

Editorial

For issues 1/2022 to 4/2022 (and earlier for issues 1/2014 and 3/2014 to 1/2016) I had the great honor of being the editor of Marketing ZFP. The number of submissions has been constant over these years. The number of submissions was 32 in 2014, 26 in 2015, and 26 in 2022.

If we plan on four issues and three to four publications per issue, this number is satisfactory but must be ensured in the future. We have started presenting Marketing ZFP at international conferences to further increase the attractiveness in an international context. We also began to publish papers that were rejected after the second round of reviews in first- or second-tier journals without consulting external reviewers, although future editors may want to re-consider this practice if different positioning proves to be more beneficial for collecting quality work. I am sure that the work of future editors will warrant many volumes of Marketing ZFP beyond volume 44. Finally, I would like to mention that it was always a pleasure to work with *Hermann Schenk* who was my contact at C.H.Beck.

In this issue, you will find one research article and two research notes.

In the research article, *Silke Bambauer-Sachse* and *Ashley Young* present insights into “Customer Cognitive Appraisals of Differential and Dynamic Pricing.” The paper addresses the adverse effects of price discrimination, and the authors found that types of price discrimination associated with perceived customer exploitation and high

perceptions of price complexity lead to a high tendency to engage in negative word-of-mouth activities.

In the first research note, *Holger Müller*, *Toni Richter*, and *Horst Gischer* (“Prize Decoys at Work 2.0: Does Frame Equivalence Replicate Asymmetric Dominance Effects in Risky Choices on Lotteries?”) use choice sets consisting of lotteries. These choice sets consist of either two options (target and competitor) or three options (target, competitor, and decoy near the target). The authors find an attraction effect of the decoy, i.e., the presence of the decoy increased the percentage of the target chosen.

In the second research note entitled “Emotions Make Your Narratives Fly: The Effect of Strength of Emotions on the Effectiveness of Narrative Advertising” *Marie Spies* and I present findings on the influence of the strength of emotionality of narrative advertising (manipulated with the means of background music) on the attitude toward the promoted brand and the willingness to take advice. This procedure caused only a moderate variation of emotionality; for this variation, we found a positive effect on evaluations.

I wish the readers a lot of inspiration when reading the articles in this issue. I wish my successors as editors, *Daniel Baier* and *Jörg Königstorfer*, many valuable submissions. *Vive la Marketing ZFP!*

Heribert Gierl

Editor-in-Chief