



Adamantios Diamantopoulos  
Wolfgang Fritz  
Lutz Hildebrandt (Eds.)

# **Quantitative Marketing and Marketing Management**

Marketing Models and Methods  
in Theory and Practice



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# Quantitative Marketing and Marketing Management

## Marketing Models and Methods in Theory and Practice

With contributions by

András Bauer, Hans Baumgartner, Albert C. Bemmaor, Markus Blut, Yasemin Boztuğ, Philipp Broeckelmann, Reinhold Decker, Adamantios Diamantopoulos, Claus Ebster, Wolfgang Fritz, Christoph Fuchs, Dominic Gastes, Hubert Gatignon, Wolfgang Gaul, Nicolas Glady, Andrea Gröppel-Klein, Reinhard Grohs, Nadine Hennigs, Lutz Hildebrandt, Hartmut Holzmüller, Christian Homburg, Daniel Hoppe, Harald Hruschka, Michael Kempe, Karsten Kieckhäfer, Daniel Klapper, Martin Klarmann, Tetyana Kosyakova, Manfred Krafft, Gilles Laurent, Peter S. H. Leeftang, Michael Löffler, Bettina Lorenz, Ariel Mitev, Rajan Natarajan, Martin Natter, Thomas Otter, Ana-Marija Ozimec, Marcel Paulssen, Alessandro M. Peluso, Kalyan Raman, Heribert Reisinger, Thomas Reutterer, Cam Rungie, Henrik Sattler, Christian Schlereth, Steffen Schmidt, Oliver Schnittka, Nadja Silberhorn, Günter Silberer, Bernd Skiera, Thomas Stefan Spengler, Markus Stolper, Thomas Suwelack, Dirk Temme, Dirk Totzek, Franziska Völckner, Thomas Volling, Klaus-Peter Wiedmann, Thomas Wüstefeld, German Zenetti

Dedicated to  
o. Univ.-Prof. Dipl.-Ing. Dr. Dr. h. c. Udo Wagner

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# Preface and Overview

On July 19, 2012, Udo Wagner, Chair of Marketing at the University of Vienna, will be 60 years of age. This event marks a period of more than 30 years during which Udo Wagner has influenced the development of marketing science through many important contributions. As close marketing colleagues in Vienna and as his friends, we have therefore decided to publish a *Festschrift* entitled “*Quantitative Marketing and Marketing Management*” aimed at honoring Udo Wagner’s work and person.

Many of his friends, colleagues and former academic students in Europe and overseas supported our project by writing a chapter exclusively for this *Festschrift* thus dedicating it to Udo Wagner. These contributions are classified according to his major research fields namely: (1) marketing models and marketing research methods, (2) consumer behavior and retailing, and (3) marketing management.

## Part 1 Marketing Models and Marketing Research Methods

After a short introduction highlighting the stations of Udo Wagner’s life and his most important contributions to marketing science, the *Festschrift* begins in **Part 1** with the article “**Implementing the Pareto/NBD Model: A User-Friendly Approach**” by **Albert C. Bemmaor, Nicolas Glady, and Daniel Hoppe**. The paper addresses an issue that has been qualified as “challenging” in the literature, that is, estimating the parameters of the well-known Pareto/NBD model. The authors propose a maximum likelihood method to compute the model parameters and illustrate it with two data sets that have been previously used in the literature. The proposed procedure leads to the same parameter estimates as previously published approaches and can be implemented in a user-friendly fashion using a spreadsheet.

The chapter “**The Consistency Adjustment Problem of AHP Pairwise Comparison Matrices**” by **Dominic Gastes and Wolfgang Gaul** is dedicated to some important issues surrounding the application of the Analytical Hierarchy Process (AHP) method, that is, the creation of pairwise comparison matrices, the examination of their consistencies, and the derivation of weights for the underlying objective functions. The authors conduct a simulation study showing, among other things, the negative effects of increasing inconsistencies on the derived weights. These findings underline the importance of controlling for consistencies and the consequences of subsequent adjustments of comparison matrices in AHP applications.

