



Solar panel mouth

In this paper, we study the role of campaign duration in solar photovoltaic adoption using a large-scale field experiment in which we randomly assign communities to campaigns with shorter durations, ...

This paper highlights the role of the duration of promotional campaigns that leverage word of mouth on long-term solar adoption rates after the campaigns conclude intensive marketing ...

Intensive promotional marketing campaigns can be used to introduce products to consumers with the goal of increasing awareness, consideration, purchase, and word-of-mouth (WOM). In this paper, we ...

Promotional Campaign Duration and Word of Mouth in Solar Panel Adoption Marketing Science (IF4.0) Pub Date : 2024-01-17, DOI: 10.1287/mksc.2022.0243 Bryan Bollinger 1, Kenneth ...

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