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Management
Education

1984–2014

Chair of Market Research
Activity Report 2013/2014

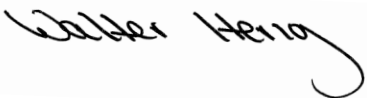
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Preface

This report provides an overview of the activities at the Chair of Market Research in the academic year 2013/2014. Specifically, it describes research projects, lectures at all academic levels (Bachelor, Master, and PhD program), as well as our services for the WHU – Otto Beisheim School of Management.

I would like to take this opportunity to thank Katharina Weiss, Kristina Schmidt, Bettina Bielesch, and Marion Stadler for their outstanding work and commitment. Furthermore, I am grateful to my colleagues Martin Fassnacht, Otto Beisheim Endowed Chair of Marketing and Commerce and Speaker of the Marketing Group, Ove Jensen, Chair of Sales Management and Business-to-Business Marketing, Tillmann Wagner, Chair of Services Marketing, and Tim Oliver Brexendorf, Head of the Henkel Center for Consumer Goods, – it is a pleasure to be a member of the Marketing Group. Finally, I would like to thank the Dean, Michael Frenkel, as well as the WHU Foundation for their trust and continued support of the Chair of Market Research.



Walter Herzog

Team



Prof. Dr. Walter Herzog
Chairholder

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Prof. Herzog studied at the University of Mannheim (Germany) from 1999 to 2004. In 2008, he received his PhD from the University of St. Gallen (Switzerland), and he was a visiting scholar at the University of Michigan from 2007 to 2008. Since 2009, he is responsible for the Chair of Market Research at WHU. His research mainly focuses on management and consumer behavior. Furthermore, Prof. Herzog conducts methodological research on measurement theory and causal inference. His research has been published in marketing journals (e.g., Journal of Marketing Research, Journal of Marketing) and statistics journals (e.g., Structural Equation Modeling). Prof. Herzog teaches methods courses such as “Market Research Methods” (bachelor’s level), “Advanced Methods of Market and Management Research” (master’s level), and “Latent Variable Modeling” (doctoral level).



Katharina Weiss
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Katharina Weiss has been working for the chair since October 2009.



Dipl.-Kffr. Kristina Schmidt
(External) Ph.D. candidate

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From October 2009 to February 2014 Kristina Schmidt was working as a Research Assistant and PhD candidate at the Chair of Market Research. She completed her graduate studies in business administration at the University of Mannheim, majoring in marketing, organizational behavior, and intercultural studies. During her studies, Kristina worked as a student assistant at the Chair of Marketing III. Her graduate thesis “The Impact of Co-branding on Consumer Perception and Buying Intention – An Experimental Investigation of Multiple Co-brands” received an award for excellent research efforts of the Stiftung Marketing at the University of Mannheim. Moreover, she gained practical experiences in the automotive and the telecommunications industry. In March 2014, she took up a position as Assistant Professor (Lecturer) in Marketing at Aston Business School, UK, and has stayed on as an external PhD candidate.

Team



MSc Bettina Bielesch
Ph.D. candidate

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Bettina Bielesch has been working as a Research Assistant and PhD candidate at the Chair of Market Research since February 2013. Her research interests encompass consumer behavior, CSR, and innovation. She holds a Master degree in International Business from Maastricht University with a focus on Strategic Marketing. In her Master thesis “How Thin is Too Thin? The Impact of Extremely Thin Media Models on Women: Applying an Evolutionary Perspective” she investigated the influence of exposure to thin media models on females’ subsequent eating behavior. Before her PhD studies she gained several years of working experience in management consulting in the field of marketing-mix optimization, customer analysis, and CRM in the automotive, consumer goods, and retail industry.



Dipl.-Psych. Marion Stadler
Ph.D. candidate

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Marion Stadler has been working as a Research Assistant and PhD candidate at the Chair of Market Research since October 2013. Her research interests are decision processes based on market research data and causal judgments. She graduated in Psychology from the University of Regensburg and wrote her diploma thesis “Benefit and Acceptance of Recommender Systems in the Car” in close cooperation with Continental AG. Furthermore, she gained business experience in internships in the areas of innovation management and market research.

Teaching

The Chair of Market Research offers courses on the bachelor's level ("Market Research Methods"), on the master's level ("Advanced Methods of Market and Management Research"), as well as in the PhD program ("Latent Variable Modeling"). Overall, the students evaluated the courses positively – on a scale from 1 (excellent) to 5 (poor), the average satisfaction with the respective courses was:

- *Market Research Methods: 1.63 (fall term), 1.95 (spring term)*
- *Advanced Methods of Market and Management Research: 1.19*
- *Latent Variable Modeling: 1.17*

BSc Program

Market Research Methods - Fall Term 2013/Spring Term 2014

(129 students)

Market research methods translate data into useful information, thereby improving marketing managers' decisions and the company's market orientation. Market research projects provide answers to strategic questions, such as:

- Are the customers satisfied with the company?
- How do customers perceive the company and its products?
- Which instruments increase customer satisfaction?
- Which marketing activities pay off?

