

*B. Wierenga*

**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

PROGRAM COMMITTEE:

- Berend Wierenga (Agricultural University of Wageningen), Chairman
- Peter Leeftang (University of Groningen)
- Fred van Raaij (Catholic University of Tilburg)

ORGANIZATION COMMITTEE:

- Peter Leeftang, Chairman
- Rob van den Heuvel (secretary)
- Willem Nijkamp (treasurer)
- Ad van Goor
- Jan Reuyl
- Selie Weistra (secretarial assistance)
- (all members of the Faculty of Economics of the University of Groningen)

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
- the Ministry of "Onderwijs en Wetenschappen"
- Drexhage, de Zee, Marcread b.v. (Advertising Agency)
- Fred van der Werff b.v.
- N.V. Nederlandse Gasunie
- Wolters Noordhoff b.v.

We express our gratefulness for their kind support.

We also thank the Agricultural University of Wageningen for making available its facilities for the printing of this volume. Nel Joziase of the Marketing Department of this University provided important secretarial assistance.

## 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

## Schedule of Sessions EAARM-Meeting Groningen, April 10-12 1979

Tuesday, April 10 19.30-21.15	Plenary Session (P1)		
	Group 1	Group 2	Group 3
Wednesday, April 11 9.15-12.45	Marketing Research Methods (Session A)	Consumerism and Public Policy I (Session D)	Distribution (Session H)
Wednesday, April 11 14.00-17.30	Consumer Behaviour I (Session B)	Consumerism and Public Policy II (Session E) (until tea break)	Marketing Theory and Non-Profit Marketing (Session I)
		Industrial Marketing (Session F)	
Thursday, April 12 9.30-13.00	Consumer Behaviour II (Session C)	International Marketing (Session G)	Marketing Models (Session J)
Thursday, April 12 14.00-15.30	Plenary Session (P2)		

PLENARY SESSIONS

- P1 Henry J. Claycamp (U.S.A.): "Marketing strategy and corporate strategy" x<sup>2)</sup>
- P2 Henry Theil (U.S.A.): "The differential approach to the analysis of market shares of competing brands" P1

page 1)

x<sup>2)</sup>

P1

PARALLEL SESSIONS

Session A: Marketing Research Methods X

Chairman: Peter Hamman

Roger Heeler (U.K.): "Measure development in marketing, 'an attitude' research example" A1

J. van Helden (Netherlands): "Measuring the price sensitivity of household electricity consumption by means of interview data" A12

V. Srinivasan (U.S.A./EIASM-Belgium): "An approach to the modelling and estimation of consumer multistage decision processes" A25

Session B: Consumer Behaviour I

Chairman: Flemming Hansen

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

Alan B. Flaschner, William N. Dehon and Bill Hudson (U.S.A.): "Modelling discontinuities in dog food purchase behavior as consumer 'catastrophes' " B1

Elizabeth Hirschman and S. Krishnan (U.S.A.): "The validity of nonmetric attribute dichotomization: an empirical examination" B32

Kristian Möller (Finland): "Attitudinal and social influences on color television and toothpaste buying intentions" B69

Dick A. Francken and W.Fred van Raaij (Netherlands): "Satisfaction vacation" B94

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

X

page

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 subsahara Africa" C75

X

Session D: Consumerism and Public Policy I

X

Chairman: Michael Baker

- Lars Persson (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

M.O. Ham.  
merchist

Session E: Consumerism and Public Policy II

X

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"

page

E15

Session F: Industrial Marketing

*Langeard*

Chairman: to be announced

K.J.Blois (U.K.): "The marketing of marketing research consultancy"

F1

Gillian Rice (U.K.): "Government purchasing: implications for marketing"

x

Session G: International Marketing

*V. Gurr*

Chairman: to be announced

V. Bellur (U.S.A.): "Expansion of European Common Market and its effects on the Euro-American trade"

G1

Christian Grönroos (Finland): "Service-oriented international marketing strategies: an overview"

G31

X

Jacob Hornik (U.S.A.): "An empirical investigation of cross-cultural advertising campaigns"

G48

Howard Lyons and Lynn Ecroyd (U.K.): "Food marketing in the first and third worlds"

G69

James M. Carman (U.S.A.) and Eric Langeard (France): "Growth strategies for service firms"

G78

Session H: Distribution

X

Chairman: Harry Nyström

K.O.Hammarkvist (Sweden): "The computer and the retailing trade - effects on the marketing system"

x

Lars J. Lindqvist (Finland): "Marketing of non-industrial goods to organizational buyers - experiences from an empirical study"

H1

M.T.G.Meulenbergh (Netherlands): "Retail- and wholesale pricing of perishable non-durables, with particular reference to fresh vegetables in the Netherlands"

H13

Session I: Marketing theory and non-profit marketing X

	page
Chairman: A. Bosman	
Bengt Brodin, Johan Norderson and Hans Benndorf (Sweden-EIASM/Belgium): "Marketing planning in practice, some results from an empirical study"	x
Donald Cowell (U.K.): "The role of market research in the development of public policy in the field of recreation and leisure"	11
Hein W.C. van der Hart (Netherlands): "Marketing development in a university computing centre"	123
Søren Heede (Denmark): "Marx and marketing"	x

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"	J1
Hermann Simon (U.S.A.): "Marketing Multiplier and Marketing Strategy"	J27
Ole Nilsson (Denmark): "Stochastic processes as decision models"	J64
Philippe Naert, A. Verbruggen and Marie-Claire Vaernewijck (Belgium): "On predicting the equilibrium market share of district heating"	x