Editorial

The fourth issue of *Marketing ZFP – Journal of Research and Management* highlights the areas, to which marketing research can contribute – ranging from scale development (Wagner et al.) to using the Kano model in order to explain avoidance of product returns (Rese & Pan) and to analyzing the effects of the use of dance in videos advertisements (Brauckmann & Gierl). In reference to the first article, we note that scale development is important to equip researchers and practitioners with the right tools to measure concepts. Often, however, scale developers forget the importance of defining the concept to be measured well. Wagner et al.'s definition of product commoditization is concise, backed-up well, and convincing in terms of its content and provides excellent ground to describe and measure the concept.

The use of the Kano model reminds researchers and practitioners to not forget the groundbreaking models that have been proposed in the past, with applications in various marketing domains (here: customer satisfaction). Going back to these models and the key arguments put forward by the authors help explain today's marketing phenomena. Lastly, it is well known that advertising campaigns stimulate the five senses of recipients. In the case of dancing, recipients of advertisements can be reached via aesthetically presented visual and sound effects. The analysis of what consumers feel in these moments, and how they evaluate associated brands, is an important area of research with high managerial relevance.

The goals and contributions of all these articles fit well with what *Marketing ZFP – Journal of Research and Management* wants to achieve: be groundbreaking while acknowledging previous academic work; be empirically close to the phenomena being studied; and be insightful regarding its management implications. In what follows, we briefly describe the main outcomes of the three articles.

Udo Wagner, Fernanda Sepúlveda Simon, and *Margit Enke*, in their article entitled "Measuring Product Commoditization: Scale Development" propose a state-of-the-art definition of product commoditization. They argue that the concept has four dimensions – brand importance, ease of switching, price sensitivity, and product homogeneity – and present a measurement scale for product commoditization. The scale has four dimensions and 13 items and performs well regarding the common validity and reliability criteria. Evidence is provided for the applicability in two different research settings. Thus, researchers and practitioners may use the scale in their future work to measure product commoditization.

In the second article with the title "Effects of Live Streaming Commerce on Returns and Measures for Return Avoidance from a Customer's Perspective", *Alexandra Rese* and *Yongting Pan* use the Kano model to explore how returns can be avoided among live-streaming consumers. According to their study with Chinese consumers, truthful product description, detailed product information, live interaction, and personal customer service during the post-live-streaming stage are important reasons for satisfaction, while the lack of a detailed description of the shipping and delivery times and return policy are important reasons for dissatisfaction. The factors provide important managerial implications for live-stream commerce brands.

The third article deals with an underserved topic in advertisement: dance. *Nadine Brauckmann* and *Heribert Gierl*, in their article entitled "Let's Dance a Little Bit: Preliminary Considerations about Effects of Dance in Advertising Videos", propose and test a use-of-dance-in-advertising model with six marketing objectives: strengthening beliefs in product benefits (or low price), triggering felt targetedness, influencing perceptions of brand image components, highlighting partnership, creating feelings of being entertained, and evoking aesthetic responses. The model is based upon both the dance-as-language and the dance-as-fun approach and provides novel insights into why dance advertisements affect the liking of the advertisement via feelings of being entertained and aesthetically aroused.

Daniel Baier (University of Bayreuth)
Joerg Koenigstorfer (Technical University of Munich)

Editors-in-Chief

https://doi.org/10.15358/0344-1369-2023-4-2 https://www.inlibra.com/de/page/agb - Open Access - (cc) BY