

49th Annual Meeting of the Marketing Section within the VHB

Preliminary Program (as of December 2018)

Ort: Gartensaal des Karlsruher Schlosses

Thursday, 24 January 2019

Starting 12.00	Check-In
13.30-13.45	Welcome and Introduction, Wolf Fichtner (KIT, Dean of the Department of Economics and Management) Martin Klarmann (KIT, Organizer)
13.45-14.15	<p>Product Transparency in Online Selling Mechanisms: Consumer Preference for Opaque Products</p> <p>Lucas Stich, Ludwig-Maximilians-Universität München</p> <p>We examine consumer preference for “opaque” offers in online selling, where some product attributes are initially concealed from buyers and revealed only once a purchase has been completed. Findings from a series of experiments show that this preference is governed by three forces – sidestepping a difficult choice, exploration, and excitement.</p>
14.15-14.45	<p>The Bonding Effect of Gift Purchases: How, Why, and When Gift Purchases Strengthen Customer Relationships</p> <p>Lena Steinhoff, Universität Rostock</p> <p>Gift giving is an effective means for strengthening interpersonal relationships; it also may enhance the relationships between gift buyers and gift producers. With a field study combining propensity score matching with difference-in-differences estimation and two experimental scenario studies, this research shows that gift buyers spend 52% more in the year following a gift purchase than a matched sample of customers purchasing for personal use. Attitude formation theory suggests situational involvement, customer gratitude, and public commitment as mediating mechanisms explaining the effect. Gift purchase characteristics (social closeness of gift recipient, assistance during gift purchase, visibility of gift presentation) emerge as contingency variables.</p>
14.45-15.15	<p>How Do Social Norms Influence Parents’ Food Choices for Their Children? The Role of Social Comparison and Implicit Self-Theories</p> <p>Shasi Matta, Katholische Universität Eichstätt-Ingolstadt</p> <p>Despite the proliferation of healthier side items for children at fast food restaurants, many parents still make unhealthy choices for their children in these settings. We identify the segment of parents most likely to do so and demonstrate an intervention to nudge these parents toward healthier choices. Across six field studies at a fast food restaurant chain, we find that parents with a high tendency to engage in social comparison and a malleable view of the self are most likely to make unhealthy choices for their children. We employ a social norm-based intervention to successfully nudge these parents towards healthier ordering.</p>
15.15-15.45	Coffee Break

15.45-16.15	<p>Beating the Going-Public Effect on Firm Innovation; The Value of Pre-IPO Breakthrough Innovation Capital</p> <p>Simone Wies, Johann Wolfgang Goethe-Universität Frankfurt am Main</p> <p>Previous research shows that after going public, firms tend to introduce fewer breakthrough innovations. However, not all firms succumb to this “going-public effect” on firm innovation. By analyzing the innovation patterns of IPO firms in the consumer-packaged goods sector, we document that in a third of observations, firms are able to maintain or beat their pre-IPO levels of breakthrough innovations after going public. We theorize and empirically confirm that pre-IPO breakthrough innovation capital built through innovation activities <i>/before/</i> the IPO help buffer them from the tendency to take less innovation risk post-IPO. These findings challenge the view that the stock market, per se, causes firms to behave in a short-term manner and offer a more optimistic and agentic view of how firms can maintain their innovativeness after accessing the stock market.</p>
16.15-17.00	<p>The Managerial Relevance of Marketing Research</p> <p>Werner Reinartz, Universität zu Köln</p> <p>Researchers and practitioners alike have been deploring the state of management and marketing sciences in advancing managerial decision-making. There is widespread agreement on the existence of this research-practice gap and a literature body of editorials and conceptual articles to address it. The bottom line is that there appears to be a substantial and possibly growing misalignment of research output in management sciences, and marketing in particular with the interests and needs of practicing managers. This study aims to empirically investigate the production process of managerially relevant marketing research. In particular, we address the following questions (1) • What properties or building blocks make a research project relevant to a management audience? (2) How does managerially relevant research come about, i.e., how do researchers increase their chances of generating highly relevant research for practicing managers? We answer these questions drawing on a large set of in-depth interviews with practitioners, researchers, and senior editors of business magazines.</p>
17.00-17.15	Break
17.15-18.45	<p>"Thoughts on Publishing and Strategic Initiatives at the Journal of Marketing"</p> <p>Christine Moorman Editor-in-Chief, Journal of Marketing</p>
Starting 19.30	<p>Informal Dinner in the Brauereigasthaus "Zum kleinen Ketterer“, Adlerstr. 34, 76133 Karlsruhe</p>

