8TH ANNUAL MEETING OF THE EUROPEAN ACADEMY FOR ADVANCED RESEARCH IN MARKETING

1979

GRONINGEN (The Netherlands), APRIL 10-12

PETER LEEFLANG, Groningen - CONGRESS CHAIRMAN
BEREND WIERENGA, Wageningen - PROGRAMME CHAIRMAN

ORGANIZED BY:
THE FACULTY OF ECONOMICS OF THE UNIVERSITY OF GRONINGEN
8TH ANNUAL MEETING OF THE EUROPEAN ACADEMY FOR ADVANCED RESEARCH IN MARKETING

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The 8th Meeting of the European Academy for Advanced Research in Marketing was generously sponsored by

- the Faculty of Economics of the University of Groningen
- the University of Groningen
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TIME-TABLE

of the 8th ANNUAL MEETING OF THE EUROPEAN ACADEMY FOR ADVANCED RESEARCH IN MARKETING
GRONINGEN, April 10-12 1979

Tuesday, April 10
Place of activities: Academiegebouw (Academy building), Broerstraat, Groningen

16.00-19.30: Registration
   (At 12.30 and 15.45 there will be bus transfer from Groningen Airport to the hotels, at 18.45 there will be bus transfer from the hotels to the Academiegebouw)

19.30 : Opening of the Conference and invited lecture by Henry J. Claycamp
   (International Harvester and University of Chicago) on: "Marketing strategy and corporate strategy".

21.15 : Get-together party

23.00 : Transfer to hotels

Wednesday, April 11
Place of activities (except for the Academy Dinner):
   Biologisch Centrum
   Kerklaan 30
   Haren (near Groningen)
   (Conference desk open from 9.00 to 17.30)
8.30 : Bus transfer from hotels to Biologisch Centrum
9.15-12.45: Parallel Sessions*
10.45-11.15: Coffee Break
13.00-14.00: Lunch
14.00-15.30: Parallel Sessions*
15.30-16.00: Tea Break
16.00-17.30: Parallel Sessions*
17.30 : Bus transfer to hotels
18.45-19.30: Bus transfer from hotels to Academy Dinner in the "Fraeylemaborg", Slochteren
20.30 : Academy Dinner
23.00 : Departure Bus 1 to hotels
23.30 : Departure Bus 2 to hotels
*) See the schedule of sessions; page: 6

Thursday, April 12

Place of activities: Biologisch Centrum
Kerklaan 30
Haren (near Groningen)
(Conference desk open from 9.00-16.30)

8.30 : Bus transfer from hotels
9.00- 9.30: Academy Meeting
9.30-13.00: Parallel Sessions*
11.00-11.30: Coffee Break
13.00-14.00: Lunch
14.00-15.30: Invited lecture by Henry Theil (University of Chicago): "The differential approach to the analysis of market shares of competing brands"
15.30-16.00: Tea Break
16.00-16.15: Closing Session
16.15 : Bus transfer to hotels
18.30  : Bus transfer from hotels to Groningen Airport
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<td>Marketing Research Methods (Session A)</td>
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PLENARY SESSIONS

P1 Henry J. Claycamp (U.S.A.): "Marketing strategy and corporate strategy"  

P2 Henry Theil (U.S.A.): "The differential approach to the analysis of market shares of competing brands"

PARALLEL SESSIONS

Session A: Marketing Research Methods

Chairman: Peter Hamman

Roger Heeler (U.K.): "Measure development in marketing, 'an attitude' research example"  

J. van Helden (Netherlands): "Measuring the price sensitivity of household electricity consumption by means of interview data"

V. Srinivasan (U.S.A./EIASM-Belgium): "An approach to the modelling and estimation of consumer multistage decision processes"

Session B: Consumer Behaviour I

Chairman: Flemming Hansen

Walter van Waterschoot (Belgium): "Determination of consumer satisfaction in buying behaviour"

Alan B. Flaschner, William N. Dehon and Bill Hudson (U.S.A.): "Modelling discontinuities in dog food purchase behavior as consumer 'catastrophes'"

