

Editorial

We, Daniel Baier und Joerg Koenigstorfer, are honored to serve as Editors for the Marketing ZFP in 2023 and 2024. At the same time, we want to thank the former Editors, particularly the most recent Editor Professor Heribert Gierl, for their excellent service to the marketing community in general and the Marketing ZFP in particular.

Marketing ZFP presents academic, management-relevant articles on the subject of marketing, thereby bridging theory and practice. It is the leading marketing journal in the DACH countries (Germany, Austria, and Switzerland) and is aimed at marketing and management scientists as well as marketing managers in upper and middle positions. Various market research topics have been published and the forthcoming issues are expected to make a significant contribution.

What is our agenda for developing the journal further? First, we believe that the journal should be open towards the full breadth of marketing topics. In particular, we welcome articles that pick up current marketing trends, such as marketing for a better world, marketing via big-data analyses, or innovative digital marketing approaches, and that might therefore be groundbreaking for future endeavors in these areas.

Second, we believe that the journal should encourage early-career researchers to submit their work to Marketing ZFP, for several reasons. One reason is that the excellent reviews that we receive from our expert reviewers. We consider ourselves as a team, consisting of the expert reviewers and us, that aims to make manuscripts better. Particularly young researchers will profit from the constructive reviews and the transparency and speed in decision-making. Another reason is the journal's openness toward the type of contribution of the work – be it centered on theoretical, substantive, or methodological advancement. Depending on one's own expertise and the supervisor's or collaborator's expertise and what the author team wants to 'bring to the table' with their manuscript, particularly young researchers will be trained to articulate the contribution of their work well.

Lastly, we believe that Marketing ZFP provides an excellent platform to publish manuscripts in areas that are somewhat non-conforming (and might be subject to criticism in traditional international marketing and management outlets), but that might be of particular interest to German-speaking countries. For example, topics on German engineering competencies connected to marketing, the Swiss approach to promoting innovation via a particular stable economic, political, and financial environment that is attractive to marketing managers, or marketing and service excellence via skilled workforces in Austria should be appealing to the Marketing ZFP audience.

To conclude: We welcome your submissions of manuscripts that serve the above goals. We would also like to

thank you for your willingness to write an expert opinion in one case or another. If you are interested in taking over the editorship of a special issue – for example as part of a conference or a larger research initiative – please contact us at any time and we will clarify the details with you.

The first issue contains four articles that differ greatly in terms of application areas and methods but have in common one of the current major marketing trends – marketing for a better world. They discuss ways to convince consumers in making decisions that improve their lives but also help other people, the society, and the nature. The application areas range from the investigation of marketing strategies that increase sales of fair-trade products or that reduce unnecessary product returns to the development of measures that increase the adoption of contact tracing apps or a healthier lifestyle. The authors discuss theories that help understand the attitudes and behaviors of consumers. Also, they use surveys and experiments based on the Technology Acceptance Model and Discrete Choice Analysis, for example.

Heribert Gierl proposes in the first article with the title “Determinants of Consumer Attitudes toward Prosocial Products: A Focus on the Communication of Love (vs. Pride, Hope, and Compassion) within Advertisements” to motivate consumers by promising to experience positive emotions. He uses broaden-and-built theory to conclude that this approach increases consumers' attitudes toward prosocial products. He argues that emotional appraisal theory supports the superiority of this approach over the promise of experiencing pride or hope. To support his hypothesis, he created print advertisements (ads) of companies promoting products that promised the experience of love, pride, or hope and ad versions that included an appeal for compassion (supplemented with an emotion-absent condition). The ads promoted fair-trade products aimed at helping farmers in need, products that help endangered animal species, and products that addressed nature as a whole in need. He mostly found support for his hypotheses. However, the promise of experiencing love by taking care of nature by purchasing special products was not effective.

In the second article with the title “Effective Return Prevention Measures in the Post-purchase Stage: a Best-Worst Scaling Approach”, *Benedikt M. Brand* and *Cristopher Siegfried Kopplin* discuss a problem in online retailing that generates a very large negative environmental impact. Especially in online fashion retailing, consumers like the shopping experience and order many products. However, they often only keep few of them and return a lot. Many studies are available where measures are compared that help reduce these product returns already in the pre-purchase phase (before ordering). However, return averting measures in the post-purchase phase (when

products are already delivered and at home with the consumer) are less investigated. The authors present a Best-Worst Scaling (BWS) experiment where a sample of Generation Y consumers are repeatedly confronted with randomized measure sets and are asked to select the most and the least preferred within each set. A Random Utility Theory-based analysis demonstrates that monetary/utilitarian measures are preferred most as well as funding of social and sustainability projects. Moreover, substantial differences between consumers can be found based on their green consumption values. In addition to these findings, the study contributes to the methodological literature by outlining the necessity to include anchor scaling and quality assessment criteria when BWS is applied.

The third article by *Kira Marie Heimann*, *Nicola Bilstein*, and *Michelle Désirée Haurand* has the title “Smart Transformative Services to Defuse Crises? – The Meaning of Trust for the Usage of Digital Contact Tracing Apps”. They argue that digital contact tracing apps are a means to offer transformative and economic value by self-monitoring contacts and improving the well-being of users, while also reducing concerns when using services during pandemics such as Covid-19. Significant factors for adopting these apps as well as communication and promotion strategies that encourage nonusers to adopt them are discussed. The research contributes to transformative service literature by identifying digital contact

tracing apps as a means to regain confidence in using services during a pandemic, thereby offering transformative and economic value. By integrating two trust dimensions as meaningful mediators, this research sheds light on the conditions under which social influence and Internet privacy concerns influence nonusers’ usage intention. Moreover, the results not only identify significant factors influencing intended app usage but also reveal strategies for increasing actual app usage.

The fourth article by *Franziska Unger* and *Martina Steul-Fischer* with the title “Rewards for a Healthy Lifestyle: The Impact of Reward Type and Timing in Pay-As-You-Live-Pricing” discusses pricing mechanisms in health insurance that may convince consumers to take better care of their health. They conducted two experimental studies in order to investigate the impact of reward types (discounts on insurance premiums, cash rewards, non-cash rewards) and reward timings (monthly, annually) on consumers’ health behavior. Their findings show that discounts on premiums and cash rewards are more effective than non-cash rewards. Further, monthly rewards lead to higher health behavior intentions than annual rewards.

Daniel Baier (University of Bayreuth)

Joerg Koenigstorfer (Technical University of Munich)

Editors-in-Chief