

Masthead Logo

Fordham University
DigitalResearch@Fordham

Conference for Positive Marketing

Inaugural Conference for Positive Marketing

Nov 4th, 12:00 PM

Inaugural Conference for Positive Marketing

Linda Purcell

Fordham University, lpurcell2@fordham.edu

Follow this and additional works at: <https://fordham.bepress.com/cpm>

Part of the [Marketing Commons](#)

Purcell, Linda, "Inaugural Conference for Positive Marketing" (2011). *Conference for Positive Marketing*. 1.
<https://fordham.bepress.com/cpm/Inaugural/Video/1>

This Event is brought to you for free and open access by the Schools of Business at DigitalResearch@Fordham. It has been accepted for inclusion in Conference for Positive Marketing by an authorized administrator of DigitalResearch@Fordham. For more information, please contact considine@fordham.edu.

PROCEEDINGS for the inaugural

**Conference on
Positive Marketing**

November 4th, 2011



CenterforPositiveMarketing.org
113 W 60th St | New York, NY 10023
(212) 636 -7484

Contents

| | |
|---|-----------|
| Contents..... | 2 |
| Thanks and Acknowledgements | 3 |
| Reviewers..... | 4 |
| Competitive Papers..... | 6 |
| Track 1. Insights on Positive Marketing Strategy | 6 |
| 1. <i>Positive Marketing in the food sector: development and communication of healthy food products to creating benefits for companies, customers and society</i> | 6 |
| 2. <i>Green segmentation: A cross-national study</i> | 7 |
| 3. <i>Marketing sustainability to late adopters</i> Debbie DeLong, Chatham University | 8 |
| 4. <i>Where have marketers gone wrong</i> | 15 |
| Track 2. Positive Marketing and Consumer Well-Being | 18 |
| 1. <i>Does loyalty span domains? Examining the relationship between consumer loyalty and other loyalties and its influence on happiness</i> | 18 |
| 2. <i>Distinguishing consumer satisfaction from consumer well-being in brand post-purchase behavior: A positive psychology perspective</i> | 21 |
| 3. <i>How does service satisfaction impact life satisfaction?</i> | 22 |
| 4. <i>Respect: A foundation for positive marketing</i> | 23 |
| Track 3. Multidisciplinary Perspectives on Positive Marketing | 26 |
| 1. <i>Changing the world with (of) marketing?</i> | 26 |
| 3. <i>Conceptualizations of consumptions in consumer culture theory and their strategic implications for responsible consumerism</i> | 33 |
| Track 4. Positive Marketing and Consumer Decision Making | 37 |
| 1. <i>In-Store Sampling Motivates Consumer Reciprocation</i> | 37 |
| 2. <i>Causal controllability and Donation When Self is Vulnerable</i> | 39 |
| 3. <i>Who benefits from advertising creativity?</i> | 42 |

Thanks and Acknowledgements

We are pleased to welcome you to the 2011 inaugural Conference on Positive Marketing! We have a very exciting program devoted to positive marketing; that is, marketing in its ideal form, in which parties – individual customers, marketers, and society as a whole – exchange value such that individually and collectively they are better off than they were prior to exchange. The conference was designed to encourage thinking, research, and managerial insights into how marketing is and/or should be a positive force in society.

Putting together an inaugural conference, which brought together industry and academic professionals from many parts of the world, could not have been possible without the help and support of many individuals in and outside of Fordham University. We thank all the individuals who inspired us with their examples of being positive marketers, participated in the industry and academic panels, submitted and reviewed research papers, and otherwise supported this initiative.

Anyone who has organized a conference before knows that it is nearly impossible to ensure a smooth flow of the day's events without the commitment and hard work of administrators and volunteers. We thank the Marketing Program Associate Mrs. Linda Purcell, Mr. Alberto Leyes, and all the student volunteers for their tireless efforts.

Marcia Flicker
Co-Chair, 2011 Conference on Positive Marketing

Yuliya Komarova
Co-Chair, 2011 Conference on Positive Marketing

Reviewers

| | | |
|--------------------------|---------------------|--|
| Adam Craig | Assistant Professor | University of South Florida |
| Albert Greco | Professor | Fordham University |
| Allison Johnson | Assistant Professor | Richard Ivey School of Business |
| Beth Vallen | Assistant Professor | Fordham University |
| Caglar Irmak, | Assistant Professor | University of South Carolina |
| Courtney Droms | Assistant Professor | Butler University |
| Dawn Lerman | Associate Professor | Fordham University |
| Delane Botelho | Professor | FGV, São Paulo, Brazil |
| Gergana Nenkov | Assistant Professor | Boston College |
| Hooman Estelami | Professor | Fordham University |
| Julia Bayuk | Assistant Professor | University of Delaware |
| Lerzan Aksoy | Associate Professor | Fordham University |
| Luke Kachersy | Assistant Professor | Fordham University |
| Marcia Flicker, | Associate Professor | Fordham University |
| Meryl Gardner | Associate Professor | University of Delaware |
| Mohammad Nejad | Assistant Professor | Fordham University |
| Peter Johnson | Lecturer | Fordham University |
| Ravi Mehta | Assistant Professor | University of Illinois at Urbana-Champaign |
| Sertan Kabadayi | Associate Professor | Fordham University |
| Stefanie Robinson | Doctoral Student | University of South Carolina |
| Yuliya Komarova | Assistant Professor | Fordham University |

Schedule of Events

| | |
|------------------|--|
| 8:15 – 9:00 am | Registration and Continental Breakfast |
| 9:00 – 9:30 am | Welcome Yuliya Komarova, Ph.D., Conference Co-Chairperson |
| | What is Positive Marketing? Marcia Flicker, Ph.D., Conference Co-Chairperson and Communications Coordinator, Center for Positive Marketing |
| 9:30 – 10:00 am | V-Positive™ Luke Kachersky, Ph.D., Project Coordinator, Center for Positive Marketing |
| 10:00 – 10:15 am | Break |
| 10:15 – 11:15 am | Panel Discussion |
| 11:15 – 12:45 am | Presentation of the <i>Cura Personalis</i> Positive Marketing Award Opening Remarks Stephen Freedman, Ph.D., Provost, Fordham University Award Presentation Dawn Lerman, Ph.D., Director, Center for Positive Marketing Keynote Address David Neeleman, Chairman, Azul Airlines, and Founder, JetBlue |
| 12:45 – 2:00 pm | Lunch Sponsored by the Graduate School of Business Administration's Executive MBA (EMBA) Program and Master's Degree Program in Investors Relations (MIR). |
| 2:00 – 3:15 pm | Competitive Paper Sessions Insights on Positive Marketing Strategy Track (Room 1018) Positive Marketing and Consumer Well-Being Track (Room 1020) |
| 3:15 – 3:30 pm | Break |
| 3:30 – 4:45 pm | Competitive Paper Sessions Multidisciplinary Perspectives on Positive Marketing (Room 1018) Positive Marketing in Consumer Decision-Making (Room 1020) |
| 4:45 – 5:00 pm | Closing Remarks Dawn Lerman, Ph.D. |
| 5:00 – 7:00 pm | Dean's Reception |

Competitive Papers

Track 1. Insights on Positive Marketing Strategy

Discussant: Mohammad Nejad

Time: 2:00 PM

Location: Room 1018

1. *Positive Marketing in the food sector: development and communication of healthy food products to creating benefits for companies, customers and society*

Robert Mai. Technical University of Dresden

Stefan Hoffman. Technical University of Dresden

Across the world, there is a dramatic increase in health problems caused by the obesity epidemic. These developments are closely associated with a great number of ailments ranging from hypertension to coronary heart disease, cancer, and, most importantly, diabetes mellitus type 2. Marketing is often blamed for being the major reason for growing diet-related problems. Particularly in the food sector, marketing has been extensively used to promote unhealthy food products (convenience and fast food, candies, alcoholics and sweet beverages etc.). This sector is highly engaged in these forms of marketing because unhealthy food is widely associated as being tasty (Raghunathan, Naylor, & Hoyer, 2006). Although there is a recent trend towards healthier nutrition in many western societies, marketing of conventional food producers tempts consumers to keep on buying unhealthy food. The great market potential of healthy food products has not yet been explored because companies have not been able to overcome the unhealthy = tasty intuition. In terms of healthy food products, positive marketing may (i) contribute to consumer health and quality of life, (ii) increase business and profits of food producers, and (iii) improve societal well-being and reduce health expenditures drastically. This article unearths which measures should be taken to simultaneously achieve the objectives of the three parties (figure 1).

2. *Green segmentation: A cross-national study*

Baris Yilmazsoy, Istanbul Bilgi University

Harald Schmidbauer, Istanbul Bilgi University

Angi Rösch, FOM University of Applied Sciences

The world faces pressing environmental challenges such as climate change, deforestation, water scarcity and declining biodiversity. Catastrophes and news stories on environmental degradation drew the public's attention to environmental problems. There is increasing awareness among the general public of the critical role of personal consumption in environmental degradation (Kinnear *et al.*, 1974). Environmental problems not only threaten the inhabitability of the planet for future generations, but also have significant business consequences. Inevitably, they also cause a shift in consumer attitudes and preferences. In a changing business landscape, failing to understand the dynamics of this shift and the values of consumers, and act upon them, can be tremendously costly to organizations. In order to appeal to more environmentally conscious consumers and remain competitive, businesses continuously try to develop innovative ways to respond to address consumers' environmental concerns by greening their production processes, enhancing resource productivity, eliminating waste, engaging in environmental cleanup, developing new products with low environmental impact, and communicating these efforts to both customers and the general public (Porter and van der Linde, 1995).

