The *Journal of Marketing* develops and disseminates knowledge about real-world marketing questions relevant to scholars, educators, managers, policy makers, consumers, and other societal stakeholders around the world.
Better Marketing for a Better World

Rajesh Chandy
London Business School

Gita Johar
Columbia University

Christine Moorman
Duke University

John Roberts
University of New South Wales
Outline for the Webinar

• The BMBW Imperative
• Rethinking Assumptions
• Mapping Better Marketing to a Better World
• The JM Special Issue
• BMBW.org Initiative
• Questions and Discussion: Type your questions into the Q&A tab
The BMBW Imperative
“Profits will continue to be essential and basic to corporate survival, but the major challenge to business today may be to meet the societal needs of a changing environment.”

Kelley 1971

“Relevancy is to be judged in the context of the true life and death issues which currently exist. Certainly, it is an appropriate time for marketers to reflect upon the relevancy of the marketing discipline in such a context.”

Dawson 1971
1 Marketing's Changing Social/Environmental Role

3 Social Marketing: An Approach to Planned Social Change, Philip Kotler and Gerald Zaltman

13 Marketing's Application to Fund Raising, William A. Mindak and H. Malcolm Bybee

19 Health Service Marketing: A Suggested Model, Gerald Zaltman and Ilan Vertinsky

28 Marketing and Population Problems, John U. Farley and Harold J. Leavitt


40 Comparing the Cost of Food to Blacks and to Whites, Donald E. Sexton, Jr.

47 Consumer Protection Via Self-regulation, Louis L. Stern

54 Societal Adaptation: A New Challenge for Marketing, Laurence P. Feldman

61 Incorporating Ecology into Marketing Strategy: The Case of Air Pollution, Harold H. Kassarjian

66 Marketing Science in the Age of Aquarius, Leslie M. Dawson

REGULAR FEATURES

73 Leaders in Marketing: Millis B. Lane, Jr.

75 Legal Developments in Marketing

87 Marketing Abstracts

111 Book Reviews

July 1971 Special Issue:
“How important is the topic of BMBW to the field of marketing?”

Survey of JM AEs and Advisory Board members (n=44)

6.34

>60% rated 7

1 = Not at all important

7 = Very important
A World of Problems
Curbside TAKEOUT...
“Marketing is a pervasive societal activity that goes considerably beyond the selling of toothpaste, soap, and steel.”

Kotler and Levy (JM 1969)
“Marketing has the ‘image’ of being a discipline that just tries to lure people into buying things they do not need.

It is important to show that that is a misconception, and that marketing can play a very different role.”

- Journal of Marketing Associate Editor
A World of Problems
A World of Opportunity
UN Sustainable Development Goals
“Despite the economic and social gains of the past 30 years, the world’s current economic model is deeply flawed.”
“Despite the economic and social gains of the past 30 years, the world’s current economic model is deeply flawed.”
Why should marketers pursue better world outcomes?

• Retain license to operate
• Promote sustainable growth
• Attract and retain talent
• Access impact-focused resources
• Maintain a sense of purpose
• Stay relevant!
The Impact of Marketing

<table>
<thead>
<tr>
<th>Good for the world</th>
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<tbody>
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<td>Good for the firm</td>
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*Note: “Good” is defined as long-term positive outcomes.*
# The Impact of Marketing

<table>
<thead>
<tr>
<th>Good for the firm</th>
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<td>Win-Lose</td>
<td>How to expose and avoid the dark side of marketing?</td>
<td>Win-Win</td>
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*Note: “Good” is defined as long-term positive outcomes.*
Rigorous research needed!
“To what degree has the field addressed BMBW topics?”

Survey of JM AEs and Advisory Board members (n=44)

3.45

1 = Not at all

> 80% rated 1-4

7 = A great deal
“How effectively do you think the field has addressed BMBW topics?”

3.43

1 = Not at all effectively

7 = Very effectively

Survey of JM AEs and Advisory Board members (n=44)
Rethinking Assumptions
Rethinking assumptions

• **Who** is the primary actor appropriate for study in marketing?

