NOSTALGIA: FROM HOMELAND TO THE MARKETING FIELD

Despite the fact that a growing number of studies in marketing have provided us with an understanding of nostalgia in marketing from various angles, research on nostalgia in marketing seems to be scattered. In addition, research has not studied the fundamental issue of the nature of nostalgia in marketing. Both the lack of systematic theories on nostalgic marketing and the under-examined question of the nature of nostalgia in the general sense and in marketing have greatly restricted our understanding of nostalgia in marketing. This research paper is intended to contribute to the discussion on the nature of nostalgia, towards distinguishing nostalgia in marketing from that in the general sense and proposing a theoretical framework of nostalgic marketing.

By examining the literature on nostalgia from different disciplines and conducting interviews with participants of various cultural backgrounds, five dimensions of nostalgia were identified: emotional, cognitive, attitudinal, behavioural, and symbolic dimensions. Based on the five major dimensions that emerged for nostalgia in the general sense, nostalgia in marketing is distinguished for its unique characteristics of its separation from direct personal experiences, the dominantly positive emotion imbued, and the promotion of the imagined past.

Among the five major dimensions identified, the cognitive and behavioural dimensions are of less importance in defining nostalgia in marketing, compared to the other three dimensions, due to the unique environmental characteristics of consumption. In the marketing context, consumers are not the active “users” of nostalgia. Marketers have the total control over the nostalgic stimuli embedded in the marketing mix and the environment in which consumers are exposed to nostalgic stimuli (such as TV commercials). The limitations on both the environment and timing of consumers’ nostalgic encounter decide that nostalgia in marketing is mostly the first order nostalgia defined by Davis (1979) or restorative nostalgia termed by Boym (2001). Nostalgic marketing is then defined as the collective name for all the marketing tools incorporating nostalgic elements. Depending on whether the nostalgic elements can be easily detected by the consumers at the time of exposure, nostalgic marketing can be further divided into two categories: conspicuous and subtle nostalgic marketing. Namely, nostalgic advertising, packaging, logo design, and store decoration are the major forms of conspicuous nostalgic marketing; and consumer’s taste formation and retro branding are the two most common forms of mellow nostalgic marketing. The importance of classification of different prevalent forms of nostalgic marketing is because of the fact that the working mechanisms of nostalgic marketing may vary for different forms of nostalgic marketing. Nostalgia embedded in various marketing forms could work as stimuli triggering consumers’ warm feeling, serve as indicators of product quality and brand credibility, or be effective but for other quite different reasons discovered in the interviews.

This finding on the multidimensional nature of nostalgia indicates that the existing unidimensional nostalgia indices cannot provide reliable predictions of individuals’ nostalgia proneness as it is likely that nostalgia proneness is multi-dimensional in nature. The conceptual discussion of nostalgia prepares for future scale development for nostalgia proneness that would be especially useful for marketing. This research also highlights the need for caution among marketing researchers when concepts are imported from other disciplines such as sociology and psychology. The nature and connotation of these concepts

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might have changed when applied in the marketing context, due to its unique characteristics. Some pitfalls related to the application of nostalgic marketing disclosed by our interviewees are also presented as messages for managers.
There has always been a fascination with celebrated individuals. In some cases, these people take on a sacred status, producing intense feelings among members of the public. Because celebrities are usually protected and distant, their fans turn to celebrity-related products which themselves may become cherished and sacred. After the celebrity dies fans look to memorabilia and products contaminated by contact with the celebrity as a means of dealing with the death. This research uses a netnography approach to examine the intensity of grief and emotion that is exhibited in fan postings on Internet message boards in response to the death of race car driver Dale Earnhardt Sr.
Despite the increasing popularity of viral marketing, factors critical to such a new communication medium remain largely unknown. This study examines one of the critical factors, namely internet users’ motivations to pass along electronic content. Results show that internet users, who are more individualistic and/or more altruistic, tend to forward more electronic content than others.

45 The authors contributed equally to this work. The financial support of the Social Sciences and Humanities Research Council of Canada is gratefully acknowledged.
AN EXPLORATORY STUDY OF ONLINE DIGITAL MUSIC EVALUATIONS

Many music retailers use online product sampling and online customer reviews to help potential buyers evaluate music on the Internet. In this study, we investigate the profiles of music consumers in the presence of the Internet, and explore how consumers use online sampling and/or online review for music evaluation. Some interesting insights into digital music evaluation are discovered and discussed in this on-going study.
AN EMPIRICAL STUDY ON SEGMENTATION AND DYNAMICS OF ONLINE AUCTIONS

Based on the structural differences in auction success and price determinants, we segment online auctions into four segments by seller types (new vs. experienced) and product conditions (new vs. used). Time series analysis shows that current auctions are more likely affected by the most recently completed auctions, and the completed auctions have more influence on experienced sellers than new sellers. The Granger-causality analysis suggests that for new or experienced sellers, the behavior of selling used items can be explained by the behavior of selling new items, and vice versa.
UNCERTAINTY AND “SCRATCH AND SAVE” PROMOTIONS

