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Relationship marketing, trust, loyalty, Malaysia

Abstracts

Journal of Direct, Data and Digital Marketing Practice (2007) **9**, 98–111.
doi:10.1057/palgrave.dddmp.4350073

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- (1) depth of research
- (2) value in practice
- (3) originality of thinking
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No abstract is included for any article awarded less than seven stars overall.

Relationship marketing and customer loyalty

N.O. Ndubisi

RESEARCH. *Marketing Intelligence & Planning* (UK), Vol. 25, No. 1, p. 98 (9pp)

Notes the growth in recent years of relationship marketing as a way of cementing customer loyalty. Looks at definitions of relationship marketing; cautions that it can mean different things in different cultures, and that one-size-fits-all solutions should be avoided. Extracts from the literature four supposedly critical underpinnings of loyalty — trust (keeping of promises, security, consistency, respect), commitment (personalised services, flexibility), communication (timely and accurate), and conflict handling (early solution, open discussion). Sets out a research methodology to discover how far these four characteristics explain customer loyalty in a Malaysian banking context (ie regarding the bank in question as first choice, and front-of-mind in deciding on bank services). Details a questionnaire completed by a sample of 220 customers of 15 Malaysian banks. Shows results demonstrating that all four pre-chosen characteristics contribute significantly to customer loyalty, and account for 29 per cent of the variation found; further, the greater the positive value of these characteristics, the higher the level of loyalty. Discusses the implications, and possible areas for future research (eg loyalty by gender or by age).

A thoroughly unsurprising set of results indicating an academic obsession with quantifying to several places of decimals something that practitioners can intuit without difficulty before breakfast.

Research: *** Practice: * Originality: ** Readability: ***
Ref: 9101

**e-Marketing,
transaction marketing,
relationship marketing**

Is e-Marketing coming of age? An examination of e-Marketing and firm performance

R.J. Brodie, H. Winklhofer, N.E. Coviello and W.J. Johnston

RESEARCH. *Journal of Interactive Marketing* (US), Vol. 21, No. 1, p. 2 (17pp)

Notes recent surveys showing a growth in e-Marketing (eM). Adopts the CMP (adapted) framework of marketing, being divided into Transaction marketing (TM), Database Marketing (DM), Interaction Marketing (IM — ie face-to-face marketing), Network Marketing (NM — the building of relationships with business partners), and e-Marketing (eM). Seeks to answer four questions: What is the penetration of eM? What factors influence this? How do the other types of marketing relate to the penetration of eM? Is the penetration of eM associated with improved marketing performance? Describes the collection of survey data from 212 US firms in 2002, and 139 in 2005, and the analysis that followed. Finds that in 2002 firms with low, medium and high level of eM represented 37, 46 and 17 per cent respectively, and in 2005 this changed to 29, 49 and 22 per cent. Gives a table showing various firm characteristics that correlate with penetration of eM. Indicates that the penetration of eM is positively related to improved marketing performance, both in acquisition and retention. Concludes with some recommendations for further research, particularly with regard to longer-term influences — for example of relationship marketing.

An interesting, quantified look at the growth of eM in the US in relation to other forms of marketing.

Research: *** Practice: ** Originality: ** Readability: ***
Ref: 9102

**Loyalty, consumer
packaged goods, CPG**

The total package: Loyalty marketing in the world of consumer packaged goods (CPG)

K. Hlavinka and L. Gomez

EXPLANATORY. *Journal of Consumer Marketing* (UK), Vol. 24, No. 1, p.48 (9pp)

Notes the expansion of loyalty programmes over the last 25 years — and the laggardly performance of the CPG industry (in the USA) in following the leaders. Suggests that this is now changing. Lists the problems for CPG suppliers in being able to trace their ultimate customers: competition from 'own label' brands; frequent purchase cycles; difficulty in tracking individual behaviour; perishable inventory; high fixed, low variable costs; high consumer perception of brand parity; entrenched low-cost leaders. Notes Kellogg's early attempts in 2000, quickly abandoned, and a number of other cases of varying degrees of success. Claims that CPG manufacturers have traditionally viewed loyalty programmes as short-term promotions rather than relationship-building exercises. Raises questions about CPG companies' staff interest in relationship building, but concludes that attitudes are

changing and there is a hunger for innovation. Indicates that there is now better technology available for capturing customer data. Quotes Seth Godin on the advantages of a permission-based database. Indicates there are now two viable models for CPG in this arena, a relationship model and a retail-centric model. Gives short case studies of several CPG companies using either model successfully.

