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Titolo	Handbook of Market Research // edited by Christian Homburg, Martin Klarmann, Arnd Vomberg
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Disciplina	658.8
Soggetti	Marketing Sales management Management Business Management science Sales and Distribution Business and Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Data. Experiments in Market Research -- Field Experiments -- Design and Process of Survey Research -- Qualitative Market Research -- Challenges in Conducting International Market Research -- Dealing with Endogeneity: A Nontechnical Guide for Marketing Researchers -- Fusion Modeling -- Managing Data Quality -- Methods. Cluster Analysis -- Finite Mixture Models -- Factor Analysis -- Structural Equation Modeling -- Partial Least Squares Structural Equation Modeling -- Analysis of Variance -- Regression Analysis -- Multilevel Modeling -- Panel Data Analysis -- Logistic Regression and Discriminant Analysis -- Choice-based Conjoint Analysis -- Bayesian Models -- Automated text analysis -- Mediation Analysis in Experimental Research -- Exploiting Data from Quasi-Field Experiments -- Applications. Social Media Tracking -- Market Segmentation -- Measuring Customer Satisfaction and Customer Loyalty -- Assessing the Financial Impact of Brand Equity with Short Time-Series Data -- Measuring Sales Promotion Effectiveness -- Return

on Media Models -- Preference Measurement -- Willingness to pay -- Modeling Customer Lifetime Value, Retention, and Churn.

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Sommario/riassunto

In this handbook, internationally renowned scholars outline the current state-of-the-art of quantitative and qualitative market research. They discuss focal approaches to market research and guide students and practitioners in their real-life applications. Aspects covered include topics on data-related issues, methods, and applications. Data-related topics comprise chapters on experimental design, survey research methods, international market research, panel data fusion, and endogeneity. Method-oriented chapters look at a wide variety of data analysis methods relevant for market research, including chapters on regression, structural equation modeling (SEM), conjoint analysis, and text analysis. Application chapters focus on specific topics relevant for market research such as customer satisfaction, customer retention modeling, return on marketing, and return on price promotions. Each chapter is written by an expert in the field. The presentation of the material seeks to improve the intuitive and technical understanding of the methods covered. .

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