

# Editorial

Marketing ZFP presents academic, management-relevant articles about marketing, thereby bridging theory and practice. In the second issue in 2024, three manuscripts deal with topics that truly provide bridges. In *Gaia Rancati, Sabrina Bartolotta, Maurizio Mauri, Carsten D. Schultz, Alice Chirico, and Andrea Gaggioli's* article entitled "Young Customer Responses to Service Robots vs. Humans in Luxury Retail: A Multidisciplinary Approach", both marketing academics and practitioners learn that service robots have their disadvantages in the sense that immersion in the flow, understanding of the message, and happiness are higher when customers are served by a human sales assistant compared to a service robot. Also, the way how the customers are approached is important: body language, some proximity and level of affection.

The first article is followed by *Claudia Franke, Andrea Gröppel-Klein and Natalie Matla's* article entitled "Understanding the Influence of Chatbot Human-Likeness on User Satisfaction in Erroneous Customer-Chatbot Interactions". The authors provide novel insights into when, and how, communication with chatbots works. The empirical study shows that human-like chatbots increase satisfaction in error-free situations, which should be normal. Yet, we all know that errors do occur. Interestingly, in erroneous situations, less-human-like designed chatbots perform better regarding attitude and loyalty intentions, potentially due to the ascription of re-

sponsibility. Thus, the authors point into important directions for future research in this area.

The last article is presented by *Heribert Gierl*. It has the title "The Color of Togetherness: A Theoretical Contribution to the Research on Color Effects". The author draws upon a range of theories to assess their suitability to study color effects: schema-congruity/incongruity theory, the hierarchical-network model, the Mehrabian-Russell model (which is considered less suitable for deriving assumptions about which colors are approach- or avoidance-oriented), regulatory-fit theory, and color-in-text theory. Both researchers and practitioners gain insights into what suitable theories are.

Interestingly, in all three manuscripts, survey-based experiments are used to study cause-and-effect relationships. Such an approach is particularly useful when controlled settings are needed to isolate effects, such as seen for computer- vs. human-provided services (first and second article) and color properties (third article). We hope that the findings of the manuscripts of this *Marketing ZFP – Journal of Research and Management* issue are inspiring to our readers of the journal.

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