

Antecedents and Outcomes of Marketing Analytics: Evidence from UK Firms

Emergent Research Forum Paper

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Abstract

Marketing analytics plays a major role in discovering insights from big data to improve marketing decision-making and competitive advantage. However, while few studies have examined the chain of effects from the antecedents, the use, and the outcomes of marketing analytics, the use of marketing analytics is limited and only a fraction of its potential value is captured by firms. This study takes a contingency perspective and uses resource-based theory to develop a process-oriented perspective on marketing analytics to examine its antecedents, applications, and outcomes. A research model is developed and will be tested using SmartPLS based on survey data to be collected from UK firms. The findings will contribute to the literature by developing a theory-based understanding of the mechanism through which the use of marketing analytics affects marketing decision-making, marketing-related business process capabilities, and competitive advantage. This understanding may help firms' to use marketing analytics more effectively.

Keywords

Marketing analytics, resource-based view, marketing decision-making, business process capabilities, competitive advantage, contingency theory