



A snapshot of different issues on marketing in emerging economies: Editorial to the special section



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ABSTRACT

The special section contains articles based on selected papers presented during the 5th and 6th EMAC Regional Conference. The topic of both conferences focused on emerging markets in Central and Eastern Europe. Universities in Katowice, Poland, and Vienna, Austria, hosted the conferences in 2014 and 2015. Following the double-blind review process, the best 13 articles (selected from conference submissions) qualified for publication in this special section. The contributions cover a broad range of different topics, yet empirical data analyzed originate mostly from Central European countries. To provide a framework, the guest editors divided the papers into the following groups: international marketing, emerging markets, innovation, pricing, sales management, and corporate social responsibility.

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1. Introduction

EMAC, the European Marketing Academy, is a professional society for people involved or interested in marketing theory and research. At present, the academy has about 1100 members from about 60 different countries in the five continents. Most of its members are academics, which undoubtedly makes EMAC the largest European body of marketing scholars. EMAC was founded in 1975 and, at the time, mainly specialists from Western European countries participated in related events, in particular by attending annual conferences. Over the years, EMAC increasingly attracted members from all over the world. The radical change of the political situation in Europe in the 1990s also influenced EMAC's activities, because people from Central and Eastern Europe were becoming interested in the association at a growing rate. This interest, however, did not spread out to all Central and Eastern European countries at the same pace. This was the reason for EMAC officers to offer an additional service targeting marketing professionals in Central and Eastern Europe in order to stimulate academic discourse and research exchange (or cooperation) between neighbors who had been separated for half a century by the iron curtain. Beginning with

pioneer conferences in 2007–2009, the first EMAC Regional Conference took place in 2010, in Budapest, and has been held on a yearly basis ever since (cf. EMAC, 2016).

In the course of time, these conferences have become well established, with the 5th edition hosted by the University of Economics in Katowice, Poland, in 2014, and the 6th edition organized jointly by the Vienna University of Economics and Business and the University of Vienna, Austria, in 2015. Together, these gatherings have attracted a crowd of almost 140 international participants. Nevertheless, due to the EMAC heritage, the general positioning of these conferences embraces market development issues, such as marketing challenges of societies in transition or emerging economies. This orientation was the reason why Professor Woodside, editor in chief of the *Journal of Business Research* at that time, invited the organizers of the Regional Conferences to guest edit a special section of this journal with the very best submissions. The conference topics “Marketing Theory Challenges in Emerging Markets” and “Convergence and Divergence in the New Europe: Marketing Challenges and Issues” emphasize the outlined target content.

The papers included in this special section underwent a three-stage reviewing process. In total, the conference organizers received 135 submissions and two reviewers refereed each of these. Eighty-eight presentations qualified for the conferences. Session chairs' comments and a closer look at the evaluation reports of the first stage formed the basis for the next screening process: the guest editors distinguished between three categories (A, B, C) based on the degree of approval so far and invited the authors of 25 papers to submit revised versions.

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The authors had to follow certain word limits (depending on the A/B/C classification) and should incorporate suggestions made by reviewers, session chairs, conference delegates, and guest editors. The refined manuscripts were sent out to two reviewers again (see Table 1). Finally, 13 papers were selected to constitute this special section.

The word limit served as an upper bound; however, not all the authors utilized the whole amount of space available to them. Therefore, the guest editors decided to cluster the articles according to the topics addressed rather than with respect to the A/B/C classification. This process generated six different classes: international marketing, emerging markets, innovation, pricing, sales management, and corporate social responsibility. Despite the intended focus on emerging economies, the contributions cover a broad range of different topics, although empirical data originate mostly from Central European countries.

2. Topics on international marketing

In the first article of this special section, *Halkias, Davvetas, and Diamantopoulos* integrate research on branding and country of origin. Based on relevant literature, they developed a theoretical model of antecedents of brand attitude: the constructs of perceived brand globalness and perceived brand localness represent the branding branch, while judgments on a country's warmth and competence embody the country-of-origin branch; the latter concepts stem from the stereotype content model from social psychology. In turn, attitudes drive purchase intentions and brand familiarity serves as a covariate for both. In their empirical study, the authors used a between-subjects design and randomly exposed subjects to one out of six treatments (i.e., well-established brands from diverse origins, distinct country stereotypes, different product categories). Respondents rated the target brand in terms of the constructs of interest. Basically, the data support the hypothesized relationships. In particular, there are positive effects of brand globalness, brand localness, warmth and competence on brand attitude, and, in addition, interaction effects between brand globalness and warmth as well as competence.

