

# JOURNAL of Marketing

WEBINAR



Host: Christine Moorman  
Editor-in-Chief  
Duke University



*May 12, 2021*



AMERICAN MARKETING  
ASSOCIATION

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JOURNAL of

# Marketing

The *Journal of Marketing* develops and disseminates knowledge about real-world marketing questions relevant to scholars, educators, managers, policy makers, consumers, and other societal stakeholders around the world.



AMERICAN MARKETING  
ASSOCIATION

**BM  
BW**

**Better  
Marketing  
for a Better  
World**



Rajesh Chandy  
London Business School



Gita Johar  
Columbia University



Christine Moorman  
Duke University



John Roberts  
University of New  
South Wales

# Outline for the Webinar

- The BMBW Imperative
- Rethinking Assumptions
- Mapping Better Marketing to a Better World
- The *JM* Special Issue
- BMBW.org Initiative
- Questions and Discussion: Type your questions into the Q&A tab

# The BMBW Imperative

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# Marketing and the World



“Profits will continue to be essential and basic to corporate survival, but the major challenge to business today may be to meet the societal needs of a changing environment.”

Kelley 1971

“Relevancy is to be judged in the context of the true life and death issues which currently exist.. Certainly, it is an appropriate time for marketers to reflect upon the relevancy of the marketing discipline in such a context.”

Dawson 1971





JOURNAL OF

# marketing

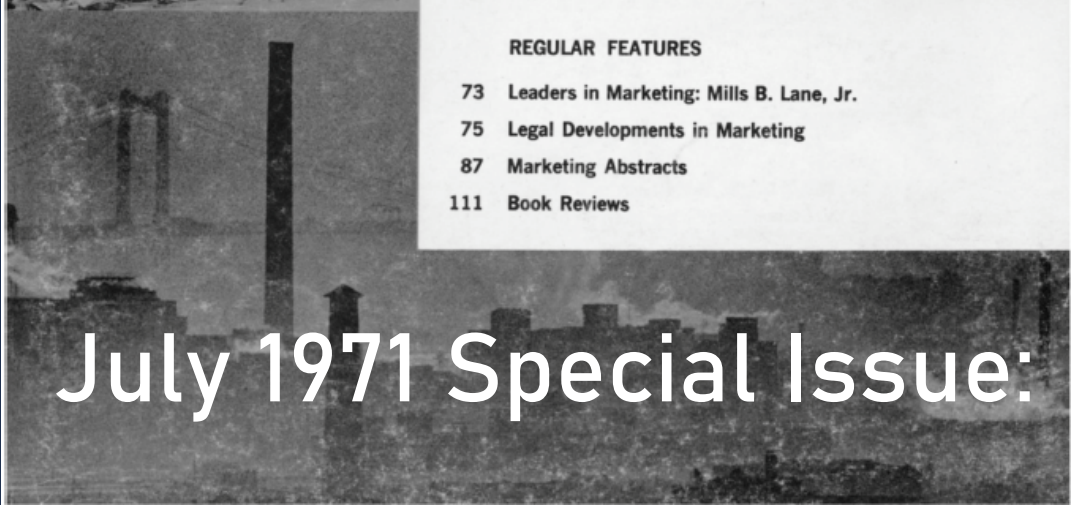
JULY, 1971 • VOL. 35 • NO. 3

- 1 Marketing's Changing Social/Environmental Role
- 3 Social Marketing: An Approach to Planned Social Change,  
Philip Kotler and Gerald Zaltman
- 13 Marketing's Application to Fund Raising,  
William A. Mindak and H. Malcolm Bybee
- 19 Health Service Marketing: A Suggested Model,  
Gerald Zaltman and Ilan Vertinsky
- 28 Marketing and Population Problems,  
John U. Farley and Harold J. Leavitt
- 34 Recycling Solid Wastes: A Channels-of-distribution Problem,  
William G. Zikmund and William J. Stanton
- 40 Comparing the Cost of Food to Blacks and to Whites,  
Donald E. Sexton, Jr.
- 47 Consumer Protection Via Self-regulation, Louis L. Stern
- 54 Societal Adaptation: A New Challenge for Marketing,  
Laurence P. Feldman
- 61 Incorporating Ecology into Marketing Strategy:  
The Case of Air Pollution, Harold H. Kassarian
- 66 Marketing Science in the Age of Aquarius, Leslie M. Dawson

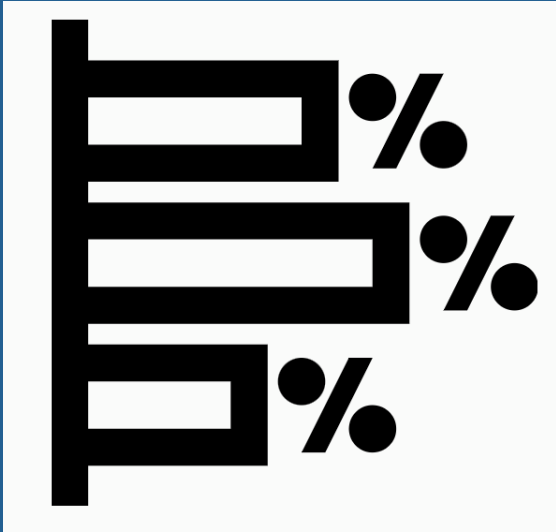
## REGULAR FEATURES

- 73 Leaders in Marketing: Mills B. Lane, Jr.
- 75 Legal Developments in Marketing
- 87 Marketing Abstracts
- 111 Book Reviews