A useful summary of the problems facing CPG companies that wish — as increasingly they do — to have access to their end-users.

Research: ** Practice: *** Originality: ** Readability: ***
Ref: 9103

Strategy and society: The link between competitive advantage and corporate social responsibility

M.E. Porter and M.R. Kramer

EXPLORATORY. *Harvard Business Review* (US), December 2006, p. 78 (15pp)

Corporate social responsibility, CSR

Notes the growth in corporate attention to issues of corporate responsibility (CSR) with increasing demands from governments, activists and media, coupled with attempts to rank companies according to their CSR credentials. Notes such instances of media pressure as Nike, Shell, and Nestle. Details four broad arguments advanced by proponents of CSR: moral obligation, sustainability, license to operate, and reputation. Discusses each in turn. Holds, however, that all four arguments share the same weakness: they focus on a supposed tension between business and society, whereas these two are in fact interdependent. Claims that companies should identify, prioritise and address those social issues that matter most, or upon which they can make the largest impact. Suggests companies should start with generic social impacts simply by being good citizens, improving relations with local authorities and bringing pride to employees; instances GE's involvement with local education. Secondly, they should identify, and seek to mitigate, the various forms of social harm arising out of their value chain activities. Thirdly, strategic CSR involves pioneering innovations to benefit both society and a company's own competitiveness. Instances Toyota's Prius, Credit Agricole's financing of packages for energy-saving home improvements, Microsoft's partnership with the Association of Community Colleges to increase the supply of graduates. Emphasises the need to organise internally for the identification and implementation of CSR initiatives.

CSR is on the agenda, big time. Much of it is fake, but the pressures for real response will intensify. American attitudes on CSR issues often seem, in UK eyes, Neanderthal, but when America gets the message — as is starting to happen — the effects will be seismic.

Research: ** Practice: ** Originality: ** Readability: ***
Ref: 9104

Marketing, Thought Leadership

Marketing and urban myths

L. Young

JOURNALISTIC. *Market Leader* (UK), Winter 2006, p. 47 (5pp)

Looks at a number of familiar 'modern' issues, and the clichés surrounding them: globalisation, which has been in progress for a hundred years, but was still exaggerated with reference to marketing by Theodore Levitt in 1983, who extrapolated the trend to suggest that cultural preferences and national tastes would disappear — while just the opposite has happened; the communication challenge, which is traced back to William Makepeace Thackeray rather than the arrival of the internet; price sensitivity and the commoditisation of everything — although there are still brands surviving and commanding premium prices that have been around for a hundred years. Denies the universality of Reichheld's famous statement that 'it costs more to gain a new customer than to keep an existing one'; questions the wisdom of 'the average dissatisfied customer tells 13 people' and Leverhulme's '50 per cent of my advertising budget is wasted....' Holds that the reiteration of these, and other, tired generalisations is a feature of Thought Leadership — a deplorable device thought up by large and greedy consultancies to help package their nostrums as an alternative to thinking about the individual facts of the individual case. Blames such firms as Deloitte, PWC and Accenture for Thought Leadership, and for the introduction of such panaceas (or nightmares) as TQM, process re-engineering, the millennium bug, shareholder value, the dotcom revolution, CRM, customer loyalty, AIDA, the Ansoff matrix — and many more.

I'm not sure about all the author's examples, but his thesis regarding the use of cliché coined in one circumstance to substitute for thought in all other circumstances is a valid one — and some at least of his examples should make a few people wince. And why isn't McKinsey on that list?