Bartsch, Diamantopoulos, Paparoidamis, and Chumpitaz report on a related topic. Again, they consider international marketing issues and an attitude as a mediator variable, but instead of discussing the brand attitude, they focus on consumer attitudes towards globality; this construct includes aspects of globalization in general and a global consumer culture (i.e., towards global brands). Strictly speaking, their model hypothesizes a series of mediators (attitudes towards globality and identification with global brands) mediating the relationship between orientations towards globality (e.g., identification and/or connectedness

with the global community) and global brand ownership. The model basically rests on social identity theory as an overarching conceptual framework. The dominant role of globalization aspects made French consumers well-suited research subjects. Findings from the results of regression analyses provide evidence of full mediation in line with the theoretically derived causal structure linking consumer orientations to brand ownership through consumer attitudes and brand identification.

3. Topics on emerging markets

Providing a cross-country study (including Canada, Hungary, Peru, and Slovakia), the paper by *Angulo-Ruiz, Pergelova, Cheben, and Angulo-Altamirano* covers the facets from both international marketing and emerging markets. Contrary to the frequently used cultural dimensions by Hofstede, they utilize a different approach borrowed from sociology that defines cultural dimensions along traditional vs. secular-rational values, and survival vs. self-expression values (Inglehart & Baker, 2000). This approach enables distinguishing between developed, developing, and transition economies. Research objects are high credence services, in particular students' decisions on higher education. The authors examine the impact of traditional advertising, internet marketing, and relational marketing on student choice and willingness to recommend a university across the four countries. In a nutshell, the authors postulate student choice as mediating the relationship between universities' marketing (i.e., communication) activities and students' willingness to recommend. Moreover, culture acts as a moderator. There is empirical evidence that traditional advertising, internet marketing, and relational marketing make a positive impact on student choice and willingness to recommend a university, although the extent of the influence is country specific.

Very much in the research tradition of the Ehrenberg-Bass Institute for Marketing Science, *Romaniuk's and Nencyz-Thiel's* affiliation, their article tries to infer marketing regularities by analyzing a broad variety of different markets. In more detail, data from over 3500 cell phone owners of 26 cell phone brands across six emerging markets (China, Brazil, Russia, India, South Korea, and Indonesia) are at the authors' disposal. Their research interest applies to the attraction of lapsed buyers. Such customers differ from non-customers because of their past experiences: lapsed buyers once used the brand in the past but switched to another brand, while never-buyers are inexperienced in this product category. Extant literature shows that lapsed buyers might hold pronounced positive or negative associations because of their usage knowledge created via past experiences. This study explores how this mixed brand history affects the re-recruitment of lapsed buyers. The empirical results reveal that the cohorts of lapsed buyers hold more positive attitudes than never-buyers. This result is consistent across the 26 brands, of large and small market share, and a local or global brand origin, but it remains stronger for lapsed buyers in more developed cell phone markets. Since the acquisition of non-customers in durable categories is costly, the findings make lapsed buyers of a brand an intriguing segment for reactivating marketing activities.

Rather than looking on different countries, the paper by *Tomczyk, Doligalski, and Zaborek* takes on a more focused view by analyzing different performance drivers for the Polish insurance market. In more general terms, they are interested in the relationship between marketing performance and firm performance. This is a highly relevant problem, but at the same time, it sometimes arouses controversy in academic discussion. Marketing managers have to prove that money spent on marketing activities is spent effectively. They usually argue from a more long-term perspective, for example, the process of building customer loyalty, whereas finance and accounting concentrate predominantly on short-term measures, such as financial performance. The authors collected data from 590 small insurance intermediaries in the Polish market by means of CAWI questionnaires. On the one hand, respondents provided information about various aspects of customer analysis practices that are relevant to insurance intermediaries. A

Table 1
Reviewers for this special section.

1. Arslanagic-Kalajdzic Maja	21. Levrini Gabriel
2. Avlonitis George	22. Martinelli Elisa
3. Baltas George	23. Moser Reinhard
4. Barbu Catalin	24. Paladino Angela
5. Bartsch Fabian	25. Paparoidamis Nicholas
6. Beckmann Suzanne	26. Pogrebova Olga
7. Beracs Jozsef	27. Rancati Elisa
8. Chan Priscilla	28. Raskovic Matevz
9. Donvito Raffaele	29. Ratajczak-Mrozek Milena
10. Esper Franco Sancho	30. Sagan Adam
11. Fonfara Krzysztof	31. Schuh Arnold
12. Fritz Wolfgang	32. Simões Cláudia
13. Germelmann Claas	33. Skarmeas Dionyis
14. Grønhaug Kjell	34. Smyczek Sławomir
15. Gruber Verena	35. Springer Reiner
16. Hariri Bardia	36. Troilo Gabriele
17. Hildebrandt Lutz	37. Weitzl Wolfgang
18. Hyder Antonio	38. Wierenga Berend
19. Łapczyński Mariusz	39. Wong Veronica
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