

Marketing Moments



How buyers form and store their brand memories influences their response to marketing, Professor and Associate Dean **Michael Houston** writes in his recent *Journal of Marketing Research* article. Houston currently studies field dependency, an aspect of information processing, and how attention to detail affects consumers' brand relationships.



Same old, same old? Assistant Professor **Joseph Redden's** new article, forthcoming in the *Journal of Consumer Research*, shows that variety amnesia is a precursor to consumer satiation - and that it can be cured. People don't fully recover from satiation with the passage of time alone, but Redden's work proves that simply recalling variety serves as a better satiation solution.



Forthcoming research by Assistant Professor **Jane Ebert** uses a series of four studies on "forecasting" and "backcasting" to show how consumers' method of predicting their future emotions can lead to very different purchase outcomes. Her work shows that simply changing the order in which consumers think about a potential consumption event and how they expect to feel in the future can boost the effectiveness of marketing messages.



PhD candidate **Andrew Kaikati** and co-author Amar Cheema have used a series of five studies to examine a psychosocial cost of positive word-of-mouth (WOM): loss of uniqueness. Looking at individual and contextual differences, the authors consider consumers' willingness to engage in different types of WOM in their forthcoming *Journal of Marketing Research* paper.

Marketing Matters Contents

[Letter from the Director](#) | [Ask the Expert](#) | [Upcoming Event](#) | [Advisory Board](#) | [New Board Members](#)
[Marketing Moments](#) | [Innovative Research](#)
[Coming Soon](#) | [Affiliated Event](#)

Letter from the Director



Welcome to the first electronic issue of *Marketing Matters*! The Institute for Research in Marketing is pleased to keep our academic and business community updated on the Carlson School's most up-to-date marketing research and activities through our newsletter. But, like so many, we are always on the lookout for ways to bring our ideas to market faster and operate in a more sustainable fashion. To that end, we are moving to a new publishing schedule, which includes an annual print newsletter, along with periodic electronic issues of *Marketing Matters*.

We are looking forward to the next installment of the Institute's speaker series. On September 23, we will present Vahan Janjigian, the Chief Investment Strategist at Forbes and author of *Even Buffett Isn't Perfect*. Dr. Janjigian will discuss the marketing principles underlying his approach to investing with both a public talk and a private, VIP discussion session here at the Carlson School. You can find more details on this event below.

Though it is summertime, the Institute has not slowed our efforts to support rigorous and relevant research. With the generosity of our advisory board member companies, we have selected three "White Papers" for funding. Professors Deborah Roedder John, Barbara Loken, and Joan Meyers-Levy will summarize the current academic wisdom on key issues to draw insights of interest to thoughtful marketing practitioners.

Elsewhere in this newsletter, you will find our welcome to the Institute's newest advisory board members, our latest "Ask the Expert" column, and a sampling of some of the innovative work our marketing faculty are currently tackling. For more information on the Institute and the Carlson School's marketing faculty, please visit our [website](#).

Best wishes,

Akshay R. Rao
General Mills Chair in Marketing
Director, Institute for Research in Marketing

[Back to top>>](#)

[Back to top>>](#)

New Advisory Board Members

Erik Andersen is senior vice president in the customer loyalty practice area of GfK Custom Research North America, one of the world's largest market research organizations. He has also held leadership roles with the Carlson Marketing Group, Ecolab, and the Lutheran Brotherhood (now Thrivent Financial).

JoAnn Fernandez is the global vice president of marketing for 3M Consumer and Office. A graduate of the University of Rochester and the University of Chicago, Fernandez joined 3M as a marketing analyst in 1977. She has held top executive positions for 3M in France, Hong Kong, and at the corporate headquarters here in Minnesota.

Philippe Harousseau is the vice president of brand development for skin care and cleansers, Unilever North America. Prior to his current position, he was the marketing director for the Dove Skin and Masterbrand US division of Unilever. In that post, he led the launch of Dove's iconic Campaign for Real Beauty.