This course provides a sound theoretical and applied introduction to the methods of data generation and data analysis. Furthermore, the course enables participants to conduct market research projects and to critically evaluate market research findings of third parties (e.g., consultants). Moreover, participants will be familiarized with the limitations of the discussed methods.

[2 SWS; 3 ECTS]

Teaching

MSc Program

Advanced Methods of Market and Management Research - Fall Term 2013

(8 students)

General managers, management consultants, investment advisors, brand managers as well as sales managers need an excellent knowledge of market and management research methods for at least three reasons:

- First, knowledge of analytical methods enables you to soundly answer crucial questions facing any business: How do our customers and employees perceive us? How do our activities influence customer and employee behavior? Thus, knowledge of analytical methods enables you to make better decisions.
- Second, knowledge of analytical methods enables you to back up your discussion position with empirical evidence and quantitative facts. In internal debates, those who are able to provide empirical evidence and quantitative facts typically have the most powerful arguments. Thus, knowledge of analytical methods increases your internal authority and enables you to better champion your ideas.
- Third, knowledge of analytical methods enables you to detect methodological flaws and to challenge false claims made by others (for instance, management consultants, market researchers, internal opposition). As Benjamin Disraeli has noted, “there are three kinds of lies: lies, damned lies, and statistics”. Thus, knowledge of analytical methods enables you to defend against assertions and manipulative tactics.

Finally, the course is an excellent preparation for students who are considering a PhD thesis after their MSc studies.

[2,5 SWS; 5 ECTS]

Teaching

PhD Program

Latent Variable Modeling - Spring Term 2014

The general latent variable model (or special cases of it such as ANOVA models, regression models, factor analysis models, structural equation models, etc.) is applied in almost every scientific study in business administration. A sound knowledge of the model and its underlying assumptions is crucial when you set up your studies, write up results in an appropriate way, defend your methodological approach against reviewers, and ultimately get your papers published.

Course objectives:

- The course provides a solid review of the statistical theory and the assumptions underlying the latent variable model. It should be noted that the statistical concepts are presented in an accessible way; graduate course work in advanced statistical methods is not necessary.
- Participants learn how to estimate latent variable models by means of the *Mplus* software program. *Mplus* is an easy to use software package for the estimation of general latent variable models. For further information visit: www.statmodel.com.
- Latent variable models are used in many scientific disciplines (e.g., psychology, sociology, and biology) and there are certain discipline-specific methodological paradigms and trends. The course covers modeling issues and trends that are specific to the area of business administration.

[2 SWS; 3 ECTS]

Participants and topics of the seminar papers:

- **Bettina Bielesch** (Chair of Market Research)
"Analysis of Variances as a Special Case of Structural Equation Models in Experimental Research"
- **Thomas Rieg** (Institute for Family Business Research)
"Measuring the Family: Development of Scales for the Circumplex Model for the Assessment of Business-owning Families"
- **Niklas Schirmann** (Institute of Management Accounting and Control)
"Reflective Versus Formative Measurement: How to Measure Dyadic Relationship Effectiveness"
- **Pei Shen** (Chair of International Business & Supply Management)
"Applying ANCOVA with Latent Variables to Studying Cross-Business-Unit Alignment and the Motivation to Use Power in a Multimarket Buyer-Supplier Relationship"

Theses

- **Sebastian Sondheimer** (B.Sc.)
"Social Influence Techniques – A Literature Review and Implications for Fundraising Activities"

Teaching

Dissertations

Kristina Schmidt

Causal Effects of Surveys on Customer Behavior

Second Supervisor: Ove Jensen, Chair of Sales Management and
Business-to-Business Marketing



Any market research measuring customer satisfaction to predict future purchase behavior implicitly assumes that the act of measuring customer attitudes does not have an impact on customers. However, research on the mere-measurement effect has demonstrated that, contrary to this assumption, surveying customers increases attitudinal and behavioral outcomes (e.g., amount of money spent, repurchase incidence). Since market research studies are obligated to neutrally gather insights, such findings are highly problematic and undesirable.

However, previous studies have not accounted for noncompliance, that is, for the common phenomenon that some customers do not respond to the survey. Hence, the starting point of this dissertation is to investigate whether such causal effects of survey participation actually exist. As regards extending current research on survey effects, the main objective of this dissertation is to explore the heretofore uninvestigated effect of attempting to survey customers who eventually decide not to respond to the survey. Together, the results intend to provide a more comprehensive picture of the overall effects of customer surveys.