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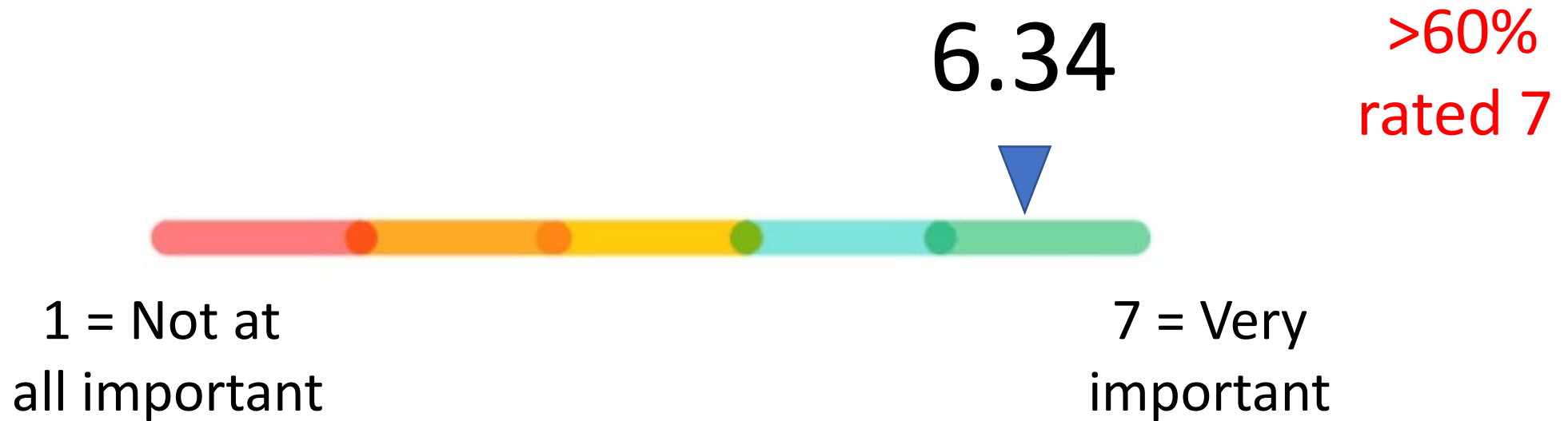
July 1971 Special Issue:



# Poll



# “How important is the topic of BMBW to the field of marketing?”



Survey of *JM* AEs and Advisory Board members ( $n=44$ )

# A World of Problems



Curbside TAKEOUT...













“Marketing is a pervasive societal activity that goes considerably beyond the selling of toothpaste, soap, and steel.”

Kotler and Levy (*JM* 1969)

“Marketing has the ‘image’ of being a discipline that just tries to lure people into buying things they do not need.

It is important to show that that is a misconception, and that marketing can play a very different role.”

- *Journal of Marketing* Associate Editor

# ~~A World of Problems~~



# A World of Opportunity



# UN Sustainable Development Goals







# BETTER BUSINESS BETTER WORLD

The report of the Business & Sustainable Development Commission

“Despite the economic and social gains of the past 30 years, the world’s current economic model is deeply flawed.”





# BETTER BUSINESS BETTER WORLD

The report of the Business & Sustainable Development Commission

“Despite the economic and social gains of the past 30 years, **the world’s current economic model is deeply flawed.**”



**MARS**



# Why should marketers pursue better world outcomes?

- Retain license to operate
- Promote sustainable growth
- Attract and retain talent
- Access impact-focused resources
- Maintain a sense of purpose
- Stay relevant!



# The Impact of Marketing

Good for the world	
Good for the firm	

*Note:* “Good” is defined as long-term positive outcomes.

# The Impact of Marketing

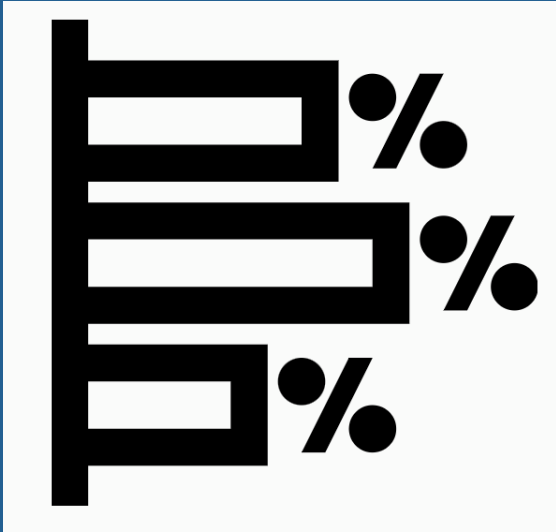
Good for the world			
Good for the firm		No	Yes
	No	<b>Lose-Lose</b> How to avoid myopic marketing actions?	<b>Lose-Win</b> How to sustain marketing actions that are financially unviable, but can do good?
	Yes	<b>Win-Lose</b> How to expose and avoid the dark side of marketing?	<b>Win-Win</b> How to enable marketing actions that benefit multiple stakeholders?

*Note:* “Good” is defined as long-term positive outcomes.



