Accepted Manuscript

A simultaneous model of multiple-discrete choices of variety and quantity

Ralf van der Lans

PII: S0167-8116(17)30089-7
DOI: https://doi.org/10.1016/j.ijresmar.2017.12.007
Reference: IJRM 1240

To appear in: *International Journal of Research in Marketing*

Received date: 8 May 2017

Please cite this article as: Ralf van der Lans , A simultaneous model of multiple-discrete choices of variety and quantity. The address for the corresponding author was captured as affiliation for all authors. Please check if appropriate. Ijrm(2017), https://doi.org/10.1016/j.ijresmar.2017.12.007

This is a PDF file of an unedited manuscript that has been accepted for publication. As a service to our customers we are providing this early version of the manuscript. The manuscript will undergo copyediting, typesetting, and review of the resulting proof before it is published in its final form. Please note that during the production process errors may be discovered which could affect the content, and all legal disclaimers that apply to the journal pertain.

ACCEPTED MANUSCRIPT

A Simultaneous Model of Multiple-Discrete Choices of Variety and Quantity

Ralf van der Lans

November 30, 2017

==========
ARTICLE INFO
Article history:
First received on May 8, 2017 and was under review for 5 months.
Senior Editor: Tülin Erdem
==========

Ralf van der Lans is Associate Professor of Marketing at Hong Kong University of Science and Technology, Clear Water Bay, Kowloon, Hong Kong. Voice: +852 2358 7706. Fax: +852 2358 2429. E-mail: rlans@ust.hk.

The author would like to thank Xi Chen, Jun Kim, Song Lin, Anirban Mukhopadhyay, Jason Roos, Wenbo Wang, Michel Wedel and Qiang Zhang for their valuable suggestions. He also wishes to thank Ashley To for the data collection of the second empirical application, and Sanghak Lee for providing the data and code of their model for the first application. Special thanks to Jacopo Contiero and Celine Wong for making their ice-cream shop available for this research and the many scoops of delicious ice-cream flavors that provided the calories necessary to run the models. This research was supported by a grant from the Hong Kong Research Grant Council (GRF645511). Finally, the author thanks the editor, senior editor, and three anonymous reviewers for valuable suggestions.

Download English Version:

https://daneshyari.com/en/article/7240482

Download Persian Version:

https://daneshyari.com/article/7240482

Daneshyari.com