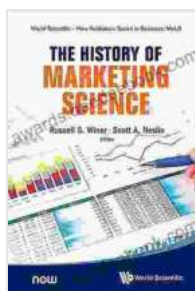


# The History of Marketing Science: The World Scientific Now Publishers in Business

Marketing science is the study of how marketing activities affect consumer behavior. It is a relatively new field, with most of the research being conducted in the past 50 years. However, the roots of marketing science can be traced back to the early days of commerce.

## The Early Days of Marketing Science

The first known marketing research study was conducted in 1895 by John Wanamaker, a Philadelphia department store owner. Wanamaker wanted to know how his advertising was performing, so he hired a market research firm to survey his customers. The study found that Wanamaker's advertising was effective in generating sales, but it also found that many customers were dissatisfied with the store's service.



## History Of Marketing Science, The (World Scientific-now Publishers Series In Business Book 3) by ARX Reads

★★★★★ 5 out of 5

Language : English  
File size : 9048 KB  
Text-to-Speech : Enabled  
Screen Reader : Supported  
Enhanced typesetting : Enabled  
Word Wise : Enabled  
Print length : 530 pages



In the early 20th century, marketing research began to be used more widely by businesses. Companies such as General Motors, Procter & Gamble, and Unilever hired market research firms to help them understand their customers and develop more effective marketing campaigns.

## **The Development of Marketing Theory**

As marketing research became more sophisticated, researchers began to develop theories about how marketing activities affect consumer behavior. These theories were based on the principles of psychology, economics, and sociology.

One of the most influential marketing theories was developed by Edward Thorndike in the early 1900s. Thorndike's theory of learning suggested that consumers learn by associating stimuli with responses. This theory has been used to explain a wide range of marketing phenomena, such as brand loyalty and advertising effectiveness.

Another influential marketing theory was developed by Philip Kotler in the 1960s. Kotler's theory of marketing management suggested that marketing is a process that consists of planning, organizing, implementing, and controlling marketing activities. This theory has been used to help businesses develop and implement effective marketing strategies.

## **The Rise of Marketing Science**

In the 1970s, marketing science began to emerge as a recognized scientific discipline. This was due in part to the development of new research methods, such as econometrics and experimental design. These methods allowed researchers to conduct more rigorous studies of marketing phenomena.

In the 1980s and 1990s, marketing science continued to grow and develop. Researchers made significant advances in understanding consumer behavior, marketing strategy, and marketing research. This research has helped businesses to become more effective at marketing their products and services.

## **The Future of Marketing Science**

Marketing science is a rapidly growing field. Researchers are continuing to make advances in understanding consumer behavior and marketing strategy. This research is helping businesses to become more effective at marketing their products and services.

The future of marketing science is bright. As businesses become more data-driven, marketing science will play an increasingly important role in helping them to make informed decisions about their marketing activities.

Marketing science is a relatively new field, but it has already had a significant impact on the way businesses market their products and services. As marketing science continues to grow and develop, it will play an increasingly important role in helping businesses to succeed.

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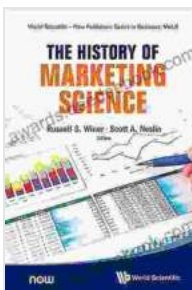
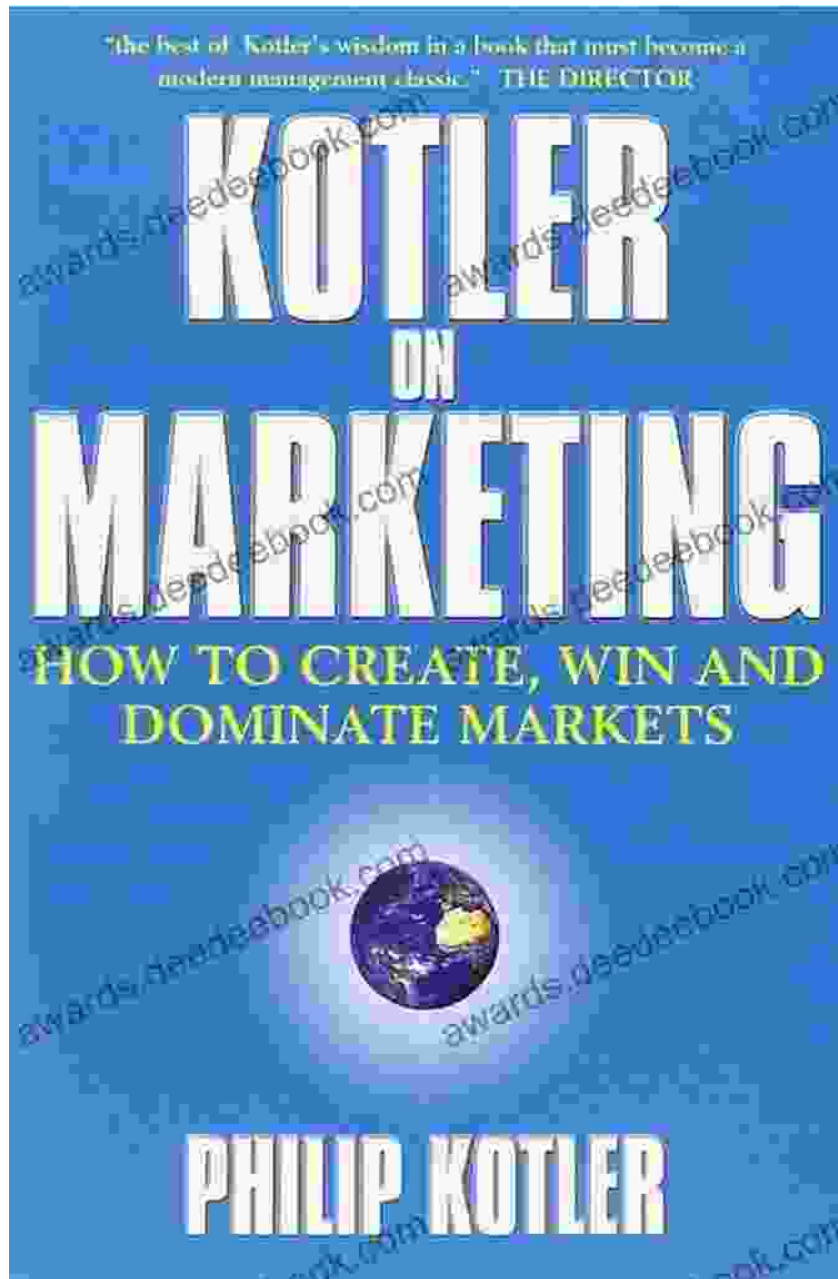
## Images



# Laws of Learning

Thorndike's research showed the correct response was strengthened and the incorrect responses were weakened. He then identified three major laws of learning to explain the process:

1. **Law of Effect** – a satisfying effect following the response strengthens the connection between the stimulus and the behavior.
2. **Law of Exercise** – repetition of the experience increases the probability of a correct response. But, it will not enhance learning without a satisfying effect following the response.
3. **Law of Readiness** – the execution of an action in response to a strong impulse is satisfying. But, the blocking of an action or forcing it is annoying.



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