

Preface



With this book we would like to honour Prof. Pascale Quester and the contribution she has made to the discipline of marketing at The University of Adelaide and beyond over the past 25 years. Prof. Quester's professional impact has been outstanding, and is reflected in the many achievements, awards and honours so richly deserved. Her stellar career as a researcher with an international reputation for her work on sponsorship and customer behaviour continues to inspire generations of scholars worldwide. Indeed, her commitment to the academic excellence of students, colleagues and the university, together with her strong strategic vision and charismatic leadership, has seen her lead the marketing discipline, become Executive Dean of the Faculty, and now Deputy Vice-Chancellor and Vice-President (Academic) at The University of Adelaide.

While we could continue listing Prof. Quester's achievements, it would not highlight what she is known for. Whenever anyone speaks of Pascale they speak of her personal attributes; as well as the care and passion she has shown over the years for her countless colleagues and students. Without hesitation they acknowledge her generosity with her knowledge and her time, and reflect on how she has guided them while allowing them to learn and grow independently. Her charisma and passion encouraged students to come to her lectures, not because they were enrolled in the course but just because they loved her way of telling a story and enriching their lives. The simple fact is that she makes a difference; a difference to her students, her colleagues and collaborators, but also to the university and the broader community.

It is her ability to make a difference that has inspired this book, which offers a collection of chapters written by Prof. Quester's former and current students and collaborators. This collection of work furthers our knowledge in those areas that Prof. Quester has shaped the most.

In part one "Marketing a difference—sponsorship and sport", the chapters draw heavily on Prof. Quester's extensive contribution to the field of sponsorship. In the chapter '[The Question of Sponsorship Effectiveness](#)', Mazodier explores the effectiveness of sponsorship, offering insight into the difference sponsorship can make to organisations. In particular, the chapter not only reviews common effects of sponsorship on consumer-based outcome variables but elaborates on how to select an event to sponsor, relevant individual consumer characteristics and sponsorship activation. Sponsorship activation is the key focus of the chapter '[Leveraging Research on Activation: Quester and Thompson's \(2001\) Impact on the Field of Sponsorship](#)'. Written by Carrillat and D'Astous, this chapter outlines the difference Prof. Quester and her colleague Beverley Thompson made to the sponsorship literature with their article published in 2001, which marked the beginning of sponsorship as a major scholarly field in its own right. Khan and Burton's chapter '[Sponsorship-Linked Attitudes of Employees of Sponsoring Firms: SMEs Versus Large Organisations](#)', further explores the ability of sponsorship to make a difference to various stakeholder groups. In particular, the authors demonstrate empirically that sponsorship can result in positive employee attitudes, with results suggesting strong implications for small and medium sized organisations. The chapter '[Connected Stadium: A Pillar for Football Clubs' Marketing Development?](#)' written by Bal and

Fleck, is dedicated to the connected stadium, a major paradigm shift in sports marketing with a significant influence on the sporting economy and community. A comprehensive overview offers important insights into the scope, marketing challenges, technologies and implications for relevant stakeholder groups, drawing extensively on practical examples.

Part two “Making a Difference—Social Marketing and Ethics” reflects current social issues that Prof. Quester is passionate about and has made a significant contribution to understanding, including areas such as public health, young consumers, and gambling. In the chapter ‘[Promoting Public Health: Understanding the Limitations of Marketing Principles and the Need for Alternative Approaches](#)’, Pettigrew and Jongelenis offer insight into the ways in which marketing and social marketing knowledge should be applied to achieve well-being at the population level, utilising the health challenges of ageing and obesity as examples. Tabarashkina and Crouch shed additional light on the food consumption of young consumers, in the chapter ‘[Contemporary Young Consumers and Food Consumption—Implications for Social Marketing Research](#)’, identifying a range of critical gaps in the literature that should be addressed to ensure relevant policy development and social marketing campaigns can make a positive difference in the community. In the chapter ‘[The Ethicality of Immersive Sponsorship within a Children’s Edutainment Centre](#)’, Arthur focuses on young consumers, specifically examining the ethicality of immersive sponsorship in a children’s edutainment centre in Abu Dhabi. The chapter discusses the deontological, relativist and utilitarian views, offering insight that can be used by policy makers, parents and marketers to inform their actions. In the last chapter of this part, ‘[Emotional Advertising to Attenuate Compulsive Consumption: Qualitative Insights from Gamblers](#)’, De Vos, Crouch and Ilicic advance our understanding of emotional advertising appeals in the context of problem gambling, with compulsive consumption behaviour of particular concern. Specifically, the authors discuss the emotional appeals that can make a difference when communicating with gamblers.