• **What** should be the objectives of marketing (and research in marketing)?

• **How** can BMBW topics be studied?
Who is the primary actor appropriate for study in marketing?

1. Marketing is what marketers do.
Key Policy Considerations for Reducing Public Consumption of Vice Products

4.15.2021 • Yanwen Wang, Michael Lewis and Vishal Singh
Do Marketers Matter for Entrepreneurs?

3.2.2021 • Stephen J. Anderson, Pradeep Chintagunta, Frank Germann and Naufel Vilcassim
Rethinking Assumptions: Who

Who is the primary actor appropriate for study in marketing?

1. Marketing is what marketers do.

2. Marketing is what businesses—especially large ones—do.
Using Social Media to Drive Adoption of Sustainable Products in Emerging Markets

4.8.2021 • Wanqing Zhang, Pradeep Chintagunta and Manohar U. Kalwani
The Benefits of Marketplace Literacy in Low-Income Communities
Rethinking Assumptions: What

What should be the objectives of marketing (and research in marketing)?

1. The objective of marketing is to improve business profits and shareholder value.

2. Research in marketing should focus on customer- or firm-level outcomes.
Buy Less, Buy Luxury: Helping Consumers Adopt a Sustainable Fashion Philosophy

4.6.2021 · Jennifer J. Sun, Silvia Bellezza and Neeru Paharia
How can BMBW topics be studied?

1. BMBW research can only be targeted at niche journals, not mainstream journals.
How can BMBW topics be studied?

2. BMBW research comes at the expense of rigor.

- Experiments
- Quasi-experiments
- Archival data
- Surveys
- Interview and social media data

Rethinking Assumptions: How
How can BMBW topics be studied?

3. Doing research on BMBW topics is difficult, especially for junior colleagues.

Special issue papers with doctoral students and recently hired junior faculty: Katherine Du (University of Wisconsin-Milwaukee), Claudia Gonzalez-Arcos (University of Queensland), Ashley Goreczny (Iowa State University), Alison Joubert (University of Queensland), Sungjin Kim (University of Hawai’i), Sid Mookerjee (University of British Columbia), Jacqueline Rifkin (University of Missouri-Kansas City), Zhengyu Shi (University of Hong Kong), Jennifer Sun (Columbia University), and Wanqing Zhang (City University of London).

Warren Buffet: “The chains of habit are too light to be felt until they’re too heavy to be broken.”
How can BMBW topics be studied?

4. BW topics cannot be easily mapped into the marketing field.

This is a challenging part of the process. We will practice this together later in the webinar.
The Language of a Better World*

- Text analysis: Compared all manuscripts submitted to BMBW Special Issue with:
  - 184 documents from UN Sustainable Development Goals
  - Kotler and Keller (2011), *Marketing Management*
- BMBW & Kotler Keller formed a distinct cluster relative to UN documents:

*Thanks to Sanjana Rosario, RA at Columbia University for her help with the text analysis
# Understanding the Language Differences

<table>
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<th>Stakeholder words</th>
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<th>BMBW rank</th>
<th>K&amp;K rank</th>
<th>BMBW rank</th>
<th>UN rank</th>
<th>K&amp;K rank</th>
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Note: “x” indicates that this word does not fall within the top 250 most frequent words for the source represented by this column.
Mapping Better Marketing to a Better World
Two Paths to Mapping BM and BW

(1) Start with marketing and imagine better world connections

(2) Start with the world’s problems and imagine how changes to marketing can improve
Path 1 Example: Personal selling and salesforce management

• Central to marketing
• Major part of most companies
• Nearly 13% of all the jobs in the U.S. (1 in 8) are full time sales positions
• Over one trillion dollars are spent on sales forces annually
• Sales involves salespeople, customers, teams, incentives, tactics, sales territories in the community

How might this topic be connected to a better world?
Variable Compensation and Salesperson Health