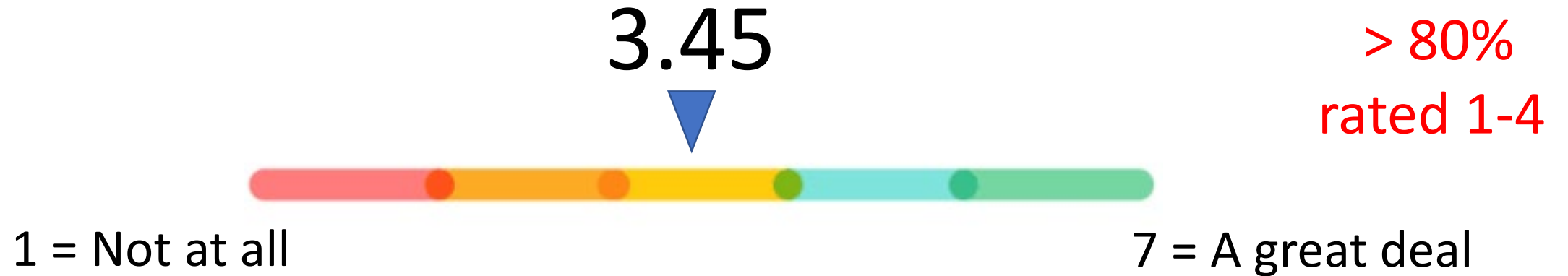


**Rigorous  
research  
needed!**

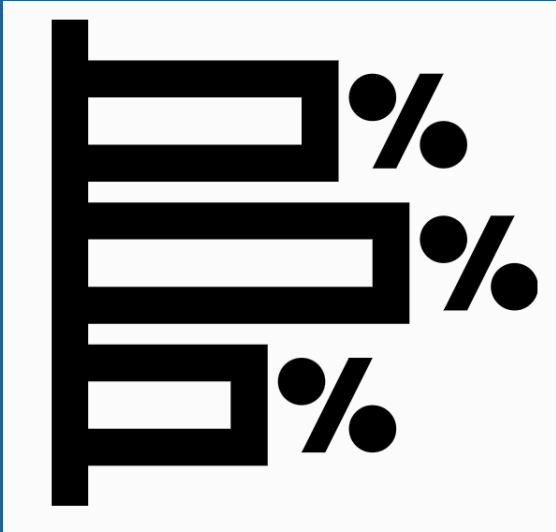


# Poll

# “To what degree has the field addressed BMBW topics?”

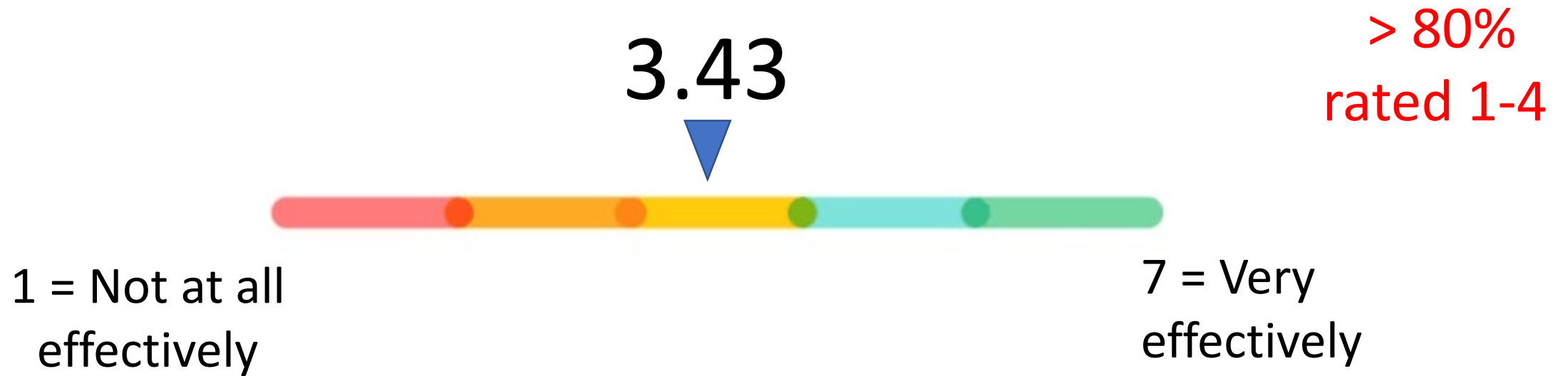


Survey of JM AEs and Advisory Board members ( $n=44$ )



# Poll

# “How effectively do you think the field has addressed BMBW topics?”



Survey of JM AEs and Advisory Board members ( $n=44$ )



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A stage with red curtains and spotlights. The stage floor is wooden and has five spotlights. The curtains are red and have tassels. The text is on a white rectangular background in the center of the stage.

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# Rethinking Assumptions

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# Rethinking assumptions

- **Who** is the primary actor appropriate for study in marketing?
- **What** should be the objectives of marketing (and research in marketing)?
- **How** can BMBW topics be studied?

# Who is the primary actor appropriate for study in marketing?

1. Marketing is what marketers do.





# Key Policy Considerations for Reducing Public Consumption of Vice Products

4.15.2021 • Yanwen Wang, Michael Lewis and Vishal Singh







# Do Marketers Matter for Entrepreneurs?

3.2.2021 • Stephen J. Anderson, Pradeep Chintagunta, Frank Germann and Naufel Vilcassim



# Who is the primary actor appropriate for study in marketing?

1. Marketing is what marketers do.
2. Marketing is what businesses—especially large ones—do.





# Using Social Media to Drive Adoption of Sustainable Products in Emerging Markets

4.8.2021 • Wanqing Zhang, Pradeep Chintagunta and Manohar U. Kalwani







# The Benefits of Marketplace Literacy in Low-Income Communities

3.30.2021 • Madhubalan Viswanathan, Nita Umashankar, Arun Sreekumar and Ashley Goreczny



# What should be the objectives of marketing (and research in marketing)?

1. The objective of marketing is to improve business profits and shareholder value.
2. Research in marketing should focus on customer- or firm-level outcomes.





