



## Bridging Asia and the world: Global platform for the Interface between marketing and management



### ABSTRACT

This special issue includes twenty-three research papers written by thirty-four authors representing eleven countries. The papers address four topic areas: new product innovation and online retailing, luxury branding and sustainability, brand management and advertising, or marketing strategy and management. The introduction summarizes how each article extends developments, theories, and practices in response to new trends in management scholarship and global marketing practices.

### 1. Introduction

This special issue, titled GAMMA President's Choices from the *Journal of Business Research*, features twenty-three research papers that were presented at the 2016 Global Marketing Conference (GMC), devoted to the theme “Bridging Asia and the World: Global Platform for the Interface between Marketing and Management.” The conference was hosted in Hong Kong by the Global Alliance of Marketing & Management Associations, which includes the American Marketing Association, European Marketing Academy, Australian & New Zealand Marketing Academy, Japan Society of Marketing and Distribution, International Textiles and Apparel Association, Korean Scholars of Marketing Science, and Lingnan University.

The 2016 GMC received more than 1100 submissions from 53 countries and featured 101 tracks and sessions. After several rounds of double-blind reviews, twenty-three papers were selected for this special issue. The papers cover various topics related to new product innovation, online retailing, luxury branding, sustainability, brand management, advertising, marketing strategy, and management. The authors use various methodologies such as qualitative interviews, experiments, literature reviews, surveys, and structural equation models (e.g., [Amstrong & Green, 2018](#)). Papers focus on varied cultural groups such as the United States, Republic of Korea, China, Australia, United Kingdom, Spain, Taiwan, Canada, Macau, Oman, and Indonesia.

The topic of new product innovation recognizes that new technology, new media, and new business models have altered global lifestyles and trends ([Han, Nguyen, & Nguyen, 2016](#)). Online marketing topics focus on innovative design in augmented product and mobile game diffusion, considering important research variables such as social interaction, website interactivity, online rating-reliability, and e-wom for the e-commerce environment ([Guercini, Bernal, & Prentice, 2018](#)).

Since 2012 when the JBR special issue on fashion marketing featured articles about new research trends in the luxury branding industry, the topics of luxury branding and sustainability have received dramatically increased interest ([Kim & Ko, 2010, 2012](#); [Kim, Ko, Lee, Mattila, & Kim, 2014](#); [Ko & Megehee, 2012](#); [Ko, Phau, & Aiello, 2016](#); [Phan & Park, 2014](#)). For example, [Kim and Ko's \(2012\)](#) paper about

luxury fashion brands and social media marketing was the most-cited paper five years after appearing in JBR, and earned the 2018 Arch Woodside Best Paper in JBR award. Both industry representatives and academics recognize that sustainability is essential in the fashion and luxury industry ([Chonko & Hunt, 2018](#); [Han, Seo, & Ko, 2017](#); [Kong & Ko, 2017](#); [Kong, Ko, & Chae, 2016](#); [Lee & Sung, 2016](#); [Park, Ko, & Kim, 2010](#); [Sun & Ko, 2016](#)).

The brand management considers brand loyalty, brand attachment, brand personality, and brand personification in brand communities (e.g., [Evans, 2017](#)). The advertising topic includes self-threat as it relates to hope in advertisements, image proximity and design complexity in advertising appeals, and intentions to use QR code scans. The topic of marketing strategy and management focuses on how firm performance depends on innovation, buyer purchasing strategies, international diversification, innovative collaboration, CSV, and trust.

### 2. New product innovation and online marketing

#### 2.1. Innovative designs for augmented products

[Kim, Kim, and Choi \(2018\)](#) investigate purchase experiences across consumer groups in the gaming industry to determine links among innovative designs, perceived value of augmented products, and purchase intentions. The study suggests that innovative design attributes of aesthetics, features, and emotion enhance perceptions regarding visual authority, monetary worth, mutual relationships, and self-expression, with positive influences on intentions to purchase augmented products. In a consumer multigroup analysis, the authors find that economic enthusiasts and frugal rationalists perceive and evaluate products comprehensively, while spontaneous supporters focus on economic value.

