

# **Quantitative models in marketing research**

**Philip Hans Franses - Richard Paap**

# Quantitative Models In Marketing Research

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



## **Quantitative Models In Marketing Research:**

*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 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 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 **Handbook of Qualitative Research Methods in**

**Marketing** Russell W. Belk, 2006 A rare and much needed compilation of some thought provoking papers in the area of qualitative research in marketing this book is a must have for anyone pursuing the discipline of marketing research scholars intent on the pursuit of qualitative inquiry as well as practising professionals looking for innovative approaches to research Global Business Review Belk has compiled an exhaustive collection of contributions from scholars and practitioners throughout North America and Europe This extremely informative volume spans the full array of qualitative research areas Highly recommended S D Clark Choice The Handbook of Qualitative Research Methods in Marketing offers both basic and advanced treatments intended to serve academics students and marketing research professionals The 42 chapters begin with a history of qualitative methods in marketing by Sidney Levy and continue with detailed discussions of current thought and practice in research paradigms such as grounded theory and semiotics research contexts such as advertising and brands data collection methods such as projectives and netnography data analysis methods such as metaphoric and visual analyses presentation topics such as videography and reflexivity applications such as ZMET applied to Broadway plays and depth interviews with executives special issues such as multi sited ethnography and research on sensitive topics Authors include leading scholars and practitioners from North America and Europe They draw on a wealth of experience using well established as well as emerging qualitative research methods The result is a thorough timely and useful Handbook that will educate inspire and serve as standard reference for marketing academics and practitioners alike *Marketing Research Methods* Mercedes Esteban-Bravo, Jose M. Vidal-Sanz, 2021-01-28 Covering both quantitative and qualitative methods this book examines the breadth of modern market research methods for upper level students across business schools and social science faculties Modern and trending topics including social networks machine learning big data and artificial intelligence are addressed and real world examples and case studies illustrate the application of the methods This text examines potential problems such as researcher bias and discusses effective solutions in the preparation of research reports and papers and oral presentations Assuming no prior knowledge of statistics or econometrics discrete chapters offer a clear introduction to both opening up the quantitative methods to all students Each chapter contains rigorous academic theory including a synthesis of the recent literature as well as key historical references applied contextualization and recent research results making it an excellent resource for practitioners Online resources include extensive chapter bibliographies lecture slides an instructor guide and extra extension material and questions *Marketing Research* Bonita Kolb, 2008-04-18 Essential to any student of the discipline this textbook offers a comprehensive applied approach to understanding and designing market research Balancing the fundamental quantitative methodologies and theoretical structures with practical applications of qualitative techniques this book is ideal for the novice researcher and for those more familiar with the discipline With an emphasis on both critical thinking and hands on application the textbook contains several real life case studies useful learning features such as key terms definitions and discussion topics and is supported by a companion website [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

The Marketing Book Michael Baker, 2012-05-04 This fifth edition of the best selling Marketing Book has been extensively updated to reflect changes and trends in current marketing thinking and practice Taking into account the emergence of new subjects and new authorities Michael Baker has overhauled the contents and contributor lists of the previous edition to ensure this volume addresses all the necessary themes for the modern marketer In particular the Marketing Book now broaches the following new topics Channel management management of the supply chain Customer Relationship Management Direct marketing E marketing Integrated marketing communications measurement of marketing effectiveness Postmodern and retro marketing Relationship marketing Retailing Like its predecessors the Marketing Book 5th edition is bursting with salient articles from some of the best known academics in the field It amounts to an all embracing one volume companion to modern marketing thought ideal for all students of marketing

**Market Research in Practice** Paul Hague, 2021-11-03 Learn the fundamentals of market research with this bestselling guide that delivers an overview of the whole process from planning a project and executing it what tools to use through to analysis and presenting the findings Market Research in Practice provides a practical and robust introduction to the subject providing a clear step by step guide to managing market research and how to effectively to obtain the most reliable results Written by an industry expert with over 35 years practical experience in running a successful market research agency tips and advice are included throughout to ground the concepts in business reality This text also benefits from real world examples from companies including Adidas Marks Spencer Grohe and General Motors Now in its fourth edition Market Research in Practice is now fully updated to capture the latest changes and developments in the field and explores new tools of qualitative research using online methods as well as expanding

further on online surveys such as SurveyMonkey Accompanied by a range of templates surveys and resources for lecturers this is an invaluable guide for students of research methods researchers marketers and users of market research