The major objective of this study is to understand how consumers respond to “Scratch and Save” (SAS) type promotions. A SAS promotion offers potential discounts on all regular price items in the store for a very short time period. It is also characterized by uncertainty of savings until the scratch-off card's discount is revealed. In particular, this study investigates how consumer's regular price beliefs and expected savings affect their perceptions of offer value and shopping intentions. The results show that the depth of advertised SAS promotions does not affect consumer believability of the regular price in the SAS advertisements. In addition, we suggest the applicability of the disjunction effect by showing that the minimum claimed saving information enhances the level of savings expectation.
Évolution de la relation entreprise-consommateur: entre Force et Qualité


L’objectif de cet article est de développer une réflexion conceptuelle au sujet de l’évolution de la qualité de la relation entre l’entreprise et le consommateur tout au long des phases de développement de cette relation. Décrypter l’évolution de cette relation permettra également de distinguer les dimensions du construit qualité de la relation par rapport aux variables déterminantes dans le processus de développement de la relation, ouvrant ainsi la voie à une redéfinition du construit qualité de la relation.

Afin d’atteindre cet objectif, les concepts de relation et de qualité de la relation sont définis à travers une revue de la littérature. Par la suite, l’évaluation de la qualité de la relation est présentée dans un contexte dynamique de développement de cette relation entreprise-consommateur. Ainsi, les dimensions de la qualité de la relation sont mises en évidence et distinguées d’autres concepts reliés au développement de la relation tels que celui de « force de la relation ». Enfin, des implications managériales et théoriques sont présentées.

Les références de cet article sont disponibles sur demande. Veuillez contacter Soumaya Cheikhrouhou à cet effet à l’adresse s_cheikh@jmsb.concordia.ca.

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Price bundling has received a considerable amount of attention in the marketing literature (e.g., Guiltinan, 1987; Yadav and Monroe, 1993). This promotional strategy refers to the selling of two or more products or services in a package for a special price (Guiltinan, 1987; Stremersch and Tellis, 2002) to create value for consumers (Stremersch and Tellis, 2002). The wide use of price bundling in numerous markets underlines the importance of investigating the factors influencing the perceived attractiveness of a price reduction in a bundling context. Specifically, following the criteria suggested by Della Bitta et al. (1981) for single product offers, managers must make their price reduction decisions for bundled products while taking into account different elements inherently rooted in the nature of bundles. First, they will have to choose whether to assign the price reduction to one of the bundled items only (i.e., mixed-leader) or to the total price of the bundle (i.e., mixed-joint) (see Guiltinan, 1987; Yadav and Monroe, 1993). Second, they will have to determine the minimum value of price promotion required to increase consumers’ purchase intentions (see Gupta and Cooper, 1992). Third, if a mixed-leader bundling is adopted, managers will have to decide on which item to apply the price discount. Based on mental accounting theory (Kahneman and Tversky, 1984), we propose that the perceived interrelationships among products (i.e., products’ contingency level: substitutes, complements or independently valued products) will influence the likelihood to use specific mental accounts (topical versus comprehensive; see Bonini and Rumiati, 1996; 2002). Therefore, applying the same price bundling strategy will differentially influence the attractiveness of the promotion across contingency levels. For instance, consumers are expected to group the price and discount information for both bundles of complementary and substitutable products, given that the former products are made to be used in combination in order to satisfy a composite need and the latter belong to the same product category (i.e., comprehensive mental accounting). On the other hand, consumers are likely to assess the information for each product separately when evaluating independent products, given that these products neither belong to the same product category nor satisfy the same needs (i.e., topical mental accounting). We therefore argue that consumers’ calculation of relative savings initially driven by the bundling strategy managers adopted (i.e., mixed-leader versus mixed-joint bundling) will be affected by products’ contingency level.

From a managerial perspective, this conceptual paper contributes to managers’ understanding of consumers’ perceived price reduction attractiveness associated with a bundle offer. Specifically, this framework highlights the importance of taking products’ contingency level into account prior to elaborate a price reduction strategy in a bundling context. These issues are critical for managers exploring the possibility to create bundle offers in contexts of brand extension (where a new product is associated to an existent product from a different product line, producing bundles of complementary or independently valued products) or line extension context (where a new product is associated to an existent product from the same line, producing bundles of substitutable products) (see Harris, 1987).