Evidently, achieving the aforementioned objectives rests on methodologically accounting for noncompliance. Borrowing from econometrics, biometrics, and general statistics, this doctoral dissertation thesis will employ principal stratification (Frangakis & Rubin 2002), the framework of potential outcomes (Neyman 1923), and Rubin's Causal Model (Holland 1986) to estimate the causal effects (Angrist, Imbens & Rubin 1996; Imbens & Angrist 1994) of survey participation and nonparticipation in a large-scale field experiment. Moreover, laboratory experiments are used to investigate the effect of attempting to survey customers who go on not to respond in more detail. This dissertation project has been partially funded by the FAZIT-STIFTUNG.

Teaching

Dissertations

Bettina Bielesch

Impact of Corporate Social Responsibility and Innovation Strategies on Consumer Behavior

Second Supervisor: Tillmann Wagner, Chair of Services Marketing



Innovation and Corporate Social Responsibility (CSR) are becoming more and more important in discussions about branding and corporate strategy. CSR can broadly be defined as a company's status and activities with respect to its perceived social obligations (Brown & Dacin 1997). Companies place more and more attention to CSR on their corporate agendas because it has been shown that the communication of CSR activities not only boosts purchase intentions and loyalty but also enhances evaluations of the company or brand (Sen & Bhattacharya 2001).

According to Lieberman and Montgomery (1990), a company or brand can achieve pioneer or first-mover status by producing a new product, entering a new market, or by using a new technology. Research has shown that brands that enter a new market first often achieve general advantages over later entrants resulting in higher market share or more favorable evaluations (Kardes et al. 1993; Oakley et al. 2008). Furthermore, consumers often perceive pioneer brands to offer superior product quality, innovativeness, and technological progress (Alpert and Kamins 1995; Chang and Park 2013).

However, what remains unanswered is how the relationship between CSR and innovation may influence consumers' brand image perception. This research project tries to close this gap by examining how innovativeness interacts with CSR engagement to affect brand image. Experiments are used to explore the interaction between a brand's innovation strategy (pioneer vs. follower brand) and CSR engagement (present vs. absent) on consumers' brand attitude. Usually, both innovation level and CSR engagement are positively perceived by the consumer when investigated independently. However, it is proposed that the presence of both concepts might be counterproductive. More specifically, it is expected that consumers would evaluate CSR engagement more positively for follower brands than for pioneer brands.

Teaching

Dissertations (Second Supervisor)

Marlon Braumann

Sales Force Incentive Plans and Performance Measurement

Supervisor: Ove Jensen, Chair of Sales Management and
Business-to-Business Marketing



Martin Dahm

Pressure From Behind in Queues: Reversal of the „Number-Of-People-Behind-Effect“

Supervisor: Daniel Wentzel, Chair of Marketing, RWTH Aachen



Daniela Götz

Vertical Extension of Brands

Supervisor: Martin Fassnacht, Chair of Marketing and Commerce



Michael Henrich

Exploring Profitability Challenges in Relationships with Business Customers

Supervisor: Ove Jensen, Chair of Sales Management and
Business-to-Business Marketing



Teaching

Dissertations (Second Supervisor)

Philipp Kluge

Essays on Marketing Luxury Goods

Supervisor: Martin Fassnacht, Chair of Marketing and Commerce



Steffen Sachs

Sales Personalities and Sales Positions

Supervisor: Ove Jensen, Chair of Sales Management and
Business-to-Business Marketing



Thomas Weiber

Angebotspreisfindung bei umkämpften Aufträgen

Supervisor: Ove Jensen, Chair of Sales Management and
Business-to-Business Marketing



Dissertations (Additional Supervisor)

Verena Weber

A Financial Orientation in Marketing and Sales

Supervisor: Ove Jensen, Chair of Sales Management and
Business-to-Business Marketing



Research

Publications

- Hattula, J., Herzog, W., Dahl, D. W., & Reinecke, S. (in press). Managerial Empathy Facilitates Egocentric Predictions of Consumer Preferences. *Journal of Marketing Research*.

Conference Contributions

- Dahm, M., Wentzel, D., & Herzog, W. (2014). The Impact of Queues on Customers Using a Service. *European Marketing Academy Conference*, Valencia, Spain.

Reviewing Activities

- Journal of Marketing Research
- Structural Equation Modeling
- Behavior Research Methods
- European Journal of Marketing
- Schmalenbach Business Review
- Zeitschrift für Betriebswirtschaft
- Electronic Markets
- Marketing Review St. Gallen

Activities at WHU

- Design and implementation of a WHU strategy project to improve teaching quality
- Statistical consulting for faculty members and doctoral students
- Liaison lecturer, Konrad-Adenauer-Stiftung (currently, 24 students are supported)
- Member of appointment committee for professor position in marketing

Sustainability

WHU is committed to both research on sustainability-related topics as well as educating students in ethical and sustainable management behavior. At the Chair of Marketing Research, this strategic orientation is reflected by Bettina Bielesch's dissertation thesis that explores the "Impact of Corporate Social Responsibility and Innovation Strategies on Consumer Behavior" (see p. 10 for further details on this research project).

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