Research: * Practice: ** Originality: *** Readability: ****

Ref: 9105

Extending the psychological profile of market mavenism

R.E. Goldsmith, R.A. Clark and E.B. Goldsmith

EXPERIMENTAL. *Journal of Consumer Behaviour* (UK), Vol. 5, No. 5, p. 411 (9pp)

Mavenism, mavens, MMS, psychology

Defines market mavenism as the consumer tendency to become especially involved in the marketplace. Indicates, on the basis of previous studies, that market mavens are knowledgeable, motivated by a desire to share information and to help others, and that mavenism is positively related to opinion leadership. Contends that these characteristics make mavens particularly important in word-of-mouth marketing. Sets out to explore three psychological constructs that may be related to mavenism: global innovativeness, need for uniqueness and status consumption. Describes a sample of 598 consumers who

completed a questionnaire, from which their Market Maven Scale (MMS) was measured, together with their relation to the three psychological constructs given above. Indicates, with statistical tables of the results, that higher levels of market mavenism are related to higher levels of global innovativeness and positively associated with purchasing for status; Mavens also tend to seek out products and brands different from established ones — but still acceptable to their peers. Shows that age, sex and demographics explain relatively little about mavenism, compared with these psychological constructs. Discusses marketing implications: mavens (although they may be difficult to identify) are likely to be early adopters, prone to status appeal, and moulders of opinion.

Interesting enough — but the real trick would be to find a way of identifying within the population these highly desirable consumers.

Research: *** Practice: ** Originality: ** Readability: ***
Ref: 9106

See me, feel me, touch me...use all the senses to build brands

M. Lindstrom

JOURNALISTIC. *The Times* (UK), 12th March, 2007, p. 49 (1p)

Claims that 80 per cent of new product releases fail. Recalls the 1915 Coca-Cola briefing for a new bottle — to design a bottle such that, when it was smashed into a thousand pieces, each piece would still carry brand recognition. Notes that most branding depends on use of a logo — if that goes, nothing is left. Recommends branding based on an appeal to as many as possible of the senses; gives examples of use of colour, smell, and touch in creating brand identity. Reveals that the tune used by Intel Inside has 65 per cent recognition, after expenditure of \$320m promoting it; the Nokia ring tone has 41 per cent recognition after nil expenditure. Recommends starting with the simple things which are already unique to a brand and do not cost a lot to promote.

A brief article; its theme is worth pondering.

Research: ** Practice: ** Originality: * Readability: ***
9107

CRM software applications and business performance

L. Ang and F. Buttle

SURVEY. *Journal of Database Marketing & Customer Strategy Management* (UK), Vol. 14, No. 1, p. 4 (13pp)

Gives a definition of CRM, claiming that the application of IT is one of its distinguishing attributes. Distinguishes between operational and analytical CRM. Holds that early CRM applications were dominantly concerned with salesforce automation (SFA). Looks at various studies of CRM implementation; concludes that none considers the performance of CRM software *per se*. Describes a survey of 170

Branding, senses

**CRM, ROI,
Acquisition, Retention,
and Development,
Australia, RBC**

Australian companies, of which 39 per cent (67 companies) used CRM software, designed to discover the level of satisfaction with ROI from that software, the extent to which that software met, exceeded, or fell short of expectations in relation to customer acquisition, customer retention, and customer development, and whether that performance, relative to expectations has had an effect on profitability. Finds that CRM software is more used in customer retention and development activities than in customer acquisition, and that, while it tends to meet or exceed expectations in more than half of cases, this is less marked in customer acquisition than in the other applications. Finds that larger companies tend to be less satisfied than smaller ones. Concludes by holding up the Royal Bank of Canada as the model of CRM excellence.

The article's initial premise is wrong: IT is not a distinguishing attribute of CRM, which is primarily a philosophy about how — and why — to create enduring and mutually profitable relationships with customers; IT is a mechanism which may assist in doing this. The failure of many CRM applications is a failure to implement the philosophy, not a software failure.

Research: ** Practice: ** Originality: ** Readability: **
Ref: 9108

Database valuation: Putting a price on your prime asset

D. Reed

INSTRUCTIVE. *Journal of Database Marketing & Customer Strategy Management* (UK), Vol. 14, No. 2, p. 104 (6pp)

Notes that company valuations which have, for a long time, taken account of such assets as brands, trademarks, and proprietary processes as well as physical assets, are now beginning to show an interest in customer relationships, instead of lumping these together with other unassessables under some banner like 'goodwill'. Notes that there is no accepted standard for valuing either client or supply-side databases acceptable both to the financial community and to Revenue & Customs. Lays down some basic principles necessary for the valuation of a database: it must be identifiable, owned, transferable, created at a defined time, maintained, legally protected, defined by tangible evidence. Notes that these criteria may not be easily met — for example by data marts that have a shifting existence within a matrix of data sources. Defines the criteria under which a database is protected by copyright and/or database right. (Refers to a disturbing judgment in *BHB v Wm Hill*.) Looks at various forms of database valuation in use for different purposes: in the case of supply-side databases considers valuation on the basis of discounted cash flow or relief from royalty; for client databases either a cost-based or an income-based method. Looks at the tax implications of database valuation; notes that these are little understood and less publicised.