Friday, 25 January 2019

Starting 8.00	Check-In (and Coffee)
9.00-9.30	<p>Marketing und die DFG: Kandidatenvorstellung und Diskussion</p> <p>Werner Reinartz, Universität zu Köln (vorgeschlagen von der WK Marketing für die Wahl ins DFG Fachkollegium 2019)</p> <p>Martin Klarmann, Karlsruher Institut für Technologie (KIT) (Moderator)</p>
9.40-10.10	<p>The Impact of Cause-Related Marketing Promotions on Brand Sales and NGO Donations</p> <p>Christina Schamp, Universität Hamburg</p> <p>Cause-related marketing promotions (CMPs) that tie sales with donations to a charitable cause gain increasing momentum in marketing practice. However, field evidence on their short-term effects is scarce. Based on market data covering 71 campaigns, we find that median donations reflect 1.8% of product price, resulting in a sales lift of 6.8%. Further, we explain the variations across CMPs by suggesting several novel moderators like the price position of the brand or the framing of the donation. Moreover, a comparison of corporate and NGO objectives (sales lift vs. total donations) reveals deviating optimal strategies of both parties.</p>
10.10-10.40	<p>B2B manufacturers' Service transition: When and how will it pay off?</p> <p>Stefan Worm, BI Norwegian Business School</p> <p>In the business-to-business (B2B) community, expanding from products into services is often seen as a surefire way to improve financial firm performance—particularly when commoditization drives down prices. From three research projects, we find that, although service offerings can enhance firm performance, they are not the silver bullet they are sometimes heralded as. The success of B2B manufacturers' service transition does not only depend on the transition stage, service type, firm resources, and industry characteristics, but it also varies depending on the performance metric chosen.</p>
10.40-11.10	<p>Marketing Department Power and Board Interlocks</p> <p>Frank Germann, Mendoza College of Business, University of Notre Dame</p> <p>It is now well established that marketing department power in firms is important for firm outcomes including firm performance. Surprisingly, however, marketing department power in many firms is low, and some research even suggests that it is decreasing. Seeking to address this apparent disconnect, the authors propose that the board of directors is a critical but neglected driver of marketing department power in firms. In particular, they examine how directors' marketing exposure through board service at other firms (i.e., board-interlocked firms) affects marketing department power in focal firms on whose boards they also serve. Considering a sample of 4,422 firms spanning the 2007 – 2013 period, they find that marketing department power in board-interlocked firms significantly and positively drives marketing department power in focal firms.</p>
11.10-11.30	Coffee Break

11.30-12.30	<p>Kommissionsangelegenheiten (nur für VHB-Mitglieder)</p> <p>Agenda:</p> <ol style="list-style-type: none"> (1) Vorstellung neue Mitglieder (2) Bericht: Marketing ZFP (Bernhard Swoboda) (3) Kurzbericht: Neue Version von JOURQUAL (Martin Klarman) (4) Wahl einer/s Vorsitzenden für die Amtszeit 2019/20 (5) Wahl einer/s stellvertretenden Vorsitzenden für die Amtszeit 2019/20 (6) Nominierung VHB Preise (Lehrbuchpreis und Best Paper Award) (7) Zukunft der Kommissionstagen und neue VHB-Tagung (ein Gast vom VHB-Vorstand ist angefragt) (8) Ausblick 50. (!) Jahrestagung der WK Marketing 2020
12.30-13.30	<p>Lunch Break</p> <p>Editorial Board Meeting Marketing ZFP, Room 115, Building 20.21 (about 200m from the Schloss).</p>
13.30-14.00	<p>Service Failure in the Public Transportation Industry: Modeling Its Impact on Sales</p> <p>Marc Fischer, Universität zu Köln</p> <p>Maintaining a constant quality level is one of the biggest challenges for service providers. This is especially valid for firms with a large customer base (e.g., airlines, banks, hotels, fast-food restaurants, railway operators). Variations of quality arise from various factors, such as interactions of customers with service employees and incongruence of demand and supply (congestion). Typical service failures include delays in service delivery, dirty facilities, or unfriendly service personnel. While extent research has thoroughly investigated the influence of such service failures on psychological outcomes such as customer satisfaction, no study has dealt with the revenue consequences. Drawing on two longitudinal datasets (one individual-level panel and one aggregate monthly time series) from a major European national railway company, we model both customer-satisfaction and revenue impacts of improving service quality for 28 different service attributes. A major novelty of the model is that we are able to disentangle actually experienced service failures from illusory memories, which are driven by both negative experiences in the past as well as an unfavorable brand image. Results from a simulation study show that improvements in eight relevant service-failure categories and an enhancement of the company's brand image entail a long-term revenue improvement potential of several EUR 100 million per year.</p>
14.00-14.30	<p>Feeling Worried, Not Safe: Insights into the Insurance Price Risk Signal</p> <p>Jochen Reiner</p> <p>The authors investigate the signaling role of price associated with personalized short-term insurances in the context of hazardous leisure activities. The results suggest that demanding relatively high prices for optional insurance based on the high willingness-to-pay of risk-averse consumers may be problematic as consumers might interpret high optional insurance prices as a risk signal with respect to the underlying product (i.e., the core product, for instance, a canyoning tour). Consequently, potential consumers of the core product might refrain from purchasing the core product. As a result, the cross-product risk signal plays a relevant role in pricing decisions of optional insurances.</p>

