

마케팅 연구 분야 및 방법론 트렌드

소비자 행동 연구 중심으로

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Presenter's Current Profile

- Visiting Professor, College of Business, Chonnam National University
- Associate Professor of Marketing, Paseka School of Business, Minnesota State University – Moorhead
 - Early tenure and promotion
 - Employee Excellence Award
 - Student Organization Advisor of the Year Award
- Certified Mentor and Subject Expert at SCORE affiliated in the U.S. Small Business Administration
- Advisor at National Millennials and Gen Z Community
- 한국 혁신클러스터 학회 부회장
- Editorial Board Member at Journal of International Consumer Behavior
- Reviewer at several journals and organizing member at several conferences
- Academic Awards
 - Most cited and read awards
 - Junior faculty scholarship award
 - Best paper awards, etc.
- Media Appearance
 - WalletHub.com, Zippia.com, InForum, etc.

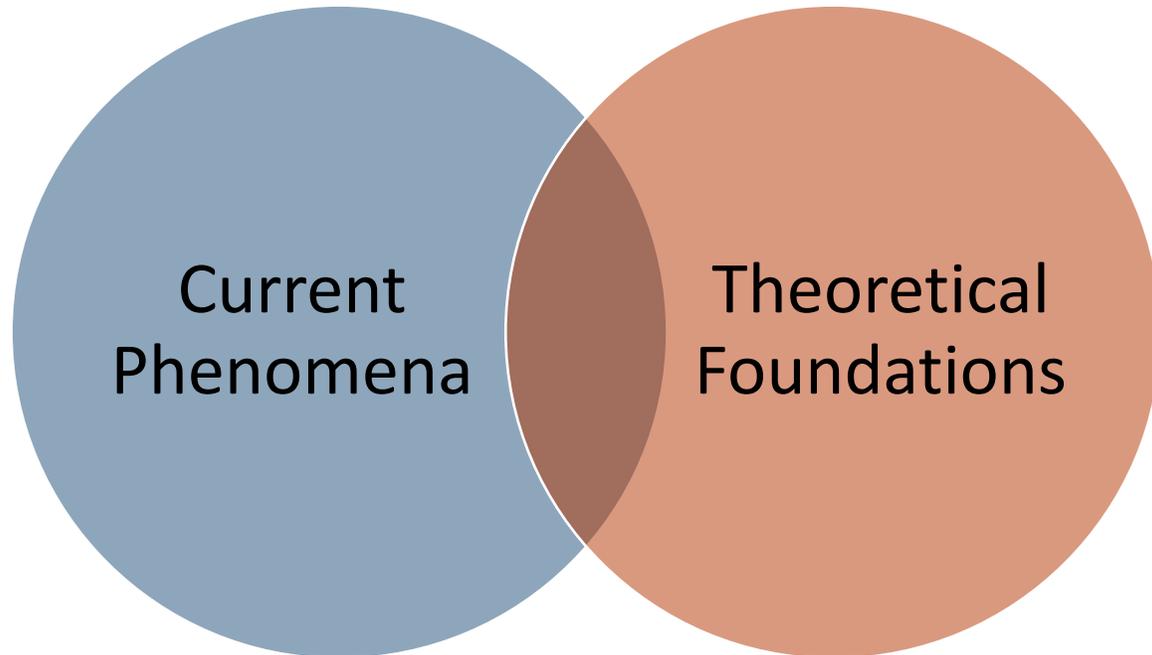
Pre-Research Stage



Idea Development:
Funneling Approach

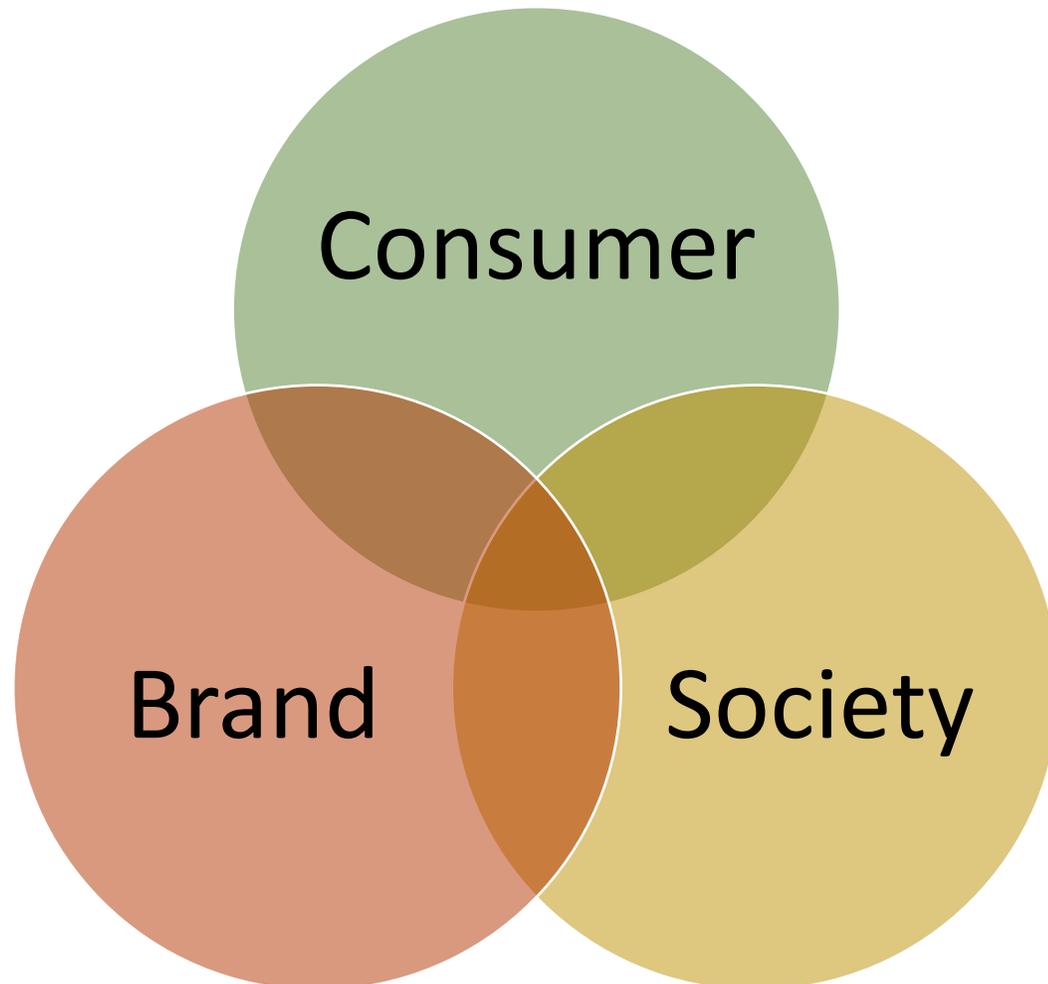


Research Components: General



- What & Why matter
- Theory-Driven
- Data-Driven
- Domain-General
- Domain-Specific
- Theoretical Triangulation

Research Components: Trend & Now



- Marketing Thinking and Doing (JM)
- Reality Check – Infusing Ecological Value into Academic Marketing Research (JM)
- Better Marketing for a Better World (JM)
- Academics-Practitioners Collaboration
- Interdisciplinary Approach