# Buy Less, Buy Luxury: Helping Consumers Adopt a Sustainable Fashion Philosophy

4.6.2021 • Jennifer J. Sun, Silvia Bellezza and Neeru Paharia



# How can BMBW topics be studied?

1. BMBW research can only be targeted at niche journals, not mainstream journals.



# How can BMBW topics be studied?

2. BMBW research comes at the expense of rigor.



# How can BMBW topics be studied?

3. Doing research on BMBW topics is difficult, especially for junior colleagues.



Special issue papers with doctoral students and recently hired junior faculty: Katherine Du (University of Wisconsin-Milwaukee), Claudia Gonzalez-Arcos (University of Queensland), Ashley Goreczny (Iowa State University), Alison Joubert (University of Queensland), Sungjin Kim (University of Hawai'i), Sid Mookerjee (University of British Columbia), Jacqueline Rifkin (University of Missouri-Kansas City), Zhengyu Shi (University of Hong Kong), Jennifer Sun (Columbia University), and Wanqing Zhang (City University of London).

Warren Buffet: ***“The chains of habit are too light to be felt until they’re too heavy to be broken.”***

# How can BMW topics be studied?

4. BW topics cannot be easily mapped into the marketing field.

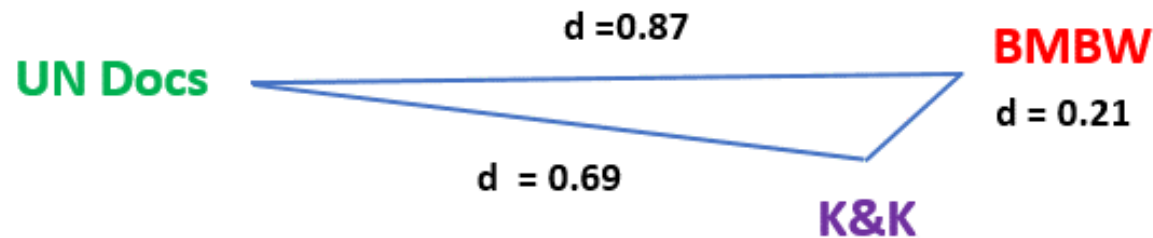


*This is a challenging part of the process. We will practice this together later in the webinar.*



# The Language of a Better World\*

- Text analysis: Compared all manuscripts submitted to BMBW Special Issue with:
  - 184 documents from UN Sustainable Development Goals
  - Kotler and Keller (2011), *Marketing Management*
- BMBW & Kotler Keller formed a distinct cluster relative to UN documents:



\*Thanks to Sanjana Rosario, RA at Columbia University for her help with the text analysis

# Understanding the Language Differences

UN words			BMBW words			K&K words		
UN rank	BMBW rank	K&K rank	BMBW rank	UN rank	K&K rank	K&K rank	BMBW rank	UN rank
<b>Stakeholder words</b>								
1. country/nation	x	25	1. consumer	x	3	1. customer	4	x
2. government	x	x	2. individual	x	x	2. company	6	x
3. organization	x	x	3. business	x	4	3. consumer	1	x
4. community	x	x	4. customer	x	1	4. business	3	x
5. institution	x	x	5. society	6	x	5. firm	7	x
<b>Activity/decision words</b>								
1. ensure	x	x	1. marketing	x	1	1. marketing	1	x
2. implement	x	x	2. product	18	3	2. brand	5	x
3. address	9	x	3. make	27	20	3. product	2	19
4. promote	x	14	4. design	17	12	4. price	7	x
5. access	12	x	5. brand	x	2	5. advertising	18	x
<b>Outcome words</b>								
1. sustainability	x	x	1. <u>behavior</u>	x	10	1. sale	11	x
2. publication	x	x	2. value	7	2	2. value	2	7
3. finance	9	x	3. benefit	6	9	3. purchase	6	x
4. growth	x	12	4. choice	x	x	4. profit	x	x
5. education	14	x	5. consumption	x	x	5. loyalty	x	x

Note: “x” indicates that this word does not fall within the top 250 most frequent words for the source represented by this column.

# Mapping Better Marketing to a Better World

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# Two Paths to Mapping BM and BW

(1) Start with marketing and imagine better world connections



(2) Start with the world's problems and imagine how changes to marketing can improve

# Path 1 Example: Personal selling and salesforce management

- Central to marketing
- Major part of most companies
- Nearly 13% of all the jobs in the U.S. (1 in 8) are full time sales positions
- Over one trillion dollars are spent on sales forces annually
- Sales involves salespeople, customers, teams, incentives, tactics, sales territories in the community

**Use  
Q&A  
function**

**How might this topic be connected to a better world?**



# Variable Compensation and Salesperson Health

3.4.2021 • Johannes Habel, Sascha Alavi and Kim Linsenmayer



# UN Sustainable Development Goals





# Two Paths to Mapping BM and BW

(1) Start with marketing and imagine better world connections



(2) Start with the world's problems and imagine how changes to marketing can improve