**Lutz Hildebrandt, Dirk Temme, and Marcel Paulssen** show in their contribution “**Choice Modeling and SEM**” how two dominant methodological approaches in quantitative marketing research of the last decades can be integrated. Combining the strengths of covariance structure analysis to control for measurement errors and the ability to predict choice

behavior via the Multinomial Logit (MNL) model creates a powerful hybrid approach – the Integrated Choice and Latent Variable (ICLV) model – for marketing research. The authors document the basic features of this approach and present an example which illustrates how the ICLV model can be used to explain travel mode choice.

The important key informant and common method problems in survey research are taken up by **Christian Homburg, Martin Klarmann, and Dirk Totzek** in their article **“Using Multi-Informant Designs to Address Key Informant and Common Method Bias”**. The authors focus on the question how researchers can rely on multi-informant designs in order to limit the threats of key informant and common method bias on the validity and reliability of survey research. In particular, they show how researchers can effectively design studies that employ multiple informants and how multi-informant data can be aggregated in order to obtain more accurate results than can be obtained with single informant studies.

**Harald Hruschka** gives in his paper **“Using Artificial Neural Nets for Flexible Aggregate Market Response Modeling”** an overview of the state of research on aggregate market response modeling by means of multilayer perceptrons (MLPs), the most widespread type of artificial neural nets. As the author shows, MLPs are not limited to fixed parametric functional forms, but offer flexible approaches for modeling market response functions of marketing instruments.

In their paper **“Supporting Strategic Product Portfolio Planning by Market Simulation”**, **Karsten Kieckhäfer, Thomas Volling, and Thomas Stefan Spengler** propose a decision support for the strategic planning of the future powertrain and vehicle portfolio in the automotive industry. They use a hybrid market simulation approach for a simultaneous consideration of aggregated system and individual consumer behavior. This non-traditional simulation model allows for estimating the development of market shares of various powertrains in different vehicle size classes subject to the vehicle portfolio offered and to assumptions about consumer behavior and market environment.

**Peter S. H. Leeflang and Alessandro M. Peluso** discuss in their contribution **“Knowledge Generation in Marketing”** how knowledge can be acquired in marketing. In particular, they argue that generalizations offered by meta-analyses are very useful for managers in order to improve their decision making. To support their argument, the authors perform an empirical study on subjective estimations of price, advertising, and price promotion elasticities.

In their contribution **“Implications of Linear Versus Dummy Coding for Pooling of Information in Hierarchical Models”**, **Thomas Otter and Tetyana Kosyakova** address the topic of how to pool information more effectively across respondents in problems that involve a large number of (a priori) categorical attributes. The authors illustrate the problem contrasting linear versus categorical coding. Their findings are relevant to the analysis of hierarchical models particularly in the context of conjoint choice experiments.

**Ana-Marija Ozimec, Martin Natter, and Thomas Reutterer** take up in their contribution **“Visual Decision Making Styles and Geographical Information Systems”** a relatively new perspective of marketing, that is, the support of managerial decision making by using data visualization aids, in particular Geographical Information Systems (GIS). Using an online experiment, the way in which different GIS representations influence marketing analysts’ decision making styles is investigated.

The paper **“Analyzing Sequences in Marketing Research”** by **Günter Silberer** emphasizes that sequences of discrete events and states researched in sociology and psychology are largely neglected in marketing research. Nonetheless, sequences are typical attributes of market behavior. Against this background, the author addresses the questions of which sequences could be of particular interest to marketing science and practice and how they could be researched empirically.

**Christian Schlereth and Bernd Skiera** present in their contribution **“DISE: Dynamic Intelligent Survey Engine”** an extendable, web-based survey engine (DISE) that supports the construction of technically sophisticated surveys and limits the effort that researchers must invest to develop new preference methods (e.g., in conjoint analysis settings). The authors discuss the overall architecture and implementation of DISE and outline how it can be employed in surveys, using an illustrative example.

