

MKTG 7982

Marketing Strategy: Developing Consumer Research Contributions

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Brief Description

This course focuses on the design of relevant consumer-behavior oriented contributions to key debates in strategically oriented marketing research. This course positions consumer behavior, a current area of strength within the Schulich School of Business marketing group, as one among many important contributing fields to questions and problems in marketing strategy.

Learning Outcomes

Schulich Ph.D. students who take this course will

- Learn how to translate their consumer research and consumer culture theory ideas into mainstream, strategy focused, theoretical marketing conversations.
- Develop a basic understanding of core constructs in marketing strategy.
- Develop consumer research with marketing strategy implications for leading outlets such as the *Journal of Marketing*, the *Journal of Marketing Research*, and the *Journal of Consumer Research*.

ASSIGNMENT SUMMARY

Task	Group/Individual	Total % of Final Grade	Due
1.Theoretical conversation presentation	Individual	30%	Assigned week(s)
2.Paper topic identification	Individual	20%	Week 6
3. Presentation of submission of written paper	Individual	50%	Weeks 11-12

Assignment Details

Assignment 1 (30%): Theoretical Conversation Presentation DUE: in assigned weeks

Every week, we will use published research articles to examine how an author or team of authors has carved out a distinct contribution to our understanding marketing strategy, by adding to one or more research conversations, by disrupting existing conversations and going counter to established theoretical understandings, or by undertaking a more specific mix of both extremes. The first article of each week will serve as the focal article. It will be a mandatory read, and will be scrutinized in greater depth, in some cases with one of the article's authors in (virtual) attendance. The rest of the articles on the list will serve as contextualizing materials and will be summarized and represented in class by a student. At the beginning of the course, weeks will be assigned to students. For the week (or weeks) that they have been assigned to, students will write a two-page summary of the focal theoretical conversation using the readings provided in the syllabus as well as additional readings unearthed via self-directed library research.

Assignment 2 (20%): Paper Topic Identification and Presentation DUE: Week 6

The key deliverable in our course will be a written strategy-focused empirical or conceptual paper submitted for program inclusion to the American Marketing Association Winter Academic Conference (or an alternative conference of similar quality, e.g., ACR, TCR, SCP, etc.).

Towards this end, students will hand in a two-page paper summary by Week 6 for feedback, including: 1) motivation and research question, 2) theoretical background, 3) description of data sources and analysis, 4) expected findings/figures. An enriched and refined version of this project proposal will be presented to the class in weeks 11 and 12.

Assignment 3 (50%): Research Paper DUE: Week 12

Building on assignment 2 and group and instructor feedback, students will submit a written strategy-focused empirical or conceptual paper (20 pages maximum incl. abstract and references, 12-point font, double-spaced) that contributes to one or more key debates in marketing strategy.

Week-by-Week Readings

Week 1: Course Overview and Analytical Approach

Germann, Frank, Peter Ebbes, and Rajdeep Grewal (2015). "The Chief Marketing Officer Matters!" *Journal of Marketing* 79.3: 1-22.

Deborah J. MacInnis, Vicki G. Morwitz, Simona Botti, Donna L. Hoffman, Robert V. Kozinets, Donald R. Lehmann, John G. Lynch, Jr., and Cornelia Pechmann (2020), "Creating Boundary-Breaking, Marketing-Relevant Consumer Research: Ways to Broaden Impact," *Journal of Marketing*, 84 (2), 1-23.

Huber, Joel (2008), “The Value of Sticky Articles,” *Journal of Marketing Research*, 45 (June), 257-260.

Tellis, Gerard J. (2017), “Interesting and Impactful Research: On Phenomena, Theory, and Writing,” *Journal of the Academy of Marketing Science*, 45, 1-6.

Giesler, Markus and Eileen Fischer (2016), “Market System Dynamics,” *Marketing Theory*, 17(1) 3–8.

Bernd H Schmitt, June Cotte, Markus Giesler, Andrew T Stephen, Stacy Wood, Relevance—Reloaded and Recoded, **Journal of Consumer Research**, Volume 48, Issue 5, February 2022, Pages 753–755.

Week 2: Market Orientation

Humphreys, A., & Carpenter, G. S. (2018). Status Games: Market Driving through Social Influence in the U.S. Wine Industry. *Journal of Marketing*, 82(5), 141–159.

Kohli, Ajay and Bernard J. Jaworski (1990), “Market Orientation: The Construct, Research Propositions, and Managerial Implications,” *Journal of Marketing*, 54 (April), 1-18.

Narver, John C. and Stanley F. Slater (1990), “The Effect of a Market Orientation on Business Profitability,” *Journal of Marketing*, 54 (October), 20-35.