The purpose of this study is to identify distinct market segments in three countries (China, Germany, and Turkey), which are very dissimilar from each other, based on several "green" attitudes and self-reported behavior variables. The data was collected through a survey of undergraduate students. The items used in the questionnaire covered a wide range of issues including eco-conscious consumption, environmental skepticism, activism, and emotional concern. A total of 1415 usable survey responses were obtained. The Partitioning Around Medoids (pam) algorithm was employed to perform cluster analysis. Four clusters, which were interpreted as ranging from the "greenest" to the "least green" segment, were identified and profiled for each country (Table 1). Inter- and

intra-country comparisons show that there are segments from different countries that have similar attitudinal and behavioral characteristics. This shows that, conceivably, businesses can reap the potential benefits of adopting a rather standardized marketing strategy across countries and markets, such as cost savings from economies of scale, increased market presence, and improved quality of products (Levitt, 1983; Steenkamp and Ter Hofstede, 2002), while providing benefits to consumers as well as the natural environment.

It has been widely reported that green attitudes of consumers do not necessarily translate into intentions to engage in green behavior or actual green behavior (Mainieri *et al.*, 1997). Besides, environmentally responsible firms more often than not fail to achieve a considerable market share (Davis, 1996). This study contributes to extant knowledge by providing insight into environmentally conscious consumer behavior. Accumulation of comparative information about countries and markets, as was made in this study, is utmost important in order to make the right international market selection decisions. Armed with such information and insight, firms, especially those which operate in or plan to enter multinational markets, can understand what contributes to the consumers' sense of well-being, how to convince them to go for green by changing consumer perceptions in a positive way and being more transparent about their offerings, and consecutively gain market share against environmentally irresponsible competitors. This way, environmentally friendly consumption patterns can be more widespread in all facets of our lives, which will eventually contribute to the well-being of the individuals, the sustainability of the social and environmental ecosystems, and enhancement of the natural environment. Thus, the result can be a win-win situation for both environmentally-responsible marketers and society.

3. *Marketing sustainability to late adopters*

Debbie DeLong, Chatham University

The concept of sustainability is receiving increased attention in the media, in business, and in society at large. The Internet, along with mainstream media channels and a plethora of alternative information sources, provide abundant and compelling examples

of environmental degradation, social injustices and economic hardships. This ubiquitous coverage has succeeded in expanding public awareness of the issues associated with sustainability and the dire implications for making more sustainable choices at the individual, community, societal and worldwide levels. However, increased awareness and concern has not produced commensurate positive change in actual consumer behavior (Bamberg & Moser, 2007; Costarelli & Colloca, 2004; Urien & Kilbourne, 2011). There appears to be an “attitude-behavior gap” whereby many consumers’ heightened awareness of environmental, social and economic issues does not seem to translate to individual action (Alwitt & Pitts, 1996).

The factors associated with the inaction of “late adopters” are the focus of this paper, which aims to apply marketing science principles to unlock the potential within this population for realizing gains in individual, social and environmental wellbeing. First, the criterion variable itself is examined in order to better understand the various forms of sustainable behavior. Second, some of the more significant individual and contextual factors found to influence sustainability-oriented attitudes and behaviors are listed and evaluated from the perspective of positively influencing the “late adopter.” Third, and most importantly for the purposes of this conference, the implications for the marketing profession are explored regarding our vital role in helping to move hearts and minds toward a more sustainable future.

The literature offers many useful frameworks for delineating types of sustainable behavior. Kazdin (2009) offers one such typology:

1. Curtailment (e.g., using less water or heat)
2. Doing things differently (e.g., using public transportation instead of driving a personal vehicle)
3. Technology choices (e.g., buying a lower impact appliance)

While the behaviors cited in this typology explicate environmental concerns, the other pillars of sustainability, i.e. concerns for social justice and economic fairness, apply as well. The consumer’s decision to curtail usage, change usage patterns or switch to a different product or brand can be driven by beliefs about the product’s environmental impact, but can likewise be driven by concerns about corporate internal practices (i.e.,

positive vs. negative employee treatment) or by sensitivity to local communities (i.e., does a company contribute to or undermine local economies). This typology and others provides a helpful roadmap for understanding the full range of behaviors relevant to the sustainability movement and where marketing science can make the greatest contribution to this end.

Some of the more significant predictors and mechanisms influencing sustainable consumer behavior derive from cognitive psychology, communications theory, motivation theory, and studies of individual differences. A simple model for sorting through the profusion of influences on a consumer's choice process is the five stage model of problem recognition, information search, evaluation and selection of alternative, decision, and post-purchase evaluation (e.g., Kotler & Armstrong, 1996; Solomon, 1996), summarized below. Note that this is an overly simplified scheme as many influences transcend multiple decision stages and also interact in their effect on attitudes, intentions and behaviors.

Problem Recognition Stage: the individual views sustainability as an important issue worthy of attention. Significant influences include:

- Level of involvement in the issue (Grau & Folse, 2007; Mittal, 1989). The late adopter tends to be less involved, causing message elements to be processed peripherally rather than through a central route; message content should accommodate this less effective channel or be designed to evoke the central route of persuasion (Petty, Cacioppo, & Schumann, 1983).
- Existing knowledge about the issue (Maibach, Abrams, & Marosits, 2007; Weber, 2006). The late adopter tends to know less about the issue and sustainable products; more relevant message content is needed.
- Level of exposure to media coverage (Kolandai-Matchett, 2009). The late adopter may need greater exposure to messages through as variety of sources to discourage habituation.

Information Search Stage: the individual searches for and retains information about products or alternative modes of behavior to enhance sustainable consumption. Significant influences include:

- Message vividness (Chang & Lee, 2008). The late adopter needs more vivid

content (photographs, a story, evidence of local impact) to heighten attention and retention of message content.

- Source credibility (Grewal, Gotlieb & Marmorstein, 1994). The late adopter will discount information from sources that are not trusted. Perceived social responsibility of the company reinforces credibility (Lafferty & Goldsmith, 2005).
- Political knowledge (Schuck & deVreese, 2006). The late adopter may have beliefs and values stemming from political views that run counter to the arguments associated with adopting sustainable behaviors. Message content may need to emphasize instrumental rather than symbolic benefits to avoid rejection of the message overall.

Evaluation and Selection of Alternative: the individual compares available options to determine preference. Significant influences include:

- Framing effects (Block & Keller, 1995; Green & Blair, 1995; Tsai, 2007; Kahneman & Tversky, 1984). This is vast and complex area of research provides a wealth of implications for crafting effective messages to late adopters. Key findings suggest that positive rather than negative framing works best through a peripheral channel of persuasion, and that emphasis on instrumental rather than symbolic benefits may prevail among late adopters.
- Regulatory focus (Zhao & Pechmann, 2006). A late adopter with lower issue involvement and extrinsic goals may respond more positively to a promotion (attaining benefits) rather than a prevention (preventing losses) message.

Decision Stage: the individual adopts the chosen behavior, putting intentions into action.

Significant influences include:

- Knowledge of results (Kazdin, 2009; Kinnear, Taylor, & Ahmed, 1974). A late adopter is not likely to take action unless a feedback loop is in place to verify the promised extrinsic outcomes, i.e., its instrumentality.
- Participation Effort (Garretson & Landreth, 2005; Grau & Folse, 2007). A late adopter is less likely to take action when the amount of work or knowledge involved to fulfill this choice is high. There may be greater willingness to exert effort if the individual enjoys the process (e.g., Lichtenstein, Netemeyer, & Burton, 1990).

Post-Purchase Evaluation: the individual determines level of satisfaction with the decision based upon how expectations match up with actual outcomes. Significant influences include:

- Social Norms (Cialdini, 2003; Nolan, Schultz, Cialdini, Goldstein, & Griskevicius, 2008). A late adopter may be positively influenced by the normative

actions of others as this contextual cue is processed peripherally.

- Compatibility with Other Behaviors (Moisander, 2007). The late adopter is likely to abandon their new course of action if the ratio of costs (time, expense, effort, self-efficacy) to rewards (extrinsic, instrumental rewards) shifts due to unforeseen circumstances.

In conclusion, the need to foster sustainable consumption on a broad scale is a daunting task that will require innovation and persistence given ongoing resistance to change in some sectors. The marketing profession is ideally suited to advance the triple bottom line agenda of environmental, social and economic concerns given the balancing act that marketers typically play in business and in research. As a marketer, one always seeks to balance multiple competing objectives and perspectives in the interests of finding common ground. It does not too much of a stretch to extend concern for the sustainability of a brand or company to concern for the sustainability of the planet and its inhabitants, given the similar skillset and mindset involved. A significant contribution to this effort could go a long way toward correcting the profoundly misunderstood motives of our profession.

References

- Alwitt, L.F., and Pitts, R.E. (1996). Predicting purchase intentions for an environmentally sensitive product. *Journal of Consumer Psychology*, 5, 49–64.
- Bamberg, S., and Moser, G. (2007). Twenty years after Hines, Hungerford, & Tomera: A new meta-analysis of psycho-social determinants of pro-environment behaviour. *Journal of Environmental Psychology*, 27, 14–25.
- Block, L.G., and Keller, P.A. (1995), “When to Accentuate the Negative: The Effects of Perceived Efficacy and Message Framing on Intentions to Perform a Health-Related Behavior,” *Journal of Marketing Research*, 32 (2), 192–203.
- Borah, P. (2011). Conceptual Issues in Framing Theory: A Systematic Examination of a Decade’s Literature. *Journal of Communication*, 61, 246–263.
- Briggs, C. (2010). Moderating Role Of Perceived Consumer Effectiveness And Consumer Involvement On The Effect Of Message-Framing On Intention To Purchase Organic Seafood Products. Master’s Thesis. Purdue University.
- Cialdini, R.B. (2003). Crafting normative messages to protect the environment. *Current*

Directions in Psychological Science, 12, 105–109.