## Part 2 Consumer Behavior and Retailing

**Part 2** of the *Festschrift* begins with the chapter **“The Effect of Attitude Toward Money on Financial Trouble and Compulsive Buying - Studying Hungarian Consumers in Debt During the Financial Crisis”** by **András Bauer and Ariel Mitev**. The aim of this study is to develop a deeper understanding of the different dimensions of attitude toward money and financial trouble in the light of the economic crisis in 2008/09. Furthermore, it is analyzed whether compulsive buying would moderate the relationships between these constructs. The research is based on a large scale empirical study that has been carried out in Hungary.

**“Repetitive Purchase Behavior”** is the subject of **Hans Baumgartner’s** contribution to the *Festschrift*. Eight different types of purchase behavior are distinguished in the model of the purchase cube proposed by the author. One of these types is repetitive purchase behavior, characterized by functional purchases that are made deliberately rather than spontaneously and are relatively low in purchase involvement. The author discusses the concept of repetitive purchase behavior and briefly reviews prior research that has investigated repetitive purchases from various perspectives.

**Yasemin Boztuğ, Lutz Hildebrandt, and Nadja Silberhorn** concentrate in their study **“Investigating Cross-Category Brand Loyal Purchase Behavior in FMCG”** on the widely neglected aspects of cross-category relationships of national brands and on consumers’ brand choice decisions across several product categories. Their measure of brand loyalty is



the Share of Category Requirements (SCR) to capture the relative share of category purchases that individual households give to each brand they buy. The authors use scanner panel and corresponding survey data for the empirical analysis. The scanner panel data contain households' repeated FMCG purchase information of purchases in different kinds of store types within a limited geographic region. From an analysis of brand loyalty patterns different consumer segments result. An ex-post analysis based on general attitudes and other consumer characteristics reveals distinguishing factors between the consumer segments.

In the next article entitled **“Validation of Brand Relationship Types Using Advanced Clustering Methods”**, **Wolfgang Fritz, Michael Kempe, and Bettina Lorenz** reanalyze the data of an existing study on consumer-brand relationships conducted in Germany. Based on a mixture clustering approach, the new analysis supports in principle the former findings indicating the existence of four generic types of consumer-brand relationships. Furthermore, as the findings suggest, advanced methods of cluster analysis do not improve the solution provided by traditional clustering in each case.

**Christoph Fuchs and Adamantios Diamantopoulos** introduce in their paper **“Positioning Bases' Influence on Product Similarity Perceptions: An Open Sort Task Approach”** the communication of similar types of positioning bases as a means for creating similarity perceptions. They use an open sort task employing real products and advertisements in order to empirically test their hypotheses. The study demonstrates that consumers classify products in terms of similarity based on their underlying positioning bases as anchored in advertisements. It also shows that consumers do not use concrete positioning bases more often as a basis for classification than abstract positioning bases.

The study **“The Influence of Location-Aware Mobile Marketing Messages on Consumers' Buying Behavior”** by **Andrea Gröppel-Klein and Philipp Broeckelmann** reports the findings of two experiments involving location-aware mobile marketing messages (LA-MMM). The findings suggest that LA-MMM have only a limited influence on consumers' approach behavior towards stores, store choice and buying behavior. Therefore, LA-MMM is not an effective way to increase sales of a particular brand in the short term and should only be used in conjunction with other marketing tools and promotions.

**Daniel Klapper and German Zenetti** demonstrate in their paper **“Combining Micro and Macro Data to Study Retailer Pricing in the Presence of State Dependence”** how firms can use store-level scanner data in combination with tracking data to estimate the impact of state dependence on consumer purchase behavior and determine the resulting effect on pricing decisions. The authors show how pricing and profitability are affected if a retailer does or does not anticipate state dependence in predicting consumer purchase behavior.

The identification of cross-cultural mattering drivers of customer service satisfaction in after sales business is the topic of the paper **“Service Satisfaction With Premium Durables: A Cross-Cultural Investigation”** by **Michael Löffler and Reinhold Decker**. This study contrasts individualistic with collectivistic cultural contexts and empirically substantiates nonlinearity of satisfaction triggers. The findings show that individualistic and collectivistic cultural backgrounds reveal significant differences regarding important triggers of service satisfaction, whereas brand sympathy over-proportionally triggers service satisfaction across cultures.

