

Amsterdam Business Research Institute

# Marketing Research with Purpose

Course Manual

Academic year 2023 – 2024



<b>Course Title</b>	Marketing Research with purpose
<b>Coordinator</b>	Prof. dr. Peeter Verlegh ( <a href="mailto:p.verlegh@vu.nl">p.verlegh@vu.nl</a> )
<b>Lecturers</b>	<p>Week 1: Prof. dr. Peeter Verlegh</p> <p>Week 2: Prof. dr. Marcel Zeelenberg (<a href="mailto:marcel.zeelenberg@vu.nl">marcel.zeelenberg@vu.nl</a>)</p> <p>Week 3: Dr. Lalin Anik (<a href="mailto:l.anik@vu.nl">l.anik@vu.nl</a>)</p> <p>Week 4: Dr. Michail Kokkoris (<a href="mailto:m.kokkoris@vu.nl">m.kokkoris@vu.nl</a>)</p> <p>Week 5: Dr. Aylin Aydinli (<a href="mailto:aylin.aydinli@vu.nl">aylin.aydinli@vu.nl</a>)</p> <p>Week 6: Prof. dr. Peeter Verlegh</p>
<b>Study Period</b>	May 2024 – June 2024 (Period 5)
<b>ECTS</b>	5 ECTS
<b>Tuition</b>	<p>€1250</p> <p>20% discount on early bird registration: €1000</p>
<b>Target Groups</b>	Research master and PhD students with an interest in marketing, as well as students in the Pre-PhD Research Training Programme.
<b>Course Objective</b>	<p>After successful completion of the course, students will be able to :</p> <ul style="list-style-type: none"> <li>• Synthesize the literature and integrate knowledge in the field of marketing, with an emphasis on research with societal impact (“marketing with purpose”)</li> <li>• Formulate research directions in this area</li> <li>• Critically analyze and evaluate current marketing research</li> <li>• Communicate (present and discuss) current theory and research in this area.</li> </ul>
<b>Course Content</b>	<p>Marketing is a research field with its own traditions and standards, drawing from psychology, economics and other disciplines. In this course we focus on the psychology-oriented area of <i>consumer behavior</i> and its translation into <i>marketing strategy</i>. The seminar revolves around key insights and recent advances in marketing, with a focus on the societal impact – or, as we like to call it at VU School of Business and Economics: Marketing with Purpose. This course will draw on academic papers from leading journals. It is built around interactive discussions about recent articles in the field. In addition to giving an overview of Marketing with Purpose, the course also serves to get you acquainted with academic research in marketing at VU. Participants are expected to actively participate in class discussions and to read &amp; present assigned papers.</p>

## Sessions

Each week, there will be an interactive discussion session (face to face). Sessions are scheduled on Wednesdays from 11:00- 12:45 in Room 10A-44 in the VU main building.

In each session, two recent academic papers will be discussed in detail. The papers are listed below. Each session will start with a presentation (about 10 minutes) by one of the students. After this, all students will be asked to identify some strengths and weaknesses of the paper, after which the discussion starts. Students will be assigned to papers two weeks before class starts, and will be informed via Canvas.

It is important that EACH week, ALL students thoroughly read the papers and prepare at least one question or discussion point. Reading of background material is optional, but strongly encouraged. The professor will lead the discussion, making sure everyone gets to raise their issue(s), and identify additional topics.

## Examination

The final grade is based on:

- **Summary presentations: (1<sup>st</sup>: 10%, 2<sup>nd</sup> 20%):** Every student will present twice: for the first presentation, the student will get formative feedback – and a pass or fail grade (10% of total grade). The second presentation will be graded and accounts for 20% of the total grade). The grade is always based on the professor's assessment of how well the student presented and analyzed the paper. The presentation of the paper is expected to take about 10 minutes.
- **Individual paper (50%):** a 2000 words (plus or minus 10%) essay in which the student presents a research idea, that builds on one of the assigned papers. This may be the paper they presented themselves, but also a paper presented by somebody else. This essay should consist of the following:
  - (a) Theoretical background: a summary of the paper, with a focus on your extension of the paper's theory or effect. Usually this means that you combine the paper with some additional literature
  - (b) The proposed research question or hypothesis
  - (c) the academic contribution made by the idea (how does this help us extend theory?
  - (d) the practical relevance of the idea.

Note that the order of these four elements does not need to be the same in the paper! Often, it is better to start with practical relevance

or academic contribution.

After this, the paper concludes with

(e) A sketch of a study (or combination of studies) to test the idea

- **Final presentation (20%):** a 10 minute presentation of your research idea/paper: explain your argument, your research and be ready to discuss it with your fellow students. The score for each individual examination and final grade must be 5.5 or higher. Attendance is mandatory, and students come prepared.

**(Text continues)**

## Schedule:

### May 8: Peeter Verlegh: BRAND ACTIVISM

- Hydock, C., Paharia, N., & Blair, S. (2020). Should your brand pick a side? How market share determines the impact of corporate political advocacy. *Journal of Marketing Research*, 57, 1135- 1151.
- Ruttan, R. L., & Nordgren, L. F. (2021). Instrumental use erodes sacred values. *Journal of Personality and Social Psychology*, 121(6), 1223.
- Background: Verlegh, P.W.J. (2024) Perspectives: a research-based guide for brand activism, *International Journal of Advertising*, 43(2), 388-402

### May 15: Marcel Zeelenberg: GREED

- Haynes, K. T., Campbell, J. T., & Hitt, M. A. (2017). When more is not enough: Executive greed and its influence on shareholder wealth. *Journal of Management*, 43, 555-584.
- Seuntjens, T. G., Zeelenberg, M., Van De Ven, N., & Breugelmans, S. M. (2015). Dispositional greed. *Journal of Personality and Social Psychology*, 108(6), 917–933.

### May 22: Lalin Anik: JOINT DECISION-MAKING AND CONSUMPTION

- Garcia-Rada, X., Anik, L., & Ariely, D. (2019). Consuming together (versus separately) makes the heart grow fonder. *Marketing Letters*, 30, 27-43.
- Kim, N. Y. J., Zwebner, Y., Barasch, A., & Schrift, R. Y. (2023). You must have a preference: the impact of no-preference communication on joint decision making. *Journal of Marketing Research*, 60, 52-71

### May 29: Michail Kokkoris: TECHNOLOGY & PRIVACY

- Brough, A. R., Norton, D. A., Sciarappa, S. L., & John, L. K. (2022). The bulletproof glass effect: Unintended consequences of privacy notices. *Journal of Marketing Research*, 59, 739-754.
- Melumad, S., & Meyer, R. (2020). Full disclosure: How smartphones enhance consumer self-disclosure. *Journal of Marketing*, 84(3), 28-45

### June 5: Aylin Aydinli: SUSTAINABLE CONSUMPTION

- Winterich, K. P., Nenkov, G. Y., & Gonzales, G. E. (2019). Knowing What It Makes: How Product Transformation Salience Increases Recycling. *Journal of Marketing*, 83(4), 21-37
- Van Lin, A., Aydinli, A., Bertini, M., Van Herpen, E., & Von Schuckmann, J. (2023). Does cash really mean trash? An empirical investigation into the effect of retailer price promotions on household food waste. *Journal of Consumer Research*, 50(4), 663-682

### June 19: FINAL PRESENTATIONS (coordinator/chair: Peeter Verlegh)

After these presentations, you will have one more week to hand in your paper.

Final paper deadline: Friday June 29.