Chang, C.T. and Lee, Y.K. (2008). All Charity Advertisements Are Not Created Equal: Influences of Message Framing, Vividness Valence, and Number Size Framing. *Advances in Consumer Research*, 35, 652-653.

Costarelli, S. and Colloca, P. (2004). The effects of attitudinal ambivalence on proenvironmental behavioural intentions. *Journal of Environmental Psychology*, 24, 279–288.

Garretson, J., and Landreth, S. (2005), “Cause-Related Marketing: Consumer Effort and Firm Donation Type,” in *American Marketing Association Marketing and Public Policy Proceedings*, vol. 15, Jeff Langenderfer, Don Lloyd Cook, and Jerome D. Williams, eds., Chicago: American Marketing Association, 112–113.

Grau, S.L., and Folse, J.A. (2007). Cause-Related Marketing (CRM): The Influence of Donation Proximity and Message-Framing Cues on the Less-Involved Consumer. *Journal of Advertising*, 36(4), 19–33.

Green, D.P. and Blair, I.V. (1995). Framing and the Price Elasticity of Private and Public Goods. *Journal Of Consumer Psychology*, 4(1), 1-32

Grewel, D., Gotlieb, J., and Marmorstein, H. (1994). The Moderating Effects of Message Framing and Source Credibility on the Price-perceived Risk Relationship. *Journal of Consumer Research*, 21, 145-153.

Kahneman, D., and Tversky, A. (1984). Choices, values, and frames. *American Psychologist*, 39(4), 341–350.

Kazdin, A. (2009). Psychological Science’s Contributions to a Sustainable Environment: Extending Our Reach to a Grand Challenge of Society. *American Psychologist* 339, 64(5), 339–356.

Kinnear, T. C., Taylor, J. R., and Ahmed, S. A. (1974). Ecologically Concerned Consumers: Who Are They? *Journal of Marketing*, 38(2), 20-24.

Kolandai-Matchett , K. (2009). Mediated communication of ‘sustainable consumption’ in the alternative media: a case study exploring a message framing strategy. *International Journal of Consumer Studies*, 33, 113–125

Kotler, P. and Armstrong, G. (1997) *Marketing An Introduction*. Fourth Edition. New Jersey. Prentice Hall International

Lafferty, B.A., and Goldsmith, R.E. (2005), “Cause–Brand Alliances: Does the Cause Help the Brand or Does the Brand Help the Cause?” *Journal of Business Research*, 58

(4), 423–429.

Lichtenstein, D.R., Netemeyer, R.G., and Burton, S. (1990), “Distinguishing Coupon Proneness from Value Consciousness: An Acquisition-Transaction Utility Theory Perspective,” *Journal of Marketing*, 54, 54–67.

Maibach, E., Abrams, L., and Marosits, M. (2007). Communication and marketing as tools to cultivate the public’s health: A proposed “people and places” framework. *BMC Public Health*, 7, 88.

Mittal, B. (1989). Measuring purchase-decision involvement. *Psychology and Marketing*, 6, 147-162.

Moisander, J. (2007). Motivational complexity of green consumerism. *International Journal of Consumer Studies*, 31, (2007) 404–409.

Nolan, J.M., Schultz, P.W., Cialdini, R.B., Goldstein, N.J., & Griskevicius, V. (2008). Normative social influence is underdetected. *Personality and Social Psychology Bulletin*, 34, 913–923.

Petty, R.E., Cacioppo, J.T., and Schumann, D. (1983), “Central and Peripheral Routes to Advertising Effectiveness: The Moderating Role of Involvement,” *Journal of Consumer Research*, 10, 135–146.

Schuck, R. T., and de Vreese, C. H. (2006). Between risk and opportunity: News framing and its effects on public support for EU enlargement. *European Journal of Communication*, 21, 5–31.

Solomon, M. (1996). *Consumer Behavior: Buying, Having, and Being*. Englewood Cliffs, NJ: Prentice Hall.

Tsai, H. (2007). Message Framing Strategy for Brand Communication. *Journal of Advertising Research*, 364-377.

Urien, B., and Kilbourne, W. (2011). Generativity and Self-Enhancement Values in Eco-Friendly Behavioral Intentions and Environmentally Responsible Consumption Behavior. *Psychology & Marketing*, 28(1), 69–90.

Weber, E.U. (2006). Experience-based and description-based perceptions of long-term risk: Why global warming does not scare us (yet)? *Climatic Change*, 77, 103–120.

Zhao, G., and Pechmann, C. (2006). Regulatory Focus, Feature Positive Effect, and Message Framing. *Advances in Consumer Research*, 33, 100-101

4. *Where have marketers gone wrong*

Geraldine Fennell

“There is an alarming and growing gap between the interests, standards, and priorities of academic marketers and the needs of marketing executives...this widening divergence has become detrimental to the long-term health of the field...the role of academic marketing is not just to advance theory and methods but also to have an impact on the practice of marketing.” Reibstein, Day, and Wind, 2009, p 1.

Further, Reibstein et al. carry their critique into implementation. “It is our individual responsibility...to champion the needed *institutional* changes...If it is accepted that part of the purpose of business schools is to *advance the practice of business* and, in our case, *the practice of marketing*, including its *impact on business strategy, business success, and society’s ability to address its challenges*, this should be part of the **considerations for tenure, salary increases, and recognition.**” Ibid, pp 2-3.

My response to such exhortation is to say, let us identify where marketing went wrong. We will find clues to taking a better path. I am going to discuss three issues, while describing a better path for marketing:

- (1) **Marketing scientists have tolerated ambiguity about three fundamental matters:**
- (2) **Marketing textbooks present objectively deficient /inaccurate information:**
- (3) **Discipline has failed to demand from behavioral science models appropriate to marketing’s task.**

What is Marketers’ Task?

Step back a little to ask, what is industry doing? Aside from investment for national defense, what goes on in all the offices and conference rooms of the business world is planning by entrepreneurs and employees for producing, distributing, and announcing availability of goods/services to assist people in pursuing the tasks and interests that

maintain their life and quality of life (QOL). Goods and services are produced to be used in conjunction with (goods), or instead of (services), individual human action in pursuit of everyday tasks and

interests. As the business function that advises management on what to produce and offer, it is marketers' job to describe and understand the tasks/interests of everyday life relevant to management's product categories, one at a time. For any one venture, one product category and one or a very few activities is in focus. For a focal venture, then, marketers are management's source of information about relevant features of the personal and environmental contexts for the tasks/interests to which management's version of the focal product category must be responsive.

What behavioral models does such an assignment require? What is at issue here is creating goods/services capable of making environmental impacts dictated by elements in the context for the focal activity. Note that the behavioral model that marketers need must explicitly include relevant environmental features at two points: both upstream from action, where they can participate in establishing direction for a focal behavioral episode; and downstream, where the actor evaluates the outcome of action. The requisite model differs from a decisional model in which the actor's choice among a set of options is studied for the insights it provides into the actor's preferences and which fails to represent the context for which the actor is choosing. Lewin's (1936, 11) formulation is available to help give explicit recognition to the environment: $B = f(S)$; $S = f(P, E)$. Behavior (B) is a function of the situation (S)—for Lewin, the situation as perceived; the situation (S) is a function of the person (P) and the environment (E). It is useful to think of action as a function of intersecting personal and environmental systems as perceived. Figure 1 (brand choice) following is one of three models needed to represent the role of the physical environment.

The model to the right of the vertical dotted line is similar to the usual expectancy-value formulation, i.e., what we choose represents what we believe about, and how we value, attributes of a choice object. The term left of the dotted line represents intersecting personal and environmental systems that allocate an individual's resources to considering

making an adjustment, while specifying the criterion for a satisfactory outcome (demand creating conditions, DCC). A second model describes seven kinds of DCC that may result from intersecting personal and environmental systems (Figure 2). Figure 3a-g shows how producers reflect the relevant physical environment as they (a) select prospects from a naturally occurring population, (b) describe segments within a market of prospects, leading possibly to (c) targeting one or more segments with an offering tailored to the upstream (DCC) conditions that targeted prospects experience.

Track 2. Positive Marketing and Consumer Well-Being

Discussant: Lerzan Aksoy

Time: 2:00 PM

Location: Room 1020

1. *Does loyalty span domains? Examining the relationship between consumer loyalty and other loyalties and its influence on happiness*

Lerzan Aksoy. Fordham University

Timothy L. Keiningham. Ipsos Loyalty

Bart Larivière. Ghent University

Luke Williams. Ipsos Loyalty

Ian Wilson. Staffordshire University

In his seminal essay on loyalty, George P. Fletcher argues that our loyalty as consumers has affected our loyalty in other key areas of our lives. Specifically, Fletcher argues, “The exemplar of the marketplace has conquered neighboring arenas. Today we think about relatives, employers, religious groups, and nations the way we think about companies that supply us with other products and services” (Fletcher 1993, p. 3). Fletcher’s argument has two important implications for marketers: 1) loyalty is essentially isomorphic, and 2) in general, consumer loyalty is reflective of an individual’s other relationship loyalties.

The idea that loyalty is essentially the same construct across relationship domains (e.g., friend, employee, consumer, etc.) is argued by others as well (e.g., Hirschman 1970; Keiningham, Aksoy, and Williams 2009; Oliver 2011). Furthermore, there is some empirical evidence that lends support to this argument. For example, with regard to a pre-cursor of loyalty—satisfaction—Oliver (2010, p. 12), notes that “research across [various] domains points to the conclusion that the processes leading to the satisfaction response are essentially isomorphic.”

