Editorial

Arne Floh

Published online: 2 August 2012
© Springer-Verlag 2012

Dear Madam or Sir,

My first issue as editor is dedicated to an important topic in marketing research: Value to the customer: the cornerstone of marketing? Customer value is one of the most powerful concepts in today's marketplace and an underlying source of competitive advantage. It has been named as one of the most important research priorities by the Marketing Science Institute. Given the importance of the concept, this special issue contains five manuscripts dealing with customer value:

The issue begins with a piece of research by Thomas Wuestefeld, Nadine Hennigs, Steffen Schmidt and Klaus-Peter Wiedmann (Leibnitz University of Hannover, Institute of Marketing and Management). The authors examine the conditions and drivers of brand heritage as well its effects on customer value and consumer behaviour in the luxury industry. Their empirical study supports the idea that brand heritage has significantly strong effects on the perceived economic, functional, affective and social value of a brand.

The focus of the second article, written by Hans Curtius, Karoline Künzel and Moritz Loock (University of St. Gallen, Institute for Economy and the Environment), is on the customer value of smart grid technologies. On the basis of a cross-European study, the authors explore three generic B2C customer segments for smart grid products and services, based on different value perceptions. Furthermore, four generic business model designs are developed—with different customer value propositions. Implications for energy policy, research and smart grid management are derived from the findings.

The third article, by Monika Koller, Alexander Zauner (WU Vienna) and Arne Floh (Surrey Business School), employs a qualitative approach to gain a comprehensive insight into the interplay of multiple value dimensions in the consumption system for wireless telecommunications. Results from three focus group discussions and twelve in-depth interviews underline the importance of functional, economic, emotional and social value. Additionally, the results provide the basis for enhancing scientific knowledge in this field, as well as deriving practical implications for the marketing of firms operating in consumption systems.

The fourth article of this issue, by Alison M. Dean (The University of Newcastle, Faculty of Business & Law) and Sylvie E. Rolland (Universite of Paris-Dauphine), integrates two recent research streams: value creation and growth in the senior segments. The manuscript identifies and compares the strength of the antecedents of the overall value of retail outlets for three groups of mature consumers and one younger segment. Data were collected via two cross-sectional field studies ($n=193$, $n=527$). The key finding is that the strongest predictor of overall value is perceived customer orientation and there are also significant findings regarding comparative prices and merchandise.

Finally, the fifth article of this issue, by Tobias Schlager and Peter Maas (University of St. Gallen), addresses the nature of the customer value concept by integrating service-dominant and customer-dominant logics. The authors examine both the theoretical background and existing research, and analyse recent developments to provide a common basis for future research. Finally, they derive implications for CV creation.

This issue ends with a review of a book entitled, *Zukunft Handel: Wettbewerb der Ideen und Konzept*, written by Ulrich Eggert.

A. Floh (✉)
The Surrey Business School, University of Surrey,
GU2 7XH, Surrey, Guildford, UK
e-mail: a.floh@surrey.ac.uk

Special thanks go to the previous editor, Dr. Alexander Zauner, who was responsible for the strategic repositioning of the journal and the enhancement of its scientific quality and reputation. For example, he introduced an online editorial review system and a rigorous double-blind review process. He also dramatically broadened the editorial board and strengthened the international position of *der markt*—International Journal of Marketing. Given the enormous efforts

undertaken by Dr. Alexander Zauner to improve the journal, it is a great pleasure and an honour to take over the editorship again. My main aim in this second term is to further strengthen the international position and reputation of the journal.

If you are interested in publishing your work in *der markt*—International Journal of Marketing, please do not hesitate to contact a.floh@surrey.ac.uk.