

Bachelorseminar in Marketing & Innovation

WS 17/18 | Dr. Sven Feurer | Themen und Auswahlprozess

Institut für Informationswirtschaft und Marketing (IISM)
Forschungsgruppe Marketing & Vertrieb



Zielgruppe und Bewerbungsprozess

- Zielgruppe:
 - Studierende, die sich für die kundenseitige Wahrnehmung von (radikalen) Innovationen interessieren, insbesondere
 - Interessenten an einer Bachelorarbeit im Marketing (die Teilnahme vor dem Schreiben der Bachelorarbeit wird dringend empfohlen).
- Anzahl Plätze:
 - Es stehen 10 Seminarplätze zur Verfügung
 - Platzbeschränkung macht Bewerbungsprozess nötig
- Die Bewerbung für das Seminar erfolgt über die Plattform <https://portal.wiwi.kit.edu/ys/1523>
- Auswahlmechanismus:
 - Modifiziertes Bestenprinzip, d.h. die leistungsstärksten Bewerber werden – unter Berücksichtigung von Studienplanung u. Schwerpunktsetzung – zuerst berücksichtigt.
- Fragen zum Bewerbungsprozess bitte an sven.feurer@kit.edu

Termine

- Themen online: ab dem 27.6.2017
- Bewerbungsfrist: bis zum 7. Juli 2017
- Bekanntgabe der ersten Zusagen: 10. Juli 2017
- Frist zur Annahme zugesagter Plätze: bis zum 14. Juli 2017
- Vorbesprechung (Anwesenheitspflicht!): 18. Juli 2017, 16:00-17:30 Uhr, 20.21, 115
- Bearbeitungsstart: 18. Juli 2017
- Abgabe der Seminararbeit: 23. November 2017, 12:00 Uhr
- Präsentation (Anwesenheitspflicht!): 6. Dezember, 9:30 - 15:00 Uhr, 20.21, 115

(Grobe) Form der Seminararbeit (1/2)

■ Zielsetzung:

Im Rahmen des Seminars sollen die Teilnehmer lernen, mit wissenschaftlichen Arbeiten im Marketing umzugehen. Konkret besteht ihre Aufgabe darin, sich mit einer aktuellen Forschungsarbeit intensiv vertraut zu machen und die zitierte Literatur zu beschaffen und zu lesen. Zudem sollen sie die empirischen und statistischen Verfahren nachvollziehen und die Ergebnisse sicher interpretieren. Abschließend sollen die Teilnehmer die betrachtete Studie in Beziehung setzen zu aus dem Studium bekannten Inhalten und den Beitrag der analysierten Studie kritisch würdigen.

■ Umfang:

Schriftliche Arbeit: nicht mehr als 15 Seiten

Präsentation im Seminar: 15 Minuten + 10 Minuten Diskussion

(Grobe) Form der Seminararbeit (2/2)

■ **Bewertung der Leistung:**

60% Seminararbeit

30% Präsentation

10% Beteiligung am Seminar

■ **Konkretisierung:**

Genauere Hinweise zur konkreten Ausgestaltung werden in der Vorbesprechung am 18. Juli 2017 gegeben.

- **Gemäß der vorgestellten Zielsetzung (Folie 4), beziehen sich die einzelnen Themen des Seminars auf einflussreiche Forschungsarbeiten im Marketing, insb. in Bezug auf die kundenseitige Wahrnehmung von Innovationen.**
- Eine Liste der aktuellen Themen finden Sie auf den Folien 7 bis 16.
- Die Präferenzen können im Seminarmodul angegeben werden. Die Zuteilung der Themen erfolgt nach einem modifizierten Bestenprinzip, d.h. der beste Bewerber bekommt zuerst seinen Erstwunsch erfüllt, dann der zweitbeste Bewerber usw.
- Themen werden nicht doppelt vergeben, d.h. es kann einem Teilnehmer auch ein Thema zugeteilt werden, das er oder sie nicht explizit als Themenwunsch genannt hat
- Eigene Themenvorschläge durch Studierende sind nicht möglich.

Thema 1

Herzenstein, M., Posavac, S. S., and Brakus, J. J. (2007), “Adoption of new and really new products: the effects of self-regulation systems and risk salience,” *Journal of Marketing Research*, 44 (2), 251–60.



This article explores how consumers' self-regulation affects the likelihood of purchase of new and really new products. A mall-intercept field study shows that consumers with a chronic disposition to be promotion focused own more new high-technology goods and newly launched repeat-purchase items than prevention-focused consumers. There is no difference in ownership of products that have been available for many years. Two laboratory experiments further investigate these findings. In Study 2, the authors manipulate regulatory focus and find that when risks associated with a really new product are not specified to consumers, promotion-focused consumers state higher purchase intentions than prevention-focused consumers. However, when the judgmental context makes the risks salient, prevention- and promotion- focused participants are equally unlikely to purchase the product. Study 3 demonstrates that consumers' self-regulation is unrelated to purchase intentions for products that are not portrayed as new. Mediation analyses in both laboratory studies show that the effect of regulatory focus on purchase intentions for new products is due to concerns about the performance of the new technology, which are more pronounced among prevention-focused consumers. Finally, the authors discuss managerial implications.

