

Lead users' new product-related positive word-of-mouth

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Rest In Peace! Generativity And Transcendent Products In Consumer Behavior

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Innovations represent an important force through which firms develop sustainable competitive advantage. However, extant research has been largely limited in its focus on technological or R&D-based advances, overlooking that innovations may comprise more than new products and processes. Specifically, marketing innovations often play an equally important role in firm performance, and the innovativeness of marketing departments has been shown to increase their influence and status within the firm (Verhoef and Leeflang 2009). Yet, marketing programs are often criticized for their lack of innovativeness and creativity (e.g., Andrews and Smith 1996). Thus, the central focus in this research is to explore factors influencing marketing innovations by firms. The research builds on existing literature on innovations to propose a framework which identifies firm-level factors, including firm size and age, and environment-level factors, including demand growth and stability facing the firms, as potential drivers of marketing innovations. To evaluate the conceptual framework, the research utilizes a trademark-based measure of marketing innovations and a database of other key measures constructed from various secondary sources of information. A time-varying hazard-rate modeling focused on the first adoption of marketing innovations by firms reveals that (a) age and size of firms positively affect their probability of adoption, whereas (b) demand growth and stability facing the firms have a negative effect. Together these findings provide unique theoretical contributions and offer some interesting managerial implications.

Keywords: Generativity, transcendent products, legacy

Children's Oral Health Services And Socio-Economic Deprivation: Theory Of Reasoned Action In Social Marketing

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Our paper investigates attitudes and behaviours opposed to the desired behaviour change and how they may be overcome through social marketing, explored through the Theory of Reasoned Action, examining children accessing Childsmile oral health services in socio-economically deprived groups in Scotland. Qualitative focus group interviews were undertaken with parents/main carers (10 groups) and relevant professionals (8 groups). A variety of factors facilitating and interfering with engagement were identified (identifiable with beliefs and attitudes in the Theory of Reasoned Action), along with practical issues affecting access. We conclude by showing how social marketing interventions can promote behaviour change, addressing competition and improving the exchange process.

Keywords: social marketing, theory of reasoned action, behaviour change, children's oral health

Session 04.06:

Innovation and New Product Development

Room: SP.s.08

Session chair: Vera Blazevic, Maastricht University

The Value Of Customer Co-Creation During The Innovation Process

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Annouk Lievens, University of Antwerp
Vera Blazevic, Maastricht University

This research examines the determinants and outcomes of the value of customer co-created knowledge for innovations. Knowledge value is defined through three dimensions: novelty, relevance, and costs. By means of a large-scale survey, we investigate how these value dimensions mediate the relationship between the nature of the customer and the customer-firm relationship (i.e., determinants) and customer, finance, and learning related success (i.e., outcomes). Our results show that the value dimensions of co-created knowledge have a differential impact on innovation success and provide managers with guidance on how to select the appropriate customers and communication channels to optimize various innovation outcomes.

Keywords: customer co-creation, innovation, service-dominant logic

Engaging Avatars For Effective Co-Creation

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Julia Hautz, University of Innsbruck
Kurt Matzler, University of Innsbruck
Johann Füller, University of Innsbruck

Virtual worlds offer unprecedented opportunities to tap the innovative potential of consumers. Yet companies fail to engage avatars and make co-creation platforms vibrant sources of innovations, raising the question of how to facilitate interaction experience to achieve sustained engagement among co-creating avatars. Inspired by avatar-based innovation and drawing upon theories of co-creation experience we collaborated with Philips and KTM-Motorcycle to develop an avatar-based innovation platform within Second Life. Monitoring almost 600 participants and conducting 34 in-depth interviews we found that the experience needs to be usable, useful, desirable, and social. We extend prior research on co-creation experience into the virtual world context and discuss how to engage avatars for effective co-creation.