While many studies have been devoted to brand loyalty, very few have compared brand loyalty with loyalty to specific product attributes, such as a certain pack size or price level. In their paper **“Brand Loyalty vs. Loyalty to Product Attributes”** **Cam Rungie and Gilles Laurent** propose the Polarization Index as a more valid measure of behavioral loyalty than common measures and show on the example of detergents how to use this measure to compare loyalty across different attributes and different levels of a given attribute.

### Part 3 Marketing Management

**Part 3** of the *Festschrift* is opened by the chapter **“Market Shaping Orientation and Firm Performance”**. In this study, **Markus Blut, Hartmut Holzmüller, and Markus Stolper** discuss two approaches to the market orientation of the firm. The first is characterized as a ‘market driven’- the second as a ‘market shaping’-approach. The authors develop new measures for the latter construct and empirically test its antecedents and consequences also considering moderator variables affecting the market shaping orientation–performance linkage.

In their paper **“Sponsorship of Televised Sport Events - An Analysis of Mediating Effects on Sponsor Image”**, **Reinhard Grohs and Heribert Reisinger** propose that event image, event-sponsor fit and sponsorship exposure mediate the effect of interest in the sponsored event on sponsor image in two ways. First, high interest in the sponsored event increases perceived event image which, in turn, benefits sponsor image. Second, high event interest increases spectatorship of the event, and hence exposure to the sponsors of the event. High sponsorship exposure positively impacts perceived event-sponsor fit and sponsor image. Empirical tests relating to two large televised sport events confirm the proposed hypotheses.

In his “thought piece” entitled **“The Countenance of Marketing: A View From the 21<sup>st</sup> Century Ivory Tower”**, **Rajan Nataraajan** reflects on what truly matters to marketing in this century. Based upon a careful scan of the “going on” in the world, he first offers a configuration that may aid in research ideas generation and then culls out broad areas worthy of academic enquiry by marketers (e.g., e-commerce, green marketing, health care, altruism, evolutionary psychology, and government).

**Kalyan Raman and Hubert Gatignon** show in their study *“Profiting From Uncertainty”* that market response uncertainty can be judiciously harnessed in determining the optimal advertising budget and spending pattern to improve the expected profitability of a firm. Using stochastic optimal control, the authors derive the optimal feedback advertising policy to accomplish this objective, and they establish that the optimal advertising policy increases profitability at a rate directly proportional to the error variance.

*“An Empirical Analysis of Brand Image Transfer in Multiple Sports Sponsorships”* is the focus of the contribution of **Henrik Sattler, Oliver Schnittka, and Franziska Völckner**. Their study is the first to analyze image transfer effects within multiple sponsorships. Specifically, image transfer effects are investigated (1) from the sponsee (e.g., FIFA World Cup) to the sponsoring brands, and (2) between the sponsoring brands, as well as the influence of the fit between the participating entities and brand familiarity on these transfer effects. The findings indicate that a familiar sponsoring brand primarily benefits from the sponsee, whereas an unfamiliar sponsoring brand mainly benefits from a connection with a familiar sponsoring brand.

In their paper *“Effects of Money-Back and Low-Price Guarantees on Consumer Behavior - State of the Art and Future Research Perspectives”*, **Thomas Suwelack and Manfred Krafft** present a literature review of 28 money-back guarantees (MBGs) and 30 low-price guarantees (LPGs) studies. While both a behavioral and an economic research stream exist, the focus of this review is on the effects of MBGs and LPGs on consumer behavior. This literature review subsequently provides some avenues for future MBG and LPG research and offers implications for retailing practice.