Thema 2

Ma, Z., Yang, Z., and Mourali M. (2014), „Consumer Adoption of New Products: Independent Versus Interdependent Self-Perspectives”, *Journal of Marketing*, 78, 2, 101-117.



In five studies, the authors examine the impact of an independent (vs. interdependent) mindset on consumer adoption of new products. Study 1 demonstrates that consumers in a predominantly independent (vs. interdependent) culture are more willing to adopt really new products, whereas consumers in a predominantly interdependent (vs. independent) culture are more willing to adopt incrementally new products. Studies 2 and 3 conceptually replicate these findings using situationally activated mindsets and demonstrate that this effect is driven by the perceived fit between the product's newness level and the optimal level of distinctiveness consumers want. Finally, Studies 4a and 4b show that the presence of distinctiveness-dampening cues (i.e., popularity cues) and distinctiveness-enhancing cues (i.e., scarcity cues) can reverse the effect of self-perspective such that the independent self becomes less willing to adopt really new products and more willing to adopt incrementally new products than does the interdependent self. These findings offer practical implications for managing innovation adoption in both domestic and international marketplaces.

Thema 3

Castaño, Raquel, Sujan, M., Kacker, M. and Sujan, H. (2008), “Managing Uncertainty in the Adoption of New Products: Temporal Distance and Mental Simulation,” *Journal of Marketing Research*, 45 (3), 320–36.



Drawing on theories of new product adoption and intertemporal choice, the authors show in cross-sectional and longitudinal investigations (Study 1) that when adoption is in the distant future, people are more concerned about performance- and symbolic-benefit uncertainties. In contrast, in the near future, the concerns are more about switching- and affective-cost uncertainties. In Studies 2 and 2a, using theories of mental simulation, the authors show that in the distant-future adoption scenario, communication strategies that promote outcome simulations are more effective in reducing performance uncertainty, bolstering positive feelings, and enhancing behavioral intentions. In contrast, in the near-future adoption scenario, communication strategies that promote process simulations are better at reducing switching cost and affective uncertainties, assuaging anxiety, and increasing behavioral intentions. The authors also find positive effects of these communication strategies on actual adoption rates and postconsumption satisfaction (Study 2) and on delayed behavioral intentions (Study 2a). In addition, these communication strategies are more efficacious in increasing behavioral intentions when uncertainty levels are higher (Study 3). The key managerial implications are that communication strategies for new products need to reduce uncertainties about costs and benefits and account for temporal distance to adoption.

Thema 4

Ma, Z., Gill, T., and Jiang, Y. (2015), “Core versus Peripheral innovations: The effect of innovation locus on consumer adoption of new products,” *Journal of Marketing Research*, 52 (3), 309–24.



In four experimental studies, the authors investigate the effect of innovation locus—whether the innovation is integrated with the base product (the core locus) or offered as a detachable accessory (the peripheral locus)—on consumers’ adoption intentions. The findings show that offering a really new innovation (RNI) as a detachable peripheral component leads to higher adoption intentions than integrating the same innovation into the core. Innovation locus, however, does not have an effect on incrementally new innovations. The positive effect of peripheral locus (relative to core locus) for RNIs occurs through four mechanisms: (1) reduced schema incongruity, (2) lower risk perceptions, (3) increased benefit understanding, and (4) greater perceived usage flexibility associated with the new product. The authors demonstrate these effects by using stimuli from four product categories and including both attitudinal and behavioral measures of innovation adoption. The findings have implications for product design strategies for RNIs.

Thema 5

Alexander, David L, Lynch Jr., J. G, and Wang, Q. (2008), “As time goes by: do cold feet follow warm intentions for really new versus incrementally new products?,” *Journal of Marketing Research*, 45 (3), 307–19.



Combining prior theory about really new products (RNPs) with temporal construal theory, the authors show in four field studies that consumers follow through less often on positive purchase intentions to buy RNPs than on intentions to buy incrementally new products (INPs), and the decrement grows over time. Compared with consumers of INPs, consumers of RNPs are less likely to think concretely about the circumstances of buying and using the products and are more poorly calibrated in their expectations of initial product use. The authors discuss implications for both the marketing of and the market research on RNPs.

Thema 6

Zhao, M, Hoeffler, S, and Dahl, D. (2009), “The role of imagination-focused visualization on new product evaluation”, *Journal of Marketing Research*, 46 (1), 46–55.



In this research, the authors examine the impact of imagination-focused visualization on the evaluation of really new products (RNPs)— that is, products that provide novel benefits but involve high learning costs. They compare imagination-focused visualization with memory- focused visualization and demonstrate that an imaginative focus leads to higher evaluations of an RNP but has no effect on the evaluation of incrementally new products, which involve continuous innovations that are easier to understand. They find that the underlying mechanism for this effect is imagination’s impact on the perceived value of new benefits rather than on the learning costs. Furthermore, they show that the advantage of an imaginative focus is not simply due to the increased focus on product benefits, because imagination still leads to higher product evaluation than memory-focused visualization, even if participants in both conditions are asked to think about product benefits exclusively. Finally, an explicit focus on learning costs while using an imaginative approach draws attention away from product benefits and attenuates the advantage of imagination on product evaluation.