3.4.2021 • Johannes Habel, Sascha Alavi and Kim Linsenmayer
UN Sustainable Development Goals

1. No Poverty
2. No Hunger
3. Good Health
4. Quality Education
5. Gender Equality
6. Clean Water and Sanitation
7. Clean Energy
8. Good Jobs and Economic Growth
9. Innovation and Infrastructure
10. Reduced Inequalities
11. Sustainable Cities and Communities
12. Responsible Consumption and Production
13. Protect the Planet
14. Life Below Water
15. Life on Land
16. Peace and Justice
17. Partnerships for the Goals
Two Paths to Mapping BM and BW

1. Start with marketing and imagine better world connections.

2. Start with the world’s problems and imagine how changes to marketing can improve.
SDG 5: GENDER EQUALITY
The goal of SDG 5 is to achieve gender equality and empower all women and girls

WHAT?

1. End discrimination against all women and girls
2. Eliminate violence against all women and girls
3. Eliminate all harmful practices such as child marriage
4. Recognize and value unpaid care and domestic work
5. Ensure women's participation and leadership in decision-making
6. Ensure universal access to sexual and reproductive health and rights
The Pursuit of Gender Equality
AN UPHILL BATTLE

OECD
Progress toward gender equality in the United States has slowed or stalled

Paula England\textsuperscript{a,1}, Andrew Levine\textsuperscript{a}, and Emma Mishel\textsuperscript{a,2}

\textsuperscript{a}Department of Sociology, New York University, New York, NY 10012

This contribution is part of the special series of Inaugural Articles by members of the National Academy of Sciences elected in 2018.

Contributed by Paula England, February 12, 2020 (sent for review October 30, 2019; reviewed by Francine Blau and Reeve Vanneman)

Proceedings of the National Academy of Sciences (2020)
Frontline workers: the care sector and sales sector in the EU

Women make up:
- 95% of domestic cleaners and helpers
- 93% of child care workers and teachers’ aid
- 86% of personal care workers in health services
- 82% of all cashiers

76% of the 49 million care workers are women

Sources:
EPRS (2020), EIGE (2019)
Agreement by country:
“When jobs are scarce, men should have more of a right to a job than women.”
How could you frame this topic as a marketing question?

Use Q&A function
Framing “Better World” Topics in Marketing

• Why is the outcome important to marketing?
• Does marketing exacerbate the problem?
• Can marketing provide a solution to or an explanation for the problem?
The JM Special Issue
Sustainability and Climate Concerns

Economic and Social Empowerment

Health and Well-being

Prosocial Giving
Recycling
Air pollution
*****
Racial inequity
Consumer protection
*****
Health service marketing
“Population problems”
Food consumption
*****
Fund raising
****

July 1971 Special Issue:
Sustainability and Climate Concerns

• Social-Media, Influencers, and Adoption of an Eco-Friendly Product: Field Experiment Evidence from Rural China (Wanqing Zhang, Pradeep Chintagunta, and Manohar Kalwani)

• Buy Less, Buy Luxury: Understanding and Overcoming Product Durability Neglect for Sustainable Consumption (Jennifer Sun, Silvia Bellezza, and Neeru Paharia)

• "How Do I Carry All This Now?:" Understanding Consumer Resistance to Sustainability Interventions (Claudia Gonzalez-Arcos, Alison M. Joubert, Daiane Scaraboto, Rodrigo Guesalaga, and Jörgen Sandberg)

• From Waste to Taste: How “Ugly” Labels Can Increase Purchase of Unattractive Produce (Siddhanth (Sid) Mookerjee, Yann Cornil, and JoAndrea Hoegg)

Economic and Social Empowerment

• Do Marketers Matter for Entrepreneurs? Evidence from a Field Experiment in Uganda (Stephen Anderson, Pradeep Chintagunta, Frank Germann, and Naufel Vlckassim)

• Popping the Positive Illusion of Financial Responsibility Can Increase Personal Savings: Applications in Emerging and Western Markets (Emily Garbinsky, Nicole Mead, and Daniel Gregg)