**Klaus-Peter Wiedmann, Nadine Hennigs, Steffen Schmidt, and Thomas Wüstefeld** outline in their study *“The Perceived Value of Brand Heritage and Brand Luxury - Managing the Effect on Brand Strength”* a multidimensional framework for analyzing the consequences of brand heritage and brand luxury for consumers. Based on a structural modeling approach, the most important effects of the perceived luxury and heritage of a brand on consumers’ perceived brand value in terms of the economic, functional, affective, and social evaluation of a brand are identified empirically as well as is the impact on brand strength.

## Part 4 Business Administration in Vienna

The paper *“Studying Business Administration in Vienna - The Perception of Alternative Educational Institutions by Freshmen Now and Then”* by **Claus Ebster and Heribert Reisinger** does not fit clearly into the three major parts of this *Festschrift*. However, it is an interesting and relevant piece of research relating directly to the University of Vienna to which Udo Wagner has been affiliated for more than 20 years. For this reason, we have exclusively created a separate **part 4** for this article.

Ebster and Reisinger present a study carried out to aid the positioning and targeting of the Center for Business Studies at the University of Vienna, an institution shaped by the leadership of Udo Wagner. It does not only reveal the general image students have of business education at the University of Vienna and its main competitor, the Vienna University of Economics and Business, but is also a replication of similar research carried out by Udo Wagner and colleagues in 1996. This study thus allows for a longitudinal analysis of students' perceptions of their alma mater through a comparison of now and then.

## Acknowledgements

The editors warmly thank all the authors for their contributions to this *Festschrift* in honor of Udo Wagner. We all congratulate Udo Wagner on his 60<sup>th</sup> birthday and wish him all the best for his personal and professional future.

We also thank all persons who gave us the support needed to accomplish our editorial work. We are very grateful for the help of Jessica Fleer, Wencke Gülow, Michael Kempe, Marie Schulte, and especially of Stefanie Sohn from the Institute of Marketing, Technische Universität Braunschweig, for all the work associated with coordinating the editing activities, formatting, and proofreading of each article. For their informal help at the University of Vienna we thank Maria Kiss and Heribert Reisinger very much.

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The authors and the editors would be delighted if this collection of studies could serve as a source of inspiration as well as enjoyment for Udo Wagner.

Adamantios Diamantopoulos, Wolfgang Fritz, and Lutz Hildebrandt

Vienna, Braunschweig, and Berlin

July 2012

**Otto Beisheim Group**



**management consult**  
Dr. Eisele & Dr. Noll GmbH

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# | Introduction

# 1 In Honor of Udo Wagner, Professor at the University of Vienna, Austria

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## 1.1 Education and Academic Career

Udo Wagner was born on the 19th of July, 1952 in Klagenfurt, the capital of Kärnten in Austria. He went to school in Vienna from 1959 to 1970. After the school-leaving exam at the 2nd Bundesrealgymnasium XIX (Secondary High School), he studied Technical Mathematics at the Vienna University of Technology (1970-1976) which he completed with a Diploma (Master degree). He started his academic career in 1976 as a research assistant and was later employed as an assistant professor in the Institute of Business Management at the Vienna University of Economics and Business (1976-1988). He received his Doctorate in Econometrics in 1984 from the Vienna University of Technology, followed by the completion of his habilitation in 1991 at the Vienna University of Economics and Business. He received the *Venia docendi* (official Austrian teaching qualification) in the field of „Quantitative Business Administration and Operations Research“.