# Path 2 Example



## SDG 5: GENDER EQUALITY

The goal of SDG 5 is to achieve gender equality and empower all women and girls



### WHAT?



**1** End discrimination against all women and girls



**2** Eliminate violence against all women and girls



**3** Eliminate all harmful practices such as child marriage



**4** Recognize and value unpaid care and domestic work



**5** Ensure women's participation and leadership in decision-making

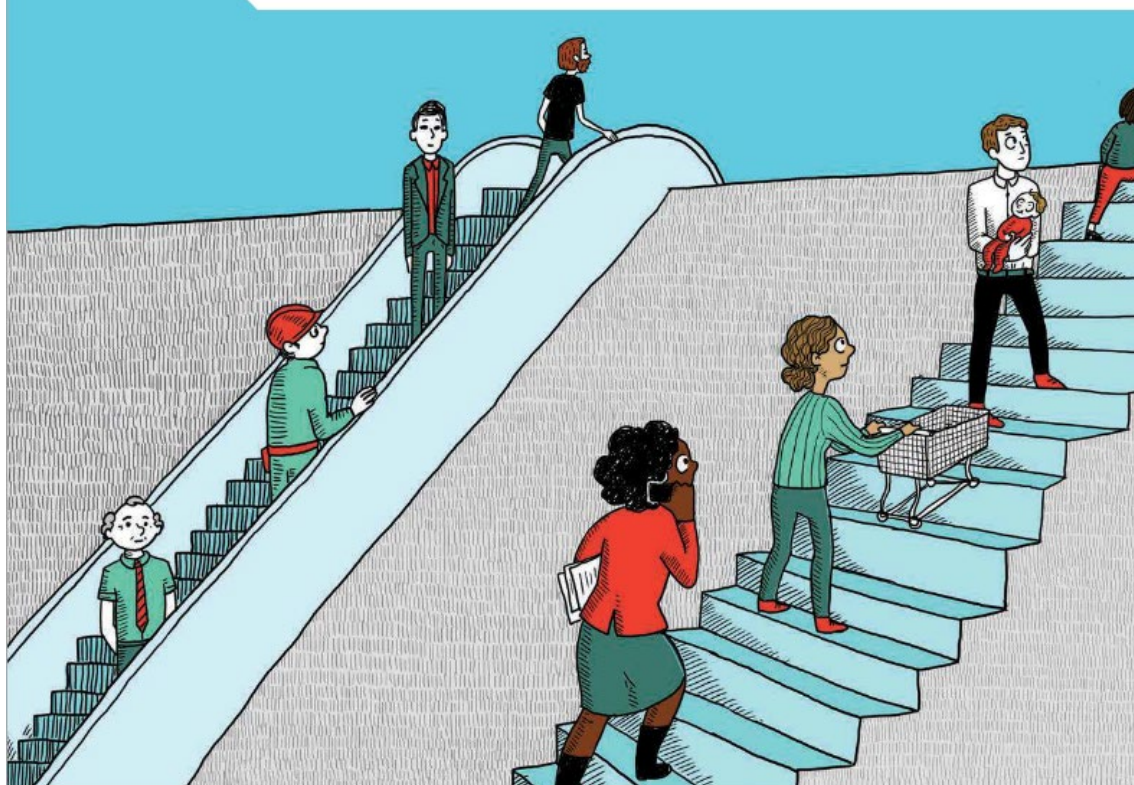


**6** Ensure universal access to sexual and reproductive health and rights



# The Pursuit of Gender Equality

## AN UPHILL BATTLE



# Progress toward gender equality in the United States has slowed or stalled

Paula England<sup>a,1</sup> , Andrew Levine<sup>a</sup>, and Emma Mishel<sup>a</sup> 

<sup>a</sup>Department of Sociology, New York University, New York, NY 10012

This contribution is part of the special series of Inaugural Articles by members of the National Academy of Sciences elected in 2018.

Contributed by Paula England, February 12, 2020 (sent for review October 30, 2019; reviewed by Francine Blau and Reeve Vanneman)

*Proceedings of the National Academy of Sciences (2020)*

# Frontline workers:

the care sector and sales sector in the EU

**76%**

of the 49 million  
care workers are  
**women**



**Women** make up:

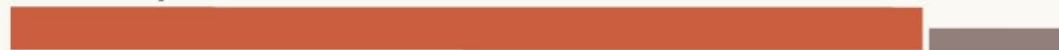
**95%** of domestic cleaners and helpers



**93%** of child care workers and teachers' aid



**86%** of personal care workers in health services



**82%** of all cashiers



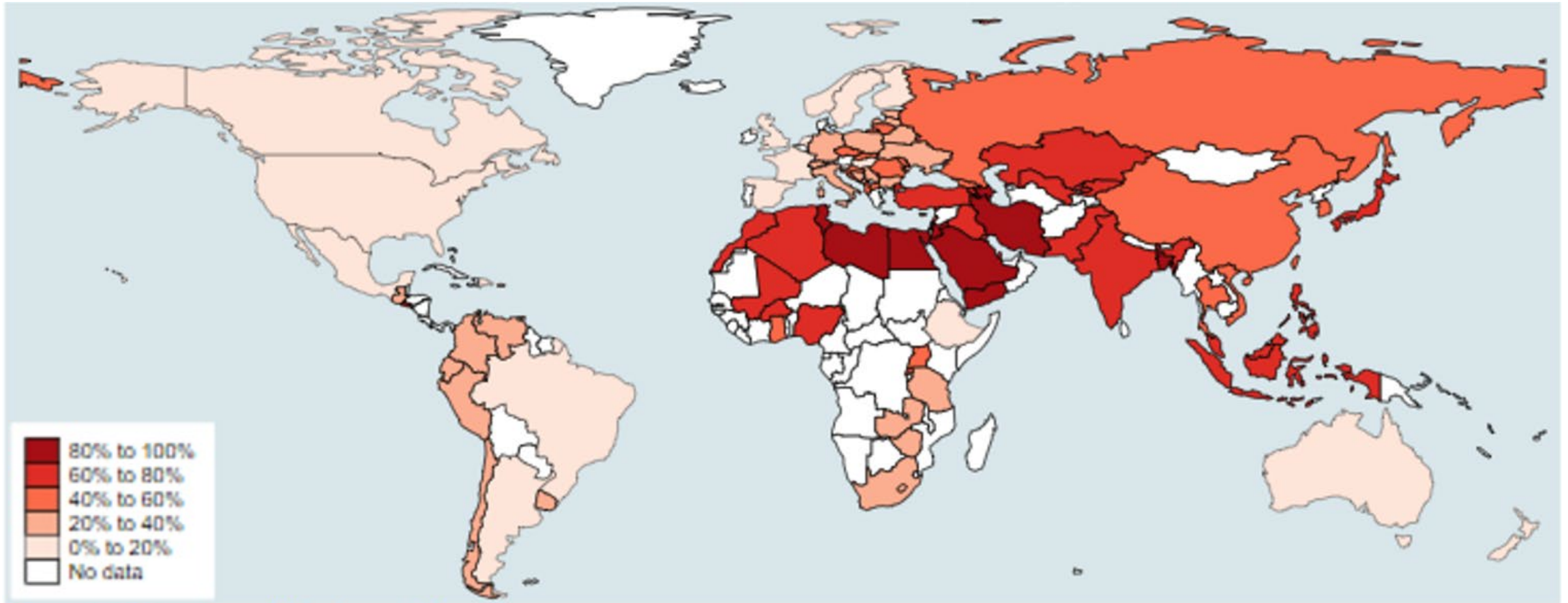
Sources:

EPRS (2020), EIGE (2019)



## Agreement by country:

“When jobs are scarce, men should have more of a right to a job than women.”



Source: World Values Survey (2014 or last available year)





**Achieve gender  
equality and  
empower all  
women and girls**

**How could you frame this topic as a  
marketing question?**

**Use  
Q&A  
function**

# Framing “Better World” Topics in Marketing

- Why is the outcome important to marketing?
- Does marketing exacerbate the problem?
- Can marketing provide a solution to or an explanation for the problem?

# The JM Special Issue

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# JOURNAL of Marketing

## SPECIAL ISSUE: BETTER MARKETING FOR A BETTER WORLD

### EDITORIAL

Better Marketing for a Better World.....1  
Rajesh K. Chandy, Gita Venkataramani Jahar, Christine Moorman,  
and John H. Roberts

### SUSTAINABILITY AND CLIMATE CONCERNS

Social Media, Influencers, and Adoption of an Eco-Friendly Product:  
Field Experiment Evidence from Rural China.....10  
Wangling Zhang, Pradeep K. Chintagunta, and Manohar U. Kolwani

Buy Less, Buy Luxury: Understanding and Overcoming Product  
Durability Neglect for Sustainable Consumption.....28  
Jennifer J. Sun, Silvia Bellezza, and Neeru Pahoria

"How Do I Carry All This Now?" Understanding Consumer  
Resistance to Sustainability Interventions.....44  
Claudia Gonzalez-Arceos, Alison M. Joubert,  
Dalene Scarborough, Rodrigo Guesalaga, and Jörgen Sandberg

From Waste to Taste: How "Ugly" Labels Can Increase Purchase  
of Unattractive Produce.....62  
Sridharan(Sid)Moorejee, Yana Cornil, and JoAndrea Hoegg

### ECONOMIC AND SOCIAL EMPOWERMENT

Do Marketers Matter for Entrepreneurs? Evidence from a Field  
Experiment in Uganda.....78  
Stephen J. Anderson, Pradeep Chintagunta, Frank Germann,  
and Noufel Vilcassim

Popping the Positive Illusion of Financial Responsibility Can Increase  
Personal Savings: Applications in Emerging and Western Markets.....97  
Emily N. Garbinsky, Nicole L. Mead, and Daniel Gregg

Marketplace Literacy as a Pathway to a Better World: Evidence from  
Field Experiments in Low-Access Subsistence Marketplaces.....113  
Madhubalan Viswanathan, Nita Umashankar, Arun Sreekumar,  
and Ashley Goreczny

### HEALTH AND WELL-BEING

Variable Compensation and Salesperson Health.....130  
Johannes Habel, Sascha Alavi, and Kim Linsenmayer

Investigating the Effects of Excise Taxes, Public Usage Restrictions,  
and Antismoking Ads Across Cigarette Brands.....150  
Yanwen Wang, Michael Lewis, and Vishal Singh

Increasing Organ Donor Registrations with Behavioral Interventions:  
A Field Experiment.....168  
Nicole Robitaille, Nina Mazur, Claire I. Tsai, Avery H. Hoviv,  
and Elizabeth Hardy

Portraying Humans as Machines to Promote Health: Unintended  
Risks, Mechanisms, and Solutions.....184  
Andrea Welthrouch and Szu-Chi Huang

### PROSOCIAL GIVING

Penny for Your Preferences: Leveraging Self-Expression  
to Encourage Small Prosocial Gifts.....204  
Jacqueline R. Rifkin, Katherine M. Du, and Jonah Berger

Managing Members, Donors, and Member-Donors for Effective  
Nonprofit Fundraising.....220  
Sunglin Kim, Sachin Gupta, and Clarence Lee

Do Promotions Make Consumers More Generous?  
The Impact of Price Promotions on Consumers'  
Donation Behavior.....240  
Kuangjie Zhang, Fengyan Cai, and Zhengyu Shi