#### 2.2. Determinants of growth and decline in mobile game diffusion

[Yi, Lee, and Kim \(2017\)](#) explore the mobile game industry to identify determinants of growth and decline hazards and diffusion patterns. The authors show that game characteristics have dynamic

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ability to attract and hold consumer attention. Mobile games have a distinctive brand-level lifecycle in which growth possibility decreases monotonically after their release. The decline possibility rises, reaches a peak, and then falls. The research uses brand level data to identify game attributes rather than individual motivations that determine how mobile games are diffused.

### 2.3. Offline social interactions and online shopping demand

Kim, Kim, Choi, and Trivedi (2017) examine active and passive offline social interactions for effects on online shopping behavior. The research indicates that offline social interactions have overall positive effects, while active offline social interactions influence informational online shopping demands. Online shopping preferences can weaken both positive informational and negative normative offline influences.

### 2.4. Online travel agencies: website interactivity and brand development

Ye, Barreda, Okumus, and Nusair (2017) propose a theory-driven model to show how online travel agency (OTA) websites are affected by social website interactivity, brand experience, brand choice, price premiums, and buying intentions. The findings suggest that OTA websites can be designed to improve social website interactivity, to influence willingness to pay premium prices, and to motivate revisit intentions. Also, social website interactivity will prompt customers who have brand experience and brand choice opportunities to be more willing to pay premium prices and to have higher buying intentions.

### 2.5. Using location-based tweets to assess online rating reliability

Poddar, Banerjee, and Sridhar (2017) investigate how online reviews influence potential restaurant patrons. Tweets are shown to be highly influential in restaurant evaluations. The authors propose an alternate rating method in which restaurants can use big data mining to accurately monitor their online reputations and operations.

### 2.6. Social networking sites: attachment styles and e-wom adoption

Park, Shin, and Ju (2017) examine attachment theory and e-WOM adoption among users of social networking sites. The results show that attachment avoidance discourages e-WOM adoption, but attachment anxiety encourages e-WOM adoption.

## 3. Luxury branding and sustainability

### 3.1. What is a luxury brand? A new definition and literature review

Ko, Costello, and Taylor (2017) review the relevant literature to summarize knowledge about luxury brand marketing and to define luxury brands more appropriately for advancing luxury branding research. The authors suggest that the academic literature has limited ability to consolidate all that is known about luxury brands. They identify the most influential theories by outlining key theoretical frameworks related to status/values, consumer behavior, and brand management.

### 3.2. Constructing a typology of luxury brand consumption

Seo and Buchanan-Oliver (2017) investigate consumer perspectives regarding the meaning of luxury branding. First, they review previous theoretical perspectives regarding luxury brands, and identify a gap between extant knowledge and personalized meanings of luxury. In addition, the authors provide a novel typology of five luxury brand consumption types, providing new marketing insights into personalized luxury brand consumption.

### 3.3. Influence of integration on interactivity in social media luxury brands

Kim and Lee (2017) examine customer-driven social media luxury brand communities to observe how integration affects interactivity. They find that consumer interactivity positively affects community interactions, brand attitudes, brand loyalty, and purchase intentions. Recently luxury brands turned their attention to customer-driven social media communities to dedicate the brands.

### 3.4. Sustainable fashion index model

Wang, Liu, Kim, and Kim (2018) examine sustainability in the fashion industry. They construct a sustainability measurement using the American Customer Satisfaction Index as a conceptual model for measuring consumer evaluations regarding sustainable performance. Consumers perceive quality and value according to four dimension of sustainability: the economy, environment, society, and culture. When customers are satisfied with company sustainability, companies and brands acquire greater customer equity and stronger customer relationships.

### 3.5. Moral incompetency under time constraint

Much business research is devoted to sustainability and ethical consumption (Kong & Ko, 2017). In response, Lee and Yun (2017) use cognitive neuroscience to explore how time constraints may overburden morality, cause stress, and possibly generate moral incompetency. This study contributes to the interdisciplinary literature of business ethics and neuro-marketing.

## 4. Brand management and advertising

### 4.1. The development of brand loyalty in brand communities

Lin, Wang, Chang, and Lin (2017) investigate automobile brand community characteristics to show the importance of flow in influencing how community members react to brands. The results show that community cohesiveness and information quality positively influence flow. Furthermore, flow positively influences brand identification and brand loyalty.