Kirca, Ahmet H., Satish Jayachandran, and William O. Bearden (2005), “Market Orientation: A Meta- Analytic Review and Assessment of Its Antecedents and Impact on Performance,” *Journal of Marketing*, 69 (April), 24-41.

Jaworski, Bernard J. and Ajay Kohli (1993), “Market Orientation: Antecedents and Consequences,” *Journal of Marketing*, 57 (July), 53-70.

Gebhardt, Gary F., Gregory S. Carpenter, and John F. Sherry, Jr. (2006), “Creating a Market Orientation: A Longitudinal, Multifirm, Grounded Analysis of Cultural Transformation,” *Journal of Marketing*, 70 (October), 37-55.

Week 3: New Products/ Radical Innovation

Aimee Dinnin Huff, Ashlee Humphreys, Sarah J.S. Wilner, The Politicization of Objects: Meaning and Materiality in The U.S. Cannabis Market, **Journal of Consumer Research**, Volume 48, Issue 1, June 2021, Pages 22–50.

“New product adoption and diffusion”, Everett M. Rogers, *Journal of Consumer Research*, Vol. 2, March 1976.

Chandy, Rajesh and Gerard J. Tellis (1998), "Organizing for Radical Product Innovation," *Journal of Marketing Research*, 35 (November), 474-487.

Gaia Rubera & Ahmet H. Kirca (2012), Firm Innovativeness and Its Performance Outcomes: A Meta-Analytic Review and Theoretical Integration, *Journal of Marketing*, 76 (3), 130-147.

Giesler, Markus (2012), How Doppelgänger Brand Images Influence the Market Creation Process: Longitudinal Insights from the Rise of Botox Cosmetic. *Journal of Marketing*, 76(6), 55–68.

Mehta, R, Dahl, DW. Creativity: Past, present, and future. *Consum Psychol Rev.* 2019; 2: 30–49.

Patrick, Vanessa M. and Candice Hollenbeck (2021), "[Designing for All: Consumer Response to Inclusive Design](#)," *Journal of Consumer Psychology*, 31(2), 360-381.

Week 4: Brands and Branding

Parmentier, M.-A., & Fischer, E. (2021). Working It: Managing Professional Brands in Prestigious Posts. *Journal of Marketing*, 85(2), 110–128.

Fournier, Susan (1998), "Consumers and Their Brands: Developing Relationship Theory in Consumer Research," *Journal of Consumer Research*, 24(4), 343-53.

Diamond, Nina & Sherry, John & Muñiz, Jr, Albert & Mcgrath, Mary & Kozinets, Robert & Borghini, Stefania. (2009). American Girl and the Brand Gestalt: Closing the Loop on Sociocultural Branding Research, *Journal of Marketing*, 73. 118-134.

Kähr, A., Nyffenegger, B., Krohmer, H., & Hoyer, W. D. (2016). When Hostile Consumers Wreak Havoc on Your Brand: The Phenomenon of Consumer Brand Sabotage. *Journal of Marketing*, 80(3), 25–41.

Thompson, C. J., Rindfleisch, A., & Arsel, Z. (2006). Emotional Branding and the Strategic Value of the Doppelgänger Brand Image. *Journal of Marketing*, 70(1), 50–64.

Brunk, Katja H., Markus Giesler, and Benjamin J. Hartmann (2018), "Creating a Consumable Past: How Memory Making Shapes Marketization," *Journal of Consumer Research*, 44 (April), 1325-1342.

Batra, R., Ahuvia, A., & Bagozzi, R. P. (2012). Brand Love. *Journal of Marketing*, 76(2), 1–16.

Margaret C Campbell, Linda L Price, Three Themes for the Future of Brands in a Changing Consumer Marketplace, *Journal of Consumer Research*, Volume 48, Issue 4, December 2021, Pages 517–526.



Week 5: Theory of Marketing

Stephen Vargo and Robert F. Lusch (2004), "Evolving to a New Dominant Logic for Marketing," *Journal of Marketing* (January): 117.

Moorman, Christine and Roland T. Rust, (1999), "The Role of Marketing," *Journal of Marketing*, JM/MSI Special Issue on Fundamental Issues in Marketing, 63 (Special Issue), 180-197.

Philip Kotler and Sidney J. Levy (1969), "Broadening the Concept of Marketing" *Journal of Marketing* (January): 10-15.

Hunt, Shelby D. (1971), "The Morphology of Theory and the General Theory of Marketing," *Journal of Marketing*, 35 (2): 65-68.

Bagozzi, R. P. (1975). Marketing as Exchange. *Journal of Marketing*, 39(4), 32–39.

