



# **Market Response and Marketing Mix Models: Trends and Research Opportunities (Foundations and Trends(r) in Marketing)**

*Douglas Bowman, Hubert Gatignon*

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Market Response and Marketing Mix Models takes a forward-looking perspective identifying research opportunities related to market response and marketing mix models falling under four broad areas: • "New" or under-studied inputs and/or "richer" measures of inputs constructs. • Explicitly accounting for the process linking inputs to outputs • "New" or under-studied dependent variables • Under-studied or emerging contexts. Each section covers three broad areas related to marketing mix models - data issues and requirements, methodologies (i.e., traditional econometrics; Bayesian methods; structural models), and substantive findings. As quantitative information about markets and marketing actions has become widely available, modern marketing is presented with both a challenge and an opportunity: how to analyze this information accurately and efficiently, and how to use it to enhance marketing productivity. Market Response and Marketing Mix Models describes the tools needed for achieving these objectives.

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