Sustainability and Climate Concerns

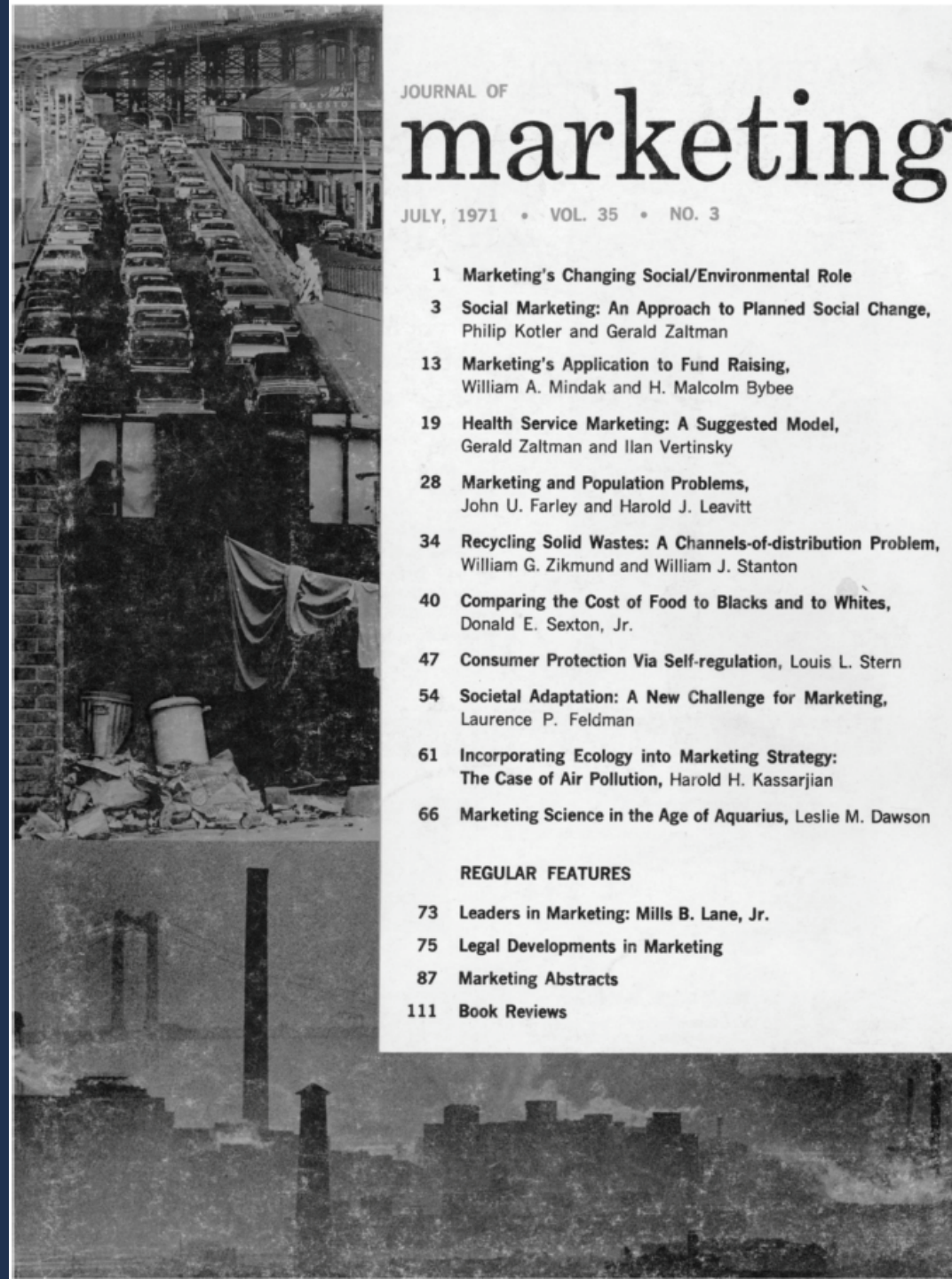
Economic and Social Empowerment

Health and Well-being

Prosocial Giving



# July 1971 Special Issue:



Recycling

Air pollution

\*\*\*\*

Racial inequity

Consumer protection

\*\*\*\*

Health service marketing

“Population problems”

Food consumption

\*\*\*\*

Fund raising

\*\*\*\*

# Better Marketing for a Better World (May 2021)

## Sustainability and Climate Concerns

- Social-Media, Influencers, and Adoption of an Eco-Friendly Product: Field Experiment Evidence from Rural China (*Wanqing Zhang, Pradeep Chintagunta, and Manohar Kalwani*)
- Buy Less, Buy Luxury: Understanding and Overcoming Product Durability Neglect for Sustainable Consumption (*Jennifer Sun, Silvia Bellezza, and Neeru Paharia*)
- "How Do I Carry All This Now?": Understanding Consumer Resistance to Sustainability Interventions (*Claudia Gonzalez-Arcos, Alison M. Joubert, Daiane Scaraboto, Rodrigo Guesalaga, and Jörgen Sandberg*)
- From Waste to Taste: How "Ugly" Labels Can Increase Purchase of Unattractive Produce (*Siddhanth (Sid) Mookerjee, Yann Cornil, and JoAndrea Hoegg*)

## Economic and Social Empowerment

- Do Marketers Matter for Entrepreneurs? Evidence from a Field Experiment in Uganda (*Stephen Anderson, Pradeep Chintagunta, Frank Germann, and Naufel Vilcassim*)
- Popping the Positive Illusion of Financial Responsibility Can Increase Personal Savings: Applications in Emerging and Western Markets (*Emily Garbinsky, Nicole Mead, and Daniel Gregg*)
- Marketplace Literacy as a Pathway to a Better World: Evidence from Field Experiments in Low-Access Subsistence Marketplaces (*Madhu Viswanathan, Nita Umashankar, Arun Sreekumar, and Ashley Goreczny*)

# Better Marketing for a Better World (May 2021)

## Health and Well-being

- Variable Compensation and Salesperson Health (*Johannes Habel, Sascha Alavi, and Kim Linsenmayer*)
- Investigating the Effects of Excise Taxes, Public Usage Restrictions, and Anti-Smoking Ads across Cigarette Brands (*Yanwen Wang, Michael Lewis, and Vishal Singh*)
- Increasing Organ Donor Registrations with Behavioral Interventions: A Field Experiment (*Nicole Robitaille, Nina Mazar, Claire I. Tsai, Avery M. Haviv, and Elizabeth Hardy*)
- Portraying Humans as Machines to Promote Health: Unintended Risks, Mechanisms, and Solutions (*Andrea Weihrauch and Szu-Chi Huang*)

