B 20280

MARKETING

ZFP – Journal of Research and Management

Silvan Burri, Sascha Steinmann, and Dirk Morschett
Improving or Enhancing the Self? Beliefs About Body Shape Malleability Influence Consumer Product Evaluation and Preference

Reinhard E. Kunz, Christian Zabel, Alexander Roth, and Sebastian Cramer
Beyond Immersion: Multidimensional Construction and Measurement of the Service Value Concept in Germany's Virtual Reality Gaming Service Ecosystem

Dominik Ebinger and Marc Wouters
Understanding and enhancing price fairness perceptions of value-based pricing

Volume 47

3/2025

3. Quarter 2025

C.H.BECK · Vahlen · Munich

2450202503

https://doi.org/10.15358/0344-1369-2025-3-1 https://www.inlibra.com/de/page/agb - Open Access -

Die Top-Ten
der Zukunftsthemen im Marketing.

Stumpf
Die 10 wichtigsten Zukunftsthemen im Marketing

3. Auflage. 2026. 287 Seiten.
Gebunden € 49,80
ISBN 978-3-8006-7782-5
Neu im November 2025

vahlen.de/38808445

Aktuelle Trends

In Zeiten der Künstlichen Intelligenz (KI), der Digitalisierung und disruptiven Innovationen verschwinden Trends und Buzzwords im Marketing oft genauso schnell, wie sie entstanden sind. Dieses Buch hilft, deren Relevanz besser bestimmen zu können, und beleuchtet die Trends, die zukünftig zum Marketing-Pflichtprogramm gehören werden. Namhafte Expertinnen und Experten bringen die Top-Themen auf den Punkt und liefern einen Überblick über relevantes Grundwissen sowie praxisorientierte Handlungsempfehlungen für eine erfolgreiche Umsetzung.

Die Schwerpunkte

- Purpose im Marketing
- Green Marketing
- Retail Media
- Social Commerce
- D2C-Marketing
- Performance Marketing
- Künstliche Intelligenz (KI)
- Growth Hacking
- Agiles Marketing
- Customer Experience

Dies sind die zentralen Marketingthemen, mit denen sich ein Marketeer heute und in Zukunft beschäftigen muss.«

Claudio Montanini, Präsident des Bundesverbands Marketing Clubs e.V.

Erhältlich im Buchhandel oder bei: **beck-shop.de** | Verlag Franz Vahlen GmbH · 80791 München | Irrtümer, Preisänderungen und Druckfehler vorbehalten. | kundenservice@beck.de | Preise inkl. MwSt. | 178650 | linkedin.com/company/vahlen

Vahlen

https://doi.org/10.15358/0344-1369-2025-3-1 https://www.inlibra.com/de/page/agb - Open Access - (cc) BY

MARKETING

ZFP – Journal of Research and Management

Volume 47
3/2025

Founded by

Prof. Dr. Dr. h.c. *Erwin Dichtl*, University of Mannheim, Prof. Dr. Dr. h.c. *Rudolf Gümbel*, Goethe University Frankfurt/M., Prof. Dr. *Werner Kroeber-Riel*, Saarland University, Prof. Dr. *Hans Raffée*, University of Mannheim, Prof. Dr. *Bruno Tietz*, Saarland University

