

Consumer Insights: Findings from Behavioral Research

MSI Relevant Knowledge Series

Joseph W. Alba, Editor



Marketing Science Institute

Consumer Insights Findings From Behavioral Research Msi Relevant Knowledge Series

Jin-Ying Zhang



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Modeling Markets Peter S.H. Leeflang, Jaap E. Wieringa, Tammo H.A. Bijmolt, Koen H. Pauwels, 2014-11-12 This book is about how models can be developed to represent demand and supply on markets where the emphasis is on demand models. Its primary focus is on models that can be used by managers to support marketing decisions. Modeling Markets presents a comprehensive overview of the tools and methodologies that managers can use in decision making. It has long been known that even simple models outperform judgments in predicting outcomes in a wide variety of contexts. More complex models potentially provide insights about structural relations not available from casual observations. In this book the authors present a wealth of insights developed at the forefront of the field covering all key aspects of specification, estimation, validation, and use of models. The most current insights and innovations in quantitative marketing are presented including in depth discussion of Bayesian estimation methods. Throughout the book the authors provide examples and illustrations. This book will be of interest to researchers, analysts, managers, and students who want to understand, develop, or use models of marketing phenomena.

Consumer Insights Joseph W. Alba, 2011 With profound changes in the marketing landscape, the question for researchers and marketers is: What are enduring insights about consumer judgments and behavior? Consumer Insights: Findings from Behavioral Research, edited by Joseph Alba of the University of Florida, offers a collection of findings on a broad range of consumer behavior phenomena, from variety seeking and brand recall to price biases and the effects of package size on consumption. Each of 42 entries contributed by behavioral scientists includes a generalizable consumer insight or insights, description of evidence base, managerial implications, and selected references. Consumer Insights: Findings from Behavioral Research is intended as supplementary reading for undergraduate and MBA courses and a reference resource for academics and marketing practitioners.

Journal of Marketing, 1988 *Marketing Information* Hiram C. Barksdale, Jac L. Goldstucker, 1995 Consumer Satisfaction, Dissatisfaction and Complaining Behavior Ralph L. Day, 1977 **Proceedings of the Annual Conference of the American Academy of Advertising** American Academy of Advertising. Conference, 1980

Choice, 1988 Consumer Behavior and Marketing Strategy J. Paul Peter, Jerry Corrie Olson, 1993 **Consumer Behavior For Dummies** Laura Lake, 2009-04-15 Get into the minds of consumers and increase your revenue. Want to better understand why consumers think and act the way they do? This practical guide gives you the tools to identify the influences that affect their purchasing behavior. It also shows you how to apply that knowledge as you develop a marketing strategy that speaks directly to their needs. You'll see how to capture their attention, motivate them to purchase your products and services, earn their loyalty, and much more. Why do they buy? Understand the decision making process consumers go through when considering a purchase. Apply behavior to marketing. Learn the 4Ps of marketing and how consumer behavior plays a role in each. Gain a deeper understanding of the individual consumer: gauge a consumer's motivation, emotions, perception, and attitude, and use them to predict and change buying intentions. Explore external influences on customers from cultures to

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