Sidney J. Levy (1959), "Symbols for Sale" *Harvard Business Review* (July-August): 117-124.

Week 6: Halftime Review and Paper Workshop

This week, we will examine and discuss each other's two-page paper summaries and gather feedback for the final paper submission.

Week 7: Customer Value

Schau, H. J., Muñiz, A. M., & Arnould, E. J. (2009). How Brand Community Practices Create Value. *Journal of Marketing*, 73(5), 30–51.

Robert W. Palmatier (2008), Interfirm Relational Drivers of Customer Value, *Journal of Marketing*, 72(4): 76-89.

Donald Lehmann, Sunil Gupta, Jennifer Stuart (2004), Valuing Customers, *Journal of Marketing Research*.

Holbrook, Morris B. (1994), "The Nature of Customer Value: An Axiology of Services in the Consumption Experience," in Roland T. Rust and Richard L. Oliver (ed.) *Service Quality: New Directions in Theory and Practice* (Thousand Oaks, CA: Sage), pp. 21-71.

Week 8: Market Creation/Evolution

Dolbec, P.-Y., Arsel, Z., & Aboelenien, A. (2022). A Practice Perspective on Market Evolution: How Craft and Commercial Coffee Firms Expand Practices and Develop Markets. *Journal of Marketing*, 86(6), 50–69.

Daiane Scaraboto, Eileen Fischer, Frustrated Fatshionistas: An Institutional Theory Perspective on Consumer Quests for Greater Choice in Mainstream Markets, *Journal of Consumer Research*, Volume 39, Issue 6, 1 April 2013, Pages 1234–1257.

Giesler, Markus and Ela Veresiu (2014), “Creating the Responsible Consumer: Moralistic Governance Regimes and Consumer Subjectivity,” *Journal of Consumer Research*, 41 (October), 840-857.

Giesler, Markus (2008), “Conflict and Compromise: Drama in Marketplace Evolution,” *Journal of Consumer Research*, 34 (April), 739-753.

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

Week 9: Customer Experience

Siebert, A., Gopaldas, A., Lindridge, A., & Simões, C. (2020). Customer Experience Journeys: Loyalty Loops Versus Involvement Spirals. *Journal of Marketing*, 84(4), 45–66.

De Keyser Arne, Lemon Katherine N., Keiningham Timothy, Klaus Philipp (2015), “A Framework for Understanding and Managing the Customer Experience,” **MSI Working Paper Series**, Report No. 15-121. Cambridge, MA: Marketing Science Institute.

Bolton Ruth N., Gustafsson Anders, McColl-Kennedy Janet, Sirianni Nancy J., Tse David K. (2014), “Small Details That Make Big Differences: A Radical Approach to Consumption Experience as a Firm’s Differentiating Strategy,” **Journal of Service Management**, 25 (2), 253–74.

Lemon Katherine N., Verhoef Peter C. (2016), “Understanding Customer Experience Throughout the Customer Journey,” *Journal of Marketing*, 80 (6), 69–96.

Dhruv Grewal, Anne L. Roggeveen, Understanding Retail Experiences and Customer Journey Management, *Journal of Retailing*, Volume 96, Issue 1, 2020, Pages 3-8.

Week 10: Technology and AI

Puntoni, S, Reczek, R W, Giesler, M and Botti, S (2021), “Consumers and Artificial Intelligence: An Experiential Perspective,” *Journal of Marketing*, 85 (1). pp. 131-151.



Rebecca Walker Naylor, Cait Poyner Lamberton, Patricia M. West (2012), Beyond the “Like” Button: The Impact of Mere Virtual Presence on Brand Evaluations and Purchase Intentions in Social Media Settings, *Journal of Marketing*, Nov 2012, Vol. 76, No. 6, pp. 105-120.

Andrew T. Stephen, Jeff Galak (2012), The Effects of Traditional and Social Earned Media on Sales: A Study of a Microlending Marketplace, *Journal of Marketing Research*, Oct 2012, Vol. 49, No. 5, pp. 624-639.

Robert V. Kozinets, Kristine de Valck, Andrea C. Wojnicki, Sarah J.S. Wilner (2010), Networked Narratives: Understanding Word-of-Mouth Marketing in Online Communities, *Journal of Marketing*, Mar 2010, Vol. 74, No. 2, pp. 71-89.

Robert V Kozinets, Daniela Abrantes Ferreira, Paula Chimenti, How Do Platforms Empower Consumers? Insights from the Affordances and Constraints of Reclame Aqui, **Journal of Consumer Research**, Volume 48, Issue 3, October 2021, Pages 428–455.

Weeks 11 and 12: Paper Presentations and Wrap-up