Already before completing his habilitation, Udo Wagner held noteworthy guest professorships. The way led him in 1987 to the Marketing Chair of the Ecole Supérieure des Sciences Economiques et Commerciales (ESSEC) in Cergy-Pontoise and to the Institute d'Administration des Entreprises (IAE) at the Université de Droit, d'Economie et des Sciences d'Aix-Marseilles, Aix-en-Provence (France). In 1989 and from 1990 to 1991, he was visiting and assistant professor respectively in the Marketing Institute of the Graduate School of Management at Purdue University in West Lafayette, Indiana (USA). He also obtained a fixed-term professorship for Quantitative Marketing in the Institute of Decision Theory at the University of Karlsruhe (Germany) from which he received an offer for a chaired professorship one year later. Nevertheless, he decided instead, to join the Vienna University of Economics and Business at which he was appointed Associate Professor for Business Administration with focus on Marketing and International Management in 1991. In the same year, he accepted an offer from the University of Vienna as Full Professor of Business Administration and holder of the Chair of Marketing. From 1992 to 2004, he was Head of the Institute of Business Administration and from 2004 to 2006 Dean of the Faculty of Business, Economics, and Statistics. From 1994 to 1999, he was also academic director of the “International Economic Relations” program at the University of Applied Sciences in Eisenstadt. Further visiting professorships took him to the Babes-Bolyai University in Cluj-Napoca (Romania) in 2006 and to the National Chiao Tung University, Hsinchu (Taiwan) and Université Paris Dauphine (France) in 2007.

During 2005-2011, Udo Wagner was Vice-President “Development” of the European Marketing Academy (EMAC). In 2011, he became the President-elect and in 2012 the President of EMAC for the term from 2012 to 2014. Furthermore, he has been a member of the Board of Directors of the Korean Academy of Marketing Science since 2006 (which renamed itself as Korean Scholars of Marketing Science in 2011).

## 1.2 Global Scholarly Activities

The various visiting professorships which Udo Wagner has had in France, the USA, Romania, and in Taiwan already distinguish him as a globally-oriented marketing scientist. This also applies for his memberships in numerous international academic associations and institutes such as the Academy of Marketing Science (AMS) and the INFORMS Society of Marketing Science (ISMS). Besides an extensive activity in Editorial Boards or as Editor of leading journals (e.g., *International Journal of Research in Marketing*; *Journal of Business Research*; *Marketing ZFP-Journal of Research and Management*; *OR Spectrum*), a long-standing reviewer activity for both highly respected journals (e.g., *Journal of Marketing*; *Journal of Marketing Research*; *European Journal of Operational Research*; *Management Science*) and for major foundations (e.g., National Science Foundation; Austrian Science Fund (FWF); Schmalenbach Award), he has been intensely involved in international conferences. In addition to his long-standing commitment to EMAC conferences since 1994, Udo Wagner has been repeatedly involved in the conferences of the German Society for Operations Research (GOR) where he acted as the chair of the section "Marketing" from 2003 to 2005. This activity spectrum has been considerably extended in recent years, as illustrated in his role as Conference Co-Chair of the Global Marketing Conference in Shanghai (2008) and Seoul (2012) as well as Conference Chair of the Fourth German-French-Austrian (GFA) Conference on Quantitative Marketing in Vienna (2010).

The strong international orientation of Udo Wagner also becomes apparent in the number and diversity of his conference presentations. Two thirds of his ca. 120 presentations have taken place in 17 countries beyond Austria. He has also presented his research at several universities in the USA (Stanford University, University of Southern California, University of Illinois at Urbana Champaign, Purdue University), Canada (University of Alberta), Korea (Hannam University, Daejeon; Sungshin Women's University, Seoul; Yonsei University, Seoul; Dongguk University, Seoul; Kyunghee University, Seoul), Taiwan (National Chiao Tung University, Hsinchu), China (Cheung Kong Graduate School of Business, Beijing; Jiao Tong University, Shanghai), France (ESSEC, Cergy Pontoise; INSEAD, Fontainebleau; Université Paris Val de Marne, Paris; Université Montpellier; Université Nantes), Italy (Educational Institute of South Tirol, Merano), Switzerland (University of St. Gallen), Denmark (Odense University), the Netherlands (Amsterdam School of Business; Erasmus University of Rotterdam; Tilburg University), Russia (Finance Academy under the Government of the Russian Federation, Moscow) and Germany (universities of Berlin, Bielefeld, Bonn, Braunschweig, Freiburg, Heidelberg, Karlsruhe, Köln, Mannheim, Oldenburg, Regensburg, Saarbrücken).



