

**CONTINUING TO BROADEN THE
MARKETING CONCEPT**

REVIEW OF MARKETING RESEARCH

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REVIEW OF MARKETING RESEARCH VOLUME 17

**CONTINUING TO BROADEN
THE MARKETING CONCEPT**
MAKING THE WORLD A BETTER PLACE

EDITED BY

DAWN IACOBUCCI

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INVESTOR IN PEOPLE

To Philip Kotler and Sidney Levy for their inspirational 1969 *Journal of Marketing* article, “Broadening the Marketing Concept,” and for their visionary leadership, intelligence, humility, and kindness.

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CONTENTS

<i>About the Editor-in-Chief</i>	<i>xiii</i>
<i>List of Contributors</i>	<i>xv</i>
<i>About the Contributors</i>	<i>xvii</i>
<i>Acknowledgments</i>	<i>xxiii</i>
<i>Editor-in-Chief Introduction</i>	<i>xxv</i>

Introduction	1
<i>Dawn Iacobucci (Guest Editor)</i>	

PART I NEW (TO US) MODALITY

A Framework for Understanding Communication through Comics (Illustrated)	11
<i>Eric Yorkston and Xavier Drèze</i>	

PART II POLITICS

How Marketing Can Save Democracy	29
<i>Yoram (Jerry) Wind and David Reibstein</i>	
The Inevitable Downward Spiral of American Political Discourse	53
<i>Joel H. Steckel</i>	
Political Advertising Needs Better Regulation	61
<i>Brian T. Ratchford</i>	

**PART III
THE WORLD AROUND US – NOW AND SOON**

- The Retirement Planning Crisis: Finding a Way Out with a Consumer Behavior Perspective** 77
Wayne D. Hoyer and Harley Krohmer
- Market Response Models for Social Marketing Causes** 87
Dominique M. Hanssens
- Global Food Security: How Marketing Can Help** 97
David E. Bell
- Our Data-driven Future: Promise, Perils, and Prognoses** 105
Dana Turjeman and Fred M. Feinberg
- Discovering Market Structure of Ambiguously Appraised Products from Bid History in Online Auctions** 123
Mayukh Dass, Srinivas K. Reddy, Md. Tarique Newaz and Mehrnoosh Reshadi

**PART IV
FEELING AND THINKING – NEW PERSPECTIVES
REGARDING AFFECT AND COGNITION**

- Some Thoughts on Happiness, Well-being, and a Meaningful Life for Academics** 137
Richard Bagozzi
- Preference for Practical versus Theoretical Knowledge: Conceptualization and Consumer Behavior Predictions** 171
Haiyang Yang, Ziv Carmon and Itamar Simonson
- The Conceptualization and Measure of Creativity: Implications for Research in Marketing and Consumer Behavior** 193
Joseph R. Priester and Monique A. Fleming
- Curiosity and Its Implications for Consumer Behavior** 223
Christopher K. Hsee and Bowen Ruan

PART V
ENVIRONMENTAL SUSTAINABILITY

Sustainability Developments in Cities of the World	243
<i>Mark Peterson and Rhett Epler</i>	
Marketing Research on Environmental Sustainability	261
<i>Dawn Iacobucci, Marcelo L. D. S. Gabriel, Matthew J. Schneider and Kavita Miadaira Hamza</i>	
<i>Index</i>	293

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I am grateful to Naresh Malhotra, first, for creating the *Review of Marketing Research* series and for being such an excellent steward of the collections. I don't know how he has time to manage everything given his world travels to help people all over the world through his missions. I would like to also heartily thank our stellar line-up of reviewers for their encouragement and helpful insights about the chapters contained in the current volume: Moty Amar, Colin Campbell, Darren Dahl, Adam Duhachek, Hubert Gatignon, Geraldine Henderson, Marilyn Liebrez-Himes, Piyush Kumar, James Oakley, Deidre Popovich, Ayalla Ruvio, Matthew J. Schneider, and Jim Walsh. Thank you all for your time and your smarts!

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EDITOR-IN-CHIEF INTRODUCTION

OVERVIEW

Review of Marketing Research, now in its 17th 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 16 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 16 volumes has been truly gratifying and we look forward to the impact of the 17th volume with great anticipation.

PUBLICATION MISSION

The purpose of this series is to provide current, comprehensive, state-of-the-art articles in 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 articles with a major constraint on the length. In contrast, *Review of Marketing Research* can publish much longer articles 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 *Marketing Research* magazine published by the American Marketing Association (AMA).

Articles 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
- 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 the 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	Rajan Varadarajan and Satish Jayachandran
16, 2019	Marketing in a Digital World	Aric Rindfleisch and Alan J. Malter
17, 2020	Continuing to Broaden the Marketing Concept: Making the World a Better Place	Dawn Iacobucci

THIS VOLUME

I normally provide an overview of the chapters in the current issue of *Review of Marketing Research*. However, as Dawn Iacobucci has done an excellent job of doing that, I will refer the reader to her introduction. As a discipline matures, it should not only deepen its roots but also expand its outreach. It was this thinking that led to the issue you are holding in your hand. It contains a diverse set of thought-provoking articles contributed by some of our leading scholars. This volume is divided in five parts. It begins with a single article proposing marketing and consumer behavior be communicated through graphic art via comics. Part 2 features three chapters that show how marketing can contribute to politics, even as practiced in the strongest democracy of the world that is the United States of America. Part 3 addresses a range of salient issues confronting us such as the retirement planning crisis, social marketing causes, global food security, pervasiveness of data and data collection, and the use of bidding data to determine price points. Part 4 presents new perspectives on affect and cognition discussing happiness, knowledge type preference, creativity, and curiosity. The final part contains two chapters on environmental sustainability and complements an earlier volume that focused on Marketing in and for a Sustainable Society (volume 13 published in 2016).

Together these chapters lead to new insights, approaches, domains, and directions for research on marketing. It is hoped that collectively the chapters in this volume will substantially aid our efforts to deepen our roots as well as expand our domain by providing innovative and creative perspectives. I thank Dawn for such an outstanding volume. 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 researcher.

Naresh K. Malhotra
Editor-in-Chief