**Database, valuation,
copyright, taxation**

A few lone voices have been urging for years that customer databases should figure, at least as much as brands, in company valuations. Here is a valuable introduction to the practical implications of such a step.

Research: *** Practice: *** Originality: *** Readability: *****
Ref: 9109

A case study in the valuation of a database

K. King

DIDACTIC CASE STUDY. *Journal of Database Marketing & Customer Strategy Management* (UK), Vol. 14, No. 2, p. 110 (10pp)

**Database, valuation,
music industry**

Claims that forming a valuation opinion is an art, not a science. Notes that there are several bases for valuation: fair market value, open market value, market value, fair value, owner value, investment value; choice of basis will be made by the valuer in light of the purpose of the valuation. Lists the criteria that should be met by an intangible asset to qualify for valuation (*as in previous article — Ed.*). Gives three main valuation methodologies: cost, income, or market approach: discusses each in turn. Describes the background to a valuation, undertaken by the author, of a database in the music industry used under licence by Amazon and others. Indicates the purpose of the valuation (to advise the Board, and for financial accounting purposes); gives as the basis for valuation fair market value, and explains what this involves; shows the information made available by the company, and the procedures used. Adds 'caveats' disclaiming responsibility for opinions expressed. Describes the nature of the subject company's business; reproduces financial information on the database for 2002–2004, and forecasts for 2005–2008. Describes the valuation approach, and outcome. Considers alternative of an open market valuation, based on cost to create, and arrives at a broadly similar figure, splitting the difference.

Why do valuers wish to be thought of as artists — does it make them feel more sexy, or what? We might cavil at the description of a database (or indeed software) as an 'intangible' asset: it is, for example, a great deal more tangible than a brand, or a trade-mark, or a domain name. The case study is interesting; the professional didacticism is a turn-off.

Research: *** Practice: *** Originality: ** Readability: ***
Ref: 9110

The Shop

T. Phillips

OPINION PIECE. *Journal of Database Marketing & Customer Strategy Management* (UK), Vol. 14, No. 2, p. 143 (3pp)

**Tesco, Clubcard,
dunnhumby, supply
chain**

Looks back along Tesco's supply chain at a system, called The Shop, designed by dunnhumby to provide Tesco's subscribing suppliers with access to all the — anonymised — sales data held by Tesco Clubcard, via an extranet using a password-protected browser interface. Notes

there are 40 UK customers for this service, and a further 20 in the US for an identical service provided by Kroger Inc. Asserts the scale of data available is unprecedented; it is available in relation to sales as recent as ten days old; it allows a supplier's performance to be linked to Tesco's customer segments, or to regions; it enables suppliers, for the first time, to see whether, and how far, a promotion is working before it is finished, and to see how their competitors are performing. Notes that this facility demands that its users develop the ability to use the data provided as an engine of decision-making — not simply as a way of validating decisions already made. Suggests there is evidence that consumers are now presented with too much choice (eg in pack sizes).

A fascinating brief look at a little-publicised spin-off from the well-known Tesco Clubcard phenomenon, with implications for the whole field of data sharing through supply chains.

Research: * Practice: *** Originality: * Readability: *****
Ref: 9111

Managing retention — Who does it well?

