager s desire to maintain some competitive parity in the marketing variables

Quantitative Methods in Marketing Zenon B. Sheparovych, Marcus Alexis, Leonard S. Simon, 1968

JMR, Journal of Marketing Research, 2005 **Market Response Models** Dominique M. Hanssens, Leonard J.

Parsons, Randall L. Schultz, 2005-12-19 From 1976 to the beginning of the millennium covering the quarter century life span of this book and its predecessor something remarkable has happened to market response research it has become practice Academics who teach in professional fields like we do dream of such things Imagine the satisfaction of knowing that your work has been incorporated into the decision making routine of brand managers that category management relies on techniques you developed that marketing management believes in something you struggled to establish in their minds It s not just us that we are talking about This pride must be shared by all of the researchers who pioneered the simple concept that the determinants of sales could be found if someone just looked for them Of course economists had always studied demand But the project of extending demand analysis would fall to marketing researchers now called marketing scientists for good reason who saw that in reality the marketing mix was more than price it was advertising sales force effort distribution promotion and every other decision variable that potentially affected sales The bibliography of this book supports the notion that the academic research in marketing led the way The journey was difficult sometimes halting but ultimately market response research advanced and then insinuated itself into the fabric of modern management

[An Electric Vehicle Conversion Start-Up. Development of a Business Model Approach](#) Fabian Hoeft, 2019-10-24 Master s Thesis from the year 2019 in the subject Business economics Business Management Corporate Governance grade 1.3 Niederrhein University of Applied Sciences Krefeld School of Business and Economics language English abstract Today s world of mobility is characterised by a high degree of dynamism and change is becoming apparent Currently around 45 million passenger cars

with conventional combustion engines powered by diesel or petrol are registered in Germany The share of electric vehicles is still well below one per cent Nevertheless the voices for sustainable and environmentally friendly transport are becoming louder One political measure in this respect is the implementation of driving bans in major German cities for some conventional combustion cars Car electrification is a solution for converting cars with conventional combustion engines to electric drives In the context of this thesis car electrification is regarded as a transition solution towards a nationwide electrified transport network of new electric cars A comprehensive concept of a business model approach from a start up perspective has been developed based on the analysis of the environment industry and customer needs Analysing the structure of the electrical conversion industry revealed that the subject of car electrification is hardly widespread and that current suppliers have only converted a smaller number of cars Besides the small scale of implementation the operational execution by existing suppliers can be considered weak in terms of competitiveness and sustainability The analysis of the needs of potential customers of car electrification using qualitative and quantitative methods has led to incredibly valuable insights for the development of the business model approach A high openness to purchase was expressed considering some of the factors mentioned such as a test drive with an electrified car before purchase and a durability guarantee of the conversion The high relevance of initial acquisition costs compared to operating expenses in the purchase decision for passenger cars is another precious insight The business model approach developed based on the findings obtained differs fundamentally from the strategies of today s providers By incorporating the existing infrastructure of workshops and service points proximity to the end customer and scalability of the business operation can be achieved Partnering with universities and industry are two critical elements in the development of a sustainable secure and user friendly technical solution

New-Product Diffusion Models Vijay Mahajan,Eitan Muller,Yoram Wind,2000-09-30 Product sales especially for new products are influenced by many factors These factors are both internal and external to the selling organization and are both controllable and uncontrollable Due to the enormous complexity of such factors it is not surprising that product failure rates are relatively high Indeed new product failure rates have variously been reported as between 40 and 90 percent Despite this multitude of factors marketing researchers have not been deterred from developing and designing techniques to predict or explain the levels of new product sales over time The proliferation of the internet the necessity or developing a road map to plan the launch and exit times of various generations of a product and the shortening of product life cycles are challenging firms to investigate market penetration or innovation diffusion models These models not only provide information on new product sales over time but also provide insight on the speed with which a new product is being accepted by various buying groups such as those identified as innovators early adopters early majority late majority and laggards New Product Diffusion Models aims to distill synthesize and integrate the best thinking that is currently available on the theory and practice of new product diffusion models This state of the art assessment includes contributions by individuals who have been at the forefront

of developing and applying these models in industry The book s twelve chapters are written by a combined total of thirty two experts who together represent twenty five different universities and other organizations in Australia Europe Hong Kong Israel and the United States The book will be useful for researchers and students in marketing and technological forecasting as well as those in other allied disciplines who study relevant aspects of innovation diffusion Practitioners in high tech and consumer durable industries should also gain new insights from New Product Diffusion Models The book is divided into five parts I Overview II Strategic Global and Digital Environments for Diffusion Analysis III Diffusion Models IV Estimation and V Applications and Software The final section includes a PC based software program developed by Gary L Lilien and Arvind Rangaswamy 1998 to implement the Bass diffusion model A case on high definition television is included to illustrate the various features of the software A free 15 day trial access period for the updated software can be downloaded from <http://www.mktgeng.com/diffusionbook> Among the book s many highlights are chapters addressing the implications posed by the internet globalization and production policies upon diffusion of new products and technologies in the population

Readings in Market Research Keith Kohn Cox,1967 *Journal of the Market Research Society* Market Research Society,1984 Marketing Models and Econometric Research Leonard J. Parsons,Randall L. Schultz,1976 IEEE Intercon Technical Papers Institute of Electrical and Electronics Engineers,1973 **1973 IEEE Intercon Technical Program Papers** ,1973 **Graduate Studies** ,1978 *The Big Book of Marketing* Anthony G. Bennett,2009-12-21 A real world tool for helping develop effective marketing strategies and plans Dennis Dunlap Chief Executive Officer American Marketing Association For beginners and professionals in search of answers Stephen Joel Trachtenberg President Emeritus and University Professor of Public Service The George Washington University A must read for every business major and corporate executive Clarence Brown former Acting Secretary U S Department of Commerce The Biggest Companies The Boldest Campaigns THE BEST INSIDER S GUIDE ON THE MARKET The most comprehensive book of its kind The Big Book of Marketing is the definitive resource for marketing your business in the twenty first century Each chapter covers a fundamental aspect of the marketing process broken down and analyzed by the greatest minds in marketing today For the first time ever 110 experts from the world s most successful companies reveal their step by step strategies proven marketing tools and tricks of the trade fascinating exclusive real world case studies from an all star roster of companies including ACNielsen Alcoa American Express Amtrak Antimicrobial Technologies Group APL Logistics Arnold AT T Atlas Air Bloomingdale s BNSF Boeing Bristol Myers Squibb Burson Marsteller BzzAgent Carastar Cargill Carnival Coldwell Banker Colgate Palmolive Colonial Pipeline Con way Costco Dean Foods Discovery Communications Draftfcb DSC Logistics DuPont Edelman ExxonMobil Fabri Kal FedEx Trade Networks Fleishman Hillard Ford Frito Lay GE Greyhound Hair Cuttery Hilton HOLT CAT IBM Ingram Barge Ingram Micro International Paper John Deere Kimberly Clark Kodak Kraft L L Bean Landor Long Island Rail Road Lulu com Mars MCC McCann McDonald s McKesson Nationals NCR New York Times Nordstrom

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