Additionally, studies investigating brand loyalty using MRI technology find that areas of the brain associated with visual memory and emotion are activated in consumers who indicate strong loyalty to the brand (Lin, Tuan, and Chiu 2010; Pribyl et al. 2004). There

is even some evidence that strong brand loyalty can activate areas of the brand typically associated with religious imagery in a person of faith (Lindstrom 2008; Riley 2011).

To date, however, there are no studies that have investigated whether consumer loyalty is reflective of loyalty across other domains. Specifically, are loyal consumers more likely to be loyal in other aspects of their lives?

If it is found that loyal consumers are more likely to be loyal in other domains, prior research indicates that we would expect these consumers to express greater life satisfaction (i.e. happiness) as well. In particular, loyalty binds relationships together. Therefore, as research consistently finds that the best predictor of happiness is human relationships (e.g. Cacioppo and Patrick 2008; Gilbert 2005), and individuals predisposed to loyalty across several different domains would be expected to have multiple loyal relationships, in general we would expect these individuals to be happier.

Using data from 3011 consumers, 2007 from the U.S. and 1004 from the U.K., we examine the loyalty of individuals across six domains: family, friends, work colleague, consumer, community, and faith. We investigate the relationship between loyalty across various domains and happiness. We control for 1) customer characteristics (age, gender, income, education, marital status), and 2) attachment style (how one relates to others around them) and coping style (how one deals with conflict and problems).

The results indicate that there are two main types of loyalty which we label as concrete (loyalties that can be directly tied to individuals) and abstract (loyalties based upon higher order groupings). Consumer loyalty was found to belong to concrete loyalty (as opposed to abstract). In other words, individuals generally view their loyalty to the firms with which they do business in terms more closely associated with loyalty to other individuals than to more abstract larger groups.

While both types of loyalty are significantly related to happiness, concrete loyalties (e.g., family, friends, work colleague, and consumer) are much more strongly linked to happiness than are abstract loyalties (e.g., community and faith). Additionally, both concrete and abstract loyalties interact with one another as they relate to overall happiness. Therefore, when loyalty on one construct is low, it is possible that the

negative impact on happiness is offset in part by higher levels of loyalty on the other construct.

Happiness levels are also impacted by age and marital status, and attachment and coping styles. This has both social and business implications. From a managerial perspective, marketers can better identify and attract consumers who are more predisposed to developing loyalty with the firm. It also has implications for the training of employees in the best way to interact with customers (i.e. matching of attachment style & coping style with customer needs) to increase the likelihood of engendering customer loyalty.

Finally, for managers it is important to note that consumer loyalty reflects loyalty associated with relationships to smaller groups of individuals, and that this domain of loyalty is associated with greater happiness. This lends support to the idea that firms can meaningfully enhance quality of life by promoting environments that engender loyalty.

References

Cacioppo, J.T. and William, P. (2008), *Loneliness: Human Nature and the Need for Social Connection*. New York, NY: W. W. Norton & Company.

Fletcher, George P. (1993), *Loyalty: An Essay on the Morality of Relationships*. New York, NY: Oxford University Press.

Gilbert, D. (2005), *Stumbling on Happiness*. New York, NY: Vintage Books.

Hirschman, Albert O. (1970), *Exit, Voice, and Loyalty*. Cambridge, MA: Harvard University Press.

Keiningham, T., Lerzan, A., and Williams, L. (2009), *Why Loyalty Matters*. Dallas, TX: BenBella Books.

Lin, Ching-Hung, Tuan, Hsu-Ping, and Chiu, Yao-Chu (2010), "Medial Frontal Activity in Brand-Loyal Consumers: A Behavior and Near-Infrared Ray Study," *Journal of Neuroscience, Psychology, and Economics*. Vol. 3, No. 2, 59-73.

Lindstrom, M. (2008), *Buyology: Truth and Lies About Why We Buy*. New York, NY: Crown Business.

Oliver, R.L. (2011), "2011 Christopher Lovelock Career Contributions Award acceptance speech," 20th Frontiers in Service Conference, Columbus, OH, (July 2).

Oliver, R.L. (2010), *Satisfaction: A Behavioral Perspective on the Consumer (second edition)*. Armonk, NY: M.E. Sharpe.

Pribyl, C., Nose, I., Taira, M., Fleming J.H, Sakamoto, M., Gonzalez, G., Coffman, C., Harter, J.K., and Asplund, J. (2004) "Neural basis of brand addiction: An fMRI study," Program No. 668.5, 34th annual meeting of the Society for Neuroscience, San Diego, CA.

Riley, A. (2011), "Secrets of the Superbrands," BBC Documentary, Adam Boome, Director and Producer, (Broadcast May 17, 21, 23, & 27, 2011 on BBC Three).

2. *Distinguishing consumer satisfaction from consumer well-being in brand post-purchase behavior: A positive psychology perspective*

Dwight R. Merunka. Paul Cézanne University Aix-en-Provence

M. Joseph Sirg. Virginia Polytechnic Institute & State University

Brand post-purchase behaviour refers to judgments consumers make related to brand loyalty and repurchase intent. Identifying the drivers and the processes of brand post-consumption behavior is strategically important for marketers. Two programs of research are related to brand post-purchase behaviour: one is the traditional consumer satisfaction research; the other is the more recent consumer well-being (CWB) research. The purpose of the research reported in this paper is to provide and test a model linking brand post-purchase behavior to both consumer satisfaction and CWB. We posit that both concepts contribute to brand post-purchase behavior through separate processes. Consumer satisfaction is linked to the satisfaction of basic needs met through functional (utilitarian) and hedonic benefits. CWB in turn is linked to the satisfaction of growth needs involving the satisfaction of symbolic needs and other psychological needs related to leisure and morality. See Figure 1. Consumer satisfaction is defined as *a judgment made by consumers regarding the extent to which the focal brand met consumer's expectations of the brand's performance given the cost*. Consumer satisfaction is a strong predictor of purchase intent and brand loyalty. CWB is defined as *a judgment made by consumers regarding the extent to which the focal brand makes a significant contribution to his or her quality of life*. CWB research includes research dealing with well-being effects of specific products on specific consumer populations and also explains brand post-purchase behavior.

Our study involved several products in several countries to ensure maximum variance in the variables that represent the theoretical constructs (see Figure 1). Specifically, we conducted five surveys pertaining to five product categories in four countries (computers and automobiles in the United States, banks in France, housing in Korea, and leisure travel in Germany). Respondents completed 2,386 questionnaires, of which 2,291 cases were used in the statistical analysis. The results confirmed that the four evaluation constructs (functional, economic, safety and hedonic) account for a substantial amount of variance in consumer satisfaction through the satisfaction of basic needs with an R^2 for consumer satisfaction equal to .67. Specifically, the results were: functional evaluation ($\beta = .39, p < .01$), economic ($\beta = .34, p < .01$), safety ($\beta = .17, p < .01$), and hedonic ($\beta = .39, p < .01$). With respect to the *structural relationships for the CWB construct*, the results confirmed that the three evaluation constructs (symbolic, moral and leisure) explain CWB through the satisfaction of growth (higher-order) needs (R^2 of CWB = .30). Each evaluation construct was found to significantly contribute to satisfaction of growth needs: symbolic ($\beta = .36, p < .01$), moral ($\beta = .15, p < .01$) and leisure ($\beta = .71, p < .01$). Finally, with respect to the *structural relationships for brand post-consumption behavior*, consumer satisfaction and CWB both were successful in accounting for a significant portion of the variance ($R^2 = .27$). The path coefficients are $\beta = .37 (p < .01)$ for consumer satisfaction and $\beta = .20 (p < .01)$ for CWB.

3. *How does service satisfaction impact life satisfaction?*

Stephan Grzeskowiak. Rouen Business School

M. Joseph Sirgy. Virginia Polytechnic Institute & State University

Thomas Foscht. University of Karl-Franzens

Marie-Christine Lichtle. University of Burgundy (LEG-CERMAB)

Veronique Plichone. University of Tours (CERMAT)

Bernhard Swoboda. University of Trier

A central conclusion of Fournier and Mick's (1999, p.15) investigation of consumer satisfaction is that "... satisfaction is invariably intertwined with life-satisfaction and the quality-of-life itself." Although consumer researchers have become increasingly interested in understanding this link, it has received virtually no theoretical or empirical attention in service marketing. A first empirical test in service marketing supported the general positive influence of service-satisfaction on life-satisfaction in a healthcare context (Dagger and Sweeney 2006). However, the relatively low variance explained by the direct relationship led the authors to conclude that adequately capturing the

complexity of this link would require the inclusion of moderator variables. This is resonated by Fournier and Mick (1999) who conclude that consumption satisfaction may be accompanied by the fulfillment of motivations central to life-satisfaction such as the needs of self-efficacy and self-actualization. We build on Cognitive Evaluation Theory [CET] (Deci and Ryan 1985) to study how consumer self-actualization and self-efficacy moderate the impact of service-satisfaction on life-satisfaction. The basic model is shown in Figure 1.

4. *Respect: A foundation for positive marketing*
Carolyn L. Costley. University of Waikato
Lorraine Friend. University of Waikato

Respect plays a powerful role in society. How people respect each other shapes the quality of their lives, relationships and our societies. Respect determines whether individuals and organisations prosper or falter (Dillon, 2007). We propose that respect is the starting place for “positive marketing.” This paper addresses the following questions. What is respect? Why is it important? What does respect mean in a marketing context? How can marketers show respect? What does it mean for respect to be a “foundation of positive marketing”?

