Research Opportunities and Challenges with Path Data Analysis

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Traditional scanner panel data usually contain purchase outcome information only (i.e., when, what, which, how many, how much). In contrast, online or offline path data include much richer and valuable information on the consumer shopping process, which presents marketing scholars huge opportunities for developing new theories and models as well as obtaining novel managerial insights. Using some online/offline path data analysis examples, I will highlight the important research directions, potential contributions, and various challenges with path data analysis.