

Editorial

Issue 3/2017 is the first of two Special Issues on Methods in Marketing Research. The editors asked well-known scholars for manuscripts on specific methods which address and help PhD-Students and researchers in their studies. This Special Issues is part of an initiative to increase the international visibility and the national reputation of our journal (as is the new journal's website: www.marketing-zfp.de). I thank the authors as well as the reviewers for their support and wish all readers new insights into requirements, options, and challenges of five methods often used in Marketing Research.

In the manuscript "On Comparing Results from CB-SEM and PLS-SEM: Five Perspectives and Five Recommendations", *Edward E. Rigdon, Marko Sarstedt and Christian M. Ringle* address main approaches: Covariance-based structural equation modeling (CB-SEM) and partial least squares structural equation modeling (PLS-SEM). Concerns about the limitations of the different approaches might lead researchers to seek reassurance by comparing results across approaches. But should researchers expect the results from CB-SEM and PLS-SEM to agree, if the structure of the two models is otherwise the same? Differences in philosophy of science and different expectations about the research situation underlie five perspectives on this question. The authors argue that the comparison of results from CB-SEM and PLS-SEM is misleading and misguided, capable of generating both false confidence and false concern. Instead of seeking confidence in the comparison of results across methods researchers should focus on more fundamental aspects of research design. Based on the discussion, the authors derive recommendations for applied research using SEM.

Harald Hruschka addresses "Functional Flexibility, Latent Heterogeneity and Endogeneity in Aggregate Market Response Models" which previous reviews have considered either incompletely or not at all. Ignoring these issues could lead to biased estimates of the effects of marketing variables and finally erroneous implications for marketing decision making. The author recalls the main characteristics of several more frequently applied parametric market response functions. In his article he reviews relevant studies indicating both methods applied and results obtained. He starts by presenting flexible aggregate market response models. Their nonparametric component is often specified as multilayer perceptron, spline regression, or kernel regression. The author then deals with latent heterogeneity both across households and across retail chains or stores. Further, endogeneity in aggregate market response models focusing on instrumental variables estimation techniques are explained. At the end implications of this overview is provided and an outlook on open research problems is offered.

In the third manuscript *Ossama Elshiewy, Daniel Guhl and Yasemin Boztug* deal with "Multinomial Logit Mod-

els in Marketing". Analysing choice behaviour has a long tradition in marketing research. Such an analysis provides valuable insights for researchers interested in understanding consumer behaviour and practitioners who aim to optimise their marketing-mix efforts. From this background, this paper gives an overview of the most important aspects when it comes to analysing brand choice using multinomial logit models. Starting with the theoretical foundation of choice behaviour, the authors move on to summarise the basic models and present the state-of-the-art extensions that account for more realistic choice behaviour. They supplement each model description with an empirical example to emphasise the advantage of each approach compared to the basic models. Finally, the authors summarise key findings and highlight avenues for future research. In addition, they provide the estimation code in a web appendix for researchers and practitioners who want to replicate the results or analyse their own research questions using the models described in the paper.

Multilevel Structural Equation Modelling (MSEM) is addressed by *Johannes Hirschmann and Bernhard Swoboda*. Multilevel (or mixed linear) modelling either simultaneously test hypotheses at several levels of analysis. Advances in MSEM enable the specification of latent variables, which are more common in marketing than the manifest variables used in hierarchical linear modelling (HLM), and open new conceptual possibilities. However, MSEM involves several challenges and is not frequently used. The authors therefore outline key methodological requirements, options, and challenges regarding MSEM and provide a systematic approach for its use. To achieve this goal, the advantages of MSEM over HLM are illustrated, followed by a literature review, to determine how MSEM and HLM are differentially applied. The requirements, options, and challenges of MSEM are systematically illustrated by elaborating current knowledge in the literature and by presenting an empirical study for three model types: cross-level effects, cross-level interactions, and cross-level effects and interactions. Promising directions and major challenges for future research are examined.

Carsten Leo Demming, Steffen Jahn and Yasemin Boztug characterize "Conducting Mediation Analysis in Marketing Research", where mediation analysis is frequently conducted in order to enrich our understanding of a focal causal relationship by examining its underlying mechanism. The main purpose of the authors is to provide an overview of what mediation analysis means, which approaches exist to establish mediation, and how to conduct mediation analysis with the state-of-the-art methodology. In the first part of the paper the authors review conceptual considerations of mediation for the most commonly used mediation model groups and discuss the

suitability of different mediation analysis approaches focusing on the bootstrapping approach. The second part of the manuscript is organized as a tutorial. Based on a marketing example the authors illustrate how to specify, estimate and interpret mediation models with a tool for SPSS and SAS called PROCESS (Hayes 2016). They

recommend a hierarchical procedure in which simple mediation models are examined first, followed by more complex models.

Bernhard Swoboda, Trier University, Germany
Editor-in-Chief



Die Regeln für packende Geschichten.

Storys, die begeistern

Fast keine erfolgreiche Marke kommt mehr ohne eigene Story aus. Aber nur eine Geschichte, die gelungen ist, zieht das Publikum in ihr Geschehen mit hinein und lässt es teilhaben. Um diese Qualität zu erreichen, bedient sich der Geschichtenerzähler bestimmter Regeln. Nur mithilfe dieser Regeln kann es gelingen, ein Publikum zu fesseln und zu begeistern.

Dieses Buch

zeigt, wie mit einfachsten Regeln packende Geschichten entstehen können, wie sie wiedergegeben werden sollen und was mit ihnen erreicht werden kann.

Von Edgar von Cossart

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