M. Stone and D. Liyanearachchi

DISCURSIVE. *Journal of Database Marketing & Customer Strategy Management*, Vol. 14, No. 2, p. 90 (14pp)

**Retention, acquisition,
satisfaction, contact
centres**

Investigates aspects of customer retention, with particular reference to the role of customer data and contact centres, in contract businesses (eg insurance companies, mobile phone companies and the like). Gives a simplified picture of the customer journey through a series of stages from pre-acquisition to renewal, showing the good and bad outcomes that can occur at each stage, which may affect either renewal or switching. Considers the relation between satisfaction and retention, concluding that there is no Holy Grail for attrition prediction and that measurement techniques covering a greater variety of indicators relating particularly to customer experience are required. Instances such data as dropped calls as predictors of attrition in the mobile phone market. Emphasises the importance of up-to-date customer data — not simply data collected at customer acquisition and allowed to deteriorate since. Relates two pieces of qualitative research with companies on data and on contact centres in relation to retention. Distinguishes six categories of companies in each research field: nowhere men, novices, guru-followers, developers, obsessives, professionals. Summarises advice on improving retention through better use of contact centres.

The discursive method makes for an easy, uncontroversial read, but is unlikely to leave the reader with any blinding insights, or with any clear programme for improvement of retention performance.

Research: * Practice: ** Originality: * Readability: ***
Ref: 9112

**Digital Asset
Management (DAM),
NGCI**

The ROI of DAM at National Geographic Channels International

E. Marks

CASE STUDY. *Journal of Digital Asset Management* (UK), Vol. 2, No. 6, p. 287 (5pp)

Notes the rapid growth of digital asset management (DAM) as a key component of an enterprise content management strategy, catering for the storage, retrieval and management of rich media files. Notes that those needing to deal with such files have three choices: installed in-house software; an external hosted solution; or a compromise, starting with a hosted system and migrating later to an in-house solution. Points to the advantage of the last of allowing an organisation to pilot on a pay-as-you-go basis, giving a quick entry and proving value before committing to substantial capital expenditure. Relates the case of National Geographic Channels International (NGCI), owner of thousands of hours of programme tapes, photos and marketing materials, needing to be accessible to 29 worldwide offices through which they are made available to 230 million cable subscribers. Notes that NGCI adopted a hosted solution for its 365 day 24/7 operations, with access and usage rights as well as content management being under the control of NGCI through a non-technical web-based interface. Emphasises the need, in choosing a host, for: customisation; 24/7 service; scalability; ease of use.

Despite its title, this article has nothing useful to say about ROI. Nevertheless, it is a useful introduction to a type of data storage and dissemination which is not (yet) widely familiar within the marketing world but which is growing rapidly in significance.

Research: * Practice: ** Originality: * Readability: ***

Ref: 9113

**Brands, categories,
FMCG, New Zealand**

Future of the brand management structure in FMCG

R. Chimhundu and R. Hamlin

SURVEY. *The Journal of Brand Management* (UK), Vol. 14, No. 3, p. 232 (8pp)

Examines the future of brand management in the FMCG market from the point of view of both manufacturers and supermarket retailers, and the extent to which it has been, or may be, replaced by category management. Looks at the current and future status of these two management concepts in the context of a single category (dairy products) based upon a study of the New Zealand marketplace. Notes that there has been a pause of several years in research in this area, but gives a brief review of the existing literature, which appears to offer a series of contradictory views on the health of brand management. Describes a series of 23 interviews conducted with nine manufacturers, 13 retailers and a consultant. Concludes that, within the category studied, the brand management structure is still largely in use, sometimes alongside category management in medium to large

suppliers; there is no evidence that the latter has become the dominant structure to the detriment of brand management. Offers verbatim quotes from interviews, suggesting that the two models can work together. Suggests brand management facilitates innovation; retailers have concentrated on category management, and expect suppliers to address category issues without losing brand focus.

The fascinating thing about this brand versus category debate is that it still continues as a subset of the whole 21st century uncertainty about the future of brands and branding.

Research: ** Practice: ** Originality: * Readability: ***
Ref: 9114

Understanding customer experience

C. Meyer and A. Schwager

EXPOSITION. *Harvard Business Review* (US), February 2007, p. 118 (10pp)

CEM, CRM

Notes widespread company indifference to the quality of customers' experiences. Emphasises that the customer experience encompasses every aspect of a company's offering, including advertising, packaging, product/service, customer care, and is built up in the 'customer corridor' or series of touch-points through which a customer passes: the gap between expectation and experience needs to be monitored and reported — as much as the gap between forecast and actual revenue. Gives two instances of such a gap: Dell's venture into HDTV plasma screens, and the development of a new AIDS drug by Gilead Sciences. Notes the need for overall cross-functional attention to and control of the customer experience. Makes comparison of customer experience management (CEM) with CRM: holds that the latter concentrates on what a company knows about a customer, while the former is interested in what a customer thinks about a company. Discusses the tracking of customer experience, in three patterns of data collection, labelled Persistent, Periodic and Pulsed. The first is concerned with past experiences, and provides on-going feedback of high-volume transactions via electronic surveys. The second is concerned with current experiences, and is conducted through periodic account reviews and polling of user groups. The third is testing for future opportunities through on-off special purpose surveys. Emphasises the need to avoid surveys becoming themselves an unfortunate experience, and also the need for attention to the employee experience.