14.30-15.00	<p>Empirical generalizations on cross-price elasticities</p> <p>Dominik Papies, Eberhard Karls Universität Tübingen</p> <p>The competitive landscape in many markets (e.g., retailing) and the methods that researchers use to analyze these markets have changed heavily, but it is unclear how these changes have affected cross-price elasticities, a key measure of competitive interaction. We therefore conduct a meta-analysis of prior econometric estimates. Using 7,248 estimates from 114 studies, we identify a set of new empirical generalizations. A key finding is that the mean cross-price elasticity is .26 (median = .10), which is half the magnitude of the previous meta-analytic mean. Further, cross-price elasticities have decreased over time, and they decrease over the product life cycle.</p>
15.00-15.30	Coffee Break
15.30-16.00	<p>Pretty Healthy Food: Prettiness Amplifies Perceived Healthiness by Signaling Naturalness</p> <p>Linda Hagen, Marshall School of Business, USC</p> <p>Consumers regularly encounter foods styled to look especially pretty. This research examines how pretty aesthetics impact healthiness judgments. Six experiments suggest that consumers judge prettier (vs. less pretty) versions of the same food as objectively healthier (i.e., more nutritious, lower in fat, fewer calories)—an effect that emerges despite equal perceived price and even when prettier (vs. less pretty) food is larger and more appetizing. Moderation and mediation suggest this effect is driven by a lay intuition that what is pretty is natural, from which people infer greater healthiness, and cannot be explained by a halo effect and other inferences.</p>
16.00-16.30	<p>Value of Bidders in Auctions: An Application in Real-Time Advertising</p> <p>Bernd Skiera, Johann Wolfgang Goethe-Universität Frankfurt am Main</p> <p>Identifying a firm's most important customers is essential because it allows to profile and target them accordingly. Intuitively, the most important customers are those whose sales lead to the highest profit contribution. In an auction, however, bidders can create value by winning the auction ("traditional value") and by increasing the price that the winner of the auction has to pay (here denoted as "incremental value"). As the relation between the incremental value and its relation to traditional value are unknown, we examine 5 million second-price (real-time bidding) auctions in the context of display advertising. The results indicate that incremental values deviate for 82.25% of all bidders by more than 30% from their traditional values. We conclude that not accounting for incremental value leads to misjudgments in customer valuation.</p>
16.30-17.15	<p>Tenure Track Experiences and Possible Implications for the German Market</p> <p>Podiumsdiskussion mit Frank Germann, Mendoza College of Business, University of Notre Dame Linda Hagen, Marshall School of Business, USC Stefan Worm, BI Norwegian Business School</p> <p>Moderation: Martin Klarmann</p>
17.15-17.30	Coffee Break

17.30-18.00	<p>How Label Format and Thinking Style Impact the Processing of Food Cues</p> <p>Steffen Jahn, Georg-August-Universität Göttingen</p> <p>Despite numerous studies over the last decades, utilization of nutrition information is still poorly understood. Extant literature has focused on healthfulness assessments in relatively unambiguous comparative settings, such as comparing pasta and potato chips. We examine hard-to-judge situations (e.g., comparing two similar options) and the role of nutrition label format, thinking style, and packaging cues therein. Recursive simultaneous bivariate probit modeling that considers the mediating role of extensive nutrition information consultation highlights a dialectic of objective nutrition label presence as well as analytical thinking style in terms of information consultation and assessment quality.</p>
18.00-18.30	<p>Healthy consumers indulge too, but they are more strategic about it</p> <p>Sven Feurer, Karlsruher Institut für Technologie (KIT)</p> <p>This research tests the prediction that consumers who are able to maintain healthy (versus unhealthy) consumption patterns over time indulge in a more strategic fashion such that they indulge specifically on exceptional occasions. Three studies test this prediction using a multimethod approach. Across a longitudinal study and two controlled randomized experiments, we find evidence that consumers systematically shift their choices towards more indulgence in exceptional purchase occasions, and this shift is more striking for those consumers displaying healthier overall consumption patterns. The experimental studies also support the argument that justifiability is the underlying mechanism driving these effects.</p>
19.00	<p>Conference Dinner</p> <p>Oberländer Weinstube, Akademiestraße 7, 76133 Karlsruhe https://oberlaender-weinstube.de/</p>