• Marketplace Literacy as a Pathway to a Better World: Evidence from Field Experiments in Low-Access Subsistence Marketplaces (Madhu Viswanathan, Nita Umashankar, Arun Sreekumar, and Ashley Goreczny)
Better Marketing for a Better World (May 2021)

**Health and Well-being**

- Variable Compensation and Salesperson Health (*Johannes Habel, Sascha Alavi, and Kim Linsenmayer*)
- Investigating the Effects of Excise Taxes, Public Usage Restrictions, and Anti-Smoking Ads across Cigarette Brands (*Yanwen Wang, Michael Lewis, and Vishal Singh*)
- Increasing Organ Donor Registrations with Behavioral Interventions: A Field Experiment (*Nicole Robitaille, Nina Mazar, Claire I. Tsai, Avery M. Haviv, and Elizabeth Hardy*)
- Portraying Humans as Machines to Promote Health: Unintended Risks, Mechanisms, and Solutions (*Andrea Weihrach and Szu-Chi Huang*)

**Prosocial Giving**

- Penny for Your Preferences: Leveraging Self-Expression to Increase Prosocial Giving (*Jacqueline Rifkin, Katherine Du, and Jonah Berger*)
- Managing Members, Donors, and Member-Donors for Effective Non-profit Fundraising (*Sungjin Kim, Sachin Gupta, and Clarence Lee*)
- Do Promotions Make Consumers More Generous? The Impact of Price Promotions on Consumers’ Donation Behavior (*Kuangjie Zhang, Fengyan Cai, and Zhengyu Shi*)
Diversity of papers

• Methods: Experiments, Field experiments, Quasi-experiments, Archival data, Surveys, Interviews, and Social media data

• Countries: Australia, Canada, Chile, China, Germany, the Netherlands, Singapore, the United Kingdom, and US

• Scholars: 47 unique scholars and ten Ph.D. students or recently hired junior authors
An Invitation to BMBW.org
Motivation for the BMBW Initiative

BMBW research has the ability to build bridges

- Bridges between academics and practitioners (e.g., through research collaborations)
- Bridges to other fields of academic endeavor (e.g., health policy and practice)
- Bridges to non-traditional stakeholders (e.g., marketing academics and the UN and its bodies)
- Bridges between developed economies and emerging ones (e.g., leapfrogging technologies)
Three Pillars of the BMBW Initiative

• BMBW Workshops, Conferences, and Competitions to build a community of interdisciplinary scholars

• BMBW Training to impart knowledge and skills

• BMBW Data Initiative to provide a BMBW data repository
How You Can Help

• Become a member of BMBW—look for an email invitation

• Participate in the workshops and conferences as a speaker, commentator, or attendee

• Help with providing information and links to useful datasets

• Partner with us on research to test better marketing ideas
Don’t wait

If not now, when?

If not us, who?
Upcoming BMBW Webinars

• JM Special Issue authors discuss the inspiration for their research, the implications of their findings for practitioners, and ideas for future scholarly investigation.

• Opportunity for authors and attendees to participate in a break-out follow-up discussion with other scholars and practitioners interested in the same topic
BMBW SPECIAL ISSUE: SUSTAINABILITY AND CLIMATE CONCERNS

9 JUNE 2021

BMBW SPECIAL ISSUE: ECONOMIC AND SOCIAL EMPOWERMENT

16 JUNE 2021

BMBW SPECIAL ISSUE: HEALTH AND WELLBEING

21 JULY 2021

BMBW SPECIAL ISSUE: PROSOCIAL GIVING

28 JULY 2021
Questions

Rajesh Chandy
London Business School

Gita Johar
Columbia University

Christine Moorman
Duke University

John Roberts
University of New South Wales
Thank you!
2021 Webinars (1PM Eastern)

July 21, 2021
September 22, 2021
November 10, 2021

All forthcoming articles

https://www.ama.org/journal-of-marketing/