A worthwhile introduction to the concept of CEM, which would, however, benefit from some down-to-earth examples of the concept in action.

Research: ** Practice: *** Originality: * Readability: ***
Ref: 9115

**Marcoms, IMC, media
neutral planning,
CODAR**

Planning and evaluating communications in an integrated organisation

A. Jenkinson

DIDACTIC. *Journal of Targeting, Measurement and Analysis for Marketing* (UK), Vol. 15, No. 1, p. 47 (18pp)

Notes the rise of marcoms disciplines as a set of discipline-specific skills, each practised within a single department, team, agency or culture; this was followed by the introduction of the concept of integrated marketing communications (IMC) and media neutral planning. Distinguishes between a medium (eg television) and a discipline (eg direct response or image advertising). Comments on the division between brand and direct advertising, or above and below the line, under which it was common not even to consider mail, e-mail and telephone as advertising media; notes that this form of discrimination is now regarded as having little utility, since each medium is capable of being used across a variety of different disciplines. Notes that this is true also of the evaluation methods traditionally used in relation to different advertising media: thus brand advertising is traditionally evaluated on the basis of awareness, recall, or attitude (as distinct from behaviour), while direct marketing is measured by reference to response, ignoring effects (good or bad) on brand image. Notes that customers are not neatly divided into marcoms silos; there is growing consensus that all marcoms can and should affect both brand equity and sales; this means that different disciplines must learn from each other, and must develop a common currency for evaluation and measurement. Ends with a description of a proprietary open planning tool (CODAR).

This inordinately long article reinforces what many in marketing (including the author) have been saying for 20 years. The problem is not a lack of tools, but the ineradicable tendency of employees (including managers) to dig themselves into silos — whether these be product silos, media silos or discipline silos.

Research: ** Practice: *** Originality: ** Readability: ***
Ref: 9116

**Retail, travel agents,
property**

Home retailing: The death of home shopping?

S. Fox

FUTURISTIC. *Market Leader* (UK), Spring 2006, p. 21 (4pp)

Defines 'home retailing' as the skill required by a retail company in managing the multiple channels available to consumers buying from home. Notes the increasing use of the internet for both consumer research and purchase, and the effects of this on the high street, with reference in particular to electronics and travel. Expects to see travel agents — and other high street retailers — reducing their bricks and mortar presence, with an enormous effect on the commercial property market as leases begin to run out and are not renewed. Claims that this in turn will have a knock-on effect on the domestic property market, and ultimately on pension funds. Anticipates the shedding by retailers

of shop staff. Predicts that online shopping will result in a virtuous circle of increasing efficiency and reliability. Notes that more men are shopping online, especially on eBay. Asserts the challenge for companies is to ensure integration of customer interactions across all contact points, avoiding the creation of separate non-communicating silos of customer data based on separate channels. Foresees enormous profits for Royal Mail home delivery services, and for database management companies.

Like most predictions of the future, time will prove it wrong, in one way or another. But the speculation is interesting, and you may care to make your own guesses on where the current trends will lead.