## 1.3 Honors and Awards

For his scientific achievements, Udo Wagner has received several honors and awards. He was honored in Austria in 1989 with the Senator Wilhelm Wilfing Award of the Vienna University of Economics and Business; in 1993 and 1997 with the University Award of the Viennese economy; in 1995 with the Order of Merit of the state capital of Burgenland Eisenstadt; in 2000 with the Komturkreuz of the federal state Burgenland; and in 2007 with the distinction "Top Publication 2007" of the Vienna University of Economics and Business. In Germany, one of his early articles published in 1978 in the *Zeitschrift für Betriebswirtschaft/ Journal of Business Economics*, was recognized as a "Milestone of Business Administration" (Albach 1991). Furthermore, Udo Wagner was awarded an honorary doctorate (Dr. h.c.) at the Technische Universität Braunschweig in 2006. In 2007 and 2008, the Korean Academy of Marketing Science honored Udo Wagner with two Excellence Service Awards; in 2008 he received also with the Premier Award the Best Paper Award of the *Journal of the Korean Academy of Marketing Science*. In 2009 he also received the Best Paper Award of the German Academic Association for Business Research (VHB). In 2011, the European Marketing Academy appointed Udo Wagner to an "EMAC Fellow".

## 1.4 Contributions to Marketing Science

The research achievements of Udo Wagner are reflected in an extensive list of publications with more than 200 titles (see part 5 of this *Festschrift*). According to the JOURQUAL ranking of the German Academic Association for Business Research (VHB), five of his articles count among the top category A + and further 24 among the categories A and B. The five top publications were published in the worldwide leading journals *Marketing Science* and *Journal of Marketing Research* over the period from 1979 to 2008. This fact alone makes clear the quality of Udo Wagner's research achievement in international terms. Closer to home, according to the Handelsblatt Ranking of business administration researchers in 2009, Udo Wagner is listed in the Top-Ten of all German-speaking marketing academics.

### 1.4.1 Research Foci

The main field of Udo Wagner's scientific activity is quantitative business administration. The focus of interest is on empirical market research and market modeling, the application of quantitative procedures and methods of Operations Research in management and marketing as well as on the applications of statistics and econometrics in these fields. However, his research interests go far beyond methodological perspectives. Udo Wagner has researched important substantive issues relating to consumer behavior, such as brand choice and the influence of children on the purchase decision of adults. Furthermore, questions about the effect of marketing instruments have repeatedly figured in his research and deal, among other things, with the effects of pricing policy and promotion, brand presentation, new shop concepts in retailing, product relaunches as well as product placement and

sponsoring. Topics such as e-commerce, strategic marketing, marketing ethics and corporate social responsibility further highlight Udo Wagner's interest in important fundamental questions in business administration and management. This also becomes apparent in his contribution to the conception of business administration as a normative science, co-authored with Erich Loitlsberger. Such a broad level of fundamental reflection is unusual for a marketing scientist.

### 1.4.2 Marketing Models

Udo Wagner has made important contributions in the mathematical modeling of consumer behavior from the beginning of his research work. Already in his doctoral thesis in 1984, entitled „*Full Stochastic Models of Buying Behavior and their Application in the Analysis of Real Markets*“ he addressed himself to a field of research which, due to its technical and mathematical complexity, was open only to a few business researchers. In subsequent years, he systematically extended the level of knowledge in this area through regular contributions in leading scientific journals. These include, among others, two publications in *Marketing Science* and *European Journal of Operational Research* in 1986 and 1987 respectively.

His contributions to stochastic models of consumer behavior now provide the basis of modern, quantitatively-oriented marketing research monographs (cf., e.g., Decker, R./Wagner, R., 2002, pp. 382, 384, 386, 404-412) and have received international recognition in research. As Reinhold Decker, professor at the University of Bielefeld, put it:

*„Particularly the multivariate Polya-Model of the analysis of brand choice and purchase frequency decisions, which was published by Udo Wagner in 1986 in the renowned journal Marketing Science, signals a milestone in the mathematical modeling of consumer behavior. Although the integrated modeling of brand choice and purchase frequency has been subject of publications in internationally renowned journals during the subsequent years, in my opinion, there is hardly any other approach that reached the methodical elegance of the Polya-Model.“*

