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and by 2019 represented more than 60 percent of all data collection methods. The movement to online methods of data collection has necessitated the addition of considerable new material on this topic. The chapters on sampling,

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and are addressed in our chapter on qualitative and observational research. Second, to enhance student analytical skills we added additional variables on social media activities to the continuing case on the Santa Fe Grill and Jose's Southwestern Café. Also, there is



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now a separate data set based on a survey of the employees of the Santa Fe Grill. Findings of the Santa Fe Grill customer and employee data sets are related and can be compared qualitatively to obtain additional insights. The competitor data for the continuing case enables

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students to make comparisons of customer experiences in each of the two restaurants and to apply their research findings in devising the most effective marketing strategies for the Santa Fe Grill. We also added a new data set in Chapter 13 on communicating marketing research

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findings. The data set reflects the attitudes and opinions of students in our classes about advertising and types of media"--

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(Chapters 1-5), (2) Contributions from other scientific fields (Chapters 6-9), (3) Reconnecting with consumers and markets (Chapters 10-17), and (4) New methodological insights in scholarly research in the field (Chapters 18-22). Thus, there are a number of diverse

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areas treated here ranging from futuristic managerial philosophies to state of the art qualitative and quantitative methodologies applicable to the various types of Marketing problems to be faced in the future. There are a number of implicit guidelines (and future research

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areas and needs) that  
can be gleaned for  
(quantitative)  
modelers in terms of  
the issues and  
considerations that  
their constructed  
models should  
explicitly  
accommodate in  
future empirical  
endeavors:

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perceptions, preferences, utility structures, choices, etc., it is important to avoid potential masking issues that aggregate models are subject to in many cases. In the simple case, consider a regression scenario where there are two equal sized segments whose utility functions

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(as a function of price) are opposite reflections of each other. Aggregating the sample in one large analysis yields a non-significant price elasticity coefficient, whereas estimating separate utility functions by segment displays the true structure in the data. While latent structure

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and hierarchical Bayesian methods have been developed for disaggregate analyses, a number of methodological issues exist with such existent approaches that provide fertile ground for future research. Competition Many quantitative models are estimated at a brand level and

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reflect only the efforts of that sole brand. For example, in many customer satisfaction studies, attention is often paid to the consumers of a particular client brand or service in an effort to portray their performance and derive the important drivers of satisfaction. Financial optimization



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models are then often constructed to

examine where a company should invest its resources to best improve sales, retention, word of mouth, loyalty, etc.

These studies need to occur in a fully competitive setting where one derives a full picture of the competitive market

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place. Managers need to know the relative importance of the drivers of satisfaction for their brand/service as well as for their competitors. In addition, knowledge of the relative performance of their brand relative to competitors is necessary information for strategy formation.

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Ideally, one would hope to see modeling efforts which also examine cross effects in terms of how Brand A's policy affects other brands. Over time, competitive dynamics are also important as discussed next.

Dynamics As seen in the various chapters, this can assume

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many different  
manifestations.

Related to the  
previous category  
above related to  
competition, it is often  
necessary to examine  
competitive dynamics  
as opposed to  
comparative statics  
where the modeler of  
the future examines  
simultaneous and/or  
sequential

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optimization by each of the competitors in a market place in a game theoretic context. In such a manner, it will not be the case that all competitors end up enacting the same exact identical strategies.

Alternatively, the models of the future should be adaptive

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and have the ability to "learn" from past data, as well as benefit from informed managerial expert input and constraints. Parameter values that change/adapt during the duration of the data are also a desirable feature. Non-Linearity Traditional linear response functions do not

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typically yield realistic normative managerial guidelines or optimized solutions. End point solutions that suggest "all or none" types of resource allocations are useless in most realistic Marketing applications. A large amount of work is required in this area as Marketing often

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lacks the strong theory necessary to provide such insight regarding the models that are constructed. In addition, multiple objective functions need to be accommodated with the use of multicriterion optimization methods. Endogeneity Often times, there are



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hidden effects embedded in the various independent variables the Marketer believes are exogenous and truly independent. These may be due to effect of lagged variables, managerial decision making practice, etc. To ignore such effects, threatens the integrity of the models

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Marketers construct. For example, in traditional regression models, such endogeneity often produces a correlation between the independent variable in question and the error term, often resulting in biased estimates when employing ordinary least-squares

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estimation.

Moderation/Mediation

There are times particularly in regression approaches where the relationships between two variables are affected by values of a third variable. In such cases, we need to employ selected interaction effects to measure such

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moderated effects.

Interaction effects are often needed to model the synergistic or catalytic effects of various independent variables.