Research: ** Practice: ** Originality: ** Readability: ***
Ref: 9117

The marketing challenges within the enlarged single European market

S. Paliwoda and S. Marinova

OVERVIEW. *European Journal of Marketing* (UK), Vol. 41, No. 3/4, p. 233 (12pp)

Acclaims the success of the European Union, the external perception of which is as a model for others to follow. Notes that, with 25 members, and two more to follow in 2007, it has a market of over 450 million, making it the largest single market in the world, and the largest player in world trade, accounting for more than half of all global commerce. Notes that despite its achievements, citizens of the member states, especially Britain, are extraordinarily ignorant of the EU, and exposed to a multitude of myths by a mischievous ethnocentric press. Claims that the EU is a visionary project-in-progress that has advanced reform in e-commerce and IT, research and development enterprise and small firms and the liberalisation of markets. Claims that the EU is moving away from regulation, and becoming proactive in the creation of an environment conducive to enterprise, competition, innovation and employment: the EU is becoming an enabler rather than a regulator. Notes the growth in the modern world of 'connectedness', which has devolved power from the producer, first to the retailer and then to the consumer. Notes the risks of a large and mature market for SMEs and companies in Central and Eastern Europe in competition with global producers: restructuring of operations and marketing activities is essential, concentrating on cross-border consumer value perceptions.

This enthusiastic hymn to the EU is perhaps a useful corrective to some of the corrosive comments of the UK press, though no-one, in Britain at least, will suppose it gives the whole picture. And aren't both China and India even larger single markets?

Research: ** Practice: * Originality: * Readability: ****
Ref: 9118

**European Union,
regulation,
connectedness**

Social marketing, CIM, free market

The diaspora has already begun

G. Hastings

VIEWPOINT. *Marketing Intelligence and Planning* (UK), Vol. 25, No. 2, p. 117 (6pp)

Notes that marketing's power derives from its ability to influence behaviour; suggests that this is not limited to consumption behaviour, but can apply equally well to social behaviour — hence 'social marketing'. Claims that social marketing initiatives in the UK have been shown to modify patterns of exercise, drinking, smoking and drug use. Refers to a recent White Paper, leading to the formation of The National Social Marketing Centre. Notes initiatives in Scotland, Australia, New Zealand, Canada and the USA. Notes that commercial agencies and consultancies are bidding for Government funds in this area, and that the CIM and the Marketing and Sales Standards Setting Body is focusing on national standards for social marketing. Claims that there is strong demand among students for social market learning; instances a number of initiatives being taken, in the UK and overseas, to meet this demand. Quotes Thomas: the status quo is not an option; the free market is 'an unleashed monster'; we must use marketing to develop a form of 'social capitalism'. Suggests this is, literally, a matter of life and death in view of the growing prevalence of lifestyle-related illnesses; there is now growing evidence that marketing techniques can change consumption patterns and also social and health behaviour.

A cynic might observe that the only thing that makes tolerable the attempts of government to dictate our lifestyles is how ineffective they have so far been. If free market capitalism is an unleashed monster, what should we call successful government-directed social capitalism? Tyranny? Some interesting ideas — and some unrealised dangers too.

Research** Practice: ** Originality: ** Readability: *****
Ref: 9119

Data, consumers, lying, cost-benefit, fairness, privacy

Exploring consumer lying in information-based exchanges

D.R. Horne, P.A. Norberg and A.C. Ekin

RESEARCH. *Journal of Consumer Marketing* (UK), Vol. 24, No. 2, p. 90 (10pp)

Notes the insatiable appetite of marketers for consumer data, and growing consumer efforts (unlisted phone numbers, use of TPS) to evade this. Sets out to determine whether, and in what circumstances consumers will lie in providing personal data. Hypothesises that there are potentially two factors at work: does the consumer perceive the benefit derived from providing information to be equal in value to the perceived cost of supplying it; does the consumer perceive the benefit achieved by each side in the exchange to be fair. Describes the methodology of two studies conducted, the first with 93 students from a US university, and the second with 51 different students. Finds that in

Study 1, 25 per cent of the data requested (11 items per person) was false (from 37.6 per cent of name data to 6.5 per cent of gender data). Reveals that three clusters were identified: those who tended to omit data ($n=21$); those who were broadly truthful ($n=46$); those who lied a lot ($n=26$). Finds that experience in submitting data tends to reduce lying/omission. Study 2 asked its students how frequently (1=never; 6=always) they lied on four types of data; the mean of their answers was from 2.49 to 2.8. Reports that a perceived cost–benefit gap influences lying, but perceived fairness does not, nor is tendency to lie affected by privacy concerns.

After an inordinately boring academic start (skip the first three pages) this is a fascinating study with very wide implications. Do students lie more than other adults? Or is a third of all self-submitted data we collect online false?

Research: **** Practice: **** Originality: **** Readability: ***
Ref: 9120