Part three “Making a Difference—Customers and Brands” encompasses a collection of contributions to areas Prof. Quester advanced during her research and teaching career, including customer behaviour and experience, marketing communications, and country of origin effects. The chapter ‘[Revisiting the Long and Winding \(Less Travelled\) Road: The Road to Chaos in Marketing](#)’ by Steyer revisits and develops the eminent paper Profs. Quester and Steyer published in the *Journal of Consumer Research* in 2010, reminding managers of the law of imitation and the importance of social interactions. In the chapter ‘[The Case for Altruism in eWoM Motivations](#)’, Killian, Fahy and O’Loughlin recognise that many people in an online context offer advice, knowledge and expertise with the intention of helping others while expecting nothing in return. The ensuing discussion offers novel insight into altruism as a motivator to engage in electronic word-of-mouth and considers the role of communication channels and platform choice, valence, and the nature of the brand in this dynamic. The chapter ‘[Customer Experience of Value in the Service Encounter](#)’, written by Chen, explores customer experience of value and the difference it can make in transforming customer satisfaction into

customer loyalty in a service setting. Yu and Pappu introduce portfolio-brand fit into the celebrity endorsement literature, with their chapter ‘[Multiple Celebrity Endorsement](#)’ presenting both conceptual development and empirical evidence in the context of multiple celebrity endorsement. These findings should make a difference to how marketing practitioners design and evaluate their celebrity endorsements, giving consideration to the multidimensional nature of fit in the context of multiple celebrity endorsement. The remaining chapters offer an international and cross-sectoral perspective with the key focus on country of origin effects. The chapter ‘[Can Country of Origin Branding be a Competitive Advantage for Agri-Products from Emerging Countries?](#)’, written by Karunaratna and Crouch, examines the concept of country of origin and its implications for agri-products, with a particular focus on emerging countries. Finally, in the chapter ‘[Decomposition of Country of Origin Effects in Education Services: A Conjoint Analysis Approach](#)’, Aruan and Crouch examine country of origin in a services context, offering critical insights to service providers by considering not only where the service is delivered but also the country of origin of the person providing the service.

Part four “Making a Difference—University Education and Innovation” explores topics that are critical to the higher education system today and relate both to Prof. Quester’s academic and professional work. The chapter ‘[Knowing Me, Knowing You: Mentorship, Friendship, and Dancing Queens](#)’, written by Lu and Scholz, outlines a reflection of the supervision relationship between the authors and their Ph.D. supervisors, one of them Prof. Quester. Inspired by ABBA and informed by relationship marketing theory, the authors develop a conceptual model noting the relevance of trust, commitment and congruence to make a difference in the context of Ph.D. supervision. The chapter ‘[Beyond the Obvious: Facets of Diversity in Marketing Student Groups](#)’, by Sherman and Plewa, examines the difference various types of diversity in groups can make on the students’ satisfaction with the process and outcome of group work. This study was undertaken in one of the core courses developed by Prof. Quester. Conduit, Karpen and Farrelly seek to better understand the nature of student engagement with the university institution, an area Prof. Quester has made a difference at The University of Adelaide. This chapter ‘[Student Engagement: A Multiple Layer Phenomenon](#)’, demonstrates the embedded nature of engagement with the lecturer, the course, and with the tertiary institution at a holistic level and introduces the importance of social engagement within universities. The chapter ‘[Marketing—Making a Difference for Entrepreneurial Universities](#)’, written by Baaken, Davey and Rossano goes beyond a student focus, discussing the difference marketing, and in particular science-to-business marketing, can make to universities in today’s competitive higher education environment. Chapter ‘[Improving Innovation Process Performance and Service Quality in Innovation Networks](#)’, written by Plewa, Rampersad, Troshani and Kesting, further elaborates on the research and innovation of higher education, showing the difference an innovation management application can make not only to furthering innovation process performance within the network but also to the perceptions of the technology transfer office’s service quality.

In much the same way that Prof. Quester has throughout her career, the chapters in this book cover a multitude of marketing perspectives, theories and contexts. While jointly advancing research in Prof. Quester's areas of passion, interest and academic contribution, this book and its individual contributions create a unique platform for cross-disciplinary and cross-sectoral dialogue. Together these contributions demonstrate the legacy of Prof. Quester, as so many of her former and current colleagues and students strive to continue to make a difference in these areas.

At this time, when we celebrate 25 years since you came to The University of Adelaide, we would like to thank you, Pascale, for the difference you have made; on behalf of your friends, colleagues, collaborators, former students and many others who have been part of your journey. This is for you.

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<http://www.springer.com/978-981-10-0462-9>

Making a Difference Through Marketing

A Quest for Diverse Perspectives

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2016, XIV, 282 p. 19 illus. in color., Hardcover

ISBN: 978-981-10-0462-9