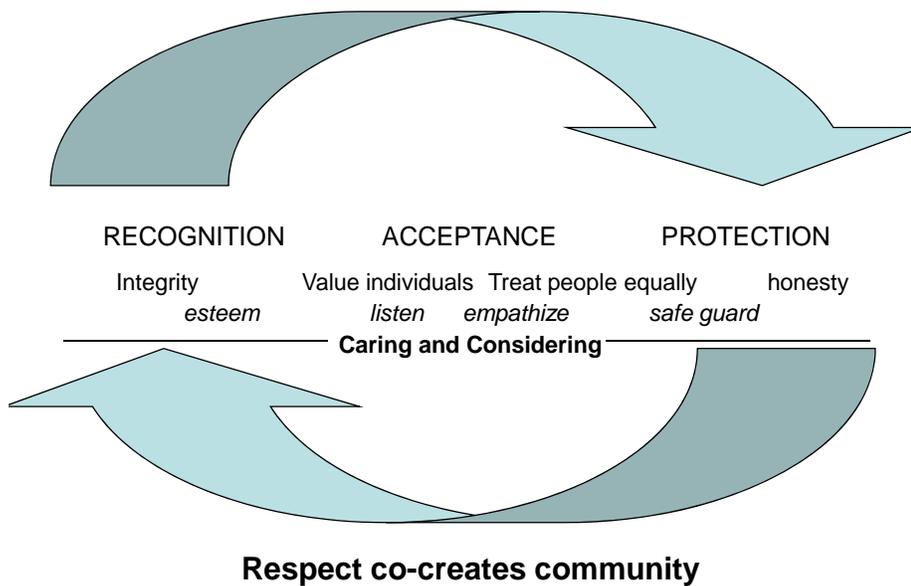
What is respect and why is it important?

Philosophers conceptualise respect as an attitude -- not a belief, not a value, not a behavior. Like other attitudes, respect has cognitive, affective, and motivational aspects (Dillon, 2007) and respecting something constrains behavior (Dillon, 2007; Darwall, 1977). There are two main forms of respect, mainly distinguished as “recognition respect” and “appraisal respect” (Darwall, 1977). Appraisal respect is an evaluation and thus is earned. In contrast, recognition respect is due by virtue of an object having moral worth.

Respect is important because of its social implications. Respectful treatment is linked to self-identity and sense of belonging (Barreto & Ellemers, 2002; Boeckmann & Tyler,

2002; DeCremer, 2002, 2003), which facilitate strong communities and lasting relationships (Frei & Shaver, 2002; Honneth, 1992; Murphy, Laczniak, & Wood, 2007).

FIGURE
THE RESPONSIBILITY OF RESPECT



Respect in a marketing context

Our phenomenological research produced the themes depicted in the Figure. Six North American business men and women talked extensively and passionately about their experiences and constructions of respect. For them, respect enables connections in market communities and in social communities. The themes help us understand what respect means in a marketing context. The Figure shows that caring and considering imply recognition, acceptance, and protection, which comprise respect. Caring and considering mean you consider other peoples’ needs and try to meet them. The arrows indicate reciprocity. Give respect; get respect. Mutual respect creates value in the marketplace.

Respect as a foundation for positive marketing

The principle of positive marketing is that each customer-marketer exchange has the potential to increase individual and societal welfare. We assert that respect is the basis for individual and societal welfare and hence for positive marketing. Through respect, customers and marketers can create community, profits, individual and societal well-being.

Our participants gave many examples of respect/disrespect in action in marketing contexts. Justine gave a particularly memorable example of enacting acceptance and fostering mutual respect. While most retailers try to keep street kids out of their shops, Justine's games shop treats them like anyone else. In the winter, they come in, sit in the lounge and play the games that are out for customers. "They know this is a place they can come and be treated like anyone else." Some have told her that "word is on the street that [the shop] is a cool place. Do not steal; do not give anyone a hard time." Furthermore, "They are extremely polite when they come in here." This is recognition respect in action. It appears to enhance well-being on both sides of the equation.

Track 3. Multidisciplinary Perspectives on Positive Marketing

Discussant: Marcia Flicker

Time: 3:30 PM

Location: Room 1018

1. *Changing the world with (of) marketing?*

Verena Stoeckl. Innsbruck University School of Management

Marius Luedicke. Innsbruck University School of Management

Widely applauded advances of the last century, such as unprecedented technological progress, financial wealth and political stability, are invariably paralleled by changes in marketing philosophy and practice. Initially defined as a “process of creating and resolving exchange relationships” (Bagozzi 1975, 77) the field believes that mutually beneficial exchange relationships generate reliable income for businesses if they create true value for consumers. Contemporary marketing is now concerned with innovating ever new products, services and markets (Humphreys 2010), telling compelling stories to endow products with symbolic (status) value (Levy 1959), thus building brand equity (Aaker 1996), and providing consumers with tools for identity construction (Vargo and Lusch 2004).

Seen in a historical context, marketing has predominantly been declared ‘positive’. In times of instant global online communication, marketing success even more is believed to depend on companies behaving as “citizen artists” (Holt 2002, 87), rather than faceless, free-riding corporate machines. However, the call for more research on ‘positive’ marketing suggests that something is wrong with the state of marketing. Has the field gone astray or “off track” (CFPM, Fordham University)? What in the wide realm of marketing practices is considered detrimental to individual and societal well-being and to the project of uplifting the world? The goal of our research is to assess what exactly the marketing field is charged with to develop the empirical grounds on which the study of positive marketing can thrive. To achieve this goal, we collected data from 39 books, 12 newspaper articles, 6 governmental and UN publications, and 96 academic articles that connect topics such as ‘consumer resistance’, ‘morality’ and ‘social responsibility’ in

titles or contents with marketing strategies. The literatures covered include perspectives as diverse as consumer protest (e.g., Kozinets and Handelman 2004), cultural critique (e.g., Hertz 2001; Klein 1999), consumer culture theory (e.g., Soper 2007), alternative consumption and marketing approaches (e.g., Cohen, Comrov, and Hoffner 2005; Crane and Desmond 2002) and market power models (e.g., Denegri-Knott, Zwick, and Schroeder 2006). We ran a qualitative content analysis on these data (Mayring 2000), including inductive building of categories, repeated revisiting of relevant search expressions, and regular checks of interpretive consistency between the authors.

In brief, our analysis surfaced four key socio-cultural accusations that address individual consumers, local communities, the society, and the environment:

1. Consumers: Oppressive and rampant marketing practices leave the consumer disadvantaged in dominated exchange relationships. The first class of accusations frames contemporary marketing practitioners as highly skilled, yet repressive cultural engineers that use information asymmetries to influence individual consumption decisions to the businesses' advantage. Charges include, among others, planned product obsolescence to promote early product replacement (Utaka 2006), the invasion of consumers' privacy through unethical customer data collection (Kimmel and Smith 2001), and the distortion of price signals through 'high-low-pricing' practices (Kaufmann, Smith, and Ortmeier 1994).

2. Community: Through its extensive growth, marketing advances culture commodification and the commercialization of community spaces. In response to a growing class of critical, authenticity-seeking consumers (Holt 2002), contemporary marketers have begun to reallocate their classic marketing budgets and invade thriving (sub-) cultural epicenters that deliver fresh ideas and resources for corporate co-optation (Heath and Potter 2004; Thompson and Coskuner-Balli 2007). The hegemonic, corporate "conquest of cool" (Frank 1997) affects physical spaces, as for instance through the

global spread of chain stores in community landscapes (Lavin 2003), discursive spaces (including cyber-space), and even psychic spaces (Rumbo 2002).

3. Society: Culture-shaping marketing influences advance materialistic, hedonic, homogenous, and unhappy consumer societies. The marketing discipline is considered a key driving force in raising superficial demands that advance materialism and produce bankrupt, “overspent” consumers (Schor 1998). The discipline is thus frequently accused to popularize unsustainable consumption practices which rely on a perpetuate, yet inauthentic cycle of desire, gratification, and renewed desire by constantly promoting the idea that more consumption leads to more happiness (Kasser 2002; Layard 2005).

4. Environment: Opportunistic business strategies linked with deceitful communication ignore harm of the natural environment and corrupt ethical values. Lastly, marketing is charged for disregarding the exploitation of ‘external’ resources, predominantly natural and human (Klein 1999). Consumers who have discovered the market as a field of ethical and political empowerment (Hertz 2001) are demanding moral accountability from marketers who frame their brands as authentic cultural resources, but produce even premium products under exploitative conditions.

Our analysis further illuminates that consumer demands and social activism have long begun to affect even profit-oriented marketing practice. Practitioners readily listen, embrace, and innovate where ethical or environmental considerations promise profits or reduced costs. And they tend to fight, ignore, and outsource responsibility where adaptations entail competitive disadvantages that jeopardize their companies. Marketing researchers, in turn, have developed myriad suggestions on how to close the gap between societal and ecological demands and present marketing practice. Some scholars see the most benefit in developing moral guidelines for marketers (e.g., Lazcniak and Murphy 2006), while others rather highlight consumers’ demands for total welfare and the strategic advantages that they entail (e.g., Kotler 2011). If profit-oriented marketing is trapped between competition and contribution, which roads to change are the most promising? Our analysis suggests that individual marketers, even if they are as advanced

as moral stewards, struggle to readily resolve individual, societal, communal, and environmental problems unless innovative employees, competitors, political regulators or scholars find new ways of turning ethical ideals and environmental conservation into marketing resources.

References

Aaker, D.A. (1996), "Measuring brand equity across products and markets," *California Management Review*, 38 (3), 102-31.

Bagozzi, Richard P. (1975), "Marketing as Exchange," *Journal of Marketing*, 39 (4), 32-41.

Cohen, M.J., Comrov, A., and Hoffner, B. (2005), "The New Politics of Consumption: Promoting Sustainability in the American Marketplace," *Sustainability: Science, Practice and Policy*, 1 (1), 58-76.