Alternatively, in a mediation regression model, rather than hypothesizing a direct causal relationship between the independent variable

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and the dependent variable, a mediational model hypothesizes that the independent variable influences the mediator variable, which in turn influences the dependent variable. Thus, such moderator and mediator variables serve to clarify the nature of

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the relationship between the independent and dependent variables. Marketers need to be aware of such potential inter-relationships. Models Guided by Theory Ideally, the models we construct should be more than just data analytic structures which approximate

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the relationships  
found in the data.

Where possible,  
models should be  
constructed on the  
basis of available  
sound Marketing  
theory describing the  
process being  
modeled. One of the  
advantages of  
structural equation  
models is that one  
can utilize such a

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methodology to test and implement some a priori theory describing the relationship or causal nature of various inter-related constructs.

This feature has been lacking in the general modeling efforts to date. A major reason for this is due to the lack of adequate theory development



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for most of the processes encountered in Marketing. For example, we have no solid Marketing theory regarding the structure of marketing mix response models. Thus progress must be advanced in such areas so that the models we construct are more robust and

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explainable. I wish to personally thank the co-editors and various authors of the "Future of Marketing" for opening the door to get a glimpse of the future in the field of Marketing. The hope is that this new book will provide fresh ideas to guide future research to improve the field of Marketing

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***As the***

***importance of***  
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*marketing to  
business grows,  
and as new  
concepts and  
applications of  
marketing  
emerge and  
evolve, so too  
does the need  
for up-to-date  
market  
intelligence.*

***This book***

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*recognizes that  
the*

*contribution  
which*

*qualitative  
research can  
make to market  
understanding  
and insight is  
immense, and  
that*

*statistical  
information*

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*flows are never  
enough but need  
to be*

*compounded by  
market*

*intelligence  
gained through  
qualitative  
methods.*

*Qualitative*

*Marketing*

*Research*

*clearly*



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*explains the  
use and  
importance of  
qualitative  
methods,  
clarifying the  
theories behind  
the methodology  
and providing  
concrete  
examples and  
exercises which  
illustrate its*

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marketing who  
are required to  
complete their  
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*project.*

*In recent  
times, the  
advent of new  
technologies,  
the concerns  
about  
sustainability,  
and the new  
tastes of the  
youngest  
generations of  
luxury*

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*consumers have  
affected the  
traditional  
dynamics of the  
luxury goods  
markets. These  
emerging issues  
have caused  
significant  
changes in the  
marketing of  
luxury goods.*

**Sustainable**

Page 108/241

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*development is  
not a new  
practice in the  
luxury market  
but is of  
increasing  
importance. The  
real challenge  
is for luxury  
companies to  
overcome the  
residual  
corporate*

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*social  
responsibility  
perspective to  
embrace a real  
integration of  
environmental,  
ethical, and  
social concerns  
into the  
corporate  
strategy.*

*Integrated  
output and*

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*sustainable  
processes, the  
introduction of  
non-financial  
reporting as  
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practice, and a  
new orientation  
to circular  
economy  
practices are  
emerging issues  
that still*

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*today request  
for a deeper  
exploration  
both on the  
academic and  
managerial  
point of view.  
Digitalization  
is another  
relevant issue  
that is  
reshaping the  
business model*



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*of luxury  
companies. Big  
data,  
blockchain,  
omnichannel  
experience, and  
digital  
customer  
experience  
represent the  
main digital  
challenges that  
luxury brand*

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*companies are  
facing*

*nowadays.*

*Luxury brands  
must keep up  
with these  
digital demands  
and  
sustainability  
concerns to  
maintain their  
position in the  
global market.*

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*Developing  
Successful  
Global  
Strategies for  
Marketing  
Luxury Brands  
upgrades the  
most relevant  
theoretical  
frameworks and  
empirical  
research about  
the marketing*

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*of luxury goods. This book is focused on contemporary issues affecting luxury industries such as digital transformation (blockchain, big data, analytics,*

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*innovation  
processes),  
sustainable  
development,  
changes in  
luxury  
consumers'  
behavior,  
integration  
between  
physical and  
online  
channels, and*

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*the development  
of social media  
marketing  
strategies.*

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cover areas of  
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buyer behavior,  
and*

*international  
business,  
creating a mult*

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approach for  
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for scholars,  
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agencies and  
public bodies,  
managers,  
luxury business  
owners, along  
with*

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*practitioners,  
stakeholders,  
researchers,  
academicians,  
and students  
who are  
interested in  
emerging issues  
affecting the  
luxury market,  
such as  
sustainability  
and digital*