### 4.2. Self-congruence, brand attachment, and compulsive buying

Japutra, Ekinci, and Simkin (2017) examine brand attachment to identify how actual and ideal self-congruence affects impulsive and obsessive buying behaviors. The authors find that self-congruence directly affects brand attachment; actual self-congruence most strongly predicts brand attachment; self-congruence is not directly related to obsessive-compulsive buying; and, remarkably, actual self-congruence precludes impulsive buying.

### 4.3. Responsible and active brand personality

Japutra and Molinillo (2017) observe sensory, affective, behavioral, and intellectual dimensions of brand experiences to test influences on consumer perceptions that brands are responsible and active. To predict satisfaction, trust, and loyalty, the authors propose a framework linking brand experience, brand personality, and relationships. They find that some brand dimensions fail to affect perceptions of brand personality. Moreover, responsible rather than active perceptions of brand personality will evoke greater consumer trust and satisfaction.

### 4.4. Effect of verbal brand personification on consumer evaluation

Chu, Lee, and Kim (2017) explore verbal brand personification (BP) for effects on brand evaluations. The authors propose that verbal BP

images can evoke internal (kind) or external (good-looking) perceptions. BP can positively affect brand intimacy, but psychological discomfort can neutralize or destroy the positive effect.

#### 4.5. Impact of self-threat on prevention versus promotion-focused hope

Choi, Choi, and Sung (2018) observe how self-threat affects consumers when they evaluate advertising messages that convey either promotion or prevention hopes. The authors conduct two experimental studies showing the importance of hope in marketing and consumer behavior and the effect of subtle actions on self-confidence.

#### 4.6. Image proximity in advertising appeals

Kim, Lee, and Choi (2017) examine construal levels of advertising messages depending on image proximity, types of message appeals, and product categories. The results confirm that close visual images coupled with rational messages and distant visual images coupled with emotional messages positively affect attitudes toward advertising and brand attitudes. The findings align with studies showing that when consumers consider distant future purchases, they are more persuaded by benefit-based appeals with high construal levels than by attribute-based appeals with low construal levels.

#### 4.7. Factors influencing intentions to scan QR codes

Okazaki, Navarro, Mukherji, and Plangger (2017) examine consumer reactions to widely spreading QR codes. The authors show that highly curious consumers are likely to be attracted to visually complex advertisements and have greater intentions to scan QR codes. However, visual design complexity may overwhelm less-curious consumers.

### 5. Marketing strategy and management

#### 5.1. Synergy effects of innovation on firm performance

Lee, Lee, and Garrett (2017) show that exploration and exploitation strategic orientations positively impact innovation activities. High-tech firms are more likely to produce innovative products and firm performance. Low-tech firms are more likely to show organizational innovation, thus revealing that innovation depends on industrial categories.

#### 5.2. Moderating effect of buyer purchasing strategy on the relationship between supplier investment and firm performance

Yoon and Moon (2017) examine supplier transaction investments as they impact buyers regarding their commitment and their trust of suppliers. The authors also investigate whether buyers' purchasing strategies moderate the relationship between supplier transactions and specific investments (TSI). The results show that supplier TSIs positively affect buyer trust and commitment. The type of purchasing strategy moderates the effect of supplier TSI on buyer commitment and supplier performance. Competitive purchasing strategy varies the influence of supplier TSI on buyer commitment.

#### 5.3. International diversification, technological capability, and market orientation effects on new product performance

Wu, Ma, Liu, and Wu (2018) examine emerging market multinational enterprises (EMNEs), international diversification, technology capabilities, market orientations, and product innovation to propose a moderated mediating framework showing how international diversification and technology capabilities affect product innovation.

#### 5.4. Collaboration with higher education institutions for innovation

Moon, Mariadoss, and Johnson (2017) show how firms can use higher education institutions (HEIs) as an important source of innovation, a subject neglected by the extant literature. The findings indicate that firms with significant absorptive capacities are more likely to show innovative outcomes from HEI collaborations.

#### 5.5. A dual process model of inter-firm CSV relative to firm performance

Yoo and Kim (2017) investigate CSV mechanisms for effects on B2B business and firm performance. They show that tangible CSV affects velocity and opportunistic behavior, while intangible CSV relates more to emotional processes.

### 6. A note of appreciation from the guest editor to the contributors

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\* Indicates that authors are featured in this special issue.

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