

# MARKETING IN A DIGITAL WORLD

# REVIEW OF MARKETING RESEARCH

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REVIEW OF MARKETING RESEARCH VOLUME 16

# MARKETING IN A DIGITAL WORLD

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INVESTOR IN PEOPLE

This volume is dedicated to Sidney J. Levy, a marketing legend who made the world more magical.

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## ABOUT THE EDITOR-IN-CHIEF

Naresh K. Malhotra was selected as a *Marketing Legend* in 2010 and his refereed journal articles were published in nine volumes by Sage Publishing with tributes by other leading scholars in the field. He is listed in Marquis *Who's Who in America* continuously since 1997, and in *Who's Who in the World* since 2000. In 2017, he received the Albert Nelson Marquis *Lifetime Achievement Award* from Marquis Who's Who. He has several *top* (number one) research rankings that have been published. He is a highly cited author with more than 62,000 Google Scholar citations.

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**Gregory J. Fisher** (PhD in Marketing, University of Illinois at Urbana-Champaign) is Assistant Professor of Marketing at Miami University's Farmer School of Business. His research has been published in outlets such as the *Journal of the Academy of Marketing Science*, *Journal of Product Innovation Management*, *Journal of Business Research*, *Industrial Marketing Management*, and *International Business Review*. His research interests in marketing strategy explore marketing capabilities, interorganizational learning, marketing alliances, open innovation, 3D printing, and new product development.

**Charles F. Hofacker** (PhD in Mathematical Psychology, University of California, Los Angeles). He is Carl DeSantis Professor of Business Administration and Professor of Marketing at the College of Business of Florida State University. He was Visiting Professor at Università Bocconi in Milan, Italy, in 2001, 2007, and 2015, and at Northeastern University in 2014. His research interests are at the intersection of marketing and information technology. His work in that and other areas has appeared in the *Journal of Marketing Research*, *Psychometrika*, *Management Science*, *Journal of Management*, *Journal of the Academy of Marketing Science*, *Journal of Advertising Research*, and other outlets. He was first Co-editor and then Editor of the *Journal of Interactive Marketing*. Dr Hofacker is also the moderator of ELMAR, an electronic newsletter and community platform for academic marketing with over 8,000 subscribers.

**Dawn Iacobucci** (PhD in Psychology, University of Illinois at Urbana-Champaign) is Professor of Marketing at Vanderbilt University (2007–present); previously she was at Kellogg (1987–2004), Arizona (2001–2002), and Wharton (2004–2007). Her research focuses on networks and methodological research questions. She has published in journals such as the *Journal of Marketing*, *Journal of Marketing Research*, *Harvard Business Review*, *Journal of Consumer Psychology*, *Marketing Science*, *Psychometrika*, *Psychological Bulletin*, and *Social Networks*. She was Editor of both the *Journal of Consumer Research* and *Journal of Consumer*

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**Sidney J. Levy** (PhD in Human Development, University of Chicago) passed away in March 2018 after a long and distinguished career as a pioneer of modern marketing. He was the Coca-Cola Distinguished Professor of Marketing at the University of Arizona, where he served as the Head of the Marketing Department from 1997 to 2004. Before Arizona, Dr Levy served as Chair of the Marketing Department at Northwestern University (1980–1992). Prior to Northwestern, he was a Lecturer at the University of Chicago (1958–1959), where he received his PhD in 1956. He was a prolific scholar, publishing continuously for more than seven decades from 1947 until 2019. Dr Levy also consulted for many organizations including Social Research Inc, Coca-Cola, Cadillac, General Mills. His industry projects and academic publications revolutionized market research and transformed how practitioners and academics alike think about brands and consumption. He trained generations of marketing scholars and practitioners who have followed his path. Dr Levy received many awards for his insightful and timeless contributions to marketing theory and practice. He was named an Association of Consumer Research Fellow in 1982, recognized as the American Marketing Distinguished Educator in 1988, named a Living Legend of Marketing in 1997, and awarded the Paul D. Converse Award for outstanding contributions to the science of marketing in 2000. Since 2008, the Sidney J. Levy Award has been given annually to the top Consumer Culture Theory dissertation article published in the previous year. A leader in the field, Dr Levy was and remains a marketing legend.

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**Brian T. Ratchford** (PhD in Business Economics, University of Rochester) is the Charles and Nancy Davidson Chair in Marketing at The University of Texas at Dallas. His research focuses on economics applied to the study of consumer behavior, information economics, marketing productivity, marketing research, and electronic commerce. He is a Fellow of the INFORMS Society for Marketing Science. He has published extensively in leading marketing journals, including *Marketing Science*, *Management Science*, *Journal of Consumer Research*, and *Journal of Marketing Research*. He is currently Editor of the *Journal of Interactive Marketing*.

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**Sergio Román** (PhD in Marketing, University of Murcia) is Professor of Marketing at the University of Murcia (Spain). His articles have appeared in the *Journal of the Academy of Marketing Science, Journal of Business Research, Journal of Interactive Marketing, Journal of Business Ethics, Industrial Marketing Management, Journal of Business & Industrial Marketing, Electronic Commerce Research & Applications, International Marketing Review, Journal of Business & Psychology*, and *European Journal of Marketing*, among other journals. His research interests are focused on personal selling and sales management, business ethics, and internet marketing.