Thema 7

Zhao, M., Hoeffler, S. and Zauberma, G. (2011), “Mental Simulation and Product Evaluation: The Affective and Cognitive Dimensions of Process versus Outcome Simulation,” *Journal of Marketing Research*, 48 (5), 827–39.



In this research, the authors examine the role of process versus outcome simulation in product evaluation and demonstrate how manipulating the type of information-processing mode (cognitive vs. affective) leads to unique effects in process and outcome simulation. The article begins with the premise that when consumers do not have well-formed preferences for a product, they tend to focus on the usage process. The authors predict and find that outcome simulation is more effective than process simulation in increasing product evaluation under a cognitive mode, whereas process simulation is more effective than outcome simulation under an affective mode. Establishing boundary conditions, the authors further show the effect of two important moderators that alter consumers' focus on/away from the product's usage process. Specifically, they show a reversal of the effect for each type of mental simulation for hedonic products, for which product benefits are the more salient aspect (vs. the usage process). Furthermore, a distant-future (vs. near-future) evaluation frame shifts people's focus away from the usage process toward product benefits and reverses the effect of each type of simulation. The authors conclude with a discussion of theoretical and managerial implications.

Thema 8

Claudy, Marius C., Garcia, R., and O'Driscoll, A. (2015), "Consumer resistance to innovation—a behavioral reasoning perspective," *Journal of the Academy of Marketing Science*, 43 (4), 528–44.



Behavioral research shows that reasons for and reasons against adopting innovations differ qualitatively, and they influence consumers' decisions in dissimilar ways. This has important implications for theorists and managers, as overcoming barriers that cause resistance to innovation calls for marketing approaches other than promoting reasons for adoption of new products and services. Consumer behavior frameworks in diffusion of innovation (DOI) studies have largely failed to distinctly account for reasons against adoption. Indeed, no study to date has tested the relative influence of adoption and resistance factors in a single framework. This research aims to address this shortcoming by applying a novel consumer behavior model (i.e., behavioral reasoning theory) to test the relative influence of both reasons for and, importantly, reasons against adoption in consumers' innovation adoption decisions. Based on two empirical studies, one with a product and a second with a service innovation, findings demonstrate that behavioral reasoning theory provides a suitable framework to model the mental processing of innovation adoption. Implications for managers and researchers are discussed.

Thema 9

Jhang, J. H., Susan J. Grant, and M. C. Campbell (2012), “Get It? Got It. Good! Enhancing New Product Acceptance by Facilitating Resolution of Extreme Incongruity,” *Journal of Marketing Research*, 49 (2), 247–59.



Highly innovative products may offer consumers greater benefits than incrementally new products, yet they have a higher failure rate. The current research addresses the challenge faced by new products that are extremely different from existing offerings by drawing on theory regarding the evaluation of schema incongruity. The authors posit that consumers’ acceptance of extremely incongruent products will increase when firms use strategies that facilitate cognitive flexibility and thus the likelihood that consumers will be able to make sense of incongruent new products. The authors examine the influence of three manipulations of cognitive flexibility—positive affect, a future (vs. past) launch description, and a cognitive flexibility prime—on evaluations of new products. The results from four experiments show that these factors facilitate participants’ ability to make sense of extremely incongruent new products and that incongruity resolution leads to more positive evaluations. The results also indicate that understanding the benefits provided by extremely new products, rather than affect arising from resolution, leads to higher evaluations of these products.

Thema 10

Schuhmacher, Monika C., Sabine Kuester, and Erik Jan Hultink (2017), “Appetizer or Main Course: Early Market vs. Majority Market Go-to-Market Strategies for Radical Innovations,” *Journal of Product Innovation Management*, na / na.



Different views exist in the literature regarding which adopter group to target with a go-to-market strategy: early market consumers or consumers in the majority market. Particularly when radical innovations are launched, the approach to the market becomes a critical success factor for firms seeking to recoup their significant investments in these innovation endeavors. Four experimental studies investigate whether and how to differentiate the design of go-to-market strategies, represented as bundles of marketing mix elements consisting of brand name, launch price, message content, and distribution intensity, for different consumer groups. Using the concept of consumer innovativeness, this study distinguishes between the early market of innovative consumers and the majority market populated by consumers low in innovativeness. Applying a signaling framework, the results indicate that the early market can be targeted with a go-to-market strategy signaling exclusive innovativeness; the majority market should be approached with a strategy signaling security. Further, at a signal vehicle level using specific marketing mix elements, the study demonstrates the relevance of adapting the go-to-market strategy for a radical innovation with regard to message content, distribution intensity, and launch price in line with consumer innovativeness. The results also indicate that the adaptation of the two signals and their signal vehicles to the targeted consumer markets is generally not necessary for incremental innovations. The authors discuss the implications of their study for future research and provide managers with recipes of go-to-market strategies for radical innovations when targeting consumers in the early versus majority market.