Elizabeth Hirschman and S. Krishnan (U.S.A.): "The validity of nonmetric attribute dichotomization: an empirical examination"

Kristian Möller (Finland): "Attitudinal and social influences on color television and toothpaste buying intentions"

Dick A. Francken and W. Fred van Raaij (Netherlands): "Satisfaction vacation"

1) page number of the paper in this volume  
2) x indicates: not included in this volume (The papers arrived after March 12 could not be included)
Session C: Consumer Behaviour II

Chairman: G.M. van Veldhoven

Lars Haglund (Sweden): "Consumer behavior and rationality in households - some tentative results from an empirical study" C1

G.J. de Nooij and Th.M.M. Verhallen (Netherlands): "Marketing mix sensitivity" C13

Jan-Erik Modig (Sweden): "Non-working time usage: marketing implications" C41

Aad van Tilburg (Netherlands): "Analysis of generic consumer choice for a class of agricultural products from panel data" C52

Alain Strazzieri and Robert T. Green (France): "An exploratory study of consumer behavior patterns in sub-sahara Africa" C75

Session D: Consumerism and Public Policy I

Chairman: Michael Baker

Lars Perssson (Sweden): "Public policy and market performance" x

Jean Perrien & Emmanuel Chéron (Canada): "Pro consumer information on TV: results and implications of the Canadian experience" D1

David Ford and H. Eric Frank (U.K.): "The multinational and the less developed country-future conflict or cooperation?" D24

Alan R. Andreasen and Jean Manning (U.S.A./EAISM-Belgium): "Information needs for consumer protection planning" D54

Kjell Grønhaug (Norway): "Social class, equality and anti-smoking campaigns" D84

Session E: Consumerism and Public Policy II

Chairman: Michael Baker

Jacob Naor (U.S.A.): "A new approach to multinational social responsibility" E1
John Quelch and Stephen Ash (Canada): "The role of marketing in formulating public policy for preventive health care"

Session F: Industrial Marketing
Chairman: to be announced
K.J.Blois (U.K.): "The marketing of marketing research consultancy"
Gillian Rice (U.K.): "Government purchasing: implications for marketing"

Session G: International Marketing
Chairman: to be announced
V. Bellur (U.S.A.): "Expansion of European Common Market and its effects on the Euro-American trade"
Christian Grönroos (Finland): "Service-oriented international marketing strategies: an overview"
Jacobo Hornik (U.S.A.): "An empirical investigation of cross-cultural advertising campaigns"
Howard Lyons and Lynn Rcroyd (U.K.): "Food marketing in the first and third worlds"
James M. Carman (U.S.A.) and Eric Langeard (France): "Growth strategies for service firms"

Session H: Distribution
Chairman: Harry Nyström
K.O.Hammarkvist (Sweden): "The computer and the retailing trade - effects on the marketing system"
Lars J. Lindqvist (Finland): "Marketing of non-industrial goods to organizational buyers - experiences from an empirical study"
M.T.G.Meulenberg (Netherlands): "Retail- and wholesale pricing of perishable non-durables, with particular reference to fresh vegetables in the Netherlands"
Session I: Marketing theory and non-profit marketing

Chairman: A. Bosman

Bengt Brodin, Johan Norderson and Hans Benndorf (Sweden-EIASM/Belgium): "Marketing planning in practice, some results from an empirical study"

Donald Cowell (U.K.): "The role of market research in the development of public policy in the field of recreation and leisure"

Hein W.C. van der Hart (Netherlands): "Marketing development in a university computing centre"

Søren Heede (Denmark): "Marx and marketing"

Session J: Marketing Models

Chairman: Berend Wierenga

Peter S.H. Leeflang and Jan C. Reuyl (Netherlands): "On the application of generalized least squares methods to logically consistent market share models"

Hermann Simon (U.S.A.): "Marketing Multiplier and Marketing Strategy"

Ole Nilsson (Denmark): "Stochastic processes as decision models"

Philippe Naert, A. Verbruggen and Marie-Claire Vaernewijck (Belgium): "On predicting the equilibrium market share of district heating"