Given his academic background, Udo Wagner could be classified as a mathematician. Mathematicians who successfully teach and research in business or economics, are often viewed with suspicion by colleagues who research only "qualitatively" and therefore do not understand anything about mathematics. This suspicion results from the assumption that the mathematically-oriented colleague, due to limited talent, could hardly have succeeded in the field of mathematics and therefore chose the (mathematically) less demanding terrain of business or economics! To pre-empt this suspicion, Udo Wagner did something exceptional for a marketing scientist, namely he published the following article in a leading journal of mathematics!

*"A Maximum Entropy Method for Inverting Laplace Transforms of Probability Density Functions", in: Biometrika 82 (4), 1995, 887-892 (with A. Geyer).*

The journal *Biometrika* is one of the famous Oxford journals in the category "Mathematics & Physical Sciences". As professional colleagues of mathematics confirmed, such a publication would have also considerably increased Udo Wagner's chance for an offer of a professorship in mathematics. Nevertheless, we are very pleased that Udo Wagner did not undertake serious steps in this direction!

### 1.4.3 Marketing Management

Despite the highly quantitative-formal research focus, Udo Wagner has not lost sight of applying his findings to marketing management. Thus, several of his papers lead directly to the solution of practical marketing problems, such as pricing, marketing mix planning, success factors in sponsorships and shop concepts in retailing. The publication of five case study books on Austrian marketing cases further demonstrates his interest in issues of marketing practice.

Udo Wagner's research achievements help disprove one unfortunately wide-spread conception in economic and social sciences' theory. Inspired by Niklas Luhmann's sociology of science that conceptualizes science as a self-referential social system (Luhmann 1993), the disciples of this doctrine establish an irreconcilable difference between science and practice. Under this perspective, management science and management practice represent disconnected communication systems or closed social constructions with finally incompatible cultures, whereby the scientific system treats exclusively problems arising from itself and not from a practical perspective. By the continuous work on the problems created by itself, the scientific system thus reproduces itself and hence drifts away from practice more and more. According to this point of view, a practical application of scientific knowledge cannot exist (Kieser 2002; Kieser/Nicolai 2005, p. 276).

Udo Wagner's research offers clear evidence that the gloomy scenario mentioned above does not correspond to reality. An example is the article (published in *Marketing Science* in 2008) entitled: „*Planning New Tariffs at Tele.ring – The Application and Impact of an Integrated Segmentation, Targeting and Positioning Tool*“ (with M. Natter/A. Mild/A. Taudes) which made it to the finals during “2006 Practice Prize Competition” initiated by INFORMS Society for Marketing Science (ISMS). The article shows how a methodological complex approach of quantitative marketing research can be applied in practice in order to improve, for example, the pricing of the Austrian mobile communications company Tele.ring in an extremely intensive competitive environment. The jury's justification for the final entry of this article was: “*For Outstanding Implementation of Marketing Science Concepts and Methods*” (INFORMS 2006).

This example shows that a quantitative research approach can indeed generate helpful advice for marketing practice and helps dispel doubts about the “relevance” of marketing science.

## 1.5 Looking to the Future

Udo Wagner has been contributing to the development of the quantitative business administration and marketing science for more than 30 years and shows no signs of stopping doing in the years to come.

Despite his established scientific reputation, Udo Wagner has always been an open-minded, helpful, and modest person. His open-mindedness finds its expression in also supporting doctoral and habilitation studies which are based on very different research paradigms than that characterizing quantitative business research. Moreover, he is always willing to help and provide guidance and advice to both students and colleagues alike. Regarding his modesty, Udo Wagner does not showcase his research achievements for the purpose of grandstanding and self-marketing. A marketing professor who does not market himself is an extraordinary colleague indeed!

We wish Udo Wagner all the best for the future both personally and professionally and feel privileged to have him as a colleague and friend.

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# **Marketing Models and Marketing Research Methods**