## Prosocial Giving

- Penny for Your Preferences: Leveraging Self-Expression to Increase Prosocial Giving (*Jacqueline Rifkin, Katherine Du, and Jonah Berger*)
- Managing Members, Donors, and Member-Donors for Effective Non-profit Fundraising (*Sungjin Kim, Sachin Gupta, and Clarence Lee*)
- Do Promotions Make Consumers More Generous? The Impact of Price Promotions on Consumers' Donation Behavior (*Kuangjie Zhang, Fengyan Cai, and Zhengyu Shi*)

# Diversity of papers

- Methods: Experiments, Field experiments, Quasi-experiments, Archival data, Surveys, Interviews, and Social media data
- Countries: Australia, Canada, Chile, China, Germany, the Netherlands, Singapore, the United Kingdom, and US
- Scholars: 47 unique scholars and ten Ph.D. students or recently hired junior authors

# An Invitation to BMBW.org



# Motivation for the BMBW Initiative

BMBW research has the ability to build bridges

- Bridges between academics and practitioners (e.g., through research collaborations)
- Bridges to other fields of academic endeavor (e.g., health policy and practice)
- Bridges to non-traditional stakeholders (e.g., marketing academics and the UN and its bodies)
- Bridges between developed economies and emerging ones (e.g., leapfrogging technologies)

# Three Pillars of the BMBW Initiative

- BMBW Workshops, Conferences, and Competitions to build a community of interdisciplinary scholars
- BMBW Training to impart knowledge and skills
- BMBW Data Initiative to provide a BMBW data repository

# How You Can Help

- Become a member of BMBW—look for an email invitation
- Participate in the workshops and conferences as a speaker, commentator, or attendee
- Help with providing information and links to useful datasets
- Partner with us on research to test better marketing ideas

Don't wait

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If not now, when?

If not us, who?

# Upcoming BMBW Webinars

- JM Special Issue authors discuss the inspiration for their research, the implications of their findings for practitioners, and ideas for future scholarly investigation.
- Opportunity for authors and attendees to participate in a break-out follow-up discussion with other scholars and practitioners interested in the same topic



**BMBW SPECIAL ISSUE:  
SUSTAINABILITY AND  
CLIMATE CONCERNS**

9 JUNE 2021

**BMBW SPECIAL ISSUE:  
HEALTH AND WELLBEING**

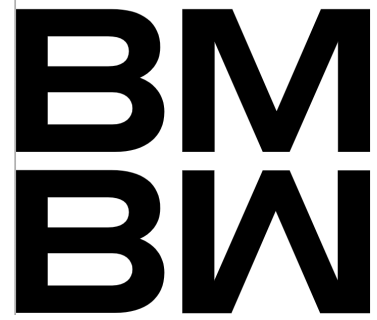
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**BMBW SPECIAL ISSUE:  
ECONOMIC AND SOCIAL  
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16 JUNE 2021

**BMBW SPECIAL ISSUE:  
PROSOCIAL GIVING**

28 JULY 2021



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# Questions



Rajesh Chandy  
London Business School



Gita Johar  
Columbia University



Christine Moorman  
Duke University



John Roberts  
University of New  
South Wales



Thank you!

# 2021 Webinars (1PM Eastern)

July 21, 2021  
September 22, 2021  
November 10, 2021



Register on the *JM* website: <http://bit.ly/JournalofMarketing>



AMERICAN MARKETING  
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# All forthcoming articles

## **JM Scholarly Insights:**

Using Spatial Distance  
Strategically with Luxury and  
Popular Product Displays



## **JM Webinars:**

- For Marketers
- For Scholars
- Archive



## **Special Issue:**

Read the "Better Marketing  
for a Better World"  
Special Issue



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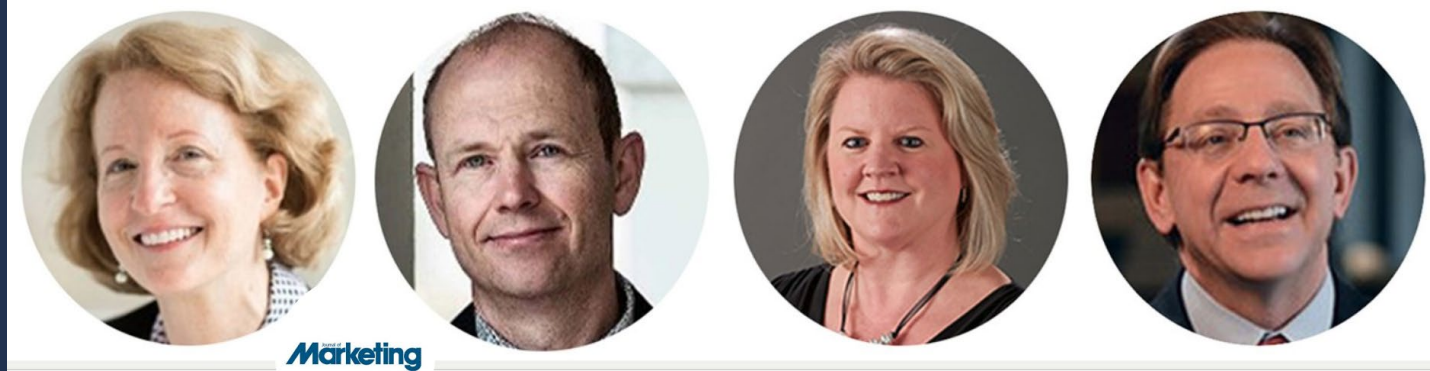
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