Crane, A. and Desmond, J. (2002), "Societal Marketing and Morality," *European Journal of Marketing*, 36 (5/6), 548-69.

Denegri-Knott, J., Zwick, D., and Schroeder, J.E. (2006), "Mapping Consumer Power: An Integrative Framework for Marketing and Consumer Research," *European Journal of Marketing*, 40 (9/10), 950-71.

Frank, T. (1997), *The Conquest of Cool: Business Culture, Counterculture, and the Rise of Hip Consumerism*, Chicago: University of Chicago Press.

Heath, C. and Potter, A. (2004), *The Rebel Sell: Why the Culture Can't Be Jammed*, Toronto: Harper Perennial.

Hertz, N. (2001), *The Silent Takeover. Global Capitalism and the Death of Democracy*, London: William Heinemann.

Holt, D.B. (2002), "Why Do Brands Cause Trouble? A Dialectical Theory of Consumer Culture and Branding," *Journal of Consumer Research*, 29 (1), 70-90.

Humphreys, A. (2010), "Megamarketing: The Creation of Markets as a Social Process," *Journal of Marketing*, 74 (2), 1-19.

Kasser, T.(2002), *The High Price of Materialism*, Cambridge: MIT Press.

Kaufmann, P.J., Smith, C.N., and Ortmeier, G.K. (1994), "Deception in Retail High-Low Pricing: A "Rule of Reason" Approach," *Journal of Retailing*, 70 (2), 115-38.

2. *Toward a working definition of positive marketing*

Tom Hickman. Loyola University New Orleans
Velitchka Kaltcheva. Loyola Marymount University Los Angeles
Anthony Patino. University of Baltimore
Joan Phillips. Loyola University Chicago
Dennis Pitta. University of Baltimore
Robert Winsor. Loyola Marymount University Los Angeles

While the marketing literature does not yet explicitly define the concept of “positive marketing,” the last four decades have seen a virtual revolution in terms of how marketing might be more positively conceptualized and practiced.

To the average consumer, the notion that the practice of marketing can be conceptualized as a positive element in society is neither logical nor credible. Historically, marketing has suffered from perceptions of a zero-sum outcome between buyers and sellers. As a result, the marketing “profession” has enjoyed a reputation that is less than enviable. Richard Farmer’s 1967 article in the *Journal of Marketing* entitled “Would You Want Your Daughter to Marry a Marketing Man?” nicely summarized this problematic reputation of marketing, which in Farmer’s eyes was largely deserved and which derived from the dual ills of un-ethicality and irrelevancy.

As a result, attempts to rehabilitate the image of marketing have enjoyed a robust history. Important and inspiring early examples of efforts to reconceptualize the definition of marketing around more affirmative business practices or consumer benefits are numerous. One groundbreaking milestone in this evolution was the development of the “societal marketing orientation,” by pioneers such as William Lazer (1969), and Philip Kotler and Sidney Levy (1969). These early efforts attempted to reorient the marketing discipline away from short-term profit seeking and toward a longer-term focus upon both consumer well-being and societal welfare (Kotler, 1972).

In 1981, Wind further identified methods by which marketers could practice their profession more responsibly, explicitly terming his essay “A Positive Perspective on Marketing” (Wind, 1981). In this editorial comment, Wind cited common criticisms of the profession including “wasteful advertising, planned product obsolescence...and lack

of concern for social welfare.” Wind advised marketers to confront the veracity of these criticisms and seek ways to improve the profession by being mindful of the value that marketing provides to our economic system. Nonetheless, his take on positivity really focused on the academic development of the profession and listed selected articles that represent major milestones in that development. Wind's comment is valuable in that it foreshadowed fields like social marketing, marketing ethics and marketing focused on improving consumer quality of life.

More recently, there has been an explosion of research on the value of social responsibility, environmental concern, and consumer well-being for enhancing consumer (and public) perceptions of profit-seeking enterprises. Much of this research is focused on the macro-level of exploring the societal impact of marketing practices. For example, Snider, Hill, and Martin (2003) argued that companies can significantly influence consumer perceptions through the use of corporate social responsibility efforts and communications, while Miles and Covin (2000) made similar arguments for environmentally-friendly marketing practices. In contrast, other research now focuses on more micro-level aspects of consumer well-being. For example, Lee, Sirgy, Larsen, and Wright (2002) comprehensively measure consumer well-being by examining numerous aspects of satisfaction over the three dimensions of acquisition, possession, and consumption.

Despite the growing interest among researchers and practitioners, there is still no working definition of positive marketing, which presents an opportunity to define the concept as a basis for further theory development and contributions to practice. Therefore, the objectives of this research are to identify how current and future managers and business leaders understand and conceptualize the various aspects of positive marketing. We also intend to examine geographic and demographic influences on executive’s perceptions of positive marketing.

Methodology

Participants

MBA students and MBA alumni from several universities representing different regions of the United States will be invited to participate in the study via newsletters and email. These institutions will include Loyola Marymount University (Los Angeles), Fordham (New York), and Loyola University of New Orleans.

Survey Design

Participants will complete an online survey (see Appendix). Free-responses will be subject to content analysis in order to identify constructs used by subjects to conceptualize the term positive marketing. Statistical analyses will be performed on quantitative data in order to more fully understand components that contribute to respondents' cognitive structures.

References

Farmer, R.N. (1967), "Would You Want Your Daughter to Marry a Marketing Man?" *Journal of Marketing*, 31(January), 1-8.

Kotler, P. (1972), "What Consumerism Means for Marketers," *Harvard Business Review* 50(3), 48-57.

Kotler, P., and Levy, S.J. (1969), "Broadening the Concept of Marketing," *Journal of Marketing*, Vol. 33 (January), 10-15.

Lazer, W. (1969), "Marketing's Changing Social Relationships," *Journal of Marketing*, 33 (January), 3-9.

Lee, Dong-Jin, Sirgy, M.J., Larsen, V., and Wright, N.D. (2002), "Developing a Subjective Measure of Consumer Well-Being," *Journal of Macromarketing*, 22(2, December), 158-169.

Miles, Morgan P., and Covin, J.G. (2000), "Environmental Marketing: A Source of Reputational, Competitive, and Financial Advantage," *Journal of Business Ethics*, 23(3), 299-311.

Snider, J., Hill, R.P. and Martin, D. (2003), "Corporate Social Responsibility in the 21st Century: A View from the World's Most Successful Firms," *Journal of Business Ethics*, 48, 175-187.

Wind, J. (1981) "A Positive Perspective on Marketing," *Journal of Marketing*, (Summer), 6-8.

3. *Conceptualizations of consumptions in consumer culture theory and their strategic implications for responsible consumerism*

Ahir Gopaldas. Fordham University

Responsible consumerism is among the most important social movements of the 21st century. The movement aims to highlight the impact of industrialization and consumption on overlooked stakeholders such as ecosystems, laborers, and future generations. Advocates of responsible consumerism argue that when consumers make acquisition, usage, and disposition decisions, they should take into consideration not only the functional and monetary implications of their choices but also the environmental and social implications.

Although the movement has had some preliminary impact on consumer discourse, it has been struggling to make a significant impact on consumer practice. Groups of “critical,” “positive,” and “transformative” marketing and consumer researchers are gathering worldwide to help answer an urgent question: how can researchers help interested practitioners in businesses, governments, and advocacy groups inspire consumers to behave with greater environmental and social responsibility? To contribute to this conversation, this article draws on conceptualizations of consumption in consumer culture theory to imagine new strategies to galvanize the movement.

Presidential addresses to the Association of Consumer Research (ACR), from the first published (Pratt Jr. 1974) to the most recent (Janiszewski 2010), and editorial statements in the *Journal of Consumer Research* (JCR), from the very first (Frank 1974) to the most recent (Deighton 2005), regularly assert that what anchors the field of consumer research is not a disciplinary affiliation, methodological protocol, or theoretical perspective but a substantive domain called consumption (see also MacInnis and Folkes 2010). So, unsurprisingly, the field houses several theoretical perspectives or conceptualizations of consumption.

At present, the landscape of consumer research is dominated by three categories or sub-fields: consumer culture theory (CCT), consumer decision-making (CDM), and consumer information-processing (CIP) (MacInnis and Folkes 2010). CDM and CIP are founded

upon conceptualizations of consumption as decision making and information processing respectively (Newell and Broder 2008) and focus on extending and testing theory from their source disciplines of cognitive psychology and behavioral economics (Simonson et al. 2001). By contrast, CCT focuses on generating and revising theory via empirical engagements with consumers in ordinary and extraordinary contexts (Arnould and Thompson 2005). Drawing on applicable areas of anthropology, cultural studies, psychology, semiotics, and sociology, CCT manufactures a steady stream of new conceptualizations of consumption. While conceptualizations of consumption are the foundations (i.e., established theoretical premises) of CDM and CIP research, conceptualizations of consumption are the frontiers (i.e., novel theoretical contributions) of CCT research.

I have chosen to delineate the scope of this article in terms of CCT precisely because its conceptualizations of consumption are numerous, creative, and ever-changing. One consumer culture theorist sees symbolic animals making meaning of their lives (e.g., Levy 1959), another sees affective organisms amplifying pleasurable emotions (e.g., Holbrook and Hirschman 1982), and yet another sees self concepts extending themselves to possessions (e.g., Belk 1988). Consumer culture theorists also view consumption as dyadic relationship (e.g., Fournier 1998), community participation (e.g., Muniz Jr. and O'Guinn 2001), habituated practice (e.g., Holt 1998), and social structuration (e.g., Crockett and Wallendorf 2004).

In this article, I ask four questions of each conceptualization of consumption in CCT.