David Mucha is vice president of market intelligence at UnitedHealthcare, the commercial division of UnitedHealth Group. In this role, Mucha is responsible for all of UHC's primary market research. He has previously held similar positions with Fortis Financial Group and The Pillsbury Company.

Advisory Board

Erik Andersen
SVP
GfK Custom Research North America

Vivian Milroy Callaway
VP, Center for Learning and Experimentation

Ask the Expert

No Smoking, Please!



Barbara Loken, professor of marketing, is a recognized expert in the fields of branding and consumer psychology. Loken and her co-authors recently released a headline-grabbing National Cancer Institute monograph reporting that there are causal links between tobacco marketing, smoking in movies, and adolescent smoking.

Q: Your work has revealed some of the many ways that tobacco marketing affects consumers, particularly teens. When it comes to smoking, can marketing become part of the *solution*?

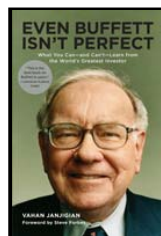
A: Absolutely! We're facing a huge challenge, but creative marketing affords public health advocates a wide array of approaches to fighting the "tobacco wars." The new Family Smoking Prevention and Tobacco Control Act will be instrumental in curbing tobacco-related advertising in sports and entertainment venues, for instance. It also changes tobacco packaging and warnings and forces the disclosure of cigarette ingredients.

Limiting the 4P's - product, place, promotion, and price - is just one piece of the puzzle, though. Marketing techniques such as branding strategies that create consistent health messages and market segmentation that can identify and target high-risk groups can come into play to shape perceptions about smoking and inform the public of its dangers. The **truth* campaign, for example, is a public health initiative that aims to reveal the questionable practices of the tobacco industry. It has successfully used social marketing techniques to reach its target audience. Other media campaigns might focus on the health benefits of quitting smoking, reaching consumers at the point of purchase, or influencing policy makers.

[Back to top>>](#)

Upcoming Event

Guest Speaker: Even Buffett Isn't Perfect with Vahan Janjigian



In an uncertain economy, we're all looking for the best advice. Vahan Janjigian, chief investment strategist at Forbes, will visit the Carlson School on September 23 for a conversation about investment strategies based on his recent book, *Even Buffett Isn't Perfect*.

General Mills

Kenneth Coyle

Exec. Dir., Consumer Insights
AstraZeneca Pharmaceuticals

JoAnn Fernandez

Global VP, Marketing
3M Consumer and Office

Philippe Harousseau

Regional Category VP, Skin
Unilever

Diane Harper

VP, Customer/Channel-Insights
Kraft Foods

James S. Henney

SVP, Enterprise Marketing Customer
Insights
Wells Fargo

Jim Hield

VP, Marketing Services
Cargill

Carla Kennedy

VP, Product Line Management
Seagate Technology

Bryan Maach

VP, Market Research and Analysis
Cisco Systems, Inc.

Steve Michaelson

CMO
Supervalu

Julie Moore

VP, Global Marketing and
Communications
Ecolab

David Mucha

VP, Market Intelligence
UnitedHealthcare

Kal Patel

EVP, Emerging Business
Best Buy Co., Inc.

Jim Schroer

Carlson Marketing

Scott Wallace

SVP, Marketing
G&K Services

Kate Whittington

Director, Guest Insights
Target

Dr. Janjigian's talk, along with an earlier discussion, is part of the Institute for Research in Marketing's speaker series. At the event, Janjigian will talk about the assumption that Warren Buffett, arguably the world's most successful investor, always knows best. He will compare Buffett's revered investment strategies with other profitable paths and explore the marketing principles underpinning his own approach.