**Computerworld** ,1978-10-30 For more than 40 years Computerworld has been the leading source of technology news and information for IT influencers worldwide Computerworld s award winning Web site Computerworld.com twice monthly publication focused conference series and custom research form the hub of the world s largest global IT media network

**Operations Management** R. Dan Reid,Nada R. Sanders,2019-12-05 As the business environment continues to rapidly change Dan Reid and Nada Sanders have developed an integrated approach that makes the introductory OM course accessible and engaging for all business majors Beyond providing a solid foundation this course covers emerging topics like Artificial Intelligence Robotics Data Analytics and Sustainability and gives equal time to strategic and tactical decisions in both service and manufacturing organizations

*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

**The Handbook of Marketing Research** Rajiv Grover,Marco Vriens,2006-06-23 The Handbook of Marketing Research Uses Misuses and Future Advances comprehensively explores the approaches for delivering market insights for fact based decision making in a market oriented firm Divided into four parts the Handbook addresses 1 the different nuances of delivering insights 2 quantitative qualitative and online data gathering techniques 3 basic and advanced data analysis methods and 4 the substantial marketing issues that clients are interested in resolving through marketing research

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

*A Dictionary of Business and Management* Jonathan Law,2016 Covering all areas of modern business practice this edition now includes increased coverage of terms and concepts It also looks at issues such as Internet business private equity structured finance and much more

**Handbook of Research Methods for Marketing Management** Nunkoo, Robin,Teeroovengadum, Viraiyan,Ringle, Christian M.,2021-10-22 Taking a multidisciplinary approach this comprehensive Handbook comprises contributions from international researchers of diverse educational and research backgrounds Chapters present methodological issues within marketing research sharing the researchers experiences of what does and does not work as well as discussing challenges and avenues for innovation

**Neutrosophic and Plithogenic Inventory Models for Applied Mathematics** Smarandache, Florentin,Jdid, Maissam,Leyva-Vazquez, Maikel,2025-05-29 As professionals navigate the evolving landscapes shaped by the advent of artificial intelligence a critical void emerges in the optimization paradigms of applied mathematics The dynamism of our interconnected world demands a collective research effort that transcends traditional boundaries In response to this pressing need Neutrosophic and Plithogenic Inventory Models for Applied Mathematics proposes a groundbreaking

exploration within the frameworks of neutrosophic and plithogenic theories This work not only seeks to address the profound impact of artificial intelligence on our lives but also aims to redefine the very foundations of optimization Embark on a profound journey through the unexplored territories of neutrosophic and plithogenic concepts Discover the transformative potential of neutrosophic set logic probability and statistics as well as plithogenic set logic probability and statistics Explore the synergy between artificial intelligence and responsive optimization and navigate the intricacies of plithogenic cognitive maps This work further explores the structural designs within neutrosophic optimization offering an invaluable resource for scholars seeking to incorporate these advanced concepts into static dynamic and probabilistic inventory models and their myriad applications

**Marketing Research** V. Kumar,Robert P. Leone,David A. Aaker,George S. Day,2018-11-13

Marketing Research 13th Edition presents a clear and comprehensive introduction to the field with a strong focus on methodologies and the role of market research in strategic decision making Employing a unique macro micro macro approach the text begins with a broad overview of market research and its place within and value to an organization before zooming in to detail the granular view of the research process Step by step explanations cover the latest methodologies and current practices highlighting advanced techniques as well as their limitations and potential benefits followed by a high level discussion of research applications An emphasis on real world processes is underscored by end of chapter cases allowing students to apply what they ve learned in the context of real life examples covering a broad range of products and organizations This practical approach promotes engagement while building essential critical analysis interpretation and decision making skills preparing students to recognize potential research applications alternatives where they exist and the quality of research at hand By pulling together market intelligence strategy theory and application this text helps students build a deep understanding while retaining the big picture perspective

The Marketing Book Michael John Baker,Susan J. Hart,2008

Taking into account the emergence of new subjects and authorities the editors have overhauled the contents and contributor lists of the previous edition to ensure this volume addresses all the necessary themes for the modern marketer

**Cooperation in Classification and Data Analysis** Akinori Okada,Tadashi Imaizumi,Hans-Hermann Bock,Wolfgang A.

Gaul,2009-06-17 This volume presents theories models algorithms and applications in clustering classification and visualization It also includes applications of clustering classification and visualization in various fields such as marketing recommendation system biology sociology and social survey The contributions give insight into new models and concepts and show the variety of research in clustering classification and visualization



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