1. *What* is the phenomenon of consumption composed of? Or, how is the consumer conceptualized and which other elements are highlighted in this conceptualization? I label this dimension *conceptual components*.

2. *How* does the phenomenon of consumption unfold? Or, which occurrences or processes are highlighted in this conceptualization? I label this dimension *focal activities*.

3. *Why* does the phenomenon of consumption occur? Or, which conscious or non-conscious motives are highlighted in this conceptualization? I label this dimension *motivating forces*.

4. *So what* does this conceptualization of consumption suggest advocates of responsible consumerism do to inspire pro-environmental and pro-social consumer behavior? I label this dimension *strategic implications for responsible consumerism*.

In sum, this article argues that the movement toward responsible consumerism will require novel advocacy strategies to succeed. Thereafter, the article reviews conceptualizations of consumption in consumer culture theory to generate a number of novel strategies.

References

- Arnould, E.J. and. Thompson, C.J. (2005), "Consumer Culture Theory (CCT): Twenty Years of Research," *Journal of Consumer Research*, 31 (4), 868-82.
- Belk, R.W. (1988), "Possessions and the Extended Self," *Journal of Consumer Research*, 15 (2), 139.
- Crockett, D. and Wallendorf, M. (2004), "The Role of Normative Political Ideology in Consumer Behavior," *Journal of Consumer Research*, 31 (3), 511-28.
- Deighton, J. (2005), "From the Editor-Elect," *Journal of Consumer Research*, 32 (1), 1-5.
- Fournier, S. (1998), "Consumers and Their Brands: Developing Relationship Theory in Consumer Research," *Journal of Consumer Research*, 24 (4), 343-53.
- Frank, R.E. (1974), "The Journal of Consumer Research: An Introduction," *Journal of Consumer Research*, 1 (1), iv-v.
- Holbrook, M.B. and Hirschman, E.C. (1982), "The Experiential Aspects of Consumption: Consumer Fantasies, Feelings, and Fun," *Journal of Consumer Research*, 9 (2), 132.
- Holt, D.B. (1998), "Does Cultural Capital Structure American Consumption?," *Journal of Consumer Research*, 25 (1), 1-25.
- Janiszewski, C. (2010), "Presidential Address: The Consumer Experience," *Advances in Consumer Research*, 37 (1), 1-X.

Levy, S.J. (1959), "Symbols for Sale," *Harvard Business Review*, 37 (4), 117-24.

MacInnis, D.J. and Folkes, V.S. (2010), "The Disciplinary Status of Consumer Behavior: A Sociology of Science Perspective on Key Controversies," *Journal of Consumer Research*, 36 (6), 899-914.

Muniz Jr., A.M. and O'Guinn, T.C. (2001), "Brand Community," *Journal of Consumer Research*, 27 (4), 412-32.

Newell, B.R. and Broder, A. (2008), "Cognitive Processes, Models and Metaphors in Decision Research," *Judgment and Decision Making*, 3 (3), 195-204.

Pratt Jr., R.W. (1974), "Presidential Address: Acr: A Perspective," *Advances in Consumer Research*, 1 (1).

Simonson, I., Carmon,Z., Dhar,R., Drolet,A. and Nowlis, S.M. (2001), "Consumer Research: In Search of Identity," *Annual Review of Psychology*, 52 (1), 249-75.

Track 4. Positive Marketing and Consumer Decision Making

Discussant: Beth Vallen

Time: 3:30 PM

Location: Room 1018

1. *In-Store Sampling Motivates Consumer Reciprocation: There's No Such Thing as a Free Lunch*

Chrissy Mitakakis. Zicklin School of Business, Baruch College

Lauren Block. Zicklin School of Business, Baruch College

Darren Dahl. Sauder School of Business, University of British Columbia

Everyone loves receiving free samples. In-store food sampling at point of purchase venues, like grocery stores, is a powerful and successful promotional tool. Even a quick scan of industry reports reveals no shortage of staggering statistics: for example, one recent study documents a 475% increase in sales on the day that samples were offered, while other studies report sales of sampled items increasing from 245% (for pineapples) to 1,000% (hams) and up to 6,000% for cakes (Supermarket Guru 2009). In-store sampling dramatically lifts sales for new products, established products, line extensions of the sampled product and the overall brand franchise (Promoworks 2009). Importantly, a recent study found that shoppers offered a sample spent 34% more in-store, compared to those who were not (Angrisani 2010).

Given that sampling returns such potential rewards to the brand and the retailer, it is surprising that so little is known about how sampling works: in other words, the process that drives consumers to these free, tasty morsels. Industry analysts and practitioners credit the increased sales following sampling to the reduction in consumers' perceived risk of a product (Enright 2005). By sampling a product, consumers obtain a greater sense of certainty about the product, which translates into greater sales. Certainly, this explanation is sensible and may account for some of the sampling lift, like the increased first-time purchase on the day of the event. However, this explanation alone cannot account for some of the other sampling lifts, like the increased sales for well-established brands and products.

While existing explanations provide some insight about the mechanisms that drive customer response to sampling, it is clear that there is an opportunity to provide a more complete understanding of the role of in-store sampling from a consumer point of view. The current research examines consumers' behavior that results from retailers providing samples to customers through the lens of the norm of reciprocity, which posits that a cooperative choice in the form of a benefit is imitated by some form of reciprocation thereafter (Whatley, Webster, Smith, and Rhodes 1999).

We demonstrate customers' use of a norm of reciprocity heuristic across a series of one field and three laboratory studies. In Study 1, we provide field evidence that consumers purchase more when a free sample is offered. Lab studies 2 through 4 demonstrate that this sampling effect is due to the activation of a reciprocity norm. In Study 2, we activate the norm of reciprocity through a priming manipulation and demonstrate that purchase is greater only when participants who received a sample are primed to reciprocate. We replicate this in Study 3 with a naturally occurring prime, one that could feasibly occur in a retail environment. Additionally, we demonstrate that reciprocity occurs only when the opportunity to reciprocate is immediate (Studies 3 and 4) and when there is no donor motive (Study 4).

With our studies, we make several contributions. Foremost, we provide evidence to show how sampling works from a consumer perspective, namely, via the norm of reciprocity. Importantly, we show that this norm is only activated through the recognition of an exchange relationship within the retail environment. Second, we show that the reciprocity norm in this context operates as an independent heuristic focused only on purchase with no collateral impact on attitudes and purchase experience. Lastly, we identify two important limits to this reciprocity heuristic in the sampling context. Thus, by understanding the role of the norm of reciprocity in a retail setting, our research lends important insight for both consumers and marketers alike.

References

Angrisani, C. (2010), "Sample Sale," *Supermarket News*, http://subscribers.supermarketnews.com/Grocery_Center_Store_Brands/sample-sale-0419/ [accessed 10.31.2010]

Enright, A. (2005), "Samples Eliminate Fear Factor," *Marketing News*, p.49.

In-Store Marketing Institute (2009), "Sampling Sees Lift 20 Weeks Out," Research Report: In-Store Sampling, accessed at <http://www.instoremarketer.org/article/50570>

Promoworks (2009), "Research Report: In-store Sampling, "
http://www.promoworks.com/assets/1/workflow_staging/News/63.PDF
[accessed 10.31.2010]

Supermarket Guru (2009), "Rediscover the Lost Art of Sampling,"
http://www.shopperevents.com/pdf/Rediscover_the_Lost_Art_of_Sampling.pdf;
[accessed 10.31.2010]

Wadhwa, M., Shiv, B., and Nowlis, S.M. (2008), "A Bite to Whet the Reward Appetite: The Influence of Sampling on Reward-Seeking Behaviors," *Journal of Marketing Research*, 45 (August), 403-413.

Whatley, M.A., Webster, J.M., Smith, R.H., and Adele Rhodes (1999), "The Effect of a Favor on Public and Private Compliance: How Internalized is the Norm of Reciprocity?" *Basic and Applied Social Psychology*, 21 (3), 251-59.

2. *Causal controllability and Donation When Self is Vulnerable*

Yoshiko DeMotta. Baruch College, City University of New York

Stephen Gould. Baruch College, City University of New York

Sankar Sen. Baruch College, City University of New York

Causal controllability is the degree to which another person's negative situation is the fault or responsibility of that person. When a person encounters another in need of help, the person spontaneously judges causal controllability (Weiner 1985). If the cause of the need seems to be uncontrollable by the person in need of help, the perceiver is likely to feel sympathetic toward the person in plight and provides help. If the cause of the need seems to be controllable by the person in need of help, the perceiver is likely to feel anger instead of sympathy and withholds help giving (Reisenzein 1986; Schmidt and Weiner 1988). Thus, causal controllability is a powerful determinant of help giving (Weiner 1980).

We suggest that this mechanism changes when a potential helper is vulnerable to another person's misfortune. For example, a female consumer is vulnerable to breast cancer and

is not vulnerable to prostate cancer. When the female consumer receives a donation request to help prostate cancer patients, she is likely to assess whether the prostate cancer patients are responsible for their suffering. However, when she receives a donation request to help breast cancer patients, she is likely to experience a feeling of vulnerability. Thus, instead of judging the responsibility of the patients, she will think of herself and judge whether she can personally prevent the disease that may affect her in the future, and then will make her donation decision.