Two events will be held on September 23:

- 3-4:30pm "Even Buffet Isn't Perfect," Vahan Janjigian talk and Q&A. \$35. This speaker series event is open to the public with a \$35 registration fee. Registration is free for current U of M students and Carlson School faculty.
- 1:30-2:30pm Exclusive Engagement, \$75. In this private conversation, attendees will be able to talk with Janjigian about his book, current trends, and today's markets. Attendees will also receive a copy of *Even Buffett Isn't Perfect* and admission to the 3:00 event. Space is limited.

Registration is required.

To register and learn more, please visit our website.

Back to top>>

Innovative Research

Money and Your Mind



Once again, Associate Professor Kathleen Vohs is studying how money changes us. An established consumer psychologist, Vohs and her co-authors recently decided to build on past studies on the effects of money on social interaction. In her earlier research, Vohs had discovered concrete evidence that mere reminders of money made people feel more self-sufficient and less likely to offer help or seek

companionship. Even stimuli as subtle as screensavers of floating dollars on nearby computers activated what the researchers called "a self-sufficient state."

"We decided to push this idea further," Vohs explains, "and ask 'What would a self-sufficient-person be able to do?' And being able to resist pain was very much on the edge of what we thought they could do." Vohs then designed studies in which she could use her original insight – that thoughts of money boosted the "inner resource" of self-sufficiency – and look for physical effects.

Vohs still expresses surprise at the results of the latest experiments.

"We had some people handle money, some handle plain paper,



Academic Representative to the Advisory Board

Robert W. Ruekert

Professor of Marketing
Assoc. Dean of International Programs

Institute Staff

Rebecca D. Monro, MBA

Associate Director

Letta Wren Christianson

Program Coordinator

Recent Publications

From January 2009 to the present, Carlson School marketing faculty have had 28 papers accepted or published by the leading journals in their field:

Journal of Marketing Research (9)

Journal of Marketing (1)

Journal of Consumer Research (9)

Marketing Science (3)

Journal of Personality and Social Psychology (5)

Personality and Social Psychology Bulletin (1)

Affiliated Event

The Institute for Research in marketing is a co-host of the Food Industry Center's 2009 Fall Student Networking Conference at the University of Minnesota. The conference, *Local Foods and Consumer Deman*, features the Institute's Associate Director Rebecca D. Monro and her talk, "The Cooperative Business Model: Hip, Not Hippie." Click [here](#) to learn more.

and others think about money they didn't have any more to compare how they would react to a physical challenge." When these subjects had their hands dipped in uncomfortably hot water, it was clear: those who had counted currency reported feeling less pain than those who had not. And the participants who were reminded of long-gone money? They felt the most pain of all. "At a psychological level, we showed that people whose inner resources were bolstered by thoughts of money were better able to cope with physical and even social challenges."

Vohs says that money obviously has a host of consequences, since we have so many experiences with it. But, she believes, conscientious people can harness the power of this effect by aligning their personal goals with money. "You could, for instance, give yourself a paid incentive to slim down, and we'd expect that to be quite effective." On the other hand, Vohs advises, "Don't use money for an interpersonal goal, like having your children get along better. Our results say that money makes people want to go it alone rather than work together. In that case, cash might make the problem worse!"

Dr. Vohs's article, "The Symbolic Power of Money," is in the June 2009 issue of the journal *Psychological Science*.

Coming Soon

Vladas Griskevicius, an assistant professor of marketing, explores status and sustainability in his forthcoming *Journal of Personality and Social Psychology* article, "Going Green to Be Seen: Status, Reputation, and Conspicuous Conservation."

In his new *Journal of Marketing Research* article, Professor and Department Chair George John studies component brands, which have become prominent in industrial products. How, he asks, are these component brands' relationships with product brands supporting future innovation, insuring quality for consumers, and changing industries?

Professor Joan Meyers-Levy's article, "Emotional Persuasion: When the Valence Versus the Resource Demands of Emotions Influence Consumers' Attitudes," is forthcoming in the *Journal of Consumer Research*. Her research shows that the amount of mental resources needed to process an ad is just as important for effectiveness as the emotional content of the ad.

[Back to top>>](#)

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