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**Emre Soyer** (PhD in Economics, Finance & Management, Pompeu Fabra University) is a Behavioral Scientist and Entrepreneur, conducting research on experience, judgment, and decision-making. He is interested in creating tools and mechanisms that aid individuals in making better decisions and improve their learning. He has published in such journals and outlets as

*Journal of Experimental Psychology: General, Cognitive Psychology, Journal of Experimental Psychology: Learning, Memory, and Cognition, Current Directions in Psychological Science, International Journal of Forecasting, Judgment and Decision Making, Harvard Business Review, and MIT Sloan Management Review.*

# EDITOR-IN-CHIEF INTRODUCTION

## OVERVIEW

*Review of Marketing Research*, now in its sixteenth volume, is a publication covering the important areas of marketing research with a more comprehensive state-of-the-art orientation. The chapters in this publication review the literature in a particular area, offer a critical commentary, develop an innovative framework, and discuss future developments, as well as present specific empirical studies. The first 15 volumes have featured some of the top researchers and scholars in our discipline who have reviewed an array of important topics. The response to the first 15 volumes has been truly gratifying and we look forward to the impact of the sixteenth volume with great anticipation.

## PUBLICATION MISSION

The purpose of this series is to provide current, comprehensive, state-of-the-art chapters in the review of marketing research. Wide-ranging paradigmatic or theoretical, or substantive agendas are appropriate for this publication. This includes a wide range of theoretical perspectives, paradigms, data (qualitative, survey, experimental, ethnographic, secondary, etc.), and topics related to the study and explanation of marketing-related phenomenon. We reflect an eclectic mixture of theory, data, and research methods that is indicative of a publication driven by important theoretical and substantive problems. We seek studies that make important theoretical, substantive, empirical, methodological, measurement, and modeling contributions. Any topic that fits under the broad area of “marketing research” is relevant. In short, our mission is to publish the best reviews in the discipline.

Thus, this publication bridges the gap left by current marketing research publications. Current marketing research publications such as the *Journal of Marketing Research* (USA), *International Journal of Marketing Research* (UK), and *International Journal of Research in Marketing* (Europe) publish academic chapters with a major constraint on the length. In contrast, *Review of Marketing Research* can publish much longer chapters that are not only theoretically rigorous but also more expository, with a focus on implementing new marketing research concepts and procedures. This also serves to distinguish this publication from the *Marketing Research* magazine published by the American Marketing Association (AMA).



Chapters in *Review of Marketing Research* should address the following issues:

- critically review the existing literature;
- summarize what we know about the subject – key findings;
- present the main theories and frameworks;
- review and give an exposition of key methodologies;
- identify the gaps in literature;
- present empirical studies (for empirical papers only);
- discuss emerging trends and issues;
- focus on international developments;
- suggest directions for future theory development and testing; and
- recommend guidelines for implementing new procedures and concepts.

### A FOCUS ON SPECIAL ISSUES

In more recent years, *Review of Marketing Research* has a focus on special issues realizing that this is one of best ways to impact marketing scholarship in a specific area. The volume editors of all of the special issues have been top scholars. These special issues have focused on the following topics.

Volume, Year	Topic	Volume Editors
8, 2011	Marketing Legends	Naresh K. Malhotra
9, 2012	Toward a Better Understanding of the Role of Value in Markets and Marketing	Stephen L. Vargo and Robert F. Lusch
10, 2013	Regular Volume	Naresh K. Malhotra
11, 2014	Shopper Marketing and the Role of In-Store Marketing	Dhruv Grewal, Anne L. Roggeveen, and Jens Nordfält
12, 2015	Brand Meaning Management	Deborah J. Macinnis and C. Whan Park
13, 2016	Marketing in and for a Sustainable Society	Naresh K. Malhotra
14, 2017	Qualitative Consumer Research	Russell W. Belk
15, 2018	Innovation and Strategy	Rajjan Varadarajan and Satish Jayachandran
16, 2019	Marketing in a Digital World	Aric Rindfleisch and Alan J. Malter

### CHAPTERS IN THIS VOLUME

This special issue focuses on marketing in a digital world. New digital tools and technologies have significantly changed marketing both from the demand and supply sides. These changes are seen in the types of products and services that marketers develop and how they price, promote, and distribute them, as well as in how consumers search for, evaluate, acquire, and consume products and

services. The chapters in this volume represent an eclectic mix of substantive issues and methodological approaches.

Kristen Lane and Sidney J. Levy give a historical review of the role and impact of information technology on human life and the marketplace. Then they examine the marketplace of the digital age in light of the metaphor of a “Moveable Feast.” They use a phenomena-driven approach to illustrate three important digital dyads involved in the “Moveable Feast” of information, communication, and connection. Information is a valuable resource that consumers exchange via communication and in building connections with others. There is a need for further research investigating information, communication, and connection between humans and digital machines.