We further suggest that her donation decision in this situation will depend on how she copes with the vulnerability. It is uncommon for a person to feel vulnerable without somehow coping with the potential harm to achieve a sense of control (Baker et al. 2005; Heckhausen and Schulz 1995). Research has shown that there are two ways to cope with vulnerability: primary control and secondary control (Rothbaum, Weisz, and Snyder 1982). A person who relies on primary control tends to believe that she is the most powerful in the negative situation, and attempts to change the reality so that the reality fits her own needs and desires. A person who relies on secondary control tends to believe that a more powerful entity than her exists, and prefers to accept the reality as it is and adjusts her thoughts and actions to fit with the reality. Although seemingly passive, secondary control differs from helplessness or external locus of control (Tobin and Raymundo 2010). In secondary control, the reaction to aversive events is active in which a person believes that the situation is improved through her acceptance and adjustment (Thompson, Nanni, and Levine 1994). This process in turn results in a sense of control and a greater degree of psychological well-being (Haynes et al. 2009). To illustrate, consider that Mary receives a donation request to help breast cancer patients and experiences a feeling of vulnerability to this disease. If Mary has primary control orientation, she is likely to perceive that she is the most powerful and that she can prevent her from getting the disease by her behavior such as leading healthy lifestyle or getting regular checkups. Thus, she is likely to maintain a sense of control by eliminating the stress. On the contrary, if Mary has secondary control orientation, she is likely to acknowledge that cancer is a powerful force and is personally uncontrollable. By accepting this reality, she will be motivated to adjust herself so that she will not lose control over this circumstance. One way for Mary to adjust herself is by using vicarious

control (Rothbaum et al. 1982), which is a type of secondary control strategy in which she associates herself with another powerful entity to psychologically share in the powerful entity's control. In a charitable request, a nonprofit organization often exhibits solutions to help a social cause, and creates an impression that the organization is in control in the negative circumstance. Therefore, Mary will regard the nonprofit organization as the powerful other and will ally with the organization by donating.

Two experimental studies supported our prediction. We found that the study participants who employed a secondary control strategy donated more than those who employed a primary control strategy when the participants' vulnerability to a charitable cause was high. When the participants' vulnerability was low, a control strategy did not impact the donation likelihood. The primary theoretical contribution of this research is to enhance our understandings of donation behavior by clarifying a potential helper's motivation to comply with a charitable request when the helper is vulnerable. To date, it has not been studied how a person's vulnerability to a given misfortune would impact her donation decisions. We show that a feeling of vulnerability will activate a potential helper's motivation to reestablish a sense of control, which directly impact her donation decision. Specifically, our study demonstrates that secondary control can be a strong motive to act prosocially. In addition, the results of this study have practical implications for nonprofit organizations that solicit donations. Our findings suggest that when a potential donor is vulnerable to the social cause that a nonprofit organization aims to support, a donation request that stimulates the potential donor to employ secondary control would generate higher support for the cause, while providing a feeling of control and thus personal welfare to the donor.

References

Baker, S.M., Gentry, J.W., and Rittenburg, T.L. (2005), "Building Understanding of the Domain of Consumer Vulnerability," *Journal of Macromarketing*, 25 (2), 128-39.

Haynes, T.L., Heckhausen, J., Chipperfield, J.G., Perry, R.P., Newall, N.E. (2009), "Primary and Secondary Control Strategies: Implications for Health and Well-being among Older Adults," *Journal of Social and Clinical Psychology*, 28 (2), 165-97.

Heckhausen, J. Schulz, R. (1995), "A Life-span Theory of Control," *Psychological Review*, 102, 284-304.

Reisenzein, R. (1986), "A Structural Equation Analysis of Weiner's Attribution—Affect Model of Helping Behavior," *Journal of Personality and Social Psychology*, 50 (6), 1123-33.

Rothbaum, F.M., Weisz, J.R., and Snyder, S.S. (1982), "Changing the World and Changing the Self: A Two-Process Model of Perceived Control," *Journal of Personality and Social Psychology*, 42, 5-37.

Schmidt, Gr and Weiner, B. (1988), "An Attribution-Affect-Action Theory of Behavior: Replications of Judgments of Help-Giving," *Personality and Social Psychology Bulletin*, 14 (3), 610-21.

Thompson, S.C., Nanni, C., and Levine, A. (1994), "Primary versus Secondary and Central versus Consequence-related Control in HIV-Positive Men," *Journal of Personality and Social Psychology*, 67 (3), 540–47.

Tobin, S.J., and Raymundo, M.M. (2010), "Causal Uncertainty and Psychological Well-being: The Moderating Role of Accommodation (Secondary Control)," *Personality and Social Psychology Bulletin*, 36 (3), 371-83.

Weiner, B. (1980), "A Cognitive (Attribution)-Emotion-Action Model of Motivated Behavior: An Analysis of Judgments of Help Giving," *Journal of Personality and Social Psychology*, 39 (2), 186–200.

Weiner, B. (1985), "An Attributional Theory of Achievement Motivation and Emotion," *Psychological Review*, 92 (4), 548-73.

3. *Who benefits from advertising creativity?*

Sara Rosengren. Stockholm School of Economics

This paper reports the results of two studies on the effects of advertising creativity on consumers' perceptions of media vehicles carrying such ads. Although the effects of advertising creativity on brands are fairly well documented (for a review, see Sasser and Koslow 2008), less attention has been given to the value it might create for other parties such as consumers and media owners. By exploring the value of advertising creativity for consumers and media vehicles, this paper provides a novel perspective to the vast literature on advertising creativity.

Can creative ads make consumers like a magazine more?

Most advertising research focuses on the effects of advertising on brands. Less attention is typically given to the way advertising influences the everyday life of consumers. By ignoring the way advertising might (or might not) further the aims of consumers, much advertising research to date provides an incomplete understanding of advertising (cf. Ducoffe 1995). For example, little is known about the influence of advertising on consumers overall experiences of a media vehicle (for exceptions, see Nelson, Meyvis and Galak 2009; Rosengren and Dahlén, forthcoming).

Relating the research body on advertising creativity, showing that consumers perceive novel yet relevant ads as more interesting, entertaining, and likable than less creative ads (e.g., Smith, Chen, and Yang 2008), to the concept of advertising value (i.e., the subjective worth or utility of advertising to consumers, Ducoffe 1995; 1996) we propose that advertising creativity makes consumer perceive advertising as more valuable (H1). What is more, we argue that the value consumers ascribe to advertising creativity will also help boost their evaluations of a media vehicle carrying such ads (H2).

Studies and results

The hypotheses are tested in two experimental studies in which participants were presented with a mock lifestyle magazine consisting of both editorial content and advertising. The cover story stated that the magazine was soon to be launched in the region of study and that they had been invited to evaluate a dummy of the magazine to assess the magazine's potential. Among the evaluative items were assessments of advertising value (H1), magazine attitude (H2) and willingness to pay (H2).

In both studies we used the same editorial content but varied the advertising content to create conditions with different levels of ad creativity (high vs. low). Advertising creativity was operationalized in two ways: in study 1 (n=121) we varied the creativity of the ad executions (cf. Dahlén, Rosengren, and Törn 2008) and in study 2 (n=105) we

varied the creativity of ad placements (cf. Dahlén, Rosengren, Törn, and Öhman 2008). In both cases, the different ad conditions were pre-tested to ensure that they differed in terms of perceived advertising creativity.

The results of both studies support our hypotheses. In support of H1, participants in the high advertising creativity conditions rated the value of the advertising in the magazine higher than those in the low advertising creativity conditions. Similarly, their magazine attitudes were more positive and their willingness to pay higher, supporting H2. Mediation analyses showed that the effects of our manipulations on magazine attitudes and willingness to pay were mediated by advertising value. All results were significant at $p < .05$.

Discussion

The findings of our two studies show that advertising creativity is perceived as valuable by consumers and that this value translates into better evaluations of a media vehicle carrying creative advertising. By adding consumers and media owners to the list of potential benefiteres of creative advertising we offer a more comprehensive understanding of advertising creativity than the one offered by most advertising creativity literature to date (cf. Sasser and Koslow 2008). Advertising creativity seems to benefit not only the advertiser but also consumers and media owners.

We also extend the current literature on advertising value by pointing out advertising creativity as a possible antecedent and connecting advertising value with evaluations of media vehicles. Ducoffe (1995; 1996) has long argued the need of understanding how advertising help further the aims of consumers by studying perceptions of advertising value. The current study clearly illustrates the benefits of doing so. In fact, by shifting perspective we were able to assess the value of advertising creativity in a more direct way than what has been possible in previous research on advertising creativity. The fact that advertising creativity can increase willingness to pay for a media product shows a monetary gain from advertising creativity which to date has not been acknowledged.

References

- Dahlén, M., Rosengren, S., and Törn, F. (2008), "Advertising Creativity Matters", *Journal of Advertising Research*, 48 (Sep), 392-403.
- Dahlén, M., Rosengren, S., Törn, F., and Öhman, N. (2008), "Could Placing Ads Wrong Be Right? Advertising Effects of Thematic Incongruence", *Journal of Advertising*, 37 (3), 57-67.
- Ducoffe, R.H. (1995), "How Consumers Assess the Value of Advertising", *Journal of Current Issues and Research in Advertising*, 17 (Spring), 1-18.
- Ducoffe, R.H. (1996), "Advertising Value and Advertising on the Web", *Journal of Advertising Research*, 36 (Sep/Oct), 21-35.
- Nelson, L.D., Meyvis, T., and Galak, J. (2009), "Enhancing the Television-Viewing Experience through Commercial Interruptions", *Journal of Consumer Research*, 36 (Aug), 160-172.
- Rosengren, S., and Dahlén, M. (forthcoming), "Judging a Magazine by its Advertising: Exploring Effects of Advertising Content on Perceptions of a Media Vehicle". *Journal of Advertising Research*.
- Sasser, S.L., and Koslow, S. (2008), "Desperately Seeking Advertising Creativity", *Journal of Advertising*, 37 (Winter), 5-19.
- Smith, R.E., Chen, J., and Yang, X. (2008), "The Impact of Advertising Creativity on the Hierarchy of Effects", *Journal of Advertising*, 37 (Winter), 47-61.