Research Components: Trend & Now



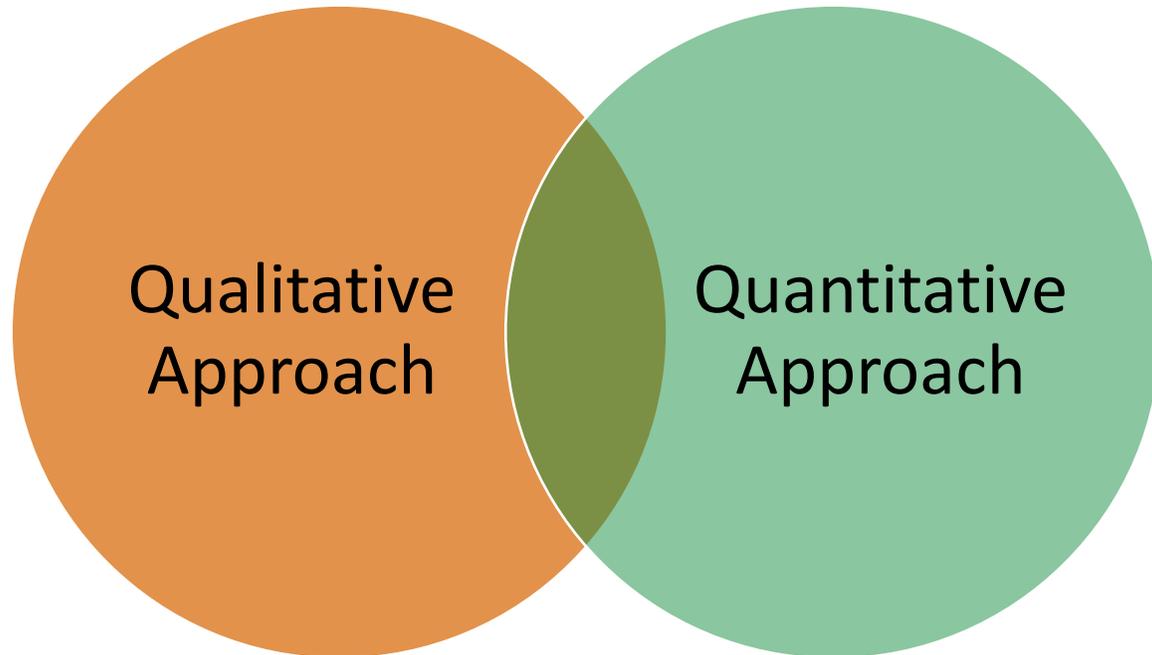
**Customer
Value**

**Brand
Value**

**Experience &
Promotion:
Omnichannel**

**Sustainability:
Wellbeing,
Healthcare**

Research Methods: General



How matter

Measurement Option

Appropriateness

Data/Method Triangulation

Research Model

Reliability and Validity

Research Methods: Chronological Trend

Year	Technology	New data	New methods	New issues
1960-1969	Mainframe	Aggregate Survey Diary panel	Regression Stochastic Discriminant Cluster MDS	Marketing concept Marketing mix Response models Product life cycle Diffusion Brand loyalty Perceptions/preferences Segmentation
1970-1979	Mainframe	Lab experiments	Conjoint Covariance structure Logit Qualitative research	Measurement Multi-attribute Attitudes Positioning Information processing Market share models Decision support
1980-1989	Scanner PC	Scanner panel Point of sale data	Finite mixture Interpretative Game theory	Brand choice Strategy Channels Pricing Services Involvement Knowledge/expertise CRM
1990-1999	Internet Web browser Search engines	Online shopping Clickstream Big data	Bayesian Heterogeneity Hazard Time series	Market orientation Long-term effects Consumption behavior Consideration sets Brand Equity Satisfaction Internet
2000-2009	Broadband Social networks Smart phones Wi-Fi	Reviews Social networks	Text mining Machine learning Econ Structural models	Online advertising Online word-of-mouth Online experience Marketing profitability Service dominant logic
2010-2019	Virtual assistant Smart home	Location tracking	Control function Field experiments Big data techniques Neuroscience	Multi-channel Mobile Social networks Privacy Showrooming

(Ratchford, 2020)

Research Methods: Trend & Now



**Online
Survey**

**Field
Experiment**

**Panel
Data**

**Big
Data**

Imperative Considerations for Doing Research

- **Research Understandability & Interpretation Ability**
- **Monetary Affordability**
- **Temporal & Spatial Constraints**
- **Data / Information Accessibility**
- **Cost-Benefit Relationship → Pursuit of Ecologically Best Outcomes**

No matter what marketing ecosystems be shaped,

Not any business can survive with no customers;

Consumers can hardly live with no businesses.

Ecologically sharable interests are needed to be examined.



<http://www.covermesongs.com/wp-content/uploads/2015/04/QA.jpg>