1.	Record Nr.	UNINA9910455324303321
	Autore	Franses Philip Hans <1963->
	Titolo	Quantitative models in marketing research / / Philip Hans Franses and Richard Paap [[electronic resource]]
	Pubbl/distr/stampa	Cambridge : , : Cambridge University Press, , 2001
	ISBN	1-107-12279-1
		0-521-14365-9
		0-511-11936-4
		0-511-15345-7
		0-511-30344-0
		1-280-15484-5
		0-511-04764-9
		0-511-75379-9
	Descrizione fisica	1 online resource (xiii, 206 pages) : digital, PDF file(s)
	Disciplina	658.8/3/015118
	Soggetti	Marketing research - Mathematical models
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
	Note generali	Title from publisher's bibliographic system (viewed on 05 Oct 2015).
	Nota di bibliografia	Includes bibliographical references (p. 196-201) and index.
	Nota di contenuto	On marketing research -- Data -- Models -- Features of marketing research data -- Quantitative models -- Marketing performance measures -- A continuous variable -- A binomial variable -- An unordered multinomial variable -- An ordered multinomial variable -- A limited continuous variable -- A duration variable -- A continuous dependent variable -- The standard Linear Regression model -- Estimation -- Estimation by Ordinary Least Squares -- Estimation by Maximum Likelihood -- Diagnostics, model selection and forecasting -- Diagnostics -- Model selection -- Forecasting -- Modeling sales -- Advanced topics -- A binomial dependent variable -- Representation and interpretation -- Modeling a binomial dependent variable -- The Logit and Probit models -- Model interpretation -- Estimation -- The Logit model -- The Probit model -- Visualizing estimation results -- Diagnostics, model selection and forecasting -- Diagnostics -- Model selection -- Forecasting -- Modeling the choice between two brands -- Advanced topics -- Modeling unobserved heterogeneity -- Modeling

dynamics -- Sample selection issues -- An unordered multinomial dependent variable -- Representation and interpretation -- The Multinomial and Conditional Logit models -- The Multinomial Probit model -- The Nested Logit model -- Estimation -- The Multinomial and Conditional Logit models -- The Multinomial Probit model -- The Nested Logit model -- Diagnostics, model selection and forecasting -- Diagnostics -- Model selection -- Forecasting.

Sommario/riassunto	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.