References are available upon request.
A CONFIGURATIONAL ANALYSIS OF FRONTLINE WORK BASED ON JOB SCOPE AND ROLE STRESSORS IN COMMUNICATIONS AND FINANCIAL SERVICES INDUSTRIES

Despite its significance, frontline work is characterized by paradoxes whose implications for the individual and organization alike remain little understood. Frontline employees represent the “face” of the organization to customers and public, and are critical nodes where knowledge about markets and consumers is accumulated. Yet, in economic downturns, frontline employees are usually the first casualties of downsizing efforts. Likewise, frontline employees are provided discretion to adapt their behaviors to individual customer needs, problems and demands. Yet, frontline service work is heavily monitored and controlled (e.g., via electronic, audio and video devices). Finally, frontline work is highly stressful. Such work is likened to a “three-cornered fight” with the customer (demanding attention and service) and the organization (demanding efficiency and productivity) at the two ends and the frontline employee “caught-in-the-middle.”

The preceding paradoxes motivated the present study. Three aspects of our study are noteworthy. First, unlike much past research, we neither examine role stressors and job scope independently nor view them as merely individual-level variables. Rather, drawing and expanding on a model proposed by Karasek (1979), they are viewed as job context variables such that different constellations or combinations of stressors and scope define different frontline work contexts. In turn, the tenable frontline work contexts are empirically determined based on the collective perceptions of frontline employees. Second, we conceptualize the simultaneous effect of job scope and role stressors by locating each work context in a two dimensional space defined by the level of congruence—that is, the mean value for equivalent amounts of role stressors and job scope, and intensity of incongruence—that is, the degree to which job scope exceeds role stressors (to be discussed). We show that this level and intensity approach is consistent with Karasek’s model (1979) and provides a useful alternative to modeling the simultaneous effect of job scope and role stressors by including interaction terms. Third, utilizing data from 673 FLEs with high degree of daily customer interaction, we empirically test the validity and usefulness of our approach. To the extent frontline work represents boundary roles with significant stress, our research may provide insights that are relevant for a wide range of organizations and individuals. We begin with a discussion of the proposed theoretical model.

Our results suggest that viewing work contexts as constellations of scope and stressors within a profile model framework is plausible and provides a meaningful alternative to studies focused either on stressors or scope, and certainly a nontrivial alternative to studies that conceptualize scope and stressors at the individual level of analysis. Specifically, our study shows that, even in a large and diverse sample of 673 FLEs, only six empirically viable work context profiles emerge that depict high levels of internal cohesion and external discrimination. These work contexts (1) differ significantly in terms of scope and stressors, (2) range from “joyful” to “awful”, and (3) can be represented in a vector space defined by the level of congruence and intensity of incongruence. The notion that theoretical variation in plausible constellations of work contexts is
constrained by pragmatic and empirical viability has parallels in survival and evolutionary biology. Moreover, while the level and intensity dimensions are obtained through a simple rotational transformation of the original variable axes of scope and stressors, they account for the joint effects of scope and stressors in theoretically meaningful terms, and can be utilized directly in nomological analysis to reveal significant and interesting insights.
The purpose of this research is to develop a configurational framework and analyze the branding capabilities of the firms engaged in competition in the changing environments of emerging economies. Specifically, we develop four archetypes of global competition in which we identify the particular types of branding capabilities for both multinational corporations (MNCs) and local firms to create competitive advantages. Specific propositions associated with each archetype are put forth and evidenced by data from the multiple players in the Chinese cellular phone industry over the past 18 years.

46 The first two authors contributed to this paper equally. The authors would like to acknowledge the support of SSHRC grant for this project. Please contact wanf@ms.umanitoba.ca for questions regarding this paper.
SINGULAR VERSUS COMPARATIVE JUDGMENTS: THE EFFECT OF CATEGORIZATION ON
THE EVALUATION OF BRAND EXTENSIONS

Brand extension as a strategy has been successfully used in the recent past and generated considerable interest in how consumers evaluate them. The present research asserts that singular evaluation of brand extensions typically carried out to examine the potential success of an extension in the previous research leads to overestimated evaluations (H1). This study also examines whether taxonomic or goal-derived categorization provided during the extension evaluation process results in different outcome (H2).

The results of the study support the assertion that singular evaluations carry a positivity effect, thus, supporting H1 but failed to support the hypothesis H2 that categorizing an extension differently would result in different evaluations. Singular evaluations of brand extensions are over-estimated, and the findings from the present study convincingly demonstrate that singular evaluations of brand extensions do not represent the market place reality regarding how individual make brand selection decisions. Managers will seriously overestimate the likely success of an extension using singular evaluation techniques.

The H2 was based on the reasoning that for a goal-derived categorization, the consumers would consider product alternatives from across categories in order to meet a consumption goal, therefore, resulting in a consideration set that comprises of non-comparable alternatives. It was further reasoned that goal-derived categorization would result in a less adverse affect on the evaluation of brand extension compared to when an extension was categorized taxonomically wherein product alternatives are usually restricted to within category choices and product attributes are salient regardless of the context.
La télé réalité est vue comme un objet de consommation populaire, un divertissement qui permet d’échapper à la routine du quotidien. Or, outre cette vision anodine, quel est le vécu du consommateur, en quoi consiste sa perspective expérientielle, et quel est l’aspect social communautaire qui l’entoure ?