Keywords: Second Life, Avatar-based innovation, co-creation, experience design, virtual world

Lead Users' New Product-Related Positive Word-Of-Mouth

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This paper investigates to what extent lead users with different levels of market maven-

ism engage in new product-related positive word-of-mouth (PWOM), and how this effect is contingent upon the lead users' usage satisfaction and duration. The results from a survey-based study among 964 users of a high-tech product in the domestic appliance industry show that lead usersness has a positive effect on PWOM when market mavenism is low, and a negative impact under high market mavenism. The contingency analyses show that this positive effect is unaffected by usage satisfaction and duration, while the negative effects on PWOM prevail only when usage satisfaction is low and duration is long. Lead users low on market mavenism are thus not only important informational sources for developing new products, but they may also be helpful in spreading PWOM about new products and facilitating new product diffusion.

Keywords: lead users, market mavens, new products, word of mouth

Tracking Motivation Of Lead Users And Non-Lead Users In Workshops On Sustainability Innovations

Stefan Engeser, Technical University Munich
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 Hugo, M. Kehr, Technical University Munich

Our task within a joint research project focusing on user integration in sustainability innovation processes was to study motivation. We assessed incentives for users (N=165) taking part in innovation workshops and tracked motivational indicators within these workshops. Moreover, we looked for substantial differences between lead users and nonlead users. Results show that lead users saw higher incentives than non-lead users to take part. During the workshop, lead users were more energetic and showed higher concentration (flow experience). Furthermore, they felt more confident and expressed a greater preference to continue working. Therefore, being a lead user contributes to motivation and innovation.

Keywords: lead user, flow, user integration, innovation, motivation, motives, needs

Session 05.05:

International and Cross-Cultural Marketing

Room: SP.s.12

Session chair: Carlos Sousa, University College Dublin

“Regional Agglomerations” And Export Performance: The Case Of “Third Italy” SMEs

Simone Novello, University College Dublin
 Paola Gazzola, University of Venice
 Carlos Sousa, University College Dublin

The purpose of this study is to develop a framework for examining the export strategies of SMEs from regional agglomerations and their performance in foreign markets. Our starting point is the recognition that regional agglomerations may be major drivers of export-

oriented advantages, such as distribution support, ability to adapt prices, and capacity to achieve flexibility due to the small size of firms. Focusing on the Third Italy business model, we show that the benefit of regional agglomerations only partially help firms' export performance. Whilst distribution support continues to be a highly important export strategy, the small size and their capacity to adapt prices do not appear to lead SMEs to higher export performance.

Keywords: export performance, regional agglomerations, structural equation modeling, export strategy, distribution support

Does Standardization Of Corporate Branding Work?

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 Margot Löwenberg, University of Trier
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 Dirk Morschett, University of Fribourg

Internationally standardized corporate brands are increasingly used to shape the positioning of product brands. From a customer's point of view, specific corporate associations and corporate image as an overall picture of the organization play an important role when deciding to repurchase a product. The results illustrate that specific corporate associations impact corporate image cross-nationally in the same way. However, their direct impact on consumer product response varies between countries, as does the impact of corporate image on consumer product response. We conclude that standardization of the companies' external portrayal works, but marketers must consider its varying relevance to consumer behavior.

Keywords: corporate associations, corporate image, cross-national research

Market Orientation As Key Factor Of Assimilation Of The Cultural Variable

Corinne Rochette, Clermont-Ferrand University
 Francois Cassiere, Université d'Auvergne

This paper discusses corporate internationalization strategy. It focuses on the selection of the target market and the development of a true system of value (i.e. to carry out an alignment of the value chains of the members) with foreign partners of the target market. It underlines the difficulties of managing the cultural factors within internationalization. It discusses the benefits of a market orientation for the selection of the market, and for the construction of a value system. It shows that market orientation through behavioral and cultural dimensions can help for a better management of the cultural gap. It can also help to build a sustainable and powerful system of value. These reflections lead us to the proposal of a grid of reading of the internationalization process with partnership on the target market.

Keywords: internationalization, market orientation, partnership, organizational culture, cross-cultural management