EDITORS-IN-CHIEF

Martin Klarmann, Karlsruhe Institute of Technology (KIT), Germany

Udo Wagner, Modul University Vienna, Austria

EDITORS

Daniel Baier, University of Bayreuth, Germany

Yasemin Boztuğ, University of Göttingen, Germany

Heribert Gierl, University of Augsburg, Germany

Andrea Gröppel-Klein, Saarland University, Germany

Lutz Hildebrandt, Humboldt-University Berlin, Germany

Joerg Koenigstorfer, Technical University of Munich, Germany

Hans Mühlbacher, University of Monaco, Principality of Monaco

Henrik Sattler, University of Hamburg, Germany

Bernhard Swoboda, University of Trier, Germany

Dirk Temme, University of Wuppertal, Germany

EDITORIAL BOARD

Richard P. Bagozzi, University of Michigan, USA

Ingo Balderjahn, University of Potsdam, Germany

Carsten Baumgarth, Berlin School of Economics and Law, Germany

Hans Baumgartner, Pennsylvania State University, USA

David R. Bell, University of Pennsylvania/Philadelphia, USA

Marnik G. Dekimpe, Tilburg University and KU Leuven, Netherlands/Belgium

Pierre Desmet, ESSEC Business School, France

Martin Eisend, European University of Vienna, Austria

Franz-Rudolf Esch, EBS Business School, Germany

Paul W. Farris, University of Virginia, USA

Martin Fassnacht, WHU – Otto Beisheim School of Management, Germany

Marc Fetscherin, Rollins College, Florida, USA

Marc Fischer, University of Cologne, Germany

Thomas Foscht, University of Graz, Austria

Wolfgang Fritz, Brauschweig University of Technology, Germany

Karen Gedenk, University of Hamburg, Germany

Claas Christian Germelmann, University of Bayreuth, Germany

Dominique Hanssens, University of California/Los Angeles, USA

Oliver P. Heil, Johannes Gutenberg University Mainz, Germany

Andrea Hemetsberger, University of Innsbruck, Austria

Thorsten Hennig-Thurau, University of Münster, Germany

Stefan Hoffmann, Christian-Albrechts-University of Kiel, Germany

Harald Hruschka, University of Regensburg, Germany

Frank Huber, Johannes Gutenberg University Mainz, Germany

Frank Jacob, ESCP Business School Berlin, Germany

Daniel Klapper, Humboldt-University of Berlin, Germany

Michael Kleinaltenkamp, Freie Universität Berlin, Germany

Nicole Koschate-Fischer, Friedrich-Alexander-University Erlangen-Nürnberg, Germany

Manfred Krafft, University of Münster, Germany

Tobias Langner, University of Wuppertal, Germany

Gilles Laurent, ESSC, Cergy, France

Peter Leeflang, University of Groningen, Netherlands

Michael Lingenfelder, Philipps-University Marburg, Germany

Kristian Möller, Helsinki School of Economics, Finland

Thomas Otter, Goethe University Frankfurt, Germany

Christian M. Ringle, Hamburg University of Technology, Germany

Stefan Roth, University of Kaiserslautern-Landau, Germany

Marko Sarstedt, Ludwig-Maximilians-University Munich, Germany

Christian D. Schade, Humboldt-University of Berlin, Germany

Bodo Schlegelmilch, Vienna University of Economics and Business, Austria

Hanna Schramm-Klein, University of Siegen, Germany

Hermann Simon, Simon-Kucher & Partners, Bonn/Boston, Germany/USA

Bernd Skiera, Goethe University Frankfurt, Germany

Michael Steiner, Witten-Herdecke University, Germany

Martina Steul-Fischer, Friedrich-Alexander-University Erlangen-Nürnberg, Germany

Nicola Stokburger-Sauer, University of Innsbruck, Austria

Stefan Stremersch, Erasmus Research Institute of Management, Netherlands

Harald van Heerde, Massey University Auckland, New Zealand

Fred van Raaij, Tilburg University, Netherlands

Markus Voeth, University of Hohenheim, Germany

Gianfranco Walsh, Friedrich Schiller University Jena, Germany

Rolf Weiber, University of Trier, Germany

Klaus Wertenbroch, INSEAD Europe Campus, France

Raimund Wildner, GfK Nuremberg, Germany

Robert Wilken, ESCP Europe Berlin, Germany

Herbert Woratschek, University of Bayreuth, Germany

Stephan Zielke, University of Wuppertal, Germany

CONTENT

Editorial 2

Improving or Enhancing the Self? Beliefs About Body Shape Malleability Influence Consumer Product Evaluation and Preference
By *Silvan Burri, Sascha Steinmann,* and *Dirk Morschett* 7

Beyond Immersion: Multidimensional Construction and Measurement of the Service Value Concept in Germany's Virtual Reality Gaming Service Ecosystem
By *Reinhard E. Kunz, Christian Zabel, Alexander Roth,* and *Sebastian Cramer* . . . 15

Understanding and enhancing price fairness perceptions of value-based pricing
By *Dominik Ebinger* and *Marc Wouters* 32

Imprint 48

https://doi.org/10.15358/0344-1369-2025-3-1 https://www.inlibra.com/de/page/agb - Open Access - (cc) BY