Brian T. Ratchford reviews the literature on the influence of the Internet and other digital innovations on markets, firms, and consumers identifying areas in need of research: Big Data, online and mobile advertising, consumer search, online privacy, online reviews, social networks, platforms for online transactions, and the impact of the Internet on retail markets, including multi-channel and omni-channel retailing. His discussion of Big Data approaches and mobile advertising that have been applied to problems of targeting and positioning is insightful. The Internet has greatly lowered the costs of search and access to retailers for consumers. Ratchford contends that better models of competition among Google and other platform firms are needed, and that they should be examined for anti-trust violations. While online retailing has grown rapidly, it still has a relatively small share of retail sales. Since sellers can combine the advantages of online and offline channels, it has been common for sellers to branch into multi-channel retailing. Further research in to strategies for the various touchpoints that result in transactions is needed, given the increased availability of detailed consumer data and omni-channel sales.

Emre Soyer, Koen Pauwels, and Steven Seggie continue the emphasis on Big Data and propose a lean startup approach to data-based learning in marketing management. They focus on the marketing analytics component of Big Data and show how adaptations of the lean startup methodology can be used in some combination with such analytics to improve managerial decision-making. They also make a contribution by analyzing the various learning and decision problems that can emerge due to the four Vs of Big Data: volume, variety, velocity, and veracity. More research is needed in to mitigating the learning challenges of Big Data.

Charles F. Hofacker focuses attention on the unusual product attributes of software, and identifies areas in need of further research. Software is distinct from either tangible goods or intangible services in terms of production, operations, cost structure, or prescribed strategy. The nature of software changes as it gets more capable and by adding unique product characteristics of complexity, intelligence, autonomy, and agency.

Given the increasing importance of mobile marketing, Unnati Narang and Venkatesh Shankar’s review of two- or multi-way communication and promotion of an offer between a firm and its customers using a mobile medium, device, platform, or technology is timely. The use of mobile devices has surpassed

desktops in digital media consumption, diffusion of wearable devices among customers, and inter-connectedness of devices, leading to the second phase or Mobile Marketing 2.0. In reviewing the literature, they focus on three key advances in mobile marketing research relating to mobile targeting, personalization, and mobile-led cross-channel effects. Mobile app monetization, augmented reality, data and privacy, wearable devices, driverless vehicles, the Internet of Things, and artificial intelligence (AI) are emerging trends in mobile marketing. They identify several research opportunities in these areas. The impact of mobile marketing on customer, firm, and societal outcomes deserves more attention from researchers.

While the positive influences of technological advances on consumers and businesses are well known, Utpal Dholakia contends that technology commonly produces unforeseen and unexpected negative effects on consumers. This results in Adverse Technology–Consumer Interactions or ATCIs. He issues a call for identifying ATCIs, investigating them, developing appropriate theoretical frameworks, and designing and testing solutions to alleviate their effects. His ideas are illustrated by considering two ATCIs: falling response rates to customer surveys and customer reactance to frequent price changes. Given the onslaught of technological developments in this age, further research on the negative and undesirable effects of ATCIs would have a mitigating effect and harness the potential benefits of new technology.

The importance of online reviews of products to customers and firms cannot be denied, yet they are vulnerable to unethical practices. Sergio Román, Isabel P. Riquelme, and Dawn Iacobucci introduce a new construct: Perceived Deception in Online Consumer Reviews (PDOCR). They review the relevant literature, build on the Elaboration Likelihood Model and Cognitive Dissonance Theory to create a theoretical framework of antecedents of PDOCR, its consequences, and moderators. They also report findings from a sample of in-depth interviews with real consumers about their thoughts on these phenomena and related constructs. Based on this framework and the qualitative data involving in-depth interviews with consumers, they derive several research questions that should give an impetus to future research on this important area.

Retailing thought and practice is premised on the assumption that consumers visit retailers to search for and acquire objects produced by manufacturers. In essence, we assume that the acts of consuming and producing are conducted by separate entities. This unspoken yet familiar premise shapes the questions retail scholars ask and the way retail practitioners think about their industry. Although this assumption accurately depicted retailing since the Industrial Revolution, its relevance is being challenged by a growing set of individuals who are equipped with new digital tools to engage in self-manufacturing.

Aric Rindfleisch, Alan J. Malter and Gregory J. Fisher examine self-manufacturing in the context of the recent rise of desktop 3D printing. They describe this new technology and review the literature, offering a conceptual classification of four distinct types of 3D printed objects. They use this classification for a content analysis of over 400 of these objects. They conclude with implications of self-manufacturing for retailing theory and practice. The

well-accepted paradigm assuming that products are made by firms, sold by retailers, and bought by consumers is, once again, changing. These authors do well in focusing our attention on self-manufacturing.

Together these chapters lead to new insights, approaches, and directions for research on marketing in a digital world. It is hoped that collectively the chapters in this volume will substantially aid our efforts to understand more about both strategy and innovation in the digital world and to provide a broader arsenal of research methods as well as fertile areas for future research. The *Review of Marketing Research* continues its mission of systematically analyzing and presenting accumulated knowledge in the field of marketing as well as influencing future research by identifying areas that merit the attention of researchers.

Naresh K. Malhotra  
Editor-in-Chief