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ather than  
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pricing based  
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*to improve  
their  
competitiveness  
and the  
profitability  
of their  
offers. The  
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contains a new  
chapter on  
price  
implementation  
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*principles  
within an  
organization.  
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also describes  
how managers  
can lead a  
structured  
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to build a more  
profitable  
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situations such  
as: -Cost-based  
price increases  
-Price  
reductions in a  
recession  
-Discounts The  
chapter on  
Value Creation  
now addresses  
the difference  
between how to*

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*consider value  
when it is  
driven by  
tangible  
monetary  
drivers (saving  
money on gas)  
versus the more  
subjective  
psychological  
drivers (doing  
the right thing  
for the*

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*environment) .  
The chapter on  
Value and Price  
Communication  
has been  
substantially  
revised to  
describe how to  
communicate  
value in a wide  
variety of  
product and  
customer*

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*contexts. This chapter also demonstrates how to target communications to affect specific behaviors throughout the customer's buying process. The chapter on Price Setting*



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*has been  
expanded to  
provide a  
robust process  
for setting  
prices that can  
be widely  
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consumer and  
business  
markets.*

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highlights key  
marketing  
issues in an  
international  
context  
characterized  
by diversity of  
markets,  
competitors and  
consumers. Some  
of the cases  
require*

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*students to  
synthesize  
broader  
strategic  
issues such as:  
entering the  
global market;  
coping with  
international  
competition;  
managing the  
globalization  
process;*

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*adapting to  
rapid change  
due to  
worldwide  
developments;  
and weighing  
global  
standardization  
against  
customization.  
Other cases  
bring students'  
analytical*

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*skills to bear  
on issues of a  
more tactical  
nature such as:  
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the collection  
and use of data  
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historically  
important marketing  
scholars whose  
careers collectively  
spanned over 100  
years. An**

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**introductory chapter describes the role of biography in the study of marketing thought, and introduces the eight subjects in this collection.**

**Subsequent chapters describe the lives of Edward David Jones, Simon Litman, Henry Charles**

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**Taylor, Percival**

**White, George**

**Burton Hotchkiss,**

**Theodore N.**

**Beckman, David D.**

**Monieson, and**

**William R.**

**Davidson, focusing**

**on their intellectual**

**and professional**

**contributions to the**

**marketing discipline.**

**The biographies are**

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**based on rare  
archival materials,  
some personal  
interviews, and  
analysis of the  
subjects' major  
works. The final  
chapter draws  
lessons from the  
collection for  
marketing students  
and teachers. Several  
important**

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**discoveries are reported that suggest opportunities for further research. These stories will inform and inspire students of marketing.**

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analysis. Dr. Lyndon



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O. Brown was Professor of Marketing and Advertising, Northwestern University; and Vice-President in charge of Research, Foote, Cone & Belding. There are several approaches to teaching marketing

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research. You could present the big picture and context first, and then break down the overall process into its parts. Or, you could start with techniques and build each into a phase of the overall process until at the end the overview is

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known. This book takes the approach that each student needs an overview first in order to appreciate the nuances and details of the specific techniques they will be asked to employ to develop high quality information.

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This belief led to the development of the text in four parts.

The first part presents the overview, while parts 2, 3 and 4 provide the details on methodologies and techniques.

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ct: Questionnaires  
are one of the most  
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has the objective to  
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lot of research on  
questionnaires from  
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perspective and a  
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perspective can be  
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questionnaires is  
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formulated as follows: What are the differences between questionnaires used in personal face-to-face interviews, telephone interviews and self-administered questionnaires and how are these

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differences reflected in language? Thus, several different questionnaires (cf. corpus) have been analyzed and compared.

Following the introduction in chapter one, chapter two of the thesis is dedicated to

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marketing research.

The purpose of surveys is explained as well as the sampling procedure and the pretest. This thesis focuses on primary research.

Chapter three explains the symbolic interaction theory for social

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research. This question-answer model describes the interview situation. Chapter four is dedicated to the three different survey techniques (personal interviews, telephone interviews and self-administered

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questionnaires).

Each of them will be discussed in detail.

Chapter five deals with response effects in questionnaires and explains the influence of question words, question form, question structure and question topic on

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responses. Whereas  
chapter six focuses  
on the  
macrostructure  
(overall structure) of  
questionnaires,  
chapter seven  
focuses on the  
mircostructure.  
Question form (open-  
ended vs. closed  
questions), sentence



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types and sentence form will be discussed as well as wh-interrogatives and the you attitude . In chapter eight a summary of the language differences is provided for each type of questionnaire separately. Finally, in the conclusion in

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chapter nine, some  
final remarks on the  
topic will be made. I  
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